

**PAGES  
MISSING**

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, NOVEMBER 24th, 1916

No. 47

## "CONSOLIDATE YOUR GAINS"

Substantial progress has been made in the OYSTER WEEK offensive of Nov. 6-11. The new ground consists of purchases made at a date earlier than they otherwise would have been. Oysters have been brought forcibly to the attention of the consuming public. This is a material asset and creates an opportunity for the merchant alive to the situation.

If these gains are to be retained they must be fortified with quality, otherwise the advantages, in all probability, will fizzle out, for until such time as the consuming public are brought to regard oysters as something more than a sloppy proposition, increased consumption will not be a reality to any appreciable extent.

Have you distributed the books of recipes sent you? If so, can you distribute more advantageously? If you can, and will do so, kindly let us have your request for more of these books of recipes, and they will be forwarded without delay.

The work of OYSTER WEEK has been constructive. It has been handled through the proper medium, the retailer, and some very promising returns have been experienced, where dry measure has been adhered to.

As the only exclusive oyster house in Canada, we are more interested in the welfare of this line than any other source of supply. We are the only house in Canada that can supply you with a display case that is worthy of space in your store, and this is supplied at cost.

**Connecticut Oyster Company, Limited**

*"Canada's Exclusive Oyster House"*

50 Jarvis Street - - - Toronto, Canada



## GOLD DUST SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY

LIMITED  
MONTREAL

*“Let the GOLD DUST TWINS do your work.”*

## LARGEST MAKERS IN THE WORLD

*Tea Lead*—all gauges and sizes

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

*Collapsible Tubes*—plain or colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

# An unusual opportunity



TO the dealer well stocked with  
the social season sellers—

## Reindeer Coffee and Cocoa

the social activities of the present  
season offer unbounded opportuni-  
ties for increased profits.

EVERY little house party in your  
locality, every church social,  
club-night, or entertainment brings  
with it a splendid chance to feature  
these two Borden Products, to fea-  
ture their convenience and delici-  
ousness, their all round trouble sav-  
ing and positive economy, points  
which peculiarly adapt them to the  
requirements of the Social Season.

A LITTLE Reindeer counter  
display, a little suggestion to the  
customer, and the ice of better  
Winter profits is broken. You need  
not worry about the repeat sales.—  
Borden quality takes care of that.

Begin now to feature Reindeer  
Coffee and Cocoa.



### BORDEN MILK CO., LIMITED

"Leaders of Quality"

#### MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver

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

# JAPAN TEA



Used by discriminating people who have become acquainted with its matchless flavor and aroma, Japan Tea, grown, cured and packed under the control of the Japan Tea Growers' Association will always be found pure, free from dust, stems and broken leaves.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

*How we help the Dealer to sell Japan Tea. A "consumer" ad.*

**B**YOND doubt the profits on your tea sales are considerably influenced by the strength of the consumer demand for the particular lines you carry.

A big consumer demand is sure evidence of sterling quality—no amount of advertising, no matter how aggressive, can retain that demand if the quality is not dependable.

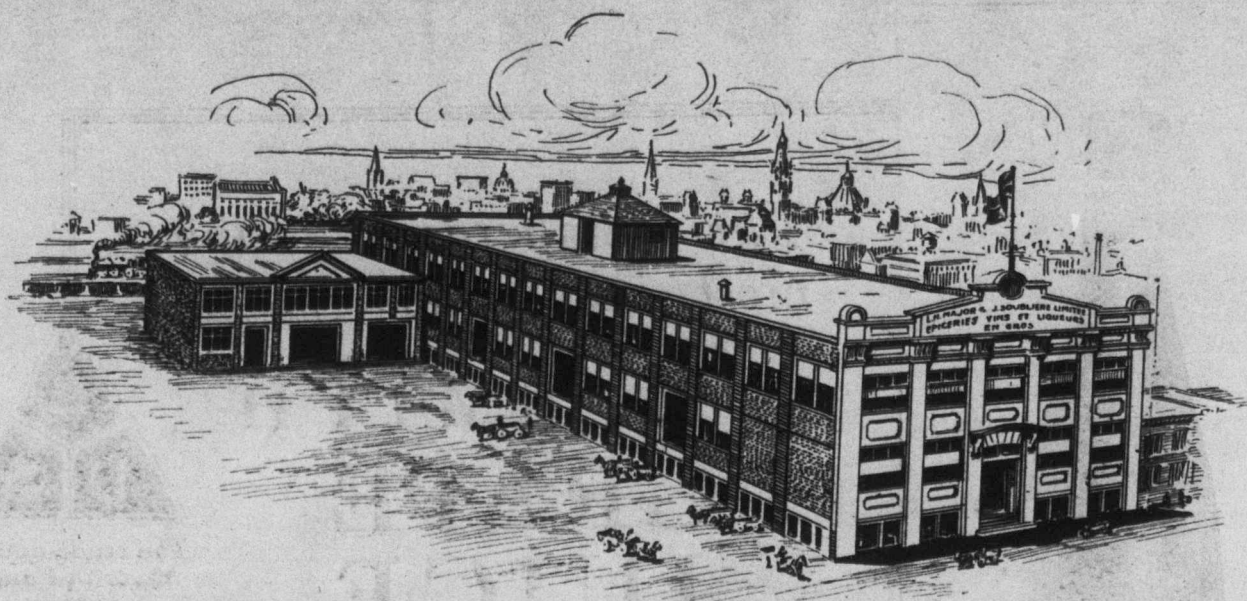
**B**UT when superior quality, and aggressive advertising are combined as in the case of *JAPAN TEA* it creates a demand that keeps the Grocer's cash register ringing.

**N**EW customers are attracted, first customers come back, and old customers are retained when you sell them Japan Tea—the delightfully satisfying product of old Japan.

***Keep a display where  
the housewife will see it.***

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



# TO THE MANUFACTURERS

**Who are anxious to protect their trade and save money:**

**O**WING to the shortage of men, the railroad companies are having much trouble in handling all their freight and things are getting worse every day. Consequently it will be advantageous for anyone to store a good quantity of their merchandise in large distributing centres like Ottawa.

Our warehouse is situated in a position to handle at least 10 carloads of merchandise a day. It is right in the centre of the city and our siding connects with every railroad coming into Ottawa.

You will not only be in a position to protect your trade in storing your goods in our warehouse, but you will save money in the freight rate, which is going to increase soon, and also in your fire insurance premiums, because we have a fireproof building and the rates of insurance are very low. You will have no cartage to pay on any goods coming into our warehouse in carload lots.

We possess one of the best steam heating plants and can regulate the temperature in any way we wish to have it.

## **L. H. MAJOR & J. SOUBLIERE LIMITED**

*Manufacturers Agents, Wholesale Grocery Brokers and Warehousemen*

**160 Nicholas Street**

**Ottawa, Ontario**

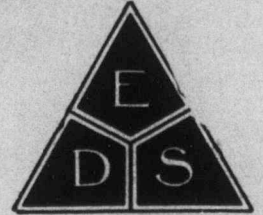
**Domestic and Foreign Agencies Solicited**

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



*The Temperance Drink  
most people ask for—*

## E. D. SMITH GRAPE JUICE



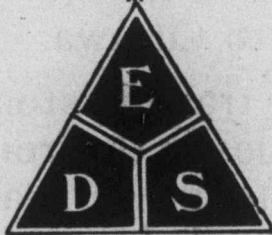
*The trade-mark of  
Made-in-Canada  
quality*

**T**HE E. D. SMITH Brand is the most economical for your customers, its strength and purity making dilution with water necessary before using.

The Natural Concord Flavor wins approval right from the beginning.

Wideawake grocers everywhere find it profitable to keep a stock well displayed. A little suggestion is sufficient to start steady "repeats" flowing in.

Begin to-day by sending an order to any of the following:



*A guarantee of  
customer  
satisfaction*

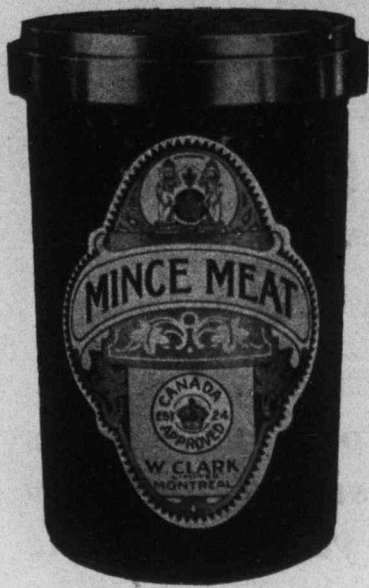
# E. D. Smith and Son, Limited

## WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Nicholson & Bain, Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

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

# CLARK'S Mincemeat



We recommend for your consideration the following attributes of

## CLARK'S MINCEMEAT

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

Ready for use.

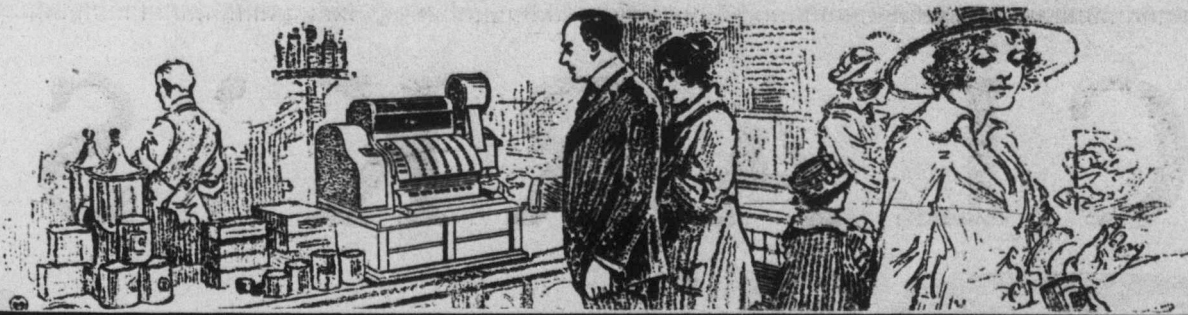
4. The NAME behind the GOODS. AN ABSOLUTE GUARANTEE.

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

**W. CLARK, Limited, Montreal**

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





## Plan now to make your Grocery more profitable in 1917

*With a complete National Cash Register to stop the leaks and losses that hold you back, your business will pay you a greater profit in 1917 and the years to come*

It is getting late to help your 1916 business, for the year is almost gone.

The future lies before you, and you can make it what you choose.

Will you put in new methods to help you to make you more money in 1917, or will you stand by the old methods that hold you back?

National Cash Registers have helped more than a million merchants to become more prosperous. Users everywhere tell us so, What they endorse it will pay you to investigate.

Think, plan, and decide. Our factory is full of orders and registers cannot be shipped on short notice. Give us time to build, ship, and install your register before the new year starts by placing your order now.

For further information write our nearest agency, or direct to

**The National Cash Register Company, of Canada, Limited**  
Toronto, Ont.

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

**NORWEGIAN**  
**SARDINES** (SMALL FISH)

NOTHING LIKE IT!  
NO BONES!  
ALL MEAT!



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

## Keep Up The Connection

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

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

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

Markets are now seldom over-supplied or under-supplied. Distribution is uniform. If the growers were not informed of the condition of the



various markets there would be little profit to the trade in handling oranges and lemons, because markets would be glutted and starved, alternately, and no jobber or retailer could buy with the assurance that he could sell at a profit—no matter what he paid.

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



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

*If you are not in close touch with the Exchange you are missing co-operation which would help you in your business.*

### California Fruit Growers Exchange

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

MAIN OFFICE: LOS ANGELES, CALIF.

Canadian Offices:

Calgary, Alta.  
Montreal, Que.  
Regina, Sask.

Toronto, Ont.  
Vancouver, B.C.  
Winnipeg, Man.

## The Unstinted Approval of critical smokers everywhere

is bringing good tobacco profits to grocers who feature the

### ORLANDO (Invincible) CIGAR

For real sound satisfaction-giving it is hard to equal this popular three-for-a-quarter line. A case full well displayed will pull results good enough to convince you that your tobacco business is worth considerable attention.

ORLANDO is paving the road to bigger profits for other dealers. It will do the same for you.

**W. R. Webster & Co.**  
LIMITED  
Sherbrooke, Canada



"A peach of a Cigar!"

## Do you wish to place your product in the Western Markets?

We are open to quickly and firmly place it there, provided, of course, that it doesn't compete with any line we already carry.

Our Army of trained salesmen cover Western Canada from the Great Lakes to the Pacific Coast. Think what a splendid opportunity this affords you to have your product properly introduced to the markets of this vast and prosperous country.

Our terms are very attractive. Send us a card for full particulars.

## Donald H. Bain Company

(Successors to Nicholson and Bain)

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

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



The Big  
10c value  
that  
retails at  
5 cents

Feature the  
line that  
leaves you a  
good profit  
and gives  
your custom-  
ers double  
value.

### Babbitt's Cleanser

A full weight package of the best cleanser on the market retailing at 5c. A seller everywhere.

Added attraction—Premiums for trade-marks.

Agents:

**WM. H. DUNN, Limited, Montreal**  
**DUNN-HORTOP, Limited, Toronto**

You can safely sell

# GIPSY

## Stove Gloss

to your most discriminating customers. And aren't some of them particular!! GIPSY represents a successful endeavour to make a stove polish "better than the best." Be good to those particular people and

Order "GIPSY" from your  
Wholesaler.

HARGREAVES (CANADA) LIMITED,

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



Its selling record is the  
surest proof of its  
superiority

The fact that the Sales of Cow Brand Baking Soda are steadily increasing is the most conclusive evidence of the housewife's confidence in it. Cow Brand quality never disappoints—it is always high grade, always in demand.

**CHURCH & DWIGHT**  
Manufacturers LIMITED  
**MONTREAL**

## In your Locality are many Dogs and Cage Birds

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

# SPRATT'S

## DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

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

SPRATT'S Depôts in CANADA are:—  
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.  
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—  
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

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

**T**HE sale of ordinary coffee is pound by pound, each sale a separate task. But you need sell a customer one pound only of Chase & Sanborn's. He will buy it after that of his own choice.

**CHASE & SANBORN**  
MONTREAL

**CENTURY SALT**

TRADE MARK

is a "repeater" worthy of a prominent place on your sales counter. A trial will convince you that the housewife appreciates the splendid quality and "full value for money" embodied in this high grade table or dairy salt.

Century Salt is putting dollars and cents in dealers' cash drawers everywhere. You will find it just as dependable. Order a supply through your wholesaler or direct. Ask for quotation on assorted carloads.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.

**Y & S STICK LICORICE**  
48 5c. Packages to Box

**The old-fashioned remedy for Coughs and Colds**

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

**NATIONAL LICORICE COMPANY**  
MONTREAL

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

**SMALL'S STANDARD BRANDS**

Small's Standard Brands of Syrup, Sugar, Maple Butter, Molasses and Confectionery are Tested, Stamped, Sealed prior to packing, and labelled in conformity with Pure Food Regulations.

In no single instance has Small's Standard Brands failed to meet the Inland Revenue requirements.

Merchants handling same are free to do so absolutely without risk.



"Small's Maple Butter Crema" is the original, having been on the market for the past 30 years.

Retails at 20c per lb.; is Rich, Creamy and Delicious; in many instances is an agreeable substitute for the best Dairy Butter.



At all jobbers throughout the world or  
**Canada Maple Exchange, Montreal**

Write us for samples of

**S.P.B. BAGS**

and CENTRE SEAM open end  
**ENVELOPES**  
for mailing Catalogues

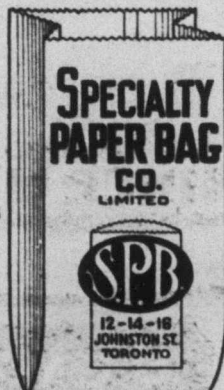
Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

**SPECIALTY PAPER BAG CO., Ltd.**

Department G

12-14-16 JOHNSON STREET TORONTO, CAN.

**McVitie & Price's BISCUITS**  
**"IMPORTED"**

Fresh Supplies for Xmas Trade have arrived at the following points:

**NOVA SCOTIA**

C. E. Choat & Co., Halifax.

**NEW BRUNSWICK QUEBEC & ONTARIO**

McVitie & Price of Canada, Limited, Montreal.

**MANITOBA**

Richards & Brown, Winnipeg.

**SASKATCHEWAN**

Campbell, Wilson & Strathdee Limited, Regina.

**ALBERTA**

Campbell, Wilson & Horne Limited, Lethbridge, Calgary, Red Deer, Edmonton.

For prices and stock lists write your nearest agent, or

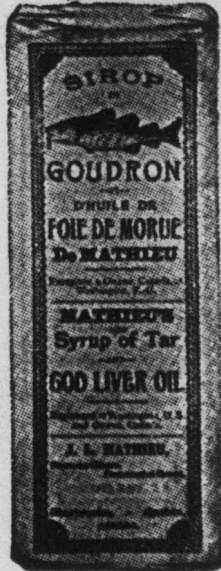
**McVITIE & PRICE of Canada Limited MONTREAL**

Importers of McVitie's "DIGESTIVE," the "Premier Biscuits of Britain."

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

Introduce Every Customer to

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



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

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

Feature this effective cold breaker now.

Profits are good.

**J. L. MATHIEU CO.**  
PROPRIETORS  
SHERBROOKE QUEBEC



Use a

## Keystone Broom

in Your Own Store and Home

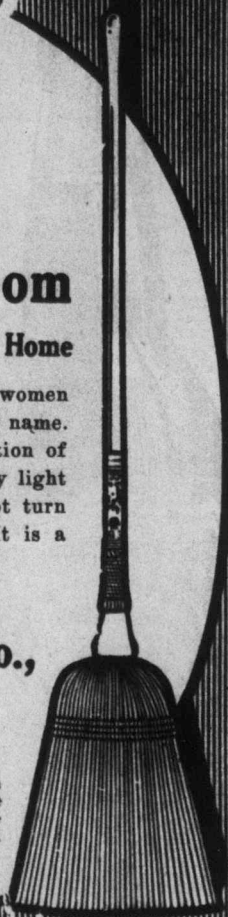
Then you will understand why women demand the "Nugget" Broom by name. You will appreciate the satisfaction of a green corn broom, exceptionally light in weight and yet which will not turn up at the ends or break off. It is a well-made broom throughout.

Write for prices, etc., to

### Stevens-Hepner Co.,

LIMITED  
Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



## Are you selling Bowes' Mince Meat?

Other dealers are, and they find it always worth while to keep a little display on the counter where the housewife will readily see it. They find it worth while because the profits are good, and because Bowes' Mince Meat gets the customers coming back for more after a first trial.

Discriminating people are particularly pleased with the delicious goodness of this quality Bowes' Product. Don't hesitate to recommend it to your most particular patron.

Test its selling value through a trial supply.

**The Bowes Company, Ltd.**  
72-74-76 Front St. E., Toronto



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

# Perfection Computing Cheese Cutter

*(IT IS ALL MADE IN CANADA)*

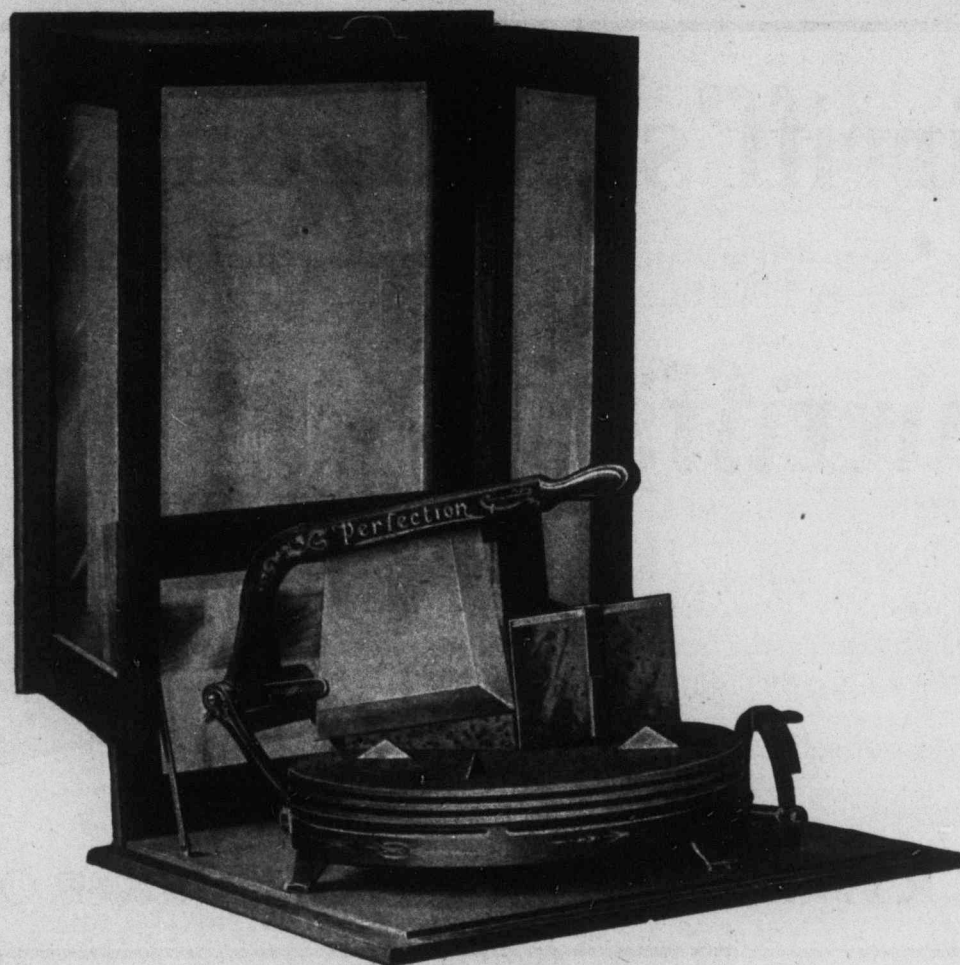
IT IS A CHEESE CUTTER WORTH HAVING

## A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

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



**A REAL PROFIT-SAVER**

Write for Prices and Terms.

**WE HAVE SPECIAL COMBINATION PRICES  
WITH CABINETS AND PEDESTALS.**

**American Computing  
Company**

**HAMILTON, ONT.**

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

**BUY IT NOW.**

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

**BUY IT NOW.**

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**Tartan**  
**BRAND**

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4653

## It's the repeat business that counts

And this is just the kind of business that Tartan Brand Products are bringing to aggressive grocers in every community.

We don't care how hard-to-please your customers may be they will find the high quality of Tartan Brand goods entirely satisfactory.

Your next order of Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder, etc., should specify Tartan Brand—then you will realize what great "repeaters" they are.

Our mail order service is prompt and satisfactory. We carry a full line of Fancy Groceries, Foreign and Domestic.

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

# Shirriff's Sell on Sight

It takes time to sell any line that does not possess the splendid reputation that Shirriff's enjoy. Sell this line that needs no talk.

## Shirriff's Jelly Powders

bring to a woman's mind a picture of beautiful, sparkling jelly, easy to make, and delicious quality that makes her a continuous customer. There is a fruit flavor for every taste. Put Shirriff's where they can see it.

If you do not sell Shirriff's Jelly Powders, write for particulars.



**IMPERIAL EXTRACT CO., TORONTO**

## Winning the Buyer's Favor

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

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

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

## This grocer was only selling tea to 2 out of 17 customers.

A Toronto grocer the other day found that out of seventeen customers he personally called on when taking orders, he was only selling two of them their tea. It was a very decided surprise to him.

Have *you* made this test? Do you actually *know* how many of *your* customers you are selling tea to? Unless you do, you will find it well worth your while to take the time yourself or have your clerk do it. You may also have a surprise in store for you.

The case mentioned above is not an isolated one. Many merchants have mentioned to our travellers that they are not selling nearly as much tea as they were. What is the reason?

Perhaps like the above merchant you have been assuming that your customers wanted *cheap* tea and have been selling tea that it was very easy for the tea pedlar to match, as all bulk teas *look alike* to the average consumer.

In selling Red Rose Tea to your customers you are selling them a tea that you know will please them and that every package is absolutely uniform and tea that pays you fully as much net profit (usually more) than you can possibly get on a bulk tea.



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



—a sales puller from the word “go”

If you fully realized the Sterling selling merits of **SAVORA** you would never be without a good supply of this delicious appetite-whetting condiment.

