

**PAGES  
MISSING**

FEATURING CHRISTMAS SELLING SUGGESTIONS

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, DECEMBER 11, 1914

No. 50



Made in Canada

## Tip off "Old Santa Claus" about candy made from Crown Brand Corn Syrup

Are you prepared for a general curtailment of expensive candy buying this holiday season?

Here's a tip, and you can hand it along to the "Santa Clauses" of your town: Crown Brand Corn Syrup makes most delicious candy, which costs very little, taking the place of high-priced sugar.

This tip is worth money to you, if for no other reason than it means ready sales at good profits, but it means a steadily growing demand, for once introduced Crown Brand Corn Syrup always gets repeats.

Order your stock now. Try it yourself

## The Canada Starch Co., Limited

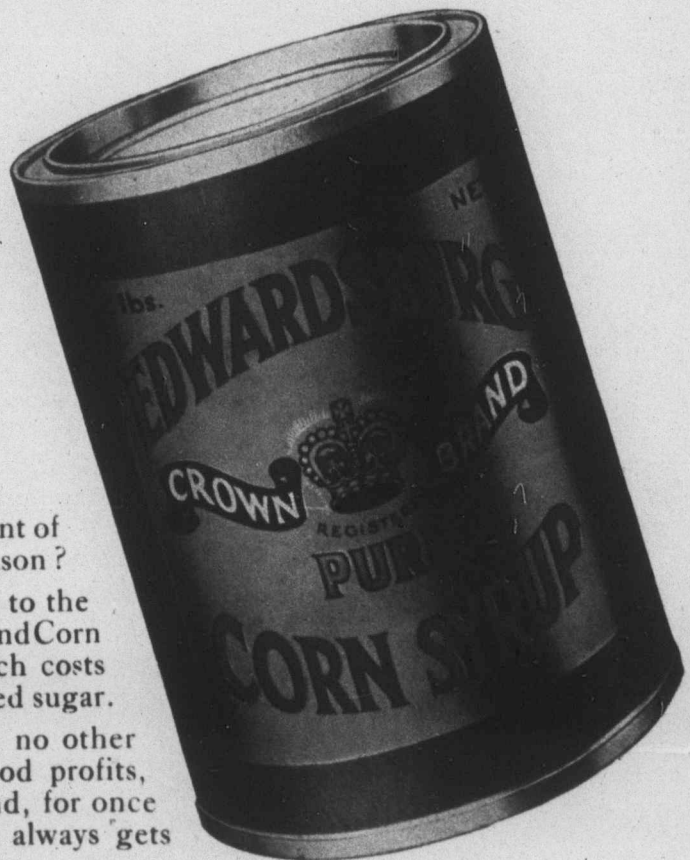
Manufacturers of Edwardsburg Brands

Montreal

Cardinal

Brantford

Fort William





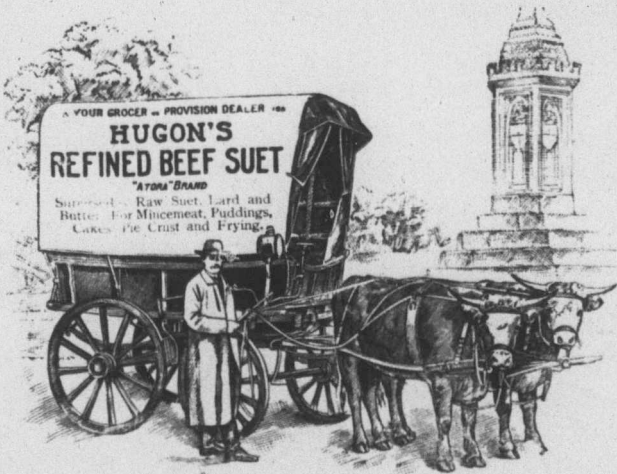
CANADIAN GROCER

# "ATORA" Beef Suet

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

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

ALSO ready SHREDDED in Cartons



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

15 Prize Medals Awarded

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

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



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

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

MANUFACTURED BY

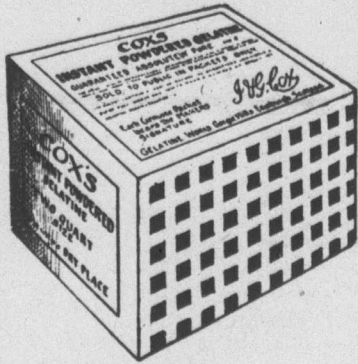
## HUGON & CO., Limited, Manchester, England

Clinch the festive season's demand for dainty desserts with

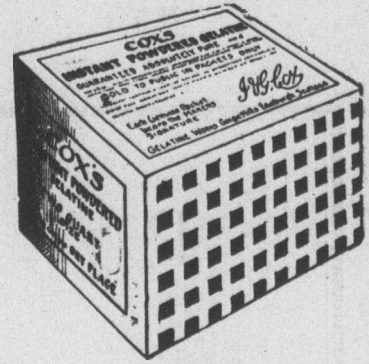
## COX'S QUALITY

To pass up the festive season without one mighty play for gelatine sales is to pass up your best opportunity for extensive profits and continued new custom. No other time of the year has such an insistent call for dainty, delectable desserts, and to meet this need with the quality, the goodness, the possibilities for novel dishes COX'S GELATINE offers, is to lay a broad foundation for repeat orders and continued custom.

*Then set your shoulder to COX'S Quality, buckle your salesmen to COX'S Delicious Goodness, in one mighty effort for unusual sales. Go to it — NOW, while the demand is ripe, and the heavy profits ready to reap. Write your nearest wholesaler for supplies and particulars today.*



BRITISH  
MADE



BRITISH  
MADE

Arthur P. Tippet & Co., Agents, Montreal



CANADIAN GROCER

"DICKESON'S  
TEA is  
the BEST Tea"



"In the  
Original  
Aluminum Packet"

## DICKESON'S TEA

"The Beverage of the Old Country"

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

**No War Prices!**

**No Reduction in Quality!**

Retail Selling Prices:—

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

Write to any of these Agents—

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

RICHARD DICKESON & CO., Ltd.

London, Eng.

(Established 1649)

# ARCTIC

Fish Display Case Sells  
More Fish



From November to January is  
the big Haddock Season

so why not push these toothsome fish?

To handle fish properly and profitably display them in an Arctic Fish Display Case (shown above). It is easily cleaned, sanitary, a silent salesman.

**\$27  
NET**

Pays for itself in a short time. Mail your order to-day and make handling easy.

**John Hillock & Co., Limited**  
TORONTO

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

# 'CAMP' COFFEE-SIR

not only makes new customers, but keeps the old. 'Camp' has a ready and a steady sale. Its invigorating properties and enticing flavour have brought 'Camp' to the front. 'Camp' will help you capture a wide area of lasting business.



See that your  
stock is right

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

## The Flavors Nature Intended

If fresh fruits could be secured the year round you wouldn't have much of a sale for jams and jellies. But

### E. D. S. Jams and Jellies

so well retain the true flavors Nature intended that people prefer them from all others next to the very fruit picked fresh from the orchards. You can easily make the E. D. S. natural flavor bring you sure and steady custom. Why not prove it with a sample shipment? Write to-day.

**E. D. SMITH & SON**  
Limited  
WINONA, ONT.

AGENTS:

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

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



## PURITY

*that brings sales*

is well worth looking into. But Purity that brings customers back, that has won the confidence of three generations of mothers and physicians is well worth pushing vigorously. Because of its impeachable Purity the Borden Line has earned an ever-increasing and steady custom for the large majority of Canadian Grocers. You're working on the sure foundation of proven results when you push Borden's aggressively.

### Borden Milk Co., Limited

"Leaders of Quality"  
MONTREAL

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





# Another New



# Line

that touches the pocket at just the right price

To enable you to make speedy turnovers during these days when folk watch their purse strings, we are putting out

## Our High - Grade Pickles in a 10c. Tumbler

with Anchor Caps. The line includes our Mixed Pickles, Spiced Gherkins, White Onions, Chow Chow, Chili Sauce and our new, delectable Mustard Cream. An irresistible line at an irresistible price.

*Ever see anything that offered such possibilities for speedy turnover?*

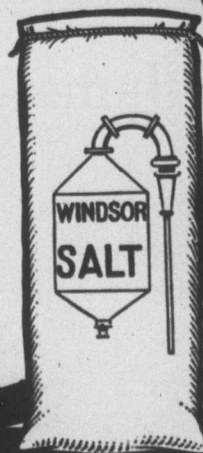
**T. A. Lytle Co., Limited**  
Sterling Road —:— Toronto

Mr. F. D. Lea has joined our processing staff as manufacturer of mustards and mustard relishes.

# WINDSOR TABLE SALT

is just clean, pure Salt, refined to the highest degree of purity, in the most modern Salt works on the continent and Made in Canada.

**Canadian Salt Co., Limited,**  
WINDSOR, ONT.



## Large Service is the Root of Big Profits—

for he who serves best profits most. It is precisely for this reason that hundreds of grocers are securing enviable sales in **WONDERFUL SOAP**. For housewives have come to learn that **WONDERFUL** is the biggest soap value that money can buy. Safe, sure, speedy, dependable. If you would like to know what a profitable, staple soap really is, just get **WONDERFUL** on display in your store. How many cases shall we send you for first order? Write us to-day.

**Guelph Soap Co.**  
Guelph, Ont.



## The Quicker the Turnover —the Bigger Your Profit

The economy and taste-tempting goodness of

## Simcoe Baked Beans

ensure speedy turnovers—quick sales, more sales. Their unusual fine quality make repeat orders doubly sure. For better profits feature Simcoe Baked Beans to-day.

**DOMINION CANNERS, LIMITED**  
HAMILTON, ONT.



THE EVIDENCE OF QUALITY



**THE WAR AGAINST DUST**

IN all the leading magazines we are telling the Canadian housewives everywhere that

**I O C O**  
**LIQUID GLOSS**

makes dusting easier, and cleans cleaner. Ioco Liquid Gloss keeps the dust down, feeds the varnish, and leaves a clean, highly polished surface. It makes house cleaning twice as easy and twice as effective.

Put up in convenient sizes—half pint, pint, quart, half-gallon and five-gallon lithographed tins; also in barrels and half barrels. Prices on request.

**MADE IN CANADA**

**THE IMPERIAL OIL COMPANY, LIMITED**

Toronto  
Ottawa  
Halifax  
Montreal  
Quebec  
St. John



Winnipeg  
Calgary  
Regina  
Vancouver  
Edmonton  
Saskatoon

**Century**  
**Salt**

Pure,  
even  
crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt**. The salt that is best for table or dairy. Every store should handle **Century**. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

**THE DOMINION SALT CO. Limited**  
**SARNIA - ONTARIO**



**Equipment Plus**

To turn out the best quality of granulated sugar requires up-to-date equipment. In this respect no refinery in America, no matter how new, excels the Canada Sugar Refinery. As an example, we were the first in Canada to instal Carton Machinery. But

**Redpath**

EXTRA  
GRANULATED SUGAR

owes its superiority to more than the mechanical perfection of our refinery. Over and above this equipment is the skill acquired in over half a century of sugar refining, and more important still the fixed determination to produce the very highest quality of sugar.

Equipment is important—but it takes equipment plus skill and high ideals to produce the quality which has made REDPATH Sugar Canada's best.

**CANADA SUGAR REFINING CO. Limited**  
**MONTREAL**



## GOOD FLOUR

versus

## Indifferent kinds

**MAKES GOOD BREAD**

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

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

**Leitch Brothers' Flour Mills**  
LIMITED

Oak Lake

Manitoba

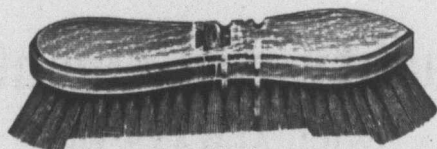
# OCEAN BLUE

Every packet you sell will advertise your store by its superior quality, greater effectiveness, and the invariably good results it produces. OCEAN BLUE does justice to your selection, and its quality makes a lasting impression on every user.

**Order from your Wholesaler.**

HARGREAVES (CANADA) LIMITED,  
33 FRONT STREET, E. TORONTO.

Western Agents:  
For Man., Sask.  
& Alta.  
Nicholson & Bala  
Winnipeg,  
Regina, Saska-  
toon, Calgary and  
Edmonton. For  
B.C. and Yukon:  
Donkin, Credeu  
& Avery, 117,  
Arcade Buildings  
Vancouver, B.C.



The above cut shows an article of daily use in every household in Canada. We specialize on

## Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

**Stevens-Hepner Company**  
Limited

PORT ELGIN, ONTARIO

## "COW BRAND" Baking Soda

*Over Seventy Years the  
Leading Household Requisite*

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

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

Your wholesaler will supply you.

**CHURCH & DWIGHT**  
Limited

Manufacturers

MONTREAL





**Tell us what you have been getting in GERMAN and AUSTRIAN WOODENWARE SPECIALTIES**

— WE CAN SUPPLANT THEM —

**It is our aim** to keep our plant running as in usual times and afford all the work possible to our employees during winter.

We would be pleased to have suggestions from the Wholesale and Retail trade and to pay for samples you would submit of anything we could make here.

More washings will be done at home for a time now than have been for some years. This means a larger demand for **Washboards, Pails and Tubs**. "Cane" quality and finish assure easy sales and satisfaction.

All our Standard products are stocked to render quick shipment.

Hardware Merchants, order from your wholesale!

**The Wm. Cane & Sons Co., Ltd.**  
NEWMARKET ONTARIO

**Cleave's**  
CELEBRATED  
**DEVONSHIRE CREAM**  
**Chocolate**

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

**THE CHOCOLATE THE PEOPLE WANT.**

Also other new and attractive  
5 cent lines.

AGENTS:

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

**JOHN CLEAVE & SON, LIMITED**  
CREDITON, DEVON, ENGLAND

**Made in Canada**

We are now manufacturing a special line of cartons for Biscuit Manufacturers.

**PARAFFINED, SANITARY**

and made from CANADIAN pulp board.

To manufacturers of Biscuits we will be pleased to submit samples and quote prices.

To the Merchant: Ask for biscuits put up in "Made in Canada" cartons.

The Consumer will prefer biscuits put up in "Made in Canada" Paraffined and Sanitary cartons, which keeps them dry and crisp.



We also manufacture paraffined Butter cartons.

**RUDD PAPER BOX CO., LIMITED**  
Toronto

**Quality and Quantity**

**WILL ALWAYS WIN**

That is why our new piece

**NIGHT STICKS**

is selling so well.

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

Order from your Wholesaler.

Everything in Licorice for Grocer,  
Druggist and Confectioner.

**National Licorice Company**  
MONTREAL

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



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

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

Have you a copy of Catalogue 913C?

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

**COLES MANUFACTURING CO.**

1615 North 23rd St.

PHILA., PA.

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

"SOVEREIGN"  
**SALMON**



**FINEST  
BRITISH  
COLUMBIA  
SOCKEYE**

**QUALITY  
IS OUR FIRST  
CONSIDERATION**

PACKED BY

**THE ANGLO BRITISH COLUMBIA PACKING CO.  
LIMITED**

VANCOUVER, B.C.

**Mr. Retailer:**

*Have you calculated the profit  
you make when selling*

**TUCKETT'S  
T & B  
10c. PLUG**

?



Tuckett Ltd., - Hamilton



**Tartan**  
**BRAND**  
THE SIGN OF PURITY

**NEW FALL FRUIT ARRIVING DAILY**

New Valencias (In stock)  
New Malaga Raisins  
New Shelled Almonds  
New Currants  
New Sultanas  
New California Prunes, Apricots, Peaches,  
Raisins.

Our travelers have full information, or

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

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

**BLACK JACK**

**QUICK  
CLEAN  
HANDY**



**TRY IT**

**SOLD BY  
ALL  
JOBBERs**

½-lb. tins—  
3 doz. in case

Say You Saw It

in

Canadian Grocer

**Perfect Seal Fruit Jars**

“Made in Canada”

The most popular fruit jar on the market—  
a fast seller with a good profit.

The “Perfect Seal” is a strong, square jar of  
clear white glass—practical and attractive.

Guaranteed in every respect.

Order from your wholesaler.

Specify “Perfect Seal.”

**Dominion Glass Company, Ltd.**

Manufacturers

Montreal Toronto Hamilton Wallaceburg Redcliffe

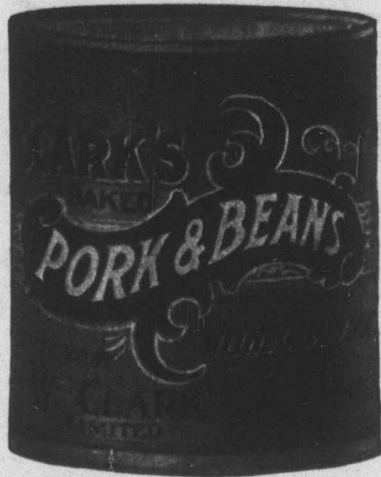


Prices for early  
Shipment:

Wine Measure.  
Pints . . . \$ 7.00  
Quarts . . . 7.50 } per gross.  
½ Gallon . . 10.75

Terms net. F.O.B. Eastern Factories.

# CLARK'S PORK AND BEANS



We do not ask you, Mr. Grocer, to stock and display CLARK'S products SIMPLY BECAUSE they are

## MADE IN CANADA

but because they are of the HIGHEST QUALITY, and in our humble opinion THE BEST.

Therefore, all things being equal, we venture to suggest that the "MADE IN CANADA" are the goods for you.



**W. CLARK, Limited, Montreal**





No other coffee will give your customers

so much real satisfaction with so little trouble as

# SYMINGTON'S

*Reg'd Trade Mark*

# COFFEE ESSENCE

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

THOS. SYMINGTON & CO.,  
Edinburgh and London

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



40  
Cups from  
one bottle

Cash In on the "Made-in-Canada"

### MOVEMENT

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

### DIAMOND CLEANSER

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

Costs \$3 a case of forty-eight cans  
Sells at 3 for 25c. or 10c a can  
A single case thus affords you an excellent profit. But most grocers prefer it in five-case lots at \$2.85, thus ensuring a still larger profit. Your jobber is ready to supply you.

STEPHENS, WELCH & CO.  
7 Ossington Ave. Toronto



BUY

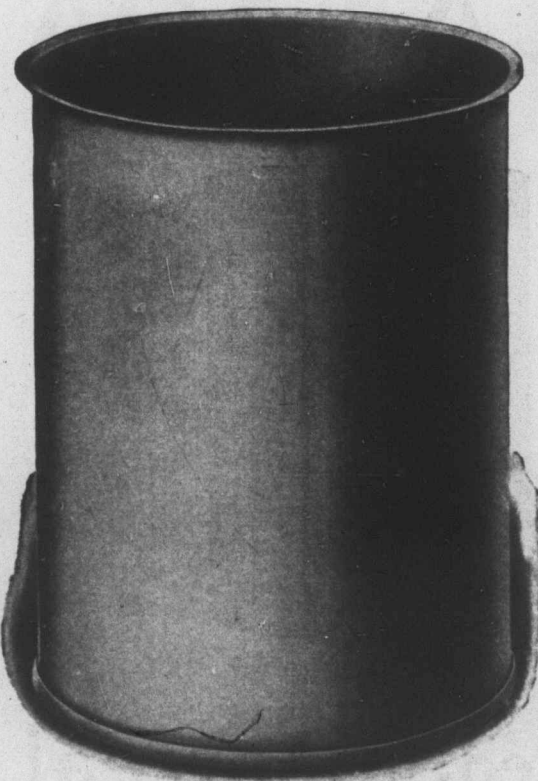
# STARBRAND

## 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



# Sanitary Cans

"The Can of Quality"

Baked Beans,  
Soups,  
Meats and Milk.

## Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

LUMP SUGARS

Are you  
handling

*St. Lawrence*

Lump Sugars?

Packed in cartons and half cartons.

Crystal Diamonds for General use.

“ Dominos especially for Coffee.

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

## Evaporated Apples

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

**O. E. Robinson & Co.**

Ingersoll, Ontario

**Christmas is the Best  
Season to Push—**

**7-20-4 Cigars**

Their truly mild fragrance and  
satisfying flavor make them  
unusually popular for Christmas  
gifts or regular smoking. Write  
to-day for your Christmas  
supply.

**Sherbrooke Cigar Co.**  
Sherbrooke, Que.

## LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and  
sizes

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

**Collapsible Tubes**—plain or  
colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



## HOLLY DAYS

are confection days.

### MAPLEINE

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



Order from

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

CRESCENT MFG. CO. SEATTLE, WASH.

**OAKLEY'S KNIFE POLISH**

WILLIAMS' WOOD-BRUSH

JOHN OAKLEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

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

20th Century Retailing DEMANDS the use of

## ALLISON COUPON BOOKS



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

HERE'S HOW THEY WORK:

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

For Sale Everywhere by Jobbers.

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

## The Work of The Senate

The Senate does not work in the limelight. It is seldom heard of except when it does something that a section of the community does not approve. Consequently it is judged not by its deeds but by what the public is prone to accept as its misdeeds. So much attention is focused on the more spectacular proceedings in the Commons that the deliberations in the Senate are not often featured in the press and the Senators themselves are not, for the most part, familiar figures in the public eye.

With the object of bringing the Upper House closer to the public, the leading article in the December number of MacLean's Magazine is devoted to a close analysis of the Senate. It is forcibly and interestingly written, and will serve to give the public a different conception of the value of that body.



Senator Lougheed, leader of the Government.



Senator Bostock, leader of the Opposition.

## Other Features:

Canadian-born Admirals in the Navy; Big Business and the Private Detective; Extracting a Fortune From Salt; A selection of the best war articles from the leading magazines of the world; Four bright Christmas Stories.

## MacLean's Magazine

DECEMBER NUMBER NOW ON SALE

MACLEAN PUBLISHING COMPANY, LIMITED

143-153 University Avenue, Toronto, Ont.

We handle

# Tea and Coffee

direct from all producing countries, and our present stock is very large and well selected and worth while your enquiring from us for samples and prices. Increase your Tea and Coffee business by selling

## MELAGAMA

Sale guaranteed and freight prepaid on \$60 and over. See price list, page 50 and 56 of this issue

### MINTO BROS., Limited, Toronto



### A Christmas Necessity

The Christmas Dinner is quite incomplete without the tasteful tang of

### D.W.C. Spanish Olives

Unusually large, firm and full-flavored, you'll find the pleasure they will afford at this season will bring an all-year-round response. You'll find it well worth while to get D.W.C. Spanish Olives on display prominently, and suggest their use to your customers whenever occasion affords. How much extra will you need to take care of Christmas trade? Write your nearest wholesaler TO-DAY.

### ROWAT & CO.

Glasgow - Scotland

#### CANADIAN DISTRIBUTORS

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

### GOOD NEWS FOR CANADA

## McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

**Nova Scotia.**

C. E. Choat & Co., Halifax, N.S.

**Quebec and Ontario.**

C. H. Cole, 501 Read Buildings, Montreal.

C. H. Cole, 33 Front East, Toronto.

**Manitoba and Saskatchewan, Alberta.**

Richards & Brown, Ltd., James St., Winnipeg.

Campbell, Wilson & Horne, Ltd., Calgary.

Campbell, Wilson & Horne, Ltd., Lethbridge.

Campbell, Wilson & Horne, Ltd., Edmonton.

**British Columbia and Yukon.**

Kelly, Douglas & Co., Ltd., Vancouver.

Kelly, Douglas & Co., Ltd., Victoria.

Kelly, Douglas & Co., Ltd., New Westminster.

Kelly, Douglas & Co., Ltd., Prince Rupert.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal



# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

Two Good Agencies Wanted for  
**CITY OF OTTAWA**  
(best of references)

**Martin M. Walsh**  
Care Canadian Grocer

We are large buyers of  
**Evaporated Apples and  
White Beans**

Wire or write us.

**W. H. Millman  
& Sons**

Grocery Brokers  
TORONTO

**The Harry Horne Co.**  
GROCERY BROKERS  
Manufacturers' Agents  
and Importers

309-11 King W., Toronto, Can.

We can place your goods on the  
market successfully.

(Correspond with us.)

**W. G. PATRICK & CO.**  
Limited.

Manufacturers' Agents  
and Importers.

51-53 Wellington St. W., Toronto

**W. G. A. LAMBE & CO.**  
TORONTO

Established 1885

**SUGARS                  FRUITS**

**HENRI DE LEEUW**

28 Front Street E.      TORONTO

I solicit Agencies of large Canadian  
Packers, Evaporators, Flour Mills, either  
for Canada or abroad. Submit me  
prices and samples. I have large for-  
eign enquiries.

**WESTERN PROVINCES.**

**GEORGE E. MEASAM**

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

**H. P. PENNOCK & CO.,**  
Limited

Wholesale Grocery Brokers  
and Manufacturers' Agents.  
WINNIPEG.  
We solicit accounts of large and pro-  
gressive manufacturers wanting live  
representatives.

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

Wholesale  
Grocery Brokers and  
Manufacturers' Agents  
Commission Merchants

WINNIPEG                  REGINA  
CALGARY                  EDMONTON

**WATSON & TRUESDALE**

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

When writing to  
advertisers kindly  
mention this paper

**WESTERN PROVINCES—Continued.**

**H. G. SPURGEON**  
WINNIPEG

Wholesale Broker and Manufacturers'  
Agent  
Canadian, British and Foreign Agencies  
Solicited.  
230 Chambers of Commerce.  
P.O. Box 1812.

**FRANK H. WILEY**

IMPORTER & BROKER

Specials just landed:—

**CITRIC ACID      TARTARIC ACID  
OIL OF LEMON      SALT PETRE**

757-759 Henry Ave.      WINNIPEG

**Ruttan, Alderson & Lound, Ltd.**

Successors to  
**RUTTAN & CHIPMAN**  
Commission Brokers

WINNIPEG.                  MAN.

**BRITISH COLUMBIA.**

**The Campbell Brokerage Co.**

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

**NEWFOUNDLAND.**

**T. A. MACNAB & CO.**  
ST. JOHN'S - NEWFOUNDLAND

MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS  
Importers and exporters. Prompt and  
careful attention to all business. High-  
est Canadian and foreign references.  
Cable address: "Macnab," St. John's.  
Codes: A, B, C, 5th edition, and private.

**QUEBEC.**

**SPLENDID CONNECTION**

Amongst the Jobbers and Retailers.  
I am open for a few more agencies,  
and can handle them to advantage.  
Have You a Line of Candy Gross  
Goods?  
The **CLAUDE BEAUCHAMP Imports**  
Limited.  
223 Commissioners St., Montreal.

**UNITED STATES.**

**R. G. KNOX CO.**

Merchandise Brokers  
Eastern Accounts Solicited  
San Francisco      24 California St.

LETTER FROM A GROCER

**Why No Tea Pedlar Stops in His Neighborhood Now**

"I have stood by Red Rose Tea through thick and thin during the past ten years, and although during the first five years of that time I did not make any material gains, I at least laid a good foundation against the tea pedlar, until I was able to show the last year or so a goodly gain and can safely say that to-day no pedlar stops in the neighborhood."

Signed, E. M. LEGGE, Temperanceville, Ont.

Mr. Legge's sales of Red Rose Tea increased over 400 lbs. in two years.

