

**PAGES  
MISSING**

FEATURING—SELLING COLD WEATHER LINES

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, NOVEMBER 19, 1915

No. 47

The biggest piece  
of the best chewing  
tobacco for the money

## STAG

Chewing Tobacco

Attached to every piece is the unique premium coupon, which along with the A1 quality and the unusual size plug make a big attraction to the tobacco user.

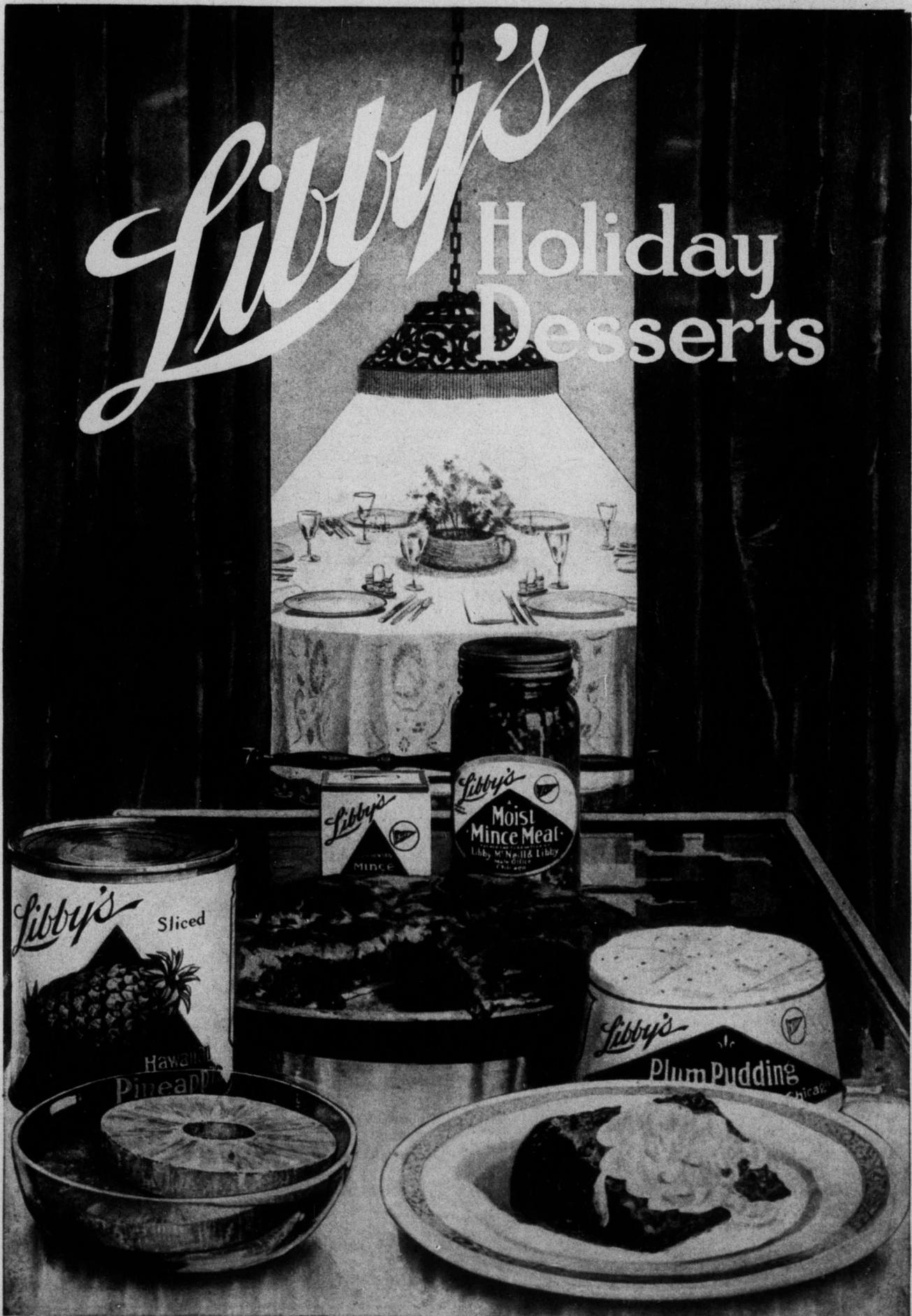
This is a great proposition for the retailer—a big help to more and better business.

Sold by all  
Wholesalers

Note the  
Premium  
Coupon



# Libby's Holiday Desserts



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

# Distinction

# Lantic Sugar

—because

It is made from Pure Cane  
in Canada's newest, modern refinery  
put up in handy, original packages  
Automatically packed, weighed and  
sealed

and for the reason

That thousands of housewives have  
said

That Lantic Sugar is the best they  
have used

We don't hesitate to tell you

That Lantic Extra Quality, Fine  
Granulated is Distinctive.



**ATLANTIC SUGAR  
REFINERIES, LIMITED**

MONTREAL

ST. JOHN

**The Best Only**

Choicest selected fruits  
and raisins only bear the  
**Griffin & Skelley**  
**brand**

*—the brand of sterling value that  
you can confidently count on.*

**Our** Seeded Raisins are a selection of the very finest  
and best that California produces. There is  
nothing on the market to equal the following  
fancy brands—

**Griffin's Premier**

**Griffin**

**Gold Bar**

**G. & S.**

**CHOICE  
GOODS**

Griffin's Choice are equal to many  
others shipped as the finest.

**Easter**

**Silver**

**Griffin's Selection**

**Dragon**

Any or all of the Griffin Line you can unhesitatingly recommend.  
Pushing them means a bigger, quicker and more profitable turnover.

**Always the Best**



## A quick, profitable turnover—that's what Borden's bring you

The purity, quality, and reputation of the *Borden Lines* will prove a mighty big factor in the development of a really substantial and profitable turnover.

Borden Products are particularly profitable just now at the commencement of the social season.

Prominently displayed in your windows, shelves or sales counter, these reliable, economical and convenient food products will prove to be your best selling stock for winter business.

Are you a Borden dealer? If so, try what a good, effective counter display will do towards toning up business. If you are not yet acquainted with their selling value, connect up now. Get them before your customers and watch them move. Try them out to-day.

### Borden Milk Co., Limited

"Leaders of Quality"  
MONTREAL

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



# SUN-KIST SEEDED RAISINS

REG. U.S. PAT. OFF.

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

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

Wholesale distributors in every territory. ASK THEM

## A "BIG HIT"!!

A DRESSY PACKAGE:—  
A PALATABLE FOOD:—  
A SCIENTIFIC FACTORY:—  
HAS WON FOR

### CANADA SOUPS

The Favor of the Trade and Consumer Alike.

Mr. Merchant and Manufacturers' Agents

Investigate!!!

5  
Bowls  
for  
5  
Cents



Increased Profits  
Over All Foreign  
Competitors.

Shun Foreign Trade  
and  
Buy Only Made-in-  
Canada Goods.

CANADA FOODS, LIMITED  
TORONTO, ONT.



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

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

*Grown and Packed in California*

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

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

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

*YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.*

Put up only in this Package.

**AMERICAN VINEYARD COMPANY, Growers and Packers**

**CANADIAN AGENTS:**

Eugene Moore, Toronto, Canada.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.

# GOLD DUST



You can put GOLD DUST into almost every order, if you'll just mention it. You don't have to "talk," our extensive advertising keeps GOLD DUST so well known the sales are waiting for you.

**THE N.K. FAIRBANK COMPANY**  
LIMITED MONTREAL

Do you sell  
"Canada First"  
Milk, or do you  
merely take  
orders for it?



Condensed—Best for Babies  
Evaporated—Best for Coffee

### A FEW SALES TALKS

The housewife who has a little can of "Canada First" Milk in the pantry need not worry if the cream or milk runs short or sours. Always on hand, and always fresh and pure, "Canada First" meets every emergency.

The sweet, rich, wholesome flavor of this milk has made it a big favorite wherever tried. In many city homes it has supplanted the raw milk, with its washy taste and sometimes none too certain quality.

In making up your displays of winter sellers, don't overlook "Canada First" Milk. To do so means a distinct loss of profit.

Feature this housewife's friend. Emphasize its suitability for winter drinks, social parties and the hundred and one other events of the social season.

**Aylmer Condensed Milk Company**  
LIMITED  
HAMILTON, CANADA

Mrs. "Hard-to-please" can always be satisfied in the Banner Brand Line



Banner Brand Jams and Jellies never fail to win the confidence of even the most particular housewife, because she knows from experience that nothing but fruits of the very first quality could possibly give Banner Brand Goods that delicious flavor which distinguishes them from all others. Dealers everywhere are strong for Banner Brand as a "good seller." Sell your customers "Banner" Brand Goods and cultivate that confidence which will mean repeat orders and increased profits.

STOCK UP TO-DAY.

**Lindners Limited**  
BRAMPTON ONTARIO



# TWO CENTS PER WORD

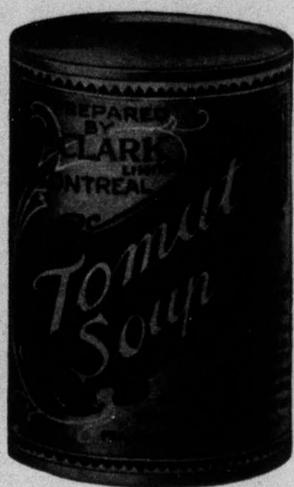
You can talk across the continent for two cents per word with a Want Ad. in this paper.

	<p><b>CRACKERACK</b> Sanitary Display Racks, Tops and Fixtures MONEY AND REPUTATION MAKERS FOR STORES</p>	
<p>9-Jar Pickle Rack</p>		<p>CRACKERACK PATENT FASTENER</p>
<p>Send for Complete Catalog and Price List of Up-to-Date Patented Racks, Display Tops, Fixtures, Adv. Premiums and Specialties. LIVE CANADIAN AGENTS WANTED</p>		<p>Evan L. Reed Mfg. Co. Dept. C.G. STERLING, ILLINOIS</p>

CANADIAN GROCER

# CLARK'S

## CONCENTRATED SOUPS



prepared from only the finest of materials and guaranteed absolutely pure.

### MADE IN CANADA

and without a rival in either home or imported Soups.

TOMATO	CHICKEN
CELERY	MOCK TURTLE
PEA	MULLIGATAWNY
VEGETABLE	SCOTCH BROTH

etc., etc.



Ask your jobber for prices or send us a post card, but STOCK NOW.

## W. CLARK, Limited, Montreal

*Clark's*



# E.D.S. JAMS

*for the winter breakfast*

What part of your patrons' breakfast are you supplying, Mr. Grocer?

Certainly no breakfast is well finished without the dish of jam, whether it's that good old grandmother style or the next best.

E.D.S. pure, wholesome jams are the real, old-fashioned kind, delicious, good — just the kind that our grandparents served in the days gone by, but well-remembered.

Added to the fine, rich flavor of the old-time jam, is an added quality which modern, improved factory conditions and location have made possible. There's no delay between the time the fruits are gathered in until they are preserved and sealed, ready for your patrons' breakfast or lunch.

Display E.D.S. Jams and Jellies and add your efforts to the momentum of business created by our consumer advertising and the natural growing tendency, the result of satisfied patrons.

### STOCK UP FOR WINTER

- |                         |                     |
|-------------------------|---------------------|
| <b>PURE JAMS</b>        | Greengage,          |
| Strawberry,             | Grape,              |
| Cuthbert Red Raspberry, | Pear,               |
| Black Currant,          | Peach,              |
| Black Raspberry,        | Gooseberry,         |
| Blackberry,             | Red Currant,        |
| Columbian Red           | Red Plum,           |
| Raspberry,              | Orange Marmalade.   |
| Cherry,                 | <b>PURE JELLIES</b> |
| Pineapple Marmalade,    | Crabapple,          |
| Red Raspberry and       | Strawberry,         |
| Red Currant,            | Grape,              |
| Red Raspberry and       | Red Currant,        |
| Gooseberry,             | Red Raspberry,      |
| Blueberry,              | Black Currant.      |

*Check over this list. Order to-day.*

**E. D. Smith & Son, Limited**  
WINONA, ONT.

*Agents:*

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



When you sell

# HEINZ

## 57

### VARIETIES

PURE FOOD PRODUCTS

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

### H. J. Heinz Company

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

## Accurate, clean and profitable Oil Sales



Model F  
Cut 80

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

### WAYNE Oil Tank

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

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

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

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

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

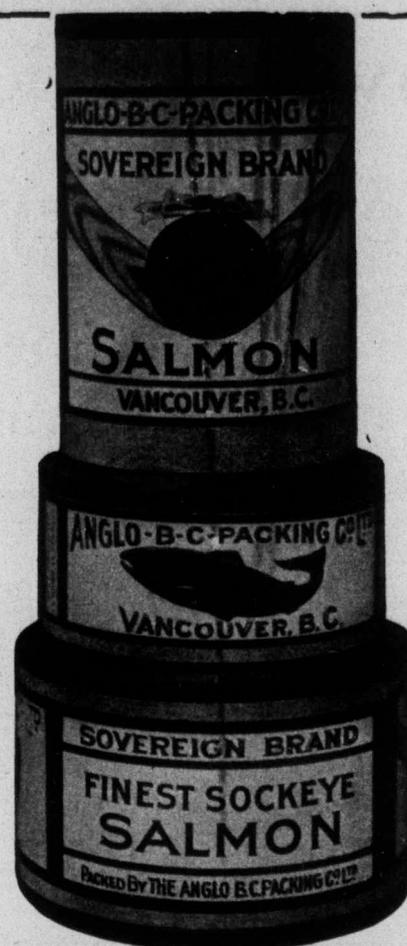
You will find it easy to do more business, make larger profits, and pay increased taxes when they come, if all the goods you handle have the attractive selling qualities of

# GIPSY Stove Gloss

Order from your Wholesaler.

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

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



## Golden Wax Beans

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

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

*Write for particulars.*

**Thames Canning Factory**  
Thamesville, Ont., Canada

## More Than Ever in a Class by Itself

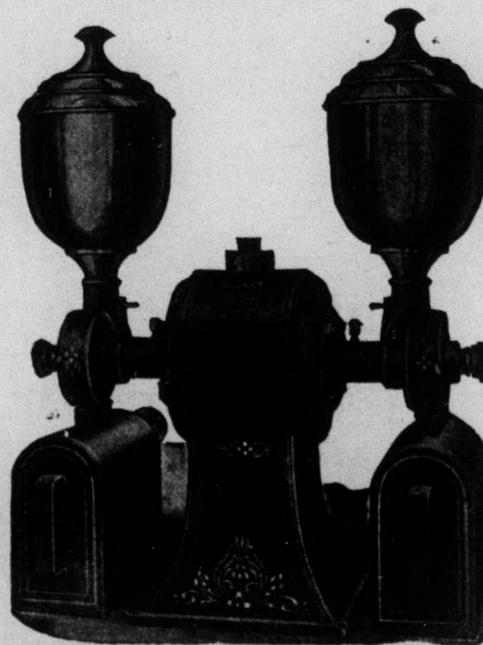
One of our 12 new models.

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

It ranks with the best and meets your price.

26 models of electric machines.

**Makers of Hand Coffee Mills for twenty-five years.**



**COLES MANUFACTURING CO.**

1615 North 23rd St.

PHILA., PA.

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

# Have you tried The New Crystal Diamond Syrup?

It's the finest cane syrup ever put  
on the market.

Advertising is an insurance  
policy against forgetfulness  
Stopping an advertisement  
to save money is like stop-  
ping a clock to save time.  
—it compels people to think  
of you—Galveston News.

## Bee Brand Products Produce Permanent Profits

The profits made on Bee Brand  
Products are not the flash-in-the-  
pan variety, but the solid, permanent  
kind that builds up a bigger and  
better business.

Bee Brand quality wins the esteem  
of the most critical.

Try out a stock of Bee Brand Pro-  
ducts and observe results.



The Bee Starch Co., Montreal



## Satisfied Customers Recommend KNOX GELATINE to Their Friends

The real reason why *Knox Gelatine* is the leading seller is because of the satisfaction it gives women who use it. They like it because of its Purity, because it is easy to prepare, because each package makes two full quarts of delicious jelly, and because they have known it so long they can depend on it.

Such reasons make *Knox Gelatine* easy to sell, and the recipes we publish in our advertising also help. *Knox Gelatine* pays you a splendid profit, and it will pay you to

“MAKE KNOX YOUR GELATINE LEADER”

CHARLES B. KNOX COMPANY, Inc.

Johnstown, N.Y.

Branch Factory:—Montreal, Canada

## **ANNOUNCEMENT**

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Mr. F. J. White, formerly president of Minto Bros. Ltd., has disposed of his interests to Minto Bros. and this firm under new management will continue the business—retaining the same selling staff and also the services of Mr. T. S. Arnold, who for many years has been employed as expert Tea and Coffee Blender. The new firm will continue to control “Melagama” and “Minto” Brands in packages as well as “Syleen,” “Rosedale” and “Glendale” bulk Tea blends.

With increased capital and improved facilities to handle such lines your orders will receive better attention and you may look for improved values.

Should a representative not get around to you soon enough, kindly send in your orders by mail and it will go to the credit of salesman just the same.

**MINTO BROS.**

NOW AT—284 Church Street  
Toronto, Canada

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**Tartan**  
**BRAND**

THE SIGN OF PURITY

Phone Orders at our Expense

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

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

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

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

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

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



**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.

**You are losing money  
on your cheese sales**

if you haven't got a reliable cutting machine. You can eliminate the risk of dissatisfying a customer and absolutely prevent loss through wastage, scraps, etc., by installing the



The CANADIAN Open

**Canadian  
Cheese  
Cutter**

which cuts quickly and accurately by weight or money value.

We would like to show you all the advantages of the "Canadian." There is no obligation incurred. Ask us to-day.

**The Computing Cheese Cutter Co.**  
WINDSOR, ONT.

**Where Condyl's Fluid is Used Daily—  
the Development of Contagious  
Disease is Eliminated**

Condyl's Fluid is a powerful disinfectant — an effective destroyer of germs yet very harmless.

It is non-poisonous and contains no permanganate of potash — safe where there are children, and does not need to be placed under lock and key, but kept where it is handy.

Over 100 years in use in European homes.

Order your stock to-day.

**Condyl & Mitchell, Limited, London, Eng.**

Sole Agents for Canada:

Harold F. Ritchie Co., Limited, 10-12-14 McCaul St., Toronto

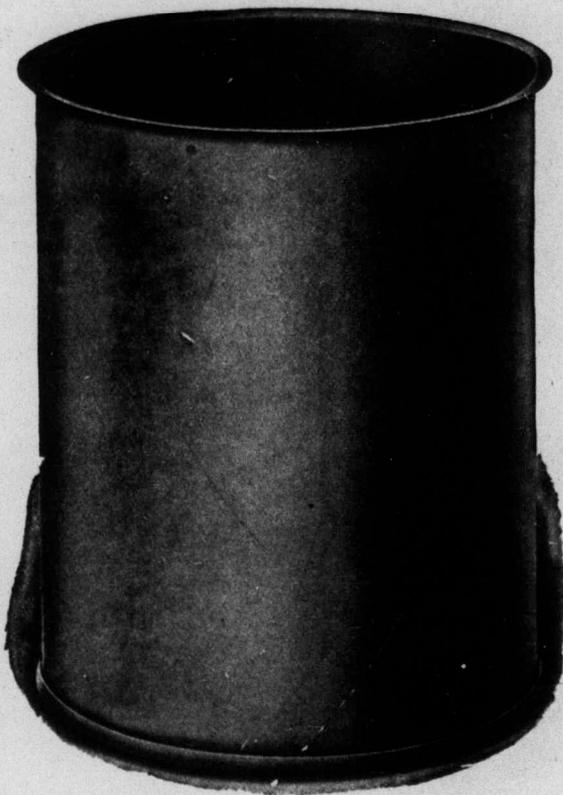
Printer's ink is creating  
a new demand through-  
out Canada for

# JAPAN TEA

Its merits are being brought  
to the attention of every tea  
drinker in the Dominion,  
*from* St. John, N.B., to Vic-  
toria, B.C.

What share are you taking in  
supplying the demand that's be-  
ing built up?

Japan Teas are rich, pure and  
wholesome. Order Japan's  
best from your wholesaler.



# Sanitary Cans

*"The Can of Quality"*

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

## Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

No. 23

*Chats with "Old Baba"*

*(Canada's 105-year-old Pioneer)*

### KNOCKING OFF FOR A HUNT

"Off for a hunt this morning, lad? If I was as young as you, I'd like to hit the trail too. When I was at my trade I always knocked off for a hunt about this time every year, and during the winter too, when you could track the rabbits and foxes well.

"I'd be out early in the morning and would stay all day, making my meals on roast squirrels and potatoes. A pinch of salt is all I would carry, and perhaps a few hard biscuits, in case of a scarcity of potatoes in the country.

"Oh yes, I'd have my chewing tobacco, but it wasn't as good as

### King George Navy

"By the way, it's great the way the quality of that tobacco keeps up. So often, once a tobacco is established, it gets poorer; not so with King George."



Rock City Tobacco Co., Ltd.  
Quebec and Winnipeg

# "Is Good Tea"

You and all your customers know what brand it is

Very easy to sell a brand of tea so universally known  
as "good tea."

It will pay you to ask every customer to try a package.

## Don't Lose Sales

For quickly, easily and thoroughly cleaning and polishing hardwood floors, furniture, woodwork, pianos, automobiles, etc.

# O-Cedar Polish

(Made in Canada)

has no equal.

Your customers know this, and are using it daily. Don't lose sales by being out of stock. Display it prominently and get your share of the sales.

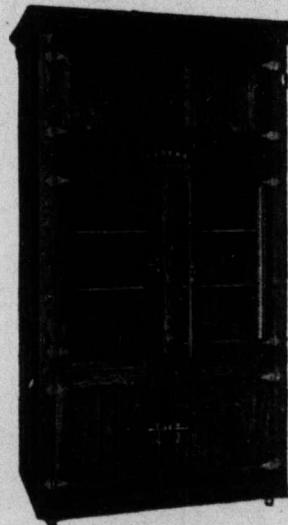
ORDER FROM YOUR JOBBER

**CHANNELL CHEMICAL CO., LTD.**

369 Spadina Avenue

TORONTO

## Here is the test that proves EUREKA Refrigerators perfect



Fill Refrigerator with ice, place wet matches in cooling room over night or from ten to twelve hours, when they will be found perfectly dry and can be ignited anywhere.

This proves beyond doubt that the Eureka Patent is as scientifically perfect as twenty-eight years of experience can make it.

The Eureka Refrigerator uses less ice than any other on the market—a point which should be noticed by every refrigerator user.

Materials used in the construction of the Eureka are specially selected for service, and sanitary qualities. Zinc, galvanized iron, and any filling of a moisture-absorbing nature are all carefully eliminated.

Thus contents are absolutely free from spoilage, while the improved display facilities of the Eureka tend to create bigger sales for the "Eureka" dealer.

Is your refrigerator a "Eureka?"

## Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO

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

# Robinson's "Patent" Groats

*—the cereal food for  
Young and Old Canada*

The winter weather is hard on weak constitutions and demands an easily digested, nourishing food for such.

**Robinson's "Patent" Groats** has a record which extends over the best part of a century, as a food which meets the requirements of infants, nursing mothers, the aged and invalids.

This sales builder should be in your counter displays and window exhibits right now. **Your wholesaler has it.**

## MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA



## Our Greatest Success!

### "CROWN BRAND" Corn Syrup in GLASS JARS

Grocers tell us that this is what they have always wanted—Some means of letting the customers SEE the quality of "Crown Brand" and of appealing to the many people who prefer glass containers, to tin.