As an appetizer with meat, fish, salads, etc., “Savora” has no equal. Your customers will be quick to appreciate this fact. Introduce it to them and their repeat orders are assured you.

May we book your order to-day?

**MAGOR, SON & CO., Limited**

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA

## Housewives Like Package Goods

They like clean, strong bags and cartons which can be used without emptying.

## LANTIC SUGAR

packed at the refinery is the favorite sugar of Canadian women.

2 and 5 lb. cartons.

10, 20 and 100 lb. bags.

**Atlantic [Sugar Refineries, Limited**

St. John, N.B.

Montreal, Que.

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# CANADIAN GROCER

Vol. XXX.

TORONTO, NOVEMBER 24, 1916

No. 47

## Potatoes Still in the Limelight

Facts and Figures From Various Sources—New Brunswick Farmers Getting \$3.50 and \$3.75 Per Barrel—Are Merchants Doing Well to Refrain from Buying?—One Dealer Thinks Not, Predicts Higher Prices.

THE potato still continues to occupy a good deal of space in all newspapers of the country, but more especially so in Toronto and Montreal. Accusation of enormous profits are made and threats of investigation and prosecution have been numerous. The threats have not materialized, but the campaign has unquestionably had its effect. It has for the time being killed the sale of potatoes, at least in Toronto. Whether there is any advantage to be gained thereby either by wholesaler, retailer or consumer has yet to be decided.

The newspapers having started out with the proposition that the wholesaler was a highwayman, have since been blind to any other view.

### How Potatoes Are Selling Across the Line

CANADIAN GROCER print herewith a few facts that may aid the retail buyer in deciding the matter for himself.

From a United States Department of Agriculture bulletin of recent date the following market reports are gleaned: Boston—86 cars arrived, 166 held over, selling \$1.60, \$1.65 per bushel; Cleveland—21 cars arrived, selling \$1.65, \$1.80 per bushel; Cincinnati—best quality, selling \$1.72, \$1.75, poorer \$1.65, \$1.70; Detroit—Whites, \$1.75 per bushel, Green Mountain \$1.85 per bushel; New York—195 cars unloaded, market slow, Maines selling \$1.70 to \$1.75 per bushel; Philadelphia—30 cars arrived, 128 held over, prairies \$1.65, \$1.70 per bushel; St. Louis—Northern Whites, \$1.53 to \$1.60 per bushel.

On all the American markets prices seem to range about \$1.70 per bushel. This is equivalent to \$2.30 per bag of 90 pounds, the Canadian standard. It is evident, therefore, that the high prices are not a matter of Canada alone.

H. H. Hatfield, of Hatfield & Scott, Hartland, New Brunswick, a large operator in New Brunswick potatoes, was

seen by a CANADIAN GROCER representative, recently.

### American Buyers Offering \$4.00 Barrel

"When I left New Brunswick," said Mr. Hatfield, "there were practically no potatoes being offered by the New Brunswick farmers. Our prices are determined by the prices in Maine, only four miles across the border, and as you will notice by these Department of Agriculture reports sent out from Washington, the price for the last four weeks has been \$4.00 per barrel of 165 lbs. According to the same official report, Maine farmers were contracting freely at \$5.00 per barrel for February delivery."

Mr. Hatfield told CANADIAN GROCER that he had six cars of potatoes at the moment on the track which he had refused to sell at \$2.00 per bag, for the simple reason that all of them had cost not less than \$2.20 per bag to lay down.

Mr. Hatfield had sworn affidavits on these six cars, proving that the prices paid to farmers had been in no instance less than \$3.85 per barrel and from that to \$3.55 per barrel. With the charges for loading freight and similar incidental expenses these affidavits proved that the value of these potatoes on the track here was no less than \$2.20. These affidavits are at present in the hands of District Attorney Corley, of Toronto.

The real cause of the high cost of po-

tatoes, said Mr. Hatfield, was the crop scarcity. Ontario and Quebec had very little available. The West had a fair crop, but with the coming of cold weather that crop was directed to the United States.

Prince Edward Island had a good crop, but the quality was not the best. They were large, rough, bluish potatoes. Carleton, Victoria and York Counties were the chief potato points in New Brunswick, the potato grown there being the Green Mountain, or Delaware variety. This small section lying right on the border of the United States had to bear an enormous drain from that country, where prices were higher than they are here. Besides this, 3,000 barrels per week had been shipped to Cuba.

### Evaporated Potatoes for the Army

A new demand also had been created in evaporated potatoes for the army. "Why," said Mr. Hatfield, "very few people know anything about this, yet there is a factory in Belleville that evaporates 90,000 lbs. of potatoes per week for shipment to the army in France, and this is only one of twenty evaporators that are handling almost as much stock."

Mr. Hatfield scoffed at the 95c price that some of the papers had been stating as a market price in New Brunswick. "At that price," he said, "we could afford to pay 25c more a bushel and turn them into starch. Starch is worth 12c a pound."

The average price paid to the farmer in New Brunswick, he stated emphatically, for the past few weeks, has been \$3.50 to \$3.75 per barrel. When you remember, he continued, that the freight rate to Toronto is 22c per 100 lbs. Add to these charges cost of papered cars and heating expenses, it will be seen that they cannot be laid down in Toronto for less than \$2.18 to \$2.25 without any profit to the wholesaler.

"It looks like a large price to the farmer, but," to Mr. Hatfield, "not more than they deserved. Two years



ago the New Brunswick farmer had sold his potatoes for 40c per barrel and even less. Then, too, potatoes are grown on potash fertilizer. Germany controlled the potash supply of the world, and the commodity alone had increased 50 per cent., an added charge on the grower, and everyone knows how the cost of labor had increased."

#### Newspaper Campaign Misleading Retailer

The newspaper campaign, Mr. Hatfield thought, had done untold damage. Many people, misled by the newspapers, had refrained from buying, or cancelled their orders, hoping for lower prices that could not come.

Unless higher prices were paid in New Brunswick, Mr. Hatfield felt sure that the potatoes would unquestionably go to the American, Cuban and European markets, where the prices were higher.

#### Potato Exchange Not a Combine

Mr. Nellis, of the New Brunswick Potato Exchange, Scott Street, Toronto, was quite heated over the charges made by some newspapers that his company was a combine. "It is nothing of the sort," said Mr. Nellis, "it is merely a brokerage firm, to save the necessity of keeping half a dozen or more salesmen in Toronto."

There were no cars being held in Toronto, he stated, any longer than it took to unload them. Even suppose there were a hundred cars, his firm had often sold forty cars a day. The railways, too, had begun to change their tune, he said, if, indeed, they had ever made the statements credited to them. Mr. Nellis'

opinion was that some disgruntled ear checker, suffering from cold feet from tramping up and down the track, had given the Toronto *Star* reporter the opinion that was so glibly described as official.

That the wholesalers were not the guilty parties was evidenced by the fact that one of their own cars, ordered placed October 26, had not been placed by November 20.

The only holding of any quantity that Mr. Nellis knew of was that of one man who had 30 cars in warehouse. This, however, was just to cover an army contract he had, and not with any idea of waiting for an increase in price.

#### Two Sides to the High Price Question

Richard Palmer, of White & Co., Toronto, states in a letter to the Toronto *Globe* that most of the cars of potatoes entering Toronto are billed to smaller towns in Ontario, that are naturally fed through Toronto. Speaking of the way prices vary, Mr. Palmer says:—"Only last June our Mr. Herbert England, auctioneer for the Toronto Fruit Auction Company, sold for the Canadian Northern Railway in their yards, with a good attendance of buyers, five cars of fairly good potatoes, the first car selling at \$305, second car \$215, third car \$205, fourth car \$50, fifth car \$235. These cars contained approximately 550 to 600 bags of potatoes and weighed 91 lbs. per bag. He also sold during the same month for the C. P. R. six cars of potatoes, approximately 550 to 600 bags in each car, for the total sum of \$48 for the six cars. He also sold three cars for the G. T. R.,

first car \$200, second car \$150, third car not sold, each containing from 500 to 600 bags. Who got these potatoes? The consumers got the entire train loads, at these ridiculously low prices, at a tremendous loss to the dealer and the farmer. Now that the consumer is paying dear for potatoes, he forgets the great bargains he had during the month of June. All the cars of potatoes mentioned above cost, delivered in Toronto, \$1.55 to \$1.62 per bag of 91 lbs. The loss to the farmer and dealer was almost colossal.

"In reference to cars on tracks, the consignees are doing their best to have these unloaded, as they have two enemies to fight: danger from frost and the rapid spreading of dry rot. Already one dealer has lost two cars of potatoes, frozen while en route from Saskatchewan.

"As to present prices of potatoes, they are costing the dealer \$2.10 per bag, bulk. To this must be added extra charges, such as bagging at 30c per hour, bags from 6c to 8c, and the expense of drawing all potatoes from Cherry Street to the centre of the city."

Is the wholesaler a highwayman? Such statements have been made. Is he a legitimate business man, doing business on a small profit? The wholesaler certainly looks at himself in this favorable light.

The CANADIAN GROCER has printed a good deal of thoroughly authentic information dealing with the situation. With this before him, the retailer may safely decide for himself the answer to these questions.

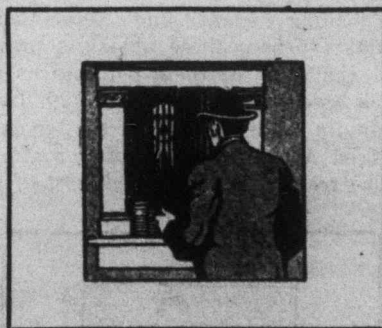
## A Small Debt Court for Ontario

Legal Methods to Collect Small Debts—Present Methods Too Costly—Division Court the Only Channel—Costs as Much to Collect \$5.00 as \$1,000 — Beneficial Movement Fostered by Retail Merchants' Association

ONTARIO'S legal machinery for the collection of small debts works a real hardship to the merchant. It would be interesting to calculate what is the net loss to the grocery trade in a year from small uncollected accounts under the amount of \$5.

Five dollars in itself is not a heavy loss, but when there are a number of these small accounts they make quite an inroad into a grocer's profits.

We have machinery for collecting accounts, of course, satisfactory enough where fairly large amounts are at stake, but too cumbersome and costly for small items. Very few merchants consider a small debt of \$5 or under worth taking legal measures to collect. Some have attempted it to their sorrow. A Hanover, Ont., merchant recently undertook to collect an account of five years' standing.



The debt was for a matter of slightly over \$3. A judgment was secured against the debtor, but when the case was pressed before a magistrate and the man charged with earning from \$1.50 to \$2 per day, and with having two sons who paid each \$4 weekly for board, the debtor denied these statements; but as the magistrate

would not call him as a witness, his denial was not made under oath. Despite that, however, he was let off by the magistrate. Consequently this merchant, beside his initial loss, was out of pocket for his court charges, that would more than double the amount sued for. Many similar instances have rendered it a very rare thing for a merchant to sue for a debt unless the debt rose to very respectable proportions.

This fact has had the effect of encouraging these delinquents to incur debts wherever possible, well knowing that they are practically immune from legal action.

#### Dismal Prospects in the Division Court

In Ontario at present the Division Court is the cheapest court of appeal. If a merchant wants to collect \$1 or \$1,000

(Continued on page 36.)

# Effect of Weather on Canning Situation

How a Bumper Prospect Became a Practical Failure—Many Factories Never Opened Their Doors—Similar Conditions in United States—Indications Point to High Prices Next Year Also—Some Contributory Factors

"IN the canning industry weather conditions are the crux of the hole situation. Had weather conditions been satisfactory, this year would most likely have seen an over-supply than a scarcity." Such was the opinion of N. Lumbers, of Jas. Lumbers and Co., wholesale grocers, of Front street, Toronto, in speaking to a CANADIAN GROCER representative recently. Continuing Mr. Lumbers outlined the condition that actually existed, that made the year, instead of a bumper one, the poorest in the history of the industry.

"Before the season opened it was estimated that the probable crop of tomatoes would provide a pack of a million cases of tomatoes alone. The public who grumblingly sloshed around in the rain and mud of April and May last, little realized that every rainy day was not only causing them present annoyance, but was adding a certain percentage to the price they would pay for canned goods. Early tomato plants were killed by the persistent wet weather, and when this weather continued up into June, many farmers gave up entirely the idea of planting, as June 1 is generally considered the latest date for planting for the canning factories. After the rainy weather had done its worst, the hot weather began and retarded the growth of the planted crop. Instead of starting to can on August 20, which is the usual date, factories did not open for tomatoes until after Sept. 10. On Sept. 15 occurred the first heavy frost that cleared the leaves off the vines and left the fruit subject to the next frost and prevented any further growth. The result of these conditions was that in place of the million cases that were expected, the gross output of all Canadian canning factories amounted to between 160,000 and 175,000 cases of tomatoes.

"The same condition prevailed with regard to other vegetables. Corn was not canned until the unheard of date of Oct. 10."

"Merchants as a rule," Mr. Lumbers thought, "were still ignorant of the conditions that had existed this year. They were in some cases accusing the canner and wholesaler of making undue profits when in reality there wasn't a canner in the business who had cleared a cent on his labors for the year. One factory in Brant county that was to have packed 10,000 cases of tomatoes packed none at all. Another in Central Ontario that was to have packed 10,000, actually packed

only 500. While a Niagara district factory that had arranged to pack 20,000 cases, packed only 2,500. A great number of factories had been actually closed because there were no goods offering. All these factories, whether running on short time or actually closed, had a staff of trained operatives who were paid by the year. Consequently the small pack did not mean a proportionate curtailment on overhead charges.

"The situation was such that early in the spring, seeing how the situation was likely to develop, the canners had withdrawn all offers on corn, peas and beans; this, while they had a considerable quantity of these still in sight still unsold. Only by safeguarding themselves in this way were they enabled to deliver anything like the guaranteed quantity. In tomatoes they could not estimate closely enough and, even to fill the 25 per cent. of their selling, had to buy considerably from the United States."

No effort was made, according to Mr. Lumbers, to induce anyone who had placed orders to actually live up to their bargain. Indeed, where shipping instructions were not sent, the canners themselves had cancelled the orders.

Nor was it only in Canada that these unusual conditions occurred. The United States had faced a similar situation. The prevailing price in the United States was usually 60-65c for threes. Never had it gone over 85c, whereas to-day they are selling at \$1.40, and this for Baltimore district stock, which is admittedly inferior to the Canadian product. Stock from around Rochester that approached the Canadian more nearly in quality always brought a premium of about 15c."

Another cannery official, in urging the point that high prices are not a condition in Canada alone, gives the present American quotation as follows:—

Tomatoes, 3's	.....\$1.35	-\$1.40
Corn, 2's	.....	1.27½- 1.35
Peas	.....	1.10-up

These prices are per dozen to the jobber and are quoted f.o.b. the factory.

## Future Prospects

Nor do the men who should know something of future conditions, paint a very rosy picture for the coming year.

R. W. Messenger, of Federalsburg, Md., one of the most prominent of the American canners, speaking in *The Canner*, the Chicago canning paper, says that regarding the coming season canning cost, nobody knows. Anybody who talks of selling futures, now according to Mr. Messenger, is "sitting in" at a

gambling game. Mr. Messenger figures that tomatoes 3's will cost to produce next year about \$1, and 2's 70c. This is an enlightening statement when it is remembered that 70c for 3's has been about the top figure for production up to the present.

The National Canners' Association also sounds an alarming note in a bulletin sent out from their Washington office, Nov. 4. In urging individual canners not to sell future deliveries, it notes the following increase in cost charges: An advance in seed prices of about 75 per cent. No. 2 cans increased 8c per dozen. Labels, 50 per cent., while the cost of boxes has added 1 cent a dozen to the cost price.

All these conditions prevail on this side of the line. In addition tin plate has advanced 100 per cent., which will mean, according to an accepted authority 10-20c per dozen increase over this year. And this year showed a very marked increase over the former year.

What are the probabilities for next year? One man's guess is as good as another's. With these facts before him every grocer may draw his conclusions.

## RAISIN CROPS DAMAGED

Some wholesalers on the Toronto market have received cars of raisins that showed unmistakable signs of having been effected by the heavy rains that caught the grape crop of the Fresno section of California some time ago.

It was estimated at the time that this five days' rain had affected the raisin grapes so badly that fully one-third of the crop of that section would be a total loss. As this is a very heavy growing section, the loss was a very material one and caused an immediate increase in price of 2c per pound.

The arrival of cars of inferior raisins from this source, makes it appear that either through mistake or otherwise, affected grapes have been processed. It would be wise for the grocer to assure himself that the raisins he buys are of first-class stock, though it is not likely that these inferior goods would be marketed through the usual channels. The consignees refused to accept these cars and where they will be disposed of is not known.

F. C. Higgins, Toronto, Ont.—"Your efforts to make CANADIAN GROCER of value to its readers have quite succeeded. It is an excellent trade paper, none better."

# CANADIAN GROCER

ESTABLISHED 1886

*The Only Weekly Grocery Paper Published in Canada.*

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H. V. TYRRELL, *General Manager.*

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TORONTO, NOVEMBER 24, 1916

No. 47

ANOTHER week or so and we'll be right into the swing of the Christmas trade.

\* \* \*

PEOPLE will bask more than ever this year in the expansive smiles of old Santa Claus if only to find surcease from the sorrow the war has wrought.

\* \* \*

EVERYTHING scarce, everything dear, profits smaller and expenses higher proportionately—and yet the public thinks the grocer is enjoying a bonanza!

\* \* \*

"Perlmutter & Co., iron and metal merchants, of Dusseldorf, have gone into bankruptcy."—News item.

IT IS quite apparent that Mawruss should have stayed in the cloak and suit business. If Potash is a partner still, imagine the things Abe has been saying!

\* \* \*

THE Toronto *Star's* market reporter noticed some merchants selling Cuthberts, Baldwins and Russets by the barrel—Rather a novelty. The Cuthbert is a raspberry not an apple. Possibly the scribe meant Culverts.

## THE USE OF WAR STAMPS

A NUMBER of merchants, confused by the fact that Oxo, Steero, Bovril and similar meat extracts hail from across the border, have believed that they come under the operation of the latest Government tariff, and consequently require war stamps.

It is to be noted, however, that this clause of the tariff applies only to proprietary or patent medicines and kindred articles. Foodstuffs, to which this little group of commodities belong, do not come under the clause and can be sold without any restriction.

This is a point worthy of notice. In these days

of high prices even the price of a one-cent stamp may prove something of a burden.

## WINNIPEG CITY "MILKMAN"

THE City fathers in almost every community have been talking themselves hoarse over the high cost of living problem, and the measures to be taken to curb the so-called extortionate profiteering of certain trade agents.

In most instances it has not advanced from words to thoughts, much less to action. The Winnipeg City Council is an outstanding exception. Whatever the merits of the case, they have at least done something. They are asking the legislature for powers to go into the bread-baking, dairying and fuel business as a municipality. They have even advanced so far as to choose a location on the Stony Mountain quarries that belong to the City and are contemplating the expenditure of half a million for the erection of the dairy plant alone. Of course the citizens will have to pay for this and it is questionable whether milk will be much cheaper in the end.

## THE GROCER AND THE PUBLIC MARKET

ONE of the cure-all remedies that the daily press is so fond of offering to a harassed public suffering in the era of high prices, is the Public Market. Now CANADIAN GROCER is no foe of these institutions. They have served and still do serve very useful purposes.

But to argue that they are any great remedy for the existing conditions is sheer folly. Many a housekeeper is urged to visit the market as though it were some golden Eldorado where goods could be had for the asking.

There are bargain days—lean days when buyers are few, when the farmer's fingers are numbed with

cold. Then there may be bargains for the few, for the essence of the situation is that few shall be there to profit.

The farmer of to-day is a business man first and farmer after. The days when he took what was offered are gone. Now he is armed with knowledge. He is no dupe of the public. He is the producer, the man with the goods, the man with the knowledge of what these goods are worth. He is posted on the markets. This gives him something very like a strangle hold on the public purse.

Few grocers are making an excessive profit on their market produce. They can buy in quantities that justifies the farmer as a business man in giving them a fair margin of profit. Thus the public is beginning to see that their own grocer will probably deal as well by them as the best of public markets.

Note the clipping from the *Toronto Globe's* market report of recent date:

Mrs. Buylow carried a woefully light basket away from the North Toronto Market on Saturday morning. "It's getting to be as bad as the stores," she declared. "The prices are awful," and a man with an empty basket on his arm joined in her complaints. "I'm on a diet," he said, "and I'm almost living on cabbages, and here they're asking \$1.25 a dozen for them—not even ten cents a piece." There were cauliflowers, large and small, four nice little ones for a quarter, and bigger ones were fifteen and twenty cents, but Mrs. Buylow knew a shop in her own vicinity where she could buy a small measure of delicious, tiny ones for twelve cents. "I'll cook them with the tender green leaves on and there'll be enough for two meals," she said, and left the market cauliflowers behind her.

**WASTAGE AND THE HIGH COST OF LIVING**

**A** FAMOUS Pacific Coast manufacturer of mustard was queried as to how he had made his fortune. "By means of the mustard people leave on their plates," he replied.

The law of Supply and Demand is one of the most popular figures in our public life to-day. But what of the supply that never gets to the demand? It's the apples you don't eat that makes those you do eat so costly.

According to official figures the American crop of apples this year is estimated at 67,670,000.

Those adept at figures will discover that this is nearly 200,000,000 bushels, or two bushels for each man, woman and child in the United States. Check off the very young, who are not yet equipped for nibbling apples, the very old who have ceased to be so, the dyspeptic who daren't and the misguided individual who doesn't want to. You have possibly four bushels for every man, woman and child who wants an apple.

Contemplate the task of eating four bushel of apples alone and unassisted! How many of our neighbor's hundred million have had a chance to try. Probably the majority hardly see an apple. Where does the surplus output go? Nowhere. It is the wasted mustard on our plates. And what we waste in a large measure decides the price of what we save.

In our own country, what of the thousand barrels

of early apples that rotted on the trees, because they could not be handled fast enough. What of the city markets glutted with small fruits, selling at glut prices—and the smaller centres paying for them as though they were gold? What of the wide waste of eggs in candling, that more modern methods of collection might save? What of vegetables thrown to the hogs, when they might have made life easier for humans?

Are we not paying too high for what we waste?

**THIS WAY TO THE MILLENIUM**

**D**R. KAISER of Oshawa, has discovered a reason for the high cost of living. He tells about it in the *Oshawa Reformer* and it is a new one. We doff our hats to the doctor. Moreover it is backed by figures, lots of them going back to the year 1841. The figures were in the census reports, but no one has thought of arranging them this way before.

We of the cities are to blame. We have spurned the hen and cow from our midst. Here is the proof:

City.	Population	Hens	Cows
Montreal . . . . .	216,650	8,353	1,290
Toronto . . . . .	181,220	16,714	500
London . . . . .	31,977	9,466	203
Hamilton . . . . .	48,980	14,728	291
Ottawa . . . . .	44,154	10,574	621
Quebec . . . . .	63,090	9,360	1,698
Total . . . . .	586,101	69,190	4,602
1911			
Montreal . . . . .	470,480	2,829	272
Toronto . . . . .	376,538	21,226	29
London . . . . .	46,300	4,594	72
Hamilton . . . . .	81,969	2,135	21
Ottawa . . . . .	87,062	4,763	54
Quebec . . . . .	78,180	3,720	859
Total . . . . .	1,140,529	39,267	1,307

During these years it appears the population of the cities have increased 100 per cent. Not so the cows and chickens—400 per cent. decrease for the former 90 per cent. decrease for the latter.

Here lies the doctor's argument. We grumble at the high price, but are ourselves responsible. If our hearts had beaten high at the cheerful clarion of our neighbor's rooster at 1 a.m. instead of legislating him from our midst, we would not now be paying 75c a dozen for eggs. If the placid cow were still an ornament of the city home we would not now be paying exorbitant figures for butter.

The answer is simple. At least so it seems to Doctor Kaiser, "Teach your boy to milk a Jersey cow instead of going every night to the movies." Bring back the chickens to our midst and "it would not take many months to restore the good old days when butter was 20c a pound and eggs 15c a dozen.



# The Manufacturer or the Jobber?

Which of These Agencies Best Serves the Retailer's Needs—Is Any Verdict Possible?  
—The Case for both Parties—Interesting Opinions From Many Sources—  
A Diversity of Opinion is Shown

**A** MANUFACTURER asked CANADIAN GROCER recently from whom the retailer prefers to purchase—the wholesaler or the manufacturer?