It is well to bear in mind that tea pedlars cannot get Red Rose Tea. One very successful tea pedlar in a city west of Toronto stated recently: "If it was not for the package tea I would get most of the tea business in this locality." This is well worth considering carefully, and you know when selling Red Rose Tea in packages you are giving the best value for the money in Canada.

**RED ROSE TEA**

"is good tea" T. H. ESTABROOKS CO., Limited  
Toronto, Ont.

**Furnivall's**  
FINE  
FRUIT  
**PURE JAM**

To consider the public's tastes and pockets conscientiously; to take into account your own future profit and business expansion, is to invariably suggest FURNIVALL'S—the Jams of ultra-quality, purity and fine flavor. Your first order is ready to pack. Shall we ship to-day?



**Furnivall-New  
LIMITED  
Hamilton, Ont.**

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.

**Jonas' Extracts**  
*satisfy our customers of over 40 years as well as the new ones*



PURITY,  
UNIFORM-  
ITY AND  
STRENGTH

PIONEER  
OF THE  
EXTRACT  
WORLD

Long experience has produced an extract that has no equal, an extract that has maintained its high quality and grown in popularity, holding its first patrons and daily making new friends.

Your customers, one and all, will appreciate Jonas' Extracts.

**Henri Jonas & Co.**  
ESTABLISHED 1870  
MONTREAL



# Readers Of The Grocer, Let Us Know Your Wants

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

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

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

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

## The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

Quality  
has done  
this!

THE LARGEST  
NUMBER OF MAIL  
ORDERS EVER  
RECEIVED IN ONE DAY

were delivered to us on Friday last, November 27th. By this we mean **unsolicited orders**, written and mailed by the grocers themselves. It is the direct proof that the consumer **demands** Salada—that Salada alone will satisfy. **Quality** has done this. Yes, there are, and always have been *lower priced* teas, but none *cheaper*. For just as chalk and cheese have no comparative qualities, these so-called "cheap" teas have no resemblance to Salada in flavor or body.

*This advertisement is repeated from last week, a press-room error having made it unintelligible in the last issue.*



Repeat Sales

follow as the natural result wherever Fretz Pure Jam is introduced. The quality and excellence of flavor lingers long in the minds of your customers. It induces them to use more and more of this popular jam. Your profit is a liberal one—one that makes it worth while for you to push its sales. It will pay you well to put in a window display of Fretz goods. Try it.

Fretz, Limited

HAMILTON ONTARIO

AMOS B. GORDON CO., Toronto, Ont.,  
General Sales Agents.  
A. A. ADAMS, Agent for Hamilton, Ont.



EUREKA  
REFRIGERATORS

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

other refrigerators are judged. Shall we send you illustrated catalogue and prices? Write to-day.



Eureka  
Refrigerator  
Company

Limited

31 Brock Ave.  
TORONTO





# KEEN'S SOXFORD BLUE

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

*Your nearest wholesaler is ready to supply you.*

## MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



### Why Let Uncertain Seals Compromise the Quality of Your Product?

The dealer and user have come to associate Quality with Security and Safety. To seal your product with anything less secure, less certain than Anchor Caps is to definitely place it among inferior grades. The confidence, the reputation, the prestige Anchor Caps build for your product you'll find a most tangible asset. Shall we send you catalogue and full particulars to-day? Write now.

The Anchor Cap and Closure Corp.  
of Canada, Limited

Sudbury St. West, Foot of Dovercourt Road, Toronto



# CANADIAN GROCER

VOL. XXVIII

DECEMBER 11, 1914

No. 50

## Retailers' Relations to New Compensation Act

They Are Excluded from Part 1, Which Compels an Assessment for Every Employee—Liability for Injuries to Sales Clerks Same as Under Old Act—For Other Employees Liability Increased—Must Pay Assessment for All Elevator Men.

From staff interviews with members of the Compensation Board.

WITH the late announcement in the Ontario Gazette of a series of regulations approved by the Board, and passed by an Order-in-Council of the Provincial Cabinet, the working out of the Workmen's Compensation Act begins to assume more definite shape. In this article an effort is made to present to the retail merchants the main features of the Act, and, in more detail, its provisions as it applies to them directly. These are the more important, as it is understood to be the wish of the Board to include all establishments at some future date in the active control of the Board, and in that case it would be well for the retail merchants to have a clear understanding of the Act as it now stands upon the statute book, and also to follow its operations in order that they may be able, if the time comes for a decision, to reach an intelligent conclusion as to their future attitude.

### Retailers Not Included.

The most important feature probably of the new regulation, is that they make it clear, once and for all, that wholesale and retail mercantile business establishments are excluded from the active operation of the Act. That is to say, that the employees of retail and wholesale stores are not included in the classes for which the employer is compelled to pay an annual percentage of the wages, and out of which lump sum the Compensation Board will pay out the specified amount in case of injury. So far as employees of retail stores are concerned, therefore, the position remains, with one exception, pretty much as it was before, and in case of damages the store will not be the arbiter, but the case must either be settled as between employer and employee, or come before the court as an ordinary action. In other words, retail as well as wholesale

establishments come under Part 2 of the Act.

### Comes Into Effect Next Year.

The Workmen's Compensation Act of Ontario was passed in the 1914 session

### THE R.M.A. STAND ON EXCLUSION.

*The Retail Merchants' Association, Ontario Branch, opposed the inclusion of the retail trade under the Workmen's Compensation Act on the present time retailers could secure accident insurance on employees from insurance companies at a very low rate. At the same time, the Association states, the retailer need only insure those employes whom he thinks are liable to injury and can omit the others. This means that whereas if the retailer had been included in the Act he would have had to pay a premium for every employe, he now by obtaining insurance from existing insurance companies has only to pay for those he wishes to insure against accident. While it is, of course, impossible to say at this early date the basis of the premiums under the new Act, the Retail Merchants' Association felt that it would not be to the advantage of the retailer to be under it.*

*Another consideration was that if the retailers had been included, they would have been compelled to insure every employe, where as now it is optional. They felt it would be a stroke against the freedom they now enjoy.*

of the Legislature, after an extended investigation by Sir Wm. Meredith. It covers the question of compensation for accidents happening to workmen in the course of their employment, and will be brought into effect at the beginning of the year 1915. The part of the Act to be administered by the Board is called Part 1. This does not apply to all employment, but includes a very large number of industries, chief among them, manufacturing, building, lumbering, mining, transportation, navigation, the operation of public utilities, etc.

In the case of all employees in industries in Schedule 1 the Board levies an assessment and collects an accident fund, out of which the compensation to workmen is to be paid, and employers are not individually liable to pay this compensation. In the case of Part 2, the employers do not pay into the general fund, but are individually liable to pay a compensation when an accident occurs.

The compensation for the injury is on a much wider basis than under the old Act. And it is not decided, to nearly the extent it was, by the question of negligence or absence of negligence on the part of employer or workman. The only places where compensation is not payable, providing the accident arises out of and in the course of the employment are (1) where the disability lasts less than seven days, (2) where the accident is attributed solely to the "serious and wilful misconduct of the workmen and does not result in lasting or serious disablement."

It is also provided that there can be no agreement to forego the benefits of the Act, and that no part of the amount payable to the accident fund by the employer is chargeable against the workman, nor can the compensation be assigned, charged or attached except with



the approval of the Board. It is also provided that the employer himself may be carried on the list, at a reasonable salary, not exceeding \$2,000 per annum, and compensation may be paid for out of the general fund, like the case of an ordinary workman.

It is understood, of course, that compensation under the Act prevents further acts under the common law for the same injuries.

The scale of compensation is given elsewhere in this article, and it is an important feature of the new system that the money is payable periodically rather than in a lump sum, and as a rule it continues during disability or during life, as the case may be. It is also provided that where the impairment of earning capacity does not exceed 10 per cent., the compensation is fixed by the board in a lump sum, unless the board think it is not to the advantage of the workman to do so. In all other cases the board may fix the compensation at a lump sum if it sees fit.

The general division of the operations of the Act includes No. 1, which requires all question as to the right of the compensation and the amount to be determined by the Board and its officers instead of in the court. The employer is required to notify the Board within three days of any accident happening to a workman in his employ. A workman, on his part, must give notice of the accident to the employer as soon as possible, and must make claim for compensation within six months.

#### The Old and the New.

There are several important points in which the new law differs from the old. Under the old law any workman had no right to recover anything unless the negligence of the employer could be proved. If he was himself guilty of negligence which contributed to the accident, he could not recover any damages. If, further, he was injured by the negligence of a fellow workman, he was barred from recovery. Moreover, if he was presumed to have voluntarily assumed the risks of the employment, he was also barred from recovery.

The new law allows none of these bars to hold. The theory is that where a workman is injured, his own misfortune or the needs of his widow or children are none the less because he or someone else was or was not to blame. He can recover or his dependents can recover, irrespective of negligence or any other circumstance, such as before mentioned, except that the accident must not be attributable solely to his own "serious and wilful misconduct." Even in this last mentioned case he or his dependents will still be entitled to recover

#### SCALE OF COMPENSATION.

*If the accident results in death and the workman leaves a widow but no children, the widow is entitled to a monthly payment of \$20 a month.*

*If he leaves a widow and children the payment to the widow is \$20 a month and \$5 a month for each child under 16 years of age, not exceeding \$40 in all.*

*If he leaves children only, the payment is \$10 a month for each child under 16, not exceeding \$40 in all.*

*If the workman was under 21 years of age and his dependents are his parents or one of them, such parents or parent will be entitled to \$20 a month until the workman would have become 21 years of age, or for such longer time as the Board may determine.*

*In the case of other dependents they are entitled to a sum reasonable and proportionate to the pecuniary loss occasioned to them by the workman's death, as determined by the Board.*

*The necessary expenses of burial \$75, are also in all cases to be paid.*

*All the above is governed, however, by the provision that in no case is the compensation to exceed 55% of the workman's earnings in the employment; and all provisions for compensation are subject to the proviso that no salary or wages of a workman shall be reckoned at more than \$2,000 a year.*

*In the case of a widow who marries again the periodical payment ceases on her marriage, but she is entitled within a month after her marriage to a lump sum equal to two years' payments.*

*Where the accident results in total disability of the workman, he is entitled during the continuance of the disability, whether for life or temporarily, to a weekly or monthly payment equal to 55% of his earnings in the employment. Where the workman is only partially disabled he is entitled to 55% of the impairment of his earning capacity.*

if the accident results in serious disablement or death.

#### More Equitable Damages.

The other great advantage of the new law for the employee is that formerly a lump sum of damages was fixed by the jury or judge, and like ordinary punishment, varied greatly in different cases. Under the new law there is more equitable rule, because all of these amounts are fixed in advance, and apply to all cases.

The advantage of the periodic sum over the lump sum payment is obvious, as frequently damages recovered by a widow or children have been badly invested at one time or otherwise lost, and probably they would be dependent in the end.

Another advantage is the prevention of action in law. These frequently lasted a long time, and very often they were appealed by the employer to take them from one court to another, causing heavy expenses and frequently deterring the employee who had a good case from entering action at all.

The method of operating the Act is to require all employers in the industries quoted in schedule one to send to the Board a statement of the amount of wages paid, and expected to be paid by them, for their individual employees. There are many classes of industries, and out of the assessment received for each class are paid the damages for injuries to employees of that class. Each class must stand by itself. Provision is made for compelling the payment of compensation by having judgment entered in the County or District Court, or otherwise.

If after a year or period of years it was found that the payment entered upon by any particular class exceeds the requirements for payment out for injuries, the rate will be reduced from time to time.

#### Exclusively Retail Business.

An important ruling as announced in the Ontario Gazette relates to industries that are carried incidentally in connection with exclusively retail businesses; for instance, in men's and women's clothing, whitewear, skirts, collars, corsets, hats and caps, furs or robes.

These firms are excluded from the operation of the Act. Where the carrying on of this business is a manufacturing industry it is included in the operation in Part One of the Act.

Among other industries carried on and part of and in immediate connection for the purpose of an exclusively retail business which are excluded from the operation of Part 1. are watch, clock and jewelry making and repairing; boot and shoe making and repairing; harness

making and repairing, business of an optician, tinsmithing and tinsmith repairing, paper cutting, drug manufacturing, coffee grinding, etc.

**Connected With Retail Business.**

Certain industries which may be said to stand by themselves are excluded where less than six workmen are usually employed, among these being, manufacturers of cheese or butter, the construction or operation of telephone lines

or works, the manufacture of artificial limbs, power laundries, dyeing, cleaning or bleaching establishments; the operation of threshing machines, etc.; manufacturers of feathers or artificial flowers, confectioners, etc.

Another clause which relates to "side lines" carried on in retail establishments provides that where less than four workmen are usually employed some industries are withdrawn from

Part 1, where they would ordinarily be included, such as machine shops, repair shops, tinsmith shops, blacksmith shop, cabinet work, upholstering, picture framing, etc.

Part 2 of the Act, it has been stated, includes establishments such as retail and wholesale businesses in which the employers are not required to furnish a list of employees, and pay so much

(Continued on page 38.)

## Decorating the Store Interior for Christmas

One Merchant States That a Few Decorations Help Get the People Purchasing Earlier—They Create a Christmassy Atmosphere About the Store, He Says.

**H**OLLY has now reached the Canadian markets for Christmas decoration purposes. Apart from the possibilities of working up a good trade for holly, the majority of dealers find it excellent advertising to trim the interior of the store with it as well as with evergreens.

"All such decorations assist in spreading the Christmas spirit," observed a merchant the other day who had just arranged from an importer for a supply. "People are sometimes slow to realize that the Christmas season is near at hand and unless we can suggest to them its proximity by creating a Christmassy atmosphere, they are not likely to begin their holiday purchasing very early. They see the holly and the evergreens about and begin to realize that they might just as well get at the Christmas baking

—at any rate that's how I figure it out and I know that just as soon as these decorations are up customers begin to ask about the Christmas goods. Of course these decorations alone will not create much buying, but in conjunction with a window trim and displays of dried fruits, nuts, etc., inside the store, they help considerably."

The illustration shown herewith demonstrates what can be accomplished in interior display by the addition of a few evergreens, bells, and other fancy decorations. Many of these can, if properly taken care of, be used several times. One grocer uses a long cardboard box in which the decorations that can be used more than once are placed and laid away from year to year.



This illustration demonstrates effect Christmas decorations have on store appearance.



# Putting Pull Into the Advertisement

Main Features of Newspaper Advertisements That Bring in the New Business—Reasons Should Be Presented Why Your Store Deserves the Trade—Power of the Timely Suggestion.

By Marco Morrow.

YOU occasionally find a retail merchant who thinks and says that he "does not have to advertise," "Why," he will tell you, "everybody in town knows me and my place of business. Half the people in town pass my store every day. It would be a waste of money and effort for me to use newspaper space." The trouble with such a business man is that he has never been shown the fundamental idea of advertising. He doesn't understand the chief functions of advertising. No one has pointed out to him that advertising is salesmanship and that its function is much wider and much more far-reaching than merely "letting people know where he is."

There are three things which advertising must do for you:

First, it must let the people know who you are, where you are, and what you are. This is its simplest function. The sign over your door, your store front, the display in your window—these help perform this necessary function; the little standing cards which retailers sometimes run in their local papers, and indeed a greater part of the retail advertising in the newspapers, perform no higher function than that. They simply let the people know who you are, where you are, and what you are.

#### Reasons are Necessary.

But your advertising must do more than that. It must not only let the people know that you are a purveyor of food products, but it must also give the buying public some reason for coming to you for what they want instead of going to your competitor in business. It

not mean that your advertisements should "knock" a competitor. A "knocking" ad. is seldom, if ever, judicious. But, if there is any reason why people should trade with you, your advertisement ought in some way to suggest that reason, even if it doesn't give the reason in so many words. It ought to make the women who read it think,



## Christmas Home-Table Satisfaction

IF you really want to enjoy the Christmas meals you must have every article used in the baking of the finest quality available. Stale or inferior goods do not represent household economy, and discriminating buyers will have none of them. Our stocks of everything are choice and select because we satisfy.

Valencia Raisins, large in size and meaty, per lb., ....c.  
Seeded Raisins, clean, fine flavor, no seeds, per lb., ....c.  
Finest Layer Figs, juicy, large and tender, per lb., ....c.  
New Fard Dates, the rich dark variety, and clean, per lb., ....c.  
Cleared Currants, no stems and with a peculiar rich tartness, per lb., ....c.  
Cluster Raisins, a delicious dessert raisin, per lb., ....c.  
Crystallized Ginger, a wholesome confection, per box, ....c.  
Thin Shell Walnuts, full, meaty kernels, nice flavor, per lb., ....c.  
Extra Fancy Filberts, large and handsome, per lb., ....c.  
Cranberries, with that desirable tartness, per quart, ....c.  
Canned Tomatoes, fresh tomato flavor, per tin, ....c.  
Plum Pudding, the time-honored Xmas dessert, per lb., ....c.  
Pure Maple Syrup, from the maples of Quebec, per quart bottle, ....c.  
Mince Meat, flavored with best spices, per lb., ....c.  
Blank Brand Flour, a flour for the home, per small bag, ....c.  
Delicious Christmas Wines, several flavors to choose from, per bottle, ....c.

All these goods are the finest and freshest obtainable.

### SMITH & JONES

11 Main Street

Phone 656

For the grocer who uses small newspaper space, above is tendered as a suggestion for a Christmas ad. Each line listed is described in short, crisp terms.

"I'll go there next time; I'll try that shop." In other words, it must attract trade to you, not simply let the people come to you if they want to come, but pull them toward you. This is the second function of advertising.

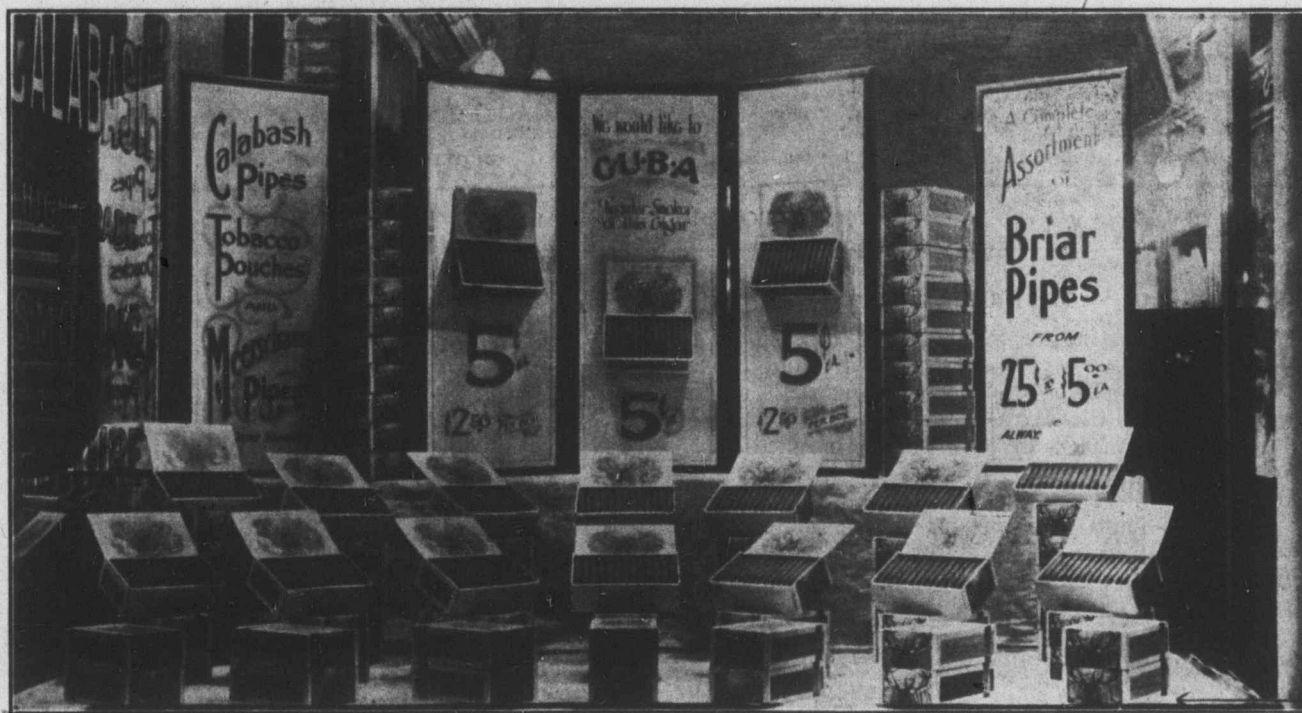
But there is another duty which your advertising must perform if it is to be a successful salesman for you. And this

third duty is the highest and most important function of your advertising. It is the function which you and your clerks perform every day if you are good salesmen, in calling attention to something special, something extra, something which the customer might not buy unless you suggested it to her. Mrs. Jones, who is a good spender, comes into your shop, and you immediately think, "Now, what can I sell Mrs. Jones to-day?" If she gives you a chance, you say to her: "Mrs. Jones, I have an extra nice chicken here which I would like you to have," or "Here is a mighty fine lot of pine-apples." You keep suggesting to your customers purchases which they otherwise would not make. You are constantly endeavoring to get the customer at the counter to buy the thing which you most want to sell. That's good salesmanship. That's the way you build up your business. There is a certain store I know of which has brought this kind of salesmanship to such a state of perfection that I know women who are afraid to go into it; they say they prefer to order by telephone, because if they go into that store they are sure to buy something which they do not need, and which, maybe, they can't afford. Now, the real purpose of your advertising in your local newspaper should be to put salesmanship of that kind before every possible customer in your community. It isn't enough for the people simply to know where your place of business is. It isn't enough for the people simply to know what you sell. It isn't enough for the people to know that you have the best shop in town—although these things are of the highest importance—but your advertising must make the good housewife's mouth water for what you have on sale to-day. It must suggest to her expenditures which she had not thought of. You have heard women say, time after time, "Dear me,

(Continued on page 42.)

## A Gift Cigar Window Trim Appropriate Now

An Opportunity to Get New Business, as it Will Appeal to a Class of People Who Have Money to Spend—A Simply Arranged but Attractive Display of Cigars.



A cigar window trim which would require little time to prepare and which is most attractive.

**A** CERTAIN grocer in Western Ontario keeps a display of cigars, tobaccos and pipes in the window all the time. This trim is shown in a glass case where the proper moisture can be maintained and which of course always keeps the goods clean and attractive. This merchant makes money out of these goods. Otherwise he would not have had that display for four or five years.

Just now with the Christmas season all but on us, cigars particularly are a mighty good line to feature. A grocer who has three display windows states that in December every year, he invariably shows a cigar trim as a suggestion for Christmas gifts. Here is the way he looks at it: "There are always a great many boxes of cigars given away every year and I maintain that I should get my share of that business. An attractive window during one week of December tells the people that I have cigars for sale and the window itself shows a fine assortment. I not only get a good portion of the business on gift cigars of this district, but a good deal of advertising which stands me in good stead in the future."

Above is reproduced a good cigar trim. It is not elaborate, but simple and easily constructed. It is merely the way the boxes are placed about the floor of the window that makes it attractive. The display cards at the rear are of course an aid in the selling of the cigars, and if a neatly written card were used just now with the wording: "The Best Gift for the Smoker" or "An Appreciated Christmas Gift," etc., this would surely be a highly successful window.

At a time like the present it is the duty of every aggressive merchant to create new business and people who have money to buy goods other than staples will be largely influenced by the suggestions that are placed before them.



# CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY  
LIMITED

JOHN BAYNE MACLEAN, President.

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

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

## OFFICES:

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Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-149 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

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New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 6074 Stoner Island Ave.; Phone Midway. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

### GREAT BRITAIN—

London—88 Fleet St., E.C.; Telephone Central 12900. E. J. Dodd.

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PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 11, 1914

## No War Tax on Tea!

**T**HERE has been a great deal of talk about a war tax on tea in Canada. But why should tea be taxed? True the Government want more revenue to meet the extra needs occasioned by the war. But surely there are methods whereby this can be obtained without taxing the national drink of the Canadian people.

If there should be a war tax placed on tea, the plea of the Government no doubt would be that because it is the national beverage, it will bring in a large revenue. On the other hand if there is a duty of 5 or 10 cents a pound on tea, it will mean a great hardship to the poor and financially embarrassed many of whom are struggling along on very little if any money. It would in fact hit the poor man much harder than the middle or wealthy classes. Those who have money will of course be able to pay a little extra for their tea, but the man who is living on what he can pick up here and there or on a gradually decreasing bank account, cannot afford to expand his outlay for even a necessity. It will be an undoubted hardship upon him if he is called upon to do so, and it will make it exceedingly embarrassing for him in getting through the temporary depression.

Someone has suggested that automobile owners be taxed; or that a tax be placed on certain luxuries so that the bulk of the increased cost of living caused by the necessity for more revenue, would be borne by the people of the country who can stand it. Surely the Government will adopt such a course, and Canadian Grocer firmly believes that if the situation is calmly and carefully considered by the officials, it will be the one followed.

## Get in the Christmas Contests.

**F**OR a good many years *Canadian Grocer* has had a Christmas Window Display Contest. That this has stimulated the art of window dressing among the trade in Canada is evidenced by the statements of a great many of our readers to the effect that these competitions have assisted dealers and their clerks to realize what is possible in window display and the importance of it when properly done.

This Christmas the contest is on again. It has been announced in recent issues in detail. When you have your best display arranged, why not have it photographed and entered in the contest? Apart from the prizes, which are in themselves worth striving for, the honor of winning a high place of merit in competition with every store in the country, means much. A win also means greater interest and greater enthusiasm as regards the future.

So that dealers and clerks in the smaller centres do not have to compete with those in the larger cities, there are two classes to the contest—one for cities over 10,000 population and one for places under that number. Now that you will soon be having the big Christmas trim ready, arrange with the best commercial photographer in the town or city to get a good picture of it. The contest closes on December 31 when every picture should be in. Send along with it a description. This is essential to reproducing the window should it receive a prize. Full instructions are, however, given on another page.

There is also a Christmas ad-writing contest. All that is necessary in this is to clip the advertisement from the newspaper and mail it to *Canadian Grocer* with your experiences on the business-building powers of good advertising. Let everybody come in on these contests. Make it "Business as Usual."

## Show Cards Made Easy.

**R**EADERS of *Canadian Grocer* can confidently look forward to a splendid series of articles on card-writing which we announced in a recent issue. This will be a "Show-Card-Made-Easy" course. R. T. D. Edwards, the writer of the series, has given his best endeavors to make this the simplest course that has ever been presented to the readers of any business paper in Canada. He has cut out what he terms the "red-tape" in card-writing and has got right down to business from the drop of the hat. The lessons will be so prepared that the student will be writing cards from the commencement of his studies.

Mr. Edwards is himself one of the best card-writers in the Dominion. Last year he distinguished himself at the convention of the Canadian Window



Trimmers' Association by winning first prize with a series of finely written cards. The first article will appear in the first issue of the New Year.