Now—you can please all your trade with these quart jars which contain 3 pounds of syrup and are the best preserving jars made.

Order through your Wholesaler.

## The Canada Starch Co., Limited

MONTREAL

# CANADIAN GROCER

VOL. XXIX

TORONTO, NOVEMBER 19, 1915

No. 47

## Big Opportunity for Retailers

Sell Goods For Delivery Overseas to Friends in the Old Country or in the Trenches — What Some Large Retailers Are Now Doing—Instructions for Packing as Issued by the Post Office Department.

SOME of the large retail foodstuff firms are doing big business at the present time in putting up goods to be sent to the soldiers at the front and to friends in Great Britain. On this page will be observed reproductions of two newspaper advertisements along these lines. The top one, that of the Wm. Davies Co., features plum puddings for the boys at the front. As everyone can readily see, this will surely appeal to people in Canada whose sons, brothers, relatives or friends are at the front fighting for the integrity of the Empire.

The lower advertisement was used by Fraser-Viger Co., of Montreal, and a peculiar fact about it is that this firm used it in a Toronto paper. This advertises boxed apples for friends in the Old Country.

There should be a great deal more business along these lines. It remains for the retailer to make the suggestion, and he will surely find it will be adopted by a great many people. It is an "idea" that most people want nowadays to cause them to buy something they had not previously decided upon. It is a certainty that few will purchase unless the suggestion is presented to them in an inviting and vigorous manner. These two advertisements from two large firms doing a retail business offer a good point to other retailers. It should, of course, be plain that this business will only prove profitable when the retailer charges a sufficient margin to cover not only his regular cost of doing business, but the extra expense and trouble necessary to packing and sending off these goods.

It is also a certainty that there will be more Christmas presents in the foodstuff line this year than ever before. The times in which we are living have had the effect of educating people to give

where charity and comfort is most needed. This is going to mean a bigger business for the grocers between now and the festive season in December.

Another Canadian firm which has been going after this trade energetically is The Robert Simpson Co., of Toronto. This firm has installed a special department on the ground floor showing vari-

ous-sized Christmas boxes of foodstuffs at various prices which they are sending to the front from their London, England, office on order of people in Canada. In a recent advertisement in a Toronto paper they say: "The Robert Simpson Co. has arranged with its London office to supply the boxes mentioned below at what are practically London prices. These English boxes are put up in London and sent direct from there to the trenches. Each week-end boxes will be ordered by cable and the order followed by letter, giving all addresses and instructions. We are glad to offer this good-will service to all who are remembering their loved ones, Canada's bravest sons, now at the front. Orders will be taken beginning with November 3, at circle surrounding centre staircase, main floor, where duplicates of the boxes soldiers will receive may be seen and inspected.

In the list of boxes they quote, two are for prisoners of war only. These are priced at \$1.50 and \$2.75. The first one reads as follows:

Box No. 1—One Wilts cheese, carton wheatmeal rations, 1 pkt. muscatels, tin corned beef, pkt. nut butter, tin cocoa and milk, 1 malt loaf bread.

The above case is forwarded by British Post Office free of charge.

The following box. No. 4, is priced at \$2.75:

Box No. 4—One tin digestive biscuits, 1 Christmas pudding, 1 tin C. & B. jam, 1 tin C. & B. marmalade, 1 tin sardines, 1 tin bivouac cocoa and milk, 1 tin bovril lozenges, 1 tin oxo cubes, 2 tins potted meats, 1 packet muscatels, 1 tablet soap, postage.

The highest priced box they quote is \$10.25. It is as follows:

Box No. 7—One tin bacon, 1 tin pressed beef, 2-lb. tin plum pudding, 1 tin



### "A Christmas Pudding From Home"

WHAT a treat for your boy at the front to get a real Christmas Pudding from home! Can't you picture his delight at receiving such a welcome gift in time-for Christmas Day? Why, he'll be just "tickled to death." You can't send richer, more delicious puddings than—

## DAVIES' CHRISTMAS PLUM PUDDINGS

Every pudding perfect. Prepared and cooked under Government inspection. Packed in one-piece air-tight-lined tins: hermetically sealed (so that the puddings will keep good indefinitely); seasonably labelled, and then enclosed in strong light cartons for mailing, with postcard whereby your gift may be acknowledged to you when received.

You can secure these delicious puddings now from any of our stores, or by letter from our Head Office, or your own grocer can get them for you. If you like, we will do the addressing and mailing for you. Simply enclose, with order, the name and address to which you want the parcel sent.

So that Puddings may reach their destination in France in time for Christmas don't forget to ORDER AT ONCE. Delay may mean disappointment

Cost of Puddings Packed as Described (Ready for You to Mail)	Price 25c Each Packed Ready for Mailing	Prices Delivered to the trenches in France (Including Cost of Mailing)
1 Pudding .....	25c	1 Pudding .....
2 Puddings .....	50c	2 Puddings .....
3 Puddings .....	75c	3 Puddings .....
4 Puddings .....	1.00	4 Puddings .....

### REMEMBER YOUR FRIENDS IN THE OLD LAND WITH A BOX OF CANADA'S FINE APPLES

We have purchased a large quantity of the very choicest Canadian Apples, shipped from all parts of England, Scotland, Ireland and Wales. Including—

Choicest No. 1 Ontario Northern Bliss in Boxes  
 Choicest No. 1 Ontario Golden Wonder in Boxes  
 Choicest No. 1 Ontario Red Delicious in Boxes  
 Choicest No. 1 Ontario McIntosh Reds in Boxes  
 Choicest No. 1 Golden Russets in Boxes

NOTE—These Apples are all being specially packed for export purposes by thoroughly reliable parties, each apple being separately wrapped in paper, and the quality of the fruit is the very finest obtainable. Guaranteed. We will commence shipping about the 1st of November and would appreciate having your orders as early as convenient.

As in former years, we have made arrangements to prepay all the charges on this side, so that they can be delivered to any address in Great Britain and Ireland absolutely free.

Specially Selected Malpeque Oysters FROM PRINCE EDWARD ISLAND. Just to hand, another fresh lot of the Genuine Malpeque Oysters from the best beds on the Island, medium sized Cup Oysters. For sale by the Barrel.

"McIlhenny's" Tabasco Pepper Sauce The Very Best House Brand, for serving with Oysters, etc. Price only 25c per Bottle.

Fraser, Viger & Co., Limited Italian Warehouse, 211 St. James Street, Montreal.

Samples of newspaper advertising suggesting new opportunities for retailers.

## Traffic Department Opened

Retail Merchants' Association Has Expert to Analyze Freight Bills Sent in by Members—Fifty Per Cent. of Any Overcharge Goes Back to Merchant.

fruit cake, 1 tin digestive biscuits, 1 tin mixed biscuits, 2 tins strawberry jam, 3 tins marmalade, 2 tins sardines, 2 tins salmon, 2 tins beef cubes, 2 tins fruit, 2 tins herring in tomato, 1 box soup tablets, 2 tins lemonade powder, 3 tins potted meats, 1 pkg. candles, 1 tin cheese, 1 tin butter, 1 pkt. muscatels and almonds, 1 tin coffee and milk, 1 tin cocoa and milk, 1 tin camp pie, 1 bottle pickles, 3 tablets soap.

At the same time sample boxes of these goods were shown in one of the Simpson windows.

### Instructions on Packing Parcels

Parcels sent abroad require a higher standard of packing than is necessary in the Canadian parcel post, and this applies with even greater force to parcels for the troops. Those which are inadequately packed run great risk of damage or loss of contents. The Post Office Department gives the following advice: Thin cardboard boxes, such as shoe boxes and thin wooden boxes, should not be used; nor does a single sheet of ordinary brown paper afford sufficient protection. The following forms of packing are recommended:

- (1) Strong double cardboard boxes, preferably those made of corrugated cardboard, and having lids which completely enclose the sides of the boxes.
- (2) Strong wooden boxes.
- (3) Several folds of stout packing paper.
- (4) Additional security is afforded by an outer covering of linen, calico or canvas, which should be securely sewn up.

The address of the parcel should be written in ink on the cover, preferably in two places.

The address of the sender of the parcel should also be stated in order that it may be returned if undeliverable. The contents of the parcel should be stated in writing on the cover.

In the case of parcels sent to the Mediterranean Force, they should be very strongly packed. They should be as nearly round as possible, and well padded with shavings, crumpled paper, or similar protective material. The outer covering should consist of strong linen, calico or canvas, and should be securely sewn up. The use of wooden or metal boxes, with square corners, is undesirable, as parcels so packed are liable to injure other parcels in transit. No perishable articles should be sent, and anything likely to become soft or sticky, such as chocolates, should be enclosed in tins. Parcels merely wrapped in paper or packed in thin cardboard boxes, such as shoe boxes, cannot be accepted by the Post Office Department.

A NEW department has been opened by the Retail Merchants' Association of Canada at their head office in Toronto, which is proving a remunerative one for the members of the association. This is termed a "Traffic Department," and is in charge of J. W. Barrette who has had some 25 years' experience in the traffic departments of various railways.

Members of the association are urged to send in their freight bills no matter how old they are. The manager of the Traffic Department will go into them carefully to determine whether there are any overcharges or not. If an overcharge on a bill is found, the department collects it, retains 50 per cent. of the overcharge, and the other 50 per cent. goes back to the merchant. As these freight bills have in the majority of cases been filed away by the retailer, it is really found money to him if, upon investigation, it is found that the railway companies have made any overcharges and 50 per cent. of these come back to him. If the freight bills are found to be correct as made out, it costs him nothing as the service is given by the association to all its members.

Here is an example of how this works out: Recently a member secured four bags of vegetables, two of potatoes and two of turnips from an outside station. The weight of the four bags was 320 lbs., which at 50c per cwt. the freight was figured out by the railway company to be \$1.60. When this matter was taken up by the traffic expert of the Retail Merchants' Association, and analyzed, the freight on the four bags of vegetables was determined as follows:

Two bags turnips—120 lbs. at 50c per cwt. ....	\$ .70
Two bags potatoes—180 lbs. at 41c per cwt. ....	.74
Total .....	\$1.44
Overcharge 16c.	

The freight man knew there should be a lower rate on the potatoes than on the turnips and the rebate of 16c was secured. Recently on a shipment of coal the overcharge was found to be some \$15 and overcharges are being found every day on other freight bills. The duties, too, of the manager of this department include the explaining to retailers how they can purchase their goods in order to save freight. For instance some things are better purchased in bags and others

in cases, etc., in order to get the lowest possible freight rate.

### FRUIT SALES HEAVY THIS YEAR

ONTARIO retailers report generally a great increase in fruit sales during the past summer. Some record record seasons. This may have been partly due to the fact that fruit was generally plentiful, and that prices were reasonable, but from what Canadian Grocer can learn, a great deal was due to the extra interest taken in fruits by retailers in conjunction with the advertising campaign of the Department of Agriculture and the Niagara Fruit Growers.

J. Nott & Son, Dunnville, Ont., report that they sold more than double the amount of fruit this year than in any previous season. "We occasionally went through the fruit districts," writes Mr. Nott, "getting in touch with reliable growers and buying from the orchard, and we found the advertising of the Department of Agriculture and the Fruit Growers kept the customers informed when each variety of fruit was at its best. This got them to purchase at that time, and there were few looking for fruits weeks after they were off the market."

T. B. Cramp, Orillia, Ont., says: "The sale of fruit in Orillia was simply enormous this year. I never saw so much fruit sold in one season before. I usually sell a large quantity, but this year's sales were more than double any previous year. Of course, I did considerable advertising, and showed some attractive window displays, and occasionally on Saturday gave special prices."

Peter Hutchison, Bracebridge, Ont., writes: "We had a considerable increase in fruit sales this year, especially in peaches and pears. No doubt the advertising done by the Department of Agriculture and the Niagara Fruit Growers helped us considerably, but we aimed to supplement this by advertising ourselves in our two local papers."

### LIKED THE FALL NUMBER

Editor Canadian Grocer—The Special Number to hand; it is a credit to you and is certainly up to your usual high-class standard for Special Numbers.

GEORGE O. WERRETT,  
Simcoe, Ont.

## A Fine Christmas Window

Shown By Kelowna, B.C., Firm Last Year—A Simple Arrangement But An Attractive Result—How the Trim Was Constructed.

**T**HE display shown herewith was one presented last Christmas by the McKenzie Co., Ltd., Kelowna, B.C. This is a particularly attractive Christmas trim and one that should sell goods this year. A glance at the background shows pyramids of honey in the comb, package raisins, attractive boxes of confectionery, with a few palms and other plants for decorating purposes. In the centre is a barrel of Malaga grapes with a large box of layer figs below. On either side may be seen boxes of Christmas crackers, table raisins in boxes, more layer figs, and Japanese oranges wrapped in tissue paper. Along the front, almost touching the plate glass, is a couple of rows of oranges.

This makes an exceedingly attractive and appetizing trim and yet it was arranged with very little trouble. This, as well as the previous Christmas windows Canadian Grocer has shown, should be kept on file by retailers, as they will present many splendid suggestions when the time comes to show these goods again.



An attractive Christmas trim shown by the McKenzie Co., Ltd., Kelowna, B.C., last year. See accompanying description.

# A Retailer's "War" Contract Experience

Written by the Merchant Involved

FOR months I had been reading about how men had become rich through the war. There were those who got orders for shells, some for boots, others for canned goods, and so on down the line to my friend Smith, who was once a bookkeeper, but went into the patent medicine line when war broke out. He got his "bit," and today he rides around in an automobile. His family spent the summer in the mountains, and his wife now calls herself Mrs. Smythe. If the war keeps on, no doubt she'll be hyphenating her name.

Now, what on earth does the Government want with patent medicines? You would think the nervous shock of those Jack Johnsons would be sufficient medicine for any man. Judging by what I have read of the horses they are sending out, it is embrocation, good for man and beast, that Smith is making in that shack of his. One thing's sure, he's not making high explosive shells.

I'd been content to let Smith have all the Government orders he wanted until one day his wife passed mine on the street in her automobile, and never let on she saw her. It was then that I felt the need for war orders. But how could a man running a corner grocery do his "bit?"

## Fate Was Against Him

First, I was on the wrong side in politics; secondly, my old nag was not even blind; and, thirdly, not by the wildest stretch of the imagination could I think of anything in my store that the Government would buy.

I had given the thing up as a bad job, and told the wife she would have to put up with Mrs. Smith's impudence as long as the war lasted, when opportunity with a capital "O" came along in the person of the officers' mess steward.

Before delving further into this matter, explanations are necessary. My store is located in a town which boasts an armory, and when the war broke out, a regiment of soldiers was quartered here. There were so many soldiers parading the streets, one would have thought our burg was in imminent danger of an attack from the enemy.

## The Oysters Went Rapidly

It never occurred to me that right here was my opportunity for making money, until one day, as I said before, the steward of the officers' mess walked in

to the store and placed an order for every oyster I had in the place. It fairly took my breath away. He left orders for them to be delivered at the armory that night, and before leaving, pointing to my case of specialties, remarked that if he had known I carried lines like that, he would have favored me with the business, which he had been sending to Toronto, running into thousands of dollars.

I nearly fell off the Christmas tree. Here I had been calling myself a live dealer. My store was fitted with the most up-to-date dustless bins; my fixtures were immaculate; my molasses was pumped from the basement by machinery; my coffee ground by electricity—in short, I was a live wire in the grocery business, or thought I was, and yet I had been letting a chance to serve my King and country, of doing my "bit," slip through my fingers into the pockets probably of the mail order houses.

## Better Late Than Never

The mess steward divined my thoughts. He saw the automobile which I had coveted for years vanishing into thin air, and the opportunity of my wife calling herself Mrs. Home-Sweet-Home gone for ever. He felt sorry for me I know, and there was tenderness in his voice when he leaned forward and said: "It's not too late, Mr. Home. I promise you that not another five-cent order will go out of town until we go to Valcartier several months hence. The officers are arranging some blow-outs next week, and I'll speak to the steward of the sergeants' mess; so don't worry, old man. There's still a chance of you picking up a few thousand dollars' worth of business. Better get in plenty of stock, so as to be ready when the tide comes in."

The vision changed. There was at least a chance of Mrs. Home getting a Ford out of this. I didn't wait to write, but wired into the city for a rush supply of olives, pickles, potted meats, biscuits, salad dressings, and a score of other lines. When the stuff arrived, you would have thought I was about to run a Royal Army Service department all of my own.

That steward, true to his word, came along next week with an order that gave me a swelled head for fair. It kept my clerks going late into the night packing the goods, and even the old nag which delivered the goods at the armory stuck her ears up in the air, realizing that if

she were no use for a charge, she was at least doing her bit.

In the first week, what, with the banquets given in honor of the Hon. Sir—who visited town for a couple of days, and various other blow-outs, the bill ran into hundreds of dollars. Before long it became necessary to wire in another big order, not only for specialties, but for flour, sugar, pepper, jam, and a score of other lines, for the mouths of these soldiers were yawning for something to eat. I kicked myself a dozen times a day for not having gumption enough to get a look in on this months ago when the regiment just came to town.

## The Cheque Awaited

This went on for weeks, and I had visions of a big fat cheque coming in any day, though from whom it would come, whether from Ottawa or from London, Eng., or from the mess steward, I didn't know. I knew, though, that I was as sure of my money as I was that our Canadian boys would wind up the German watch on the Rhine.

It was Thursday night of the eighth week. The steward ran into the store, and breathlessly demanded that I rush him a large order of supplies down to the armory for a banquet which was to take place on the following evening. During our conversation he made use of the term "farewell gathering," and I inquired of him to whom they were bidding farewell.

He started suddenly, stammered, spluttered, then said: "Didn't you hear that Major Jones had been called to Ottawa?" I hadn't, and I could not see why this should be made the occasion for a feast, unless they were short of feast days. There was something about the steward's attitude I did not like, but I did not understand until Saturday morning. I was sweeping the store out, and noticed something akin to excitement on the faces of people passing the store. Curious to know what was the matter, I stopped a boy on the street.

"What's all the fuss about?" I asked.

"The soldiers left this morning," he said.

"Left for where?" I asked.

"Valcartier," he replied.

"And they didn't pay their bill," I said, forgetting that this boy knew nothing of the thousands of dollars worth of stuff I had supplied them.

(Continued on page 28.)

## TIMELY NEWSPAPER AD SUGGESTION

# Buy Heat-Producing Foods Now

**C**OLD weather is again with us. The winter months have arrived. Every household will now require foods that will help keep the body warm and healthy, particularly where men are working out-of-doors. Just as one needs warmer clothing when the snow flies, so does he require different foods from the summer months. Here are a few lines we suggest to every buyer of foods for the home:—

**SOUPS**—What is more nourishing or stimulating than a plate of steaming, hot soup for dinner? Easily prepared from either packets or tins, and many say it is cheaper than the old fashioned way. Per packet .....c; per tin .....c.

**MEAT EXTRACTS**—After a cold drive, at night, for invalids, or at any time during the day, a good dish of \_\_\_\_\_ or \_\_\_\_\_ helps bring the body back to normal. Can be made in a minute and is most nourishing and invigorating. Per bottle .....c and .....c; per box .....c and .....c.

**HOT COCOA**—Before retiring a cup of hot cocoa is an ideal drink. It is served in most hospitals and induces a good night's repose. Serve at afternoon receptions and parties. Cocoa is a food that is growing rapidly in favor and should be in every home. Per tin .....c; also in glass sealers at .....c.

**HOT PORRIDGE**—With the arrival of the cold weather the family will appreciate a plate of hot porridge in the morning. We carry all standard lines in handy, sanitary packages. Prices 10c and 25c per package.

**CORN AND CANE SYRUPS**—These are splendid heat-producing foods that are always a favorite with young and old. They save the butter, too, and make the bread taste better. Per tin .....c and .....c.

**HOT PANCAKES AND MAPLE SYRUP**—For the evening meal or luncheon once or twice a week let us suggest pancakes and

syrup—a most appetizing winter dish. Pancake flour all ready in handy packages .....c, and maple syrup, per quart bottle .....c.

**BACON**—A strip of nicely sliced, sweet bacon is a tasty breakfast dish. If you like it fat, lean or medium, we can supply you. Our bacon is sliced uniformly, on our modern slicing machine. Per lb., .....c and .....c.

**SAUSAGE**—For a change for breakfast there is nothing nicer than fried sausage or a piece of bologna. Our supplies come regularly, and are always fresh. Per lb., .....c and .....c.

**OYSTERS**—Stewed in milk, fried, patties or raw, oysters make a splendid meal. When you buy oysters to-day you get solid meat and oyster juice—no water. Per quart, .....c.

**PORK AND BEANS**—For luncheon or dinner a steaming plate of pork and beans makes an ideal meal in the cold weather. Only require a little heating and they are ready for using. A tin for every family. Each, .....c, .....c, .....c and .....c.

**SPAGHETTI, MACARONI, ETC.**—Spaghetti in tins with tomato sauce and cheese is a delicious cold weather meal. Also macaroni and cheese. Both made from hard wheat, and therefore wholesome and nutritious. Spaghetti in tins .....c and .....c; macaroni, .....c per lb.

The above are but a few suggestions for foods for the cold weather. We have many more on our shelves which we shall be glad to show you any time.

## Thos. H. Manning

Phone 750

16 Main Street

The season is here again when retailers will find it profitable to push sales of Cold-Weather lines. The live, aggressive dealer anticipates the wants of customers in this regard by tendering suggestions through newspaper advertising, window displays, etc. The above is offered to our readers, or any part of it, for use in their newspaper space. Fill in your brand names and prices, and give this a trial. Note that descriptions and interesting features of the goods are given in each case.

# CANADIAN GROCER

ESTABLISHED 1886

*The Only Weekly Grocery Paper Published in Canada.*

THE MACLEAN PUBLISHING COMPANY  
LIMITED.

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

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

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## UNITED STATES—

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

## GREAT BRITAIN—

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

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No. 47

## THE OLD STORY

FROM a Calgary, Alta., paper the following clipping is taken:

"The nine grocery firms charged with selling maple syrup that did not come up to the Government standard in that it contained too much water, were each fined \$5 and costs in the police court this morning, and paid the fines. The grocers paid the fines, but showed that they were innocent parties imposed on by the manufacturers."

Canadian Grocer again desires to draw the attention of its readers to the importance of selling quality in maple syrup as well as other foodstuffs. There are maple syrups on the market which are absolutely pure—in fact the Government does not now permit the manufacture of compound or adulterated syrup—and which can be absolutely relied upon to come up to the standard. It is a matter of buying, whether the retailer gets the high quality article, or the other. If he sacrifices quality for price, he must often take the consequences as illustrated in the above news item. It should be remembered that whether the retailer is innocent of any intentional wrong doing or not, he is the man who bears the brunt of the prosecution, unless of course he has secured a warranty from the manufacturer to the effect that the goods are up to Government standard.

## SELL COLD-WEATHER FOODS NOW

AS the seasons change, so does the food craved for by the human body. The retailer who recognizes this principle and who works ahead of it is bound to secure a great deal more business than a careless competitor.

Now for instance the cold weather is approaching and people are turning to what is commonly known

as Cold-Weather foods. Hot breakfast and luncheon as well as hot dinners are now the order of the day. Cold food, while it may be used occasionally during the winter weeks, yet is the exception and the grocer who pushes Cold-Weather lines is travelling along the course of least resistance.