"If," said he, "the retailer prefers to buy from the jobber, the manufacturers would be glad to know it. If, on the other hand, he prefers to buy from the manufacturer, the jobber would like to know it."

He suggested that we get the views of a number of retailers in the different provinces. Retailers were, therefore, asked this question, and a great many replies have come in from across the country.

It would probably be easy for a certain straightened line of argument to prove the case for either party. But when it was proved, it would be at best the opinion of one man and hence open to prejudice, subject to mistake and narrowed by a limit of vision. Therein lies the difficulty of even discussing such a question—to keep broad enough to be free from local prejudice and with a wide enough horizon to leave room for many opinions.

In the nature of such a discussion there can be no absolute verdict. No judge and jury can sit upon the merits of such a case—arguments may be raised by each side, which to them would seem conclusive, but in the end they are not verdicts, but opinions. Yet opinions, while they settle nothing, still furnish vital interest, possibly too of as much value as a verdict in this case, because they present the two sides of a case and leave it to the individual to form the verdict for himself.

The question was formed as follows: "Some dealers prefer to purchase their goods through jobbers, and others direct from manufacturers. From whom do you prefer to buy? What are your reasons?"

## Two Sides to Question

The answers received at least indicated that there were decidedly two sides to the question.

For instance, a dealer in Granton, Ont., suggests the gradual elimination of the jobber, and the extra expense of his commissions; while from Ingersoll, Ont., comes an entirely different viewpoint, the writer believing that the jobber is a good friend of the merchant, and, while he does make a living out of it, the merchant has no reason to feel that others

are not justified in so doing besides themselves.

A Brockville, Ont., merchant is a strong champion of the jobber. This is not unnatural, perhaps, as Brockville is a strong jobbing centre. He claims that the jobber being on the spot is more directly in touch with the customer. He can learn of errors, judge of them for himself and make such corrections as the case may demand. The manufacturer being farther removed, and dealing in a more impersonal way with his customer, is often not as ready to make such adjustment, or the difficulties of finding a common ground will often delay an adjustment so long that its value is nullified.

On the other hand, a merchant in Elora, Ont., states emphatically that he gets a better deal from the manufacturer in most instances.

## Advantage to the Small Buyer

A dealer in Ingersoll notes one of the big arguments in the count for the jobber: "you can buy smaller quantities." After all, the bulk of the grocers are doing business on a comparatively limited capital, and being able to buy in small quantities "and get better variety," as the merchant says, is an argument not to be treated lightly. There is no question but that this one point is one of the greatest things the jobber has in his favor.

A merchant of Arthur, Ont., thinks that job lots—and there is often good money in the buying of job lots—can be better bought through the jobber than the manufacturer.

The matter of delivering, too, is of vital importance. From Tweed, Ont., comes this answer: "Parties with small capital can buy more advantageously from the jobber. They can get better varieties of goods from this source, and they can get them when they are needed. A mixed order can be shipped from the jobber by return mail. If the same order were bought from the different manufacturers represented it might be weeks before some of the goods arrived."

"There is no question as to the advantage here, for there is nothing that can injure a merchant more than to be out of goods that are being called for every day." This would appear to be a very strong count in the argument. A Hensall merchant backs the opinion strongly. "The jobber carries the goods in stock and may be readily got at. He is open

for rush orders, and can get the goods out when often they are hard to obtain from the manufacturer."

## The Case of the Small Merchant

"Then what of the small merchant, who buys a dozen of this, a case of that, and two dozen of the other? Who is to supply his needs? The manufacturer could not handle this business without materially increasing his handling machinery.

"The small man never gets a chance of buying from the manufacturer, even if he should wish to do so. The small buyer in the cities and in the country, into whose stores the manufacturers' representatives do not penetrate, are in themselves a strong plea on behalf of the jobber. It is the plea of a need that cannot otherwise be filled; they are dependent on the jobber."

## Favorable to Both

A Port McNicol, Ont., merchant divides his affections between the two. But while he admits the advantage of buying from the manufacturer in certain instances, he has yet a warm feeling for the jobber. "It would be a mistake to do without the jobber," he says, "even if it were possible. In most cases he is the selling force of the manufacturer. He helps to distribute the goods to keep the factories going, and in many such ways is a great benefit to the country."

An Eastern Ontario merchant's opinion is not clearly defined. He buys from the jobber because it enables him to buy lesser quantities. He can see "the advantage of buying direct from the manufacturer." But he also notes "the danger that might arise. If robbed of his field, the jobber might turn his attention to another and begin to enter into direct competition with the retailer by selling the public direct. As the jobber can usually buy more advantageously, he would prove a formidable rival in this field."

## The Case for the Manufacturer

So much for one side of the argument. What may now be said for the manufacturer? Can the dealer buy direct from him with greater advantage than through the usual jobbing channels?

Well, there are many merchants that have something to say in defence of this opinion.

A Shediac, N.B., merchant lays marked emphasis on the point of responsibility. "The manufacturer sells his

goods under his own brand. In other words, he assumes direct responsibility for them. When delivered through the jobber, they often bear no name at all. Consequently the jobber does not assume the same measure of responsibility as the man who originally put up the goods."

A merchant of Arthur, Ont., states his reason for buying from the manufacturer in somewhat similar terms. "They are always behind their goods."

The question of freshness of goods also comes in for a good deal of consideration. From Tweed, Ont., comes the opinion that "in buying from the manufacturer goods may be procured both fresher and cheaper." A Trout Creek merchant claims he has no preference save in the buying of bulk cereals. This line he buys from manufacturer, claiming "that the goods are fresher and better from that source."

A Myrtle Station, Ont., advocate of the manufacturer gives his reasons for his opinion: "The elimination of the profit of the 'middleman' and the ability to get just what will suit you at a minimum of freight charge."

"Heavy goods may be bought of the manufacturer at a saving in freight," according to a Woodville, Ont., merchant. But he notes the other side of the question as well: "The freight on a large order of heavy goods from the manufacturer would probably be fairly light. But numerous small parcels of light weight could not be shipped to the same advantage. Then the jobber, who usually is nearer to the retailer than the manufacturer, has the advantage. These goods can be assembled in his warehouse, and thence shipped at the minimum of expense."

Is it now possible to draw any of the varying arguments together?

The merchants who quarrel with the profits the jobber is making are answered by another merchant, who classes the jobber "as the selling force of the manufacturer." Without him, the manufacturer would have to develop a selling force of his own at a consequent increase of overhead charge. It's a question whether any great item in the jobber's profits, in this dealer's view, "can be saved by his withdrawal from the business field."

For the manufacturer the most telling arguments seem to be the question of freshness of goods and the responsibility implied in the manufacture of goods.

On the other side, stress is laid in the closer association of the jobber and retailer, the consequent opportunity of more readily adjusting any causes of friction. Added to that, according to views of many, the jobber places the small merchant in a position that otherwise he would be unable to occupy. He cannot buy in large quantities, and must depend upon the jobber to supply him. Also the jobber enjoys facilities for prompt delivery that is impossible in most instances with the manufacturer.

While the replies received in some instance denoted an animus against one or the other of the parties, the bulk of opinion seemed to form the conception that both agents are a necessity in the present complex system of distribution; that both were able to render a service in their own particular line; and that the retailer would suffer were he debarred in any degree from either of these sources of supply.

## "Cashing In" on Bread Agitation

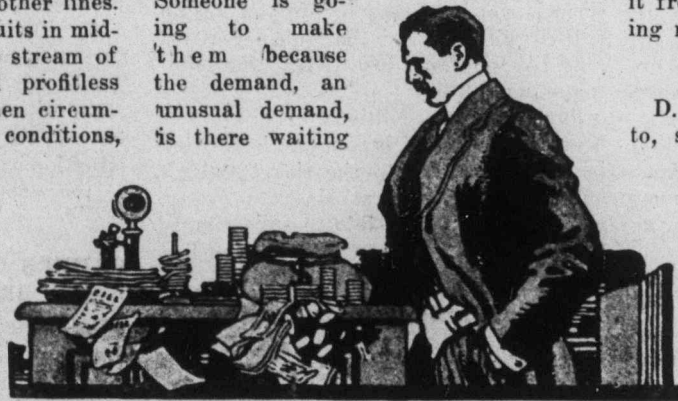
Progressive Grocers Are Selling More Flour Than Ever Before — Public is Being Urged by Press to Bake Bread—The Experiences of Some Dealers.

**T**HERE is a time for everything, in advertising as well as other lines. To advertise canned fruits in mid-summer is to row against the stream of public opinion—a hard and profitless task. But every now and then circumstances arise presenting new conditions, that renders the fickle public opinion, particularly open to advertising suggestion. It is the psychological moment for advertising, and the merchants who seize it profit accordingly.

For some time past increases in the price of bread have been a source of agitation in most of the large cities. Newspapers have been hammering away, with painstaking persistence, trying to find new ways of saying the people were being overcharged for the staff of life. Noisy agitations have been the feature of the day. Interviews with well known spinners who advocate a campaign of universal bread making have been frequent. Smaller localities where little change has been felt have taken their cue from the cities and throughout the whole land there is a campaign on foot urging every family to bake its own bread.

Homemade bread means increased

sales of flour. Someone is going to make them because the demand, an unusual demand, is there waiting



and only needing a suggestion to turn it in some particular direction.

### A Beckoning Opportunity

Surely never has the progressive grocer had a clearer case of beckoning opportunity. You may question that this solution of the difficulty is really a solution at all. You may urge that people will grow tired of this bread baking, that it is only a fad. Perhaps this may all be true, but the particular merits of the case do not alter the situation. Flour is being bought in unusual quantities. Your own customers are buying flour heavily. They are bound to buy it

somewhere, but they are likely to buy it from the store that suggests the buying most emphatically.

### Surprising Increases in Sales

D. W. Clark, of Avenue Road, Toronto, states that his flour business has doubled since the latest increase in the price of bread in Toronto was announced. F. C. Higgins, of Yonge Street, Toronto, has also noticed a most phenomenal increase in sales. But Mr. Island, of Island & Bamford, Dundas Street, Toronto, makes the most startling statement of all. When the increase in price was announced, they featured flour in their window in a very attractive window display. The pull of that window on the minds of people already stimulated by the urgings of the public press was almost irresistible. The sales not only doubled, but in the week or two that the display window was used, the flour sales of this store almost equalled the sales of the commodity for the entire year up to that date. In place of buying by the pound or small bag, Mr. Island found his customers buying by large bags and half barrels.

(Continued on page 36.)

# Trading Stamps Revived in New Garb?

Another Scheme on the Old Order—"Mileage Scrip"—A Scheme Which May Render Merchant and Customer Liable to Punishment Under the Trading Stamp Act.

**A** VERY plausible scheme has recently been drawn to the attention of the retail merchant. It is known as mileage scrip. That it is described as a plausible scheme rather than an attractive scheme is due to the fact that there is an amendment to the Criminal Code that puts rather a new complexion on such operations.

The gist of the Trading Stamp Act is this, that it is illegal to issue any form of trading stamps, coupons or cash receipts, that are redeemable by any person other than the vendor or the person from whom he purchased the goods, or the manufacturer of the goods, or in cash, or in goods not his property; or which do not show upon their face the place of delivery and the merchantable value thereof, or which are not redeemable at any time.

W. A. Miller, provincial secretary of the R.M.A., claims that in several of these counts the Mileage Scrip Company has hardly lived up to the strict letter of the law. Letters have been sent out to the members of the association advising them of the activities of the company, and warning them of the penalties that fall upon any person associated with such schemes.

A letter from the lawyers of the company to Mr. Miller suggests that in place of redeeming the scrip in cash or railway tickets, they redeem in tickets alone. They urge that with this change the activities of the company meet the provisions of the Trading Stamp Act. Mr. Miller does not agree with the contention, however, and intends to fight the matter to a conclusion.

The scheme of the company is an interesting one. It is not new in itself, but it has a new face. It is the old green trading stamp bonanza masquerading as mileage scrip. Travel anywhere without cost is its inviting suggestion, sandwiched between a picture of an ocean greyhound plowing the boisterous waves and the 20th Century Limited kicking the alfalfa aside in its mad rush across the continent.

The enthusiastic and decorative announcement makes no statement as to how much one would have to spend in purchases before making the record trip around the world. It just leaves the suggestion at that—"Travel Free." In other words, don't forget the trading stamps.

## The Old Time Trading Stamp

Some years ago this trading stamp nuisance flourished as prolifically as the

burdocks and tin cans in a vacant city lot. Everybody had them; most people could unload whole pockets full of them. The casualties among the little green trading stamps must have been frightful, but the casualties all spelled extra profit to the originators of the scheme.

Lest the world's paper supply be turned into making trading stamps, and incidentally because the method of drawing trade was considered unethical and contrary to the best interests of the trade at large, the Trading Stamp Act was passed. The little green ticket received its congé; in other words, the scheme was clubbed on the head and told to cease to exist.

It ceased for a while. In fact, there were quite a number of years when the ceasing went along very nicely. Some few merchants sailed out into little schemes of their own that had a faint savor of green trading stamps about them, but there was no organized effort to resurrect the corpse until the mileage scrip idea came to light. It's quite true that it has been rouged and painted till you'd hardly recognize it as the same old corpse. But "scratch a Russian," you know, "and you'll find the Tartar"; and if you scratch round about this mileage scrip it won't be long before you dig up a little bit of green that looks remarkably like our long lost friend, the trading stamp.

Just how many millions of dollars it is necessary to spend before one is entitled to step jauntily into the ticket seller's office and say "First class to Pekin, please," it is impossible to say—simply because we don't happen to know. The mileage scrip people can tell you.

## Dealers in Eloquence and a Club

Perhaps you have met these plausible individuals. They have an eloquence that would make poor old Demosthenes, mouthing pebbles by the sad sea waves, look like the merest Tyro.

Their chief line of argument is that only one store in a locality is to be permitted to enjoy this inestimable advantage. If you don't take advantage of this unusual and most epoch-making offer, your neighbor will be only too eager to seize the opportunity. Thus is the big stick wielded in conjunction with honeyed words. Many merchants have already fallen victims to this forceful conjunction. Is there any harm in it?

Well, there is the Trading Stamp Law mentioned above. It is still in force. The fact of the whole matter is that the scheme is an infringement, at least in

some of its garbs, of a Government statute, and as such renders not only the instigators liable to punishment, but also the merchant who falls a ready victim to the plausibility of the scheme, and the patron who has a not unnatural desire to do his travelling free.

There may be no new thing under the sun, but the old things may be so decorated that they will often pass current as new. But it is a pretty safe rule for any merchant to follow, to beware of any scheme that suggests the giving up of part of his profits, to back some untried scheme, with only the possibility of future gain.

## TORONTO MERCHANTS URGE FEWER DELIVERIES

At a meeting of the Toronto Branch of the R.M.A. held in the Association Rooms, Monday evening, resolutions were passed commending the stand taken by Finance Commissioner Bradshaw in his advice to the City Council of Toronto against the fronting of a fixed assessment to the new store to be erected at the corner of College and Yonge. They also placed themselves on record as being opposed to any such privileges being granted to any corporation or individual.

A resolution was also passed asking for the co-operation of the householders in combining their orders as much as possible, with the idea of reducing the number of deliveries and so helping to ease a situation made unusually difficult owing to the scarcity of labor.

## BAKERS FEUD LOWERS PRICE OF BREAD IN TORONTO

The price of a loaf of bread is once more down in Toronto to the old figure of 8c per small loaf. Something in the nature of a small civil war has sprung up among the Toronto bakers.

Unquestionably the increase in the price of bread set a lot of people baking bread who had never thought of baking before. The loss in trade may have induced some bakers to cut the price again. In any event, they have all followed suit. The incident is more in the nature of a private feud, than any indication of actual market conditions.

R. P. Qua, formerly Winnipeg city salesman for the William Davies Co., is reported wounded and in a London Hospital. Mr. Qua left Winnipeg as a Lieutenant in the 78th Battalion.



## CURRENT NEWS OF WEEK

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



### Maritime Provinces

Tobias Brothers, of St. John, have opened a grocery store in Erin street.

Myrick & Lawlor have opened a retail grocery store at the corner of Main and Simonds streets, St. John, N.B.

Connors Brothers, Limited, Black's Harbor, N.B., are installing an electric plant to furnish light and motive power for their fish packing and canning plant.

W. C. Cross, president of Hall & Fairweather, Ltd., wholesale grocers, St. John, and Mrs. Cross, celebrated their silver wedding anniversary by a fortnight's trip to Boston and New York.

G. Ernest Barbour, president of the G. E. Barbour Co., Ltd., St. John, returned this week from a six weeks' trip to the West Indies. He was impressed with the prosperity which the islands are enjoying at present. Admiration for the part Canada has taken in the war has led to even warmer feelings toward Canadians and may help towards closer trade relations.

The New Brunswick Commercial Travelers' Patriotic Club was organized at a meeting held in the Board of Trade rooms, St. John, recently, for the purpose of raising money for patriotic purposes, their first ambition being to secure the sum of \$10,000. W. A. Stewart was elected president, Daniel McKinney vice-president, and W. J. Wetmore secretary-treasurer. There are between 500 and 600 travelers in New Brunswick and the promoters expect to enroll a very large percentage. The membership fee will be \$20 a year, payable quarterly.

### Quebec

Boyer & Duclous, Montreal, grocers, have dissolved.

Mrs. E. D. Ladouceur, St. Julie de Vercheres, has sold the stock of her general store.

Donat Galipeau, general merchant, Notre Dame de Stanbridge, has sold to Calixte Lavoie.

J. Irving, son of J. D. Irving, of the firm of the family name in Buctouche, N.B., was a visitor to Montreal during the past week, on his honeymoon trip.

H. J. Newby, of John Duncan & Co., Montreal, is at present in the Maritime Provinces. He reports that all lines of business there appear to be exceedingly brisk.

J. E. Hoekins, the well-known member of the firm of D. Hatton & Co., wholesale fish merchants, Montreal, is

taking a recuperative rest from business in the country for a few weeks.

Lt.-Col. John Gunn, president of the firm of Gunn, Langlois et Cie, wholesale provision merchants, Montreal, who has been on active service in France for a long time, has been gazetted as a staff officer in England.

M. O. Beaudoin, provision merchant, 53 St. Germain street, Montreal, was last week attacked by ruffians on the street quite near his home, and lost some \$225 after the thieves' kind attentions. The miscreants escaped in an automobile.

### Ontario

J. J. Davies, grocer, Strathroy, has sold to Gill Bros.

W. M. Short, Toronto, grocer, has sold out to J. H. Perkins.

E. F. Churchill, Toronto, has sold the stock of his grocery store.

U. Marentette, general merchant, Belle River, sold to Louis Laforest.

John Grigor, Toronto, has sold the stock of his grocery store by auction.

R. Thistle, Stratford, has sold his flour and feed business to Jos. Gibson.

W. I. Jelly, Sarnia, has sold his groceries and meat business to W. J. Shortt.

James Ross, 691 Broadview avenue, Toronto, has sold his grocery store to Joseph Barrow.

Randal Mladerovich, a wealthy member of the Russian colony, who conducts a grocery store at 437 King street east, Toronto, was injured when the motorcycle he was riding was hit by a "sight-seeing" bus.

Work has been started on the construction of a three-storey bakery at Davenport road and Kendal avenue, for the Harry Webb Company, Toronto. The property at 23 Buchanan street, on which the present Webb Bakery is located, is in the area which is to be the site of the new department store.

The merchants of Huntsville have recently put a new order re delivery of groceries into effect. Now all orders for delivery must be placed in sufficient time to permit the messenger to complete his work before six o'clock. Huntsville's example is worth following in other places, where the "any old time" practice is the order.

### Western Provinces

A. Viney, grocer, St. James, has commenced business.

A. J. Ainsworth, Edmonton, has sold his grocery business.

Jas. Clark & Co., Claresholm, have sold their general store.

E. F. Purcell, Brooks, has opened a general store at Travers.

Mrs. W. L. Wilson, Lethbridge, has opened a grocery store.

M. C. M. Rosendale, grocer, St. James, has commenced business.

C. A. Neil, Cromer, has discontinued his general store business.

S. Claman, St. James, Man., has commenced a grocery business.

A. J. Ainsworth, Edmonton, is discontinuing his grocery business.

Jas. E. Grant, Calgary, has sold his grocery business to S. Hopkins.

E. Lambert, Edmonton, has opened a grocery store on Jasper avenue.

Manitoba Stores, Limited, grocers, are commencing business in Winnipeg.

The Fred McConkey Company, Winnipeg, have opened a grocery store.

J. H. Green & Co., Kildonan West, have commenced a grocery business.

W. W. Keeler, Edmonton, has opened a grocery store at 10350 Jasper avenue.

Cowan Trading Company, Cowan, have been succeeded by Parks & Silverman.

Peter Watt, butcher and grocer, Transcona, has been succeeded by M. Hall.

A. J. Friesen, Laird, druggist and grocer, has been succeeded by Max Wiebe.

Wittman & Wanysness, Viking, have sold their general store to Owens & Johnson.

Sisskind Tannenbaum Grocery Co., Winnipeg, have been succeeded by D. Koffman.

G. H. Parsons, grocer and baker, Killarney, has sold his business to A. G. Middleton.

Wm. H. Edgett, Vancouver, has been succeeded in his grocery business by A. E. Easton.

W. H. Olson, Winnipeg, has been succeeded in his grocery business by Olson & Stefanson.

Amongst the building permits issued at Willows, Sask., is a \$5,000 addition to Lowes' department store.

The Great North Western Salmon Cannery, West Vancouver, was burned out last week, with a loss of \$20,000.

P. A. Macdonald, Winnipeg, public utilities commissioner, will conduct an investigation into the high cost of living.

Sluth & McDiarmid, general merch-

ants, Contaur, have dissolved partnership, and J. Sluth continues the business.

J. E. Macfarlane, general manager of the Western Canada Flour Mills Co., has returned to Winnipeg after a two months' visit to the East.

A committee to delve into the question of Winnipeg grocers handling milk during the strike of the Crescent Creamery drivers, was appointed when the grocers' section of the Retail Merchants' Association met in the Association Hall on Nov. 13.

Many Winnipeg grocers handled milk last week during the strike of the Crescent Creamery Co.'s drivers. Many of them were approached by union men, who pointed out the danger of alienating customers if they sold milk. The strike only lasted a few days.

James Middleton, who has been covering territory east of Fort William in the interests of Purity Flour, has severed his connection with the Western Canada Flour Mills, having secured a position with the Goodyear Rubber Co. He is succeeded in this territory by L. E. Woodward from the head office.

The Winnipeg branch of the United Commercial Travelers of America, held a patriotic bazaar in the Travelers' Building on Saturday evening, Nov. 18, for the purpose of raising funds to send a Christmas gift to the members of the organization who have joined the overseas forces; also to send to the wives, or widows, and kiddies of these men a Christmas remembrance.

The Winnipeg Retail Merchants' Association have asked their secretary to invite a representative of the canners to meet the grocers and explain the various processes involved in the production and assembling of the ingredients of canned goods. By this means it was hoped that the grocers might secure information that would throw light on the reasons for the notable advance in prices of canned goods.

The Winnipeg R. M. A. last week discussed a half holiday for the retail trade, and the secretary was requested to obtain information on the subject from other cities. It was pointed out that the grocers of Fort Rouge had observed a half-holiday during June, July and August with success, and notice was given to bring the question up at a future meeting.

The Retail Merchants' Association members gave evidence before the special tax board in Winnipeg last week, and urged the abolition of the business tax. J. H. Curle, secretary, said: "Every branch of business in Toronto except retail merchants, is paying a larger proportion of the total business levied there than a corresponding branch of the business done in Winnipeg, which would indicate the inequalities of our present system."

## Canada's Enormous Dairy Output

Dr. Ruddick Estimates Value of Dairy Products at Two Thousand Million—Enormously Increased Exports Accounts for Local High Prices—Canadians are Being Paid for Discomforts

**B**ECAUSE butter and eggs and cheese have reached such phenomenal figures, people have come to believe that there has been a very grave shortage.

High in price as they are, however, and comparatively scarce as these commodities undoubtedly were, it will be necessary to seek elsewhere for an explanation of the actual scarcity.