### The Empire's Food and Canada's Position.

**N**OT to-day do we realize the importance of the service which Canada can do in feeding the people of the United Kingdom; a year hence is when the strain will be felt. The war has not interfered with the world's harvest of 1914 to any serious extent; what the harvest of 1915 will be no one can foretell at the present moment, but everything points to a very serious agricultural disorganization throughout Europe. In the crisis Canada may play a more important part in supplying wheat than in supplying men and the report that the area for cultivation on the prairies has been increased by twenty-five per cent. (sometimes estimates are 50 per cent.) this fall has a wealth of significance. It indicates that the people "are coming back to earth."

The development of Western Canada must necessarily be agricultural. Farming is the one great industry. Realization of the great agricultural resources of the country brought an inrush of wealth and, with it, a tendency to discount the future.

The readjustment will be complete when production catches stride with the rapid development of other interests; when the actual money is being brought out of the ground that warrants the value which has been placed upon it. An acreage increase of twenty-five per cent. in one year is a long stride in this direction. Our rapid advance has been due to a considerable extent to "what the country can do"; "what the country is doing," is a better basis.

The future has not been over-estimated but the inclination has been strong to discount that future; to realize upon an asset without making that asset produce. Now we are to have the production.

### Five Healthy Maxims

**A** SECTION of the Canadian Credit Men's Association has sent circulars to the retail trade suggesting lines of policy in five directions that it appeared advisable for them to follow. These were: (1) Prompt collection of all accounts due; (2) Limitation of credit except to those who pay promptly; (3) Exercise of care in buying and the avoidance of being overstocked; (4) Keeping the stock insured; (5) Arranging promptly for maturing bills. These are the best of maxims at every season when business must be sought for, or when it seems to come to him who waits.

### Editorial Notes

**CHRISTMAS** is coming in on us. Are sales equal to last year?

\* \* \*

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

\* \* \*

**SURELY THERE** are other things than tea the government can find to tax—it is the national beverage for rich and poor alike in Canada.

\* \* \*

"**OUR BUSINESS** is away ahead of last year," remarked a country merchant the other day. "And why shouldn't it be," he added, "when the farmers have more money to spend?" As agriculture is one of the big sources of wealth our faith and optimism in Canada's future should be great.

### Patriotism and Giving.

*From Financial Post.*

**F**OR a man who has \$250,000 worth of shares in one big dividend-paying company alone to give only \$10 to the Patriotic Fund is worse than 'calling with an ace full.'" Such is the charge made by a weekly paper which was placed in the hands of *The Financial Post*, by one of the latter's readers. Whether or not the weekly in question was correctly informed we cannot say. A man may give much more to his country than can be measured by the dollars he contributes to the patriotic fund. There are many men in Canada in whose name stands stock of dividend-paying companies to a much greater extent than \$250,000 who would not be justified in giving ten cents to the Patriotic Fund.

It is exceedingly easy to flippantly criticize and condemn contributors to the patriotic or other funds but before doing so, the facts should be known. There are to-day many "reputed" wealthy men who are now, and have for years, carried a heavy load. The stock which is credited to them may be in the bank vaults. To get it from the bank by paying off the debt due the bank, is the cause of sleepless nights and shortened lives. At no period has the strain been more acute than at the present time. Such men are not justified in giving large sums to patriotic and charitable objects. If they do, they are giving to these objects, money, roughly speaking, not belonging to them.

There are many men enjoying regular salaries, but who own neither home nor shares in dividend paying companies, who are in a much better position to pay \$10 to the patriotic fund than many men whose names appear in stocks and share lists as holders of \$250,000 or more. The nature of the criticism which we quoted at the outset of this article, calls to mind the case of the late Mr. Massey, the head of one of the largest manufacturing interests developed in the Dominion. When his project was taking shape and began to take upon itself somewhat large physical proportions in the form of factory plants and stocks necessary to keep it going, he was appealed to for contributions to every kind of philanthropic purpose. Perhaps the most unfortunate solicitors were those from the church to which he belonged. He was obdurate, however, and succeeded in side-tracking all requests by the promise that some day he would do something for them. His co-religionists used such language even in his presence, as implied that his penury was mean and contemptible. Externally, his business was of, seemingly such large proportions as to leave the impression that he was immensely wealthy. As a matter of fact, he carried a terrific load of debt. It was measured by millions. Out of unsuccessful enterprises he assumed the burden and responsibility of making one that would be successful. To do so meant the assumption of a vast debt and its contingent worry. He could have chosen another alternative which would have permitted him to retire in comfort. But he preferred to do otherwise. He courageously faced a task the success of which meant more for his country than for himself. That he could not have done without his undaunted faith in the future of the Dominion. His faith was justified and in time the debt disappeared and in its place a surplus arose. Then came the time when contributions could honestly be made to worthy objects. Mr. Massey, when his position justified it, gave liberally and his estate has ever since given liberally for the public good.



# Selling Suggestions for the Fish Department

Dealers Urge That Hotels be Reminded of Special Seasons, Such as Advent — Fish Makes Splendid Change From Usual Meat Menus—The Time to Push Sales.

**S**ELLING fish depends upon many things. First of all, it depends upon having the goods. Secondly, it depends upon good salesmanship. In those two regards it is much like selling anything else. But it also depends at any rate for certain months in the year upon the religious susceptibilities of the public, as instance the present very much increased returns among fish people because we are in the middle of Advent.

During Advent a good many people religiously observe the rules of diet prescribed for them. The wise fish-man takes notice of the calendar and acts accordingly. If he stocks fruit and vegetable and game as well he gives precedence during Advent to the fish. He makes a good window display, and illustrates it by cards, calling the public attention to the why and the wherefore of the display being wholly fish instead of the medley of green-stuffs and game, and so on, which they are used to seeing. He tells his customers who come to buy other lines that it is Advent. Usually the outsider does not know. "It is surprising," said one salesman to Canadian Grocer recently, "how few people bother to look at their calendars, even though they are of the religious belief that would enjoin them so to do." All that is necessary, in a good many cases, is the jog of the money and the returns of fish sales go up immediately. It is all a case of taking the tide at the flood. The opportunity of a lifetime should be seized in the lifetime of the opportunity. Selling fish is often a matter of this seizing of opportunity.

## Money in Hotel Trade.

In addition to this window display and personal reminder of the fish season, one dealer told Canadian Grocer that he was careful to remind the hotels. Many of them would overlook the fact that this is fish time, unless the fish salesman reminded them. Then, the bill of fare contains several fish dishes. More fish is eaten, and more fish is consequently sold, all because some enterprising dealer "got after" the trade in a quick

manner. "It does not take five minutes," said one dealer, "to call up the hotel catering departments, but it brings in a good deal of trade, so it is worth while to bother spending the time."

The observance of Advent is getting a good deal more rigid and popular in the opinion of a number of fish dealers. Whereas a few years ago meat was always the staple dish of a family's dinner, and the fish diet was only observed by those of certain religious faiths, a majority of people vary their dinner menu frequently by fish dishes. There is just as much nutriment to be got from them. And, if variety is the spice of the dinner table, there is just as much variation to be had in fish dishes as in meats. The hotels are doing their part. Many of them have two and three choices of fish for their patrons, where a few years ago they would not have more than one, if even they had that. The tea rooms and restaurants and small cafes nearly always have at least one fish dish each day. "Fish on Friday" has become "Fish every day," and the public taste has become attuned to the supply.

There is a good deal more fish sold and eaten in Montreal than there is in Toronto. The primary reason, of course, is that the French metropolis has a great percentage of people who observe the custom. Fish, if it is well iced, should keep perfectly well, notwithstanding a twelve hours' extra journey from Montreal to Toronto.

## The Time to Display Fish.

The retailer has his opportunity now to push the sale of fish. It is a paying line; the public is becoming more and more used to it as a staple article of diet; right now is a time when people regard the fish diet with general favor because of their general religious principles, and if they have the fish shown to them, displayed well, and talked about well, they will buy it in more and more quantities.

Take advantage of the opportunity. Display and talk about the connection between fish and Advent, and you will find it pays.

## HAMILTON GROCERS' OFFICERS.

Hamilton, Dec. 10—(Special).—The 1915 officers of the Retail Grocers' Association were elected at the last meeting as follows:—

J. M. Semmens, president.

John Knox, first vice-president.

James Lawrie, second vice-president.

James Main, treasurer.

M. R. Hill, secretary.

J. C. Clark, J. A. McIntosh, J. L. McLachlin, E. H. Soules and John L. Brown, executive.

J. A. McIntosh and George Dawson, auditors.

A grant of \$10 was made to each of the following charitable institutions: Boys' home, Girls' home, St. Mary's Orphan asylum, Home of the Friendless, Aged Women's Home, St. Peter's infirmary, Day nursery, Salvation Army Rescue home and the Mountain sanatorium.

## THE BEST IN TRADE PAPERS.

From the Advocate, Vulcan, Alta.

Canadian Grocer in its last issue, published an article in defence of the retail grocer that should be read by every grocer in the province. The Maclean Publishing Co., of Toronto, publish a number of trade papers and are doing a great deal to advance the cause of the retail merchants. They give valuable information in each issue showing the merchant how to advertise in his local paper to get more business, how to dress his windows, arrange goods in his store and how to buy to advantage. Every retail merchant should subscribe for a trade paper and in this connection the Maclean Publishing Co. can supply you with the very best.



# How Other Grocers Do Things



## A Gift Basket.

A basket of fruit makes an ideal Christmas gift. So does a basket of provisions containing all kinds of Christmas goods. To some one in need nothing could be more acceptable than the latter. Many stores make it a feature from year to year to arrange a number of fancy baskets at different prices for such gifts. In every centre there are always a number of poor people not in a position to lay in much of a larder; friends in more affluent circumstances would not hesitate helping them out if a suggestion were tendered.

Following is an advertisement a grocer ran a year ago under the heading: "An Ideal Christmas Gift."

(Cut of basket well loaded appeared here.)

These baskets are packed with an assortment of the best quality, strictly fresh groceries. Give your orders now and we will deliver the baskets any time you desire. If you cannot come to the store in person, order your baskets by mail or telephone. We will send C. O. D. when requested.

### EACH CHRISTMAS DINNER BASKET CONTAINS:

Can Condensed Soup  
Dry Picked Chicken  
Package Poultry Seasoning  
Two Quarts White Potatoes  
New Yellow Turnip  
Can New Red Ripe Tomatoes  
Package New Macaroni  
Package Crisp Soda Biscuits  
Large Can Baked Beans  
Three Ripe Sweet Oranges  
Three Red Eating Apples  
Pound Plum Pudding  
Pound New Mixed Nuts

All  
Packed in  
Basket  
for  
**\$1.50**

We will deliver these baskets to any address within our regular delivery limits, on or before Wednesday, December 24. Orders are being taken now. As we are usually asked to handle thousands of these baskets in the two days preceding Christmas, it would greatly assist us if patrons would file their orders as early as possible.

Such an advertisement ought, of course, to be supplemented by a display of the baskets loaded with the provi-

sions, in the window or in some conspicuous place inside the store.

...

## A Chocolate Talk.

In an advertisement of chocolates and bonbons, the Finley Acker Co. of Philadelphia, U. S. A., the talk was made so interesting and the descriptions so convincing that it is herewith reproduced:

"Critical buyers and gift makers are enthusiastic in their praise of these exquisite Bon Bons.

"Each Bon Bon and Chocolate, an exquisite gem of the confectioner's art, is displayed in a separate compartment and tastefully arranged in a cushioned, ribbon-tied box of creamy whiteness, embossed in gold.

"Recognized as the most exquisite confection in America!

"An elegant and appropriate gift." Few readers of such an advertisement could resist the appeal.

...

## Displaying Fancy Biscuits.

The H. Malcolmson grocery, Chatham, Ont., has a novel idea for the advantageous displaying of its assortment of fancy biscuits.

There is a short section of wooden counter between the silent salesmen in the biscuit and confectionery department, which is convenient and necessary for wrapping parcels. A section of the woodwork on top has been removed and the aperture, a few feet square, fitted with a shallow box a couple of inches deep. This space is covered with a piece of plate glass on a level with the top of the counter.

The various grades of fancy biscuits

are shown under this plate glass, which gives ample space for the displaying of one of each kind of biscuit. The display is right under the customer's eye and he can readily make a selection of what he wants without the trouble of lifting boxes from the shelves or the difficulty of inspecting the biscuits at long distance. Thus, in filling an order, the clerk has merely to handle the kinds necessary to make up the actual order and is not compelled to pull down perhaps half a dozen boxes merely for examination. Considerable time is thus saved.

Though not done in this case, it would be feasible with this device to price mark the biscuit displayed, should this be deemed advisable.

...

## Heading of the Ad.

"Every little saving has a meaning all its own," is the heading an Aylmer, Ont., grocer uses in a newspaper advertisement. This is followed up by the following talk: "Therefore save by taking advantage of the following prices during the next week at the 'Maple Leaf' Grocery."



Hargreaves (Canada), Ltd., Front St. E., Toronto, are sending out to the trade a nicely gotten up waistcoat pocket diary for the year 1915. The diary is splendidly arranged with gilt edges, rounded corners, and limp leather cover. It contains much useful information on population, weights and measures, a 1915 calendar, etc., in addition to an accident insurance coupon for five hundred pounds sterling. Any grocer writing on his letter head will be forwarded a copy.

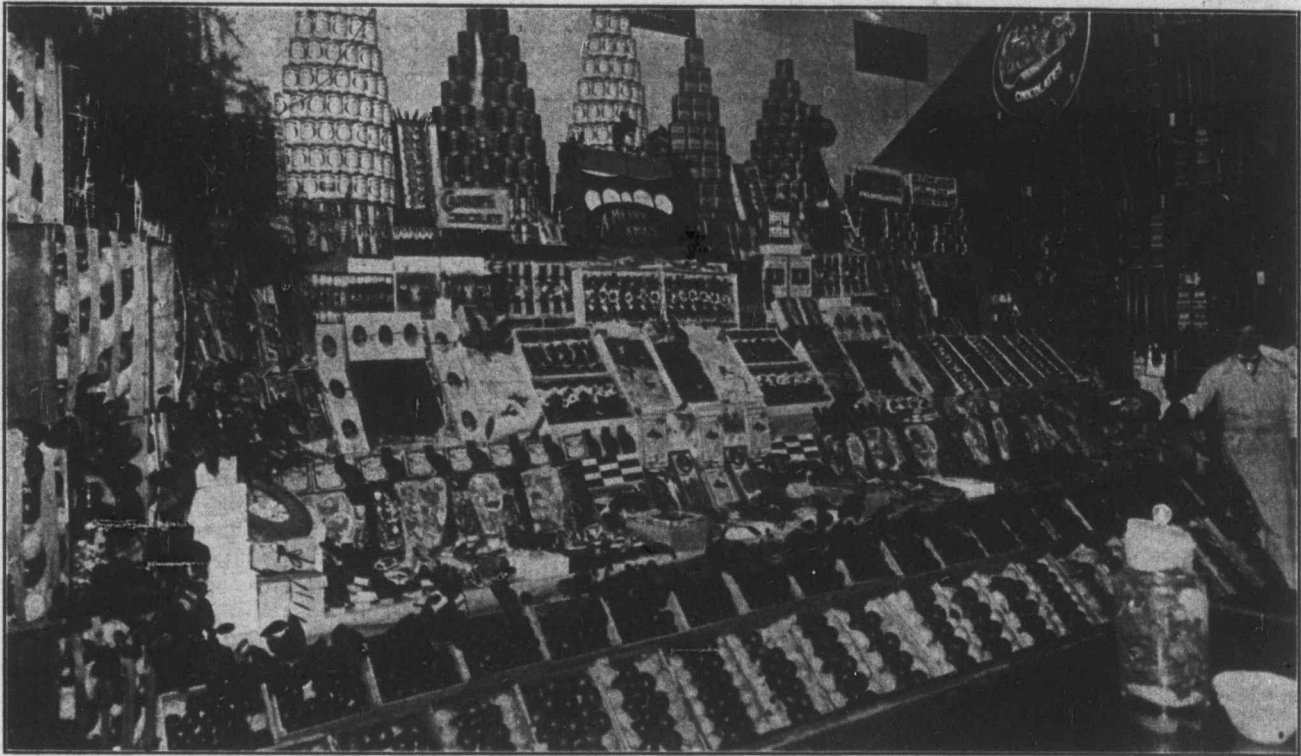
Natural Pulled Figs  
20¢ 1/2 lb | 40¢ 1 lb

FINEST Sultana  
RAISINS 25¢  
2 pounds

Show card suggestions suitable for Christmas time. The descriptive words "Natural Pulled" and "Finest Sultana" are what get the attention of the passer-by—used by a Hamilton grocer.



CANADIAN GROCER



How a Vancouver grocer partly overcomes the frosted window trouble—he makes an attractive Christmas display inside the store.



This Christmas display was shown by McKinnon's, Limited, Weyburn, Sask. This shows the possibilities with large windows.

# Shelled Walnut, Sultanas and Fig Situation

While a Few Walnuts Have Arrived, Supplies Have Been Entirely Inadequate — Unless "Hesperian" Brings Shipments Distant Districts From Atlantic Will Likely Have to Get Through Christmas Without Them—Shortage in Sultanas and Figs Being Held Up in U. S.

**M**ONTREAL, Dec. 10.—(Special). —By the time this is read, large shipments of new shelled walnuts will probably be in Canada, although not likely in the hands of the retailer. While it is understood that one Toronto house had a supply as early as Nov. 24, yet the majority of importers, brokers, wholesalers and retailers, are still looking anxiously in the direction of the Atlantic, on which the bulk of these Christmas delicacies are still tossing.

Shipments were expected on the S. S. "Englishman" last week and earlier shipments were expected on the Allan liner "Hesperian," which is due to reach St. John, N.B., on Thursday or Friday, after being delayed fifteen days by a dockers' strike at Liverpool. Early this week it was impossible to say whether the "Hesperian" carried new walnuts or not, as no papers had arrived, and the Allan Line officials said it was useless to cable. Supposing they are on the "Hesperian" they will not be available to the retailer before Monday.

Under the existing labor conditions at Liverpool it is possible that the walnuts were removed from the "Hesperian" to provide room for perishable goods, as the shipping companies are responsible for these, and will naturally give them precedence. If not on the "Hesperian" they will surely be on the C.P.R. liner "Missanabie," which left Liverpool ahead of time, and should reach St. John on Thursday. Large stocks are expected on her.

That is the situation, and grocers from one end of the Dominion to the other have felt uneasy for a week past. Brokers have received telegrams from coast to coast, asking for details re shelled walnuts. One of the large department stores, like everybody else, was without supplies. It was beginning to receive the usual Christmas inquiries for walnuts. Last Saturday the manager got in touch with the Toronto house who were fortunate enough to get early shipment, and made a deal for five boxes, just sufficient to carry them over the week.

## The Prices Being Quoted.

Shipments expected on the "Hesperian" are all sold, brokers getting as high as 45c for them. Supplies for later delivery are quoted at 37c, whereas a

year ago the price was 28½c. For January delivery the price to wholesaler drops to 30c, and still lower prices are predicted as, owing to late arrival, the market is liable to be flooded with nuts when the festive season is over.

New York is no better off than Montreal. Bennett, Day & Co., one of the biggest shelled walnut houses in America, cannot offer nuts to Canadian trade before Dec. 11, and Wm. A. Higgins, New York, is in about the same position.

In the meantime, Western wholesalers who have contracted in Europe for nuts at 28c are wiring Montreal for particulars regarding shipments at 38c. It looks as though very high prices will be asked for new shelled walnuts until Christmas, and after that a big slump is liable to take place.

## Probable Shortage in Sultanas.

So much for nuts. The next important item on the Christmas program is Sultanas. Grave fears are held that the bulk of them will not be here for Christmas. They come from Smyrna, which is in Turkey—an enemy of Great Britain. One importer, at least, managed to get a supply through via London, which were examined before leaving, and are of good quality. Supplies direct from Smyrna may arrive any day. Prices are high, and sharp advances are expected owing to scarcity both here and in London.

A large importer in Montreal ordered 1,500 boxes, and not a single one has arrived. The situation is aggravated further by the fact that the Canadian Government will not allow anything in, that did not leave Turkey prior to Nov. 12. Shipments which left later than this will be seized by the Customs, and held for a sitting of the Prize Court—something new for Montreal. The Customs authorities console importers by saying they will not be obliged to pay for shipments, but payment in many cases has already been made by bankers' letters of credit.

## Figs Held in New York.

A firm of New York importers, writing to their agents here, state that the American Department of Agriculture is holding shipments of Turkish figs, though they may release them next week. They complain that the American Customs authorities have handicapped them all fall by holding up merchandise. Con-

sequently prices are very firm. This is probably an effort on the part of the American Government to prevent figs coming to Canada which left Turkey after war was declared. A Montreal importer says figs have gone out of sight. All he has left are some Smyrna naturals in bags, the usual price of which to wholesalers is 7c, but have advanced 2c already. As Smyrna is blocked, the United States is not likely to secure further large stocks. Similar conditions exist in the date market, supplies of which are being held in New York for high prices.

Canadian Grocer was told this week that the peel situation was very interesting, as a serious scarcity was imminent. Currants are firm and were advanced this week ½c lb. on 1-lb. packages, and ¼c on loose.



## POTATOES FOR U.S. Quarantine Lifted and Exports Should Increase Materially.

Potatoes may be expected to increase in price as the American market is again being thrown open to Canada. On December 1st as previously noted the American secretary of Agriculture lifted quarantine against Canadian potatoes laid December 22, 1913, and, hereafter, Canadian potatoes will be permitted to enter the United States upon compliance with regulations governing the importations as modified to-day. Potatoes grown from clean seed on land which has not produced a diseased crop or that have not been in contact with any source of infection and which have been inspected and certified under regulations approved by the Federal Horticultural Board, may be admitted.

Canadian potatoes will be admitted only through the ports of New York and Boston, where the Federal Horticultural Board maintains inspectors.

Under the regulations governing the entry of foreign potatoes into the United States, a permit for the entry of potatoes must first be taken out by the importer. Such potatoes must be officially certified by the country of origin as free from infection and will be again examined at the port of entry by inspectors of the Department of Agriculture. If any diseased potatoes are found in the shipment the entire shipment will be refused entry.



# Lobster Packers Ask for Close Season for 1915

Deputation to Dominion Government Request No Packers' Licenses for a Year—Usual European Demand Curtailed by the War and Supplies on Hand Are Large — Objections From the Fishermen.

**H**ALIFAX, Dec. 9.—(Special.)—The lobster packing industry of Nova Scotia and the other Atlantic provinces engaged in it is in a serious condition. This statement is now made on the authority of R. H. Williams, of Halifax, representative of one of the largest lobster exporting establishments in Canada. To save the industry from tremendous losses, the packers have asked the Dominion Government to prohibit all lobster packing in 1915. The Government would not hesitate to do this were it not that they may fear its political effect in case the fishermen object, as they are doing, for, were packing to cease, there would be no market at the factories for the lobster fishermen's catch all round the shores, and no labor in the factories for the "help" who have been accustomed to find employment there during the three months of the year in which packing is carried on.

The lobster packers at a meeting in Halifax passed a resolution in favor of a close season, deciding also to send a delegation to Ottawa, and further to hold meetings at strategic points on the shore where the question could be discussed with the fishermen. The deputation has been to Ottawa, but nothing definite has been decided upon.

## Figures on the Pack.

The pack of last season was 160,000 cases, besides 10,000 more in Newfoundland. Mr. Williams says that only half of this pack has been sold, and there are besides the 10,000 cases from Newfoundland at \$20 a case, which would be low, this means that the value of the lobster pack of 1914 is \$3,600,000 as a minimum, and that there are to-day in hand unsold lobsters that should be worth \$1,800,000, but for which to-day there is no market. This has been brought about by the war, which stopped purchases in Europe. Mr. Williams, who is very frank in his advocacy of a close season, sees that there will be a very heavy slump in the price of lobsters. The half of last year's pack, now on hand, will be more than enough to meet the demand next year, even if the war should end next spring.

## Lobsters as a Food.

The price of new lobsters, Mr. Williams says, will be based upon what the old stocks will be offered at, and the

price of the old will be based below that of the new and reduced to whatever extent is necessary to sell them. The buyers will naturally take advantage of such a situation. We have seen such a method in operation as recently as 1908 in the financial crisis of that year. Today's situation is worse. Still in 1908 prices fell \$8 to \$12 per case in a few days. "I cannot say how much of a fall will occur in January if packing is resumed," says Mr. Williams. How long can the price go? Canned lobsters are a luxury and no extra demand for a luxury can be created in war times. Therefore they will have to be brought down to a food value to expect a quick sale. A pound of meat, Mr. Williams concedes, is better than a pound of lobster as a food. Twenty cents per pound is only equal to \$9.60 per case of 48 pounds to the consumer. This is only half the price recently paid for lobsters. At a price of \$9.60 per case, Mr. Williams says, the fishermen would have to take four cents per pound less for the lobsters he brings to the factory, and he does not think the fishermen would be willing to take that. Not more could be paid, however, and at the same time the exporters would have to cut in half the price of the pack they have on hand from last year, and some carrying over to next, meaning a loss to them in the aggregate of more than a million dollars.

In a circular being sent to the fishermen, Mr. Williams proceeds to discuss more directly the financial aspect of the question when he says: "Money is getting tight and money will get tighter yet. Canadian banks are struggling to keep their credit good, and although they are being urged to keep Britain doing "business as usual," and while they are trying to protect their usual customers, they are watching the prospects of each line of trade closer than ever before. Naturally, too, they are observing this lobster business. How can lobster packers or shippers expect bankers to make advances as usual towards packing a luxury, that is not wanted in these times? How can we dispose of a luxury when Governments and all officialdom advise the general public to economize? Already the banks have advances against lobster factories and stocks of over a million dollars, which amount is likely increased by

their holdings abroad. Firms in Europe who have usually supplied much of the money required in advance, are either unwilling or unable to continue doing so under existing circumstances.

## Will the Banks Advance \$3,000,000.

Will our Canadian banks advance a further two or three million dollars towards financing this business as it appears to-day when their funds are needed in more promising and profitable channels. They could show good reason to the Government for declining such business. "This is a delicate business," says Mr. Williams, "a dangerous one to place before the public. It is hardly one which any of us will dare to confide to another about, but it is one which each and every one of us has to consider."

Mr. Williams concludes what is really a plea to the fishermen by asking if the average fishermen will fish lobsters at one or two cents a pound. He, therefore, advises that 1915 be ordered a close season, and by 1916 there would, after a year's rest, be a better supply of lobsters obtainable, and then he has an illuminating resume of the situation, evidently intended for the packers as well as the fishermen, by saying:

"If we do not get together, if some of us insist on fishing and packing next season, we will demonstrate that we have no interest in the goose that lays the golden egg. We will give ourselves considerable work and exertion that can only mean a loss. We will destroy the markets and our own credits. We will have been forewarned and yet demonstrate our foolishness to the general public—and although personally I do not believe that we could finish our season because of lack of funds—many of us will have more debts than profits for 1915 and a demoralized market still facing us in 1916."

What the outcome will be cannot be foretold, but it seems certain that if packing is permitted heavy losses will be sustained by the exporters, and whether packing goes on or not, the fishermen will lose, for they will either have to take very low prices for their catches or have no catch at all. A million or more of dollars is already at stake by the packers and exporters alone.



## Current News



### Quebec and Maritime Provinces.

Carriere & Blouin, grocers, have registered in Sherbrooke, Que.