On another page of this issue is a newspaper advertisement suggestion of some of these foods. Readers are at liberty to use this suggestion or any part of it in their newspaper space. We would also suggest a Cold-Weather food window display to back up the newspaper advertising. With these two strong selling assistants good sales should be readily realized. Now is the time to get after this trade if the most is to be made of it. The dealer who waits until mid-winter to push cold weather lines loses easily three-quarters of the business he might have got.

## SIX THOUSAND RAISIN GROWERS

THE California Associated Raisin Co., which for the past couple of years has been carrying on a vigorous advertising campaign in Canada and the United States, for popularizing the sale and consumption of raisins, comprises over 6,000 growers. The California Orange Growers have carried on a similar campaign, while in Canada, the apple advertising campaign the Dominion Government inaugurated a year ago enabled the country to market a crop which otherwise would have gone largely to waste.

This year, in Canada, two similar campaigns have met with marked success. That of the Niagara Fruit Growers in Ontario and the British Columbia Government in Western Canada.

This co-operative advertising of staple foodstuffs, either by voluntary action on the part of the growers themselves or through the Agricultural

Department of Governments, marks a step in advance for advertising. It has tremendous possibilities and will doubtless be a rapidly growing factor in marketing of other lines of foodstuffs which have been thought heretofore impossible to advertise.

#### THE WAR AND FISH SUPPLY

WHILE the operations of the great armies in Europe have interfered with agriculture and the land harvest, it is doubtful if the decrease in production will be as relatively important to world markets as the interference of the naval operations with fishing and the water harvest. That the fish packers have not been able to make their usual catches in some of the important European fishing waters is another of the unlooked for developments of a war which has had effects as far-reaching as they have in many cases been surprising, but there is evidence that operations in Scandinavian, English and Scotch centres have been seriously interfered with owing to the mining of the seas and other naval activities.

The curtailment of the packing in Northern Europe, the attitude of England in not permitting the sale of canned fish and food products from the centres in Great Britain and the restrictions on the export of tin, which have resulted in larger quantities of fish being consumed fresh and salted than usual, are advanced as factors in favor of the Canadian and American canned salmon industries, evidence of which is found in the continued export demand.

#### GIVING GOODS AWAY

A WOMAN customer went into a grocery store the other day to get some lemons. Her first and natural question was an enquiry about the price.

"They are 30c a dozen, madam," replied the clerk.

"I guess I will take 10c worth," was the reply.

"All right," said he, "that will be 5 for 10c."

This is an actual happening. It occurred in a store in one of the largest cities in Canada. This display of ignorance in a small mathematical problem is lamentable. Apart altogether from the fact that the retailer is being robbed of his profits, this is one of the first things clerks, and retailers for that matter, should learn in the grocery store. In many cases the majority of sales are part of a dozen in so far as lemons, oranges, bananas and other fruits are concerned, and everyone should have on his tongue's end the exact price or the exact number when any fraction of a dozen or any part of a dozen price is asked for. A handy card might be kept around giving all this information when the price of fruit is 10, 15, 25, 30, 40 or 50 cents a dozen. A glance at this card would tell in a moment the quantity that should be given for any part of the dozen purchase price.

#### RETAIL PRICES WERE LOWER

IN the market columns of *The Toronto Globe*, last Monday there appeared the following item, under the heading "Mrs. Buylow Goes to Market":

"Chicken were 18 to 23 cents a pound.

"I called up my own grocer before I came down," said Mrs. Buylow, "and he had chickens for 18 cents and I know his chickens are good—so why should I break my arm carrying one away up town?"

"And at that she found only one man selling them at 18 cents."

There is a great deal in this little innocent item from *The Globe's* market columns. It demonstrates that the grocer is selling many lines just as cheaply at retail as can be purchased at the market direct from the producer or alleged producer. The producer knows what prices consumers have to pay for certain commodities and it is quite natural that he is going to try to get those or better prices in his dealing direct with the public.

While the producer may secure more money in marketing his goods this way, yet the fact remains that under the above conditions, the cost of living is not reduced to the consumer. The same market column showed other items of farm products which were not a cent lower than consumers have to pay at the retail stores.

#### GOOD BUYING REGARDLESS OF PRICE

EVIDENCE of renewed vigor in buying on the part of the retailer comes from many sources. One wholesaler points out that so far this year his business is ahead of any year in the past, and what is of more importance of late, is the fact that retailers are buying without asking prices, more so than they ever did before.

This strongly indicates that business is coming much more easily than formerly. When retailers, or a part of them, send in their orders for goods without asking the price, it indicates confidence in the future and confidence in their customers to purchase the goods regardless of the retail price. The retailer has his finger on the pulse of consumer purchases at all times and if he were not assured that he could sell the goods, he would be exceedingly careful to find out what he would have to pay for them before ordering.

What is stated above does not, of course, mean that all retailers are buying everything without asking the price; but many of them are doing so with many lines of foods. The marketing of Canada's immense crops and the turning over of large numbers of livestock by the farming community is now beginning to tell on the buying of the public. The future is looked forward to with great confidence which is in considerable contrast to the corresponding period of a year ago, when grocery markets and buying were more or less demoralized.

# Attractive Xmas Card Suggestions

*Eleventh of series, Cardwriting Made Easy*

By R. T. D. EDWARDS

As regularly as the Christmas season comes around the question arises in the cardwriter's mind: What about Christmas Cards? You feel the desire for something new, something different. You want to get away from that stiffness which is often displayed on lithographed cards. So hunt up all your Christmas ideas, anything of a holly or poinsettia nature, Winter scenes, pictures of Santa Claus and let us see what can be made from them that will look new and different to other years' cards.

There is one thing that should be impressed upon the cardwriters and that is the advisability of getting these cards made up, ready to letter, before the Christmas rush sets in. If the making of them is put off until they are required, they are often skimped; so utilize every spare minute from now on.

Illustrations and ideas for illustrations can be secured from many different sources. The main one is from the Christmas postcards. You can obtain more ideas from these than all other ways put together. They seem to obtain limitless suggestions which can be worked up into attractive holiday showcards. From magazines, journals, children's Christmas books, etc., many useful ideas can be obtained. Whenever you see a suggestion that can be worked up into a showcard, keep it, because if you cannot use it immediately you will later.

A spray of holly leaves makes an exceptionally good one for copying, especially if there is not much detail about it, such as the one shown in Fig. 1. Fig. 1 illustrates the different steps required in order to make a completed drawing. When you have obtained a good holly spray, one that is suitable for the corner of a card, place a piece of transparent tracing paper over it and trace the main lines with a soft pencil. When this is done place carbon paper under tracing tissue and place in desired position on the card, then trace again all lines. These will be very light and this must be traced with a coarse

pen and waterproof ink. It is imperative that waterproof ink be used because of the coloring operations.

The final stage to complete the drawing is the coloring to make it look like natural holly. Use only transparent colors for this work. If only a small amount of work is to be done, use transparent photo tints, but should you require large quantities of color it is advisable to use bottle inks or mix them from aniline dyes.

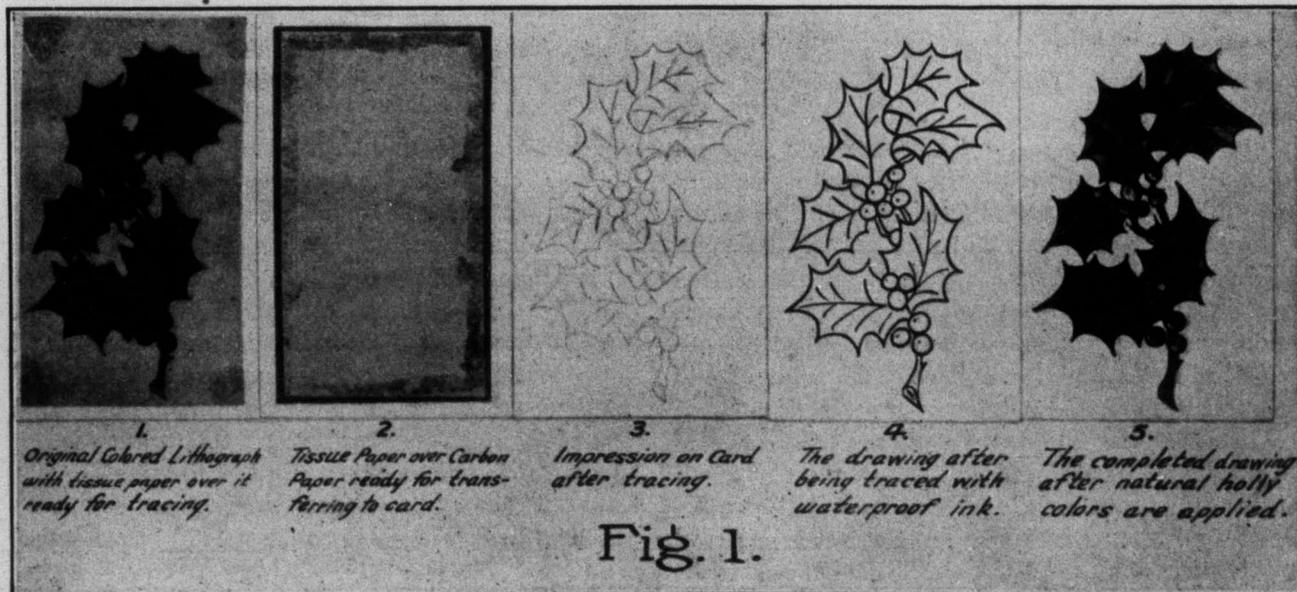
To color the leaves, first apply a light coat of pale green. When dry, shade with the darker color in desired places. The berries should be of a bright scarlet, touched up with white and black, to give a round appearance.

Experience is the best way for you to learn to shade these drawings. Always keep a blotting paper within reach in case you add too much color; in such case the blotter will absorb the surplus fluid.

### The Cards

The collection of cards shown gives a fair idea of many ways in which to work up Christmas cards. I do not pretend to say that there is any great work of art about any of these, but the idea is to assist the beginner to make a good, presentable card for Christmas. The followers of these lessons will find in these cards what I have taught in the previous lessons and when there is anything that is new I will endeavor to explain as I go along.

Card No. 1 has a very simple layout, but do not neglect to measure it all accurately before applying the pen or brush. The two illustrations must be equal distances from the ends of the cards and also parallel with the edges of the card. They also must be placed the same distance from the bottom as from the top. These points are absolutely necessary on cards where two similar illustrations are used in the same manner. The heavy ruling on this card is a pea green shade and applied with a number six red sable writer. The color must be in good flowing order,





not too thick. The fine line ruling is of black ink made with a stub pen. The heavy square-faced lettering is of black and made with the No. 6 brush as already shown. The small lettering is the work of the stub pen which was used for outline work in the first two lessons of this series some months ago.

The scrolling has not been taken up as yet in lesson form, but must be made very quickly with very little color in the brush. The color used must be of a light shade, such as pale mauve, so as not to detract from the reading matter and yet harmonize with the green border.

These two illustrations were taken from two postcards. They are both Winter scenes and give that Christmas feeling which all Christmas cards should impart.

**Card No. 2**

Card No. 2 is not one of a showy nature at all, in fact it is inclined to be the opposite. The only thing about it which denotes Christmas is the design in the corner. This is drawn on the card, not cut out and pasted on as in the previous case. The design was taken from a private greeting card with the exception of the monogram in the centre which was added. The border on this card can be made a bright green and the narrow ruling black. The heavy lettering was taught in lesson No. 8 and the shading in last month's. Cards after this nature can be used in the better class of displays.

**TOOLS AND MATERIALS**

*Here are the tools and materials which are required to make cards shown in this article:*

*No. 6 red sable writer, stub pens and holder; good, straight ruler, black waterproof ink, cardwriter's black for brush, and for pen; two shades of green, Opaque color; transparent colors for tinting; paste; transparent tracing paper; carbon paper; coated white cardboard; soft pencil; scissors; Christmas cards, and illustrations for cutting out; blotting paper.*

**Card No. 3**

The evergreen trees laden with snow, shown on card 3, are drawn with pen and ink and were taken from a newspaper illustration used in last year's Christmas advertisements. This was transferred direct from the newspaper to the card by means of carbon paper, on account of the thinness of the paper which allowed an impression to go through it. When the paper is too thick for this the method shown in Fig. 1 is the best.

The waterproof ink is used for tracing and the transparent colors are used to color the background. Leave the trees the natural cardboard white. The heavy ruling around the oblong panel is made with one stroke of the flat brush and the fine line is ruled with the stub pen. The lettering is the same as taught in previous lessons. Any name can be substituted at the bottom. You should have no difficulty now in being able to master this work.

The children must not be forgotten by the showcard writer. They are just as important when it comes to getting the Christmas business as the grown-ups. So we must make showcards that will attract their childish eyes and fill their hearts with gladness and what more does a child desire than to see the smiling face of old Santa. To them he is quite real and they dearly love to think and tell of what they want St. Nick to bring them. So I think a showcard with a picture of Santa Claus on, in a display which interests the children, is a good business-getter. Card No. 4 is just one of hundreds of different suggestions for children's Christmas showcards. The illustration was taken from a lithographed postcard. The lettering is a square-face block type as taught before. The little sprig of holly was drawn with waterproof ink and colored with natural holly colors. The scroll work can be done in either pale green or gilt. The wide border is of pale green and the narrow ruling is made with the pen.

**Use of Illuminated Capitals**

Card 5 shows the use of the illuminated capitals. Illuminated caps are used extensively throughout the showcard world and I can safely say that there is no branch



## ASSOCIATION NEWS

of the work where more variety can be had. The different styles and designs are almost limitless. This card in particular shows a fancy "G" with two-tone green used to make it stand out; pale green for the background and darker green for the shadow of the letter. It is necessary that a white space be shown all around the letter.

This card shows a few leaves and a Christmas bell cut from a postcard. The bordering is one that was taught in last month's lesson. This style of lettering has not been taken up as yet, but is the work of the stub pen. A small brush would do the same work.

**Christmas From Start to Finish**

Card No. 6 is an exceptionally fine one for all classes of displays. It is Christmas from start to finish. The Winter scene with the holly entwined around it and the snow-covered letters, all make it a good card for any store. The snow scene was cut from a small picture and retouched with white to make the snow stand out more prominently. The spray of holly was drawn free-hand, not being copied from anything in particular. This holly should be drawn with the pen and waterproof ink and colored lightly with green and red. It should not be made as heavy as the holly shown in Fig. 1 because the scene is the main thing on the card and the spray must not detract from it.

**Snow-Covered Lettering**

The snow-covered lettering is an innovation in these lessons. The style of letter is the same as taught in previous lessons and as shown on card 4. After the lettering is made and dry, apply white to the top sides of the letters, having it hang down to give it a natural snow appearance. The shading is applied to make the work stand out in relief.

The illustration on card 7 was taken from separate postcards, the holly square from one and the birds from another. This class of showcard is exceptionally fine for dainty displays.

The letters at the bottom of this card can be changed to suit the firm for which the card is used.

**GRAIN BUSINESS ONLY WAS SOLD**

Gunn, Langlois & Co. have sold their grain business at Clinton, Ont., to Jenkins & Son. They will continue as usual their produce business at Clinton under the management of Nelson W. Trewartha. In last week's issue an error was made—which we regret—in stating that the above company had disposed of both their grain and produce business to Jenkins & Co.

**T**HE following resolutions have come into the Dominion Board of the Retail Merchants' Association, and have been sent out to the various provinces for opinions from the provincial branches:

**GOVERNMENT AUTHORIZATION FOR SUBSCRIPTIONS FOR MILITARY PURPOSES.**

"Owing to the fact that a large number of subscription lists are being passed around among the retail merchants, soliciting funds for various purposes in connection with the war, it is the opinion of the members of this association, that any movement that is started for this purpose should receive the endorsement of a special committee, appointed by the Dominion Government, before it is put into operation, and that a copy of this resolution be sent to the Dominion, asking them to take this matter up with the Dominion Government, at once."

**TO SECURE THE MOST ECONOMIC AND EFFICIENT MEANS OF RAISING MONEY FOR WAR PURPOSES.**

"**THAT WHEREAS**, in view of the fact that large sums of money are and will be further required—in addition to the amount that has been spent already for general war purposes—to take care of the wounded and disabled, we believe that this money should be raised and distributed in a thoroughly systematic and business manner, and that there should be no duplication of effort in raising the same.

"**AND WHEREAS**, in our opinion, the payment of this money is an absolute necessity, and altogether too important a matter to be left to private subscriptions or generous impulses, and we therefore believe that it should be collected under the direction and control of the Provincial and Dominion Governments, so that not only sufficient money could be raised and paid out for the purposes that it is required for, but that no one would be overlooked, but everyone would have an opportunity of helping, and in this manner it will rest equitably upon the shoulders of all who are enjoying the privilege of being part of the British Empire.

"**AND WHEREAS** the retail merchants are the largest taxpayers in every municipality, we make this suggestion to show that we in no way wish to escape our individual responsibility, as under this proposed system we would be paying the largest share as a class, but we feel that it is the most economic, efficient and equitable system of raising sufficient money, so as to assist those who are fighting to secure for all of us Freedom and Justice.

"**AND WE THEREFORE** ask every retail merchant who is called upon to contribute towards any funds of this character, to point out to those soliciting the same, the reasonableness of our contention, and to also urge upon your legislative representatives the advisability of carrying out this proposal."

**COLLECTING ACCOUNTS FROM THOSE WHO ENLIST.**

"**THAT WHEREAS** several complaints have been made by our members that they have been unable to collect accounts from persons who have enlisted, and whose families are securing more money now than they were receiving before the war, that this meeting request that this matter be taken up with the officers of the Dominion Board, and request them to communicate with the Minister of Militia and lay these facts before him, and enquire how this grievance can be remedied."

**The Commission of Inquiry**

In connection with the following resolution formulated by the Dominion Board, and which is being passed around to the branch associations throughout the country for their approval, Secretary E. M. Trowern points out that

questions are being prepared to lay before the Commission, and if any merchant has anything he desires taken up in connection with the retail business, he should send it in as early as possible to the Dominion Board:

**TO TAKE STOCK OF CANADA'S RESOURCES, WITH THE VIEW OF INCREASING PRODUCTION AND DISTRIBUTION.**

"That the members of this Association, in convention assembled, congratulate the Dominion Government upon its decision to appoint a commission of enquiry which will take stock of Canada's resources, facilities and financial and other conditions, with a view to the solution of the large problems which confront our Dominion, including those of transportation, manufacture and distribution, in which the members of this Association from the Atlantic to the Pacific are most vitally concerned.

"We further believe that the results of the proposed enquiry should work out a large Dominion-wide constructive policy that would ensure increased agricultural production and manufacturing, enlarged markets, a better and more equitable system of distribution, and greater economy and efficiency in all the operations in which the people of Canada are concerned, and thus introduce an era of national prosperity which would go far to meet the pressing financial problems caused by the war, and so improve conditions in Canada as to increase employment, induce immigration, build up the home towns, and add generally to the prosperity and happiness of our people, and we further believe that in this way only can Canada realize her highest possibilities, and hold her own in competition for world trade.

"Further resolved, that this Association pledges itself to support such a commission to the best of its ability."

**TRADING STAMP CASE IN COURT**

On the charge of the Retail Merchants' Association, that business was being done in contravention of the Trading Stamp Act, Business Boosters, a concern conducting a voting contest in West Toronto, appeared last week in the police court. After the preliminary hearing, the case was forwarded on to the assizes, and officials of the contest are now on bail awaiting that time. The method of the Business Boosters was somewhat as follows: Voting coupons were issued to merchants, who gave them out to customers purchasing goods, the winners to receive prizes got together for the contest. Each merchant given the privilege of issuing coupons contributed a certain amount to the purchase of the prizes. The outcome of the case will be awaited with interest.

**SECURED GRAND PRIZE**

The Panama-International Exposition, San Francisco, has been the occasion for the winning of many prizes by various foodstuff lines. Among these is Borden's Eagle Brand Condensed Milk and Borden's Evaporated Milk, as well as several of their other products. These were awarded the Grand Prize at the big Exposition.

## Letters to the Editor

### PRAISE FOR HALIFAX MERCHANTS

Editor The Canadian Grocer:

Dear Sir.—Halifax does things and the grocers there are hustlers. I enclose you a clipping from the New York Evening world of recent date, to prove it, and to show fellow grocers just what they can do way down east. The clipping is as follows:

#### GO TO HALIFAX

This country seems to have been a little shy of the spirit that moved Canadian business men in the capital of Nova Scotia to declare through a full page notice in the public prints:

"We, the undersigned merchants of Halifax, desiring to serve the best interests of the city and county, pledge ourselves to do our utmost with a view toward controlling prices in Halifax that they may not increase beyond the means of citizens during the war.

"We firmly believe that the merchant who attempts to defraud the public at a crisis such as this is as much a traitor to his flag as the man who sells the plans of a fortress.

"Despite the fact that the great nations of the world are engaged in war and Canada is at war, the people of Canada can eat, sleep, buy clothes and carry on the usual routine. It doesn't mean ruination unless small-minded merchants seek to take advantage of their fellow citizens on account of the present conditions. We are all going to stay in business and do everything to protect our customers. It is not necessary to purchase all your stock at once.

"Forget the war during business hours."

A few proclamations of this sort would have been immensely more gratifying to the pride of New York than vigilance committees to prosecute price boosters. Apparently we must go 'way East into the oversea territory of a warring nation to find commercial probity and self-control publicly defying temptation.—New York Evening World.

And now the Canadian Grocer of a recent issue states, that the retail committee of the Board of Trade in Halifax is going to start a technical school there, for grocers and those employed in hardware, dry goods and other stores.

Every city and town in Canada can do the same thing. It's up to the associations of those places to get on the map, and the boards of trade to help them. The idea is getting stronger in the United States that a technical education in the grocery business is required, and more to-day than a few years ago. Why? Because the class of men entering the grocery business to-day are not like they were a few years ago. To strengthen my argument I'll give you part of a conversation I had with Mr. G. Byrnes, grocery buyer for one of the largest grocery departments in a New York department store.

Mr. Byrnes says:—"It's a common thing to notice street sweepers and such like entering the grocery business when they have saved up enough to start one. To cite a case a gentleman came to see me to get my advice on starting a store. I asked him if he were ever in the grocery business before. He said he hadn't been but his wife knew how to buy groceries. I advised him to keep his money. But what do you think that fellow did? Why he went right over to Brooklyn and started one. He told me he had been a riding master in a riding academy."

A technical education in the grocery business is a benefit to the credit man, the wholesaler and in numerous ways to the retailer; and the grocer that doesn't take a trade paper had better hang out the red flag. He neither wants news nor a technical knowledge of facts. I take five trade papers and two farmers' papers and I live in a big city, where in many places you don't see a tree or a blade of grass. But I have got to keep abreast of the times. "I love the cows and chickens, etc."

I shall certainly watch with interest the development of the institute in Halifax, and I know my friend Mr. Wentzell, of Wentzell's Ltd., will be one of the interested members of the retail committee of the Halifax Board of Trade to push it along. Success Halifax!

I might say that the Institute of Certificated Grocers of London, Eng., are watching the interest being developed in this movement here and in Canada and hope to see the movement spread. Mr. J. H. Brindly, of the Priory Tea & Coffee Co., of London, says: "Keep the flag a-flying; they will all follow us; nothing like it, it's winning success for us, and will where ever it's tried."

Many thanks for your past favors,  
CHARLES A. ELLIOTT.  
Brooklyn, N.Y.