Canada's dairy produce this year has reached a value that is almost beyond comprehension. Dr. Ruddick, the Dominion Dairy and Cold Storage Commissioner, speaking at a R. M. A. banquet at Ottawa, put the total value of Canada's dairy products at the enormous figure of \$2,000,000,000. Dairy products totalling such an enormous figure would have plentifully supplied the Canadian market were it not for the enormously increasing export business in this line. From May to October, 1914, Canada's butter exports amounted to only 405,000 pounds, while during the same months of 1916 the amount had risen to 9,352,000 pounds — more than twenty-three times as much.

The statistics of the registered imports of the United Kingdom also gives us some idea of our enormously increased business. Our exports for August, 1915, were 1,420 hundredweight. In the same month, 1916, they were 23,150 hundredweight. The same tremendous increase is also to be noted in other lines of dairy products. During the same periods, eggs increased from 72,748 to 82,710 great hundreds (a "great hundred" being 120). Cheese exports increased from 188,928 to 266,250 hundredweights.

This last item does not effect us so much. While a cheese producing, we are not a cheese eating, nation. For instance, our per capita consumption of cheese is 2½ pounds, as compared with 13½ pounds in England. This was rather a fortunate thing. Dr. Ruddick is the authority for the statement that if butter were selling at the same proportionate price as cheese, the consumer would be paying 57c a pound.

It looks, then, as though Canadians had no real reason to growl over the high prices of dairy produce. You can't sell your butter and eat it, too.

## Charged With Selling Adulterated Goods

Innocent Parties Receive Heavy Fine—Firm Issuing the Impure Goods Since Liquidated—Direct Responsibility of Seller

**L**AST week an editorial appeared in these columns dealing with the responsibility of the grocer for the goods he sells.

Since then a concrete example has been noted. Three Peterborough merchants have each been fined \$25 and costs, the latter amounting to \$37, for selling as pure vinegar an article that did not come up to the Government standard. In the course of these actions no suggestion was made that any of these merchants were actually responsible for the quality of the goods sold. The charge against them was that they had sold a bottled article labelled "Pure Vinegar" that was not pure, according to the Government tests. This vinegar was sold to them by the Turner Company, Limited, that has since gone into liquidation.

The gist of the matter is that three merchants have to bear a fine that aggregates \$52 each for something that was no fault of their own. They sold an article branded as "pure" without realizing that by so doing they were standing

sponsor for it themselves. There is one way of avoiding this danger, and only one. Unless you have a thorough confidence and knowledge of the jobber through whom you buy, demand a Government warranty from the manufacturer that assures you of the purity of the goods. In that way you are freed from all liability.

There are many jobbers whose names, to all intents and purposes, are as good as a Government warranty. They have built up a business on sound principle. There are some merchants, however, in every line of trade who are not above taking an unscrupulous advantage. There are more perhaps who err through carelessness.

It cannot be urged too strongly that you let the onus of carelessness or unscrupulousness rest where it belongs; and if you are not thoroughly familiar with the firm who is selling you goods, get a Government warranty for your protection.

# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**I**N the search for canned goods at easier prices one Montreal firm this week secured 5,000 cases of Spanish canned tomatoes in the 2½-lb. size. Considerable quantities of American canned goods are coming into Canada. There is a good demand for most lines of canned goods despite the high prices prevailing. Prices generally are firm with a tendency toward higher prices on corn.

Flour registered a decline, but went back again to the level of last week. Sugar has held steady with a slightly better consumption noted in certain quarters. Canadian beet root sugar is now on the market in competition with the cane sugar.

Butter, cheese and eggs have all registered advances. Lard has also been advanced a quarter of a cent. There seems small prospect in sight for easier prices in these commodities for some time to come. Butter is expected to go to much higher levels. American butter is looked upon as a probable factor in the Canadian market in the near future. Cooked meats, such as hams, have registered a decline of 1c per pound. Heavy summer consumption is now over and prices are easier as result.

All dried fruits are holding firm with a tendency toward higher prices in prunes. Currants from Greece are not expected to be in this market in time for the Christmas trade. Relief is anticipated from shipments of Australian currants now on the way, due to arrive about December 10. Teas are firm with advances recorded in some of the grades. Tapioca continues to be scarce on spot and prices are accordingly high. Beans are firm with advances in Indians recorded in certain instances. Package cereals are in very firm market. Owing to the high cost of pulpboard and strawboard and dyes used in printing it is thought that for next year at least higher prices will have to be asked. Business has been fairly good during the week.

## QUEBEC MARKETS

**M**ONTREAL, Nov. 22.—Amidst the rampage of prices upwards in many avenues of the markets coffee keeps calm, and real Carolina rice has actually come down half a cent a pound. Flour too came down, but few believed that the reduction is at all likely to be permanent. In fact opinions are quite the other way. Molasses rose a cent over last week's quotations, and is going firmer. Butter reached record figures for country selling, though wholesalers have held at formerly quoted prices. Compound lard is again up on account of cotton seed oil scarcity, and in this connection retailers may look out for increased prices of peanuts since these are being utilized to help out the shortage of cotton seed oil, and this affects primary markets. All nuts are in very firm market. Importations of canned goods from the United States continue, and

one shipment of canned tomatoes from Spain has been imported at a favorable price as compared with production on the American continent. Rangoon beans are coming into Montreal more plentifully, the Canadian product being very high priced. Demand for dried fruits is reported to have set in earlier than usual as retailers seem anxious to fill requirements for seasonable trade, and dread higher prices. An increase in white leaf gelatine is noted, amounting to 10 cents a pound advancing this miscellaneous line to 90 cents. Wholesalers sound a warning note to retailers, especially their clerks, to guard paper and twine stocks jealously against wastage in wrapping customers' purchases, as the increase in paper and twine approaches and passes the 100 per cent. figure now, and the end is not in sight as yet.

## Canned Goods From U.S.A. and Spain

Montreal

**CANNED GOODS.**—It is still found profitable, indeed necessary, for wholesalers in Montreal to import American canned goods in the vegetable lines to fill orders placed with them previous to the discovery of the decided shortage of the Canadian product. At \$1.40 per doz. in Maryland, the goods can be laid down in Montreal at just over the two dollar figure, and several large firms are using U.S. goods for the purpose indicated. The market for canned vegetables is thus 'mixed' in the phrase of a principal jobber in Montreal. Another important wholesale house notes a special scarcity of canned spinach, the Canadian crop having been short, and quite a few '3's' are being imported from the States to sell to the retail trade at from \$2.15 to \$2.20 per doz. Gallon apples have gone up again and are now selling to retail at from \$3.40 to \$3.60 per dozen. In 3 lb. tins canned apples are selling at from \$1.15 to \$1.25 and \$1.30 per dozen. Two and a half lb. tins are selling at five cents less. Canned tomatoes have settled down to something like steadiness in the opinion of large wholesalers at \$2.25 per doz. for 3's, and corn (2 lbs.) is selling at \$1.50 per doz. to the retail trade. Retailers report quite a considerable demand for canned goods even at the high prices, but here and there word comes of a falling off in demand or request for something cheaper as a substitute for the 'luxury' of canned tomatoes. In the search for canned goods which can be obtained at easier prices than even the American goods one firm succeeded this week in securing some 5,000 cases of Spanish canned tomatoes which can be laid down in Montreal at \$1.82 per doz. These are 2½ cans, and the quality is said to be excellent. The firm securing them has done business in other varieties of European canned vegetables for a considerable time.

## Firm But Quiet Is Sugar Market

Montreal

**SUGAR.**—Conditions as regards the sugar market are practically undisturbed since last week's report, the same factors continue to bear upon the situ-

ation. Raw cubas are being held firmly against refiners offerings for them, but refiners are in no haste to force the pace and buy at pleasure of the holders of the raw stocks. There has been no acceleration of domestic demand to cause retailers to clear their shelves of sugar and call for more. Wholesalers regard the outlook as not calculated to cause any uneasiness regarding price tendencies, while firmness is characteristic of the market, and any rapid retail demand for sugar would undoubtedly send prices up as refiners would probably have to purchase raw material at its present firm figures. An interesting side note as regards sugar is the arrival in Montreal this week of a shipment of Muscavada Barbadoes raw sugar, quoted at 7 cents a pound. This sugar is chiefly used in manufacturing. Apparently only the fishing population of Canada make much use of it as a domestic commodity.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 90
Acadia Sugar Refinery, extra granulated	7 80
Yellow, No. 1	7 50
Special icing, barrels	8 25
Powdered, barrels	8 05
Paris lumps, barrels	8 50
Crystal Diamonds, barrels	8 50
Assorted tea cubes, boxes	8 50

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

### Dried Fruits are in Special Demand

**Montreal**  
**DRIED FRUITS.**—An earlier than usual demand for dried fruits is noticed by the wholesale trade this season, retailers being evidently anxious to lay in their stocks for the holiday season of winter in good time. This is wise under present conditions, for dried fruits are in very firm and precarious market, liable to increase in price owing to great shortage of certain familiar lines such as for instance, currants. Currants are actually being bought by the wholesale trade at from 20 to 25 cents per pound when there are any new crop currants on the market at all. A shipment on the way at present is being held off the market until it gets clear of the danger stages of the voyage. Prices on new crop California prunes to the retail trade are quoted as under. These prices show a marked advance—about from 2 to 2½ cents per lb. higher than last season's prices for prunes. Evaporated apples are in firm and firming market. Candied peels are up another cent a pound to be in time for Xmas.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes	0 12
Apples, choice winter, 50-lb. boxes	0 12
Apples, choice winter, 20-lb. boxes	0 16
Apples, choice winter, 10-lb. boxes	0 17
Apples, choice winter, 5-lb. boxes	0 19
Apples, choice winter, 2-lb. boxes	0 20
Apples, choice winter, 1-lb. boxes	0 14
Apples, choice winter, ½-lb. boxes	0 15
Apples, choice winter, ¼-lb. boxes	0 20
Nectarines, choice	0 11½
Peaches, choice	0 12
Pears, choice	0 13½

DRIED FRUITS.	
Candied Peels—	
Citron	0 27
Lemon	0 24
Orange	0 25
Currants—	
Filiatras, fine, loose, new	0 18
Filiatras, packages, new	0 17
Dates—	
Dromedary, package stock, old, 1-lb. pkg.	0 10
Fards, choicest	0 13½
Hallowee, 1-lb. pkgs.	0 10
Khadrawee	0 09½
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. globe boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Cal. fancy, table, 10 lbs.	1 80
Prunes, California New Crop—	
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 12
50 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10½
90 to 100, in 25-lb. boxes, faced	0 10
Figs—	
Spanish (new), mats, per mat.	2 40
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscateles, loose, 3-crown, lb.	0 10½
Muscateles, 4-crown, lb.	0 09½
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 11½
Choice seeded, 16 oz. pkgs.	0 10½
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

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

### Molasses Stocks Are Running Short

**Montreal**  
**MOLASSES AND SYRUPS.**—While there is an undoubted firmness in the market for molasses, at least one large concern is able to report plenty in stock. Prices however, are up a cent a gallon since last week, and demand is so strong that there may be quite a shortage before long. Cables from the primary markets, however, are encouraging as to the new crop. Copious rains have fallen, and there promises to be a plentiful crop, at least as large as last season's. Some small shipments may be expected early in January, and these are certain to be snapped up at almost any price asked for them as by that time spot stocks will be about exhausted. Free shipments can hardly be expected until well on in March or early in April. Corn syrups, and glucose are in firm market and sharp demand as last week. There will be very little maple syrup available early in 1917, as supplies of this syrup—in the pure form—are far below consumers' demand.

	Prices for
	Papov. Choice.
	Island of Montreal.
Barbadoes Molasses—	
Punchoons	0 65
Barrels	0 66
Half barrels	0 70
For outside territories prices range about 3c lower.	
Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25
2 lb. tins, 2 doz. in case, case	3 25
5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, ½ doz. in case, case	3 55
20 lb. tins, ¼ doz. in case, case	3 50
Barrels, about 700 lbs.	0 04½
Half barrels, about 350 lbs.	0 04½
Quarter barrels, about 175 lbs.	0 05
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 38½ lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
Lily White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ½ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

### Carolina Rice Sets The Good Example

**Montreal**  
**RICE AND TAPIOCA.**—Not only is rice one of the food products which have remained reasonably priced in the midst of market exaltation in every direction, but to rice this week belongs the unheard of distinction of being the first commodity to record an actual drop in price for many long weeks. Real Carolina rice, (not the Texas substitute, but the high-priced Carolina) came down half a cent per pound, a real genuine half cent reduction as compared with prices prevailing up till last week. The price of this grade of rice in Montreal now is from \$7.50 to \$8.00 per 100 lbs. Tapioca continues in firm market, with a distinct tendency to go higher in price owing to shortage at sources of supply, and freight difficulties.

Rangoon rice, per 100 lbs.	4 30
"Texas" Carolina, per 100 lbs.	7 00
Real Carolina, per 100 lbs.	7 50
Patna (fancy)	7 50
Patna (good)	6 80
Tapioca, per lb.	0 09½

### Rangoon Beans Are Being Bought Up

**Montreal**  
**DRIED VEGETABLES.**—Beans of the Canadian grown grades are exceedingly high priced at the source of supply for even the wholesale trade, and the market has been looking far and wide for suitable substitutes for the Canadian article. Now arrive in increasing quantities the Indian beans known as 'Rangoons.' These are not new to the markets, but until Canadian beans got on loftily priced a certain preference existed amongst Canadian consumers for the home-grown product. To-day the Rangoon-bean is becoming a big seller. It is a clean hand-picked bean and sells at from \$1.00 to \$1.25 below the prices for Canadian hand picked beans. A number of car loads have been handled within the past few days in Montreal.

Beans—	
Canadian 3-lb. pickers, per bushel	6 75
Canadian hand-picked	7 00
Canadian 5-lb. pickers	6 00
Yellow Eyes	6 20
Lima, per lb.	0 08½
Peas, white soup, per bushel	3 60
Peas, split, new crop, per bag 98 lbs.	6 50
Barley (pot), per bag 98 lbs.	5 00
Barley, pearl, per bag 98 lbs.	6 50

### The Humble Peanut Tends to Loftiness

**Montreal**  
**NUTS.**—A small shipment of new walnuts in the shell about 300 cases arrived in Montreal this week by the 'Grampian' and were bought at over 40 cents a pound almost before the vessel had well tied up at the dock. This was purchased by the wholesale not

the retail trade. To the retail walnuts (shelled) are available still at from 42 to 44 cents, but the market is very erratic. Taragona new crop shell almonds are quoted to the retail at 19½ to 20 cents, soft shell pecans (New Orleans No. 2) at 23 to 24 cents and the extra large Jumbo pecans called "Paper shell" are at 40 cents a pound. Coon and Tiger peanuts are at 9 cents still, but there is a threatened shortage of peanuts, and one merchant who sold to a Montreal firm at 9 cents a pound actually bought his shipment back again at 10 cents before it had even been warehoused. Demand for peanuts for oil to replace cotton seed oil is said to have affected conditions.

Almonds (Tara), per lb. ....	0 19½	0 20
Almonds (shelled) .....	0 38	0 40
Brazil nuts (1916 crop), per lb. ....	0 23	0 23
Filberts (Sicily), per lb. ....	0 18½	0 19
Hickory nuts (large and small), per lb. ....	0 09	0 09
Peanuts (coon), per lb. ....	0 09	0 10
Peanuts (Jumbo), per lb. ....	0 13	0 13
Pecans (new Jumbo), per lb. ....	0 21	0 21
Pecans, New Orleans, No. 2 .....	0 21	0 24
Pecans, "paper shell," extra large Jumbo .....	0 40	0 40
Walnuts (Greenoble) .....	0 18½	0 19

### Spices Show Signs of Higher Prices

Montreal

SPICES.—Increasing difficulty is reported this week in getting supplies of spices delivered, and already the warning note is sounded on a wider scale as regards deliveries of spices from the primary markets. Ocean freight rates show a tendency to increase seriously. Shipments of spices from distant parts of the world are bound to cost considerably more, and, while for a long time spices have been obtainable in New York at prices below primary markets, spot stocks are diminishing now, and the firming tendency is being felt in many lines. Peppers are amongst the lines affected, not sufficiently as yet to make changes in retail prices, but there are predictions of possibly high pepper prices before long. Nutmegs are firmer with greater firmness in sight. Cassias are steady. Mace is in demand and firm. Gingers are a little more actively sought for, and seeds and herbs are all in increasing request. The spice trade is doing brisk business in Quebec Province.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice .....	0 18	0 09	0 23
Cassia .....	0 25	0 07	0 37
Cayenne pepper .....	0 28	0 07	0 35
Cloves .....	0 30-0 32	0 09	0 38
Cream tartar—45 to 50c.			
Ginger, Cochin .....	0 25	0 07	0 31
Ginger, Jamaica .....	0 28	1 15	0 28
Mace .....	0 80	0 07	1 00
Nutmegs .....	0 45-0 45	0 45	0 80
Peppers, black .....	0 28	0 05-0 05	0 38
Peppers, white .....	0 35	1 15-1 20	0 37
Pastry spice .....	0 22	0 05-1 20	0 29
Pickling spice .....	0 18-0 22		
Turmeric .....	0 21-0 25		

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

Cardamom seed, per lb., bulk .....	2 00	2 50
Caraway, Dutch .....	0 18	0 41
Cinnamon, China, lb. ....	0 18	0 25
Mustard seed, bulk .....	0 19	0 23
Celery seed, bulk .....	0 38	0 45
Shredded coconut, in pails .....	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole .....		12-15

### Freight Rates Up Teas Are Higher

Montreal

TEA.—Tea is in for an increase in price beyond a doubt now. During the week it has been reported that there has been a big advance in freight rates on teas from Calcutta, and Ceylon and Indian teas are in consequence about 2c a pound higher than they were a week ago. The lowest grade of Pekoe Souchongs offering to-day is priced at about 16c to 16½c. Low grade Japan teas have advanced about a cent a pound. These conditions affecting teas have been giving the market a firm tone for several weeks, and the tendency has been noted in CANADIAN GROCER, as readers are aware. While teas may still be obtained at the prices quoted below, purchasers will find that lines formerly obtainable at any accustomed price are shading higher, and may be several cents higher per pound.

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

### Coffee Keeps Still At Its Low Price

Montreal

COFFEE.—Coffee is selling to-day as cheap as it sold five years ago. Freight rates are about three times as high, packages have increased in cost. Duty has to be paid on imports of coffee. In many ways coffee merchants have to face greatly increased costs, but to-day coffee keeps steadily amongst the last few low-priced commodities in a marvellously inflated market for foodstuffs generally. Undoubtedly the growers in Brazil have suffered from the huge decrease in demand, due to the shutting off of the Central Powers of Europe from the market. Some day, however, even if the war goes on, something may happen to the coffee market to bring it in line with the markets for other commodities. This is the opinion of men who have made a study of the situation from Montreal.

Coffee, Roasted—		
Bogotas, lb. ....	0 37	0 31
Jamaica, lb. ....	0 22	0 24
Java, lb. ....	0 33	0 38
Maracaibo, lb. ....	0 22	0 23
Mexican, lb. ....	0 27	0 28
Mocha, lb. ....	0 33	0 36
Rio, lb. ....	0 18½	0 21
Santos, Bourbon, lb. ....	0 23	0 24
Santos, lb. ....	0 22	0 23

### New Orange Attracts Market Attention

Montreal

FRUIT AND VEGETABLES.—Apples keep in good demand, and at firm prices. Oranges, which have been showing in rather green condition for the early season trade, are getting better, and demand is improving. A new variety, the Louisiana orange, has arrived, and is being hailed with admiration as a fruit as sweet and luscious as the navel. It sells wholesale at \$3.50 a box. Emperor

grapes from California are in demand in 40-lb. kegs at \$7 a keg. Bananas are as last week from \$2.50 a bunch. In vegetables the first car of California celery at \$7.50 a crate in all sizes has arrived. Cabbages threaten to increase in price. Brussels sprouts appear in quart boxes at 15c a quart. Curly lettuce is up 10c, and Boston lettuce at \$1.75 per box of two dozen is in demand. Pumpkins are at \$.250 a dozen. Beets are up 25c, the prediction of some time ago in CANADIAN GROCER as regards advances coming in root crops being on the way to fulfilment. Potatoes are firm. Green mountain are big sellers, and New Brunswick in demand.

### Fresh Fish Showing Winter's Scarcity

Montreal

FISH.—Except for a few shipments of fresh fish from the Atlantic Coast, very few varieties of fish foods of the newly-caught kind were marketed this week. It is evident that our rivers and lakes are coming under the influence of winter, and that they will be frozen over very soon. Trade is brisk in pickled fish and salt lines, due to the near approach of the close of navigation. Green codfish, Labrador herrings, salmon, and sea trout are in good demand, and selling at record prices. Trade in bulk and shell oysters is very good at prices above the normal, particularly for the Malpeque oysters, which are threatening to become extinct. This is the reason why prices for these are so high. A few varieties of U. S. oysters, such as Cape Cod, Providence River, etc., are getting into favor, and selling at from \$10 to \$12 per barrel. Lobsters are very plentiful and a little lower in price. Smoked fish, such as finnan haddies, kippers and bloaters, are arriving in fairly good quantities, with prices a little firmer.

SMOKED FISH		
Haddies .....	0 10	0 12
Haddies, fillet .....	0 10	0 14
Digby herring, per bundle of 5 boxes .....	0 80	0 80
Smoked boneless herring, 10-lb. box .....	1 40	1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl. ....	7 50	7 50
Salmon (Labrador), per bbl. ....	18 00	18 00
Salmon (B. C. Red) .....	16 00	16 00
Sea Trout, red and pale per bbl. ....	15 00	15 00
Green Cod, No. 1, per bbl. ....	12 00	12 00
Mackerel, No. 1, per bbl. ....	21 00	21 00
Codfish (Skinless), (100-lb. box) .....	9 00	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb. ....	0 10	0 10
Codfish, Shredded, 12 lb. box .....	1 80	1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb. ....	0 60	0 60
Prawns, Imperial gal. ....	2 25	2 25
Shrimps, Imperial gal. ....	2 25	2 25
Scallops .....	2 50	2 50
FRESH SEA FISH		
Halibut .....	18	18
Halibut, fancy, express, lb. ....	7	7
Mackerel, (med.) each .....	16	16
Mackerel (large), each .....	22	22
Cod, steak, fancy, express, lb. ....	10	10
Salmon, Western .....	16	18
Salmon, Gaspe .....	18	20
FRESH LAKE FISH		
Pike, lb. ....	0 10	0 10
Perch .....	0 10	0 10
Whitefish, lb. ....	0 15	0 15
Lake trout .....	0 13	0 13
Eels, lb. ....	0 10	0 10
Dors .....	0 13	0 13
Smelts .....	0 12	0 12
OYSTERS		
Selected, gal. ....	2 00	2 00
Ordinary, gal. ....	1 50	1 50
Malpeque oysters (choice) per bbl. ....	13 00	13 00
Malpeque Shell Oysters (ordinary), bbl. ....	10 00	10 00
Cape Cod shell oysters, per bbl. ....	12 00	12 00
Clams (med.) per bbl. ....	6 00	6 00



# ONTARIO MARKETS

**T**ORONTO, Nov. 23.—The market for the most part has held steady. A decline was registered in flour during the week, but with the firmness and advancing price of wheat, the price returned again to the same quotation as given last week. Sugar has held steady, with a slight improvement in consumption noted. Butter, cheese and eggs have all registered advances. Cooked meats are slightly easier in price owing to the falling off in demand for hams. Teas are firmer in price and advances have been recorded. This market has shown considerable strength, with regular advances during the past five or six weeks. Dried fruits are holding steady, with little chance of any lower prices. Spices are firm and difficult to get in certain instances. Business has been good during the week, with still a difficulty confronting wholesalers to get adequate supplies.

## Sugar Demand Better With Prices Steady

Toronto

**SUGAR.**—The market in sugar might be characterized as quiet during the week. In some quarters there has been little movement of sugars, while in others a better demand is reported. In the United States there is a dullness in the refined article. Reports from the cane producing centres in Cuba state that there will be a serious delay in grinding this year, and that it is anticipated there will not be any quantity of the new crop sugar available before January. Meltings by refiners in the United States during the week totalled 41,000 tons, a decrease of 1,000 tons over the previous week. Stocks in all hands on November 15 were estimated at 62,172 tons, as compared with 151,514 tons at the same time last year. It will, therefore, be seen that the available supply to meet the needs is less by over half than it was last year. To offset this there is a good yield of beet root sugar in the United States. That commodity is now on the market in competition with the cane. In Canada beet root sugar is also on the market. There have been no price changes during the week.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 98
Acadia Sugar Refinery, extra granulated	7 88
Yellow, No. 1	7 58
Special icing, barrels	8 33
Powdered, barrels	8 13
Paris lumps, barrels	8 60
Assorted tea cubes, boxes	8 60
In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.	