N. Ethier & Cie. have registered in Montreal in the grocery business.

P. C. Shannon, formerly in business as grocer in Montreal with his brothers, the late Neil and Alexander Shannon, died on Saturday last, aged 64.

Mortimer B. Davis, of the Imperial Tobacco Company, Montreal, has equipped and given a motoreycle corps of six men to accompany the second contingent.

The sympathy of the trade is extended to Albert Hudon, of Hudon, Orsali, Limited, wholesale grocers, Montreal, on the death of his wife, which occurred last week.

Phillip Charest, who recently opened a store at the corner of De L'Epee and Lajoie streets, Outremont, Que., had a fire last week which did damage amounting to \$2,500.

Lt.-Col. John A. Gunn, of Gunn, Langlois & Co., Montreal, received word on Monday last that fire has destroyed the poultry feeding house belonging to Gunn's, Limited, at Harriston, Ont., in which were nearly 5,000 fowls being fed for killing. Nearly all the birds were smothered by the smoke or burned to death.

T. H. Estabrooks, St. John, N.B., who was one of the prime movers in the formation of the Home Guard in that city, has made an offer to purchase sufficient rifles to supply one company if they cannot be secured in any other way. Walter A. Harrison, who is associated with T. H. Estabrooks Co., Limited, in St. John, is going to the front as a captain of artillery. Mr. Estabrooks has, too, contributed generously to the Patriotic Fund.

### Ontario.

Geo. Foster, grocer, Orangeville, Ont., has sold to T. A. Temple.

G. S. Brock, grocer, Toronto, is succeeded by J. C. Walker.

Wm. Bruce & Son, general merchants, London, Ont., have sold to Hiram English.

The merchants of Aylmer, Ont., are considering the formation of a branch of the Retail Merchants' Association.

The Brantford Scale Co. are asking for tenders on a new building in Brantford, Ont., 50 by 150 feet in dimensions. It will be three storeys high.

Henri de Leeuw, grocery broker, Toronto, has moved into new offices, Nos. 202, 202A and 202B in the Pacific Building, corner Wellington and Scott streets. His former address was 28 Front street East.

W. T. Ott, Incorporated, Toronto, manufacturers' agents, have taken over the business of the Connell-Ott, Limited. The new company is located at 32-36 Front street West.

A merchant of Northern Ontario was charged recently with keeping his place of business open after prohibited hours. He had secured the services of an auctioneer, who claimed that he was licensed to sell at any time. The case was a test one, and the merchant was fined \$5 and costs for violating the early-closing by-law.

### Western Canada.

R. Mills & Co., grocers, St. James, Man., sustained a fire loss recently.

Theodore Enns, general merchant, Blaine Lake, Sask., has sold to Dalzell Bros.



J. M. SEMMENS,

Who was re-elected president of the Hamilton Retail Grocers' Association at the annual meeting.

Nairn & McCairn, grocers, Moose Jaw, Sask., have sold to Ganon Bros.

The Hillcrest Co-operative Society, Ltd., Hillcrest Mines, Alta., has assigned.

Walsh Bros., general merchants, Oxbow, Sask., have sold to J. J. Pickard & Son.

A. Corriveau, general merchant, Montmartre, Sask., has sold to C. J. Berthiaume.

The stock and fixtures of the estate of John Galloway, Wellwood, Man., have been sold to the Wellwood Trading Co.

The wholesale grocers of Winnipeg will close their establishments from Thursday evening, Dec. 24, until December 29, and also from December 31 until January 4 on account of the Christmas and New Year holidays.

James Ramsay, Limited, large department store proprietors in Edmonton, Alta., have decided to close their store on Saturdays at 6 o'clock, beginning on December 26. Extensive alterations have been taking place recently and these, the management feel, will enable everyone to do their shopping before that hour. This will mean a big thing for the clerks.

At a recent meeting of the Executive of the Retail Merchants' Association, of Vernon, B.C., who had undertaken the task of sounding the wishes of the merchants and business men as to the weekly half holiday, a fully signed agreement was presented, showing that the feeling was practically unanimous that this plan be adopted. It was planned to make the weekly half holidays effective throughout the year, these to commence the first Thursday in January, continuing throughout the year till December, the month of December being excluded from this arrangement. Also in any week in which a legal holiday occurs, the half holiday is not observed. The merchants will, too, close at 9 o'clock on Saturdays.



Salesmanship is a profession, not a day-labor proposition.

Sheldon says there are four stages of intelligence—ignorance, knowledge, learning, wisdom.



# Christmas Trade Only Fair: Sultanas Scarce

Buying Chiefly of Hand-to-Mouth Character Despite Nearness of Christmas—Awkward Situation in Nuts—Tea is Still Firm and High—New Sultanas Very Scarce, and Figs and Dates Held Up.

Office of Publication, Toronto, Dec. 10, 1914.

**T**RADER is now pretty well confined to Christmas goods, but in many centres this is even not over brisk. The reason is that the retail trade is not buying in the usual quantities this year lest it should be caught with unsaleable goods when the holidays are over. This leads one to believe that during Christmas week there will be many orders come in from retailers who bought sparingly and who now find it necessary to replenish their stocks. This course shows the carefulness that is pervading the trade and it means that when the temporary depression has passed these men will be in a good solid position to take advantage of the more hopeful future.

The week has brought few changes in the market situation. The interesting features are the absence of adequate supplies of shelled walnuts and Sultanas. While one large importer received some shelled walnuts prior to last week, the shipment was not large enough to go very far round and he had soon disposed of them. Everybody is now awaiting the arrival of the Steamship "Hesperian" which by this time will likely have discharged her cargo at St. John, N.B. She is supposed to have shelled walnuts on board and if so some of the trade may yet have their supplies for Christmas. However, when the time it will require to get these nuts in the hands of the retailer at long distance from the seaboard is taken into consideration, there are bound to be many who will have to go without them.

The entrance of Turkey into the war has too, affected the usual supplies of Sultana raisins. While some have reached this country, the shipments have not been at all adequate to go round and prices are firmer. Since Turkey became one of Great Britain's enemies, Sultanas which left the ports of that Eastern country will not be permitted to enter Canada.

## QUEBEC MARKETS.

Montreal, Dec. 10.—An Ontario firm of importers, who received a supply of new shelled walnuts before anybody else in Canada, sent about two score boxes to Montreal on Saturday, December 5. These were cleaned out almost immediately, and were only sufficient to last the firms who secured them for a few days. Everybody is awaiting anxiously the arrival of the Allan liner Hesperian, which is due in St. John, N.B., this week. It is not known for sure, but it is believed that she carries large shipments of new shelled walnuts, which should be in the hands of Eastern retailers early next week. If there are not on the Hesperian they should be on the Missanabie, which is due here a few days later. There is a possibility that stocks will arrive earlier by New York, although American importers advise that nothing is expected there before the latter part of this week.

A similar situation exists regarding Sultanas. The largest importers are completely at sea, in more senses than one. Their shipments are on the way from Smyrna, and it is not known for sure where they are, or whether they left Turkey before war was declared. If

they did not, then they cannot enter Canada. At least one importer received supplies of Sultanas, which are being offered to the trade at fairly high prices. Sharp advances took place early in the week in Sultanas.

Business is active as Christmas approaches, which helps to relieve the monotony which has reigned during the past two months. A quiet three months is predicted after the end of the year. A considerable boom is also confidently expected should the war suddenly come to an end, as stocks are away down.

While business in the more expensive luxuries has fallen off, as a whole, Quebec has been good up to the present. One wholesaler gave an instance: he sent out thirty drafts recently; two were returned as having no money, one was returned with a cheque dated December 31, and the rest were paid. All Montreal wholesalers report better business than they expected.

**SUGAR.**—Weakness was shown by the New York market early in the week, but it strengthened later on receipt of news that rains were falling in Cuba, which caused holders to stiffen up again. No business was done higher than 27½ for raws. Refined is still at \$5.10

## Markets in Brief

### QUEBEC MARKETS.

**FLOUR AND CEREALS**—  
Flour still quiet.  
Wheat moulee up to \$33.  
Feed oats now 68c bushel.  
Decline in cornmeal.  
Feeds quiet again.

**PRODUCE AND PROVISIONS**—  
Eggs jump to 68 cents.  
Meat prices being shaded.  
Clear fat pork scarce.  
Cheese market firmer.  
No demand for live chickens.

**FISH AND OYSTERS**—  
Green cod very scarce.  
Little fresh fish arriving.  
Frozen herrings advancing.  
New Tomcods in.  
Oyster business not so brisk.

**FRUITS AND VEGETABLES**—  
No good beans coming in.  
Head lettuce, \$1.40 box.  
Peppers, 65c small basket.  
No more Canadian spinach.  
Apple market still firm.  
Messina lemons cheaper.

**GENERAL GROCERIES**—  
Shipment new shelled walnuts expected.  
Sultanas very scarce.  
New currants poor quality.  
Imported rice market firm.  
Split peas still hard to get.  
Crystallized fruits expected.

### ONTARIO MARKETS.

**FLOUR AND CEREALS**—  
Trade dull.  
Export prices too high.  
Feed prices likely to go higher.

**PRODUCE AND PROVISIONS**—  
Eggs scarcer than ever.  
Creamery butter coming freely.  
Turkey suddenly scarce.  
Xmas trade in hams starts.

**FISH AND OYSTERS**—  
Fresh caught trout in.  
Cod and haddock plentiful.  
Frozen fish generally brisk.  
Huddle prices advance.

**FRUIT AND VEGETABLES**—  
Drop in California navel.  
Car of fresh vegetables in.  
Cranberries cheapest in years.  
Potato export talk a bluff.

**GENERAL GROCERIES**—  
Tea firm and high.  
Prunes bought for futures.  
Cuban sugar crop under way.  
Sultanas very scarce.  
Will those nuts arrive?

there and \$6.75 here. No improvement is shown in business, the demand usually being poor during December. Refiners state that the raws they are melting now are the most expensive they ever had. There is nothing to indicate a decline in the market here this week.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags .....	6 75
20 lb. bags .....	6 85
2 and 5-lb. cartons .....	7 05
Yellow Sugars—	
No. 3 .....	6 80
No. 1 .....	6 35
Extra Ground Sugars—	
Barrels .....	7 15
50 lb. boxes .....	7 35
25 lb. boxes .....	7 55
Powdered Sugars—	
Barrels .....	5 95
50 lb. boxes .....	7 15
25 lb. boxes .....	7 35
Paris Lumps—	
100 lb. boxes .....	7 20
50 lb. boxes .....	7 30
25 lb. boxes .....	7 50



# CANADIAN GROCER

Crystal Diamonds—	
Barrels	7 40
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Cartons and half cartons	8 75
Crystal Dominoes, cartons	8 85

**TEAS.**—Opinions are divided among tea men regarding the tax which the Government is expected to impose. Some of the largest importers favor it; others regard it as the poor man's property, and declare that whisky and tobacco can stand it better. Many would favor a tax on land values as a more equitable taxation. The market continues strong, but dealers are still holding back. An offer for Ceylon blacks at 20c has been turned down this week. Low-grade Congous are firm. Nothing is offering in Japans less than 23c. Low grades and good mediums are exhausted.

**DRIED FRUITS.**—Some of the samples of new currants do not come up to those of previous years. Nevertheless the market is firm, and prices have been advanced 1/2c on lb. packages and 1/4c on loose. There are no surplus stocks of Malaga or Valencia raisins on hand, and both are firm. English candied peels are firm and hard to secure. A cent advance in lemon, orange and citron is probable. Some importers have been disappointed with Sultanias, supplies of which have been held up owing to trouble with Turkey. One firm who shipped 1,500 boxes direct from Smyrna has not received a single box, and will not unless shipment was made before November 12. One importer secured a supply via London, believed to be 1-lb. packages, which should bring high prices. Crystallized fruits from France are expected on the Hesperian, coming into St. John, and should be in Montreal by Monday. Muscatels are of good quality, and reasonable in price. California fruits are quiet. Wholesalers have got in their supplies and are looking to make sales. Much depends on how Christmas trade goes whether there will be any more buying.

EVAPORATED FRUITS.		Per lb.
Apples, best winter	0 08 1/2	0 09
Apricots		0 15
Nectarines, choice		0 11
Peaches, choice		0 09 1/2
Pears, choice		0 13

DRIED FRUITS.		
Candied Peels—		
Citron		0 18
Lemon		0 11 1/2
Orange		0 11 1/2

Currants—		
Amalias, loose		0 07 1/2
Amalias, 1-lb. pkgs.		0 08 1/2
Filiatras, fine, loose, new		0 07 1/2
Filiatras, packages, new		0 08 1/2

Dates—		
Dromedary, package stock, per pkg.	0 10	0 13 1/2
Paris, choicest	0 11	0 14 1/2
Hallowee, loose		0 06
Hallowee, 1-lb. pkgs.	0 07 1/2	0 08

Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.		0 15
7 crown, 12 lb. boxes, fancy, layer, lb.		0 14 1/2
6 crown, 12 lb. boxes, fancy, layer, lb.		0 14
16 oz. glove boxes, box		0 13

Prunes—		
30 to 40, in 25-lb. boxes, faced		0 14
40 to 50, in 25-lb. boxes, faced		0 13
50 to 60, in 25-lb. boxes, faced		0 12
60 to 70, in 25-lb. boxes, faced		0 11 1/2
70 to 80, in 25-lb. boxes, faced		0 10 1/2
80 to 90, in 25-lb. boxes, faced		0 10
90 to 100, in 25-lb. boxes, faced		0 09 1/2

Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster		3 60
Muscateles, loose, 3 crown, lb.		0 08 1/2
Sultana, loose		0 12

Valencia, new	0 08 1/2	0 09 1/2
Seedless, 16 oz.		0 11 1/2
Seedless, 12 oz.		0 09
Seeded, 16 oz.		0 11
Choice seeded, 16 oz.		0 09 1/2

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

**RICE.**—Imported Patnas are strong, and small in supply. Same applies to Rangoons for import. New crop Patnas will be late in reaching England, later than March this year. Orders have been placed in London by the British and French Governments for 20,000 tons of rice to feed troops, which has strengthened the market. No decline took place in Montreal last week.

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

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).

Imported Patna—		Per lb.
Bags, 224 lbs.	0 06	0 06 1/2
Half bags, 112 lbs.	0 05 1/2	0 06
Quarter bags, 56 lbs.	0 05 1/4	0 06 1/4
Velvet head Carolina	0 09 1/2	0 10 1/4
Sago, brown	0 06	0 06 1/2
Tapioca—		
Pearl, lb.	0 05 1/4	0 06
Seed, lb.	0 05 1/4	0 06

**MOLASSES.**—Market is in statu quo. No forward business seems to be considered just now. Around Christmas it is customary for wholesalers to spy around for early shipments via St. John. This is likely to be delayed this year, as spot stocks in Montreal are understood to be good. Futures are likely to be high beginning with new crop. The demand for sugar will reduce the quantity of fancy molasses next year, and choice will be more in evidence.

Barbadoes Molasses—		Prices for Island of Montreal.	
		Fancy.	Choice.
Punchons		.38	.36
Barrels		.41	.39
Half barrels		.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal. Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.		0 04 1/2
Pails, 35 1/2 lbs., \$1.95; 25 lbs.		1 45
Cases, 2 lb. tins, 2 doz. in case		2 55
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, 1/2 doz. in case		2 90
Cases, 20 lb. tins, 1/4 doz. in case		2 85
Maple Syrups—		
Pure, per 8 1/2 lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 00
Maple sugar, pure, per lb.		0 10

**COFFEE.**—No changes have been made, and large importers state that they do not contemplate any until the end of the year. Business is quiet.

Coffee Roasted—		
Bogotas		0 26
Jamaica		0 23
Java		0 24
Moroccan		0 23
Mexican		0 27
Mocha		0 29
Santos		0 21
Chicory, per lb.		0 10

**NUTS.**—Interest is centred around new shelled walnuts. As stated in Canadian Grocer last week, there were none in Montreal, all the large Montreal and New York importers having been disappointed. On Saturday, the Montreal branch of a Toronto firm received a

small shipment from Toronto, which was immediately cleaned up, the price paid being 43c, which is below what has been paid for those arriving on the Hesperian this week. Filberts are active, and supply short. They are offering here at 12 1/2c wholesale, whereas on the basis of New York price to-day they would be 13 1/2c. Good supplies of shelled walnuts are expected in Montreal by Monday.

Almonds, Tara	0 18
Grenobles, new	0 15 1/2
Tarragonas, new	0 18 1/2
Marbots, new	0 12 1/2
Shelled walnuts, new, per lb.	0 43
Walnuts, in shell	0 16
Shelled almonds, 28-lb. boxes, per lb.	0 45
Sicily filberts	0 15
Pecans, large	0 18
Almonds	0 21
Brazils, new	0 15
Peanuts, No. 1, 12 1/2c; No. 2	0 09 1/2
Peanuts, No. 3	0 08 1/2
Canadian chestnuts	0 12

**SPICES.**—Generally speaking, export demand is broad, which is keeping spot stocks down to small total in nearly all grades. An irregular demand is expected during remainder of December, varied by constant changes due to export needs and foreign factors not foreseen. Europe is poorly supplied for actual needs, and may at any time draw sharply on New York arrivals. Trade in Montreal is quiet. Cassias and gingers are lower than they have been for a long time. Supply of former is reduced on spot. Gingers are quiet. White peppers are scarce and in steady demand, and are likely to rule high. There is a good demand for nutmegs, and prices are low and safe. Pimento steady, and a shade firmer. Very moderate stocks of mace, and prices steady. Cloves are in active demand for spot and January delivery. Red pepper is scarce and strong. A London cable quotes black Tellicherry pepper two shillings lower than last quotations.

	5 and 10-lb. boxes.	1/2-lb. pkgs. dozen.	1/4-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 72-0 90	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochin	0 18-0 23		
Ginger, Jamaica	0 20-0 25	0 90-1 05	0 95-1 10
Mace	0 85-1 10		
Nutmegs	0 30-0 35	1 02-1 20	1 10-1 25
Pepper, black	0 23-0 24	0 80-0 90	0 90-1 00
Pepper, white	0 32-0 33	1 05-1 10	1 1-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 95-1 15
Pickling spice	0 20-0 25	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22		

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

Cardamon seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian		0 12
Dutch		0 20
Cinnamon, Ceylon, lb.		0 60
Mustard seed, bulk		0 18
Celery seed, bulk		0 35
Cayenne chillies		0 25
Shredded cocconut, in pails		0 20

**DRIED VEGETABLES.**—Wholesalers are paying from \$2.40 to \$2.50 for beans (3-lb. pickers). A good demand from England is holding the market pretty firm. Little business will be done now until the end of the year. More cars have been repeated at \$2.35, but good value can be secured at \$2.40. Whole soup peas are scarce, and good boilers and bugless are bringing \$2.40 to \$2.50, for which the wholesaler gets \$2.75 to \$3, a high price, due to scarcity. There



## CANADIAN GROCER

are few split peas being offered. There are lots of inquiries, but few offering.

<b>Beans—</b>	
Hand picked, per bushel .....	2 85
Canadian, white, per bushel .....	2 65
Yellow, per bushel .....	3 25
Yellow eyes, per bushel .....	3 25
Lima, per lb. .... 0 08	0 08 1/4
Peas, Imperial green, per bushel .....	2 50
Peas, white soup, per bushel .....	2 85
Barley, pot, per abg .....	3 50
Barley, pearl .....	4 50

**CLARETS.**—In discussing the price of claret, a large Montreal wholesaler states that while the price is down from the early war time, it is not a cent a gallon different from what it was this time last year. At the outbreak of war the price rose rapidly, but just as soon as more settled conditions set in it dropped. While he says that prices on some clarets may be lower, those on quality beverages are on a par with existing quotations of a year ago.

### ONTARIO MARKETS.

Toronto, Dec. 10.—When you think that Christmas is little more than two weeks away, there is a marked indifference apparent on the part of the public this year. This is responsible for the more of less hand-to-mouth character of buying which is the chief feature of the general markets this week. Retailers do not seem inclined to get in their Christmas stocks in anything like the usual quantities. A little money expended often is the order of the day, rather than an extensive purchase made at once. Doubtless the method which is being followed is safer, but prices must necessarily be less attractive to the retailer than if he bought in a lump. Moreover, the probability is that at the last minute wholesale houses will be swamped with orders, and the retailer will not be able to secure all he wants. This applies to things that are peculiarly Christmas purchases; dried fruits, nuts, and so forth.

The situation in nuts is complicated, and very annoying for retailers and wholesalers alike. The "Hesperian," which is supposed to be carrying the belated cargo of Christmas nuts from Liverpool, is at St. John, but whether they are on board or not is not known at time of writing. Even if they are, delivery will be a week at least from today, and in the smaller cities, probably later than that.

Tea men are talking quite freely about the probability of a tax. Many factors enter into the discussion. Some people think a tax likely, and other have several reasons to urge against it. The general opinion is that there will be a tax on tea after the new year, and the big undeniable fact about it is that such a tax would ensure a large and continuous revenue, which is presumably what the Minister of Finance is looking for.

Importers in a number of lines are finding that trade is quiet on account of

approaching stock-taking. The wholesaler does not want to buy new supplies just now if he can help it, preferring to clean up what he has on hand. This is pretty general.

**SUGAR.**—While prices remain for the present where they have been for some time, there is a noticeably improved local demand. The whole market has a stronger tone, partially resultant from that of the New York market, which has steadily strengthened during the last three weeks. The supply of sugars is, of course, light, but so far there is not a distinct pressure to sell. It is felt, though, that such a pressure may be forthcoming any minute. The new Cuban crop has started making, and there are three centrifugal factories in operation. Bad weather delayed the start a good deal because it retarded the growth of the sugar in the cane, but headway is being made now. Mr. Himeley, an eminent crop authority in the States, estimates that, given normal weather, the production of the present campaign will be well over two million tons.

<b>Extra Granulated Sugars, Montreal Refined—per 100 lbs.</b>	
100 lb. bags .....	6 81
25 lb. bags .....	6 91
10 lb. bags .....	6 96
2 and 5-lb. cartons .....	7 10
<b>Nova Scotia refined, 100-lb. bags .....</b>	
.....	6 71
<b>Extra Ground Sugars—</b>	
Barrels .....	7 21
50 lb. boxes .....	7 41
25 lb. boxes .....	7 61
<b>Powdered Sugars—</b>	
Barrels .....	7 61
50 lb. boxes .....	7 21
25 lb. boxes .....	7 41
<b>Crystal Diamonds—</b>	
Barrels .....	7 56
100 lb. boxes .....	7 56
50 lb. boxes .....	7 66
<b>Paris Lumps—</b>	
100 lb. boxes .....	7 56
50 lb. boxes .....	7 66
25 lb. boxes .....	7 86
Cartons (25 to case) .....	8 11
Cartons (50 to case) .....	8 61
Crystal Dominicos, cartons .....	8 71
<b>Yellow Sugars—</b>	
No. 1 .....	6 41
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA.**—The market is firm and high, higher, in fact, than for twenty-five years, in the opinion of a prominent tea-man. Stocks are exceedingly scarce. The latest Ceylon auction offered only 16,000 tons, which is regarded as low, the usual quantities being twenty to twenty-five thousand tons. It is in the high grades that the increase in price is most felt. There is an inclination on the part of the gardens, it is said, to pay little or no attention to quality these days, but put all their efforts into getting the quantity. So that buyers who want best quality teas have to pay for them. It was thought that prices would decline lately, but this has not materialized. Supplies of all grades are comparatively scarce. The weather has something to do with this, but in the main it seems to be due to the lack of boats to bring the stocks to London from Colombo and Ceylon. And the fact that a tax may lie somewhere in

the offing does not tend to make the tea men any more pleased with themselves.

**DRIED FRUITS.**—Supply of Sultanas is scarce because of Turkey entering the war. There will be no more coming along, and wholesalers in general have few. Bakers will feel this considerably. Prunes are moving freely, and this is about the only fruit that the retailer seems to be buying for futures. He is wise to get in at the first price, which is the cheapest. Apricots are in good demand still, and supplies are fair. There is a scarcity of figs in naturals and tap figs, while the demand is brisk. There are a few box figs around, which have come via New York. Box figs, however, are more of a luxury than some other fruits, and may be hard to dispose of. Trade generally is as brisk as may be expected, but does not come up to last year's.

<b>Apricots—</b>	
Apples, evaporated, per lb. ....	0 06
Standard, 25 lb. boxes .....	0 10
Choice, 25 lb. boxes .....	0 12
<b>Candied Fruits—</b>	
Lemon .....	0 13
Orange .....	0 13
Citron .....	0 19
<b>Currants—</b>	
Filiatras, per lb. ....	0 07 1/2
Amalas, choicest, per lb. ....	0 07 1/2
Patras, per lb. ....	0 08
Vostizas, choice .....	0 09 1/2
Cleaned, 1/2 cent more.	
<b>Dates—</b>	
Fards, choicest, 12-lb. boxes .....	0 09 1/2
Fards, choicest, 60-lb. boxes .....	0 09
Package dates .....	0 07 1/2
Halloweas .....	0 07 1/2
<b>Prunes—</b>	
30-40s, California, 25 lb. boxes .....	0 13 1/2
40-50s, 25 lb. boxes .....	0 13 1/2
60-70s, 25 lb. boxes .....	0 12
60-70s, 50 lb. boxes .....	0 10
70-80s, 50 lb. boxes .....	0 09 1/2
80-90s, 50 lb. boxes .....	0 09
90-100s, 50 lb. boxes .....	0 07 1/2
25-lb. boxes 1/2 cent more.	
<b>Peaches—</b>	
Standard, 50-lb. boxes .....	0 07
25-lb. boxes 1/2 cent more.	
<b>Raisins—</b>	
Sultana, choice, new .....	0 10
Sultana, fancy, new .....	0 12
Valencia .....	0 08 1/2
Seeded, fancy, 1 lb. packets .....	0 10
Seeded, choice, 1 lb. packets .....	0 09 1/2
Seeded, choice, 12 oz. packets .....	0 08 1/2
Seedless, 16 oz. packets .....	0 11 1/2
Seedless, 12 oz. packets .....	0 10

**NUTS.**—Last week it was stated no new shelled walnuts had arrived. This was an error, as one large importer of nuts had received a couple of shipments which, however, were speedily picked up. He has no more left. So far there is no news that the large shipments of shelled almonds and walnuts which were held up have arrived in Canada, though it is thought they may be at St. John now. Even at that it will take likely till the 19th to get them to this market, and that leaves little time for the country retailer to handle them. But it is thought there may be some demand for after-Christmas trade, right up to New Year's, and there will be some buying on that account. The situation is awkward for the jobber. To a certain extent, the retailer will not feel the lack of these nuts so much this year as they might have done had it happened in other years, because buying in Christmas lines is being left till the last minute anyway. One house has a car of fresh filberts, which retailers will prob-



# CANADIAN GROCER

ably buy to help out in place of the walnuts and almonds. Prices are down 2c. Other lines show no change in prices. Brazils are in demand.