### DIFFERENT PRICES SOMETIMES JUSTIFIED

Editor Canadian Grocer.—In an issue of Canadian Grocer of a few weeks ago, I noticed an editorial referring to three grocers charging three different prices for a tin of tuna fish.

I cannot agree that it necessarily follows that "two of them are wrong somewhere." It is not altogether impossible that each is right.

I recall a time when I bought \_\_\_\_\_ salmon, and computed my selling price thereon. It came to 20c for the 1 lb. tin. My neighbor, not in the vicinity merely, nor in the next block, but right next door to me, was selling at 18c, and continued to sell that way; but I sold more than he did—continually. Moreover, I felt that we were both right, even when I add that I bought for less than he paid.

In his store were the two partners and a boy, with an extra brother on Saturdays and one delivery wagon. He paid \$65 rent; had the usual, very ordinary type of grocery store; the prevailing odor therein was difficult to analyze, but its most outstanding constituent was kerosene; and he sold about \$30,000 annually.

I paid \$175 for quarters which were owned by the family or I should have been taxed all of \$200, perhaps \$225. In my store was a tile floor which was not only cleaned but kept as clean as a family kitchen by daily swabbings and very frequent flushings; fitted up in the finest style; screened and kept sweet by electric fans; not only clean to the eye but so completely sanitary in every corner that we had a standing invitation for its inspection at any time, night or day, without any kind of notice. It was thus inspected once by the local woman's club, and the result was a marking of 99 per cent., which would have been 100 per cent., as we were frankly told except for the feeling that perhaps 100 per cent. was as yet unattainable by anybody. I did \$70,000 to \$80,000, but my expense for expert clerks, brilliant lighting, janitors, deliveries, ample refrigeration and other high grade service made my ratio of expense much higher than his; and that I did the excess business seemed to me to demonstrate that plenty of people paid the prices I demanded in preference to going where things might be got for less money.

I have seen similar conditions in Toronto—similar divergencies which were fully justified. We both got the right price for service rendered.

Yours very truly,  
PAUL FINDLAY.

New York, N.Y.

**A RETAILER'S "WAR" CONTRACT**

(Continued from page 20.)

I dropped the broom, and aimlessly ran in the direction of the armory. The place was empty and preparations were being made to receive a new regiment. From there I went over to the station; there were a few men in khaki, but mere non-entities. The birds had flown.

**Beginning of the Chase**

Prompt action was required. I wired the C. O. in terms that with some men would have landed me in jail, and told him I was coming to Valcartier on the first train. I had no respect for the C. O. He was by profession a lawyer, and was as suitable for active service as my old nag.

The trip to the camp occupied a good part of a day, and was the most uninteresting excursion I ever made in my life. Gone were the visions of handsome profits, of an automobile for my wife, of a place in society. My only aim was to get the money owing to me for groceries. I had been too easy, but now was roused, and a little dangerous. I was prepared to move heaven and earth to get my money.

On arrival at the camp, I made a bee line for the C. O.'s office. He received me courteously, much to my surprise, and, referring to my wire, said: "It's news to me. I've never heard of you before, nor did I even know that we owed you a cent."

"I can quite believe that," I remarked. "There are a LOT of things you don't know, sir."

The latter remark did not fizz on him at all. He called in several of his officers, made inquiries, and finally satisfied himself that my claims were not unfounded.

"You can rest assured, Mr. Home," he said, "that this thing will be investigated, and matters straightened out satisfactorily."

That was no use to me; I hadn't made a special trip to Valcartier for nothing. I wanted satisfaction now, or I was determined to buy a ticket for Ottawa. This did not please the colonel, as I could easily see from his face. Eventually he agreed to assess each man who had been responsible for running up this account, to the tune of a hundred dollars, and that I would receive a cheque for the full amount in two weeks' time. This news fell unpleasantly on the ears of the officers and non-coms., who were equally ignorant that they had left town owing a big bill. As that seemed the next best thing to getting the money, I agreed, and left that night.

**Final Threat Was Necessary**

In two weeks' time the cheque did not arrive, so I wired the colonel that if it

was not here by the end of the week I would take the matter up with the Department of Militia. The cheque came all right, minus forty dollars, about which there was a disagreement.

What, with the cost of going to Valcartier, the expense of wiring, and the forty dollars deducted from my account, I made little money on the deal. However, I did my "bit," and when the next regiment came to town I left it to one of my competitors to get the privilege of filling its internal wants.



**NATIONAL PRESIDENT HERE**

**Head of Retail Grocers' Association in the United States in Toronto and Montreal This Week**

Frank B. Connolly, president of the National Retail Grocers' Association of



FRANK B. CONNOLLY, San Francisco, Cal., President of the National Retail Grocers' Association of the United States, who visits Toronto and Montreal this week.

the United States is making a short trip through Canada—from Detroit to Montreal—at the end of the week. He has been in Detroit during the last couple of days attending the meeting of the American Specialty Manufacturers' Association at whose convention he is giving an address. He will arrive in Toronto on Saturday, November 20, and remain there until evening, when he will leave for Montreal. He will spend Sunday and Sunday evening in Montreal, and leave late Sunday night or Monday morning for Boston.

Some time ago Mr. Connolly wrote Canadian Grocer intimating this visit, but at that time he expected he would be spending more time with us. He had hoped to meet a number of the Retail Associations to exchange views on asso-

ciation work in Canada and the United States. The other day, however, Canadian Grocer received another letter from him stating that his time would be limited and that he would only have Saturday and Sunday in Toronto and Montreal. E. M. Trowern, secretary of the Dominion Board, Retail Merchants' Association, has also heard from Mr. Connolly, as well as Mr. Beaudry, the Quebec provincial secretary. Mr. Trowern and W. C. Miller, secretary of the Ontario branch, have under consideration the entertaining of Mr. Connolly while in Toronto on Saturday. On account of it being the last day of the week, and a particularly busy one for the retailer, it is to be regretted that a mass meeting of grocers could not have been held to hear an address from Mr. Connolly, who is particularly well informed on retail problems in the United States, many of which are the same as have to be dealt with here in Canada. However, owing to the date of the Specialty Manufacturers' Convention in Detroit and his limited time, it was impossible for him to come at any other date.

Mr. Connolly's home is in San Francisco, Cal., but he spends considerable time all over the United States addressing retailers' meetings, and keeping in touch with association work.



**ADOPTING MANY SUGGESTIONS**

Readers will remember the correspondence in recent issues of Canadian Grocer between a general dealer, who was up against a farmer's club organization in his community, and a "Successful General Merchant," who presented his views on giving the farmer such a service as would practically compel him to deal exclusively at home.

In answer to the last article, the general dealer has forwarded the following addressed to the "Successful Merchant" through Canadian Grocer:

Dear Sir,—Let me thank you again for your reply to mine.

You have covered a lot of ground in your reply, and some of the views are new and appeal to me, and I shall endeavor to work out a few of them during the coming months.

Your frank expressions are all taken in good part, and I shall make an effort to "go" after the business.

I may write you again, say, next spring, and tell you results.

Yours faithfully,  
RETAIL DEALER.



The man at the head of the business should know how to keep the men responsible for the various departments of his business "out of the ditch." In other words, to keep employees from doing the wrong thing.



## CURRENT NEWS OF WEEK

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



### Quebec and Maritime Provinces

Denis Lesage, grocer, Montreal, died recently.

M. Felid, general merchant, Cowansville, Que., has registered.

W. J. Hall, grocer, Shelburne, Ont., has sold to J. D. Harrison.

The West India Co., Montreal, are now located in the Coristine Building.

John D. Hutchins, manager of John D. Duncan Co., tea importers, Montreal, has been on a shooting trip.

A. P. Tippet, importer, Montreal, has been confined to his home several days through illness, but is expected back at his office shortly.

Ernest J. St. Amand has withdrawn from the firm of William C. Christmas & Co., Montreal, and will continue in the same kind of business as Ernest J. St. Amand & Co., Herald Building, Montreal.

Alexander Mitchell, one of the pioneer grain exporters of Canada, died recently in England, aged 84. He came to this country at the age of 21, entering the service of Symes & Co., merchants, Quebec. He was the first president of the Lake of the Woods Milling Co., and planned their mill at Keewatin.

W. L. Craft, an employee of Hall & Fairweather, wholesale grocers, St. John, N.B., was presented with a wrist watch by fellow-employees and with a substantial money gift by the firm on the occasion of a farewell given him. Mr. Craft has enlisted with the 104th Battalion.

A branch of the Retail Merchants' Association has been organized in Nova Scotia. The provincial secretary of that province is J. C. Doyle, who has been on the organization staff of the R. M. A. for a number of years. Reports to the head office indicate that many merchants are joining the ranks.

### Ontario

Wm. Ross, a St. Thomas, Ont., grocer, died recently.

Wm. Strong, a Hamilton, Ont., grocer, sustained a fire loss recently.

H. L. Charlton, grocer, Aylmer, Ont., is installing new counters in his store.

Adams Bros., grocers, Chatham, Ont., are fitting up a new store on Queen St.

Wilfred J. Inman, who conducted a general store in Wheatley, Ont., died recently.

The business of Minto Bros., Limited, tea and coffee merchants, Toronto, has

been reorganized, and will be continued under style of Minto Bros.

D. Stewart Robertson, for many years a grocery broker, Kingston, Ont., has passed away.

Thos. A. Elliott, a grocer on College Street, Toronto, for six years, passed away last week.

A. Graet, Preston, Ont., has returned from a week's shooting trip. He bagged considerable game.

W. McKinney, grocer, Windsor, Ont., closes his store every Thursday afternoon during the year.

The retail fish dealers in Toronto have formed a branch of the Retail Merchants' Association of Canada.

The store and dwelling occupied by C. Harves, general merchant of Pasadena, Ont., was totally destroyed by fire recently.

J. M. Lord, grocer, Windsor, Ont., is adding a fresh meat department to his new store on Pitt Street, next to the post office.

Thos. Shaw, treasurer of the London Grocers' Association, has been confined to his room for over a week with a bad cold and a touch of lumbago.

Under the new Dominion law, which makes it illegal to advertise falsely, a jeweller in Hamilton has been fined \$400 and costs. The new law was aimed at the purification of all kinds of advertising in this country.

A recent issue of a Kingston, Ont., paper contained an article on J. D. Wagar, proprietor of a large general store in the village of Enterprise. The article states that Mr. Wagar is the oldest merchant doing business in that village.

Adams Bros., grocers, Lindsay, Ont., have been given the contract by the Department of Militia for supplying the soldiers going into barracks there with the following: Bacon, potatoes, beans, prunes, butter, cheese, salt, split peas, sugar, rolled oats, rice, pepper, milk, powder, yeast, lard, flour and vegetables, including carrots, cabbage, onions, beets, parsnips, turnips.

The Simeco, Ont., branch of the Dominion Retail Merchants' Association held a meeting recently to discuss the move on the part of the local Hydro Committee to compete with private concerns in house wiring and private installation generally. The association looked on this as similar to the Government competing in the dry goods or grocery

trade. Officers of the general executive and of the electric supply branch at Toronto attended.

The Retail Grocers' Association of London, Ont., at their regular meeting on Tuesday evening last, listened with profit to two addresses given by Robert Wallace, of the Battle Creek Toasted Corn Flakes Co., and Jas. F. McDougall, of the St. Lawrence Sugar Refining Co., respectively. The officers of the London Association, now that the fall season is on, are working to get every grocer to be present at their regular meetings on the third Tuesday of each month. Meetings of the London grocers are always interesting and profitable.

At the annual meeting of the Commercial Travelers' Association, London, Ont., it was decided to grant \$1,000 to the British Red Cross Fund, and resolutions of sympathy were passed for relatives of former members, Lieut. Gerald Esten, of Toronto, killed at Achi Baba, in Gallipoli, and Harry Adshead, of Calgary. Nominations for new officers are: President, C. W. McGuire, London, acclamation; first vice-president, Tony Grant and George English, London; second vice-president, Morley Adams, acclamation; third vice-president, John Lennon, Hamilton; directors, George Watt, Brantford; George Hope, C. Smith, F. E. Breckenridge, R. B. Griffiths, J. C. Regan, and J. S. Townsend, Hamilton; Major Dillon, Oshawa; W. Stone, H. Horsman, A. E. Johnson, J. L. Miller, H. W. Lind, W. T. Armeage, and John Fried, Toronto. The annual election will be held in London on December 18.

### Western Canada

The T. Eaton Co. are establishing a warehouse in Saskatoon, Sask.

M. E. Reynolds has purchased the grocery business of E. Glover, Selkirk West, Man.

H. A. Lanchbery has purchased the grocery and bakery business of James Sinkar, Cartwright, Man.

Geo. R. Boylan, general merchant, Fort Qu'Appelle, Sask., is succeeded by The R. M. Trading Co.

The Weyburn, Sask., branch of the Retail Merchants' Association has resumed its meetings for the winter.

J. H. Simpson, for years connected with the Vancouver Ice and Cold Storage Co. of Vancouver, has recently opened a general store at Aldergrove, B. C.

# Sugar Advances Total 35 Cents Cwt.

Advances in New York Market—New Dates Have Arrived—Tightness in Currants Worse—  
All Fruits High and Most Scarce—Beans Will Be Easier Later on, But Market is  
Firm Yet—Dried Fruit and Nut Arrivals on the "Metagama."

Office of Publication, November 18, 1915.

**S**UBSEQUENT to the rise of 25 cents in sugar early last week, there came another one later of 10 cents. It is not likely, on the whole, that the advance will stop here. A cardinal fact in the situation is that raws are scarce, and no amount of suggestion that the market has gone up sufficiently within the last few days will alter this big basic fact. The new crop of Cubans will not be released until January next and though the country, that is in both United States and Canada, has fulfilled its requirements temporarily, there is not enough sugar to satisfy the demand. That was the origin of the present squeeze and it looks as if we shall see still higher levels in sugar between now and the New Year, when new crop Cubans will be in.

Ontario flour was up again this week, largely on account of a big export demand. This, coupled with the fact that the farmer is still too busy with other things to get in supplies, has caused a tightness in the market. At the present time millers have more demand than they can cater to. This applies in some sort to Manitoba flour too. The whole situation is strong, which strength is enhanced by the fact that though we have a large crop, a good deal of the winter wheat crop is not of millable quality. The whole list of cereals is strong, and we should not be surprised to see several of them move up in the near future. Manitoba flour has advanced in Montreal and St. John another 15c per barrel.

New almonds are arriving now, but it is stated that we may not have enough walnuts here in time for Christmas selling. Our readers will remember that this situation existed last year, when supplies only got here just in time to rush them to the retailer.

As for dried fruits—another Christmas line—these are worse and worse. A few currants have arrived, but they are a mere drop in the bucket of demand; peels are away up; raisins are firm and supplies are inadequate to the demand and the general situation may be described as acute. In view of this it looks as if it is now generally assured that all ingredients for Christmas puddings and cakes will be up and we think that people can make up their mind to pay more for these luxuries than heretofore. It is interesting, by the way, to note that there is a suggestion in England at the present that they should boycott the import of currants from Greece on account of King Constantine's alleged bad behaviour to the Allies, even though without currants John Bull would have to forego his Christmas pudding. We do not think it likely; it is much more likely that some people will have to forego Christmas puddings on account of the general reasons stated above.

## QUEBEC MARKETS

Montreal, Nov. 18.—The two important features of the market this week are an advance in the price of Manitoba flour of 15c per bbl., and a further advance in sugar, making a total advance of 35c per cwt. in one week. In both cases the advances were warranted by prices of raw materials. In the case of sugar, the raw market is strengthening daily, and New York refined had reached a six cent level by Tuesday. As there is only a difference of 40c between the price here and across the line, it is expected that another advance will take place. It is significant that one of the

Montreal refiners thought they were justified in making a 50c advance over a week ago. The advance in flour took place on Monday, and follows upon the heels of two advances in the price of wheat. At the same time, the price of bran and moulee was put up, the demand for the former being exceedingly good, especially at this time of year—something the millers are at a loss to explain. The demand for shorts, on the other hand, is not heavy at all.

Retailers are already beginning to buy heavily in Christmas goods, and are experiencing some disappointment owing to fact that wholesalers are unable to

## Markets in Brief

### QUEBEC MARKETS.

#### FLOUR AND CEREALS—

Higher prices for rolled oats.  
Bran and wheat moulee advanced.  
Manitoba flour jumps another 15c.  
Market for shorts very quiet.  
Very good flour demand.

#### PRODUCE AND PROVISIONS—

Difficulty in getting pure lard.  
New lards advanced to 45c.  
U.S. Thanksgiving enhances turkeys.  
Poultry receipts are much better.  
Expect higher butter prices.

#### FISH AND OYSTERS—

Haddock and cod more plentiful.  
No west arrivals; using frozen.  
Few fresh halibut expected.  
Close season in Quebec for whitefish.  
Green cod and pickled herrings up.  
Oyster prices a trifle higher.

#### FRUIT AND VEGETABLES—

Curly lettuce up to \$1.25 box.  
Head lettuce market easier.  
Peppers coming in from Florida.  
Potato market still firm.  
Tomatoes getting rather scarce.  
Market full of cabbage.  
Blue grapes still bring 17-18c.

#### GENERAL GROCERIES—

Canned goods take further jump.  
Sugar up 35c bag altogether.  
New shelled almonds arriving.  
Currants arrive, but sell quickly.  
Bean market still very firm.  
Decline in scaled herring prices.

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Ontario flour higher.  
Manitobas very firm.  
Big export demand.  
Rolled oats strong.  
Split peas none too plentiful.  
Bran firmer and higher.

#### PRODUCE AND PROVISIONS—

Hog products firm.  
Butter shows no change.  
Eggs a trifle easier.  
Full grass cheese higher.  
Poultry for U.S. festival.

#### FRUIT AND VEGETABLES—

Sweet potatoes selling.  
Root stuff in demand.  
Messina lemons firm.  
Apples firm and high.  
Scarcity in tomatoes.

#### FISH AND OYSTERS—

Extras (smelts) selling.  
Lobsters too high to stock.  
No close season in lake fish.  
Smoked lines sell well.

#### GENERAL GROCERIES—

Sugar up ten cents from last report,  
and it may go higher.  
Tightness in fruits.  
New dates arrived.  
Canned goods up slightly.

fill all orders, owing to difficulty in securing shipments. They point out that retailers must appreciate the difficulties under which they are working, and must not expect delivery of goods as early as usual. They suggest that dealers do all in their power to advise their customers of this delay.

A further advance has taken place in

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canned goods f.o.b. factory, and in the case of houses who are not well supplied with goods at old figures, quotations will run pretty high. While there is a continued demand for canned goods the volume is not as big as it used to be. Tomatoes at ten cents is cheap food, but the working man is eating less.

Any falling off in demand for pork and beans owing to high prices has not yet been noticed. The situation in the bean market has developed at a bad time, as baked beans is an article of food used by the workingman, and the enhancing of prices means that beans will be cut out by many.

The potato market is strong again. Supplies are arriving on slow side, and dealers are looking for higher prices. Shippers are having to line their cars, i.e., they have to double-line them, put in a stove, and a man in charge, which in itself means an advance of 5c per bag. This is the same every year, unless there is a big crop.

Minor changes this week include a drop of 4c in scaled herrings, which are now quoted at 16c. Castor oil has jumped a cent per lb.

**SUGAR.**—As stated in our last issue, two of the Eastern refiners advanced their prices 25c per bag all round on Wednesday, Nov. 10, whereas another refiner only advanced 20c. On the following day, another advance occurred—10c per bag in the case of the first two refiners, and 15c in the case of the latter; which bring quotations for the three refiners to a level. It might also be noted that Beaver, a second grade granulated put up by the St. Lawrence Refineries, advanced 45c altogether, so that it is now only 5c lower than standard granulated, instead of 15c. The same applies also to Blue Star, made by the Atlantic Sugar Refineries. Another exception to the rule is seen in the case of crystal diamonds in cartons and half cartons, put up by the St. Lawrence Sugar Refineries. The price of these was formerly the same. From now on, the price of cartons will be \$8.05 and for half-cartons \$8.55. Many questions were asked as to why the Canada Sugar Refinery only advanced their prices 20c last Wednesday, whereas the others advanced 25c. There appears to be no good reason for it, at least, none that would interest the retail trade. It reminds one of the conditions which prevailed at the outbreak of hostilities, when quotations varied between wide limits. Opinions of refiners now, as then, differ as to what advances are warranted by firmness in the raw sugar market. In fact, some of the refiners thought themselves justified last Wednesday in putting the market up 50c. There is enough evidence in the situation just now to prove that the New York market does not entirely govern that in Canada. At time of writing,

the price quoted by all New York refiners is \$6, whereas in Montreal the price is \$6.40, a difference of only 40c, which is only about half the duty. The differential between Canadian and New York prices is usually kept around a dollar. A year ago it was \$1.85. It seems then, that based on the price of raw sugar to-day, Canadian refineries are not making much money on their sugar. It appears, also, that further advances here would not be out of the way, especially if raw sugar continues to soar the way it has been doing during the past two weeks. We heard early this week of Cubans selling at 4½c. Of course, it is always necessary to keep in mind the fact that Cuban raws, the crop of which is heavy, are coming nearer and nearer, and are liable to have a weakening influence on the market any time. This is, no doubt, why Canadian refiners are content to maintain such a low differential. On the other hand, we hear that the Cuban crop will be marketed much later than was at first thought, and in the meantime, raw material is scarce, and although in January and February sugar may be lower, at the present time holders of raws, on account of the scarcity, are taking advantage of the situation. It is the present market that rules, and the future market is not in shape to influence the prevailing market. At the higher prices being quoted by Canadian refiners, there is a very active demand.