## Second Grade of Cane Syrup Advance

Toronto

**MOLASSES AND SYRUPS.**—There

has been an advance of 3/4c per pound in the second grade of cane syrups during the week. The demand for this commodity holds steady. First grade cane syrups have not shared in the advance. Molasses is holding firm at recent quotations. A fairly good demand is reported. Corn syrups continue in a firm market with no price changes recorded.

<b>Corn Syrups—</b>	
Barrels, per lb.	0 04 1/2
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, 1/2c over bbls.; 1/4 bbls., 1/4c over bbls.	
<b>Cane Syrups—</b>	
Barrels, lb., 5/4c; 1/2 bbls.	0 06 1/2
Cases, 2 lb. tins, 2 doz. in case	4 80
<b>Molasses—</b>	
Fancy Barbadoes, gal.	0 75
West India, gal.	0 40 0 43

## Firmness in Canned Corn During Week

Toronto

**CANNED GOODS.**—There was a continued firmness in all canned goods during the week, with advances recorded in certain quarters in canned corn, that commodity now selling up as high as \$1.60. High prices have curtailed consumption somewhat, but there is still a fairly good demand. In the United States in canned tomatoes there is reported a weakness in the market, due to rumors stating that certain large interests have large holdings which they bought for speculative purposes, and are still holding them in the belief that later in the year, and particularly after the 1st of January, prices will again advance. Some canners in the United States are also said to have stocks on hand in excess of their deliveries. As considerable quantities of tomatoes have been brought into the Canadian market, these factors have a bearing on the local situation. Deliveries on the contract basis of \$2.02 1/2 are now practically all made. Quotations for stocks on hand range from \$2.25 to \$2.40 per dozen.

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

<b>Salmon Sockeye—</b>	
1 lb. talls, cases 4 doz., per doz.	3 00
1/2 flats, cases 8 doz., per doz.	2 00
Chums, 1-lb. talls	1 20 1 45
Pinks, 1-lb. talls	1 45 1 65
Pinks, 1/2-lb. tins	1 00
Cohoos, 1-lb. talls	2 50
Red Springs, 1-lb. talls	2 00
<b>Canned Vegetables—</b>	
Tomatoes, 2 1/2s	2 02 1/2 2 40
Peas, standards	1 35
Corn, 2's, doz.	1 50
Red raspberries, 2s	2 65
Red cherries, 2s	2 45
Strawberries, 2s	2 80
Pumpkins	1 70 1 75

## Prunes Are at a Premium; Prices High

Toronto

**DRIED FRUITS.**—The situation in prunes is becoming firmer. During the week some New York dealers sold back to Coast dealers some 30 cars of prunes on a basis of 6 1/2c. In the currant situation the scarcity on spot goods is accentuated. Some relief is looked for before Christmas, as a shipment of Australian

currants is on the way, and is expected to arrive about December 10. The arrival of Valencia raisins in time for the Christmas trade has been a question of doubt. Some of the importers are finding a good sale for canned prunes in 2-lb. and 5-lb. sizes. This is a new product on this market, and seems to be taking with the trade. They can be secured from 1c to 2c a pound above the bulk prunes. The form in which they are put up preserves in large measure the natural taste and juiciness of the prune.

Apples, evaporated, per lb.	0 10	0 10 1/2
Apricots, choice, 25's, faced	0 19	0 20
<b>Candied Peels—</b>		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
<b>Currants—</b>		
Filiatras, per lb.	0 18 1/2	0 20
Patras, per lb.	0 20	0 22
Vostizas, choice		0 22
Cleaned, 1/2 cent more.		
<b>Dates—</b>		
Packages, 3 doz. in case	3 90	4 25
Dromedary dates, 3 doz. in case		4 00
<b>Prunes—</b>		
30-40s, per lb.		0 15 1/2
40-50s, per lb.		0 12 1/2
50-60s, per lb.		0 11 1/2
60-70s, per lb.		0 10 1/2
<b>Peaches—</b>		
Choice, 50-lb. boxes		0 11
Std., 50-lb. boxes		0 10 1/2
Fancy, 25 lbs., faced		0 13
<b>Raisins—</b>		
Valencia, Cal.	0 08 1/2	0 10 1/2
Seeded, fancy, 1-lb. packets		0 13
Seedless, 12-oz. packets	0 11	0 12
Seedless, 16-oz. packets		0 15

## Black Pepper Has Advanced in Primary

Toronto

**SPICES.**—There has been a firmness throughout the spice market during the week. Peppers particularly are firm and advancing. In the primary market an advance of 1c per pound was recorded. Locally the price remains steady at recent quotations. Ginger continues hard to get. Jamaica whole ginger cannot be secured. Supplies are very uncertain. Grinders of spices are short on supplies, and business is reported good. There seems no prospect of lower prices in any of the spice commodities.

Allspice	Per lb.	0 18
Cassia		0 32
Cinnamon		0 60
Cayenne		0 35
Cloves		0 35
Ginger		0 30 0 35
Mace		0 90 1 25
Nutmegs		0 40
Pastry		0 30
Pickling spice		0 22
Peppers, white		0 35 0 38
Pepper, black		0 20
Nutmegs, selects, whole		0 40 0 60
Mustard seed, whole		0 28
Celery seed, whole		0 45
Coriander, whole		0 15
Caraway seed, whole		0 40
Cream of tartar		0 50 0 51

## Teas Continue to Mount in London

Toronto

**TEAS.**—Local importers were advised of the advance in the London market on Indian teas from 1/2c to 1c per pound. Within the past week there has been a full advance of 2c per pound in all grades of teas. Ceylon teas are keeping pace with the upward trend in Indians. Tea men assert frankly that they look

for higher prices. The demand for teas has been fair during the week. Locally the prices have advanced 1c on Pekoe Saus.

	Per lb.	
Pekoe Souchongs	0 25	0 27
Pekoes	0 33	0 35
Orange Pekoes	0 28	0 30
Broken Pekoes	0 30	0 32
Broken Orange Pekoes	0 32	0 34

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

### Coffee Holding Steady; No Incentive to Advance

**Toronto**  
COFFEE.—The market holds in a rather quiet tone. No advances or declines have been recorded locally. In the primary market at New York there has been considerable buying from European sources, which it is stated is for German consumption. The interests who believe in higher prices centre their hopes around this fact.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 35
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

### Nuts Are Holding Firm in Steady Market

**Toronto**  
NUTS.—There has been a firming in the price of French Marbots in the shell during the past week. These are now selling at 17c, as compared with 15c previously. There is a firmness throughout the nut market

Tarragonas, lb.	0 21	0 22
Marbots, French, in shell	0 17	0 17
Filberts	0 17	0 17
Genobies, lb.	0 18	0 19
Walnuts, shelled	0 43	0 44
Almonds, shelled	0 42	0 45
Brazil nuts, lb.	0 17	0 22
Chestnuts, per peck	2 50	
Pecans	0 17	0 19
Peanuts, lb.	0 11	0 14

### Texas Japan Rice Higher Tapioca is Still Scarce

**Toronto**  
RICE AND TAPIOCA.—There has been a firmness in Texas Japan rice during the past week, with advances recorded of 1/2c per pound. This article is now selling at \$6 to \$6.50, with quotations ranging as high as \$7.50 for certain grades. In the rice centres of the Southern United States there is a firmness. There is a good demand there, the mills being sold ahead, and will take orders only at full prices, with no guarantee as to date of shipment. The rice grower is getting higher prices in consequence. Tapioca continues firm, with a tendency to advancing price. There has been an advance of 1/2c during the week on the low quotations, making the range now 10c to 10 1/2c. It continues to be a very scarce article on spot, with no relief in sight from primary sources.

Rangoon B, per 100 lbs.	4 50	4 75
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	5 00	5 50
Carolina rice, 100 lbs.	7 00	7 50
Java	7 00	7 50
Patna, fancy	6 50	7 50
Patna, good	6 00	6 50
Tapioca, per lb.	0 10	0 10 1/2

### Beans in Firm Market; Limas Advance 1/2c Pound

**Toronto**  
BEANS.—Prices for beans during the past week have held firm, with a tendency to advance on Rangoon beans in certain quarters. There is a good demand. In the Michigan market, beans were quoted as high as \$6.50 per bushel during the week for November delivery. Limas advanced locally, and are now quoted 1/4c to 1/2c up. There has been a good crop of Limas in California, but there has been a big demand for these beans in the face of the high prices for white beans.

Ontario, prime, per bushel	5 50	6 00
Rangoon, per bushel	5 00	5 75
Japanese, per bushel	5 00	6 00
Limas, per pound	0 09 1/4	0 09 1/2

### High-Priced Cereal Boxes May Mean Rise

**Toronto**  
PACKAGES.—The exceedingly high price that it will be necessary for manufacturers of all package goods put up in strawboard or pulpboard boxes to pay for both strawboard and pulpboard will in all probability be a serious one to meet. Strawboard that last year could be purchased for \$33 per ton is now quoted at \$70 per ton. Pulpboard, which a year ago sold for \$40 per ton, is now quoted at \$90 per ton. This additional cost on cereal boxes must either be absorbed by the manufacturer or price will advance. In a 10c or 15c article this additional cost is a large percentage of the total profit. As yet there have been no intimations of higher prices locally.

Cornflakes, per case		\$2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 50	4 85
Shredded wheat, case		3 60
Cornstarch, No. 1, pound cartons	0 78 1/4	
No. 2, pound cartons	0 77 1/2	
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons		0 08 1/4

### Lake Trout Plentiful; Shrimps Now in Market

**Toronto**  
FISH AND OYSTERS.—A plentiful supply of fresh water salmon trout has been reaching the market during the week. In consequence the price is easier by 1/2c per pound. Steak cod is also easier in price by 1c per pound. Weather was very favorable to the fishermen in plying their trade for trout. Shrimps are now in the local market and are being quoted at \$1.40 in wine gallon cans

SMOKED FISH.		
Ciscoes, per lb.	0 12	
Haddies, per lb., new cured	0 11	
Haddies, fillets, per lb.	0 12	
Digby herring, bundle of five boxes	1 25	
Smoked boneless herring, 10-lb. box	1 50	

FRESH SEA FISH.		
Halibut, frozen	0 15	0 15 1/2
Haddock, fancy, express, lb.	0 08	
Steak cod, fancy, express, lb.	0 09	
Codling, per lb.	0 08	
Flounders, Maritimes	0 08	
New York	0 10	

FRESH LAKE FISH.		
Pike, lb.	0 08	
Whitefish, lb.	0 12	0 13
Herrings, lb.	0 06	0 07
Lake trout	0 10 1/4	0 11 1/4

Oysters—		
Standards, gal.	1 85	2 00
Selects, gal.	2 40	2 50
Shell, per barrel		5 50
Shrimps—		
Wine gallon cans		1 40

### California Navels in; Cuban Grapefruit Due

**Toronto**  
FRUIT.—The first shipment of California naval oranges reached the market during the week and are selling at \$4.50 to \$5 per box. These oranges are of very good sample. Porto Rico and Cuban grape fruit is due to arrive in the market this week. Late Valencia oranges are easier in price as a result of the supply of Californias that are now coming and are selling at \$4.25 to \$5.50 per box, a decline of 50c to \$1.25. Florida oranges are also easier in price by 50c per box. They are now selling at \$3.75 to \$4.25 per box. British Columbia apples in boxes are in the market and are quoted at \$2.25 to \$2.50 per 40-pound box. Some of the varieties comprise Jonathans, Rome Beauties and Spitzenbergs. Canadian apples are quoted at \$4 to \$5.50 per barrel. This shows a slight firming in the apple market as No. 3's were formerly sold around \$3 per barrel. California lemons are easier by 75c per box with a wider range of qualities to select from, making the price range from \$5 to \$6.25 per case. Messinas are also lower by 25c per case, making the quotations \$4.75 to \$5.25.

Apples—		
Barrel	4 00	5 50
Boxes, American	2 25	2 50
Boxes, B.C.	2 25	2 50
Avodoca, Cal., doz.	3 75	3 50
Bananas, bunch	2 25	2 75
Cranberries, bbl.		9 00
Boxes, 28-qt.	3 00	3 50
Oranges—		
Jamaicas, box	3 00	3 50
Oranges, late Valencias, case	4 25	5 50
Floridas, case	3 75	4 25
Cal. Navels	4 50	5 00
Grapes—		
Cal., case	2 50	3 00
Tokays, case	2 50	2 75
California Red Emperor, 33-lb. drums		5 00
Spanish Almeria, small bbl., 40 lbs.	7 50	8 00
Grapefruit, Florida, case	4 25	4 75
Grapefruit, Jamaica, case		3 50
Lemons, Cal., case	5 00	6 25
Messinas, case	4 75	5 25
Pears—		
California, case		4 00
Pomegranates, case		4 50

### Green Beans in Market But Very High in Price

**Toronto**  
VEGETABLES.—Some green strong beans from the Chicago district arrived in the market during the week. They are late season goods and are consequently high in price, selling at \$5.50 to \$6 per hamper. Brussels sprouts are in the market and are quoted at 12 1/2 to 13c per quart. French artichokes from California are quoted at \$1.50 per dozen. Egg plant is scarce and high in price, ranging from 25c to 30c each. Lima beans are high in price also, ranging from 9c in large lots to 10c in small lots. Potatoes are holding firm at the quotations of last week. New Bruns-

wick Delawares are quoted at \$2.25 to \$2.35 per 90-pound bag, Ontarios at \$2.15 to \$2.25 and British Columbias at \$2.10 to \$2.15 per 90-pound sack. Vegetables have been reaching the market in only fair supply. Parsnips are firmer and are selling 25c up, the price being \$1.75 per bag. Beets are quoted at \$1.50 per bag.

Artichokes, Cal. French, doz.	1 50
Beans, green string, hamper	5 50
Beets, bag	6 00
Brussels sprouts, quart	1 50
Cabbage, barrel	0 12 1/2
Red, 27-lb. crate	2 00
	2 50
	1 50

Per pound	0 02 1/2
Carrots, bag	1 25
Basket, 11-qt.	0 35
Celery, Canadian, dozen	0 25
Case	4 75
Eggplant, each	0 25
Mushrooms, 6-qt.	2 00
Onions—	
Spanish, crate 120 lbs.	4 75
Spanish, small crates	1 65
American, 100-lb. sack	3 75
B.C. onions, 100-lb. sack	3 75
Potatoes—	
New Brunswick, Delawares, 90-lb. sacks	2 25
Sweet, New Jersey, hamper	1 50
Ontario, 90-lb. bags	2 15
B.C., 90-lb.	2 10
Parsnips, bag	1 75
Watercress, 11-qt.	0 25
Parsley, 11-qt.	0 25
Turnips, 11-qt. basket	0 25
Yellow, bag	0 75

Raisins, California—	
16 oz. fancy, seeded	0 10 1/2
16 oz. choice, seeded	0 09 1/2
12 oz. fancy, seeded	0 08 1/2
12 oz. choice, seeded	0 08
Raisins, Muscatels—	
3 crown, loose, 25's	0 08 1/2
3 crown, loose, 50's	0 08 1/2
Raisins, Cal. Valencias—	
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 08 1/2
Prunes—	
90 to 100, 25s	0 06
50 to 60, 25s	0 10 1/2
Peels—	
Orange, lb.	0 17 1/2
Lemon, lb.	0 21
Citron, lb.	0 25

## MANITOBA MARKETS

WINNIPEG, November 22. — Flour, after being tending upward for a long time, and after reaching the record figure of 10.20 per bbl., took a drop on Friday last week, and was selling for 10.00 during the weekend. This was brought about by a slight decline in the wheat market, following a falling off in export demand. Advances have taken place in rolled oats, both 80 lbs., and packages. The former are bringing 3.20, and the latter 4.10. There is every indication of oats going higher. Feeds are still very strong. Pot and pearl barley have advanced about 1 1/2c per lb. during the past three weeks, and it is hard to get supplies in the primary market. Dried beans will cost more this year than last. Brokers expect Japanese to cost laid down here what the retailer was paying for this fall.

### Sugar Quiet and Unchanged in Price

WINNIPEG SUGAR.—The price of sugar stands at 8.50 for standard granulated, no change having taken place for some time. There is very little buying going on as far as the wholesalers are concerned, as most of them bought as much as they could stand in October when the market stood at 8.10. There was a slightly weaker tendency in the raw market last week, but refiners point out that raws could decline over 1/2c per lb. in New York and granulated at present Canadian prices still be cheap in comparison.

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

H. P. lumps, 5-lb. boxes	9 55
Yellow, in bags	9 10

SYRUPS.—Syrups remain the same, with normal buying taking place. There is talk here of an earlier corn market, which may have an effect on corn syrup.

Corn Syrup—	
2s, per case 2 doz.	3 48
5s, per case, 1 doz.	3 83
10s, per case, 1/2 doz.	3 71
20s, per case, 1/2 doz.	3 72
1/2 barrels, cwt.	5 50
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, 1/2 doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes, 1/2 bbls., per gal.	0 70
Barbadoes, 1/4 bbls., per gal.	0 72
New Orleans	0 47

### Fruit Demand Heavy Prices Advancing

WINNIPEG DRIED FRUITS.—The demand for all California fruits is heavy, with prices advancing. It will be remembered that the California Raisin Association withdrew prices some weeks ago on account of heavy rains and damage to muscat crop; they have since announced new prices, which are about a cent higher than the old ones. While the association is now offering raisins only subject to pro rata delivery, it is understood there will be no shortage in Winnipeg this Christmas. Dealers may expect to pay extraordinary prices this year for evaporated apples, as quotations being sent out by Ontario evaporators are almost unheard of. The difference compared with those of last year will be most marked. Few houses are offering evaporated apples to-day. One jobber quotes in cartons as follows: Fancy Ontario 16-31 lb. cartons to case, per carton, 29c. Spanish Valencias are in— finest selected, 28 lb. boxes, per box, \$3.35; 4 crown layers, 28 lb. boxes, per box, \$3.50. Brokers are finding stocks of peels short, deliveries slow, and prices very high. Lemon in boxes brings 19 1/2c, orange 20 1/2c, and citron 24c per lb.

Dried Fruits—	
Pears, choice, 25's	0 14 1/2
Apricots, choice, 25's	0 16 1/2
Apricots, choice, 10's	0 19
Peaches—	
Choice, 25-lb. boxes	0 09
Choice, 10-lb. boxes	0 09 1/2
Currants—	
Bulk, cleaned	0 17
16-oz. pkgs., cleaned	0 15
Dates—	
Hallowes, loose, per lb.	0 09
Hallowes, 12-oz. pkgs.	0 09

### Beans Will be Higher Priced

WINNIPEG DRIED VEGETABLES.—There is a very much higher market for all kinds of beans, due to shortage. Michigan crop which, normally, is about six million bushels, will only be slightly over two millions this year. The crop in Ontario is short. Some idea of the high market can be gauged from the fact that Japanese beans laid down in Winnipeg this year will cost the wholesaler as much as the retailer was paying this fall. While there are fair stocks of beans on the market, they are not large. One house is quoting \$4.40 on fancy white Manchurian beans, and \$4.50 for small white Ontario beans. For Limas (California), the same firm is asking 8 1/4c for about 100-lb. sacks. Another house in a letter to the trade state that they were recently offered 3-lb. pickers at \$5.85 f.o.b. East, and that since their quotations to-day are a dollar per bushel less than this, they infer for the dealer that it will pay to buy at to-day's prices.

Manitoba potatoes, 10-bushel lots	0 90
Manitoba potatoes, carlots, bush., f.o.b.	
Winnipeg	0 70
B.C. potatoes, carlots	0 85
Carrots, bushel	0 75
Turnips, bushel	0 60
Onions, per cwt.	1 50
Cabbage, per cwt.	1 00
Cauliflower, per doz.	1 00
Imported mushrooms	0 90

### Sago, Tapioca Higher In Primary Market

WINNIPEG RICE.—Brokers report a higher primary market for both tapioca and sago, amounting to about a cent per lb. This is attributed chiefly to freights. Pearl tapioca in sacks of about 160 lbs., is quoted at 8c per lb. Sago is bringing around 7c per lb.

Bangkok Rices—	Per cwt.
Bangkok, "B"	4 20
"C.C."	4 10
India bright	4 45
Lustre	4 80
Fancy Rices—	
Mandarin, Patna	4 80
Pearl	5 00
Imperial Glass	5 70
Spartle	4 30
Crystal	5 00
Snow	5 20
Ice drips	5 20
Prices are per 100 lbs., packed in bags (200 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).	
Imported Patna—	Per lb.
Bags, 25 lb.	0 07
Half bags, 12 1/2 lb.	0 07
Quarter bags	0 07
Velvet head Carolina	0 09
Sago, brown	0 05 1/2
Tapioca—	
Pearl, lb.	0 08 1/2
Seed, lb.	0 09

(Continued on page 36.)

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 22.—Small white beans are offered at 8½c to 10c, with quantities limited. No. 1 patent flour, quoted at \$5 to \$5.30, prices were easier at the end of the week, but have now firmer tone. Lard made two advances of ½c, and threes are now \$12.60. Gallon apples are up to \$2.50 case. Gallon tomato ketchup is selling at \$4.50. Ontario cheese is firm at 26c. Paper bags are higher, and kraft paper is now costing 11c. Canned clams will be considerably higher soon. Evaporated apples, 50's, are selling at 12½c. Shelled almonds are scarce, and are quoted at 45c.

CALGARY:	
Beans, small white Japan, lb.	0 08½ 0 10
Flour, No. 1 patents, 98s	5 20
Molasses, extra fancy, gal.	0 77
Rolled oats, 80s	3 85
Rice, Siam, cwt.	4 75
Sago and Tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	8 95
Cheese, No. 1 Ontario, large	0 26
Butter, creamery, lb.	0 44
Lard, pure, 3s, per case	12 60
Bacon, smoked backs, lb.	0 24
Bacon, smoked sides, lb.	0 24½
Eggs, new-laid, doz.	0 45
Eggs, storage, case	11 50
Tomatoes, 2s, standard case	4 50
Corn, 2s, standard case	3 00
Peas, 2s, standard case	3 00
Apples, gala, Ontario, case	2 60
Strawberries, 2s, Ontario, case	5 25
Raspberries, 2s, Ontario, case	5 50
Peaches, 2s, Ontario, case	4 25
Salmon, finest sockeye, tall, case	12 00
Salmon, pink, tall, case	5 00

## Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Nov. 22.—Business in Edmonton and district continues exceptionally brisk. Wholesalers are looking forward to a heavy Christmas trade. Valencia shelled almonds have just arrived, and are quoted at 42c. California almonds are expected in two weeks at same price. Prunes have advanced 2c per pound, and are selling at a basis of 10c for 25's. Raisins are now 11c for 25's, and 10¾c for 50's. Seedless raisins and bleached Sultanas are scarce. Flour is \$10.60 per barrel, or \$5.30 for 98's. Molasses is quoted at 77c. Rolled oats, \$3.35. Cheese is quoted at 25½c; butter, 44c; lard, pure, \$12.30; compound, \$9.60; eggs, 40c; storage, \$10.50 case; tomatoes, \$4.80 case; corn, \$3.20 case; peas, \$2.90 case; apples, \$2.20 case. Sockeye finest salmon, \$11.50.

### EDMONTON:

Beans, small white, Japan, lb.	0 08	0 10
Flour, No. 1 patents, 98s, barrel	10 60	
Molasses, extra fancy, gal.	0 77	
Rolled oats, 80s, basis	3 35	
Rice, Siam, lb.	0 04½	
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.	9 05	
Cheese, No. 1, Ontario, large	0 25½	
Butter, creamery, lb.	0 44	
Lard, pure, 3s, per case	12 30	
Bacon, smoked backs, lb.	0 25	
Bacon, smoked sides, lb.	0 25½	
Eggs, No. 1	0 40	
Eggs, storage, case	10 50	
Tomatoes, 2s, standard case	4 80	
Corn, 2s, standard case	3 20	
Peas, 2s, standard case	2 90	
Apples, gala, Ontario, case	2 20	
Strawberries, 2s, Ontario, case	5 50	
Raspberries, 2s, Ontario, case	5 50	
Peaches, 2s, Ontario, case	4 10	
Salmon, finest sockeye, tall, case	11 50	
Salmon, pink, tall, case	5 00	

## Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask, Nov. 22.—While flour is reported to have dropped at other Canadian points the price locally remains the same as last week market conditions are satisfactory. Beans have advanced 35 cents a bushel being quoted at \$5.10. Rolled oats in bails have advanced to \$3.95. Cheese is up to 28 cents and butter has advanced to 40c. New prices on candied peel include citron 27, lemon 22, and orange 21¼c. Tapioca up one half cent. Evaporated apples have advanced half cent, and dates are one cent higher at 11½c.