In Shell—	Per lb.
Almonds, Tarragona	0 17½
Brazils, medium, new	0 11½
Brazils, large, washed, new	0 12½
Chestnuts, peck	1 75
Filberts, Sicily, new	0 13
Peanuts, Jumbos, roasted	0 12½
Peanuts, hand-picked, roasted	0 10½
Peanuts, fancy, roasted	0 09
Pecans	0 17
Walnuts, Grenoble	0 17½
Walnuts, Bordeaux	0 14
Walnuts, Marbots	0 15
<b>Shelled—</b>	
Almonds	0 42
Filberts	0 35
Peanuts	0 10½
Pecans	0 08
Walnuts	0 43

**SPICES.**—Prices of herbs show tendency to rise, though prices remain much the same. Reason for herbs advancing is that many come from Austria. Some have almost doubled in price since the outbreak of war, notably sage and savoury. Demand is but average. Still higher prices are regarded as likely in the near future.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 10	0 15
Allspice, whole	0 10	0 15
Cassia, whole	0 21-0 26	0 21-0 26
Cassia, ground	0 14-0 16	0 21-0 26
Cinnamon, Batavia	0 36-0 40	0 36-0 40
Cloves, whole	0 28-0 33	0 28-0 33
Cloves, ground	0 18-0 22	0 28-0 33
Cream of tartar	0 25-0 35	0 25-0 35
Curry powder	0 20-0 25	0 20-0 25
Ginger, Cochin	0 14-0 17	0 20-0 25
Ginger, Jamaica, ground	0 17-0 20	0 20-0 25
Ginger, Jamaica, whole	0 24-0 27	0 24-0 27
Ginger, African, ground	0 16	0 16
Mace	0 80-1 05	0 80-1 05
Nutmegs, brown, 64s, 50s;		
80s, 42c; 100s	0 30	0 30
Nutmegs, ground, bulk, 46s;		
1 lb. tins	0 50	0 50
Pastry spice	0 22-0 25	0 22-0 25
Peppers, black, ground	0 13-0 18	0 13-0 18
Peppers, black, whole	0 20-0 22	0 20-0 22
Peppers, white, ground	0 19-0 24	0 20-0 22
Peppers, white, whole	0 27-0 30	0 27-0 30
Pickling spice	0 15	0 15
Turmeric	0 18-0 20	0 18-0 20

**BEANS.**—Demand shows some falling off this week. Buyers don't want beans and peas as much as fruits, while supply is almost inordinately high. This is influence of Christmas, just beginning to make itself felt. Prices remain stationary. Split peas are off the market.

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

## MANITOBA MARKETS.

Winnipeg, Dec. 10.—This is, of course, the time of year when Xmas business assumes greatest importance. The demand for holiday lines is proving quite up to former years—a state of affairs highly satisfactory under prevailing conditions. The heavy snowfall, which has come recently, has brought improvement in orders, and there seems little doubt that the remaining weeks will be busy for the retailer. General business is reported as fair, and collections are on the whole satisfactory.

**SUGAR.**—No further decline has yet come, but some handlers are looking for a drop, especially as New York raws have eased off somewhat. Some plantations in the South have begun work on their new crop sugar, which gives further

reason for another decline, even though the largest part of the American beet crop has now been manufactured. It is expected here that the next drop will come before the end of the year.

Sugar, Eastern—	Per cwt. in sacks.
Extra standard granulated	7 00
Extra ground or icing	7 00
Powdered	6 80
Lump, hard	7 45
Montreal yellow	6 10
<b>Sugar, Western Ontario—</b>	
Sacks, per 100 lbs.	6 90
Barrels, per cwt.	5 85
Halves, 50 lbs., per cwt.	5 90
Bales, 20 lbs., per cwt.	5 95
Powdered, barrels	6 20
Powdered, 50s	5 55
Powdered, 25s	6 85
Icing, barrels	6 75
Icing, 50s	6 90
Icing, 25s	6 80
Icing, pails	6 80
Cut loaf, barrels	6 80
Cut loaf, 50s	6 85
Cut loaf, 25s	7 10
<b>Sugar, British Columbia—</b>	
Extra standard granulated	6 70
Bar sugar	6 85
Icing sugar	7 05
Powdered sugar	6 85
H. F. lumps	7 55
Yellow	6 05
<b>B. C. Cane Syrup—</b>	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

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

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
<b>Maple Syrup—</b>	
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ¼ gal., quart, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

**DRIED FRUITS.**—Evaporated apples apparently have already touched their lowest level, and dealers may expect the present prices to hold only for a limited time. For those whose stocks are low, apples look like good buying. All lines of California dried fruit are showing strength over a week ago. Especially is this true of prunes, which have developed a considerable movement. Present low prices, though having prevailed in all these lines for some time, cannot hold much longer.

The week has seen a few minor price changes. Fard dates have advanced to \$1.10. In currants, on the other hand, there has been noted a slight decline.

Apples, evaporated, new, 50's	0 06
Apples, evaporated, new, 25's	0 07
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11½
<b>Currants—</b>	
Dry clean	0 08
Washed	0 08½
1 lb. package	0 08½
2 lb. package	0 17½
Vostizzas, 1 lb.	0 10½
<b>Dates—</b>	
Hallowee, loose, per lb.	0 06½
Hallowee, 1 lb. pkgs.	0 06½
Fard dates, 12-lb. boxes	1 10
<b>Peaches—</b>	
Standard, 25-lb. boxes	0 06½
Choice, 25-lb. boxes	0 07½
Choice, 10-lb. boxes	0 08½
<b>Raisins, Valencia—</b>	
Fine selected	2 35
Four crown layers	2 45
<b>Table Raisins—</b>	
F. O. S.	2 15
Fine selected, 14s	1 15
Fine selected, 7s	0 60
Vineyard clusters, 5½-lb. boxes	0 85
Vineyard clusters, 20 1-lb. bunches, per box	3 30
Extra dessert, 20 1-lb. bunches, per box	3 80
Royal Buckingham, 20 1-lb. bunches, per box	4 35
Royal Buckingham, 22 lbs. bulk, per box	4 30
Imperial Russians, 20 1-lb. bunches, per box	5 15
Excelsior Windsor, 20 1-lb. bunches, per box	5 55
<b>Raisins, Sultan—</b>	
California bleached	0 11½

<b>Raisins, Muscatel—</b>	
3 crown loose, 50's	0 08½
3 crown, loose, 25's	0 08½
Choice, seeded, lb.	0 09½
Fancy seeded, lb.	0 09½
1-oz. packages, fancy	0 08
12-oz. packages, choice	0 07½
<b>Prunes, in 25-lb. boxes—</b>	
90 to 100	0 07½
80 to 90	0 08½
70 to 80	0 08½
60 to 70	0 09½
50 to 60	0 09½
40 to 50	0 10½
<b>Table Layer Figs—</b>	
7-crown, 35-lb. boxes, per lb.	0 15½
6-crown, 10-lb. boxes, per lb.	0 15½
5-crown, 10-lb. boxes, per lb.	0 13½
4-crown, 10-lb. boxes, per lb.	0 12½
3-crown, 10-lb. boxes, per lb.	0 11½
Glove boxes, per doz.	1 70
Cooking figs, taps, about 25 lbs., lb.	0 05½
Cooking figs, choice natural, 25-lb. bags, per lb.	0 06½

**BEANS.**—No change in price, and there is now a little doubt if the advance which has been expected in Canadian beans will take place. This advance would have been largely the result of increased demand, caused not only by the call for beans as food for the soldiers in Europe, but also brought about by the interference with shipments to Canada from Austria. Now, however, a new factor presents itself, in the form of Japanese beans coming in this year for the first time. These are taking the place of Austrian beans of former years. Experts say that these Japanese beans are of excellent quality and very good cooking. Prices also are reasonable, and the line may be expected to have a large sale, since Canadian beans are still being sold largely for export to Europe. It seems a somewhat peculiar state of affairs that the Canadian beans should be sold abroad, and Japanese beans brought in here to take their place. There are, however, a number of reasons for this. In the first place, the Canadian beans are all not of the best quality this year, and might be looked upon with a certain amount of disfavor on the local market. They are, however, in good demand in Europe. From the Japanese standpoint their beans can readily be shipped to Canada, whereas a good deal more difficulty would be experienced in moving their stocks to Great Britain or France, with the conditions in the Suez Canal district in such an unsettled state.

<b>Beans—</b>	
Foreign, hand-picked	3 30
Canadian, hand-picked	3 40
3-lb. pickers	2 85
<b>California Lima Beans—</b>	
Bag lots	0 08½
Less than bag lots	0 08½
<b>Barley—</b>	
Pot, per sack, 96 lbs.	3 00
Pearl, per sack, 96 lbs.	4 15
<b>Peas—</b>	
Split peas, sack, 96 lbs.	3 30
Whole peas, bushel	2 50

## ALBERTA MARKETS.

(By Wire.)

Edmonton, Dec. 10.—Trade in Edmonton district is brisk. In the country especially is it bright and well up to last year. Collections are increasing, especially in last ten days. No changes are reported in market prices.

Produce and Provisions—	
Cheese, per lb.	0 16½
Butter, creamery, per lb.	0 31
Butter, dairy No. 1, 26c; No. 2.	0 21
Lard, pure, 5's, per case	7 85
Lard, pure, 5's, per case	7 90
Lard, pure, 10's, per case	7 80



# CANADIAN GROCER

## NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Dec. 10.—Christmas trade is bright. Collections through the province are fair. It is expected that nearly all holiday lines, such as nuts, peels and fruits will be exhausted by Christmas, as dealers are not stocking so heavily as other years. Arrival of shipment of cream of tartar has forced price down to 38-41 cents. Compound lard has slightly advanced to 10½ to 10¾ cents. Provision market is steady, with pork a little easier, Domestic being \$27.50 to \$28, and American \$26 to \$28.50. Beef is lower, at \$26.50 to \$27. Heavy shipments Canadian beans to European centres may cause upward price locally. Poultry is likely to be abundant and prices easy for Christmas trade. Eggs show a scarcity but quotations unchanged.

### Produce and Provisions—

Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 17
Beef, barrel	26 50	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	26 00	28 50
Pork, domestic, per bbl.	27 50	28 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10¾
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	6 00	6 00
Cornmeal, ordinary	1 90	1 90
Flour, Manitoba, per bbl.	7 55	7 55
Flour, Ontario	6 85	6 85
Rolled oats, per bbl.	7 00	7 00
Oatmeal, standard, per bbl.	7 70	7 70
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 60	7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 90	7 00
United Empire	6 80	6 90
Bright yellow	6 70	6 80
No. 1 yellow	6 40	6 50
Paris lumps	8 00	8 25
Beans, white, per bush.	2 25	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk.	0 38	0 41
Currants, per lb.	0 08	0 08½
Rice per cwt.	4 50	5 00

## RETAILERS' RELATIONS TO NEW COMPENSATION ACT.

(Continued from page 23.)

per annum on their salaries to a common fund for this, and have injuries to their employees paid out of this common fund. Here the arrangement stands as it did under the old Act, by which injuries to employees, the amount to be assessed shall be determined between employer and employee, or by the court as before. The Board itself has little jurisdiction over the Part 2 of the Act.

Where then does the retail merchant come in?

### Retailers' Clerks Same as Before.

The most important point to notice is that so far as nearly all his employees are concerned, he stands in exactly the same relation as he did before the Act was passed. If one of his clerks, either one employed in the business office or a salesman, is injured in his employ, he is liable to damages if he, the employer, was guilty of negligence, but if it was a case of negligence on the part of the employee this constitutes a bar, as it was before, to the recovery of damages.

## WHAT PERCENTAGE.

*In some cases where the risk of injury is small the payments it is understood will be "a mere bagatelle." In one case—so far as the schedule is arranged—where New York charges 4.15 per cent., the Ontario rate is only 2 p.c.; in another New York's is 1.17 p.c., and Ontario's only .8 p.c. For the retail staff, if they were included, it would be much less even than .8 per cent.*

The clause referring to this class of labor reads: "Persons engaged in clerical work, and not exposed to the hazards incident to the nature of the work carried on in the employment."

### For Elevator Men.

On the other hand, there is a greater liability than before for other employees, such as the night watchman, the elevator men, delivery men, etc. In their case a special provision gives the employee a greater opportunity to recover damages than before, because it takes away from the employer the defence which he once had, by showing contributory negligence on the part of the employee. Under the new regulation, contributory negligence on the part of such employees will be a ground for reduction of damages, but not a bar to recovery. In this case the liability of the employer is increased.

Along with those engaged in clerical work, however, which are exempt from this provision, the law also includes farm laborers, domestic servants, and outworkers. This particular class would include delivery men, who are not directly in the employ of the firm, but who, for instance, are engaged by the firm at so much to do their work. These are among the staff known as "outworkers."

Another important clause should be noticed. In the case of all engaged in the operation of passenger or freight elevators whether it be in a building connected with an industry or a warehouse or shop or office or other building, all are brought under the operation of Part One, and the employer is required to furnish the names of all those who may be engaged in the operation of the elevator to the Board, and to pay a certain percentage per year on their salaries. If an accident occurred and damages were assessed for the fault of the person not so reported, the employer would be liable for the full amount of the damages, which he would have to pay himself, and which would not be paid out of the common fund.

Lard, pure, 20's, each	2 83
General—	
Beans, Ontario, per bushel	2 95
Beans, Japan, per bush.	3 20
Coffee, whole roasted, Rio	0 18½
Evaporated apples, 50's	0 07½
Potatoes, per bush.	0 50
Rolled oats, 20's	0 79
Rolled oats, ball	3 25
Flour, 98s, \$3.55-\$3.65; rolled oats, 80's	2 50
Rice, per cwt.	4 50
Sugar, standard gran., per cwt.	7 30
Sugar, yellow, per cwt.	6 65
Canned Goods—	
Apples, gala, case	1 50
Corn, standard, per two dozen	2 05
Peas, standard, 2 dozen	2 16
Plums, Lombard	2 25
Peaches	3 25
Strawberries, \$1.45; raspberries	4 00
Tomatoes, standard, per dozen	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	9 50
Cohoos, 1's, \$5.75; humpbacks, 1's	4 35
Fruits—	
Lemons	7 00

## SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Sask., Dec. 10.—The first week in December has been busy. All kinds of Christmas stuff is going out, and the usual assortment of Christmas lines are in good demand. Outside of special lines, however, merchants generally are not stocking up heavily. A decline of fifteen cents per case has taken place in all table syrups. This is said to be due largely to the lower price quoted on sugar. Creamery butter is up one cent. Eggs are scarce, and in fact fresh eggs are almost unobtainable. The bottom has fallen out of the poultry market, all lines of poultry being quoted at extraordinarily low figures. There are great quantities of poultry in the market, but there does not seem to be any demand. Fowl are 7 and 9 cents; chicken, 9 and 13c; duck, 10 and 12c; geese, 12 and 14c, and turkeys, 16 and 20c. Apricots have advanced one cent per pound, and lard is selling at twenty cents per case higher. Prunes have advanced one-half cent. Rolled oats are quoted in bails at \$3.55.

### Produce and Provisions—

Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1	0 21	0 21
Cheese, per lb.	0 17½	0 18
Lard, 3's, per case	7 80	7 80
Lard, 5's, per case	7 75	7 75
Lard, 10's, per case	7 70	7 70
Lard, 20's, each	7 50	7 50
General—		
Beans, Ontario, per bushel	3 10	3 10
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	0 62	0 62
Cocoanut, lb.	0 20	0 20
Evap. apples, 50's	0 07½	0 07½
Potatoes, N.B., per bush.	0 85	0 85
Potatoes, Ontario, per bush.	0 81	0 81
Rolled oats, ball of 80 lbs.	3 25	3 25
Flour, 88's	4 30	4 30
Oysters, per gal.	2 50	2 50
Rice, per cwt.	4 50	4 50
Sugar, standard gran., per cwt.	7 07	7 07
Sugar, yellow, per cwt.	6 53	6 53
Walnuts, shelled, 54c; almonds	0 53	0 53
Canned Goods—		
Apples, gala, case	1 30	1 30
Broken beans, 2's	2 00	2 00
Beans	2 23	2 23
Corn, standard, per 2 dozen	2 23	2 23
Peas, standard, per 2 dozen	2 21	2 21
Plums, Lombard	2 10	2 10
Peaches	3 16	3 16
Strawberries and raspberries	4 00	4 00
Tomatoes, standard, per dozen	2 35	2 35
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	9 85
Sockeye, ¼'s	12 35	12 35
Cohoos, 1's	6 00	6 00
Humpbacks, 1's	4 80	4 80
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 09	4 25
Cranberries, per bbl.	7 00	7 00
Cranfruit, per crate	5 50	5 50
Sweet potatoes, per crate	4 80	4 80
Lemons	5 90	5 90
Oranges	9 25	9 25
Dried Fruits—		
Apricots, per lb.	0 12½	0 12½
Apples, per lb.	0 07½	0 07½
Currants, per lb.	0 06½	0 06½





# Fruit and Vegetables



## Drop in Price of Navels: Holly Supplies Are In

California Navels Drop in Both Montreal and Toronto — Apples Slow—Potato Export Talk Fizzles Out—Cranberries Cheaper Than For Years, and Good Quality—Cauliflowers Finished.

### MONTREAL.

FRUIT.—One of the features of this week's market is a drop in price of oranges, California navels now being quoted 3.25-3.50. Mexican oranges are also cheaper—2.50 per box. Messina lemons are quoted from \$3 to \$3.50. Malaga heavy weight grapes are slightly cheaper, and can now be bought for \$5 per keg. Apples are still bringing high prices, not a single quotation being below these of a week ago. The demand continues to be fairly good. Cranberries are cheaper, but will probably remain firm on the arrival of colder weather.

Apples—		
Baldwins, No. 1, bbl.	3 25	
Spys, No. 1, bbl.	3 75	
Russets, No. 1, bbl.	3 25	
Greenings, No. 1, bbl.	3 50	
Fameuse, No. 1, bbl.	5 00	
McIntosh Reds, No. 1, bbl.	5 00	
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	6 00	6 00
Grapefruits, Jamaica, case	3 00	3 00
Grapes, Malaga, keg	5 00	5 50
Lemons—		
Messina Verdell extra fancy, 300 size	3 00	3 50
Malaga, 420 size		5 00
Oranges—		
Cal. Navel, 150-175-200-215	3 50	
Cal., 100-125-250-288 size box	3 25	
Florida, 175-200-215	3 00	
Florida, 125-150	2 50	
Mexican, 125-150-175-200-215-250	2 50	
Evergreen, 100 yards to bale	2 50	

VEGETABLES.—There are few American beans coming in, and prospects are for poorer quality and higher prices, as there has been a frost in Florida, which has possibly injured spinach and other lines. Parsley is about done here, and further supplies will come from the States. Sweet potatoes are quoted as high as 2.25-2.50 per hamper, with poor demand. Watercress is higher, 90c being asked per doz., there being none from Montreal, though further supplies may come later. Small baskets of 18 green peppers are bringing 65c. Californian cauliflowers are worth 1.75 per crate. California celery is worth \$5 crate, and other lines 3.25 to 3.50. Leeks are up to 1.50-1.75 doz. Head lettuce brings 1.40 per box of 2 doz. and curly lettuce 1.25 per box. Spanish onions are still dear, bringing 3.75 to \$4. Red onions are worth 1.50 for 75-lb. bags.

Artichokes, bag	1 25	
Beans, American, basket	4 50	
Beets, bag	0 75	
Brussell Sprouts, bunch	1 00	
Cabbage, per bbl.	1 25	
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
Cucumbers, doz.	1 50	1 75
Celery, crate	3 00	3 25
Leeks, doz.	1 50	1 50
Lettuce, head, per box	1 40	1 40
Curly lettuce, per box	1 25	1 25
Onions—		
Spanish, per case	4 00	
Spanish, per 1/4 case	2 25	
Red, 75-lb. bags	1 50	
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	0 15	0 15
Peppers, green, 3/4-qt. basket	0 60	0 60
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	2 25	
Spinach, American, in bbls.	2 50	
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 15	0 20
Watercress, doz.	0 90	0 90

### TORONTO.

FRUIT.—California oranges show a still further decline, owing to quantities which are now arriving, of 25c from last week's prices. A big feature of fruit market this week is the crop of cranberries. One dealer says price is cheaper than for years while the crop is uniformly good stuff. Price this season is \$6.50 a barrel, as against \$3.50 to \$9 last year. Demand is distinctly brisk. Buyers buy ahead for Christmas trade, and there are the usual orders coming in. In fact, the demand is so good that possibly prices may stiffen a little. Apple prices are maintained. Demand is comparatively weak on this market. Messina lemons are selling well. So far, with the exception of cranberries no general Christmas demand is experienced. One merchant thinks that the non-delivery of some nuts will have its influence on the fruit market. Certainly, with less than three weeks to Christmas, buying should be a good deal brisker and heavier. Grape fruit is 25c cheaper with good demand.

Apples—		
Wagners	2 25	2 50
Greenings	2 50	2 75
Kings	2 50	2 50
Baldwins	2 75	3 00
Spies	2 25	2 50
Seeks	2 25	2 50
Canada Reds	3 25	3 75
Snows		
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocconuts, sack	4 00	4 50
Cranberries	6 25	6 75

Grapes—		
Canadian, 6-qt. bbls.	0 16	0 20
Tokays		2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 50	3 00
California, late Valencia	4 00	4 50
California navels	3 00	3 50
Lemons, Messina	3 00	3 50
Lemons, California	3 75	4 00
Limes, per 100		1 25
Pears—		
California, box		3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	4 00	4 50
Grape fruit	2 75	3 00

VEGETABLES.—All talk of exporting potatoes has fizzled out. It is said that some of the New Brunswick men got quantities together with a view to this end, but that, as no boats were available, the exports never materialized. Generally felt among wholesalers that extensive exports are unlikely. Demand in this market is not heavy. Prices remain the same. Supplies are plentiful. Cold weather, when it comes, should mean much better demand, and dealers look then for higher prices. Cauliflowers had a short life and a merry one. Prices were good, but this vegetable is practically unobtainable now. Spanish onions are now lower. Demand is not heavy, and supply is well ahead of it. A full car of New Orleans fresh vegetables is in. This is the first car. Parsley is worth 75c a dozen, endive and shallots 90 and 50c a dozen respectively. Head lettuce is quoted at 1.25 a hamper, and beets and carrots at 90 and 60c a dozen each. All the stuff looks nice.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 65	0 65
Cauliflower, doz.	1 00	1 25
Citrons, doz.		0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	
Holly	3 75	4 00
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket		0 50
Onions—		
Spanish, big crate	3 50	3 75
Can., 75-lb. bags		1 50
Green peppers, basket		0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 16	0 18
Turnips, bag		0 40
Sweet potatoes, hamper		1 65
Squash, Hubbard, doz.		0 75
Lettuce, box		2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate		2 50
Pomegranates, doz.		0 75
Pomegranates, crate	5 00	5 25





# Fish and Oysters



## Improved Demand for Frozen Fish in Advent

Fresh Fish Practically All Off Market—Frozen Fish Selling Well  
—Green Cod of All Kinds Scarce in Montreal—Haddies Up in  
Both Markets—Smelts Higher in Toronto.

### MONTREAL.

FISH AND OYSTERS.—Feature of this week's market is the scarcity of green cod of all kinds, and consequent advances. Large green cod in bbls. is now 5c, medium in bbls. 4½c, and prices of small are withdrawn. No. 1 haddock is up to 4c. Salt sardines are very scarce, and some firms have withdrawn prices. Frozen sea herring has a tendency to advance, bbls. 250 fish per 100 fish are now quoted 2.00, and less than bbls. 2.20. Tomcods will be on the market this week, selling for 2.25-2.50 per bbl. New haddies are now 7½c lb. The demand for frozen fish is improving, and with suitable weather, an active demand is expected throughout December, as there will be several extra fish days each week until Christmas. This week Wednesday and Friday are fish days, while next week there are three—Wednesday, Fridays and Saturday. Fresh caught fish is practically all off the market. The only lines coming in fresh by express are haddock and cod; all other lines are frozen. There has been a noticeable improvement in oysters, but it is business is not as brisk as it should be. Christmas should liven this trade up.

### TORONTO.

FISH AND OYSTERS.—Fresh trout is in from first of the month, and is of good quality. Demand will probably increase. Supplies will be good so long as weather is not stormy and cold. Haddies are up in price one to two cents, and are plentiful, but there is a big demand. Cod and haddock continue plentiful with but fair demand. Frozen fish generally is booming, because in the main fresh fish is done now. Smoked lines have their own buyers, and trade is better again this week in this regard. There is a revived demand for lobsters, but generally speaking it is too expensive to be really popular. Smelts are much higher. Extras only are obtainable now at anywhere from 16 to 20c. Blue fish is

done for the present. Halibut, as supplies are fairly large shows decline of 2c. General trade is good. Advent is beginning to have a marked effect. Oysters continue in good demand with no change in prices.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb. ....	.07½	.08-10
Haddies, 15-lb. and 30-lb. boxes, lb. ....	.07½	.08-10
Haddies, fillets, per lb. ....	.10	.11-12
Haddies, Niobe, boneless, per lb. ....	.08½	..
Herring, Ciscoe ....	.12	..
St. John boaters, 100 in box ....	1.00	1.20
Yarmouth boaters, 60 in box ....	1.20	1.20
Smoked herrings, medium, box ....	.20	..
Smoked boneless herrings, 10-lb. box ....	1.10	1.25-1.60
Kipper herrings, selected, 60 in box ....	1.40	1.25-1.60
Smoked salmon, per lb. ....	.25	.25
Smoked halibut ....	.20	.20

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspé, large, per lb. ....	.14	.12
Red, steel heads, per lb. ....	.12-13	.12-13
Red, sockeyes, per lb. ....	.10-11	.10
Red, Cohoes or silvers, lb. ....	.10	.10
Pale, qualla, dressed, per lb. ....	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb. ....	.09-.09½	.08
Halibut, eastern chicken and medium, per lb. ....	.10	.10
Mackerel, bloater, per lb. ....	.09-.09½	.09
Haddock, medium and large, lb. ....	.04½-.05	.07-.08
Market codfish, per lb. ....	.05-.05½	.07-.08
Steak codfish, per lb. ....	.06-.06½	.09
Canadian soles, per lb. ....	.08	..
Blue fish, per lb. ....	.16-17	.16
Smelts ....	.11	.16-20

### DRIED AND PREPARED FISH.

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

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal. ....	1 70	1 65
Standards, ordinary, gal. ....	1 40	1 60
Selects, per gal., solid meat ....	2 00	2 00
Best clams, imp. gallon ....	1 50	..
Best scallops, imp. gallon ....	2 25	..
Best prawns, imp. gallon ....	2 00	..
Best shrimps, imp. gallon ....	2 25	..
Sealed, best standards, quart cans, each. ....	0 50	..
Sealed, best select, quart cans, each. ....	0 80	..

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

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

### FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb. ....	0 12	0 11
Haddock, fancy, express, lb. ....	0 05½	0 07
Steak cod, fancy, express, lb. ....	0 07	0 08-0 09
Market cod, per lb. ....	0 05	..
Smelts, lb. ....	0 12	0 12

### FROZEN—LAKE AND RIVER.

White fish, large, per lb. ....	.10½-.11	.10
White fish, small tullbees, per lb. ....	.08½-.07	.07
Lake trout, large and medium, lb. ....	.10-11	.12
Dore, dress or round, lb. ....	.09½-.10	.09-10
Pike, dressed and headless, lb. ....	.07-.07½	.07
Pike, round, per lb. ....	.08-.08½	.07-.08
Tom Cods, new, per bbl. ....	2 80	..