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

**DRIED FRUITS.**—The S. S. Metagama, which reached Montreal this week, carried considerable supplies of Valencia and Malaga raisins. There were also supplies of Portuguese figs, which are intended to take the place of Smyrnas. It is pretty good looking stuff, but hardly comes up to the other for flavor. A car of new Greek-cleaned currants reached this market a few days ago, and were quickly disposed of on a basis of 12c for loose, and 13c for packages. New York cleaned sold for about ½c less. There were no currants on the Metagama and there is quite a big demand, with little spot stuff available. Few Turkish sultanas are available. There are one or two 16-oz. packages of 1913 crop selling at 16½c. The trade will depend

mainly on California stuff, which is arriving. According to advices received from London, Eng., Sultanas have not come from Smyrna since the beginning of the war with Turkey. There is only a small quantity of old left, which is bringing 82 shillings per cwt. duty paid, for common, and 100 shillings for fine; deducting 10/6 duty, which is allowed on exports, and adding freight, the c.i.f. price to Canada for common quality would be 75 shillings per cwt., which is equal to 18c, Montreal. By the time they reached the retailer's hands, the price would be out of reason. The small quantity of Sultanas being consumed in England now comes from Greece and other countries, and they are also importing some bleached Californias as a substitute. New dates have reached wholesalers' hands, who are quoting the same figures for Hallowee loose as they did for old stuff—7½c per lb. Packages will not arrive until December.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes.....	0 09½	0 09½
Apples, choice winter, 50-lb. boxes.....	0 17½	0 17½
Apricots .....	0 15½	0 11½
Nectarines, choice .....	0 10	0 11
Peaches, choice .....	0 10	0 11½
Pears, choice .....	0 10	0 11½
DRIED FRUITS.		
Candied Peels—		
Citron .....	0 30	0 21
Lemon .....	0 15½	0 14
Orange .....	0 15½	0 14
Currants—		
Filigras, fine, loose, new .....	0 10½	
Filigras, packages, new .....	0 11½	
Dates—		
Dromedary, package stock, per pkg....	0 30	
Farfa, choicest .....	0 17½	
Hallowee, loose .....	0 07½	0 07½
Hallowee, 1-lb. pkgs. ....	0 07½	0 08
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb. ....	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb. ....	0 12	
6 crown, 12-lb. boxes, fancy, layer, lb. ....	0 11½	
1 lb. glove boxes, each .....	0 12	
Cal. bricks, 10 oz. ....	0 09½	
Cal. bricks, 16 oz. ....	0 10	0 11
Cal. layers .....	0 10	0 11
Prunes—		
30 to 40, in 25-lb. boxes, faced .....	0 13	
40 to 50, in 25-lb. boxes, faced .....	0 11½	
50 to 60, in 25-lb. boxes, faced .....	0 10½	
60 to 70, in 25-lb. boxes, faced .....	0 10	
70 to 80, in 25-lb. boxes, faced .....	0 09½	
80 to 90, in 25-lb. boxes, faced .....	0 09	
90 to 100, in 25-lb. boxes, faced .....	0 08½	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster .....	3 60	
Muscateis, loose, 3-crown, lb. ....	0 09	
Cal. seedless, 16 oz. ....	0 11½	
Fancy seeded, 16 oz. pkgs. ....	0 10½	
Choice seeded, 16 oz. pkgs. ....	0 10	

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

**NUTS.**—The S.S. Metagama, besides carrying large quantities of dried fruits for this market, had on board three thousand boxes of shelled almonds, which are selling on the basis of 45c for three crowns, and 48c for Jordans. The supply of spot stuff must be getting short, as some local wholesalers have raised their price to 44-45c. There seems to be little new stuff in hands of wholesalers as yet. New Tarragona soft shell almonds have arrived, and should have been here a month ago. Quotations are about the same as for old—17½-18c. The majority of the almonds arriving on the Metagama were for Toronto and the West. Small supplies have already arrived for Montreal, but are sold. There were two hundred cases of shelled walnuts on the Metagama, but they are all sold. As this is the last boat to reach

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Montreal, further supplies must come via St. John, which will delay shipment considerably.

Almonds, Tara, new	0 17½	0 18
Grenobles, new	0 15	0 16
Marbots, new	0 13½	0 14
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 28-lb. boxes, per lb.	0 44	0 45
Sicily filberts	0 14	0 15
Filberts, shelled	0 14	0 15
Pecans, large	0 20	0 21
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	
Peanuts, No. 1, Spanish	0 06½	

**SYRUPS AND MOLASSES.**—There is no doubt in minds of local brokers that more molasses will be made this year than last, on account of high market. This is the reason why planters are preparing to cut the early canes in December, if the weather will permit of this. They are after the high prices which are not expected to obtain after first of the year. It is reported that quite a lot of blended stuff is being brought into Montreal from outside points, which is bringing high prices. On account of the high price of molasses, there is an extraordinary demand just now for corn and cane syrups. This is always the case at this period of the year when molasses prices are high, but it is more evident this year.

Barbadoes Molasses—		Price for	
		Island of Montreal.	Choice.
		Fancy.	
Punchons	0 57	0 48	
Barrels	0 60	0 51	
Half barrels	0 62	0 53	
For outside territories prices range about 3c lower.			
Carded lots of 20 punchons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.			
<b>Corn Syrups—</b>			
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls.	0 04½		
Pails, 85½ lbs., \$1.95; 25 lbs.	1 40		
Cases, 2 lb. tins, 2 doz. in case	2 65		
Cases, 5 lb. tins, 1 doz. in case	3 00		
Cases, 10 lb. tins, ½ doz. in case	2 80		
Cases, 20 lb. tins, ¼ doz. in case	2 85		
<b>Cane Syrups—</b>			
Barrels, lb., 4½c; ¼ bbls.	0 05		
Cases, 2 lb. tins, 2 doz. in case	3 80		

**RICE.**—There has been considerable talk about Japan rice being brought in at lower prices than those being charged for Rangoon and Siam. Representatives of Canadian mills state that it can't be done. There have been no changes in price for several weeks, and business in the primary market is quiet. There will not be any British rice coming here until spring unless there are shipments before navigation closes, which is unlikely.

**SPICES.**—Peppers are still strong, but the market is quiet for the present. Two or three weeks ago, when the pepper market was advancing, there were several big sales made in Montreal. Jamaica ginger is hardly obtainable just now in the primary market, and this condition will continue until the end of December. Pimento has advanced ½c in the past few weeks, and supplies in Jamaica are scarce, shippers holding out for higher prices. Canadian wholesalers are fairly well supplied with spices at the present time.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	½-lb. tins lb.
Allspice	0 22	0 22	0 22
Cassia	0 22	0 22	0 22
Cayenne pepper	0 22	0 22	0 22
Cloves	0 22	0 22	0 22
Cream tartar—60c.			
Ginger, Cochin	0 22	0 22	0 22
Ginger, Jamaica	0 22	1 00—1 15	0 31
Mace	0 80		1 00
Nutmegs	0 40	2 40	0 75
Pepper, black	0 22	0 20—1 00	0 22

Pepper, white	0 30	1 15—1 20	0 20
Pastry spice	0 22	0 95—1 20	0 20
Pickling spice	0 14—0 15		
Turmeric	0 21—0 23		

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

Cardamon seed, per lb., bulk	2 00	2 80
Carraway—		
Canadian		0 13
Dutch	0 20	0 22
Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies		0 35
Shredded cocconut, in pails	0 15½	0 22
Pimento, whole		12-15

**DRIED VEGETABLES.**—Conditions in the bean market are about the same as reported a week ago, the market having eased off very little, if any at all. Three-pound pickers are offered to the trade as high as \$4.25 per bushel. Some wholesalers insist that the market will come down with a war-whoop before long. Because of the attitude he alleges is taken by the Ontario farmers, a local dealer is arranging to secure supplies of beans from California, which are of good quality. The dried pea market is substantially the same, and it is still hard to get peas to make good French pea soup. Peas being offered are good, but they do not appear to have the boiling qualities required for the trade in this province.

<b>Beans—</b>	
Canadian, 3-lb. pickers, per bushel	3 75 4 20
Yellow eyes, per bushel	4 00
Lima, per lb.	0 07½ 0 08
Peas, white soup, per bushel	3 00 3 25
Peas, split, bag, 98 lbs.	5 80
Barley, pot, per bag	2 80
Barley, pearl, lb.	0 05 0 06

**CANNED GOODS.**—A further advance of 2½c in the price of canned vegetables took place this week. This was announced by the canners, and will not be noticed by the trade all at once, as many houses have large enough stocks to quote old figures. Whereas on the new basis the price of tomatoes should be \$1.12½-\$1.15, as low as \$1.02½ is being quoted. The new price on corn and beans will bring the price to the retailer up to 97½c-\$1, whereas 92½c is being quoted. In the case of standard peas, while 92½c is being quoted, the price on the new basis would be 95-97½c. The reason given for the advance is the general situation of the market which, it is claimed, warrants it.

<b>Canned Vegetables—</b>	
Beans, string, doz.	0 85
Corn, 2's, doz.	0 85
Peas, standard, doz.	0 85
Peas, Early June, doz.	0 97½
Tomatoes, 3's, doz.	1 05
Pork and beans, 3's, doz.	1 45
Pork and beans, 1's, doz.	0 65
Pork and beans, family size	1 05
<b>Canned Fruits—</b>	
Aprices, gallon, doz.	3 25
<b>Canned Fish—</b>	
Sardines, Canadian, case	3 25

ONTARIO MARKETS

Toronto, Nov. 18.—The whole interest seems to centre now on the buying of Christmas fruits. The best advice we could give to the retailer is to buy early. The situation in peels, for instance, has suddenly developed into a real tightness; peels have advanced, citron being very strong. Raisins, of course, have been in this condition for some time now, and show no sign of letting up.

Nor will they. Currants get worse and worse. Supplies long overdue are only now just on their way. The trade expected them to have left Greece at the latest on the 24th of last month, but they only got away last week. Spot stocks are so low that the retailer will be well advised to snap up anything that looks like a cheap price; things will be worse before they are better. The primary market continues to show advances.

There is a good demand for prunes now, and new prices are in operation. They are all firm, with a good demand. Crop is sold up, and it wasn't nearly as big as was at first thought. Small sizes are firm. Evaporated apples and apricots share the same strength.

As the trade starts to buy for Christmas, it does so far more confidently than it did last year. By all indications we are going to have a mighty good Christmas trade, though prices to the public in many lines must necessarily be higher than usual. Nuts are being bought heavily, and new almonds are expected in next week. Prices are firm on most lines of nuts, and they won't likely show much easiness till after the holidays.

With regard to tea, letters which have reached here—of course, they have taken some time to come, and the situation may be easier now again—say that the market has developed into a waiting one, with easier prices in the meantime. Supplies have been brought to auction liberally and under 10¼— which is very low for these days; a larger selection was before the trade. With the appreciably heavier weight of ordinary tea offering prices on common have declined.

Good teas, though, according to a cable relative to the Ceylon auction, are still firm and high, and are not likely to be shaded much.

It looks as if there will be some easier tendencies showing in the bean market next week, if this snap of cold weather keeps up. There is no doubt that the splendid—but unseasonable—late fall weather we have been having has kept up the scarcity of beans, because it has kept the farmer from getting them into the trade. This has meant high prices. If the weather continues colder, however, we shall see this state of affairs changed at least a little.

**SUGAR.**—Following hard upon the heels of our last report of an advance of 25c came the news of a squeeze in New York, which resulted in a further increase of 10c here after Canadian Grocer came off the press last week. This puts sugars on the basis of \$6.46. The advance, it is suggested on the street, was the consequence of the circumstances in which one or two refiners found themselves. They were short of

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raws and were caught napping. They had to buy in New York, where the market was sky high.

Discussing the sudden strength in the metropolis, a well-known broking firm there says the squeeze was caused by a combination of events. There was a strike on the water front. There was great congestion of freight consequent upon the scarcity of ocean tonnage, and a subsequent advance in freight rates. Then, too, refiners had allowed stocks to run too low in view of the large export contracts they had already accepted. When refiners found that sugars from Cuba were going to be delayed, they turned to supplies they had purchased from warehouse. This also went back on them, however, because strikes prevented them from getting sugars quickly enough, so that they had to buy the sugars available for reasonably prompt delivery at increasing prices. As fast as they bought raws at these advanced levels the country bought refined in larger volume than the refiners had secured raws, so that the market on both rapidly advanced.

This firm believes that the advance has now exhausted itself, the main reason being that they think the country has secured all the cane refined sugar they can handle for the balance of the year.

On the other hand, some lay great stress on the view that there will be no real relief till new crop sugars are available in quantity, when, it is assumed, we shall see material declines. Whether we shall see higher levels yet is a question. There would appear to be some reason for the opinion. At any rate, we shall see fluctuations, and though the country has bought a lot of sugar, still raws are scarce, and that is a good argument for higher prices.

Sugar is moving better. One refiner is known to have booked 101 cars one day last week.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 46
25 lb. bags	6 56
10 lb. bags	6 61
2 and 5-lb. cartons	6 75
Nova Scotia refined, 100-lb. bags	6 36
New Brunswick refined, 100-lb. bags	6 40
Extra Ground Sugars—	
Barrels	6 86
50 lb. boxes	7 06
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 66
25 lb. boxes	7 06
Crystal Diamonds—	
Barrels	7 11
100 lb. boxes	7 11
50 lb. boxes	7 31
Cartons (20 to case)	7 76
Cartons (50 to case)	8 06
Crystal Dominoes, cartons	8 11
Paris Lump—	
100 lb. boxes	7 11
50 lb. boxes	7 31
25 lb. boxes	7 51
Yellow Sugars—	
No. 1	6 06
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA.**—The report on the Ceylon auction two days ago was "firm." The trade in England is interested in the reported closing of the Suez, which would mean that ships from Ceylon would have

to go round the Cape of Good Hope, thus making a delay of two or three weeks. Russian buying is another bull factor. Letters from London state that tea will go to Russia via Scandinavia, avoiding the Baltic, which is "controlled" by the Germans, and the comparative strength of Orange Pekoes is due to this report. Germany, also, is said to be quietly getting tea via Norway and Sweden. Lower grades appear to be easier, this movement commencing a couple of weeks ago. A recent Yokohama cable says that exports totalled 37,100,000 pounds, as against 32,500,000 last year. Of these, 5,400,000 came to Canada.

Locally, the trade seems to show some disposition to wait just now. The easier tendency in lower grades may be responsible, although no comfort is to be taken from medium and better grades, which are quite firm.

**DRIED FRUITS.**—Yet another line to join those which are scarce and high is peels. They are asking as high for citron on the street as 25c, which is an advance of 2c upon our high. There is a real scarcity. Purchasers had cold feet and bought lightly a while back. At that, demand is good, and the market has a strong undertone.

Apricots are firmer on a buying demand, and we quote 13-14½c, which is shortening our range by a cent.

The new dates, long delayed, are in at last, and are of fine quality. There is big selling at current prices, with a stiffening to 8c for Hallowees.

Raisins are all firm. Christmas buying gets heavier each week now.

Peaches are strong, and have advanced a cent and a half from their low point.

We have readjusted our prune prices, quoting on new altogether now—90's-100's are worth 8c to 8½c, while 30's to 40's are fetching 13c to 14c. There is a big demand for all sizes, and the situation in the primary market is very strong.

A serious situation seems definitely established in regard to currants. The long-lost steamer Frixas is still further delayed. She was, readers will remember, recalled to Greece, and her cargo, a big share of which was for Canada, was dumped. Then she was supposed to sail from Patras on the 24th of October, but apparently once more she was held up. Finally, she got away last week. This means that the stuff won't get here till very late for Christmas buying, and the market is advancing so rapidly that we strongly advise retailers to buy wherever they can get reasonable figures at once. The latter state of the currant market is going to be worse than the first.

Apricots—	
Standard, 25 lb. boxes	0 10½ 0 11
Choice, 25 lb. boxes	0 13 0 14½

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

**NUTS.**—Shelled almonds are pretty bare now, and we quote a price of 40c to 42c, which is an advance of 2c. There is a big demand and a real shortage. Montreal reports some new arrivals. Toronto has had some new shelled walnuts and almonds. One firm reports a first and second shipment of walnuts, with a third on the way, and one shipment of almonds. These were, however, all small, and the large shipments are yet to come. This firm had to get some 300 boxes from New York to keep their customers going. Quality is not quite so good as year ago. Other lines show little change except that Christmas buying has now commenced in real earnest. Tarragona almonds and Grenoble walnuts show some strength.

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

**SPICES.**—The cabled reports that the British might close the Suez Canal helped along the firmness in peppers noticed for some time now. Shipments from the Straits come through the Canal, and they would have to go round the Cape, if the closing suggested went into effect, thus adding to their time of transit. We do not think it likely, personally, that the Canal will be closed—yet, at any rate. Kitchener's visit to the near East will likely nullify altogether the rumor. Both black and white peppers find a big grinding demand. The rest of the list are well in demand, but are not higher. Ginger is a trifle easier owing to better supplies.

	Compound.	Pure.
	per lb.	per lb.
Spices—		
Allspice, ground	0 10	0 11
Allspice, whole	0 10	0 11
Cassia, whole	0 15	0 16
Cassia, ground	0 15	0 16
Cinnamon, Batavia	0 25	0 26

# CANADIAN GROCER

Cloves, whole	0 27-0 35
Cloves, ground	0 28-0 35
Cream of tartar	0 48-0 50
Curry powder	0 38-0 38
Ginger, Cochin	0 15-0 17
Ginger, Jamaica, ground	0 18-0 21
Ginger, Jamaica, whole	0 25-0 30
Ginger, African, ground	0 14-0 18
Mace	0 30-1 00
Nutmegs, brown, 64s, 52c; 80s, 52c; 100s	0 30-0 30
Nutmegs, ground, bulk, 65c; 1 lb. tins	0 28-0 28
Pastry spices	0 28-0 28
Peppers, black, ground	0 14-0 18
Peppers, black, whole	0 20-0 24
Peppers, white, ground	0 19-0 24
Peppers, white, whole	0 24-0 36
Pickling spice	0 18-0 20
Turmeric	0 18-0 22

**BEANS.**—There is no change this week in price, and levels are firm. By next week, however, we may see lower levels, because the colder weather will send the farmer indoors, and then supplies of beans should increase. There is a good demand for blue peas, and the crop is short enough to make a firm undertone. White peas are easier on lesser call.

Beans, hand-picked, bushel	4 20	4 25
Peas, blue, bushel	3 00	3 05

**RICE.**—The market for rice is quieter, there being a smaller demand from the trade, which has been buying unusually heavily of late. The situation is following the trend down in New York, where the Southern crop has eased up the market some. Japans are in good supply. Quotations are unchanged.

**CANNED GOODS.**—These are not so much in the limelight now because Christmas buying of dried fruits is the big thing. Nevertheless, chiefly because of short supplies, the advance hinted at last week has materialized; that is, 2 1/2c a dozen on vegetables and a nickel on fruits. Tomatoes find a good steady sale. Peas and corn are lighter in demand now. Salmon is again displaying some interest, and all levels are firm. A good deal, it is said, is being exported at the moment.

Salmon, Sockeye—	
1 lb. tins, cases 4 doz., per doz.	2 52 1/2
1 lb. flats, cases 4 doz., per doz.	2 12 1/2
1/2 lb. flats, cases 8 doz., per doz.	1 67 1/2
Five cases or more, 2 1/2c doz. less than above.	
Chunks, 1-lb. tins	1 20
Pinks, 1-lb. tins	1 20
Cohoos, 1-lb. tins	1 45
Red Springs, 1-lb. tins	2 00
Humpback, 1/2-lb. tins	0 50
Canned Vegetables—	
Tomatoes, 3's	1 10
Peas, standards	0 95
Early June peas	0 95
Extra sifted peas	1 45
Corn, 2's, doz.	0 95
Canned Fruits—	
Strawberries, heavy syrup, doz.	2 15
Black raspberries, heavy syrup, doz.	1 95
Pumpkins, doz.	0 90

## MANITOBA MARKETS

Winnipeg, Nov. 18. — Wholesalers thoroughly realize they must prepare for a marked revival in business. The enormous volume of the Western crop and the profitable prices it is bringing insures a prosperous year ahead. The North-West Grain Dealers' Association issued its annual November estimate of the crops and grain situation. This estimate is a reliable one, and by many is considered as conservative. The figures given are:

	Acres	per acre	Yield	Value
Wheat	12,540,900	24.5	307,330,000	\$276,507,000
Oats	6,621,000	51.2	338,995,200	155,598,080
Barley	1,153,000	34	39,202,000	23,521,200
Flax	520,000	8.2	4,264,000	6,602,200
Total yield, bu.			689,691,200	
Total value				\$462,235,480

As regards the wheat situation, the following figures are of interest:

Wheat inspected to Nov. 6	108,226,900
In store, country points	34,400,000
In transit, not inspected	8,400,000
Feed, seed and in country mills	35,000,000
Balance in farmers' hands yet to market	121,203,100

Now, 121,203,000 bushels of wheat yet to market, to say nothing of other grains, cattle and hogs, represents an enormous sum and a purchasing power never before known in the history of the West.

There are now some 10,000 troops quartered in the city. Ammunition plants and the extraordinary calls made upon the transportation companies are finding plenty of employment. There is not likely to be any trouble over the "out of work" plea this winter.

Grocery prices are steady, and both city and country trade satisfactory.

**SUGARS.**—This market has recently made two advances, amounting in all to 35c per cwt.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 00
Extra ground or icing, boxes	7 85
Extra ground or icing, bbls.	7 65
Powdered, boxes	8 05
Powdered, bbls.	7 15
Hard lump (100-lb. case)	7 95
Montreal, yellow, bags	6 60
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 95
Halves, 90 lbs., per cwt.	7 70
Bales, 20 lbs., per cwt.	7 85
Powdered, 50s	7 40
Powdered, 25s	7 75
Icing, barrels	7 70
Icing, 50s	7 95
Cut loaf, barrels	7 80
Cut loaf, 50s	8 05
Cut loaf, 25s	8 20
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bbls.	7 10
Bar sugar, boxes	7 35
Icing sugar, bbls.	7 30
Icing sugar, boxes	6 95
H. P. lumps, 100-lb. cases	7 40
H. P. lumps, 25-lb. boxes	8 05
Yellow, in bags	6 65

Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 15
10s, per case 1/2 doz.	3 00
2s, per case 1/4 doz.	3 00
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 80
10-lb. tins, 1/2 doz. to case, per case	3 80
20-lb. tins, 3 tins to case, per case	3 25

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

Molasses—	Per gal.
Barbadoes	0 63
New Orleans	0 54
Maple Syrups—	Per case.
Imperial, quart, case 2 doz.	5 40
Imperial, 1/2 gal., 1 doz.	5 85
New, pure, 1/4 gal. case 2 doz.	9 00
New, pure, 1/2 gal., quart, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

**DRIED FRUITS.**—There is nothing new to announce. Situation in prunes is easier. Currants are firm, and supplies may fall short of demand. There is a little more activity in dried fruits, as green fruits are less plentiful.

Apples, evaporated, new, 50's	0 09 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12 1/2
Currants—	
Dry clean	0 08 1/2
Washed	0 11
1 lb. package	0 10 1/2
2 lb. package	0 21
Vostizzas, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 08
Hallowee, 1-lb. pkg.	0 07 1/2
Pard dates, 12-lb. boxes	1 25

Peaches—	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 06 1/2
Choice, 10-lb. boxes	0 06 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 08 1/2
3 crown, loose, 50's	0 09
Raisins, Sultanas—	
Californias, 50's	0 12 1/2
Prunes, in 25-lb. boxes—	
90 to 100	0 07 1/2
80 to 90	0 08
70 to 80	0 08 1/2
60 to 70	0 09 1/2
50 to 60	0 10 1/2
40 to 50	0 11 1/2

Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15 1/2
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13 1/2
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12 1/2
Glova boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07 1/2
Cooking figs, choice naturals, 23-lb. bags	0 07 0 07 1/2

## RICE AND TAPIOCA.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05 1/2
No. 2 Japan, per lb.	0 05 1/2
4's, per lb.	0 03 1/2
ratna, per lb.	0 07 1/2
Carolina, per lb.	0 08 1/2
Sago, pearl, lb.	0 06
Tapioca, pearl	0 05 1/2 0 06

**DRIED VEGETABLES.**—Prices on New Ontario crop of beans will be announced shortly.

Beans—	
California, hand-picked, per bushel	4 30
California Lima Beans—	
Bag lots	0 07 1/2
Less than bag lots	0 06 1/2
Barley—	
Pot, per sack, 96 lbs.	3 15
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 80

## NUTS.

Nuts—	
Brazil, new stock	0 15
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12 1/2 0 14
Peanuts, choice	0 10
Pecans	0 22
Marbot walnuts	0 14 1/2
Sicily filberts	0 14 1/2
Shelled almonds	0 41
Shelled walnuts	0 41

## ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Nov. 18.—Since last report sugar has made two advances—one of 20c and one 15c. Further advances may even be looked for, according to reports. New crop evaporated apples are quoted at 11c. Fifties will probably be higher. Lard is up, threes being \$9.60, fives \$9.55. Dairy butter is up to 30c, and creamery to 34c. An advance in brooms before end of year is not improbable. Florida grapefruit is \$6.75 a case. Oranges are \$5.50 to \$6.50, and lemons \$5 a case. California tomatoes are \$2.50 a crate. Retail business good.

General—	
Beans, small white Japan, lb.	0 06 1/2
Flour, No. 1 patent, 96's	2 90 3 00
Molasses, extra fancy, gal.	0 67
Roller oats, ball	2 55
Roller oats, 50s	2 15
Rice, Siam, cwt.	4 40
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 60
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, new, Ontario, large, per lb.	0 19
Butter, creamery, lb.	0 34
Butter, No. 1, dairy, lb.	0 30
Eggs, select storage, case	9 00
Lard, pure, 2s, per case	9 80
Lard, pure, 5s, per case	9 55
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22 1/2
Canned Goods—	
Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gala, case	2 10
Apples, gala, Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50

# CANADIAN GROCER

Lobster, 1/2, per doz.	2 65
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 80
<b>Dried Fruits—</b>	
Currants, lb.	0 13
Evaporated apples, 50s, per lb.	0 11
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 14
Pears, choice, 25s, per lb.	0 07
Prunes, 90-100	0 15
Sultana raisins, Cal., extra fancy	0 15
<b>Fruits and Vegetables—</b>	
Grapefruit, Cal.	5 00
Grapefruit, Florida, case	6 75
Oranges, case	5 50
Lemons, case	5 00
Peaches, crate	0 91
Tomatoes, Cal., c.ate	2 50

## ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Nov. 18.—The market is already feeling the demand for Christmas goods. Table figs, raisins and nuts have arrived during the week. Sugar advanced 15c a hundred on the 12th, granulated now being \$7.60, and yellow \$7.20. Lard is easier. Matches have advanced 25c per case. Potatoes are higher, at 35c to 45c bushel. Cheese is now 18 1/4c lb. Prunes are 7c lb.

The general tone of tea in this market is firm, with no indications of a change. In coffees, both Rio and Santos have advanced, and market is strong. Shipping facilities for Europe are better, and this is the reason advances are taking place.

Refiners are buying heavily, and New York market is advancing, both in raws and refined. Raws at the present time look strong.

Europe has been buying heavily in cheese, and the market is strong, having advanced during the last two weeks nearly two cents per pound. In chocolate it is almost impossible to get a further supply of British manufacture.

Corn syrup has declined from 10c to 15c per case, but from available reports, market on corn products does not warrant this decline. In tomatoes, the market holds firm. The Canadian pack is smallest in years, and packers are holding out for firm prices. American packers are receiving higher prices for tomatoes than ever before.

The last of the Turkish figs remaining in the country are practically cleaned up, and there is no prospect of getting further supplies. The public will have to be content with California varieties.

<b>General—</b>	
Beans, Ashcroft, lb.	0 06 1/4
Beans, Japan, per bush.	3 90
Bran, ton	18 00
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 35
Rolled oats, 20's, 80c; 40's	1 60
Rolled oats, ball, \$2.15; 80's	1 75
Flour, fancy patents	2 90
Flour, seconds	2 30
Rice, Siam, per cwt.	3 90
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 60
Sugar, yellow, per cwt.	7 20
Walnuts, shelled, lb.	0 38

<b>Produce and Provisions—</b>	
Cheese, lb.	0 15 1/4
Bacon, lb., 20c; bellies, lb.	0 20 1/2
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 27c; No. 2	0 22
Eggs, extra, per doz.	0 40
Eggs, No. 1	0 32
Eggs, No. 2	0 30
Lard, pure, 5's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 25

<b>Canned Goods—</b>	
Corn, standard, per two dozen	2 20
Peas, standard, 2 dozen	2 20
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 05
Salmon, sockeye, 4 doz. talls, case, 1s	9 65
Salmon, pinks, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
<b>Dried Fruits—</b>	
Evaporated apples, 50's	0 10 1/4
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100, 25's, unfaced	0 07

## SASKATCHEWAN MARKETS

(By Wire)

Regina, Nov. 17.—Wintery weather prevails all over the West, turning merchants' attention to the Christmas trade. Poultry is coming in well. Some dealers are buying live for the holiday trade. Cranberries are selling at \$10.50. Prunes are up one and a half cents. Sugar advanced 20 cents last week and 15 cents again later on, bringing the price up to \$7.39. Business from all quarters is reported as A. No. 1.

<b>Produce and Provisions—</b>	
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 17 1/2
Eggs, new laid	0 40
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 3's, per case	9 35
Lard, 5's, per case	9 30
Lard, 10's, per case	8 30
Lard, 20's, per case	12 10

<b>General—</b>	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17 1/4
Cream of tartar, lb.	0 50
Cocconut, lb.	4 15
Cornmeal, ball	2 95
Apricots, per lb.	0 12
Flour, 98's	3 00
Rolled oats, 80's	2 20
Rice, per cwt.	3 90
Onions, 100 lbs.	1 50
Sugar, standard, gran., per cwt.	7 39
Sugar, yellow, per cwt.	6 99
Walnuts, shelled, 41c; almonds	0 41

<b>Canned Goods—</b>	
Apples, gals., case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 00
<b>Salmon—</b>	
Sockeye, 1's, 4 dozen case	9 55
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
<b>Fruits and Vegetables—</b>	
Apples, Washington, bbl.	1 75
Celery	0 12
Cranberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencia	5 75
Potatoes, bushel	0 60
<b>Dried Fruits—</b>	
Currants, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 12
Evap. apples, 50's, lb.	0 09 1/4

## NEW BRUNSWICK MARKETS

(By Wire)

St. John, Nov. 18.—All grades of flour are up 15c, Manitoba being now \$6.75 and Ontario \$6.45. Dealers do not expect further advance in immediate future, thinking wheat and flour now about even. However, wheat may continue to advance. Bean situation is discouraging, there being no hand-picked available. Yellow-eyes are slightly better, though unpromising. Sugar is firmer, standard granulated being \$6.45 to \$6.50, United \$6.35 to \$6.40, bright yellow \$6.25 to \$6.30, No. 1 yellow \$6.05 to \$6.10, and Paris lumps at \$7.50. Rolled oats are strengthening and increased quotings

are expected. Cream tartar has taken slight drop to 50 to 55c. Molasses are still climbing, no brighter reports coming. Prices are now 53 to 54c. American pork is easier at \$26 to \$28. Potatoes are firm stocks, being a little better, but prices are holding. Dealers think many farmers are holding back for better quotings. Cheese is up to 17 to 17 1/2c. Eggs are scarcer, hennery stock being 40c and case 32 to 34c per dozen.

<b>Produce and Provisions—</b>	
Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 90
Pork, American clear, per bbl.	28 00
Butter, dairy, per lb.	0 27
Butter, creamery, per lb.	0 30
Eggs, new laid	0 40
Eggs, case, per doz.	0 32
Lard, compound, per lb.	0 11 1/4
Lard, pure, per lb.	0 15
Cheese, new	0 17
<b>Flour and Cereals—</b>	
Cornmeal, gran.	5 75
Cornmeal, ordinary	1 75
Flour, Manitoba, per bbl.	6 75
Flour, Ontario	6 45
Rolled oats, per bbl.	5 00
<b>Fresh Fruits and Vegetables—</b>	
Apples, bbl.	3 50
Lemons, Messina, box	4 50
Oranges, Val., case	4 00
Potatoes, bbl.	2 25
<b>Sugar—</b>	
Standard granulated	6 45
United Empire	6 35
Bright yellow	6 25
No. 1 yellow	6 05
Paris lumps	7 50
Lemons, Messina, box	4 10
Beans, hand-picked, bush.	4 10
Beans, yellow eyes, per bush.	4 00
Canned pork and beans, per case	3 00
Molasses, Barbadoes, gal.	0 53
Cream of tartar, per lb., bulk	0 50
Currants	0 11
Rice, per cwt.	4 45

## CALIFORNIA CITRUS CROP

The 1914-1915 citrus fruit shipping season closed on October 31, says the California Fruit News, showing the second largest total of any year, that of last year holding the record with 48,548 cars. The total for the season just closed is 46,862 cars, which is near that of the season of 1910-11, when 46,394 cars were shipped. The lemon crop this year was the largest that California has ever had, and considerably more than double that of either of the two previous seasons, the total shipments this season being 6,851 cars, against 2,954 cars in the season of 1913-1914. The figures, however, do not exceed greatly those of the 1910-1911 season, when 6,764 cars were shipped. The shipments of oranges this season are 5,583 cars less than those of last year, when the orange crop was the greatest in the history of California.

## HEALTHY GROCERY CLERKS

Physical examinations for clerks working in grocery stores, markets and clothing stores may be required in the State of Kansas. State Food Inspector Congdon lately brought the matter to the attention of various women's clubs. He says the greatest menace exists among grocery clerks and meat cutters, but the danger is almost as great in dealing with clerks in dry goods and clothing stores.



# FRUIT AND VEGETABLES



## Marked Scarcity of Tomatoes

Apples Still Firm and High—Sweet Potatoes Selling—Cauliflower Fetching Good Prices—Head Lettuce Easier.

### MONTREAL

FRUIT.—Apples are still firm at the same prices. Fameuse is the biggest seller at the following quotations—No. 1 5.50, No. 2 4.50 and No. 3 3.50. All kinds of winter apples are quoted at from 4.00 to 4.50 per bbl. The demand for bananas is very slow. Nova Scotia cranberries have advanced to 7.00 per bbl. owing to the fact that Cape Cod variety are so expensive—9.00. Still selling blue grapes at 17-18c, but the demand is not so good now. They will soon be done. Dealers are buying more Messina lemons, as the quality is good, and the price is low—3.50 per box for 300 size. California Valencias can be bought at 5.00 per box. Peaches are selling at 30c per box, the quality of which is not good—too spongy. They are good for preserving, though. There are no cocoanuts on this market. Citron is offered at 40-50c per doz., and will be done soon. Emperor grapes are quoted here \$4.00-4.50 a keg.

<b>Apples—</b>	
Fameuse, No. 1's .....	5 50
Wealthy, No. 1's .....	4 50
Calvert .....	3 50
McIntosh Reds .....	5 30
Starks .....	4 00
Spys .....	5 00
Ren Davis .....	3 75
Russets .....	4 50
Greenings .....	5 00
Baldwins .....	5 00
Bananas bunches .....	2 00
Cranberries, Cape Cod, bbl. ....	9 00
Cranberries, Nova Scotia, bbl. ....	7 00
Grapefruit, 45-54-64-80-96 .....	3 50
Grapes, blue, 6 qt. baskets .....	0 17
Grapes, Tokay, crate, 4 baskets ..	2 25
Grapes, Malaga, heavy weight, bbl. .	5 00
<b>Lemons—</b>	
Verdills .....	3 00
Malaga, 420 size .....	5 00
Messina, 300 size, box .....	3 50
<b>Oranges—</b>	
Valencias, Cal., late 126-250 .....	5 00
Jamaica, 196-200-216 .....	3 50
Porto Rico, 126-150-250-288 .....	3 00
Pineapples, 18-24 and 30-36 .....	3 00
Peaches, box .....	0 30
Pears, bbl. ....	4 00

VEGETABLES.—Potatoes are still firm at old prices, and there is an exceptionally good demand. Tomatoes are almost unavailable, they are very scarce. Hothouse have sold this week at 30c per lb. The trouble is that hothouse are not ripening. There is only Florida stuff available, and none of these are being brought in, as dealers are waiting the arrival of those from California, which will be in soon. Market is full of cabbages, selling at 25-35c per doz. Cauli-

flowers are bringing 1.00 to 1.50 per doz.; there are quite a lot on the market, but they are arriving very small. Good Montreal celery is scarce at 50-75c, for fancy stuff, which is hard to get, being about done. Montreal cucumbers in baskets are done, and there are only those from the States available. Curly lettuce is up to 1.25 per box, and it will be dearer. Head lettuce is easier at the same price. Montreal head lettuce will soon be done for the season—in a week probably. There are no more Canadian peppers offering. Those arriving from Florida, six baskets to the crate are quoted at 6.00 crate.

Artichokes, bag .....	1 25
Beets, bag .....	0 50
Beans, wax, N.Y., per basket .....	3 00
Beans, green, N.Y., per basket .....	3 00
Brussels sprouts, qt. ....	0 12 1/2
Cabbage, Montreal, per doz. ....	0 25
Cabbage, red, doz. ....	0 40
Carrots, bag .....	0 50
Cauliflower, Canadian, doz. ....	1 00
Celery, Montreal, doz. ....	0 50
Celery, N.Y., crate .....	4 00
Celery roots, doz. ....	1 00
Cucumbers, fancy, Boston, doz. ....	0 50
Cucumbers, Montreal, basket .....	0 50
Egg plant, N.Y., doz. ....	1 75
Leeks, bunch .....	0 10
Head lettuce, Montreal, doz. ....	0 50
Head lettuce, Boston, box .....	1 00
Curly lettuce, box .....	1 25
<b>Onions—</b>	
Montreal, 75 lbs., bag .....	1 75
Spanish, crate, .....	5 50
Parsnips, bag .....	0 50
Parsley, Canadian, doz. bunches ..	0 15
Peppers, 6 baskets to crate .....	3 00
<b>Potatoes—</b>	
Montreal, 80 lbs., bag .....	1 00
New Brunswick, 80 lbs., bag .....	1 15
Sweet, hamper .....	1 40
Spinach, Canadian, box .....	0 50
Turnips, bag .....	0 50
Tomatoes, hothouse, lb. ....	0 30
Pumpkins, doz. ....	1 00
Squash, doz. ....	0 50
Vegetable marrow, doz. ....	0 40
Watercress, Canadian, doz. ....	0 30

### TORONTO

FRUIT.—The market is singularly barren of news this week and hardly any lines show even price changes. The market sinks down about this time to a humdrum winter business, with, of course, but little new stuff coming. Messina lemons are now selling and are worth \$3.50 to \$3.75. Californias are getting a secondary call at \$4.50. The higher price precludes some trade. Citrons, now worth 40 cents, won't last for ever, and will soon be done. Blue grapes are about over. A few others are getting a fair to middling demand. Plums are all through by now. Pumpkins still find a certain

business. Apples are firm at fairly high prices. Bananas are unchanged.

Apples, new, bbl. ....	2 50	4 50
Apples, snow, bbl. ....	3 00	5 00
Apples, Spies, bbl. ....	3 00	5 00
Apples, 11-qt. basket .....	0 20	0 20
Apples, McIntosh Reds, basket .....	0 75	0 30
Bananas, per bunch .....	1 50	1 50
Cocoanuts, sack .....	4 50	5 00
Citron, dozen .....	0 05	0 05
Cranberries, bbl. ....	8 75	9 00
<b>Grapefruit—</b>		
Jamaica, case .....	4 25	4 50
Porto Rico, case .....	4 95	5 10
Grapes, Malaga, keg .....	6 00	6 50
Grapes, Tokay, case .....	2 00	2 25
Grapes, Emperor, keg .....	4 50	4 50
Grapes, Can., blue .....	0 05	0 15
Can. Red Rogers, 6-qt. basket .....	0 20	0 25
<b>Oranges—</b>		
California, Valencias .....	3 50	5 50
Jamaica, case .....	3 75	4 00
Lemons, new, Calif., box .....	4 00	4 50
Lemons new, Messina, box .....	3 50	3 75
Limes, per 100 .....	1 50	
<b>Pears—</b>		
California, Bartlett, box .....	3 00	4 00
Canadian, 11 qt. basket .....	0 40	0 50
Pineapples, Porto Rico .....	4 25	4 75
Pumpkins, doz. ....	0 50	0 50

VEGETABLES.—Sweet potatoes are getting quite a good call. They are a welcome change now and then. We quote \$1.35 a hamper. As in the case of fruit, there is singularly little new on the market this week. Onions are all at the same figures, with a good demand for Spanish. Egg plant is all done now. Nobody seems to have any tomatoes. A marked scarcity exists. Cabbage and cauliflower are finding a better demand consequent upon, we surmise, the colder weather. Parsnips are selling best of the root stuff.

Beets, Canadian, bag .....	0 50	0 75
Cabbage, new, doz. ....	0 30	0 40
Carrots, new, bag .....	0 50	0 75
Cauliflower, 11 qts. ....	1 00	2 00
Celery, doz. ....	0 15	0 25
<b>Cucumbers—</b>		
Hothouse, doz. ....	1 75	2 50
<b>Onions—</b>		
Can., 75-lb. sack .....	1 00	1 30
Spanish, case .....	3 75	4 00
Lettuce, Boston, head .....	1 50	1 75
Mushrooms, imported, 6 qt. ....	2 50	3 00
Potatoes, Ontario, new, bag .....	1 25	1 35
Potatoes, N.R., Delawares .....	1 75	1 40
Potatoes, sweet, kiln-dried, hamper ..	1 35	1 40
Parsnips, bag .....	0 50	0 55
Spinach, qt. ....	0 10	0 15
Tomatoes, Canadian, 11 qt. ....	0 20	0 40
Turnips, bag .....	0 45	0 50

### WINNIPEG

FRUITS AND VEGETABLES.—Imported lines are taking the place of native in many instances. Potatoes are still comparatively cheap, but likely to be dearer before spring. The market is well supplied with box apples, and On-

(Continued on page 39.)



# FISH AND OYSTERS



## Lobster 'Way Out of Sight

In Toronto Market It Hardly Pays to Stock It—Good Demand for Smoked Lines — Extras in Smelts Get Good Demand—No Close Season in Lake Fish This Year Meant Further Supplies.

### MONTREAL

FISH.—The fresh fish from the East did not arrive last week, and the scarcity now is even more pronounced. Nevertheless, indications point to a better supply of haddock and codfish, and therefore of all kinds of smoked, such as haddies, fillets, etc., from now on. No arrivals from the West Coast are due for the present week. The trade will have to be supplied with frozen. According to reports, it is probable that very little fresh halibut will be available for the remainder of the season, and as a result the price will advance at least a cent per lb. The demand for frozen stuff has started, and just now good round lots are going into consumption, especially lake fish, such as dore, pike, and so forth. It is now close season in this Province for whitefish, and will be until Dec. 1. In the meantime, the sale of frozen fish is allowed. Prospects are that frozen salmon will be higher through this season than it has been for the past year. This is due to a short catch of some of the most marketable species, and the larger demand for export. There is also to be noted quite an increase in the selling price of green codfish and pickled herrings. The former is selling now for 50c more per bbl., and the latter 25c more. Pickled Labrador salmon and red sea trout, in sympathy with the general list, are also firmer. Pickled pink salmon from the west coast is in good demand at steady prices. In oyster lines, both bulk and shell, the demand keeps good, and prices are a trifle higher. Supplies of bulk oysters will be curtailed this week and next, due to a big demand accruing from the States for Thanksgiving next week. Lobsters are still an expensive luxury, but as the fishing season will open shortly in some parts of the country, some relief is expected in prices soon. Pickled mackerel, No. 1 and No. 2 have gone up to unprecedented prices—\$18 to \$24 per bbl—according to size and quality, caused by shortages in stocks in the

American market, and big demand for export trade.

### TORONTO

FISH AND OYSTERS.—This year, contrary to most, there is no close season for lake fish, consequently, we are getting fresh stuff right along. Lake trout at 12 cents is a good buy. Whitefish, though by no means plentiful, is not scarce, and there is a healthy demand. Smelts, that is extras, are worth 20 cents and come in fresh from New Brunswick. There are some slightly cheaper, but the extras are getting the business. In sea fish steak cod is slightly higher at 10 cents. Flounders are worth 9 cents for Canadian stuff, while New York supplies are now fetching 12 cents. These are in good demand. Lobster is now so high that some fish men are not stocking it. It has to be brought up from Portland, and is so hard to get and so dear, that, when you take into consideration the added duty of 32½ per cent., it isn't worth selling under 55 to 60 cents, and people will not pay more for lobster than 50 cents. Ciscoes, per pound, fetch 12 cents. There is a good sale for haddies, express stock, at 11 cents. Generally, the fish trade is in good fettle just now and good prices are the order of the day.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb. new cured.....	.07½-.08	.08
Haddies, 15-lb. and 35-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.....	.10	.12
Haddies, Niche, boneless, per lb....	.09	
Herring, Ciscoes, baskets.....	1.30	1.50
St. John bladders, 100 in box.....	1.10	.75
St. John bladders, per box.....	1.00	1.00
Vermont bladders 60 in a box.....	1.20	1.25
Smoked herrings, large, box.....	.14	
Smoked herrings, medium, box.....	.15	
Smoked boneless herrings, 10-lb. box	1.40	
Kippered herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.....	.90	.15-.17
Smoked halibut.....	.10	.10

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gone, large, per lb.....	.17	.17
Red steel heads, per lb.....	.10	.11-.12
Red sockeyes, per lb.....	.10	
Red Cohoes, dressed, lb.....	.10	.10½
Red Cohoes or silvers, per lb.....	.08-.09½	.10
Pale quilla, dressed, per lb.....	.07½-.08	.08
Halibut, white, western, large and medium, per lb.....	.10-.11	.10-.12
Halibut, eastern, white, per lb.....	.10	.10
Mackerel, bloater, per lb.....	.08½-.09	.10
Haddock, medium and large, lb.....	.04½-.05	.06
Haddock, codfish, per lb.....	.04½-.05	
Steak codfish, per lb.....	.06-.06½	.08
Canadian sales, per lb.....	.07	
Blue fish, per lb.....	.15-.18	
Smelts.....	.10	.12

Smelts, extras.....	.20	3.00
Herrings, per 100 count.....	2.25	
Round pike.....	.10	
Grass pike.....	.07	
Swordfish, lb.....	.09	

### DRIED AND PREPARED FISH.

Dried Haddock.....	6 00	
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lb....	5 50	6 00
Dried pollock, medium and large, 100 lb..	5 00	5 00
Dressed or skinless codfish, 100-lb. case..	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.....	0 08	0 13
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.....	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.....	0 12	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box.....	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.....	1 75	1 75
Standard, bulk, gal.....	1 50	
Select, per gal., solid meat.....	2 00	1 95
Best clams, imp. gallon.....	1 60	
Best scallops, imp. gallon.....	2 00	2 25
Best prawns, imp. gallon.....	2 25	
Best shrimps, imp. gallon.....	2 00	
Sealed, best standards, pt. cans, each.....	0 40	0 40
Sealed, best select, quart cans, each.....	0 50	0 75

### CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

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

### FRESH SEA FISH.

	Montreal	Toronto
Halibut.....	12-13	12-14
Haddock, fancy, express, lb.....	6-6½	8
Mackerel, medium, each.....	14-15	
Steak cod, fancy, express, lb.....	5½-6	6
Herrings, each.....	3	3
Flounders.....	5	9
Flounders, New York.....		12
Salmon, Western.....	15-16	19-20
Salmon, Eastern.....	15-16	

### FRESH LAKE FISH.

Carp, lb.....	0 09	
Pike, lb.....	0 08	0 07
Peregr. lb.....	0 06	0 07
Suckers, lb.....	0 05	0 03
Whitefish, lb.....	0 13	0 14
Herrings, per 100.....	3 00	3 00
Lake trout.....	0 11	0 12
Dressed bullheads.....	0 12	
White fish.....	0 08	0 08
Dore.....	11-12	0 12

### FROZEN LAKE AND RIVER.

Whitefish, large, per lb.....	.09-.09½	.07-.08
Whitefish, small tubers, lb.....	.07-.07½	.06
Lake trout, large and medium, lb.....	.10	.10
Dore, dress sor ound, lb.....	.08½-.09	.09-.13
Pike, dressed and headless, lb.....	.06½-.07	.07
Pike, round, per lb.....	.05½-.06	.06-.07

### PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.....	20 00	
Salmon, Labrador, bbls., 200 lbs.....	14 00	
Salmon, Labrador, half bbls., 100 lbs.....	7 00	
Salmon, B.C., bbls.....	12 00	14 00
Sea trout, Ruffin's Bay, bbls., 200 lbs.....	12 00	
Sea trout, Labrador, bbls., 200 lbs.....	12 00	
Sea trout, Labrador, half bbls., 200 lbs.....	6 00	6 50
Mackerel, N.S., bbls., 200 lbs.....	15 00	
Mackerel, N.S., half bbls., 100 lbs.....	8 00	
Mackerel, N.S., pails, 20 lbs.....	2 00	2 00
Herrings, Labrador, bbls.....	6 00	6 25
Herrings, Labrador, half bbls.....	3 25	3 50
Lake trout, 100-lb. kegs.....	6 00	6 00
Cohoee sardines, bbls.....	6 00	
Cohoee sardines, half bbls.....	3 50	
Tongues and sound, per lb.....	0 07½	
Scotch herrings, imported, half bbls.....	9 00	
Holland herrings, im't'd milkers, ½ bbls.....	8 00	
Holland herrings, im't'd milkers, kegs.....	1 10	85-1 00
Holland herrings, mixed, half bbls.....	8 50	
Holland herrings, mixed, kegs.....	1 00	70-0 95
Lochfyne herrings, box.....	1 50	

(Continued from page 37.)



# PRODUCE AND PROVISIONS



## U.S. Thanksgiving Stiffens Poultry Levels

Eggs Fetch Good Prices—Export Price a Cent or Two Higher—Lard is Scarce—Full Grass Cheese Slightly Advanced

### MONTREAL

PROVISIONS.—Lard is scarce, and the same conditions prevail as last week, when it was stated that supply was not sufficient for the demand. Wholesale dealers are having difficulty in filling their supply, i.e., for pure lard; the same difficulty is not felt with regard to shortening. Markets are steady and firm. Difficulty is still experienced in getting supplies of bacon, and what wholesalers are getting are small light cuts; it is almost impossible to get the heavy stuff, which is all going into Wiltshires. Abattoir fresh-killed hogs are quoted at \$13 to \$13.25 per 100 lbs.

<b>Hams—</b>		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
<b>Bacon—</b>		
Plain, bone in	0 24	
Boneless	0 29	
Peameal	0 29	
<b>Bacon—</b>		
Breakfast, per lb.	0 23	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 23	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 28	
<b>Dry Salt Meats—</b>		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
<b>Barrelled Pork—</b>		Per bbl.
Heavy short cut mess	27 00	
Heavy short cut clear	27 50	
Clear fat backs	28 00	
Clear pork	28 00	
<b>Lard, Pure—</b>		
Tierces, 350 lbs. net	0 14½	
Tubs, 50 lbs. net	0 15½	
Boxes, 50 lbs. net	0 14½	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs. gross	0 15	
Cases, 10 lbs., tins, 60 in case	0 15½	
Cases, 3 and 5-lb. tins, 60 in case	0 16½	
Bricks, 1 lb., each	0 17	
<b>Lard, Compound—</b>		
Tierces, 375 lbs. net	0 11½	
Tubs, 50 lbs. net	0 11½	
Boxes, 50 lbs. net	0 11½	
Pails, wood, 20 lbs. net	0 12	
Pails, tin, 20 lbs. net	0 12	
Cases, 10-lb. tins, 60 in case	0 13	
Cases, 3 and 5-lb. tins, 60 in case	0 12½	
Bricks, 1 lb., each	0 13½	
<b>Hogs—</b>		
Dressed, abattoir killed	13 00	13 25
<b>Butter—</b>		
Finest creamery	0 34	

Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 28
Bakers	0 23

CHEESE.—The feeling in the spot market is very firm, but for late stuff coming in, the quality of which is not of the best, prices are down a little. Local demand is comparatively small, whereas demand for export is heavy. As the close of navigation is imminent, there is a rush to get out all the eggs and cheese possible before the ice arrives.

EGGS.—Supply of fresh eggs is still almost nil. The tone of the market remains firm under a continued good demand for local consumption. The demand is chiefly for new laid and for selected stock. Supplies of the latter are sufficient to fill demands, but the cold weather has limited offerings of fresh stuff. Price to the retailer of new laids has been advanced from 42c to 45c per dozen.

<b>Eggs, case lots—</b>		
New laid, stamped	0 45	
Selects	0 33	
No. 1's	0 30	
No. 2's	0 28	

POULTRY.—Supplies are coming along nicely, with very few changes in prices with the exception of turkeys, which are a little firmer on account of a little demand from across the border for Thanksgiving. The cold weather is expected to have a good effect on this business. Wholesalers are encouraging the shipment of dressed stuff in preference to live on account of the colder weather.

<b>Poultry—</b>		
<b>Frozen stock—</b>		
Fowl, small	0 12	0 13
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
<b>Fresh stock—</b>		
Turkeys	0 21	0 22
Fowl, large	0 17	0 19
Fowl, small	0 15	0 15
Roasting chicken, milkfed, 4 lbs. or over	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	
<b>Live stock—</b>		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 12	0 13
Turkeys	0 17	0 18
Ducks	0 18	0 18
Geese	0 12	0 13
Chicken	0 15	0 14

HONEY.—Market remains about the same, and supplies are coming in nicely.

<b>Honey—</b>		
Buckwheat, tins	0 08	
Strained clover, 50-lb. tins	0 10½	
Strained clover, in 10-lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11½	
Comb honey, No. 1, doz.	2 40	
Comb honey, No. 2, doz.	2 00	

### Receipts in Montreal

	Butter, Boxes	Cheese, Boxes	Eggs, Cases
Week ending Nov. 13, 1915	8,858	41,693	20,840
Week ending Nov. 14, 1914	4,218	43,242	24,044

### TORONTO

PROVISION.—The firmness in hog products remarked by us in these columns last week still keeps up but prices are no higher. Lard finds a good, steady demand at quoted levels. Breakfast bacons are in good demand at unaltered figures.

<b>Hams—</b>		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 18½	0 19
Large, per lb.	0 14½	0 15
<b>Bacon—</b>		
Plain, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 26	0 27
<b>Bacon—</b>		
Breakfast, per lb.	0 22	0 24
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
1'ickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, light	0 13½	0 13½
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 30	0 31
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl.	25 00	26 00
Shot cut, per bbl.	26 00	27 00
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb.	0 13	0 13½
Tubs, 60 lbs.	0 13½	0 13½
Pails	0 13½	0 14
Tins, 3 and 5 lbs., per lb.	0 13½	0 14
Bricks, 1 lb., per lb.	0 13½	0 14½
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 50 lbs.	0 11	0 11½
Pails, 20 lbs., per lb.	0 11½	0 12½
<b>Hogs—</b>		
Dressed, abattoir killed	13 75	14 00

BUTTER.—There is no price change this week. The market is quiet; the weather, up to to-day, has been a trifle unseasonable for trading. New butter continues to come in fairly freely, and any shortage there is met by storage stocks. This was purchased early and has a tendency to hold prices low.

<b>Butter—</b>		
Creamery prints, fresh made	0 31	0 33
Separator dairy, choice	0 28	0 32
Dairy prints, lb.	0 26	0 28
Bakers'	0 22	0 23

CHEESE.—The market is quiet but this must not be taken to mean that there is no demand. As a matter of fact full grass cheese is slightly firmer and price is up about a quarter of a cent. Levels at the boards are a trifle lower

# CANADIAN GROCER

on late made stuff. For the most part trade is active though not heavy.

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

**EGGS.**—New laids still continue scarce and good prices are being obtained. There are, of course, few coming. The storage situation is unchanged, except that the American market is anywhere from a cent to two cents easier. Strangely enough, however, the American market is correspondingly higher, and is a cent to two cents beyond last week. Export demand is heavy, and coupled with the scarcity which is felt here the condition of the market is strong. Domestic prices are unaltered.

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

**POULTRY.**—The list has firmed up, naturally and steadily, as it does about now, and impetus is given to the movement of higher prices for turkey by the demand for American Thanksgiving which falls next week. Supplies have been shipped across the border all of which has tended to firm up the market tone. Broilers are in better demand this issue.

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

**HONEY.**—The situation shows no change. Trade is average.

Buckwheat, tins .....	0 07
Strained clover, 60-lb. tins .....	0 06½
Strained clover, in 10-lb. tins .....	0 11
Strained clover, in 5-lb. tins .....	0 11½
Comb honey, No. 1, doz. ....	3 00
Comb honey, No. 2, doz. ....	2 40

## WINNIPEG

### PRODUCE AND PROVISIONS.—

New-laid eggs are getting scarce and dear, but candled eggs in cartons are taking their place. Cheese is firm, and has again advanced. Butter prices are steady, with receipts of dairy becoming lighter. The setting in of real wintry weather will have a tendency to advance prices.

Hams—		
Light, per lb. ....	0 18	
Medium, per lb. ....	0 17	
Large, per lb. ....	0 14	0 15
Backs, clear, per lb. ....	0 21	

Bacon—		
Breakfast, per lb. ....	0 17	0 20
Shoulders, per lb. ....	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light .....	0 19	

Cooked Meats—		
Hams, boiled, per lb. ....	0 28	0 27
Shoulders, boiled, per lb. ....	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl. ....	20 00	

Lard—		
Pieces .....	0 13½	
Falls .....	2 07	
Cases, 50 .....	8 77	
Cases, 30 .....	8 85	

### BUTTER.—

Butter—		
Creamery .....	0 32	0 34
Best dairy .....	0 19	0 23
Cooking .....	0 12	0 15

### EGGS.—

Eggs—		
No. 1 fresh .....	0 30	0 31
Straight receipts .....	0 30	0 32

### CHEESE.—

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

## FRUIT AND VEGETABLES

(Continued from page 36.)

tario winter apples are selling well in barrels.

Fresh Fruits—		
Ontario apples, bbls. ....	5 00	7 00
Tokay grapes, case .....		8 00
Malaga grapes, kegs .....		6 50
Vancouver orange, ca. ....	0 50	0 50
Grape fruit, case .....	0 50	0 50
California lemons .....	0 15	0 15
Cocoanuts, dozen .....	2 50	3 50
Plums, case .....	0 15	0 15
Bananas, bunches .....	2 50	3 50
Cranberries, Cape Cod, bbl. ....		11 00

### VEGETABLES.—

Beets, per lb. ....	0 00½
Mint, per dozen .....	0 25
Radishes, per dozen .....	0 30
Onions, per dozen .....	0 30
Onions, Val., case .....	6 50
Onions, B.C., sack .....	2 50
Cabbage, per lb. ....	0 01
Peppers, per basket .....	0 75
Mushrooms .....	0 50
Carrots, per lb. ....	0 41
Turnips, bushel .....	0 45
Manitoba potatoes, local loads .....	0 55
Manitoba potatoes, sacked, carloads .....	0 50
Cucumbers, per dozen .....	2 00
Garlic, per lb. ....	0 25
Potatoes, bushel .....	0 55
Squash, per lb. ....	0 04
Turnips, bushel .....	0 45
Pumpkins, per lb. ....	0 04

## FISH AND OYSTERS

(Continued on page 39.)

Turbot, bbl. ....	12 00	10 00
Green cod, No. 1, bbl. ....	9 00	8 50
Green cod, No. 2, bbls. ....	7 50	

## WINNIPEG

**FISH AND POULTRY.**—With colder weather there is a much better demand for oysters, and the market is well supplied. Several of the larger retailers here carry extensive lines of fish, and the public is realizing that fish is a wholesome, cheap food. With cold weather the market will be well supplied with coarse lake fish not at present obtainable.

Fresh salmon .....	0 13
Fresh halibut .....	0 09
Pickarel .....	0 07½
Steak cod, per pound .....	0 07½
Lake Winnipeg whitefish .....	0 29
Finnan haddie .....	0 08½
Kippers, per box .....	1 75
Lake trout, per lb. ....	0 11
Bloaters, per box .....	1 50
Salt mackerel, 20-lb. kit .....	2 75
Smoked goldeyes, dozen .....	0 50
Oysters, gallon .....	2 50
Oysters, 3-gallon tins .....	7 00
Poultry—	
Live—	
Fowl .....	0 10
Roasters .....	0 09
Chickens .....	0 13
Turkeys .....	0 14
Ducks .....	0 10
Ducklings .....	0 12
Geese .....	0 10

## THE EGGS WERE COOKED

Because 540,000 Chinese eggs were stowed too near the boiler room, the Japanese liner Aki Maru, which brought the shipment to Seattle, Wash., from the Orient, was libeled in the United States District Court for \$4,438 by the importer of the eggs here. The complaint alleges that the heat from the steamship's boilers so affected the eggs that they were unfit for sale by the time the vessel reached port.

Peter Murray, general merchant, Bennington, Ont., has sold to D. S. McLeod. Mr. Murray is moving into his new store on the Wharncliffe Road, London, Ont.

## NEW OFFICERS OF B. C. ASSOCIATION

Vancouver, B.C., Nov. 15.—At the annual meeting of the Retail Grocers' Association of Vancouver, held recently, new officers were elected for the coming year and many problems of importance to the trade were discussed. New officers were as follows: President, C. Clark; vice-president, A. A. Bain; treasurer, H. Morrow; secretary, re-elected, T. J. Corley; directors, E. A. Davy, Wm. Swindell, T. C. McTaggart, J. A. Henderson, S. McElory, A. Barker, S. Pritchard, and W. H. Walsh, the retiring president.

The report of the secretary showed that the finances of the association were in a satisfactory condition as compared with the direct reverse a year ago. It was also shown that new members have been coming in more freely during the past few months. As a result of the success with which the credit association is meeting in its work, a resolution was laid before the meeting that the present system be extended so as to embrace the entire province, and that it be affiliated with the credit department of the Dominion Retail Merchants' Association.

The secretary reported that both the short weight and Sunday selling nuisances were unabated. This same problem of short weights has been up before the association for some time past and the attention of the civic fathers has been called to it repeatedly, but still nothing is done.

Price-cutting discussion consumed considerable time at the meeting. It was stated that some retailers to-day were selling flour at less than wholesale cost. It was suggested at the meeting that a solution of this evil would be a law permitting manufacturers to fix a retail price on their goods.

Two resolutions from the Dominion Association were brought before the meeting. The first of these emphasized the necessity and importance of some government authorization for the many patriotic and charitable funds, and the second resolution pointed out the desirability of securing the most economical and efficient methods of distribution for these moneys which are being collected. Grocers at the meeting stated that they were approached almost every day by many people with subscription lists to various causes.

The Dominion Association will bring the two resolutions to the notice of the Dominion Government, while the local organization will take up the matter with H. H. Stevens, M.P.



# FLOUR AND CEREALS



## Manitoba Flour Very Firm

An Advance of Fifteen Cents in the East—Still Behind Wheat Levels—Oats Cheaper for Later Delivery—Bran Slightly Higher—Ontario Crop is Not Entirely Millable

### MONTREAL

**FLOUR.**—The price of Manitoba flour was advanced 15c per barrel on Monday, which the mills considered warranted on account of the advance in wheat on Saturday and again on Monday. It is predicted that if the wheat market continues strong, that another advance will take place before long. It will be noticed that, with the ten cent advance of a week ago, Manitobas have advanced 25c in a week. It seems to be the policy of the mills to advance or drop their prices in small stages rather than in big steps as in the past. The mills report an exceptionally good demand for Manitoba flour. The market for winter wheat flour is stiffer on account of great scarcity. There are very few offerings, owing largely to Ontario mills having contracts with American buyers for a month or two of their output.

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

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 75	6 00
90 per cent., in wood	5 25	5 50
90 per cent., in bags	2 40	2 45

**CEREALS.**—The tone of the market for rolled oats is firm under a steady demand both for domestic and country account. There is also an improved demand for export. The price is up to 2.55-2.65 for 90's in small lots.

Cornmeal—	Per 96-lb. sack
Gold dust	2 80
Unbolted	2 15

Roller Oats—	90's in jute.
Small lots	2 55
25 bags or more	2 50
Packages, case	3 90
4 00	

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	100-lb. bbls.
Small lots	4 00
Hominy, per 96-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 90

**FEEDS.**—Advances took place this week in the price of bran, which jumped from \$21 to \$22, and in wheat moulee, which went up from \$29 to \$30. There is a very good demand for all lines of feeds with the exception of shorts, the price of which is unaltered. Usually at this time of the year, the demand is small for both bran and shorts, but this year the demand for bran is exception-

ally good—something the mills cannot understand. So heavy is the demand, the mills are unable to cope with supply.

Mill Feeds—	Per ton
Bran	22 00
Shorts	23 00
Middlings	27 00
Wheat moulee	30 00
Feed flour, bag	1 67 1/2
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Barley, pot, 96 lbs.	2 85
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 70

### TORONTO

**FLOUR.**—The price change in this market this week concerns itself with Ontario winter wheat, which is worth anything up to \$4.60 in car lots per bbl. Stocks are very scarce. Farmers have been, apparently, too busy with their fall jobs. Moreover, they are not anxious to sell. Presumably they think they will get better levels by waiting. Millers are sold up to their capacity on Ontario stuff. There is a good export demand too, and at present millers are not able to meet it. How long this condition will last is a question. Farmers may wait for those higher prices too long. They should remember that the crop was large and when it does come out it would tend to bear prices, even though quantities of it are unmillable.

Manitoba flour shows no increase in price here though there are those who think it ought to. Apparently it is consistently below the price of wheat. Mills have all the business they can take care of, and more. Export demand is particularly heavy. With regard to future prices on Manitoba the trade is in somewhat of a quandary. There is a huge lot of wheat to come out and that would naturally tend to decrease levels. On the other hand quality is not altogether too good and that influence might react the other way.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patents	5 95	5 85
Second patents	5 45	5 35
Strong bakers	5 25	5 15

Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots.	5 00	4 40
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**CEREALS.**—A good demand is the rule with most houses on practically all cereals. Both pot and pearl barley are

strong. Split peas find a big demand, too, and supplies are by no means heavy. Oats are very firm for spot but easier for later delivery. Thus December option is quoted at 38, while spot is worth 43.

Barley, pearl, 96 lbs.	4 00	5 00
Buckwheat grits, 96 lbs.		4 50
Corn flour, 96 lbs.	2 55	2 75
Cornmeal, yellow, 96 lbs.	2 25	2 40
Graham flour, 96 lbs.		2 80
Hominy, granulated, 96 lbs.		3 00
Hominy, pearl, 96 lbs.		3 00
Oatmeal, standard, 96 lbs.		2 85
Oatmeal, granulated, 96 lbs.		2 85
Peas, Canadian, boiling, bush.		3 00
Peas, split, 96 lbs.		6 00
Roller oats, 90-lb. bags		2 60
Roller wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 96 lbs.		3 00
Whole wheat flour, 96 lbs.		2 80
Wheatlets, 96 lbs.		3 25

**FEEDS.**—Bran is firmer and higher. Slightly on a fairly good demand. Other lines show no change from our report of last week.

Mill Feeds—	Mixed cars, per ton	Ton lots
Bran	21 00	27 00
Shorts	23 00	24 00
Middlings	25 00	26 00
Feed flour, per bag	1 50	1 50

Oats—	No. 3, Ontario, outside points	0 39	0 40
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### WINNIPEG

**FLOUR.**—Flour sales for export are moderate; domestic demand normal.

Flour—	
Best patents	5 80
Bakers	5 30
Clears	4 60
XXXX	3 50
Roller oats, 80 lbs.	2 20
Oatmeal, standard and gran., 96 lbs.	2 70
Cornmeal	2 25

### TRADE NOTES

The J. S. Richardson Co., Tilbury, Ont., are putting in a modern front in their store.

McKenzie's general store at Pasadena, ten miles east of London, Ont., was destroyed by fire recently

Now that the military camp is over at Niagara-on-the-Lake, Ont., the grocery and meat stores have resumed their early closing and no business is done after seven o'clock in the evening except on Saturday nights.

Merchants of Ridgetown, Ont., have asked the City Council to replace tie posts for farmers' horses on Main St. Their plea was to encourage the farmers to deal in Ridgetown. The Mayor granted the request.

# TILLSON'S OATS

*in the Square Package*

Have proven to be the favorite with the consumer. We have no coupons in our packages. Stock the brand that meets public approval.



**Tillson's "Scotch" Fine Cut Oatmeal**  
AND  
**Tillson's "Scotch" Health Bran**

are both trade-builders. They show a  
good margin of profit. Stock them.

**FREE WINDOW DISPLAYS**  
Advertising these three products  
sent free upon request.

**Canadian Cereal and Flour Mills Co.**  
LIMITED

Cable Address: "Cancereal"

TORONTO



Here they are—the kind you have been looking for—the kind of goods that mean continuous sales

The growing demand for *Pimento Relish, Sweet Mustard Relish and Chili Sauce*, Lytle's most popular and easy-selling lines—is positive evidence that these three creations are going to prove big profit-makers for Grocers this Winter.

The Lytle record for purity and high-grade quality has been well lived up to in the manufacture of this popular trio.

Each bottle sealed with the Anchor Cap, guaranteeing contents being fresh and pure, and insuring against loss through spilling, imperfect sealing, etc.

A trial order will number you among the many progressive dealers who find the three Lytle Leaders their very best selling lines.

*Why not put it through now?*

**T. A. Lytle & Co.**  
LIMITED  
Sterling Road, - Toronto

**QUOTATIONS FOR PROPRIETARY ARTICLES**

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

**BAKING POWDER**

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

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

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs. ....	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs. ....	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs. ....	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs. ....	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 55 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs. ....	9 50

**DOMINION CANNERS, LIMITED**

	Per doz.
Aylmer Pure Jams, 16 oz. Jars	
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 60
Lemon .....	1 60
Pineapple .....	1 90
Ginger .....	2 25
Aylmer Pure Preserves—Bulk	
	5 lbs. 7 lbs.
Strawberry .....	0 72 1 60
Black currant .....	0 65 0 85
Raspberry .....	0 65 0 85
Aylmer 14's and 30's per lb.	
8-oz.	2.55 2.50
12-oz.	3.85 3.75
16-oz.	4.90 4.80
2 1/4-lb.	11.60 11.35
3-lb.	13.60 13.35
5-lb.	22.35 21.00

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

**BLUE**

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

**COUPON BOOKS — ALLISON'S**

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

**UN-NUMBERED**

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

**CEREALS**

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

**WHITE SWAN Per case**

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

**THE COWAN CO., LTD.**

Cocoa—	
Perfection, 1-lb. tins, doz. ....	4 50
Perfection, 1/2-lb. tins, doz. ....	2 40
Perfection, 1/4-lb. tins, doz. ....	1 25
Perfection, 10c size, doz. ....	0 90
Perfection, 5-lb. tins, per lb. ....	0 37
Soluble bulk, No. 1, lb. ....	0 21
Soluble bulk, No. 2, lb. ....	0 19
London Fearl, per lb. ....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

**(Unsweetened Chocolate)**

Supreme chocolate, 1/2's, 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ....	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. ....	0 90
Sweet Chocolate—	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes .....	0 40
Queen's Dessert, 6's, 12-lb. boxes .....	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes .....	0 35
Diamond, 8's, 6 and 12-lb. boxes .....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 26
Diamond, 1/4's, 6 and 12-lb. boxes .....	0 27
Ingredients for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. ....	1 00
Chocolate Confections. Per doz.	
Maple buds, 5-lb. boxes ....	0 35
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes .....	0 32
Chocolate wafers, No. 2, 5-lb. boxes .....	0 27

# SOPADE

*The Widely Used  
Water Softener Now  
Made in Canada*

**S**OPADE, though not originally a Canadian product, long has enjoyed a wide sale throughout the Dominion. Housekeepers everywhere, even those most loyal to home products, use it continually.

The reason is, Sopade meets the need for an *effective, harmless* water softener. It softens the hardest water as soft as rain, but, unlike many softeners, it does not injure. The tenderest skin can be washed safely in water softened by Sopade.

Sopade has so many friends among the grocers and housewives in every province that we are proud to say it now is being made by us, and in our new factories at Hamilton, Canada.

***The Procter & Gamble Distributing Co.***

*of Canada, Ltd.*

***Hamilton, Canada***

Send for Sopade advertising matter for your local use.



Other Procter & Gamble products made at Hamilton, Canada, include Ivory Soap, Gold Soap, P. AND G.—The White Naphtha Soap, Pearline and Crisco.

# Arctic Ice Machine



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

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

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

Ask for Bulletin 2-B.

**The Arctic Ice Machine Co.**

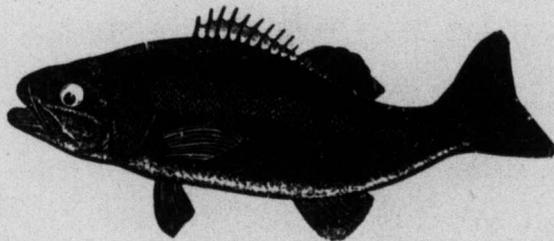
**The W. A. FREEMAN Co., LIMITED**

HAMILTON, CANADA

Canadian Representatives.

Port Arthur, Ont.

47 William St.,  
Montreal, Que.



**Expected arrivals for next week:**

Finnan Haddies, Fillets, Kippers, Bloaters, Ciscoes, Salted Cod, Herring and Mackerel.

Halibut, Qualla and Cohoe Salmon. Other lines of fresh, salted, smoked and frozen fish.

Inquire about salted and frozen **LAKE HERRINGS.**

Let us add you to our rapidly growing list of satisfied customers.

**J. BOWMAN & CO.**

Wholesale Fish Dealers

26 Duncan Street

TORONTO, ONT.

Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90
<b>JOHN P. MOTT &amp; CO.'S.</b>	
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 & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
Elite 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz., 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20
<b>CONDENSED AND EVAPORATED MILK</b>	
<b>BORDEN MILK CO., LTD.</b>	
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 80

<b>COFFEE</b>	
<b>WHITE SWAN SPICES AND CEREALS, LTD.</b>	
1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	
<b>ENGLISH BREAKFAST COFFEE</b>	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
<b>MOJA</b>	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36
<b>PRESENTATION COFFEE</b>	
A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs. per case	

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

<b>MINTO COFFEE (Bulk.)</b>	
M Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50 lb. tins.	

<b>FLAVORING EXTRACTS</b>	
<b>WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS</b>	
1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00
<b>CRESCENT MFG. CO. CRESCENT MAPLEINE</b>	
Special Delivered Price for Canada	
1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	45 00
Half gallons, each, retail each \$10	7 50
Gallons, each, retail each \$18	14 50

<b>GELATINE</b>	
Knox Plain Sparkling Gelatin (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10
<b>W. CLARK, LIMITED, MONTREAL</b>	
Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Bolled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.90; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.50; Lambs' Tongues, 1/4s, \$1.90.	
Sliced Smoked Beef, tins, 1/4s, \$1.65; 1s, \$2.65; 4s, \$13.50.	

Oval

# APPLE Picking BASKETS

$\frac{1}{2}$  Bushel and  $\frac{3}{4}$  Bushel

**Prompt Shipments.**

**ORDER NOW.**

**Walter Woods & Co.**

Hamilton - Winnipeg

# Highest Class Oysters

**LONG ISLAND NATIVES**

Packed in Coast Sealed Containers.

1s, 3s and 5s.

Packed in cases with crushed ice.

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

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

**White & Co., Limited**

Wholesale Fish and Oysters  
TORONTO

## Want Ads.

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

**Try it out.**

## The Apple Crop

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

**Lemon Bros.**  
OWEN SOUND, ONT.

## New Messina Lemons

**Due November 1st**  
Order ahead these brands:

**"St. Nicholas"**  
**"Queen City"**  
**"Puck"**  
**"Kicking"**

They will be among the first arrivals.

**J. J. McCabe**  
Agent  
TORONTO



You get a better profit, you satisfy your customers and get repeat business on White Swan Pure Food Products. It pays to buy better goods.

White Swan Spice and Cereals, Limited  
TORONTO

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

Sliced Smoked Beef, glass, ¼s. \$1.25; ½'s, \$1.90; 1s, \$2.75.  
Tongue, Ham and Veal Pate, ¼s, \$1.20.  
Ham and Veal, ¼'s, \$1.  
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼'s, 50c; ½'s, \$1.  
Potted Meats, Glass — Chicken, Ham, Tongue, ¼'s, \$1.25.  
Ox Tongues, tins, ½s, \$2.40; 1s, \$5.00; 1½s, \$8; 2s, \$10.  
Ox Tongues, Glass, 1½s, \$9.75; 2s, \$12.  
Mincemeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.  
In Pails, 25 lbs., 8c lb.  
In Tubs, 45 lbs., 7½c lb.  
In Glass, 1s, \$2.25.  
Plum Pudding, 1s, \$2.30; 2s, \$2.80.  
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85. 50 lb. Pails, 15c.  
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.  
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.  
Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.  
Individuals, 50c doz.  
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.  
Individuals, 50c doz.  
Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.  
Individuals, 50c doz.  
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.  
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.  
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.  
Clark's Chateau Concentrated Soups, 95c.  
Clark's Chateau Concentrated Soups, No. 1. Assorted, 95c.  
Spaghetti with Tomato and Cheese, 1s, \$1.30 doz.  
Fluid Beef Cordials, 20 oz. btls., \$10 per doz.  
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$2.80 doz.

LAPORTE, MARTIN, LIMITED  
Montreal. Agencies.  
BASIN DE VICHY WATERS  
L'Admirable, 50 btles, litre, cs. 5 50  
Neptune 7 00  
San Rival 8 00  
VICHY LEMONADE  
La Savoureuse, 50 btles., cs. 8 00  
NATURAL MINERAL WATER  
Evian, Source Cachat, 50 btles, cs. \$9 00  
IMPORTED GINGER ALE AND SODA  
Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15  
Ginger Ale, Trayders, cs. 6 doz., splits, doz. 0 95  
Club Soda, Trayders, cs., 6 doz. pts., doz. 1 05  
Club Soda, Trayders, cs., 6 doz. splits, doz. 0 95  
BLACK TEAS  
Victoria Blend, 50 and 30-lb. tins, lb. 0 38  
Princess Blend, 50 and 30-lb. tins, lb. 0 55  
JAPAN TEAS  
H. L., ch. 90 lbs., lb. 0 35  
Victoria, ch. 90 lbs., lb. 0 30  
COFFEES  
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½  
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32  
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22  
MALT EXTRACT  
Miller of Milwaukee, cs. 2 doz., cs. 4 25  
Miller of Milwaukee, brl. 8 doz. brl. 16 20  
BOAR'S HEAD LARD COMPOUND  
N. K. FAIRBANK CO., LTD.  
Tierces 0 10¼  
Tubs, 60 lbs. 0 10½  
Pails, 20 lbs. 0 10¾  
Tins, 20 lbs. 0 10¼  
Cases, 5 lbs., 12 to case 0 11¼

Cases, 3 lbs., 20 to case 0 11¼  
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 60  
D. S. F., ½-lb. 2 90  
D. S. F., 1-lb. 5 70  
F. D., ¼-lb. 0 95  
Per jar  
Durham, 4-lb. jar 0 98  
Durham, 1-lb. jar 0 31

JELLY POWDERS  
WHITE SWAN SPICES AND CEREALS, LTD.  
Raspberry 0 14  
Strawberry 0 14  
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90  
List Price

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

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

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and  
BRANTFORD BRANDS  
Laundry Starches—  
Boxes  
40 lbs., Canada Laundry .. .06¼  
40 lbs., boxes Canada white gloss, 1 lb. pkg. .06¼  
48 lbs. No. 1 white or blue, 4 lb. cartons .. .07¼  
48 lbs. No. 1 white or blue, 3 lb. cartons .. .07¼  
100 lbs., kegs, No. 1 white .06¼  
200 lbs., bbls., No. 1 white .06¼  
80 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. .07¼  
48 lbs., silver gloss, in 6-lb. tin canisters .. .08¼  
36 lbs., silver gloss, 6-lb. draw lid boxes .. .08¼  
100 lbs., kegs, silver gloss, large crystals .. .07¼  
28 lbs., Benson's Satin, 1-lb. cartons, chrome label .. .07¼  
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 corn .. .07¼  
40 lbs. Canada pure corn starch .. .06¼  
(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. .... .06¼  
First Quality White Laundry—  
3-lb. canisters, cs. of 48 lbs. .07¼  
Barrels, 200 lbs. .... .06¼  
Kegs, 100 lbs. .... .06¼  
Lily White Gloss—  
1-lb. fancy carton cases 30 lbs. .... .01¼  
8 in case .. .08

# LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and sizes

**Metal Bottle Capsules**—any size,  
color or stamping

**Collapsible Tubes**—plain or colored

**ALL BRITISH MADE**

Send specification of your needs or samples of what you now use—stating QUANTITIES

—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

## In buying **KETCHUP**

remember Upton's give 125  
per cent. of ketchup value  
for your dollar.

### **Try It and See**

It is packed in standard  
packages at popular prices.  
Get it from your jobber or  
write us if he cannot sup-  
ply you.

**The T. Upton Co., Limited**  
ST. CATHARINES

## **Florida Grape-Fruit**

Extra Fancy, Smooth, Heavy Fruit, all  
sizes.

### **California Emperor and Malaga Grapes**

Let us put some of these to one side for  
you for later shipment. The quality of  
both is very fine.

### **Apples**

Ontario barrel pack. Let us quote you  
on good winter varieties.

“THE HOUSE OF QUALITY”

**HUGH WALKER & SON**

ESTABLISHED 1861

GUELPH

and

NORTH BAY

# Buyers' Guide

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

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

**O. E. Robinson & Co.**  
Ingersoll Ontario

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

## EGG FILLERS

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

## Grocery Advertising

By Wm. Borsodi

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

ALL ORDERS PAYABLE  
IN ADVANCE.

PRICE \$2.00

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

## CLASSIFIED ADVERTISING

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

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

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

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

### FOR SALE

**McCASKEY ACCOUNT REGISTER** — 200 Accounts; perfect condition; used 6 months; complete with all supplies. Cost \$120.00; a bargain, \$55.00 cash. P. J. Lindenman, Platts-ville, Ont. (5-12)

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

### WANTED

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

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

### MISCELLANEOUS

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

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

## ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO  
COLLECTIONS ASSIGNMENTS

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

## Write us for New Price List of WINDSOR SALT

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

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

KINDLY MENTION  
THIS PAPER WHEN  
WRITING ADVER-  
TISERS

## THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

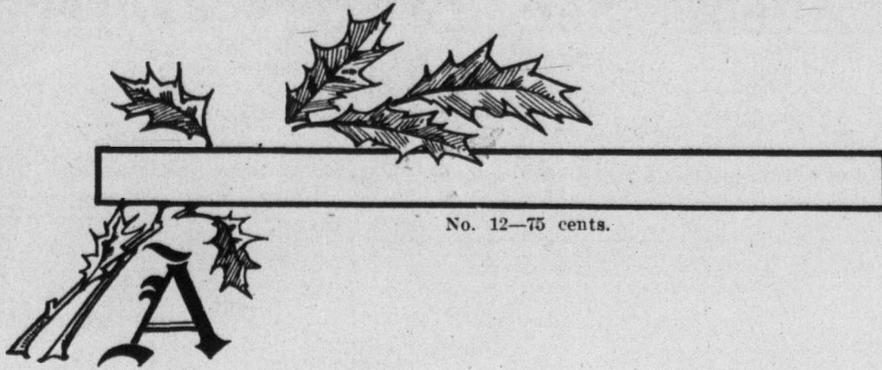
The "want ad." is the great force in the small affairs and incidents of daily life.

## GOOD BROOMS AT LOW COST

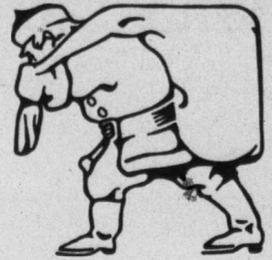
Our Brooms are all made in Canada from the finest American Corn. We have them to retail at 25c. to 60c. Our 25c. line is better than some selling at 60c.

WRITE FOR PARTICULARS AND PRICES

**AMERICAN BROOM WORKS - - ST. BAZILE DE PORTNEUF, P.Q.**



No. 12—75 cents.



No. 13—40 cents.



No. 14—50 cents.



No. 15—50 cents.



No. 16—50 cents.



No. 17—75 cents.

## Increase the Value of Xmas Ads.

G. K. Chesterton once wrote goodness knows how much about the appeal of "little pictures." A picture in an advertisement catches the eye—then, if your copy is good, you've got the customer.

Put the Christmas note into advertising by the use of one or more of these illustrations. Advertisements will "pull" better.

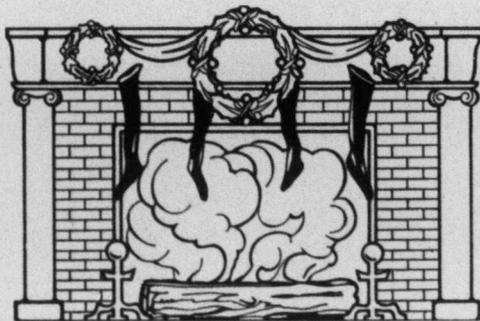
Select the cuts you desire—order by number. Remit the price with your order.

Electros are sent carefully wrapped, postpaid. You can use them this year, next year and the year after. A good investment.

**CANADIAN GROCER, 143 University Avenue, Toronto**



No. 18—50 cents.



No. 19—50 cents.



No. 20—50 cents.

# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

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

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

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

HEADQUARTERS FOR  
**White Beans**  
and  
**Evaporated Apples**

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

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

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

**NEWFOUNDLAND.**

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

**QUEBEC.**

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

**WESTERN PROVINCES.**

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

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

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

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

**W. H. Escott Co.,**  
LIMITED

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

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

29, Tooley Street, - London, S.E.  
Having a large connection throughout the United Kingdom, we can secure the highest returns for consignments or arrange c.i.f. sales of Frozen Meats, Provisions, Tinned Meats, Tinned Milk and general Dairy Produce. The present is an exceedingly opportune time for the sale of Colonial goods in England. We invite correspondence.  
Cable Address: Prodairos, Tooley, London  
A.B.C. Code, 5th edition, used.

## Want Ads.

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

**Try it out**

## Advertising

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

## NOTICE TO MANUFACTURERS of Canadian, American or British Products.

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

**THE HARRY HORNE CO.**

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

**IT SELLS BETTER**

the second time.

That is because

**MAPLEINE**

once used is always used.



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

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

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

**OAKLEY'S KNIFE POLISH**

20102-7710



JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS

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

**Coupon Books**

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

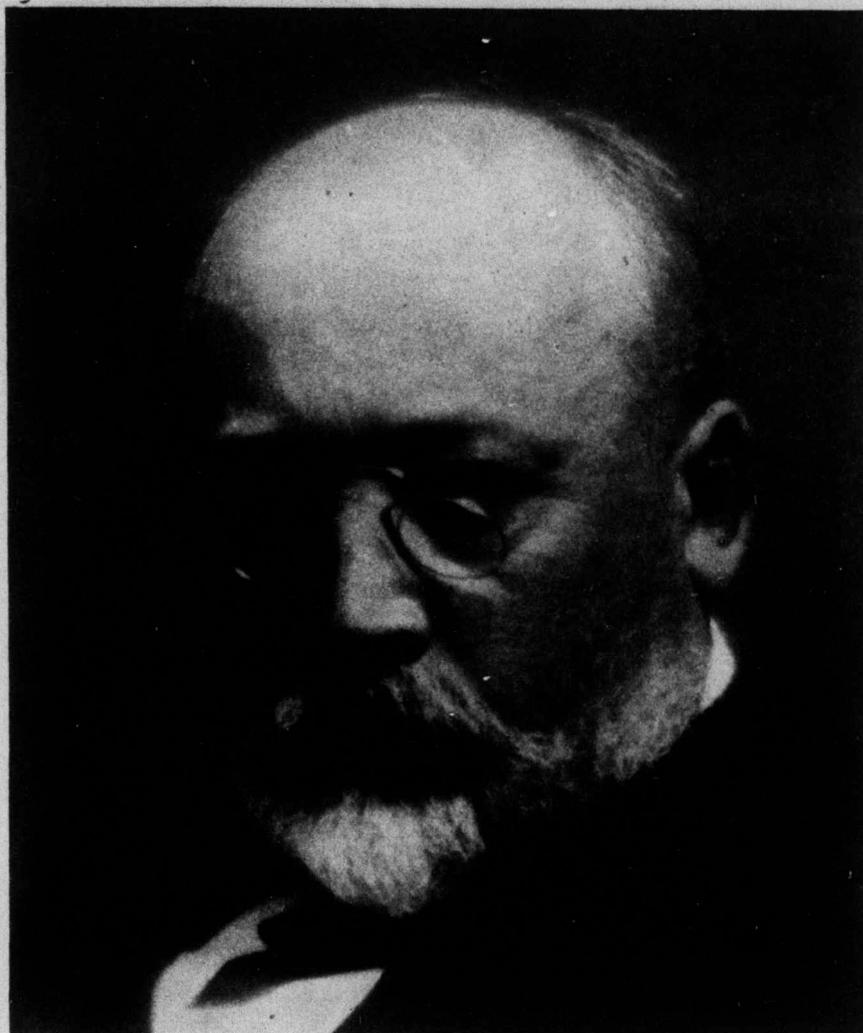


Just the thing  
for the GROCER,  
BUTCHER and  
BAKER. No  
charge accounts,  
no disputes; in-  
sure accuracy;  
save time in  
waiting on  
trade; save labor  
in bookkeeping.

THEREFORE  
SAVE MONEY.

Write Your Jobber or

**ALLISON COUPON COMPANY**  
532 East Market St.  
Indianapolis, Indiana, U.S.A.



"It has always been a profound belief of mine that the things which people regard as next to impossible are the easiest things to do. Consequently I have always set myself out to perform the next-to-impossible wherever I have run against it."

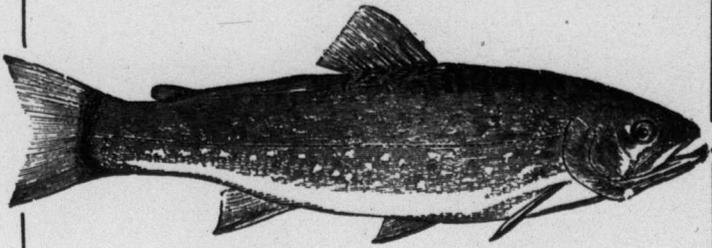
**The Secret of  
Van Horne's Success**

A splendid article by C. Lintern Sibley, on  
the life and success precepts of Sir William  
Van Horne in

November  
**MACLEAN'S MAGAZINE**

The MacLean Publishing Company, Limited  
143-153 University Avenue - - - Toronto, Ontario

*Caught in Canadian Waters  
by Canadian Fishermen*



*Processed  
and Packed by  
Canadians.*

*Transported  
by Canadian  
Companies.*

Everything is Canadian between your Customer's table and the waters of "Old Atlantic" that yield the delicious

## Brunswick Brand Sea Foods

There's no better fish in the world than those obtained in the Canadian waters of the Atlantic; no better facilities for packing them than are at our disposal in our sanitary sea foods plant.

In short "Brunswick" Brand Sea Foods are of a quality which Canadians are proud to own, and best of all, they represent an entirely Canadian product.

Stock up with Brunswick Brand 1/4 Oil Sardines, Kippered Herrings, Herrings in Tomato Sauce, Finnan Haddies (oval and round tins), Clams and Scallops. Satisfy the masses of Canadians and give employment to Canadians.

ORDER TO-DAY.

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



## INCREASE YOUR TRADE

BY

**Modern Show Card Lettering,  
Designing, Etc.**



**SIXTH EDITION---NOW READY**

**WITH THIRTY-TWO ADDITIONAL PAGES  
TO THAT OF FORMER EDITIONS**

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

**Marking Pen Lettering  
Soennecken Pen Lettering  
Automatic Pen Lettering and  
Up-to-Date Brush Lettering**

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is \$1.00  
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

**The MacLean Publishing Co., Ltd.**

BOOK DEPARTMENT

143-153 University Ave., Toronto

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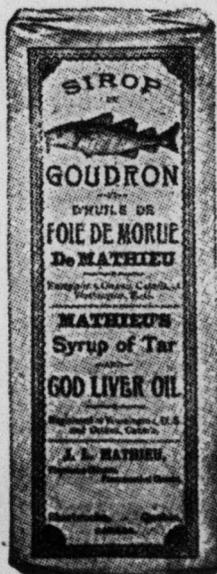
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Princess Condensed Milk, 4 doz. in case .....	4.50
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ORDER NOW.

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FIVE ROSES

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# Five Roses<sup>\*</sup>

FLOUR *for Breads-Cakes  
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IT is what it makes that compels a flour's repeat sales. Now think that the FIVE ROSES Cook Book in nearly a quarter million Canadian homes is daily suggesting, achieving new successes. This silent, efficient force—that costs you NOTHING, since it is inseparable from the brand FIVE ROSES—is constantly at work in the consuming masses. It is helping to make FIVE ROSES easier to sell and repeat than any other bread-and-pastry flour milled in Canada. You only make a profit when you make a sale. Will you not let FIVE ROSES help you sell more flour?

*Ask your Jobber or write Nearest Office.*

## LAKE OF THE WOODS MILLING CO., LIMITED

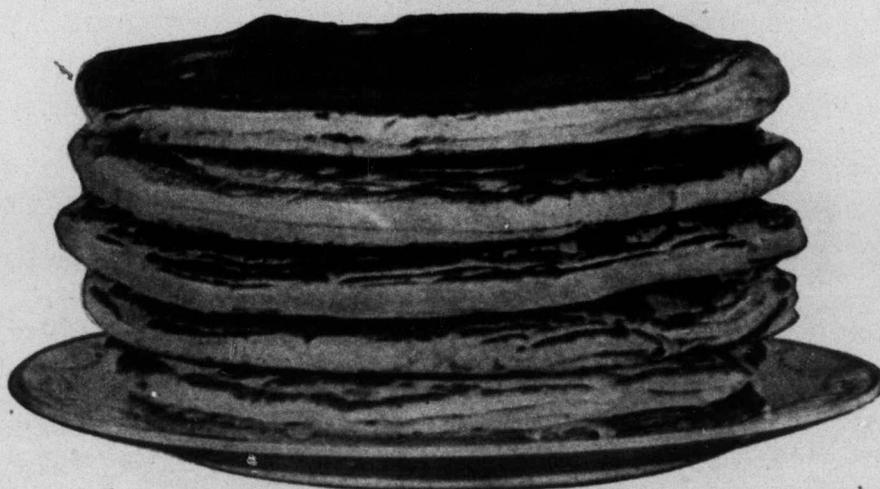
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GRIDDLE CAKES,  
Think of  
FIVE ROSES

From  
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