### REGINA:

Beans, small white Japan, bush.	5 10
Flour, No. 1 patents, 98s, per bbl.	10 70
Molasses, extra fancy, gal.	0 71
Rolled oats, bails	3 95
Rice, Siam, cwt.	4 35
Sago and tapioca, lb.	0 09½
Sugar, pure cane, granulated, cwt.	8 94
Cheese, No. 1, Ontario, large	0 28
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	12 00
Bacon, smoked backs, lb.	0 25
Bacon, smoked sides, lb.	0 30
Eggs, new-laid	0 45
Eggs, storage, No. 2	0 40
Tomatoes, 2s, standard case	4 35
Corn, 2s, standard case	3 85
Peas, 2s, standard case	2 85
Apples, gala, Ontario	2 10
Strawberries, 2s, Ontario, case	5 60
Raspberries, 2s, Ontario, case	5 25
Peaches, 2s, Ontario, case	3 95
Salmon, finest sockeye, tall, case	12 00
Salmon, pink, tall, case	6 25

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 22.—Apparently limitless possibilities of higher prices are indicated by usual upward surge during past week. Manitoba flour achieved a 20 cent drop to \$11.20. Other changes upwards. A \$2. rise brings American clear pork to from \$30

to \$40.50. Butter is up three cents, and dairy is now 38c to 40c; creamery is 43c to 45c; eggs new laid are scarce at 50c; case eggs are quoted at 40c to 42c. Lard is now 21½c to 22c for pure, with compound firmer at 17½ to 17¾c. Cheese is up to 25c and 25½c. Cornmeal now \$7.50 barrel, and rolled oats have jumped 75 cents and the quotation is now \$8.50. Beans show continued upward tendency with both white and yellow eyed quoted at \$7. In salmon Cohoes are firmer at \$9 case, and pink talls at \$6. Seedless raisins are up to 15 cents. Prunes 90/100 are up to \$10. Candied peel is easier at 25 to 26c for citron, and 22 to 23c for oranges and lemons. Evaporated fruits show sharp advance with apples at 11 cents and apricots at 21c. Dromedary dates are again advanced to 12½c.

### ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba	11 20
Ontario	10 45
Molasses, extra fancy, gal.	0 60
Rolled oats, bbl.	3 50
Beans, white, bush	7 00
Beans, yellow-eyed	7 00
Rice, Siam, cwt.	5 00
Sago and Tapioca, lb.	0 10
Sugar—	
Standard granulated, cwt.	8 05
United Empire	7 95
Bright yellow	7 85
No. 1 yellow	7 65
Paris lumps	9 25
Cheese, N.B., twins	0 23½
Butter, creamery, lb.	0 43
Lard, pure, lb.	0 21½
Bacon, breakfast	0 27
Bacon, roll	0 23
Eggs, new-laid	0 40
Eggs, storage	0 42
Tomatoes, 2s, standard case	4 70
Corn, 2s, standard case	3 80
Peas, 2s, standard case	2 60
Apples, gala, N.B., doz.	3 10
Strawberries, 2s, Ontario, case	5 60
Raspberries, 2s, Ontario, case	5 40
Peaches, 2s, Ontario, case	4 00
Salmon, red spring, tall, case	10 00
Salmon, pink, tall, case	6 00

## NEW DEPARTMENTAL STORE FOR TORONTO

A good deal of interest has centred around the new \$15,000,000 store to be erected in Toronto at the corner of College and Yonge Streets. Save for persistent rumors that connect the name of the T. Eaton Company with the new undertaking, the secret as to the identity of the parties behind the venture has been carefully kept.

The plan is to build a mammoth departmental store fifteen storeys in height, to occupy a solid block, bounded by Yonge, College, Terauley and Hayter Streets. Arrangements have been made with the city for the closing of Buchanan Street in return for certain concession of land by the company on other streets. With the exception of one property, the company is in control of all the land in question.



# FLOUR AND CEREALS



## Flour's Decline Only Temporary

**Effect of Expected Break in Wheat Was a 20c Drop in Price of Flour, But Market Expects Reversion to Greater Firmness**

Montreal

**FLOUR AND FEEDS.**—Expectations of the wheat market watchers in Montreal, as indicated in CANADIAN GROCER last week, were quite suddenly realized when wheat dropped 4c, due, it is confidently believed, to the releasing of large holdings by men who had reached the stage where they desired to clean up their profits. The "pool," which has been helping firm the prices of wheat and flour of late, broke, and the market became temporarily unsettled. Flour was reduced 20c a barrel, and remained at \$10.30 for first patents for some time after the market rallied again. Wheat had recovered from 6c to 7c before the middle of the week, and millers were considering returning flour to the figures of last week's quotations, which made first patents \$10.50 in car load lots. Opinions inclined strongly to the idea that having experienced the expected drop, wheat will now remain firm, and go on advancing, taking flour with it, until spring, and news of the new crop. Demand for feeds keeps firm and insistent as ever. One milling concern in Montreal advanced prices on bran and shorts by \$1 a ton to \$32 and \$36 respectively, but other firms maintained the quotations of last week. Feeds are still difficult to get in quantity sufficient to meet demand, and the outlook is always for firmness until spring.

	Car lots	Small lots
<b>Manitoba Wheat Flour—</b>		
First patents .....	10 30	.....
Second patents .....	9 80	.....
Strong bakers .....	9 60	.....
<b>Winter Wheat Flour—</b>		
Fancy patents .....	9 75	10 00
90 per cent., in wood .....	9 00	9 50
90 per cent., in bags .....	4 25	4 50
Bran, per ton .....	30 00	31 00
Shorts .....	33 00	35 00
Special middlings .....	37 00	40 00
Feed flour .....	46 00	50 00
Fed oats, per bushel .....	.....	0 75

## CEREALS KEEP FIRM AND IN GOOD DEMAND

Montreal

**CEREALS.**—Continued firmness is the market outlook for all varieties of cereals, including package goods. Oatmeal is 10c higher in price, due to the general shortage of the grain and the heavy demand for it. All wheat basis

breakfast foods are in firm condition of market, with the outlook on some lines towards higher prices. Barley keeps very firm, and peas are also amongst the scarcer commodities. There is no sign of any tendency towards lower prices for goods in the cereal class. Wheat holds the key to the situation.

Barley, pearl, 98 lbs. ....	6 25	6 50
Barley, pot, 98 lbs. ....	4 75	5 00
Buckwheat grits, 98 lbs. ....	4 50	.....
Corn flour, 98 lbs. ....	3 30	.....
Cornmeal, yellow, 98 lbs. ....	3 05	.....
Graham flour, 98 lbs. ....	4 90	.....
Hominy, granulated, 98 lbs. ....	4 50	4 75
Hominy, pearl, 98 lbs. ....	4 50	4 75
Oatmeal, standard, 98 lbs. ....	4 10	4 10
Oatmeal, granulated, 98 lbs. ....	4 10	4 10
Peas, Canadian, boiling, bush. ....	3 75	3 75
Rolled oats, 90-lb. bags .....	3 75	3 75
Rolled wheat, 100-lb. bbls. ....	4 10	4 10
Rye flour, 98 lbs. ....	3 70	3 70
Whole wheat flour, 98 lbs. ....	4 90	4 90
Wheatlets, 98 lbs. ....	5 15	5 15

## Flour Dropped 20c., Then Up Again

**Cash Wheat Dropped Over 7c During Week, But on Tuesday Returned to Highest Level for Season**

Toronto

**FLOUR.**—Wheat has had its ups and downs during the week, and flour has tagged it pretty close. On Saturday of last week wheat had dropped for cash No. 1 Northern to \$1.92¼ from the high point of \$2.01⅞ for cash wheat on the previous Monday. This was a decline of 8⅞c during the week. Flour on Saturday, November 18, followed downward, and was reduced 20c per barrel, making the selling price \$10.20 in car lots and \$10.40 in small lots. On Monday the wheat market opened strong, and the price for cash wheat was run up to \$2.00½. Strength continued on Tuesday's market and cash wheat at Winnipeg went up a ½c to \$2.01 at the close. There is considerable uncertainty in the wheat and flour market immediately, but the underlying tone of the market is one of great strength. Millers feel that the limit of high prices in both

## FLOUR DUE TO GO HIGHER

At the close of the wheat market on Wednesday Winnipeg cash wheat No. 1 Northern sold at \$2.06. This is the highest point yet reached. Flour at this price is very firm. While some of the mills had not yet raised their price from the \$10.20 basis in car lots, late Wednesday still notification of an advance was momentarily expected. At this quotation for wheat a higher price than \$10.40 is stated to be warranted.

wheat and flour has not by any means been reached yet, although it may have temporary setbacks in their upward flights. Ontario winter wheat flour held steady during the week.

	Small lots, per bbl.	Car lots, of 2 bags
<b>Manitoba Wheat Flour—</b>		
First patents .....	10 60	10 40
Second patents .....	10 10	9 90
Strong bakers .....	9 90	9 70
<b>Ontario Winter Wheat Flour—</b>		
High patents .....	9 36	.....
Second patents .....	9 10	8 80

## PEARL AND GRANULATED HOMINY REGISTER ADVANCE

Toronto

**CEREALS.**—Pearl and granulated hominy registered an upward tendency during the week, the advance recorded being 25c per 98-lb. sack. Graham flour, whole wheat flour and wheatlets registered a decline during the week with the decline in flour, but with the advance on Tuesday went back to the last week's quotations. Rolled wheat in 100-lb. barrels is selling at \$5.75 and rye flour at \$4.20 per 98-lb. sack. There has been a good demand for cereals during the week, with a firmness throughout the market.

Barley, pearl, 98 lbs. ....	5 75	6 00
Barley, pot, 98 lbs. ....	4 50	4 75
Beans, prime .....	6 00	6 25
Buckwheat grits, 98 lbs. ....	4 50	.....
Corn flour, 98 lbs. ....	3 25	3 50
Cornmeal, yellow, 98 lbs. ....	3 05	3 15
Graham flour, 98 lbs. ....	4 95	5 00
Hominy, granulated, 98 lbs. ....	3 25	3 25
Hominy, pearl, 98 lbs. ....	3 25	3 25
Oatmeal, standard, 98 lbs. ....	3 95	4 15
Oatmeal, granulated, 98 lbs. ....	3 95	4 15
Peas, Canadian, boiling, bush. ....	3 25	3 25
Rolled oats, 90-lb. bags .....	3 75	3 95
Rolled wheat, 100-lb. bbls. ....	4 75	4 75
Rye flour, 98 lbs. ....	4 20	4 20
Whole wheat flour, 98 lbs. ....	4 95	5 00
Wheatlets, 98 lbs. ....	5 30	5 35

## MILL FEEDS SHOW FIRMNESS IN PRICE

Toronto

**FEEDS.**—There was a firmness throughout the feed market during the week. There was no indication toward lower levels in the face of the high price of wheat and all other grains. Bran firmed up by \$1 per ton, and special middlings were also firm at \$36 to \$40. A heavy consumption of all feeds continues, bran particularly being used by stockmen in larger quantities. Ontario oats also advanced 1c per bushel.

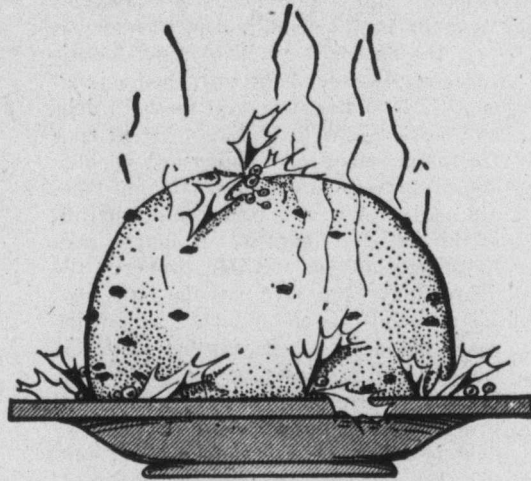
Mill Feeds—	Per ton
Bran .....	31 00 32 00
Shorts .....	33 00 35 00
Special middlings .....	36 00 40 00
Feed flour, per ton .....	51 00 53 00
Ontario oats, outside points .....	0 66 0 68

## FLOUR DECLINED ON TEMPORARY WHEAT DECLINE

Winnipeg

**FLOUR AND CEREALS.**—The price asked for first patents last Friday was \$10.00, this being a decline from the

# THAT CHRISTMAS CAKE AND PUDDING



Christmas baking reaches the high water mark of delicious wholesomeness when

## Gold Seal Flour

is used.

Our comprehensive publicity campaign has produced a big, ever-growing demand for this high-grade pastry flour.

Gold Seal always gives the results that pull the repeat orders. Its quality is always uniform—the quality that has made our products the big sellers they are.

Gold Seal is entirely a Canadian Product—Canadian Capital, Canadian Wheat and Canadian Labor. Gold Seal popularity is recognized by all.

**Canadian Cereal & Flour  
Mills Co., Ltd., Toronto**

*The Mark  
of Quality*



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

record prices reached of \$10.20. The decline took place on Friday, and was brought about by a slight drop in the wheat market. The wheat market last week-end was still showing signs of weakness, attributed largely to lack of export demand; however, those in close touch with the situation feel that this is only a temporary weakness. Rolled oats have been advancing rapidly owing to high prices prevailing for oats. All mills look for very high prices on milling oats, and the manufactured product will have to follow the raw material. Rolled oats in packages are now selling for \$4.10 per case. Cornmeal has been very high during the past two weeks, but is now declining, as new corn is appearing, and Southern mills expect to get prices down to normal between now and the middle of December; the present price is \$3.20 for 98's. Oatmeal is up to \$4.00. Feeds remain firm as far as the West is concerned, but have advanced considerably in the East, where the demand is heavy. Millers look for higher prices during the winter months.

Flour—	
First patents, bbls. in 98's.....	10 00
Second patents, bbls. in 98's.....	9 50
Strong bakers.....	8 90
Rollod oats, 80 lbs.....	3 20
Rollod oats, pkgs., case.....	4 10
Cornmeal, 98's.....	3 20
Oatmeal, 98's.....	4 00
Bran, per ton.....	35 00
Shorts.....	27 00
Crushed oats and barley, ton.....	47 00

**"CASHING IN" ON BREAD AGITATION**

(Continued from page 23.)

This is one man's experience. Conditions may vary somewhat in different places, but everywhere people have been having it dunned into their minds that bread is high and that baking is the cure-all. You will undoubtedly feel some effect of this stimulus. Perhaps you have been satisfied with that, without ever considering the enormous access of business that has been developing in this line everywhere.

Why let the business go by your door? A striking window will arrest it, and means enormously increased sales.

**Wasting Advertising Capital**

To fail to take advantage of this trend of public thought is to waste valuable advertising capital. You have had flour advertising in plenty, and advertising not directed at a particular brand, but aimed at the buying impulse. Almost everything has been done for you. You have only to crystalize a suggestion to wake to your own benefit. A little advertising in the daily press, the use of a few inexpensive dodgers, and more than all the effective use of your best selling agents, your show windows, will assuredly accrue to your advantage. Not to take advantage of this opportunity is to waste a most pronounced example of the psychological moment in advertising.

**A SMALL DEBT COURT FOR ONTARIO**

(Continued from page 18.)

this is the court that he must go to. And the merchant takes all the chances. He has to commence with to deposit \$2.50 to cover the costs of the case. This entitles him to the issue of a summons to the debtor to pay up or appear in court to defend himself. But this summons is served by a court bailiff, and he doesn't do it out of pure friendliness. His costs must also be paid by the merchant. If the debtor defends the case, of course there will be lawyer's fees, the limit depending on the lawyer.

If the debtor doesn't pay and doesn't successfully defend the suit, then a judgment is issued against him for both debt and costs. This looks like a bright spot for the merchant. But suppose the debtor doesn't pay, then the merchant must begin again. A writ is issued and a bailiff, at the creditor's expense, of course, goes to seize whatever seizable property the debtor may have. He may not have any, for all goods are not seizable. In which case the merchant is out his debt, his time and all his costs, out of everything, in fact, except experience, which will probably lead him to believe that a small debt is a better thing than a small debt plus the charges for collecting an uncollectable thing.

This is a state of affairs that should not exist. There ought to be more effective machinery than the Division Court for handling these debts.

Manitoba has a better law. In that province a creditor can sue for any debt up to \$100 for a maximum cost of 50c. There is a sporting chance in that sort of a law that would render merchants more liable to sue, and consequently there would be removed the little haven of refuge that has been built up around the \$5 debtor.

The Retail Merchants' Association has taken the matter in hand, and is energetically urging a change in the law which will at least put Ontario merchants in as favorable a position as those in Manitoba. It is an agitation in which the association deserves the assistance of all the retail trade.

**WEEKLY GROCERY MARKET REPORTS**

(Continued from page 32.)

**CANNED GOODS.**—New prices are out on gallon apples, and they are about a dollar per dozen higher than those of a year ago. There is considerable diversity of opinion among jobbers as to what should be charged for new pack tomatoes and corn, which results in a variety of quotations to the retail trade. In cases where jobbers have considerable stocks of old crop goods, they are evening up the cost, resulting in much lower prices on new goods than other jobbers are asking. One house claims to have gone into the American market and

bought at lower figures than those charged by Canadian packers. Their prices range from \$4.55 to \$4.70, but in some cases quotations run as high as \$5.50.

**Tea is Firmer in Primary Markets**

**TEA.**—A Winnipeg importer states that every cable from Colombo since the beginning of October has reported a strong and advancing market. Calcutta also reports a strong market and scarcity of freights, which is retarding the shipment of orders. Wholesalers here hold moderate stocks.

**Fish Prices Go To Higher Levels**

**Winnipeg FISH AND POULTRY.**—Oysters are bringing \$3.00 per Imp. gallon, and there is the usual demand. There is a pronounced scarcity of halibut, and dealers will be paying 16c for fresh and 14c for frozen. Fresh salmon is bringing 16c, and frozen 15c. Lake trout is up to 13c, smoked goldeyes 55c, and kippers \$2.25 per box. Heavier receipts of poultry have resulted in an easier feeling. It looks as though there will be no scarcity for local requirements this season. Live prices are as follows: No. 1 chicken, 16c; fowl, 12-14 c; rooster, 9c, and turkeys, 19-21c.

Oysters, Imperial gallon.....	3 00
Whitefish.....	0 09 1/2
Salmon.....	0 16
Halibut, fresh.....	0 16
Halibut, frozen.....	0 14
Lake trout.....	0 13
Fresh cod.....	0 12 1/2
Smoked goldeyes.....	0 55
Kippers, boxes.....	2 25
Bloaters, boxes.....	2 00
Mackerel, 10-lb. kits.....	3 50
Poultry—	
Good fat chickens.....	0 16
Good fat roasters.....	0 08
Good fat hens.....	0 12
Turkeys.....	0 19
Ducks.....	0 13
Geese.....	0 19

**Advanced Prices on Some Vegetables**

**Winnipeg FRUIT AND VEGETABLES.**—Manitoba potatoes can be bought in carload lots for 85c per bushel. Onions are higher, dealers asking \$3.50 per cwt. Cabbage is up to \$2.00 per cwt. Grapefruit is on the decline, and can now be bought for \$5.50. Malaga grapes range from \$7.50 to \$10.00. Sweet potatoes are bringing \$5.00 per bbl.

Manitoba potatoes, 10-bushel lots.....	0 80
Manitoba potatoes, carlots, bush., f.o.b. Winnipeg.....	0 85
Carrots, bushel.....	0 75
Turnips, bushel.....	0 80
Onions, per cwt.....	3 50
Cabbage, per cwt.....	2 00
Caulliflower, per doz.....	2 00
Imported mushrooms.....	0 90
Sweet potatoes, bbl.....	5 00
Fruits—	
Oranges, Navels, case.....	6 00
Lemons.....	7 00
Grape fruit.....	5 50
Emperor grapes, kegs.....	5 50
Malaga grapes, kegs.....	7 80
Ontario Greenings.....	6 00
Ontario Spies.....	7 00
Ontario Baldwins.....	6 00
N.S. Kings.....	4 75
B.C. box apples.....	1 65
Cranberries, bbls.....	11 00



# PRODUCE AND PROVISIONS



## Compound Lard Is Again Up In Cost

**Montreal—**  
**PROVISIONS.**—Live hogs were in firmer market at the beginning of this week, selling at \$11.75 per 100 lbs., and the tendency was towards firmness. Dressed hogs were also firmer at 16½¢ to 16¾¢ per lb. Lard, however, remained unchanged in price as regards the pure quality, but compound is up a cent a pound for all grades and containers. This advance is attributed chiefly to the behaviour of cottonseed oil, which is at very high figures. Demand for all lines of provisions is reported good, but there are some indications of economical inclination on the part of the buying public.

<b>Hams—</b>			
Medium, per lb. ....	0 25	0 25½	
Large, per lb. ....	0 24	0 24½	
<b>Bacon—</b>			
Plain .....	0 25	0 25	
Boneless, per lb. ....	0 29	0 30	
<b>Bacon—</b>			
Breakfast, per lb. ....	0 28	0 29	
Roll, per lb. ....	0 20	0 21	
Pickled meats—1c less than smoked.			
<b>Dry Salt Meats—</b>			
Long clear bacon, ton lots .....	0 18	0 19	
Long clear bacon, small lots .....	0 18½	0 19½	
Fat backs, lb. ....	0 17	0 18	
<b>Cooked Meats—</b>			
Hams, boiled, per lb. ....	0 37	0 38	
Hams, roast, per lb. ....	0 36	0 37	
Shoulders, boiled, per lb. ....	0 30½	0 31½	
Shoulders, roast, per lb. ....	0 31	0 31½	
<b>Lard, Pure—</b>			
Tierces, 980 lbs., per lb. ....	0 19½	0 20	
Tubs, 60 lbs. ....	0 20½	0 20½	
Pails .....	0 20½	0 20½	
Bricks, 1 lb., per lb. ....	0 21½	0 21½	
<b>Lard, Compound—</b>			
Tierces, 400 lbs., per lb. ....	0 17	0 17½	
Tubs, 50 lbs. ....	0 18½	0 18½	
Pails, 20 lbs., per lb. ....	0 17½	0 17½	
Bricks, 1 lb., per lb. ....	0 18½	0 18½	

## POULTRY SUPPLIES MORE PLentiful

**Montreal—**  
**POULTRY.**—Supplies of poultry coming in from the farms are more plentiful now, and prices show shadings downward, though quotations generally maintain as last week's. The poultry shipments are arriving more plentifully dressed now, the weather conditions being favorable. Better quality birds have been delivered than earlier in the season. There is a good brisk demand for poultry from the consumers' end of the market, and the producers appear to be ready and well able to meet it. Whatever may be the condition as regards eggs, there seems to be no forthcoming famine in feathered food products.

<b>Fowl—</b>		
Chickens, milk-fed, crate, fattened, lb. ....	0 20	0 20
Live fowls .....	0 12	0 12
Old roosters .....	0 12	0 12
Broilers .....	0 15	0 15
Roasting chickens .....	0 17	0 20
Young ducks .....	0 13	

Live ducks, old .....	0 11
Turkeys (old toms, dressed), lb. ....	0 23
Turkeys (young) .....	0 24

## BUTTER KEEPS AT VERY FIRM LEVELS

**Montreal**  
**BUTTER.**—While butter prices are unchanged from last week, the trend of the market is very strongly upwards, and it is possible to buy butter at higher prices than those quoted without being considered at all unwise as a purchaser. One large butter firm in Montreal this week refused an offer of 45 cents a pound for a large quantity of butter, and butter was being sold at Cowansville at prices ranging from 43½ cents per pound to as high as straight 44 cents. Production is now almost at an end in the country. At the country prices quoted, cost does not end for the purchaser from producer direct, as a quarter of a cent a pound must be added for freight. Butter as now quoted in the country is 13 cents a pound higher in price than it was this time last year. Into Montreal for the week ending November 18 were shipped 7,304 packages of butter as compared with 5,721 packages for the corresponding period last year.

<b>Butter—</b>		
Creamery, prints .....	0 44½	
Creamery, solids .....	0 44	
Dairy prints, choice, lb. ....	0 38	0 41
Dairy prints, lbs., in tubs .....	0 37	0 39

## CHEESE PRICES ARE AS FIRM AS EVER

**Montreal**  
**CHEESE.**—Owing to the exceptional demand for export, cheese prices keep firm as ever, and as a matter of fact, cheese was being bought at country points at prices identical with those quoted by wholesaler to retailer. There is no doubt that prices will be found firmer still for cheese as the season progresses into winter. Export demand is not lessening, and though producers are doing their utmost to cope with demand, the season for cheesemaking fast passes. Receipts of cheese in Montreal for the week ending Nov. 18, are almost identical with those for the corresponding period last year, that is, 33,338 boxes as compared with 38,014, the larger figure being the 1916 receipts.

<b>Cheese—</b>		
Large, per lb. ....	0 23	0 23½
New, twins, per lb. ....	6 23½	6 24
Triplets, per lb. ....		0 24
Stilton, per lb. ....		0 26
Fancy old cheese, per lb. ....		0 26

## EGGS GETTING VERY MUCH SCARCE NOW

**Montreal—**  
**EGGS.**—Receipts of eggs in Montreal were 41,481 cases for the week ending November 18. But the supply is behind demand, and prices are accordingly firm. Some shipments of United States eggs came into Montreal last week, and reports regarding these show that the market over the border is also at a low ebb as regards really good quality eggs. A large proportion of imported eggs fail to pass the candle test. Lots delivered are unequal in quality, as if the market were short of the good grades, and no shipper of repute on the other side of the border will guarantee his shipments absolutely at this stage of the business. Prices to the retailer in Montreal maintain as under.

<b>Eggs—</b>		
New laid, cartons .....	0 50	
New laid, ex-cartons .....	0 52	
Selects .....	0 40	
No. 1 .....	0 36	

## HONEY PRICES FIRM AND DEMAND IS GOOD

**Montreal**  
**HONEY.**—There is a very good demand for honey, and supplies are satisfactory to the wholesalers both as regards quantity and quality offered. The country stocks are apparently plentiful, and prices remain unchanged for the product. Comb honey has been moving briskly in a retail way of late, and some restaurants have been featuring this as a dessert sweet, thus aiding to increase domestic demand also.

<b>Honey—</b>		
Buckwheat, 5-10 lb. tins, per lb. ....	0 09	0 09½
Buckwheat, 60-lb. tins, per lb. ....	0 08½	0 09
Clover, 5-10 lb. tins, per lb. ....	0 11	0 12
Clover, 60-lb. tins .....	0 10½	0 11
Comb, per section .....	0 14	0 15

## Cooked Meats Easier Hogs Trifle Firmer

**Lard and Compound Up ¼c to ½c—**  
**Live Hogs not Reaching Market in Large Numbers**

**Toronto**  
**PROVISIONS.**—There has been an easier tendency in cooked meats during the past week and prices on these have declined 1c per pound. The heavy summer demand is now over and people are no longer eating so much sandwiches, and cold meats. Live hogs are firmer in price by 10c per hundred pounds, while dressed hogs are easier, the latter being quoted from \$16.50 to \$17 as com-



pared with \$17 last week. Pure lard has advanced 1/4c per pound and compound is holding firm at an advance in certain quarters of 1/2c per pound. The demand for lard has been heavy and everything seems to going to firm and steady prices in these commodities for the balance of the year at least. Commission men look for a slightly easier tendency after the demand for the Christmas trade is over.

<b>Hams—</b>		
Medium, per lb. ....	0 24	0 25 1/2
Large, per lb. ....	0 23	0 23 1/2
<b>Bacon—</b>		
Plain .....	0 25	0 27
Boneless, per lb. ....	0 27	0 29
<b>Bacon—</b>		
Breakfast, per lb. ....	0 25	0 29
Roll, per lb. ....	0 19	0 20
Wiltshire bacon, per lb. ....	0 23	0 23
<b>Pickled meats—1c less than smoked.</b>		
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots .....	0 17 1/2	0 18 1/2
Long clear bacon, small lots .....	0 18 1/2	0 19 1/2
Fat backs, lb. ....	0 18 1/2	0 19 1/2
<b>Compound Meats—</b>		
Hams, boiled, per lb. ....	0 34	0 35
Hams, roast, per lb. ....	0 34	0 35
Shoulders, boiled, per lb. ....	0 29	0 30
Shoulders, roast, per lb. ....	0 29	0 30
<b>Lard—</b>		
Pure tierces, 400 lbs., per lb. ....	0 20 1/2	0 20 1/2
Compound, tierces, 400 lbs., per lb. ....	0 16 1/2	0 17 1/2
In 50-lb. tubs, 1/4 higher than tierces; pails, 1/2 higher than tierces, and 1-lb. prints, 1 1/2c higher than tierces.		
<b>Hogs—</b>		
Dressed, abattoir killed .....	16 50	17 00
Live, off cars .....		11 00
Live, fed and watered .....		10 75
Live f.o.b., .....		10 25

**BUTTER UP 1c POUND HEADED STILL HIGHER**

**Toronto**  
**BUTTER.**—Another 1c advance was recorded in the price of butter during the week, making the quotation for creamery prints, fresh made, 45c to 47c. All other butters are up in a like amount. Supplies are coming to the market very slowly. Still higher prices are anticipated in the near future. Butter is scarce and there seems no relief except in higher prices. It is expected that American butter will be brought into the Canadian market before long. On the present basis of 37.5c at Chicago for butter when duty, war tax and freight are paid brings the cost in the neighborhood of 44 1/2c per pound. There is practically no export at the present time, the price being too high.

Creamery prints, fresh made .....	0 45	0 47
Creamery solids .....	0 44	0 46
Dairy prints, choice, lb. ....	0 42	0 43
Dairy prints, lb. ....	0 30	0 40
Bakers .....	0 36	0 37

**ARRIVALS OF NEW LAIDS ARE PRACTICALLY NIL**

**Toronto**  
**EGGS.**—Arrivals of new laid eggs are almost down to the vanishing point. There are hardly enough arriving at the present time to establish a market price. Quotations are higher but they are merely nominal as there is practically none of the new-laid for sale. In consequence they are quoted 55c to 60c per dozen. This is a jump of 5c during the week. No. 1 storage has had a heavier run and the prices have advanced 2c per dozen. Selects are also firmer in price by 2c per dozen.

<b>Eggs—</b>		
New laid, cartons 1.....	0 55	0 60
No. 1 storage, ex-cartons .....	0 40	0 42
Selects, extras .....	0 42	0 44

**CHEESE GOES TO HIGHER LEVELS BY 1c POUND**

**Toronto**  
**CHEESE.**—New high levels for cheese were established at factory points during the week. At Belleville some 603 boxes were sold at 25c and 26 1-16c. Locally prices have advanced 1c to 1 1/2c per pound. Commission men are in doubt in certain instances as to whether the export trade warrants such high prices being paid. Time will be a factor in helping them to decide. With war-time on there is every prospect that the coming year will see perhaps unheard of levels in more than one food commodity.

<b>Cheese—</b>		
New, large .....	0 25	0 25 1/2
Twins are 3/4c higher than new large; triplets 3/4c higher than new large, and Stilton 2c above new large.		

**CHICKENS AND HENS COMMANDING BETTER PRICE**

**Toronto**  
**POULTRY.**—There has been a firming of the market in spring chickens and hens during the week. Supplies are coming in moderate quantities and at such a rate as to allow commission men adequately to take care of them. Spring chickens and hens have accordingly advanced 1c per pound in the price being paid at Toronto by commission houses. Geese are coming in fairly good numbers but turkeys are scarce. It is thought the supply of turkeys will scarcely be enough to meet the needs of consumers this winter. Late spring and hot summer months both militated against the developments of the young turkeys.

	Live	Dressed
Spring chickens .....	0 14	0 17
Hens, over 4 lbs. ....	0 14	0 16
Hens, under 4 lbs. ....	0 11	0 13
Old roosters .....	0 10	0 12
Young ducks .....	0 12	0 15
Old Ducks .....	0 09	0 12
Geese .....	0 09	0 12
Young turkeys (8 and 9 lbs. each) .....	0 21	0 25
Young turkeys (over 9 lbs. each) .....	0 21	0 25
Old Tom or hen turkeys .....	0 19	0 23

**DEMAND FOR HONEY AS SUBSTITUTE FOR BUTTER**

**Toronto**  
**HONEY.**—There has been a firmness in the honey market during the week. Arrivals from producing points are about over and the demand for honey has been fairly heavy. People are evidently using honey in place of butter on their bread in many instances. There was a big consumption of the commodity at the local producing points and this helped reduce the amount that was expected to find its way to the large centres. There has been an advance of 1/4c per pound in the 60-lb. tins. Buckwheat honey on the other hand is easier in price by 1/2c to 1c per pound. There

is not very much of this article consumed in this market.

<b>Honey—</b>		
Clover, 5 and 10-lb. tins .....	0 12 1/2	0 13
60-lb. tins .....	0 13	0 12 1/2
Comb, No. 1, doz. ....	2 40	2 75
Buckwheat, 60-lb. tins .....	0 06 1/2	0 10

**COMPOUND AND PURE LARD HIGHER IN PRICE**

**Winnipeg**  
**PRODUCE AND PROVISIONS.**—Receipts of live hogs continued light last week, with the average quality running unfinished, due no doubt to the high price of grain. The market for hogs is firm at \$10.35 to \$10.50, and Eastern buyers are taking their share. Provisions prices are unchanged, but firm. On account of the cotton seed oil market strengthening, compound lard is up 1/2c, and is quoted on a basis of 14 1/2c tierces. Pure lard is also up 1/2c, which makes the basis 20c for tierces. Creamery butter in sympathy with Eastern markets and Eastern demand (the latter no doubt being for export) is firm. Carload trading has been at 41 to 41 1/2c, while the retailer has been paying 42c for fresh made prints, which is a cent more than a week ago. Good dairy is practically impossible to get, and straight receipts in the country are very small now. Cheese.—In view of the continued heavy exporting, the market established a record for the season last week. Ontario factories are asking 24 3/4c f.o.b. East, so that our market should be 27c. Eastern inquiries come in for eggs, and in view of the high prices being asked in the States, the egg market is firmer. No advance was made in Winnipeg last week, the prices asked being 45-50c for new laids, and 40-42c for extras in cartons.

<b>Hams—</b>		
Light, lb. ....		0 25
Medium, per lb. ....		0 23
Large, per lb. ....		0 21
<b>Bacon—</b>		
Breakfast, per lb. ....		0 24
Breakfast, select, lb. ....		0 27 1/2
Backs, select, per lb. ....	0 25	0 25
Backs, regular .....	0 22	0 23
<b>Dry Salt Meats—</b>		
Long clear bacon, light .....		0 16 1/2
<b>Barrelled Pork—</b>		
Mess pork, bbl. ....		30 00
<b>Lard, Pure—</b>		
Tierces .....		0 20
50s .....		4 10
Cases, 50 .....		12 52
Cases, 3s .....		12 60
<b>Lard, Compound—</b>		
Tierces .....	0 14 1/2	
Tubs, 50s, net .....	7 36	
Pails, 20s, net .....	3 05	
<b>Butter—</b>		
Fresh made creamery, No. 1 cartons .....	0 42	
Best dairy .....	0 38	
<b>Fresh Eggs—</b>		
New laids .....	0 45	0 50
Extras, in cartons .....	0 40	0 42
<b>Cheese—</b>		
Ontario, large .....		0 27

D. J. Dyson, of the Dyson Manufacturing Co., Winnipeg, is in the hospital with his left hand badly shattered, as the result of his gun bursting while shooting near Lake Winnipeg, Oct. 21. While his left hand has received severe injuries, only the thumb is entirely destroyed.



*Armour's  
Oval Label—  
A Mark  
of Quality  
and  
Service*

*Trade-  
Makers  
and  
Profit-  
Producers*

**E**VERY grocer in Canada should know Armour's Oval Label. This mark identifies a whole family of top-grade food products, backed by a name that stands for highest achievement in food production.

We offer you these famous foods bearing Armour's Oval Label with the assurance that they are produced in Canadian factories by Canadian men and women, and prepared to suit the needs of progressive Canadian merchants.

Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

**Armour's** <sup>Devonshire Farm Sausage.</sup> A pure all-pork product that sells easily and repeats regularly once your patrons know of its delicious goodness. The ideal breakfast for frosty mornings. Supply it to your customers in the convenient pound cartons (meat or links.)

A big collection of Armour Store Signs and advertising material at your service. Ask the Armour salesman, or write us direct.

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Hamilton - Ontario - Canada



## Selling Brunswick Brand Sea Foods will add to your Prestige

because Brunswick Brand Quality has everywhere won the approval of discriminating customers.

The ideal location of our plant and the extreme care we exercise in selecting only the highest grade fish obtainable has made Brunswick Brand the leaders in Quality Sea Foods.

This incomparable quality has built up big fish sales for dealers featuring Brunswick Brand. Why not get in line and secure a share of this profitable trade?

Here are a few of our satisfaction-givers:

- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies  
(Oval and round tins)
- Kippered Herring
- Herring in Tomato Sauce
- Clams
- Scallops

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

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



## 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.

# Furnivall's

FINE  
FRUIT  
PURE JAM

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

SUN-RIPENED fruits picked in the dews of early morning, and preserved under the most ideal conditions—to this is due the superiority of Furnivall's Fine Fruit Pure Jam.

*If you appreciate repeat sales and larger profits, keep a stock of Furnivall's well displayed.*

**FURNIVALL-NEW, Limited**  
Hamilton Canada

## Seasonable Brooms

### "Excelsior" Brand

Xmas trade demands **Whisks** and **Toy Brooms**. We have these in many styles.

**Whisks**—From \$1.25 per doz. up.

**Toy Brooms** — From 90c up. Fancy mottled handles, 2-string, at \$1.50.

**Snow Brooms** — For the front door, Bamboo handles, 3-string, at \$3.00.

**Curling Brooms**—We make the lightest, strongest and best all-round Curler's Broom in Canada. Selected fine corn, at \$5.75.

Order to-day. We ship from stock.

**J. C. SLOANE CO.**  
OWEN SOUND

How many women customers come into your store daily?

Now, just think, if you had a little display of the

## New All-Canadian All-Wooden Washboards

(retailing at 20c) in your store, what a number of profitable and easy sales would result.

The prevailing prices of zinc and aluminum have put those materials out of the question for washboard purposes.

The "New All-Canadian" fills the want thus created, and for all-round serviceability and wearing qualities it equals the zinc or aluminum line.

The "New All-Canadian" will be the washboard of the future. Try the selling merits of a trial order.

**WM. CANE & SONS CO.**  
LIMITED  
NEWMARKET, ONT.

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

**Imperial Rice Milling  
Co., Ltd.**

VANCOUVER, B.C.



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

**Make Your Customers Happy**

by telling them how to be independent  
of cooks and servants by serving

**Shredded Wheat**

with milk or cream, or other fruits—a  
whole wheat food ready-cooked and  
ready-to-serve. So easy to prepare a  
delicious meal in a jiffy with Shredded  
Wheat and milk to work on, to play on  
—for youngsters and grown-ups. You  
sell the biscuit and the fruit.



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

MADE IN CANADA

**The Canadian Shredded Wheat Co., Limited**

Niagara Falls, Ontario

66-U

**ROYAL BAKING  
POWDER**

**ABSOLUTELY PURE**

The purity of ROYAL BAKING POWDER is unquestioned  
and this purity is so well known to consumers everywhere  
that sales are just as certain.

When you buy a stock of ROYAL BAKING  
POWDER you can count your profit on  
every can in advance, because the last can is  
just as sure to sell as the first one.

**Contains No Alum**



**ROYAL BAKING POWDER CO.**

NEW YORK



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

## Six Thousand Copies Sold

A recent circular describing THE GROCER'S ENCYCLOPEDIA contained several pages of commendations by wholesale and retail grocers; by manufacturers and food experts; by editors, librarians, and educationists. But even more impressive is the fact, just announced, that **Six Thousand Copies** have been sold. This is wonderful testimony to its practical money-making and money-saving value.

If YOU do not already own a copy, why not make yourself a present of one?

The Grocer's Encyclopedia is the source from which hundreds of up-to-date grocers, scattered throughout the country, are obtaining the information that is creating for them new and higher business reputation and is delighting and astonishing their customers.

Why not help yourself into the same class when you can do it so easily—merely by reading a book which you will find much more entertaining than a daily newspaper?

You will read a few lines here and an article there, and, before you realize it, you will have absorbed a great deal of knowledge on the goods you handle—you will have, at your tongue's end, interesting information that customers will enjoy hearing from you—and that will speedily give you the reputation of a man who "knows everything about all kinds of foods."

You will be surprised to observe what a difference such a reputation will make in the way that people think of you and refer to you. It establishes you as an **authority** in your line of business. Your word and your opinion will carry much more weight than they do to-day.

Such knowledge and such reputation are a great deal in return for an outlay of only \$10.50—the price of the Encyclopedia, delivered to you.

Copies can be obtained from **THE CANADIAN GROCER**, 143-153 University Ave., Toronto, Canada.

### A "Seasonable" Suggestion

Your customers will appreciate

## MAPLEINE

That Golden "Mapley" Flavor

These are the days of waffles, and "Mapley" syrup made with just sugar, water and Mapleine.



Order from:

Frederick E. Robson & Co.  
25 Front Street E.  
Toronto, Ont.

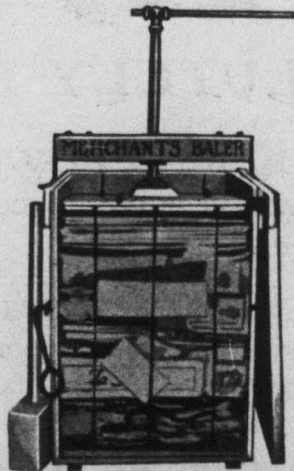
Mason & Hickey  
287 Stanley Street.  
Winnipeg, Man.

**CRESCENT MFG. COMPANY**  
SEATTLE, WASH.

We sell Wholesale and Retail Grocery and Hardware trade. Have five travellers. Want attractive line to push. Address Box 535, CANADIAN GROCER.

## Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

**Stephenson, Blake & Co.**

Manufacturers

60 Front St. West, - Toronto

## IF CAR IS RIGHT ADVERTISING PAYS

This is the Experience of John N. Willys, Who Plans Biggest Campaign.

"This year, as heretofore, we shall continue our liberal advertising programme in national publications, farm and trade papers, and we will also conduct a larger newspaper campaign than ever in the past," declared John N. Willys, head of the great Willys-Overland Company, of Toledo, in answer to a question concerning his future advertising plans. "We find our various models of cars even more attractive than ever before; careful and shrewd buying has fortified us against any possible shortage of materials; the country is enjoying an unprecedented wave of thrift and prosperity, and our factory facilities, including new buildings and equipment, are sufficient to warrant an output of 300,000 cars for the year.

"Advertising is just as essential in the modern manufacturing business as is the factory in which the product is turned out," concluded Mr. Willys. "If you are building a product of real worth and merit, it is obvious that you should inform the public of that fact and thus build up a market for your product. The man who has something worth while to sell and does not advertise that fact is hiding his light under the proverbial bushel and, nine times out of ten, he gets nowhere.

"When I authorize an advertising appropriation I first make myself absolutely certain that the models of cars which we are producing are worth talking about. I want to be sure that we have something in which every reader of advertising will be especially interested. Then, too, one must take into consideration the general conditions existing as to availability of material markets, general tone of prosperity throughout the country—because if the people haven't money there is no use in trying to sell them automobiles—and also consider our factory conditions relative to the size of the output which we can safely figure on turning out."

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



# HAMS

"Star" Brand Hams are Good Hams. They are selling to-day at less money than either Bacon or Backs. We have them in all sizes. Fresh, Pickled, Smoked and also Cooked.

Write, 'phone or wire your orders.

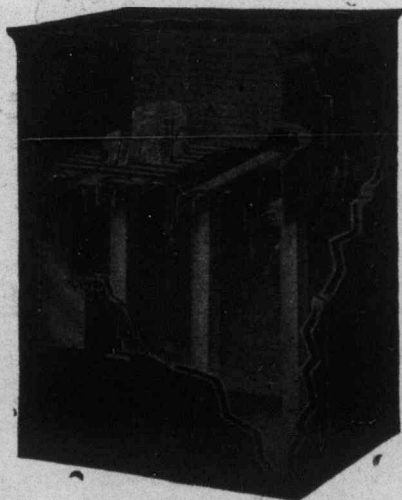
**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

## Freeman's Dry Air Refrigerator

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

**This Interior View** 

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



Price list and catalogue free and mailed to any address.

Manufactured by the  
**W. A. FREEMAN CO., LIMITED**  
HAMILTON CANADA

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

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

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

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs. ....	\$ 0 45
4 oz. Tins, 4 doz. to case weight 20 lbs. ....	0 75
6 oz. Tins, 4 doz. to case weight 25 lbs. ....	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs. ....	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs. ....	9 50

### ROYAL BAKING POWDER

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

### DOMINION CANNERS, LTD. JAMS.

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

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.

Apricot	\$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

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

### ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar!

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

Perfect seal glass jars in the case ..... 3 15

Delivered in Winnipeg in carload lots.

### BAKED BEANS WITH PORK.

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

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67 1/2
1's Baked Beans, Plain, 4 doz. to case	0 82 1/2
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

Family, Plain, \$1.40 doz.; Family, Tomato Sauce, \$1.45 doz.; Family, Chili Sauce, \$1.45 doz.; 3's, Plain, Flats, Aylmer only, \$1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Plain, Tall, \$1.95 doz.; 3's, Tomato Sauce, \$2 doz.; 3's, Chili Sauce, \$2 doz. The above 2 doz. to case, 10's, 1/2 doz. per case, for hotel and restaurant use (gals.), \$5.75 doz.

### "AYLMER" PURE ORANGE MARMALADE

	Per doz.
10 1/2 oz. Gross Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pall	0 53
5's Tin, 8 pails in crate, per pall	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pall only, per lb.	0 12

### BLUE

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

### CEREALS

#### WHITE SWAN Per case

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

### COCOA AND CHOCOLATE

#### THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	\$4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

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



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**I**T IS not by any streak of good luck that **SURPRISE SOAP** stands where it does to-day. Neither is it because of great salesmanship on our part. It requires more than good selling methods nowadays to keep a Laundry Soap in the place occupied by **SURPRISE** for so many years. It requires an assurance of absolutely unfailing satisfaction to the user, and this we may say is the very foundation of "**SURPRISE'S**" success since the first.

You do not know of any soap just like it in Canada, do you? You do not know of any Soap you can recommend with the same confidence!

---

**The St. Croix Soap Manufacturing Co.**  
**St. Stephen, N.B.**

**Montreal, Toronto, Winnipeg, Vancouver, Halifax.**





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

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

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

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

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



**"Lively Polly" Soap Powder**  
—the big 5c. Value.

There is guaranteed satisfaction in every package of this superior all-round cleaner, and first sales are but the ice-breakers of steady repeat business. "LIVELY POLLY" washes clothes quickly and easily, and is the cheapest and most reliable medium for washing household utensils, cleaning and disinfecting closets, drains, etc. The neat carton is a "dead sure" eye-catcher. You can unhesitatingly recommend "LIVELY POLLY" to every customer. There is a \$1,000.00 guarantee of quality with every package. Order a supply to-day.

**J. HARGREAVES AND SONS**  
LIVERPOOL, ENGLAND  
Canadian Agents:  
McLellan Import Co., 301 Road Bldg., Montreal

- Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. .... 0 90
- Sweet Chocolate— Per lb.
- Queen's Dessert, ¼'s and ½'s, 12-lb. boxes ..... 0 40
- Queen's Dessert, 6's, 12-lb. boxes ..... 0 40
- Vanilla, ¼-lb., 6 and 12-lb. boxes ..... 0 37
- Diamond, 8's, 6 and 12-lb. boxes ..... 0 30
- Diamond, 6's and 7's, 6 and 12-lb. boxes ..... 0 28
- Diamond, ¼'s, 6 and 12-lb. boxes ..... 0 28
- Icings for Cake—
- Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz. .... 1 00
- Chocolate Confections. Per doz.
- Maple buds, 5-lb. boxes ... 0 39
- Milk medallions, 5-lb. boxes 0 39
- Chocolate wafers, No. 1, 5-lb. boxes ... 0 32
- Chocolate wafers, No. 2, 5-lb. boxes ..... 0 28
- Nonparell wafers, No. 1, 5-lb. boxes ..... 0 32
- Nonparell wafers, No. 2, 5-lb. boxes ..... 0 28
- Chocolate ginger, 5-lb. boxes 0 36
- Milk chocolate wafers, 5-lb. boxes ..... 0 39
- Coffee drops, 5-lb. boxes.... 0 39
- Lunch bars, 5-lb. boxes.... 0 39
- Milk chocolate, 5c bundles, 3 doz. in box, per box .... 1 40
- Royal Milk Chocolate, 5c cakes, 2doz. in box, per box ..... 0 90
- Nut milk chocolate, ¼'s 6, lb. boxes, lb. .... 0 39
- Nut milk chocolate, ¼'s, 6-lb. boxes, lb. .... 0 39
- Nut milk chocolate, 5c bars 24 bars, per box ..... 0 90
- Almond nut bars, 24 bars, per box ..... 0 90

**BORDEN MILK CO., LTD.**

**CONDENSED MILK**

Terms net 30 days.

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

**EVAPORATED MILK**

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

**CONDENSED COFFEE**

- Reindeer Brand, "Large," each 24 cans ..... \$5 00
- Reindeer Brand, "Small," each 48 cans ..... 5 70
- Regal Brand, each 24 cans. 4 70
- COCOA, Reindeer Brand, each 24 cans ..... 4 80

**COFFEE.**

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

**WHITE SWAN**

- 1 lb. square tins, 4 doz. to case, weight 70 lbs.... 0 36
- 1 lb. round tins, 4 doz. to case, weight 70 lbs.... 0 34½

**ENGLISH BREAKFAST COFFEE.**

- ½ lb. tins, 2 doz. to case, weight 22 lbs. .... 0 22
- 1 lb. tins, 2 doz. to case, weight 35 lbs. .... 0 20

**MOJA**

- ½ lb. tins, 2 doz. to case, weight 22 lbs. .... 0 31
- 1 lb. tins, 2 doz. to case, weight 35 lbs. .... 0 30
- 2 lb. tins, 1 doz. to case, weight 40 lbs. .... 0 30

**PRESENTATION COFFEE.**

- A Handsome Tumbler in Each Tin.
- 1 lb. tins, 2 doz. to case, weight 45 lbs., per lb... 0 27

**FLAVORING EXTRACTS WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.**

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

**CRESCENT MFG. CO.**

**CRESCENT MAPLEINE**

Per doz.

- ¼ 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

**GELATINE**

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

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

- Compressed Corned Beef, ¼s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 11s, \$60.
- Roast Beef, ¼s, \$2; 1s, \$3.25; 2s, \$7.25; 6s, \$22.
- Bolled Beef, 1s, \$3.25; 2s, \$7.25; 6s, \$22.
- Jellied Veals, ¼s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.
- Corned Beef Hash, ¼s, \$1.50; 1s, \$2.50; 2s, \$4.50.
- Breakfast and Ontons, ¼s, \$2; 1s, \$3.35; 2s, \$6.25.

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

**Their sales-producing qualities  
are well established**



You are not experimenting when you start displaying the MALCOLM MILK PRODUCTS. They are no newcomers where sales producing and repeat business is concerned.

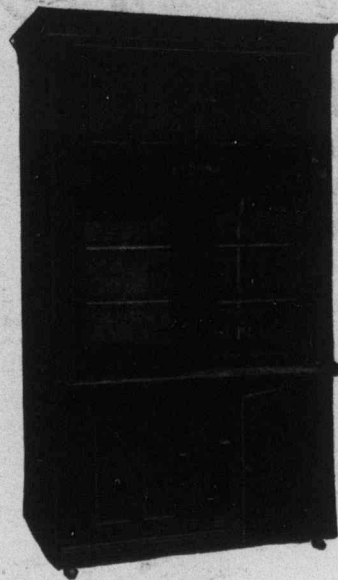
Added to their incomparable quality is the fact that they are Canadian-made from beginning to end. So that in featuring them, you not only show excellent judgment from a business standpoint, but you also show yourself to be a practical Canadian by encouraging home industry.

Order a trial supply. We'll pay freight up to 50c per 100 lbs., and deliver 5-case lots, to any point in Ontario, Quebec, and Maritime Provinces.

**The Malcolm Condensing Co., Ltd.**  
ST. GEORGE, ONT.



**It  
builds  
profits**



The many unusual features of the EUREKA, coupled with its superior display facilities, make this refrigerator a continued source of profit to the dealer.

The EUREKA is the only patented refrigerator to-day possessing warm air flues across ceiling of cooling room connected with warm air flues at sides and ends.

The EUREKA Catalog tells you all about it. Write for copy.

**Eureka Refrigerator Co.**  
LIMITED  
31 Brock Ave., Toronto

*"Without exception the ablest book ever published on the subject of Coffee."—Mexican Investor.*

**New and Illustrated Edition**

**Coffee; Its History, Classification and Description**

By **JOSEPH M. WALSH**

A book of useful and accurate information, and everything pertaining to Coffee, being, at the same time, the fullest and most complete work of the kind ever published. It should be in the hands of every grocer and dealer.

**CONTENTS:** Early History and Introduction, Geographical Distribution; Botanical Characteristics and Form; Cultivation and Preparation; Commercial Classification and Description; Roasting, Glazing and Grinding; Adulteration and Detection; Chemical, Medical and Dietical Properties; Art of Blending and Preparing; World's Production and Consumption.

**12mo.**

**Cloth Extra, Net, \$2.00**

**By Mail, \$2.10**

"A marvelous work, great in conception and great in execution."—*Texas Grocers' Review.*

"The most exhaustive, interesting and instructive work ever published on Coffee."—*Brooklyn Grocers' Gazette.*

"An interesting and instructive work, of the greatest value to every Coffee roaster and dealer in general."—*Trade Magazine.*

"An attractive volume of useful material to the Coffee trade, clear, concise and comprehensive."—*Philadelphia Ledger.*

"We cordially recommend the work to all interested in this indispensable product. Every dealer in Coffee should possess a copy of this valuable book."—*Grocers' Criterion.*

"The work is of exceptional interest and instruction, being attractively written and richly illustrated, and should be read by all who deal in or use Coffee."—*Indianapolis Trade Journal.*

"The work contains a vast amount of valuable information, condensed into a small compass, and is simply invaluable to the planter, dealer and consumer alike."—*Mexico Two Republics.*

"The author, Mr. Joseph M. Walsh, is, without doubt, the greatest authority in America upon the subjects of Tea and Coffee. The book before us is a repetition of his former achievement on Tea, which required several editions to supply the trade demand."—*Maritime Grocer.*

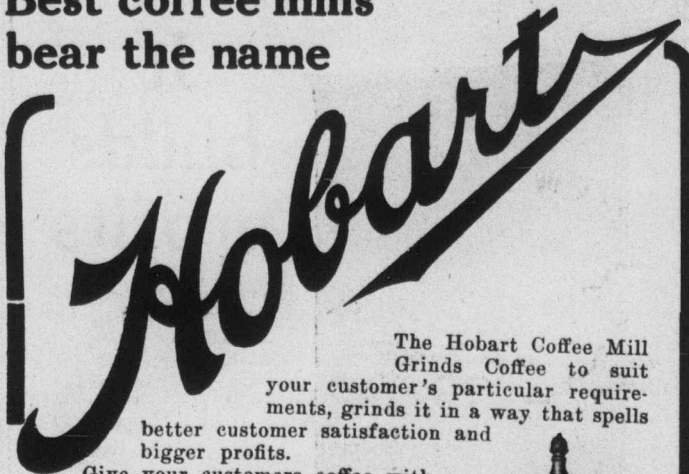
"An excellent and exhaustive work, containing a complete history as well as all necessary information on the cultivation and preparation of the Coffee berry. The volume will be found especially useful to the growers of this valuable plant on the Central and South American Coasts."—*Panama Star and Herald.*

**Send your order to Book Department**

**MacLean Publishing Co., 143 University Avenue, Toronto, Canada**

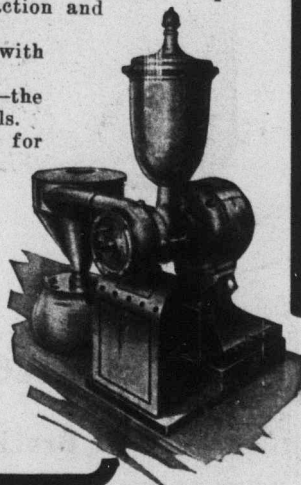
*If any advertisement interests you, tear it out now and place with letters to be answered.*

Best coffee mills  
bear the name



The Hobart Coffee Mill Grinds Coffee to suit your customer's particular requirements, grinds it in a way that spells better customer satisfaction and bigger profits.

Give your customers coffee with the dust and chaff removed. It's easy with the Hobart—the something new in coffee mills. A post card to-day, asking for the Hobart catalog, will be a good step towards better coffee profits. Send it now before you forget it.



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

BUY  
**STAR BRAND**

"Made in Canada"

**Cotton Clothes Lines  
and Cotton Twine**

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

**You Can Save Money by Installing an  
ELGIN NATIONAL COFFEE MILL**

There is no overhead or current expense involved in operating the Elgin. First cost is the only cost, and even in this there is a saving over the price of many other makes. The Elgin is guaranteed to steel cut Coffee faster than any other mill of corresponding size. It may be regulated while running to grind as coarse or as fine as required.

Send a Card for the Elgin booklet No. 24C, and learn full particulars of this big money maker. A postal will bring catalog and name of jobber nearest you.



**WOODRUFF & EDWARDS CO.**  
ELGIN, ILL., U.S.A.

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

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.  
Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.  
Lamb's Tongues, 1/2s,  
Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.  
Sliced Smoked Beef, glass, 1/2s, ...; 1/2s, \$2.25; 1s, \$3.25.  
Tongue, Ham and Veal Pate, 1/2s, \$1.50.  
Ham and Veal, 1/2s, \$1.20.  
Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.  
Potted Meats, Glass — Chicken, Ham, Tongue, 1/2s, ....  
Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.  
Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.  
Mincedmeat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.  
In Palls, 25 lbs., 13c lb.  
In 50 lb. Tubs, 13c lb.  
In 85 lb. Tubs, 12 1/2c lb.  
In Glass, 1s, \$2.30.  
Clark's Peanut Butter — Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Palls, 20c.  
Clark's Peanut Butter—Palls 24 lbs., 20c per lb.  
Clark's Tomato Ketchup, 16 oz., \$3; 1 gal. jars, ...; 5 gal. jars, ... per gal.  
Pork and Beans, Plain Talls, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2. Individuals, 80c doz.  
Pork & Beans, Tomato Sc., Talls, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.45. Individuals, 90c doz.  
Pork and Beans, Chili, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.45. Individuals, 90c doz.  
Tomato Sauce, 1 1/2s, \$1.75; Chili Sauce, 1 1/2s, \$1.75; Plain Sauce, 1 1/2s, \$1.45.  
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.  
Clark's Chateau Chicken Soup, \$1.25.  
Clark's Chateau Concentrated Soups, \$1.15.  
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.  
Spaghetti with Tomato and Cheese, 1/2s, \$1.15; 1s, \$1.65; 3s, \$2.65 doz.  
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.  
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.  
**THE N. K. FAIRBANKS CO., LIMITED.**  
**PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.**  
Tierces ..... 0 14 1/2  
Palls ..... \$2 93  
This price list cancels all previous ones and is effective at once. Subject to change without notice.  
All orders received must be shipped within a period of 30 days.  
Advance over tierce basis for small packages:  
3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 1/2c over tierces; 20-lb. wood palls, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 1/2c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/2c over tierces.  
**LAPORTE, MARTIN, LIMITED**  
Montreal. Agencies  
**BASIN DE VICHY WATERS.**  
L'Admirable, 50 btles, litre, cs. .... 8 00  
Neptune ..... 8 50  
San Rival ..... 9 00  
**VICHY LEMONADE**  
La Savoureuse, 50 btles, cs. .... 11 00  
**NATURAL MINERAL WATER**  
Evian, Source Cachat, 50 btles, cs. .... 9 50

**IMPORTED GINGER ALE AND SODA**  
Ginger Ale, Trayders, cs., 6 doz. pts., doz. .... 1 20  
Ginger Ale, Trayders, cs., 6 doz., splits, doz. .... 0 95  
Club Soda, Trayders, cs., 6 doz. pts., doz. .... 1 15  
Club Soda, Trayders, cs., 6 doz., splits, doz. .... 1 05  
**BLACK TEAS**  
Victoria Blend, 50 and 30-lb. tins, lb. .... 0 37  
Princess Blend, 50 and 30-lb. tins, lb. .... 0 34  
**JAPAN TEAS**  
H. L. ch. 90 lbs., lb. .... 0 25  
Victoria, ch. 90 lbs., lb. .... 0 25  
**COFFEES**  
Victoria, Java and Mocha Blend, 1-lb. tin, lb. .... 0 34 1/2  
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. .... 0 32  
Princess, Java and Mocha Blend, 1-lb. tin, lb. .... 0 22  
**MUSTARD**  
**COLMAN'S OR KEEN'S**  
Per doz. tins  
D. S. F., 1/4-lb. .... \$ 1 60  
D. S. F., 1/2-lb. .... 2 90  
D. S. F., 1-lb. .... 5 75  
F. D., 1/4-lb. .... 0 90  
Per jar  
Durham, 4-lb. jar ..... 0 93  
Durham, 1-lb. jar ..... 0 31  
**JELL-O.**  
**GENESEEE PURE FOOD CO.**  
Assorted case, 4 dozen ..... \$3 60  
Lemon, 2 dozen ..... 1 80  
Orange, 2 dozen ..... 1 80  
Raspberry, 2 dozen ..... 1 80  
Strawberry, 2 dozen ..... 1 80  
Chocolate, 2 dozen ..... 1 80  
Peach, 2 dozen ..... 1 80  
Cherry, 2 dozen ..... 1 80  
Vanilla, 2 dozen ..... 1 80  
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.  
**JELL-O ICE CREAM POWDERS**  
Assorted case, 2 dozen ..... \$2 50  
Chocolate, 2 dozen ..... 2 50  
Vanilla, 2 dozen ..... 2 50  
Strawberry, 2 dozen ..... 2 50  
Lemon, 2 dozen ..... 2 50  
Unflavored, 2 dozen ..... 2 50  
Weight 11 lbs. to case. Freight rate, 2d class.  
**JELLY POWDERS**  
**WHITE SWAN SPICES AND CEREALS, LTD.**  
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .... \$ 0 90  
**List Price**  
**SPICES**  
**WHITE SWAN SPICES AND CEREALS, TORONTO**  
5c 10c  
Round Oval lith. litho. dredge. dredge. 2 1/2 oz. Per doz. Per doz.  
**SPICES**  
Allspice ..... \$0 45 \$0 90  
Arrowroot, 4 oz. tins, 85c .....  
Cayenne ..... 0 45 0 90  
Celery salt .....  
Celery pepper .....  
Cinnamon ..... 0 45 0 90  
" whole, 5c. pkgs., window front, 45c .....  
Cloves ..... 0 45 0 90  
Cloves, whole, 5c. pkgs., window front, 45c .....  
Curry powder .....  
Ginger ..... 0 45 0 90  
Mace ..... 1 25  
Nutmegs ..... 0 45 0 90  
Nutmegs, whole, 5c pkgs., window front, 45c .....  
Paprika ..... 0 45  
Pepper, black ..... 0 45 0 90  
Pepper, white ..... 0 50 0 95  
Pastry spice ..... 0 45 0 90  
Pickling spice, window front, 90c .....  
Shipping weight per case ..... 10 lbs. 15 lbs.  
Dozens to case... 4 4

# CALIFORNIA NAVELS

First car for this Season.  
Fine quality, good eating.

**California Late Valencia**  
Finest Orange Grown.

Also

**Fancy Florida Oranges**  
**New Messina Lemons**

THE HOUSE OF QUALITY.

**HUGH WALKER & SON**

Established 1861

GUELPH, ONTARIO

## Fine Ripe Navel Oranges and Florida Oranges

Now being shipped.

**2,500 Barrels Malaga Grapes,  
New Figs, Nuts, Etc.**

**Fresh and Frozen Fish**  
in Large Variety.

### OYSTERS

We can save you money. Sure.

**WHITE & CO., LIMITED**  
**Toronto**

*Wholesale  
Fruit and  
Produce  
Merchants*

Established  
1876

*McWilliam & Everist, Limited*

Apples,  
Bananas,  
Citrus  
Fruits,  
Cranberries,  
etc.

25 CHURCH ST.  
TORONTO

## Sell the famous GEORGIAN BAY APPLES

Before buying your  
winter supply get in  
touch with us.

Georgian Bay Apples  
are the kind that sell  
quickly and give satis-  
faction.

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

Write us to-day.

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

## New Crop

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

are shipped. Get these brands  
for the best Lemons.

**J. J. McCabe**  
Agent  
**TORONTO**

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

# Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesman can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encyclopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.—anything and everything you want to know, is there.

It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than \$50,000 to produce this book—but it sells for only \$10.50, delivery prepaid.

Send your order to **THE CANADIAN GROCER**, 143-153 University Ave., Toronto, Canada.

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

Laundry Starches—	Cents
Boxes	
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss .....	.07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons ....	.08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters .....	.10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes .....	.10
100 lbs., kegs, Silver Gloss, large crystals ..	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07½
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs. ....	.15
Celluloid, 45 cartons, case.	3.75

### Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

## BRANTFORD STARCH

### Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs. ....	.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. ....	.08
Barrels, 200 lbs. ....	.07½
Kegs, 100 lbs. ....	.07½
Lilly White Gloss—	
1-lb. fancy carton cases 30 lbs. ....	.08½
8 in case .....	.10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ....	.10
Kegs, extra large crystals, 100 lbs. ....	.08
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case .....	3.00
Celluloid Starches—	
Boxes containing 45 cartons per case .....	3.75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. ....	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. ....	.08½
"Crystal Malze" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. ....	.08½
(20-lb. boxes ¼c higher than 40's)	

## COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96) .....	\$ 3.20
1 lb. packages (60) .....	3.20
½ lb. packages (120) .....	3.40
½ lb. 60 } Packages Mixed	3.20
1 lb. 30 }	

## SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case .....	\$3.25
2 lb. tins, 2 doz. in case..	3.25
5 lb. tins, 1 doz. in case ..	3.65
10 lb. tins, ½ doz. in case.	3.55
20 lb. tins, ¼ doz. in case.	3.50
Barrels, about 700 lbs. ....	.04½
Half bbls., about 350 lbs. ....	.04½
¼ bbls., about 175 lbs. ....	.05
2 gal. wooden pails, 25 lbs.	1.70
3 gal. wooden pails, 38½ lbs. ....	2.40
5 gal. wooden pails, 65 lbs. ....	3.70

## LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case .....	\$3.75
5 lb. tins, 1 doz. in case. ....	4.15
10 lb. tins, ½ doz. in case. ....	4.05
20 lb. tins, ¼ doz. in case. ....	4.00

## ST. LAWRENCE SUGAR REFINING CO.

### Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case. ....	4.80
Barrels, per 100 lbs. ....	5.25
½ barrels, per 100 lbs. ....	5.50

## DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure .....	\$ 1.20
½ Pts., Red Seal, screw tops .....	1.00
½ Pts., Red Seal, crown tops .....	1.00
Pts., Delhi Epicure .....	1.90
Pts., Red Seal .....	1.40
Pts., Tiger .....	1.15
Qts., Delhi Epicure .....	2.45
Qts., Red Seal .....	1.85
Qts., Lynn Valley .....	1.85

## CALIFORNIA FRUIT CANNERS ASSOCIATION

### CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2½ Can. ....	\$ 4.75	\$ 3.75	\$ 2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar ....	3.00	2.25	1.80
No. 4 Jar .....	1.50	1.25	1.15
No. 10 Can ...	14.00	12.00	9.00

## YUBA BRAND

2½ Can .....	\$3.00	\$2.25
No. 1 Tall Can .....	1.50	1.20
No. 10 Can .....	9.00	8.00
Picnic Can .....		.90

## INFANTS' FOOD

### MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins, ....; 1-lb. tins, ....; Robinson's patent groats, ½-lb. tins, ....; 1-lb. tins, ....

## STOP-ON POLISHES Doz.

Polish, Black, Tan, Ox-blood and Nut-brown .....	0.85
Dressing, White, 4-oz. bottle .....	2.00

## NUGGET POLISHES

	Doz.
Polish, Black and Tan ....	0.85
Metal Outfits, Black and Tan 3 40	
Card Outfits, Black and Tan 3 80	
Creams and White Cleanser 1 10	

## YEAST

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

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

Black Watch, 8s, butts 9 lbs. ....	\$ 0.60
Bobs, 6s and 12s, 12 and 6 lbs. ....	0.46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs. ....	0.46
Currency, 6s, ½ butts, 9 lbs. 0 46	
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs. ....	0.48
Walnut Bars, 8½s, boxes 7 lbs. ....	0.64
Pay Roll, thick bars, 8½s, 6 lb. boxes .....	0.68
Pay Roll, thin bars, 8½s, 5 lb. boxes .....	0.68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies .....	0.68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. 0 57	
Great West, pouches, 9c. ....	0.72
Forest and Stream, tins, 11s, 2 lb. cartons .....	0.80
Forest and Stream, ¼s, ½s and 1-lb. tins .....	0.80
Forest and Stream, 1-lb. glass humidors .....	1.00

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

**QUEBEC.**

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

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

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

**To-The-Trade:**  
Buyers and sellers of  
**Hay and Potatoes**  
  
Denault Grain and Provision  
Co., Limited  
**SHERBROOKE, P.Q.**

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

**MARITIME PROVINCES.**

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

Kindly  
Mention  
This Paper  
When  
Writing  
Advertisers

**W**HEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

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

*A Reminder from the Old Country*

# Rich Xmas Plum Puddings

The Best on the Market.

**ORDER EARLY**  
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

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

*Cases Extra at Cost.*

**Tuxford & Nephews**

Melton Mowbray, - - - England



**The soap that has made good**

You are not experimenting in the least when you begin to sell **WONDERFUL SOAP**. Its wonderful all-round cleansing qualities have given it a secure place in the estimation of the good Canadian housewife.

Wonderful Soap cleans thoroughly without in any way injuring the daintiest fabric or the most sensitive skin.

Quick sales will result from a good display. Try it to-day.

**The Guelph Soap Co.**  
GUELPH, ONT.

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# MACLEAN'S

## MAGAZINE

for *DECEMBER*

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ON all sides you hear this—"MACLEAN'S MAGAZINE grows better all the time." There is a reason: it is that MACLEAN'S publishers are getting more and more of the best work of the best Canadian writers and artists. The cost is heavy, but it is the price of betterment. Also, MACLEAN'S policy of making a magazine of definite Canadian character is being greatly appreciated by the best class of the Canadian people. In the following condensed summary of Contents you have evidence of the character and appeal of MACLEAN'S:

### Contents:

From Stephen Leacock is "Abdul Aziz Has His"—a follow-up to his "Germany From Within," one of the best things Leacock ever wrote. It tells the story of Leacock's visit, disguised as an English Governess, to the Yildiz Kiosk.

A story, "The Pride of Pauline," by Sir Gilbert Parker. A story of the Canadian North-west—a typical Parker story.

Robert W. Service's contribution is "The Ballad of Jean Desprez"—a very stirring story of the war, with a mighty swing to it.

Two exceptionally good Christmas stories—much above the average. One is "The Blue Water Prodigal," by A. C. Allenson, a story that combines humor and sentiment with a patriotic setting. The second story is by Alan Sullivan, a story of missionary life—"The Soul of Nanook"—an admirably written thing.

H. F. Gadsby has an article dealing with the problems facing Canadian statesmen, under the heading: "Peaches and Lemons." Gadsby gives some straight-from-the-shoulder talk from a purely non-partisan standpoint.

A sketch of the Hon. W. M. Martin, the new Premier of Saskatchewan, by Norman Lambert, under the heading: "The Man Who Brings Back the Ball."

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