### PICKLED FISH.

Salmon, Labrador, tierces, 300 lb. ....	20 00	..
Salmon, Labrador, bbls., 200 lbs. ....	14 00	..
Salmon, Labrador, half bbls., 100 lbs. ....	7 50	..
Salmon, B.C., bbls. ....	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb. ....	12 00	..
Sea trout, Labrador, bbls., 200 lb. ....	6 50	..
Sea trout, Labrador, half bbls., 200 lb. ....	6 50	..
Mackerel, N.S., bbls., 200 lb. ....	12 00	..
Mackerel, N.S., half bbls., 100 lb. ....	7 00	..
Mackerel, N.S., pails, 20 lbs. ....	1 75	2 00
Herrings, Labrador, bbls. ....	5 50	6 25
Herrings, Labrador, half bbls. ....	3 00	3 25
Herrings, Nova Scotia, bbls. ....	5 00	6 25
Herrings, Nova Scotia, half bbls. ....	2 50	3 40
Lake trout, 100-lb. kegs ....	6 00	..
Quebec sardines, bbls. ....	6 00	..
Quebec sardines, half bbls. ....	3 50	..
Tongues and sounds, per lb. ....	0 07½	..
Scotch herrings, imported, half bbls. ....	8 00	..
Holland herrings, imp'ted milkers, hf bbls. ....	7 00	..
Holland herrings, imp'ted milkers, kegs. ....	0 85	0 75-1 00
Holland herrings, mixed, half bbls. ....	7 00	..
Holland herrings, mixed, kegs. ....	0 75	0 70-0 95
Lochfne herrings, box ....	1 25	..
Turbot, bbl. ....	14 00	..

### WINNIPEG.

FISH.—Again there has to be reported an unexpected delay in receipts of winter-caught lake-fish. The storm held the fishermen back, and only for the last week has it been possible for them to get on the lake. Before another issue is out, however, the winter-caught fish will certainly be on market, but at this time it is impossible to announce the prices which will be set. It must be remembered, however, that the present quotations are at low point, and winter catch cannot be listed much below these.

Salmon has been advanced somewhat, being now quoted at 16c. During the week the demand for fish has improved materially.

Fish—		
Whitefish, per lb. ....	0 09	..
Pickercel ....	0 08	..
Trout ....	0 12½	..
Gold eyes ....	0 03½	..
Jackfish ....	0 04	..
Halibut ....	0 12	..
Frozen halibut ....	0 09½	..
Salmon ....	0 15	..
Frozen salmon ....	0 11	..
Fresh cod ....	0 10	..
Fresh smelts ....	0 11	..
Oysters, per gal. ....	2 75	..
Shell oysters, per cwt. ....	2 00	..
Shell oysters, per bbl. ....	17 00	..
Haddies ....	0 09	..
Haddies, fillets ....	0 12½	..
Rosters, per box ....	1 50	..
Kippers, per box ....	1 75	..
Lake Superior herring ....	0 03½	..

When a would-be friend says he would do anything in the world for you, don't jolt his friendship by asking him to loan you a dollar.



# Produce and Provisions



## Provision Prices Easier: Turkey Supplies Small

Poultry Market in Toronto Absolutely Reversed From Last Week—No Fowl to Be Had—Farmers Await Higher Prices—Provisions Lower in Montreal—Price Cutting General to Secure Business—Eggs in Both Markets Still High and Scarce—Creamery Butter Coming Along.

### MONTREAL.

PROVISIONS.—Changeable weather has had a serious effect on trade, which has dropped to a level where cutting in prices must be resorted to in order to secure business. Prospects are that if the weather turns colder, better business will be done during the week. Abattoir fresh killed dressed hogs are selling as low as \$10.50 to \$11. Cooked meats are being quoted at a cent less all round than they were a week ago, although the largest packers continue to ask 25c for boiled ham, 30c for roast ham, and so on. Roll bacon is down to 17c lb., and backs are all worth a cent per lb. less this week. Barrelled pork is plentiful with the exception of clear fat pork, but even this can be secured easily. For the latter some houses are asking over \$30, but the regular price is still \$29. Pure lard is weaker this week, prices being down 1/4c per lb. all round. Compound lard remains the same.

	Per lb.	
Hams—		
Medium, per lb.	0 17	
Large, per lb.	0 16	
Backs—		
Plain, bone in	0 21	
Boneless	23	
Peameal	0 24	
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	0 16	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16 1/2	
Cooked Meats—		
Hams, boiled, per lb.	0 25	
Hams, roast, per lb.	0 30	
Shoulders, boiled	0 27	
Shoulders, roasted	0 28	
Dry Salt Meats—		
Long clear bacon, 50-75 lbs.	0 15 1/2	
Long clear bacon, 80-100 lbs.	0 14 1/2	
Flanks, bone in, not smoked	0 15 1/2	
Barrelled Pork—		Per bbl.
Heavy short cut mess		29 00
Heavy short cut clear		29 00
Clear fat pork		29 00
Clear pork		27 00
Tierces, 350 lbs., net	0 12	
Tubs, 50 lbs., net	0 12 1/2	
Boxes, 50 lbs., net	0 12 1/2	
Pails, wood, 20 lbs., gross	0 12 1/2	
Pails, tin, 20 lbs., gross	0 12	
Cases, 10-lb. tins, 60 in case	0 12 1/2	
Cases, 3 and 5-lb. tins, 60 in case	0 13	
Bricks, 1 lb., each	0 13 1/2	
Lard, Compound—		
Tierces, 375 lbs., net	0 09 1/2	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 10	
Pails, wood, 20 lbs., net	0 10 1/2	
Pails, tin, 20 lbs., gross	0 10 1/2	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 3 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	

Hogs—  
Dressed, abattoir killed ..... 10 50 11 00

BUTTER.—The market is quiet, and is without feature. Prices are slightly on the easy side, dairy butter having declined from 24-25 to 23-25. Winter butter is changing hands at lower prices, but is slightly inferior in quality. Finest creamery is still being quoted at 29-30.

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

CHEESE.—Market remains firm owing to a good export inquiry from England, and to the fact that only small supplies are now available in Canada. Receipts continue to show a considerable decrease over last year. New made is quoted 16 to 17 cents.

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

EGGS.—New laids have advanced further, but few strictly new laids are to be had at any price. The demand is much greater than the supply, which does not signify much as few are coming in. Hens are not laying, but an improvement should be felt towards the new year. For strictly new laids, 60c doz. is being asked with confidence. Cold storage eggs are still quoted at old prices.

Eggs, case lots—  
New laids ..... 0 60  
Selects ..... 0 32  
No. 1s ..... 0 28  
Splits ..... 0 21

HONEY.—The demand is slightly better than it has been, but it is fairly steady, and there is nothing to warrant any price changes.

Honey—  
Barrels ..... 0 11 1/2 ..... 0 08 1/2  
Tins, 60 lbs. .... 0 12 ..... 0 09  
Tins, 30 lbs. .... 0 12 1/2 ..... 0 10  
Tins, 5 and 10 lbs. .... 0 12 1/2 ..... 0 10  
Comb, 13-14 oz. section ..... 0 17-0 18 ..... 0 14-0 15

POULTRY.—The market still has a downward tendency, especially on poorer stock. For good quality stuff, prices are fairly well maintained. The demand for live chickens has dropped off entirely,

these being quoted as low as 7 to 8c, whereas last week the quotations were 9-11 for spring chicken, and 10-13 for fancy crate-fed. The demand is more now for live fowl. Live ducks and geese continue to sell freely. Demand for turkeys continues light, prices ranging from 14 to 17c. It would not be surprising to find better prices prevailing around Christmas.

Fresh Stock—	Live.	Dressed.
Fowl	0 08-0 10	0 10-0 14
Spring chicken	0 07-0 08	0 10-0 13
Fancy, crate-fed chicken, 5 lbs.	0 10-0 13	0 15-0 18
Turkeys, fancy	0 14-0 15	0 14-0 15
Ducks	0 12-0 13	0 11-0 13
Geese	0 11-0 12	0 10-0 12

### TORONTO.

PROVISIONS.—Practically all prices on this market are holding. If cold weather came to stay, dealers would prophesy advanced prices, and be sure of them. The cold snap during the last week has helped. There is a little Christmas trade in cooked hams starting. Lard prices may go down in next day or two; it is weaker all round.

Hams—		
Light, per lb.	0 17	0 17 1/2
Medium, per lb.	0 16 1/2	0 17
Large, per lb.	0 15 1/2	0 16
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14 1/2	0 15
Shoulders, per lb.	0 13 1/2	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14 1/2	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11 1/2	0 12
Tubs, 50 lbs.	0 11 1/2	0 12 1/2
Pails, 3 and 5 lbs., per lb.	0 12	0 13
Bricks, 1 lb., per lb.	0 13 1/2	0 13 1/2
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09 1/2	0 09 1/2
Tubs, 50 lbs., per lb.	0 09 1/2	0 10
Pails, 20 lbs., per lb.	0 09 1/2	0 10 1/2
Hogs—		
F.O.B., live, per cwt.	7 45	7 75
Live, fed and watered, per cwt.	11 00	12 00
Dressed, per cwt.	11 00	12 00

BUTTER.—Demand is but fair. The market is quiet, and prices are along the easy side. Creamery butter is now com-



# CANADIAN GROCER

ing along more freely. War is having its effect upon the public's taste in butter, and retailers are not buying as generally as other years at this time. Dealers look for increased demand as Christmas approaches. For the present price is 29 to 31.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 28	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

**CHEESE.**—Stocks on close of navigation are lighter for the time of year than for some seasons. Canadian cheese just now is not being exported in as large quantities to England though some ten days ago there was a good export enquiry. There is a decrease in Canadian cheese in England this year of 93,449 boxes from last year. Canada's chief competitor seems to be New Zealand and not America. Latter's prices are too high to be dangerous as rivals. New made cheese stays around 16c, but there is no great demand even at this figure.

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

**EGGS.**—Dealers in most cases are not quoting prices on new laids at all for simple reason that they haven't got the new laids to quote prices on. Sixty cents is merely a nominal figure, but few eggs can be obtained at that or any other price. Yet the writer got two dozen new laids—strictly new laids—on a farm not thirty miles from Toronto three or four days ago, for 40c. Dealers say they cannot get hold of anything but stray dozens. Large quantities are not to be had for love or money. There are a few American eggs for export. The Old Country market is flooded with these American eggs, and Canadians have little chance to export. Eggs in Britain just now are, for the country, at fabulous prices. Sixty cents is charged with equanimity, and it is paid, whereas usually 30c to 34c is an outside price in Britain even when eggs are scarce. Straights and trade eggs retain their old prices. The market continues firm.

Eggs, case lots—		
Strictly new laid, in cartons	Per dozen	0 60
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

**POULTRY.**—In short space of week the situation in the poultry market has reversed here. Last week there were good supplies of all kinds of fowl. This week, turkeys are slow in coming through from the farmers. This applies to other lines too. Prices so far as turkey is concerned, however, are lower as demand is weak. Possibly farmers are holding their birds for higher prices. There was a glut on the market of good turkey a week ago, and price did not seem attractive enough to the farmer. Just now all kinds of fowl are worth more live than dressed. There is a big

demand among the Jewish trade for live fowl, and there are not the supplies to satisfy it. Prices will undoubtedly go up towards Christmas, particularly though of turkey and geese; the latter shows signs of advancing even now.

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

## WINNIPEG.

**PRODUCE.**—There is a strong feeling in pork, and yet it is hardly expected that there will come an advance here. Prices, however, both of cured meats and lard will probably remain at present level.

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

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

**BUTTER.**—Little to note in this market. The demand continues good, but supplies also are satisfactory. Prices remain steady.

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

**CHEESE.**—No exportations of Western cheese have as yet taken place. The market, however, is strong, but there seems no immediate likelihood of an advance in price.

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

**EGGS.**—A firm tone is noted in this market. For the first time exportation of Western eggs is taking place. These, of course, are going to England. Owing to the good supplies in the border States, however, it is not likely that any scarcity will be felt here, though an advance may possibly take place.

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

**POULTRY.**—Deliveries have fallen off somewhat during the week, and on the other hand the demand from retailers has improved materially. At the present time supplies are moving out practically as soon as they are received. The snow, however, will enable farmers to bring in their produce more easily, and it is likely deliveries will be considered better during the coming week. Prices remain as last week, and seem likely to hold same level until after the new year.

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

## INVESTIGATING CO-OPERATIVE STORE BOOKS.

Toronto, Dec. 10.—The shareholders of the National Railway Association, Limited, operating a chain of some 15 or 16 co-operative stores in Ontario and Quebec, appeared before J. A. C. Cameron, Master in Chambers, at Osgoode Hall on Monday afternoon to see if they could learn how \$100,000, used in the organization of the company, had been expended. The concern was organized about a year and a half ago and subsequently assigned.

Referee Cameron appointed a committee to investigate the financial conditions of the firm and to ascertain how the money had been expended. Assignee G. T. Clarkson said it was apparent that the officials of the company tried to make money by investing in other companies, and he felt that the shareholders had been badly used from the first. It was decided to keep the stores running for a period of two months.

## PUTTING PULL INTO THE ADVERTISEMENT.

(Continued from page 24.)

I don't know what to get for dinner tomorrow," or "for supper to-night." It's the business of your advertisement to suggest to them what they will have and make them unhappy until they get it—just as the head waiter in a good restaurant hovers about your chair, suggesting this dish and that dish or the other dish, until you spend two or three times as much as you had expected to spend. That's the chief and most important function of retail advertising. And that is the reason why you need advertising in your business, even if you have the only meat market within a radius of twenty miles, and even if every man, woman and child in town calls you by your first name.

If you pick up a metropolitan newspaper, you will see that public utility companies—electric light companies, street car companies—companies which have a monopoly in their territory, are advertising; electric light companies advertising new uses of electricity; street car companies advertising special trips. They frequently run an advertisement that is strictly informative and educational in its purpose, telling women how to get on and off street cars or telling the general public how to avoid accidents. The idea is to improve the service. You must keep in mind a like purpose in your advertising. One of the big features of your advertising should be to improve your service. Your advertising must help you give the public a better service, a quicker service, and so be profitable to both you and your customers.



# BANK OF MONTREAL

Annual General Meeting Held 7th December, 1914

The 97th annual general meeting of the shareholders of the Bank of Montreal was held in the Board Room of the Head Office of the Bank on Monday, Dec. 7th.

The meeting was marked by complete addresses by Mr. H. V. Meredith, the President, and Sir Frederick Williams-Taylor, the General Manager.

## PRESIDENT'S ADDRESS.

In moving the adoption of the annual statement, Mr. H. V. Meredith, the President, said:—

The statements presented to you will, I trust, be received with satisfaction.

While profits show a diminution compared with those of the preceding year, the shrinkage is mainly attributable to the fact that during the world-wide disturbed financial conditions which have existed, we deemed it prudent to forego the profit on a portion of our liquid reserves ordinarily carried abroad and having an earning power. These we transferred to our vaults to provide against every possible contingency, and to support, if required, the general financial situation in Canada.

I feel sure this course of action will meet with your approval.

The year, I need hardly say, has been an eventful and anxious one.

## POSITION IN GREAT BRITAIN.

In Great Britain the period immediately antecedent to the declaration of war was marked by considerable ease in the money market, coupled with a slight recession in trade, following a long period of unrest and depression caused by the Balkan chaos and other adverse factors.

The outbreak of hostilities brought about the collapse of the whole financial fabric, the closing of the bourses and a world-wide financial cataclysm. For a time at least a condition of well nigh general insolvency was threatened. The steps which were taken to cope with the crisis are of too recent occurrence to require reiteration.

Britain's command of the sea was undoubtedly the chief factor in bringing about a recovery of confidence, but great credit is due to the Government and their able financial advisers for their bold and statesmanlike views of the situation and their prompt action in meeting the crisis, as well as to the Bank of England for the courage and activity with which the plans of the Government were carried out.

The great latent wealth of the Empire has been demonstrated by the patriotic response to the recent Government loan, and this is being followed by the removal of barriers to trade which is now once more approaching a normal condition.

What the consequences of the war will be must depend, I think, to a large extent on the duration of hostilities.

Whether a long period of depression and economy, in order to replace the wasted wealth of the world will follow its conclusion, whether the removal of political apprehensions and the prospect of a long era of peace will bring about an immediate restoration of prices—not alone of commodities, but of stock exchange and of other securities—it would be idle at the moment to predict.

In either event, all borrowing countries, including Canada, must expect their facili-

ties to be largely curtailed while the wastage of war is being repaired.

## POSITION IN CANADA.

In Canada, a period of several years of remarkable growth and progress was accompanied by large—and in some cases imprudent—capital expenditures by industrial, municipal and other corporations, and an ambitious programme of railway construction, made possible by the ease with which money could be obtained.

These conditions were taken advantage of by company promoters and speculators to bring about unduly inflated and fictitious values, and the extent to which these were carried directed suspicion and distrust of our economic position in the money markets of the world, followed by a close scrutiny of our securities and a curtailment of money supplies so essential to our development.

The ensuing check caused embarrassment in some instances, but had a salutary effect on the country in general, as it brought us to realize the fact that unproductive expenditures must of necessity cease for a while, and our efforts be directed towards development of natural resources, accelerated by a large flow of immigration.

It fortunately happened that for over a year previously, our manufacturers and merchants, preparing for such a contingency, had entered upon a period of curtailment and readjustment; and our economic position had been approaching a more normal condition. They were, therefore, the better able to meet the shrinkage in their turn-over occasioned first by restricted demands and now by the war.

I refer to these somewhat trite matters because the halt in business presently experienced may create in the public mind a more gloomy view than is warranted by actual conditions. It is well to remember that for a decade the commercial expansion of Canada was really abnormal.

A decline in the foreign trade of the country had set in before the outbreak of war, and has been accentuated by that event. In the seven months ending October 31st last, the value of merchandise imported, exclusive of specie, was \$286,800,000, or \$103,700,000 less than in the corresponding period of the preceding year. On the other hand, the value of Canadian produce exported has been fairly well maintained, having been for the seven months \$226,757,000, as compared with \$245,550,000 a year ago. The adverse balance of trade has, therefore, been reduced from \$145,000,000 to \$60,000,000 in this period, a substantial improvement of \$85,000,000, the more satisfactory in view of the practical closing of the London money market to Canadian loans. The transportation interests of Canada have also been benefited by an increase in the value of exports of United States products through our ports from \$19,000,000 in the seven months period of 1913 to \$41,600,000 this year.

## LEGITIMATE BUSINESS SOUND.

I am glad to be able to say that from the reports which reach me from all parts of the country, legitimate business is fundamentally sound. While trade generally is quiet, and in many branches restricted, especially those dependent upon construction work, there is compensation, in a measure, by activities in others which provide the vast supplies required by the war.

A general suspension of new undertakings is apparent. Agriculture—the backbone of the country—continues prosperous, notwithstanding a shorter crop yield, owing to the high prices being paid for grain and other farm products. The great increase in the number and value of live stock in the Northwest is especially gratifying.

Farmers are preparing to increase the acreage of land under crop, and manufacturers are taking advantage of the situation to extend their sales where foreign competition, for the time being, has been eliminated. There is, moreover, an undiminished confidence in the future which is an asset of no little importance.

Considerable unemployment exists, but the extent of it is probably over-estimated, and I think our position in this respect will compare favorably with that of other countries.

These conditions are overshadowed at the moment by a war so disastrous and so unexpected that even yet many of us do not grasp the full significance of it all. New local conditions and new problems had to be met.

## GOVERNMENT'S WISE COURSE.

The wise and timely action of the Finance Minister in providing facilities for rediscount, and in making Bank Notes legal tender, had a steadying effect throughout the country, and has enabled the Banks under all circumstances to meet the legitimate demands of business and to keep in hand ample resources against deposits.

Power was taken by the Government to declare a moratorium, but fortunately it has not been necessary to put this into effect, for all must recognize the supreme consideration of maintaining our credit in the money markets of the world.

The war, by closing the financial markets of all countries, has precluded us from obtaining capital for construction and development work, and so long as these conditions prevail it will be necessary for us to conserve our resources rather than proceed with other than unavoidable capital expenditure.

The financial fallacy of issuing inflated currency for such purpose—abundantly proved by experience of other countries—is well known, and Canada is to be congratulated on having avoided the miseries of a depreciating paper currency.

In this connection I may remind you there is a homely adage that "no one has yet succeeded in lifting himself by his boot straps."

Nor should it be forgotten that we have a large foreign interest indebtedness to be liquidated by exports or new borrowings.

For the latter, the London market being now less available, we shall have to rely partly on such facilities as the United States market can offer and, in a measure, upon our own resources, to solve the problem of restricted trade and shrinking revenue, as well as to meet maturing interest, capital commitments, and other obligations.



## CANADIAN GROCER

### FOREIGN RESERVE VALUABLE.

Our reserves abroad have proved valuable in this connection, as they are enabling us to conserve the gold supply of Canada.

War and other adverse conditions are bound to retard our progress. A period of rest and recuperation may be expected, but the future depends to a great extent upon the spirit with which the people meet the changed conditions.

Economy and prudence in the matter of expenditure, and an earnest effort to increase production of exportable articles, will in time usher in an era of active trade and renewed prosperity.

There is no question in my mind that after a pause, the duration of which will be determined by the measure of our production and by our savings, we shall again enter on a period of progress and development, and that pause, I believe, will not be long continued.

Mr. R. B. Angus seconded the motion for the adoption of the Report, which was carried unanimously.

### THE GENERAL MANAGER'S ADDRESS.

Sir Frederick Williams-Taylor, the General Manager of the Bank, then made his annual address, as follows:—

Gentlemen:—This Bank is now approaching its centenary, but never before in the ninety-seven years of its history has the annual balance-sheet been presented to the Shareholders under such universally perturbed financial conditions as exist at the present time.

For the sake of consecutiveness and as a natural preface, I may say that since the outbreak of the present war all bourses have ceased to transact business. In consequence throughout the world at large Stock Exchange securities have become unrealizable, except by limited sale and slow process.

In a sense a large part of the trading and manufacturing world has undergone a course of declension towards first principles. The most readily salable commodities in large volume now are the necessities of life, either direct or represented by commercial paper, and the appliances created by man for the destruction of life.

As the President has ably reviewed the general trade and financial situation both in Canada and at the chief centres abroad, my duties are confined to an explanation of the most important features in the accounts I have the honor to submit to you and the points arising therefrom.

It is pertinent to interject that the interests of the Bank of Montreal have become of such an international character that one cannot adequately analyze and comment upon our balance sheet without at least reference to London and New York.

### LONDON.

The interest taken by Canada in the London financial situation is due to a combination of firm patriotism and monetary dependence. Not only are we solicitous for the welfare of our Empire's financial centre, but the Dominion has financed its requirements in that market to an extent obvious enough to the few but only recently fully appreciated by the people of this country as a whole.

It might be added without boastfulness that this Bank's London business has steadily increased in importance step by step with the development of our country until we have attained a prestige, and

what has been termed by others a unique position among Colonial Banks represented in the great metropolis, that you, its Shareholders, can regard with a measure of national, and may I say, individual pride.

### NEW YORK.

We are naturally greatly interested in New York conditions, as not only is that city the Clearing House of North America, but also the channel through which the bulk of our foreign exchange transactions pass. Further, the financial relations of the two countries become more intimate and further dovetailed with the ever-increasing establishment in Canada of branches of great American industrial companies.

### POLICY-LIQUIDITY.

It is common knowledge that the policy of this Bank is conservatism, a policy that tends in prosperous days to arouse in some quarters a measure of criticism, but one meeting with unstinted approval in times as troublous as those we face at present.

Thanks to a reasonably liquid position, the unexpected outbreak of war found us not unprepared. It was an easy transition for us to convert into actual cash and bank balances, to the extent we deemed advisable, our secondary line of defence in the shape of other reserves held, as you are aware, in London and New York.

### PROFITS—PATRIOTIC FUND.

As banks are not eleemosynary institutions, it is our duty to earn for the shareholders such measure of profit as is consistent with the safe employment of your capital and the deposit monies entrusted to our care. Under normal conditions our first consideration has ever, as you know, been safety, but with the financial world out of joint, we have felt it our duty, both in self-protection and in a desire to bear our share of the national burden in safeguarding the general situation, to take additional precautions. In pursuance of this policy our cash reserves and bank balances have been brought up to a percentage point that seemingly precludes danger.

Naturally the greater volume of money unemployed, the smaller our profits. Nevertheless we are gratified to have been able to comfortably earn our customary dividend, continue the semi-annual bonus of 1 per cent., and at the same time to have made, in our opinion, full provision for realized and prospective losses.

The \$100,000 gladly voted by your Directors for national patriotic purposes was taken out of the year's profits.

### DEPOSITS.

For obvious reasons it is natural that bank deposits throughout Canada should decline as they have done to a slight extent, the grand total of all the banks to the end of October being \$1,144,199,224, as compared with \$1,146,739,863 a year ago. During the same period our own deposits have increased by \$7,649,836.11 exclusive of deposits made by and balances due to other banks in Canada, which have increased by \$5,570,032.53.

### CIRCULATION.

Our notes in circulation are \$169,837 greater than a year ago.

### QUICK ASSETS—CURRENT LOANS.

As before intimated our quick assets have increased during the year, the ratio to liabilities to the public being 55.17 per

cent. at the end of October, 1914, as compared with 49.69 per cent. at the same date in 1913. It is satisfactory to be able to state that this has been accomplished without restricting the legitimate demands upon us by our merchant and manufacturing clientele in Canada. It is the case that our current loans in Canada, which, as you are aware, are mainly to the mercantile community, are lower now by \$10,172,653.79 than they were at the corresponding date last year, but I desire to make it quite clear that the reduction was ante bellum, and that there has been an increase of over three million dollars in such loans and of over thirteen million dollars in total loans in Canada since the outbreak of war.

It is only fair to add that the wisdom of keeping our secondary reserves—viz.: our call loans—in London and New York instead of in Canada has once again been strikingly demonstrated. If the war had found us in a reverse position it would have indeed been a serious matter, not only for ourselves, but for the entire community. In other words, the wisdom of this Bank in having its call loans available outside of Canada in time of stress is now being splendidly justified.

### MUNICIPALITIES.

Our loans to Municipalities stand at \$9,017,324.26, as compared with \$5,227,905.74 at the corresponding date last year. A very large proportion of this sum has been advanced in anticipation of tax payments.

Loans have been made against the security of debentures in certain instances, but only as a matter of public policy to enable our civic clients to pay for work to which they were committed, or where the health or safety of the citizens was at stake. We have felt it our duty to urge upon both our Provincial and Municipal friends the wisdom, if not the imperative necessity, of refraining from committing themselves to fresh capital outlay and of limiting their expenditure to essential undertakings. I am glad to be able to say that as a rule our advice has been well received and in most cases conscientiously followed.

### PROVINCES.

I would now like to briefly recite to you the situation as we find it in our various Provinces:

#### PROVINCE OF ONTARIO.

General conditions in Ontario are moderately satisfactory. Crops have been quite good, with high prices, and profitable results have accrued generally to those engaged in agricultural pursuits.

The lumber trade is dull.

The production of silver in the Cobalt District shows a slight falling off.

Manufacturing has been quiet, with a material reduction in the labor employed particularly in those industries producing machinery and agricultural implements.

Wholesale conditions are reasonably satisfactory, but retail merchants are feeling the decreased volume of business consequent upon reduced wages and pay-rolls.

Urban real estate is inactive, but a lower level in prices is inevitable.

#### PROVINCE OF QUEBEC.

Reasonably satisfactory conditions prevail throughout the Province of Quebec, which, if less progressive than some of its sister Provinces, is also for the same reason less liable to periods of depression.

Agricultural conditions have been reasonably good.

The lumber trade has had an average year and the price and demand from



## CANADIAN GROCER

Great Britain are improving, due to the closing of the Baltic and the curtailment of the cut in Russia consequent upon mobilization.

Manufacturing industries have been quiescent with fewer operatives employed, but textile and certain other lines are stimulated by orders from abroad.

There has been little movement in real estate, but nominal values have not appreciably fallen.

### MARITIME PROVINCES.

Though the Maritime Provinces are not enjoying the same measure of prosperity as a year ago, economic conditions may be summed up as being fairly healthy, and surprisingly good as compared with those the world over. This, perhaps, may be attributed to the fact that previously there has been an absence of inflation and fictitious prosperity, and consequently no severe reaction.

The farmers are more than usually prosperous. The apple crop has been large and of excellent quality, but this unfortunately is offset by the low prices prevailing.

Much money has been invested in the black fox industry, but this business has proved hazardous, and the possible result of a marked decline in prices must not be overlooked.

The demand and price for lumber declined during the early part of the year, but the foreign trade is improving with a resultant upward tendency in prices.

The fishing industry has been less satisfactory. The catch shows a reduction and lower prices prevail.

There has been a diminution of upwards of 250,000 tons in the coal mined in Nova Scotia as compared with last year, largely accounted for by the partial closing down of steel plants and other allied industries. This unfavorable feature of the situation is reflected in the manufacturing towns.

### NORTH-WEST PROVINCES.

In the North-West Provinces agriculture and stock-raising are of primary importance, and all other industries and businesses are more or less directly or indirectly dependent upon the success of the farming community.

The results of the crop for the year 1914 have been satisfactory. Certain districts suffered severely from drought at the critical period, and the total yield is consequently less than last year, but with the higher prices prevailing the value of the grain produced is somewhat greater. More land is being brought under cultivation, and owing to the early harvest and a favorable autumn it is expected that a record acreage will be under crop next year.

Mixed farming is receiving more attention with gratifying results and more live stock is being raised.

The flour mills are well employed, but other manufacturing industries are quiet.

Trade conditions are not altogether satisfactory, but credit is granted less freely than formerly.

There has been a decline in realty values with few transactions.

The North-West Provinces undoubtedly are passing through a period of stress, but with their great areas of good farm lands still uncultivated, capable of producing vast food supplies, we look to the future with a justifiable measure of confidence.

### PROVINCE OF BRITISH COLUMBIA.

British Columbia, after nearly two decades of almost continuous prosperity,

development and expansion in business is now suffering from reaction, accentuated by the general commercial depression and world-wide financial distress.

Agricultural conditions continue to show improvement. Crops are good, but the prices for fruit have not come up to expectations. There is a tendency to increase the production of live stock, for which the demand is good.

It is a matter of common knowledge that the lumber business has been in an unsatisfactory state resultant upon overproduction, restriction in building operations throughout the West, and American competition.

It is estimated that the total mineral production for 1914 will be 75 per cent. of last year. Consequent upon the inactivity of the smelters, the collieries also are not doing so well, and the output of coal has been greatly diminished.

The fisheries have had a successful season. The salmon run has been good, with a ready demand and satisfactory prices. The halibut catch also has been satisfactory, but the market is less so.

Provincial and municipal expenditure is of necessity being curtailed.

The year 1914 has marked an almost complete cessation in real estate speculation with a general decline in values.

### NEWFOUNDLAND.

General conditions in Newfoundland, England's oldest Colony, cannot be described as altogether satisfactory.

The pulp and paper industry is normal. The catch of codfish, the great staple product of the country, has been smaller than usual and the outbreak of war practically demoralized for a time the usual markets, resulting in a slackened demand and low prices. In both, however, I am glad to state an improvement is now perceptible. The seal catch was almost up to the average, but the lobster catch has been unsatisfactory.

As trade conditions in Newfoundland are governed almost entirely by the return from fisheries, business generally is affected disadvantageously this year, and the immediate outlook is somewhat uncertain. Nevertheless, it is well to bear in mind that the Island's all-important product is a staple article of food, and it may be that the war, so far disadvantageous, may presently prove otherwise.

### MEXICO.

Conditions in Mexico continue disturbed, with business practically at a standstill, and it is problematical when a more settled state of affairs may be expected.

The business of our office in Mexico City has been reduced to the lowest possible limit and is being ably conducted under exceptionally trying conditions.

### THE EFFECT UPON CANADA.

Your President has adequately reviewed the general situation in a masterly manner that makes further remarks superfluous, but perhaps I may be permitted to say, in summary of my own comments, that from the financial point of view the outstanding result of the war upon Canada has been the instantaneous stoppage of the supply of British capital, to which we had become so accustomed, that sight was too frequently lost of its importance as a factor in the development of the Dominion.

Money from this source flowed to us in such increasing volume that during a considerable ante bellum period it amounted in round figures to at least \$25,000,000 per month. Canadian public borrowings from the London money market for the

seven months ending 31st July were \$177,000,000. Since the outbreak of war the inflow of such capital has ceased.

This monetary deprivation, coupled with the necessity of using our earnings and income for the purpose of paying to Great Britain interest on our indebtedness of \$2,800,000,000 to London has brought home to us the extent to which the London money market and the British investor have been our friends, indeed our partners, in what might be termed this colossal Canadian enterprise.

### TRADE.

The trade situation we are now facing is that, owing to our present inability to borrow by public process in the London market, we seemingly must limit our imports to the approximate volume we are able to pay for in exports, or we must borrow elsewhere; that is, in the natural assumption that we wish to avoid reducing our cash capital.

There is an alternative, for it will be obvious to the most uninitiated that if our good neighbors in the United States desire us to purchase from them in anything approaching the volume of the past, they must, at least during the war, whilst the London market for public flotations is closed, provide us with the wherewithal in the shape of loans to our principal public borrowers. If they adopt this course, and a commencement has already been made, it will be clearly advantageous to them and to Canada.

### HOW CANADA IS STANDING THE STRAIN.

In conclusion, the financial position of our country now is that, consequent upon the prompt measures adopted by our Minister of Finance, and, owing to the elasticity and excellence of our Banking system, Canada is standing the strain without collapse. We are adjusting ourselves to the heavy burden thrust upon us without warning whilst in the construction stage, and though here and there weak spots will develop, the general structure will surely stand the strain, and we hope and believe, we, as a country, can safeguard the situation.

It is obvious to everyone in the Dominion and to our friends abroad that we are cast upon our own resources, that we are on trial, and that our future development will depend in no small measure upon the condition in which we emerge from this trying ordeal. The longer the duration of the war, the more will the colonial props of the Empire, including Canada, suffer, but good will come out of evil, for our energies will be turned to the development of our great natural wealth, particularly our vast agricultural resources, and we can then look forward with confidence to eventually emerging from present conditions a wiser people, with our affairs on a healthier, more normal and sounder basis than that with which we were threatened.

### ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the Chairman as follows: Messrs. R. B. Angus, D. Forbes Angus, A. Baumgarten, Huntly R. Drummond, C. B. Gordon, E. R. Green-shields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, Wm. McMaster, H. V. Meredith, M. Morrice, Sir Thomas Shaughnessy, K.C., V.O.

The meeting then terminated. At a subsequent meeting of the Directors Mr. H. V. Meredith was re-elected President.





# Flour and Cereals



## Wheat Market Firm, But Flour Sales Quiet

Early August Buying Having Its Effect Now—Cereal Men Hoping For Colder Weather—Cornmeal Market Easy—Mill Feeds Firm.

### MONTREAL.

**FLOUR.**—Millers state that retail business is fairly good, and gives them no cause to complain. The secret of quietness in this market is that millers are holding them down because of credits. If they wished, they state, they could easily double their retail business. Wholesalers, whom the millers wish to sell, are only buying for immediate requirements. On the whole the market is quieter, but continues firm, prices being unchanged. A good inquiry from English importers continues for spring wheat flour, but mostly for low grades, the supply of which is smaller, owing to the fact that some mills have curtailed their capacity on account of dropping off in domestic trade. The wheat market continues to hold firm, and has done for some time past. As long as this continues, there is no likelihood of changes in the price of flour.

Manitoba Wheat Flour—		Per bbl.
First patents	.....	5 70
Second patents	.....	5 20
Strong bakers'	.....	6 00
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		Car lots, Small lots.
Fancy patents	.....	6 00 6 25
90 per cent., in wood	.....	5 50 6 00
90 per cent., in bags	.....	2 80 2 90
Straight roller	.....	5 70 5 90
Blended flour	.....	5 75 6 25

**CEREALS.**—At the end of the month, when colder weather has arrived, it is confidently anticipated that prices on rolled oats will be 10c higher, in fact quotations for January indicate this. Last month's prices on cornmeal were 2.40; a decline has taken place this month to 2.10-2.15 for gold dust, and a decline of 10c on unbolted. This is attributed to the large quantity of corn on the market, for which there has been no export demand as in the case of flour.

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

**FEEDS.**—A marked falling off in the demand for feeds was observed this

week, especially in Quebec Province, where the crop of oats this year was exceptionally large. Farmers are using oats for all kinds of feeding purposes. This has had a tendency to make feeds easier, although business remains fairly good in Ontario. There are over 100,000 sacks of bran stored in Montreal warehouses, and large quantities of other feeds. It is claimed that these are being held until better prices can be asked. One miller alone has 40,000 sacks of bran, but is not pushing sales. Price changes this week are: Wheat moulee advanced \$3 to \$33 ton, and feed oats advanced 3c to 68c bushel. Oats are very firm.

Mill Feeds—	Car lots, per ton
Bran	..... 25 00
Shorts	..... 27 00
Middlings	..... 30 00
Wheat moulee	..... 33 00
Feed flour	..... 40 00
Mixed chop, ton	..... 38 00
Crushed oats, ton	..... 40 00
Barley, pot, 96 lbs.	..... 4 00
Oats, chop, ton	..... 38 00
Barley chop, ton	..... 36 00
Feed oats, cleaned, Manitoba, bush.	..... 0 68

### TORONTO.

**FLOUR.**—Trade is dull among flour men generally. Export trade might be brighter on account of English enquiries, but they will not pay the prices. All along their bids are a shilling to a shilling and sixpence out of line whereas the American, with his cheaper wheat, can afford to sell at a lower figure. So far as retail trade is concerned, mixed cars are still being shipped by the mills. Naturally, preference is given to the buyer who will take feeds as well as flour. Buyers generally will only buy a little at a time. Feeling is all against expending much in one big outlay, even though better prices would result. Wheat market remains unchanged and just as firm as ever.

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

Straight roller	.....	5 00 4 80
Blended flour	.....	5 35 4 95

**CEREALS.**—The market is quiet; nothing is stirring. Rolled oats which it was thought would advance have settled again and buying is small. Cereal men are praying for cold weather, thinking that demand will be much better. Cornmeal continues easy.

Barley, pearl, 96 lbs.	.....	5 00
Buckwheat grits, 96 lbs.	.....	5 50 6 00
Corn flour, 96 lbs.	.....	2 50 3 00
Cornmeal, yellow, 96 lbs.	.....	2 55 2 65
Graham flour, 96 lbs.	.....	3 00 3 30
Hominy, granulated, 96 lbs.	.....	3 00
Hominy, pearl, 96 lbs.	.....	3 00
Oatmeal, standard, 96 lbs.	.....	3 82 1/4
Oatmeal, granulated, 96 lbs.	.....	3 92 1/4
Peas, Canadian, boiling, bush.	.....	2 90 3 00
Peas, split, 96 lbs.	.....	5 00
Rolled oats, 90-lb. bags	.....	3 37 1/4 3 67 1/4
Rolled wheat, 100-lb. bbl.	.....	3 75 4 00
Rye flour, 96 lbs.	.....	3 00
Wheatlets, 96 lbs.	.....	3 75 4 00
Whole wheat flour, 96 lbs.	.....	3 75 4 00

**MILL FEEDS.**—While there is no stiffening in prices just at present, it is anticipated that they will advance. Feeds are scarce. The pastures are done and as the supply grows more limited, the demand appears to grow bigger. It is felt in some quarters that millers are husbanding their stocks with a view to realizing a better profit at an early date.

Mill Feeds—	Mixed cars, per ton
Bran	..... 25 00 26 00
Shorts	..... 27 00 28 00
Middlings	..... 30 00 32 00
Wheat moulee	..... 33 00
Feed flour, per bag	..... 1 85 1 90
Oats—	
No. 3, Ontario, outside points	..... 0 50 0 51
No. 3, C.W., bay ports	..... 0 60

### WINNIPEG.

**FLOUR AND CEREAL.**—Conditions on flour market are quite satisfactory at present. Demand from cities apparently has fallen off somewhat, but from the country the call is remarkably good. A satisfactory factor is that the orders placed for December delivery are being filled. There is no putting off delivery on the part of country merchants. It becomes more than ever evident that heavy business will be done during Christmas in flour. The snow which has recently fallen in large quantities will improve country ordering.

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

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Methodist ... will ...  
read the ground about in Richmond ...

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

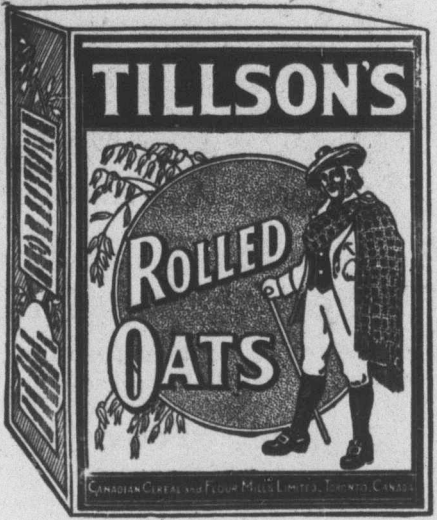
**TILLSON'S OATS**

**Friday Night is Gift Night**  
If you present a package when our agent calls, YOU WIN A DOLLAR. Watch for our card vendors.

**RAINBOW FLOUR MAKES GOOD BREAD**

Canadian Cereal and Flour Mills, Ltd.

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



A  
FOOD—  
NOT  
A  
FAD

**A Canadian Product**  
**MADE IN CANADA**  
**By Canadians**

Our special house to house campaigns are sure business getters for the retailer. Get *your* share of the profits. Keep a good display in your windows, on your counters and shelves. Your customers appreciate the superior quality and flavor of

# TILLSON'S OATS

We carry a complete stock of cereals, pastry and bread flours at all our warehouses. Write or phone us for quotations. We guarantee quick service, prompt shipments and quality.

**Canadian Cereal & Flour Mills, Ltd.**  
TORONTO M. 5069 ONTARIO



HOW TO  
BUY AND SELL  
CANNED FOODS

BY J. A. LEE

**A Practical Text-Book of  
the Canning Trade**

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

**INDEX TO CONTENTS**

- Origin and History of Canned Foods.
- How to Regulate Stocks and Purchases.
- Apparent and Real Costs.
- How to Handle Swells, Leaks and Rusties.
- How to Prevent Business Leaks and Stealages.
- Buying and Selling Futures in Canned Foods.
- Use and Expense of Samples.
- Arrangement of Samples in Salesroom.
- Employment and Training of Salesmen.
- Selling Points Applied to Canned Foods.
- A Model Business Organization.
- Advantages and Disadvantages of Private Labels.
- Advantages and Disadvantages of Packers' Labels.
- Window and Counter Displays; Illustrated.
- Hard Work and Hard Play.
- Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
- How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

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

**The McLean Publishing Company, Ltd.**

Book Department  
143-153 University Ave.

TORONTO

**QUOTATIONS FOR  
PROPRIETARY ARTICLES**

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

**BAKING POWDER.**

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

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

**COOK'S FRIEND BAKING  
POWDER.**

W. D. McLaren, Limited.

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

Also in tins. Prices on application.

**ROYAL BAKING POWDER**

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

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

**FOREST CITY BAKING  
POWDER.**

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

**BLUE.**

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

**COMMON BOOKS—ALLISON'S.**

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

**UN-NUMBERED.**

100 books and over, each 0 03¼  
500 books to 1,000 books. 0 03  
For numbering cover and each coupon, extra per book, ½ cent.

**CEREALS.**

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs. ....	\$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00

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

**DOMINION CANNERS,  
LIMITED.**

Aylmer Pure Jams, 16 oz. Jars.

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

**Aylmer Pure Jellies**

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

**Aylmer Marmalade**

Orange Jelly .....	1 60
Lemon .....	1 60
Pineapple .....	1 90
Ginger .....	2 25

**Aylmer Pure Preserves—Bulk**

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

**Aylmer 14's and 30's per lb.**

Strawberry .....	0 14
Raspberry .....	0 14

**COCOA AND CHOCOLATE.**

**THE COWAN CO., LTD.**

**Cocoa—**

Perfection, 1-lb. tins, doz. ...	4 50
Perfection, ¼-lb. tins, doz. ...	2 40
Perfection, ¼-lb. tins, doz. ...	1 25
Perfection, 10c size, doz. ...	0 90
Perfection, 5-lb. tins, per lb. ...	0 35
Soluble bulk, No. 1, lb. ...	0 20
Soluble, bulk, No. 2, lb. ...	0 18
London Pearl, per lb. ...	0 22

Special quotations for Cocos in barrels, kegs, etc.

**(Unsweetened Chocolate).**

Supreme chocolate, ¼'s, 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ...	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz. ....	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 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 35

## Satisfaction with our service increases with years

Ask any of our numerous clients what they think of Nicholson & Bain "Service." We have no idea what they will tell you exactly, but we are certain the tone of their reply will be one of entire satisfaction. Just write them to-day. Or, better still, write us regarding the plan, the connection, the organization that made their remarkable Western success possible. Write us NOW—while you think of it.



# Nicholson & Bain

WHOLESALE COMMISSION AGENTS AND BROKERS

HEAD OFFICE: WINNIPEG. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver

## A tip on the side, Mr. Grocer

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

### PRICES:

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

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

## Malcolm's Condensing Co.

ST. GEORGE, ONTARIO





# Headquarters for Fish

## Listen, Mr. Grocer—

Have you got a Fish Department? If you have not, you are overlooking the handling of a line that pays you a margin of 30 to 50 per cent. profit. Here are a few of our specialties that sell themselves if properly displayed:

- Finnan Haddies      Haddie Fillets**
- Bloaters              Kippers**
- Fresh Smoked Gold Eyes**
- Salt Cod    Salt Herring**
- Salt Mackerel**
- Fresh Bulk Oysters**

Will you write us for prices to-day?

**The Winnipeg Fish Co., Ltd.**  
Winnipeg, Man.

# Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

**F.W. Fearman Company**  
HAMILTON LIMITED

Diamond, 8's, 6 and 12-lb. boxes .....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 26
Diamond, 4's, 6 and 12-lb. boxes .....	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/2-lb. packages, 2 doz. in box, per doz. ....	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes..	0 37
Milk medallions, 5-lb. boxes .....	0 37
Chocolate wafers, No. 1, 5-lb. boxes .....	0 31
Chocolate wafers, No. 2, 5-lb. boxes .....	0 26
Nonpareil wafers, No. 1, 5-lb. boxes .....	0 31
Nonpareil wafers, No. 2, 5-lb. boxes .....	0 28
Chocolate ginger, 5-lb. boxes .....	0 31
Milk chocolate wafers, 5-lb. boxes .....	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box .....	0 85
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 5c bars, 24 bars, per box .....	0 85
Almond nut bars, 24 bars per box .....	0 85

**JOHN P. MOTT & CO.'S.**

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

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

**CONDENSED AND EVAPORATED MILK.**

**BORDEN MILK CO., LTD.**  
East of Fort William, Ont.

Preserved—	Per case.	
Eagle Brand, each 4 doz. ....	\$ 6 25	
Reindeer Brand, each 4 doz. ....	6 25	
Silver Cow Brand, each 4 doz. ....	5 75	
Gold Seal Brand, each 4 doz. ....	5 60	
Mayflower Brand, each 4 doz. ....	5 60	
Purity Brand, each 4 doz. ....	5 00	
Challenge Brand, each 4 doz. ....	4 85	
Clover Brand, each 4 doz. ....	4 85	
Evaporated (Unsweetened)—		
St. Charles Brand, small, each 4 doz. ....	2 00	
Peerless Brand, small, each 4 doz. ....	2 00	
St. Charles Brand, Family, each 4 doz. ....	3 90	
Peerless Brand, Family, each 4 doz. ....	3 90	
Jersey Brand, Family, each 4 doz. ....	3 90	
St. Charles Brand, tall, each, 4 doz. ....	4 50	
Peerless Brand, tall, each, 4 doz. ....	4 50	
Jersey Brand, tall, each, 4 doz. ....	4 50	
St. Charles Brand, Hotel, each, 2 doz. ....	4 25	

Peerless Brand, Hotel, each, 2 doz. ....	4 25
Jersey Brand, Hotel, each, 2 doz. ....	4 25
St. Charles Brand, gallons, each 1/2 doz. ....	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz. ....	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz. ....	5 50
"Regal" Coffee and Milk, each, 2 doz. ....	4 50
"Reindeer" Cocoa and Milk, each, 2 doz. ....	4 80

**COFFEE.**

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

1 lb. tins, 2 doz. to case, weight 35 lbs. ....	30
1 lb. tins, 4 doz. to case, weight 80 lbs. ....	38

**ENGLISH BREAKFAST COFFEE.**

1/2 lb. tins, 2 doz. to case, weight 22 lbs. ....	22
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	20

**MOJA.**

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

**PRESENTATION COFFEE.**

**A Handsome Tumbler in Each Tin.**

1 lb. tins, 2 doz. to case, per lb. ....	27
Shipping weight, 50 lbs. per case.	

**MINTO BROS.**

**MELAGAMA COFFEE.**

1s, 1/2s, Grd. ....	25	30
1s, 1/2s, B. & G. ....	32	40
1s only, B. & G. ....	35	45
1s, 1/2s, B. & G. ....	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

**(MINTO COFFEE (Bulk))**

M Bean or Gr. ....	35
I Bean or Gr. ....	35
N Bean or Gr. ....	33
T Bean or Gr. ....	30
O Bean or Gr. ....	25
Spec. Grd. Compound .....	25

Packed in 25 & 50-lb. tins.

**FLAVORING EXTRACTS.**

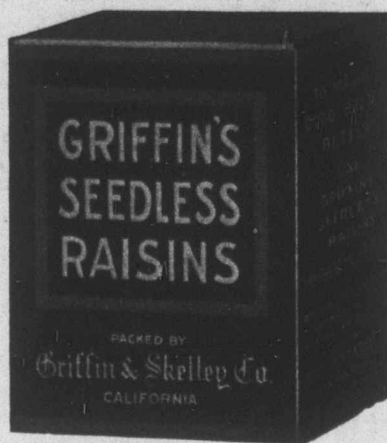
**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS**

1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 15
2 oz. bottles, per doz., weight 4 lbs. ....	2 20
2 1/2 oz. bottles, per doz., weight 6 lbs. ....	2 50
4 oz. bottles, per doz., weight 7 lbs. ....	4 00
8 oz. bottles, per doz., weight 14 lbs. ....	7 50
16 oz. bottles, per doz., weight 23 lbs. ....	14 40
32 oz. bottles, per doz., weight 40 lbs. ....	28 80
Bulk, per gallon, weight 16 lbs. ....	10 00

**CRESCENT MFG. CO. CRESCENT MAPLEINE.**

**Special Delivered Price for Canada**

Per doz.	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c ..	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c ..	2 85
2 oz. (3 doz. case), weight 15 lbs., retail each 50c ..	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c ..	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50 ..	13 00
Pint (1 doz. case), weight 20 lbs., retail each \$3 ..	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50 ..	47 75
Gallons, each, retail each \$20 .....	17 15



If little Jack Horner had pulled a  
**Griffin's Seedless Raisin**

out of his Christmas pie, he would have known his mother's Grocer had an eye for quality.



**Just the thing for Heavy Christmas Sales**

Nothing else meets the need for a wholesome and delicious Christmas confection quite so well as Chocolate Turkish Delight. Once the folk see it on display in your store its luscious goodness will prove an irresistible sales-winner. Feature it prominently. Feature it NOW. You'll prepare the way for easy, all-year sales.

**Oriental Produce Co., Montreal**

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



THE M'GREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

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

**TWO CENTS PER WORD**

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



# WHITE SWAN

**Quality Counts—  
Costs More—  
Worth It!**

Who has to take the responsibility when you sell an article that is adulterated?

Who does the **Government** blame?

When you sell an article that does not give entire satisfaction—Who does the **customer** blame?

**YOU!**

It does not matter whether your customer asked for a particular brand or not—it may be her favorite package of cereals—if the goods are stale or otherwise bad, does she blame the manufacturer?

**No!**

**You** are the only person she is dealing with—and you must **stand** the consequences!

Unfortunately in the majority of cases you do not even have the opportunity of offering an explanation—Valuable customers simply begin to trade elsewhere and **you lose money!**

Doesn't it pay to handle only the best—the highest quality that is possible to produce? It may cost more—but isn't it worth it?

You take no chances in handling **WHITE SWAN PRODUCTS**. We protect you against the possibility of being criticized by the Government by sealing every package with a Government Warranty—We protect you against the possibility of dissatisfied customers by packing nothing but the highest grade goods it is possible to turn out.

**WHITE SWAN** Products are made in Canada by Canadians—for Canadians, and we solicit your business for this reason—in addition to the fact that we are giving you "Value" for every dollar that you give us, and "Value" is the essential element of every sale, not price.

**WHITE SWAN SPICES AND CEREALS, LIMITED  
TORONTO, ONTARIO**

**BOAR'S HEAD LARD  
COMPOUND.**

N. K. FAIRBANK CO., LTD.

Tierces .....	0 10%
Tubs, 60 lbs. ....	0 10½
Pails, 20 lbs. ....	0 10%
Tins, 20 lbs. ....	0 10%
Cases, 3 lbs., 20 to case...	0 11¼
Cases, 5 lbs., 12 to case...	0 11½
Cases, 10 lbs., 6 to case...	0 11

F. O. B. Montreal.

**MUSTARD.**

**COLMAN'S OR KEEN'S.**

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

**WHITE SWAN LYE**

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

**JELLY POWDERS.**

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

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

**JELL-O.**

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

**JELL-O ICE CREAM POWDER.**

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

**SOAP AND WASHING  
POWDERS.**

**RICHARDS' PURE SOAP.**

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

**FELS NAPTHA.**

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

**STARCH.**

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

**BRANTFORD BRANDS**

Boxes. Cents.

Laundry Starches—	
40 lbs., Canada Laundry.....	.06½
40 lbs., Boxes Canada white gloss, 1 lb. pkg. ....	.06½
48 lbs. No. 1 white or blue, 4 lb. cartons .....	.07½
48 lbs., No. 1 white or blue, 3 lb. cartons .....	.07½
100 lbs., kegs No. 1 white .....	.06½
200 lbs., bbls., No. 1 white .....	.06½
50 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. ....	.07½
48 lbs. silver gloss, in 6-lb. tin canisters .....	.08½
36 lbs., silver gloss 6-lb. draw lid boxes .....	.08½
100 lbs., kegs, silver gloss, large crystals .....	.07½
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07½
40 lbs., Benson's Enamel (cold water) per case ...	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case .....	3 00

**Culinary Starch.**

40 lbs. W. T. Benson & Co.'s prepared corn .....	.07½
40 lbs. Canada pure corn starch .....	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb. ....	.10

**BRANTFORD STARCH.**

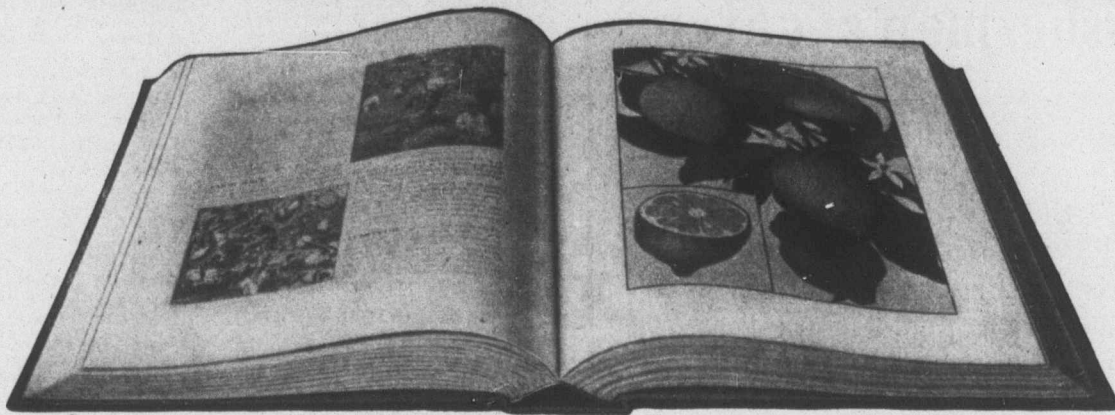
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs. ....	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. ....	.07½
Barrels, 200 lbs. ....	.05½
Kegs, 100 lbs. ....	.06½
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs. ....	.07½
8 in case .....	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ...	.08½
Kegs extra large crystals, 100 lbs. ....	.07½
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case .....	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case .....	3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs..	.07½
(20-lb. boxes ¼c higher than 40's.	

# THE GROCER'S ENCYCLOPEDIA

## A VERITABLE CONSULTING LIBRARY

### A Most Appropriate Christmas Gift



**A** CHRISTMAS gift that is sure of an appreciative welcome by anyone in the grocery business is a copy of Artemas Ward's "GROCER'S ENCYCLOPEDIA." It possesses double merit—as a reference work of high, practical value and a volume full of entertainment to the eye and mind.

A grocer who presents a copy to his manager, chief salesman or other employee has the satisfaction of knowing that the book will not only be thoroughly enjoyed, but also that the person receiving it will be profited by its possession.

The advance of the business during the last few years renders it essential that the modern grocer and his employees keep themselves thoroughly informed and up-to-date, and nothing is more likely to stimulate the professional interest of the salesman than the fascinating light which this book throws on many phases of the grocer's calling and on innumerable items of his stock.

Or—supposing that Santa Claus is working in the opposite direction—one may suggest that 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. Or, the salesmen can club together and give it to the boss!

Whether it is either, or both, Mr. Grocer and Mr. Salesman receiving the book as a Christmas remembrance, an additional and very delightful advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Such a combination is altogether too rich and too unusual to be passed by, when the cost is only \$10.50!

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 enquiring mind, for that magnificent work will answer them all. Caviar 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.**

The text treats on fully 1200 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.

The book contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

Its handsome appearance and wealth of illustrations make it a well-nigh ideal holiday gift.

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

Send your order to BOOK DEPARTMENT,

## THE MACLEAN PUBLISHING COMPANY, Limited

143-153 UNIVERSITY AVENUE, TORONTO





# The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.

For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

- 1/4 Oil Sardines,
- 3/4 Mustard Sardines,
- Kippered Herring,
- Herring in Tomato Sauce,
- Finnan Haddies (oval and round tins)
- Clams,
- Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

## Connors Bros.

Limited,

Black's Harbor, N.B.



### OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, \$6; Chinese Washing Powder, 8 oz., 120 pack., per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

### COW BRAND BAKING SODA.

In boxes only.  
Packed as follows:  
5c packages (96) ..... \$3 20  
1 lb. packages (60) ..... 3 20  
1/2 lb. packages (120) ..... 3 40  
1 lb. 80 } Packages, Mixed. 3 30  
1/2 lb. 60 }

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

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

### LILY WHITE CORN SYRUP.

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

### CANNED HADDIES "THISTLE" BRAND.

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

### INFANTS' FOOD.

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

### BEAVER BRAND CORN AND MAPLE SYRUP.

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

### MOLASSES. THE DOMINION MOLASSES COMPANY, LTD.

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

### DOMOLCO BRAND.

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

### SAUCES. PATERSON'S WORCESTER SAUCE.

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

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

### STOVE POLISH.

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

### NUGGET POLISHES.

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

### TEAS.

THE SALADA TEA CO.  
East of Winnipeg.

Wholesale R't'l.  
Brown Label, 1s and 1/2s .29 .35  
Blue Label, 1s, 1/2s, 1/4s, and 1/8s ..... 35 .45  
Red Label, 1s and 1/2s... 41 .55  
Gold Label, 1/2s ..... 49 .65  
Red-Gold Label, 1/2s .... 55 .80

### ORANGE MARMALADE.

### "BANNER BRAND" PURE FRUIT PRODUCTS.

### JAMS AND JELLIES.

2's ..... \$2 15  
4's ..... 0 35  
5's ..... 0 42  
7's ..... 0 60  
30's, wood ..... 0 06  
12-oz. glass jar ..... 1 15  
Tumbler, glass ..... 0 95

### MARMALADE.

2's, per doz. .... \$3 30  
4's, per pall ..... 0 40  
5's, per pall ..... 0 45  
7's, per pall ..... 0 65  
30's, wood, lb. .... 0 08 1/2  
12-oz. glass jar, doz. .... 1 20  
Tumbler, glass, doz. .... 1 00  
Prices subject to change without notice.

### MINTO BROS., Limited.

Toronto.

We pack in 60 and 100-lb. cases.

All delivered prices.

### MELAGAMA TEA.

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

### MINTO TEA.

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

### YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs., 1 10

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

Black Watch, 7s, 1/2 butts, 9 lbs., boxes 6 lbs. .... \$0 53  
Bobs, 6s and 12s, 12 and 6 lbs. .... 0 46  
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 46  
Currency, 6s, 1/2 butts, 9 lbs. 0 46  
Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 45  
Walnut Bars, 8 1/2s, boxes 7 lbs. .... 0 64  
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes ..... 0 67  
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes ..... 0 67  
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies ..... 0 67  
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57  
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies 6 lbs. 0 52  
Great West, pouches, 6s. .... 0 67  
Forest and Stream, tins, 11s, 2 lb. cartons ..... 0 80

# UNCHANGED!

From Coast to Coast the price on

## **WETHEY'S CONDENSED MINCE MEAT**

is absolutely unchanged.

THERE HAS BEEN NO  
ADVANCE.

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

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

# **XMAS ORDERS**

If you have not yet placed your  
order for Xmas fruit, send it along  
to-day. The quality was never bet-  
ter and our prices are right. We  
load our goods ourselves at our own  
door and ship in through heated  
refrigerator cars.

This assures you of quick delivery  
in good condition in most severe  
weather.

THE HOUSE OF QUALITY

## **Hugh Walker & Son**

Established 1861

Guelph and North Bay



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

Retails at 10 Cents per Cake.

**JOHN P. MOTT & CO.**

MANUFACTURERS

HALIFAX, NOVA SCOTIA

## "Made in Canada"

### **Brooms of Quality**

to introduce our

## **CANADA LINE**

Please note the following:

### **Special Prices**

Sample Order Solicited

Fine Polished Colored Handles

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

6-doz. Lots and up delivered (Ontario)

**Walter Woods & Co.**

HAMILTON



# Buyers' Guide

Write us for New Price List of  
**WINDSOR SALT**

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

Dr. JACKSON'S  
**ROMAN MEAL**

Made in Toronto  
ROMAN MEAL CO.  
MONARCH ROAD

"TRENT LOCK"  
**EGG FILLERS**

FOR 30 DOZEN CASES  
FOR ONE DOZEN CARTONS  
THE TRENT MFG. CO., LTD.  
TRENTON, ONTARIO, CANADA

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

**MERIT SYRUP**

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

**SUCHARD'S COCOA**

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

WRITE TO  
10 Garfield Chambers, Belfast, Ireland,  
for Sample Copy of the  
**Irish Grocer, Drug, Provision and  
General Trades' Journal**

If you are interested in Irish trade.

The  
**Condensed Ad.**  
page  
will interest you

**STORAGE IN OTTAWA**

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

*The effect of the*  
**Great Conflict**

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

**THE FINANCIAL POST  
of CANADA**

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

**INFORMATION BUREAU**

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

Annual Subscription \$3.00 the Year.  
Write for a Sample Copy.

**THE FINANCIAL POST  
of CANADA**

143-153 University Avenue  
TORONTO CANADA

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

Every Merchant who handles—

**Mathieu's Nervine Powders**



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

*Syrup of Tar and Cod Liver Oil*

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

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

**HOLLAND RUSK**

have an established reputation for uniformity of quality  
and general excellence. Keep it displayed on your counter  
and watch the demand grow.

**HOLLAND RUSK COMPANY**  
HOLLAND, MICH.



**CLASSIFIED ADVERTISING**

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

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

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

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

**MISCELLANEOUS**

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

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

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

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

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

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

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

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

DO YOU WANT TO SELL OR BUY a business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

**WANTED**

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

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

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

WANTED FOR MONTREAL AND QUEBEC districts, Local Commission Agents. Successful agencies operating at all other important distributing centres in Canada. Address Sanitary Chemical Co., Pittsburgh, Pa., U.S.A.

**AGENCIES WANTED**

WANTED-AGENCIES FOR CONFECTIONERY, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

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

**FOR SALE**

STORE FOR SALE-DOING A STRICTLY cash business of about \$1,000 per month. Clean stock of about \$1,500. Post office in connection. Apply Postmaster, Fort Pitt, Sask.

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

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

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

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

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



**Mail Contract**

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

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

A. SUTHERLAND,  
Post Office Inspector.

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

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

**Will You Help The Hospital for Sick Children, the Great Provincial Charity?**

Dear Mr. Editor:-

Thanks for the privilege of appealing through your columns on behalf of the Hospital for Sick Children. The Hospital takes care of sick and deformed children, not only in Toronto, but in the Province, outside of the city.

This coming year, of all the years in the Hospital's history, has a more serious outlook, as regards funds for maintenance, than any year that has passed its calendar.

So many calls are being made on the purses of the generous people of Toronto and Ontario, to help the soldiers of the Empire, that as I make my daily rounds through the wards of the Hospital, and see the suffering children in our cots and beds, the thought strikes me as to whether the people will as of old, with all the demands made upon them, answer our appeal and help to maintain the institution that is fighting in the never-ending battle with disease and death, in its endeavor to save the stricken little ones in the child-life of Ontario.

Last year there were 394 in-patients from 210 places outside of Toronto, and in the past twenty years there have been 7,000 from places in the Province other than Toronto.

It costs us \$2.34 per patient per day for maintenance. The municipalities pay for patients \$1 per patient per day; the Government allows 20 cents per patient per day; so, deducting \$1.20 from \$2.34, it leaves the Hospital with \$1.14 to pay out of subscriptions it receives from the people of Toronto and the Province. The shortage last year ran to \$18,000.

Since 1880 about 1,000 cases of club feet, bow legs and knock knees have been treated, and of these 900 had perfect correction. Nearly all these were from different parts of the Province outside of the city of Toronto.

Remember that every year is a war year with the Hospital; every day is a day of battle; every minute the Hospital needs money, not for its own sake, but for the children's sake. The Hospital is the battle-ground where the Armies of Life have grappled with the Hosts of Death, and the life or death of thousands of little children is the issue that is settled in that war. Will you let the Hospital be driven from the field of its battle to save the lives of little children for the lack of money you can give and never miss?

Every dollar may prove itself a dreadnought in the battle against death, a flagship in the fleet that fights for the lives of little children.

Remember that the door of the Hospital's mercy is the door of hope, and your dollar, kind reader, may be the key that opens the door for somebody's child.

Will you send a dollar, or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON,  
Chairman of the Board of Trustees,  
Toronto.



## Place Your Christmas Window in the Contest

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

### Selling Power, Attractiveness and Originality

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

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

### The Prizes

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

### The Christmas Ad. Writing Contest

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

Address:

**THE EDITOR, CANADIAN GROCER**

143-153 University Avenue

TORONTO



What doctors recommend is worth your while to push.

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

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

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

**John MacKay Co., Ltd., Bowmanville, Ont.**  
The only exclusive Pot and Pearl Barley Mill in Canada

**Apples**

We will pack

**10,000**

**barrels**

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

**LEMON BROS.**

Owen Sound, Ontario

They're  
Now on the Market

**B.L.O.E.**

(Best Lemons on Earth)

Mention when ordering:

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

They're the Brands.

**J. J. McCABE**

Agent

**Toronto**

Let the Quality,  
the Flavor, the Rich  
Aroma of

**The Rock City  
Lines**

bring you  
Unusual

**Christmas Sales**

**The Rock City Tobacco Co.  
Limited, Sherbrooke, Que.**

**The Sherer Grocery Counter  
MADE IN CANADA**

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

**BIGGS BROS. LIKE THEIRS.**  
Sherer-Gillett Co., Chicago, Ill. Regina, Sask., Canada. December 1st, 1913.

Dear Sirs:—

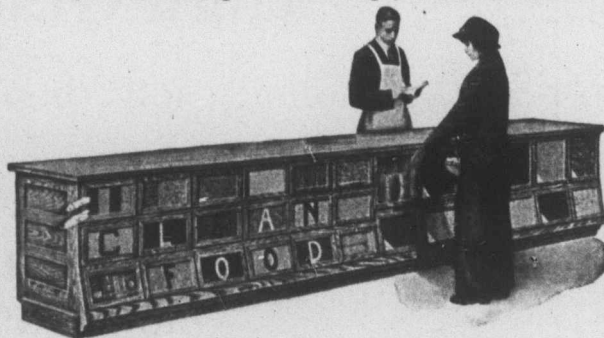
We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

**BIGGS BROS.,**  
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

**SHERER-GILLETT COMPANY**

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.



## You are paying for a BARR Register whether you own one or not!

Some merchants are apt to think that they are saving money by delaying the purchase of a BARR ACCOUNT REGISTER. It's an absolute fact that the profits it saves you, and the increased capacity for business it gives you and your clerks, makes the BARR more than pay for its way in your store. If you doubt this, give us an opportunity to prove it. If we can do so, YOU are by far the biggest winner. If we can't, it costs you nothing.

### Some BARR Benefits

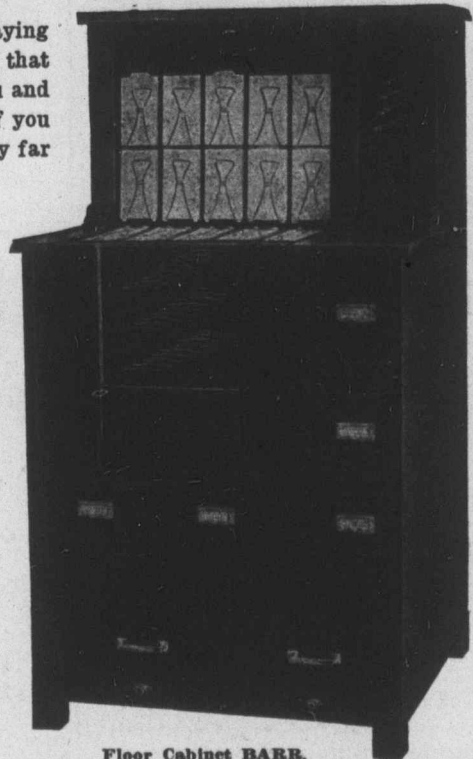
Your customer gets a statement of his account to date with every purchase. You do all your bookkeeping with the one writing. Your books are always posted up to date. Prevents your customers overstepping their credit limits. Prevents bad debts. Tells you at a glance what your customers owe you. Does away with the hours of over-time you devote to getting your books posted and your accounts out at the end of the month. Establishes the confidence and respect of your customers. Enables a green clerk to fall into your system of charging with five minutes' explanation.

The Barr Account Register has many exclusive space and time-saving advantages that we want to explain to you. Write for our literature to-day.

**Barr Registers Limited - Trenton, Ont.**

Great Britain: 5 Arundel St., Strand, London, and factory at Birmingham

NO TROUBLE FROM ANY SOURCE IF YOU BUY A BARR! The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other Account Registers through such talk. (Signed) Barr Registers, Limited.



Floor Cabinet BARR.

Most people insist upon having

## CHASE & SANBORN'S High-Grade Coffees

If you don't sell them you are driving some  
good trade away from your store.

**Chase & Sanborn, - Montreal**  
HIGH-GRADE COFFEES

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# Interesting Prices!

"It is resolved that during the present crisis this firm shall endeavour to sell at the lowest prices possible in order to help the 'Business as Usual' Campaign."

Laporte, Martin, Limitee.

## EVAPORATED FRUITS.

Apples, choice, 50s . . . . .	.06 <sup>1</sup> / <sub>2</sub>
Apricots, 25s . . . . .	.14
Peaches, 50s . . . . .	.12
Peaches, 25s . . . . .	.08

## CALIFORNIA PRUNES, 25s, LOOSE.

30-40 . . . . .	.12 <sup>1</sup> / <sub>2</sub>
60-70 . . . . .	.10
90-100 . . . . .	.08

## ROASTED PEANUTS.

Better prices than last week.

COON . . . . .	.07
"G" . . . . .	.07 <sup>1</sup> / <sub>2</sub>
Bon Ton . . . . .	.10

By buying at the lowest prices without sacrificing Quality you are helping the movement "Business as Usual."

## BECAUSE

you can offer these goods to your customers at inducing prices. Thus making good the slogan:

"Business as Usual."

# Laporte, Martin, Limitée

St. Paul St., Montreal

Telephone Main 3766



# Your Clerks Will Appreciate CANADIAN GROCER For A Christmas Present

What more practical gift could you make them, than a year's subscription to Canadian Grocer? Each week it will help and counsel them. Each week it will make them more valuable assistants to the firm.

**WINDOW DRESSING**

During the course of the year Canadian Grocer publishes dozens of timely window displays on a larger scale than any other grocery paper. The articles accompanying the illustrations assist the window trimmer to make his windows one of the grocer's best selling assets.

**CARD WRITING**

A new series of lessons on Modern Show Card Lettering and Designing begins after Christmas. These lessons contain solid, practical, common - sense instruction. Every store should develop at least one expert card writer. Neat show cards and price tickets increase sales.

**SALESMANSHIP**

Articles on Salesmanship are written in Canadian Grocer specially to help clerks increase their sales. They are written in an interesting style and will increase the enthusiasm of the entire staff.

On receipt of your instructions, we will send an appropriate Christmas card to the recipients of your kindness, telling them that you have instructed us to send them Canadian Grocer for a year as a Christmas Gift.

They will appreciate such a gift, and it will be a weekly reminder of your thoughtfulness throughout the year.

Sign and mail the coupon TO-DAY, so we will have time to start the gift with the Christmas issue.

-----  
**Christmas Gift Subscription Coupon**

CANADIAN GROCER  
143-153 University Ave., Toronto

Gentlemen :

I <sup>enclose</sup> will send ..... Dollars, for which please enter yearly subscription for the following:

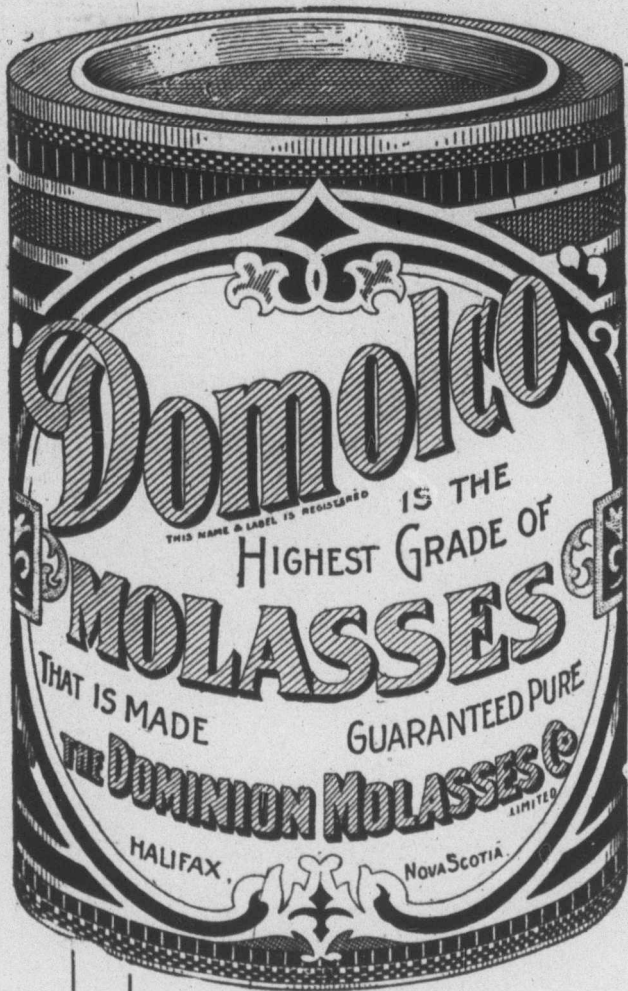
Name.....Name.....  
(Recipient of gift) (Recipient of gift)

Address.....Address.....

Donor's Name.....

Address.....

Yearly Subscription, \$2.00.



Every package of molasses bearing this registered label must contain

**The Best**

**Domolco  
Molasses**

is superior for table use to any molasses in the Dominion

**GUARANTEED PURE**

Domoleo is the registered name of a pure, refined product of British West India Sugar Cane — the delicious refined molasses that is far superior to Glucose Syrups for table use and has no equal for all kinds of cooking purposes.

This molasses is put up in sanitary Lever Top Tins attractively labelled—all sizes.

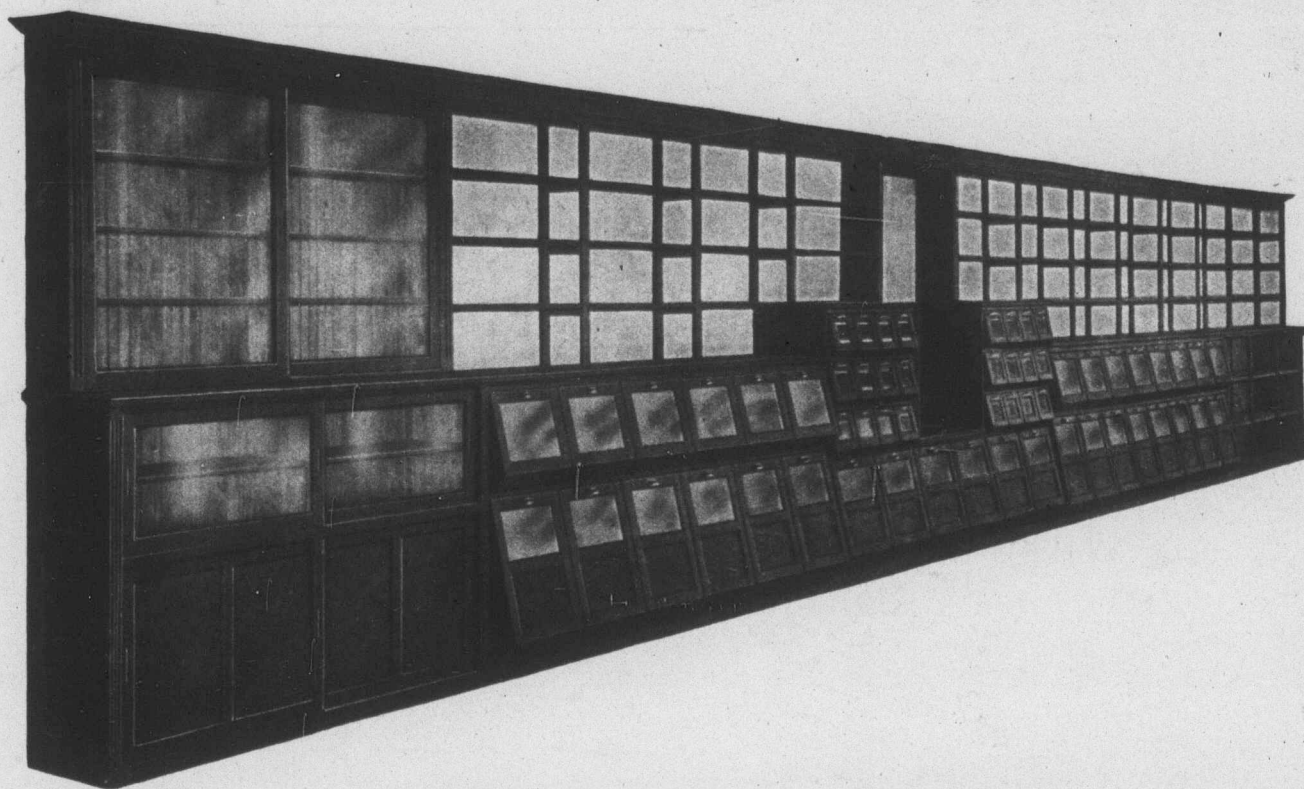
Your Wholesaler Can Supply You

**The Dominion Molasses Co., Ltd.**

HALIFAX, N.S.

Distributors for Manitoba and Saskatchewan: Messrs. The W. H. Escott Co., Ltd., Winnipeg





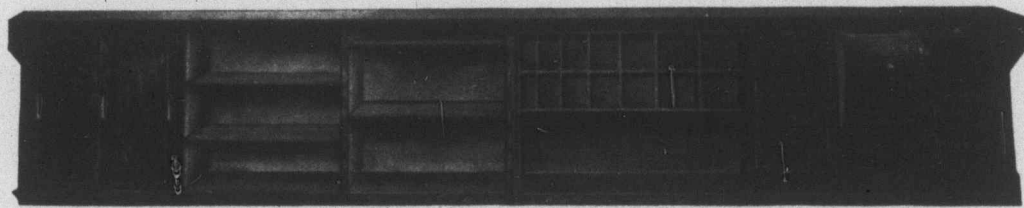
### Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



### Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for 1/2-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

## The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO