

CANADIAN GROCER

Members of the Associated Business Papers—Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIV.

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No. 51



Make the most
of the big Holi-
day demand
for Oysters by
featuring

“SEALSHIPT OYSTERS” IN GLASS
JARS

Do not make the all too common error of underestimating the intelligence of the consuming public.

It is a basic fact that with articles of food that are not considered necessary quality and condition are the factors that determine the volume.

“Sealshipt” Oysters in glass jars and in bulk have no competitor in point of quality.

CONNECTICUT OYSTER CO., LIMITED

“Canada’s Exclusive Oyster House”

50 JARVIS STREET :- TORONTO

CATCH HER EYE—

and you'll get her money.

It's an old maxim among retail business men that an article well displayed is half sold.

To catch and hold the eye of people passing, is undoubtedly a big step toward a sale. To see the goods attractively displayed on the counter or around the store while in the buying mood, encourages many sales without effort on the dealer's part.

And how easy it is to make an attractive window or store display, with the handsome window cards, hangers and display accessories that are offered free to the dealer who sells O-Cedar Polish and the O-Cedar Polish Mop.

It takes but little time to dress your windows attractively with these displays. It invariably proves to be time well spent.

What can we send you in the way of Display Helps?

CHANNELL CHEMICAL CO., LIMITED
TORONTO



Borden's Products—
Eagle Brand Milk
St. Charles Milk



Borden's

ST. CHARLES

Brand Milk

"With the Cream Left in."

Reindeer Coffee
Reindeer Cocoa
Malted Milk



The Rich, Creamy Milk that Improves all Baking and cuts the cost of Cooking

Borden's intensive advertising has been, and is now, telling the people of Canada (hundreds of them are customers right in your locality) that **Borden's St. Charles Milk** gives an improved, rich, creamy flavor to all baking in which it is used and that because it is so wholesome and **rich in butter fats**, less butter is required and a smaller quantity of **St. Charles** is needed than ordinary milk since **St.**

Charles is rich, pure milk, with the cream left in.

During the cold weather and the holiday season your customers will be doing more home baking and candy-making. Co-operate with **Borden** advertising and speed up your sales by getting up a good **Borden** window display. Everybody knows **St. Charles Milk**—let them know you stock it—the results will reward you.

Write for free recipe booklets and display cards.

The Borden Co., Limited
Montreal



UPTON'S

Wish You a Merry Xmas

"Jams and Marmalades that a grocer can safely recommend to his best customers."

The T. UPTON CO., Ltd.
HAMILTON, CANADA

ROSE AND LAFLAMME, LTD.
MONTREAL, QUE.

SCOTT-BATHGATE CO. LTD.
WINNIPEG, MAN.

Selling Agents:

S. H. MOORE & CO.,
TORONTO, ONT.

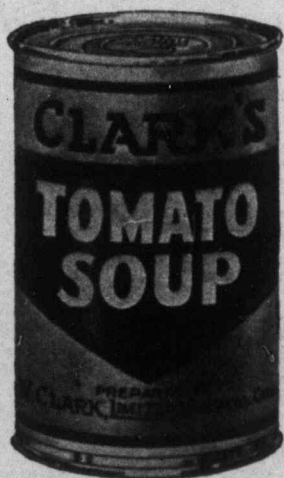
GAETZ & CO., HALIFAX, N.S.

SCHOFIELD & BEER,
ST. JOHN, N.B.

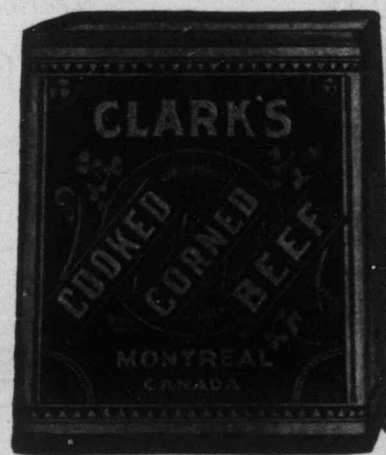
CLARK'S PREPARED FOODS

Corned Beef, Roast Beef, Beef Steak and Onions, Canadian Boiled Dinner, English Brawn, Boneless Pigs' Feet, Irish Stew, Cambridge Sausage, Ox Tongues, Lunch Tongues, Soups, Sliced Smoked Beef, Tongue, Ham and Veal, Potted Meats, Peanut Butter, Tomato Ketchup, Spaghetti with Tomato Sauce and Cheese.

CLARK'S PORK & BEANS and OTHER GOOD THINGS



Every one a
FAVORITE
and every one a
SELLER



MADE IN CANADA

BY CANADIANS

W. CLARK, LIMITED, MONTREAL

"NORSE CROWN"

NORWEGIAN BRISLING SARDINES



1. *Only the very choicest fish are packed, each fish is in perfect condition.*
2. *The oil is the finest olive oil obtainable.*
3. *Tins are of guaranteed quality and non-soldered.*
4. *The canning and preparation are as near perfection as care and cleanliness can make them.*

We are working on the principle:--
"QUALITY WILL TELL."

Stewart Menzies & Company

32 Front St. W. - Toronto



Part of Your Stock in Trade

Clean, bright merchandise, immaculate display counters and dustless floors are a real asset to your business. The regular use of Imperial Floor Dressing is the simplest and easiest way to attain such desirable results.

Imperial Floor Dressing does prevent dust from rising. It holds it to the floor where it can be conveniently swept up and entirely removed. As a cleaner and preservative for wood, linoleum or oil cloth, Imperial Floor Dressing is unequalled.

One gallon of Imperial Floor Dressing will treat a surface of from 500 to 700 square feet. It does not gum or evaporate and one application will give satisfactory service for weeks. It keeps your store looking right at all times. Makes it an attractive shopping centre for the most particular customer.

Use Imperial Floor Dressing on your floors and display it prominently on your shelves. You can easily turn a good stock into profit. Ask the Imperial Oil salesman for a demonstration and be convinced.

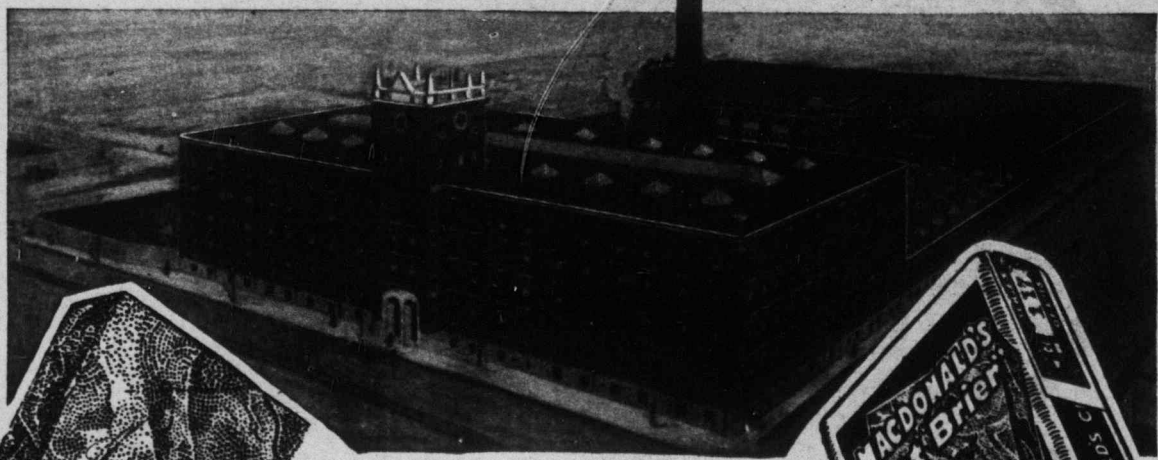
**IMPERIAL
FLOOR DRESSING**

Imperial Floor Dressing comes in one and four-gallon lithographed sealed cans and in half-barrels and barrels. Ask the Imperial Oil salesman for prices and a demonstration.

IMPERIAL OIL LIMITED

Power - Heat - Light - Lubrication

BRANCHES IN ALL CITIES



Dividends 240%

EVERY time you turn over your stock of Macdonald's Tobacco, it pays you an average of 20% on your investment.

Suppose you turn it over only once a month, you are getting a yearly return of 240% on your capital.

But the great, ever-growing demand for Macdonald's can speed up your turn-over to more than a monthly affair—and increase your profits accordingly.

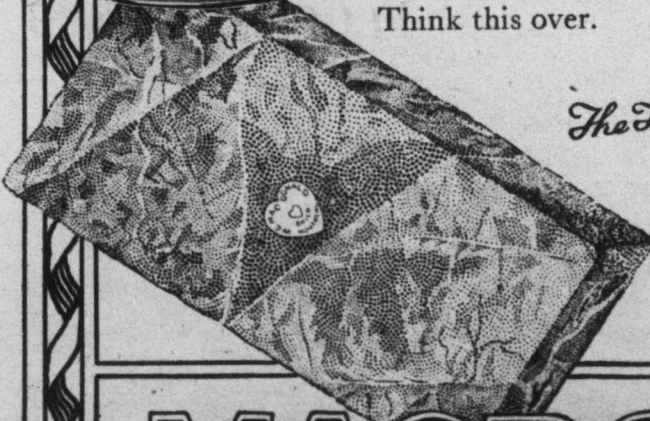
240% GROSS PROFIT per year is a conservative estimate for Macdonald's Tobacco.

Think this over.

The Tobacco with a heart



MACDONALD'S



You can Deep Fry three times as many French Fried potatoes with MAZOLA

As you can see, the same quantity of food can be fried three times as long with MAZOLA as with any other frying fat. A pound of potatoes will fry 1 pound of food with MAZOLA, while 1 pound of food from any other frying fat will only fry 1/3 of a pound of potatoes.

And you can see, a great quantity of food can be fried in a very short time with MAZOLA. A pound of potatoes will fry in 15 minutes with MAZOLA, while it takes 45 minutes to fry a pound of potatoes in any other frying fat.

MAZOLA is the only frying fat that is so economical. It is the only frying fat that is so pure. It is the only frying fat that is so clean. It is the only frying fat that is so safe. It is the only frying fat that is so healthy. It is the only frying fat that is so delicious. It is the only frying fat that is so good.



And I owe it all to MAZOLA

"The best in the world!" (Critic's review, printed in the leading journal "N")

"What a great thing this will do for you every day when you are in the kitchen. What's the good of my saying 'I love it'?"

"The best in the world!" (Critic's review, printed in the leading journal "N")

"What a great thing this will do for you every day when you are in the kitchen. What's the good of my saying 'I love it'?"

For Frying, Shortening and Salads

MAZOLA is the only frying fat that is so economical. It is the only frying fat that is so pure. It is the only frying fat that is so clean. It is the only frying fat that is so safe. It is the only frying fat that is so healthy. It is the only frying fat that is so delicious. It is the only frying fat that is so good.




Chefs famous for their Cuisine use MAZOLA

In preparation to become, here you can see the most famous chefs for cooking and salad dressing.

The most famous chefs in the world use MAZOLA. They use it for frying, shortening, and salads. They use it because it is so economical, so pure, so clean, so safe, so healthy, so delicious, and so good.

MAZOLA is the only frying fat that is so economical. It is the only frying fat that is so pure. It is the only frying fat that is so clean. It is the only frying fat that is so safe. It is the only frying fat that is so healthy. It is the only frying fat that is so delicious. It is the only frying fat that is so good.



Mazola

A Success from the Start

Judging by the demand, which was felt from the very beginning of our Sales Campaign, this is the most successful food advertising that has been published in recent years.

It is of course only the beginning of our publicity efforts to reduce baking costs.

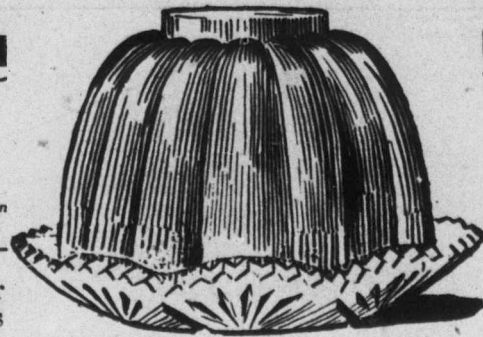
Because it makes baking and cooking more economical, without lowering the housewife's high standard of quality, Mazola has been received with genuine enthusiasm. It successfully met every test in Canadian homes. The dealer who first sees the existing market and supplies it promptly, invariably profits most. Be the first in your field to adequately supply the rapidly growing demand for Mazola. If you can't get it through your jobber, write us.

THE CANADA STARCH CO., LIMITED
MONTREAL

Makers of Lily White Syrup, Crown Brand Syrup, Benson's Corn Starch, and Mazola

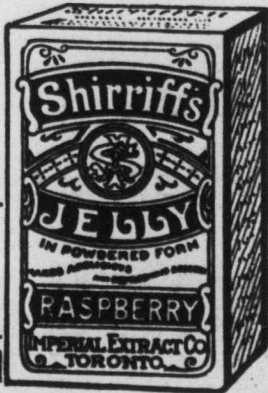
Opportunity

"A wise man will make more opportunities than he finds."—Bacon



SUGGESTION increases sales. By pointing out to your customers that the most delightful, tempting desserts can be made at small cost from Shirriff's Jelly Powders—you can soon increase your profits by substantial amounts.

Shirriff's Jellies can be served in perfect taste—at luncheons, afternoon teas, suppers—when ever the occasion calls for a dainty, delicious, appetizing treat. They are the ideal dessert. Beneficial and especially appealing to invalids, those on special diets or ill. In all popular flavors. By National Advertising we create the demand for Shirriff's Jelly. Stock Shirriff's and you will have no trouble turning it over.



IMPERIAL EXTRACT COMPANY
Toronto, Canada

HAROLD F. RITCHIE & CO., LIMITED, TORONTO and MONTREAL

Shirriff's JELLY POWDER

..... get behind these business getters



Malcolm's Milk Products

Only rich, pure country milk from carefully inspected cattle, processed under the most hygienic conditions, is sealed under the *Malcolm* guarantee of purity and high standard quality. You can back these "All Canadian" rapid sellers with your highest recommendation and know that they always win satisfaction and profitable repeat orders.

The Malcolm Condensing Co., Limited
ST. GEORGE, ONT.

Have You Started Your Sales of

**BARBADOS
SUPER-FANCY**



MOLASSES

It's guaranteed absolutely pure and the highest grade of Barbados Molasses made. We can make immediate shipment from St. John, Quebec and Montreal.

Our price is lowest. Specify Windmill on your next order to your wholesaler or write, or wire us for quotation, when you are ready and we will bill you through him.

Our advertising service goes with every order. It will increase your molasses sales and business in general. Inquire about it.

We guarantee Windmill to be absolutely pure and highest grade Barbados Molasses. Don't be misled—Windmill Trade Mark is stencilled on every puncheon.

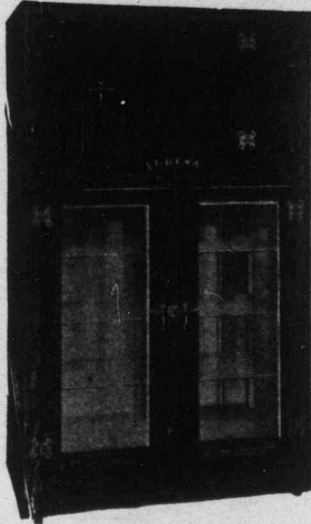
PURE CANE MOLASSES CO. OF CANADA, LTD.
MONTREAL, QUE. ST. JOHN, N.B.

Del Monte
BRAND
QUALITY
CANNED FRUITS
VEGETABLES &
FOOD SPECIALTIES

*Which pays you the
best profit—
A lot of brands that
only a few people know
about, or a wide variety of
quality products under
one brand that every-
body knows and wants?
Ask the grocer who
carries a wide assort-
ment of DEL MONTE!*

*Over a hundred easy-selling,
quick-repeating varieties*

Eureka Refrigeration Equipment



This is the time of the year when you, Mr. Merchant, should make enquiries from us regarding your refrigeration requirements for next Spring.

Your letter to us will place you under no obligation to purchase, but it will bring you a whole lot of useful information. Why not write us and talk it over with us now?

Our service department is at your disposal.

Eureka Refrigerator Co., Ltd.

Head Office and Factories:
OWEN SOUND, ONTARIO

Tie up your small packets and boxes neatly and watch your sales increase

Use the Albion Silky Cotton Cords

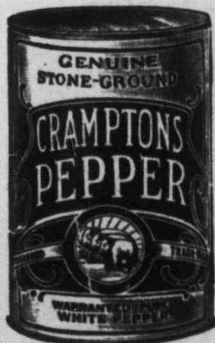
A wide range of sizes and colors always in stock.

Send your enquiries direct or through indent agent to

The Albion Sewing Cotton Co.

Limited
Fawley Mills, Tottenham Hale
LONDON, N. 17.
England

This old-fashioned Stone-Ground Pepper packed in dainty tins is popular alike with retailer and consumer.



The latter appreciates the fine aroma and rich flavour of stone-ground Pepper and likes the handy package. To the retailer it means the saving of time and wastage in weighing out ounces of loose pepper.

Packed in small dainty tins with dredger tops holding about 1 oz.—a most popular size; also larger tins with plain tops holding 2 oz. and 4 oz.

Address your enquiry to your usual wholesaler or direct to

JOHN CRAMPTON & CO., Ltd.

Spice Millers and Packers
MANCHESTER ENGLAND
Estd. 1849

Imperial Grain and Milling Co., Limited

VANCOUVER, B.C.



We are offering the best value in Rice on the Canadian market to-day.

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA


JOHN PRITTY, Ltd. Merchandise Broker and Manufacturers' Agent
 Head Office: REGINA, Sask.
 Specializing in Carlots of—
 Potatoes, Poultry, Eggs, Butter (Dairy and Creamery), Rice, Beans, Canned Fruits, Dried Fruits, Nuts, Raisins, Dates, etc.
 An energetic Western organization with lots of experience and efficient sales organization.

Vancouver Office of
Canadian Grocer
 314 Carter-Cotton Building
 Telephone Seymour 4337
ROY A. HUNTER

Western Transfer & Storage, Ltd.
 OFFICIAL CARTERS FOR
 C.N.R., C.P.R., E.D. & B.C., Can. Central
 G.T.P. and A. & G.W.
 DISTRIBUTION—STORAGE—CARTAGE
 P.O. Box 666, Edmonton, Alta.
 Members of the Canadian Warehousemen's Association

When writing to Advertisers kindly mention this paper.

JOHNSON LIEBER MERCANTILE COMPANY
 of Canada, Ltd.
 Brokers and Manufacturers' Agents
 Established thirty years, maintaining offices in principal cities of Pacific northwest.
 Our organization offers manufacturers every facility necessary to successful marketing of their product.
 Calling upon Grocers, Confectioners, Hardware, Stationers and Ship Chandlery.
 850 Hastings St. West, VANCOUVER, B.C.



Albatross Pilchards, having well earned an enviable reputation for particular delicacy, are **NEVER SOLD UNLABELLED**, nor ever labelled other than

ALBATROSS PILCHARDS


Clayoquot Sound Canning Co., Ltd.
 VICTORIA

AGENTS:

Ontario and Quebec:—Alfred Powis & Son, Hamilton, Ontario
 Manitoba and Saskatchewan:—H. P. Pennock & Co., Ltd., Winnipeg, Man.
 Alberta and British Columbia:—Mason & Hickey
 J. L. Beckwith, Victoria, B. C.

EVERY MORSEL EDIBLE AND DELICIOUS

Wallace Herrings are Supreme in Quality



and enjoy a steady, well-earned demand

■

WALLACE FISHERIES LIMITED
 Vancouver

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

FRANK H. WILEY

Mfra.' Agent and Importer
Groceries and Chemicals

Salesmen covering Manitoba, Saskatchewan,
Alberta and British Columbia.

533-537 Henry Ave., Winnipeg

Richardson Green, Limited

MANUFACTURERS' AGENTS

Calling Upon the Grocery, Hardware and
Drug Trade.

Winnipeg Regina

Edmonton

Calgary

Saskatoon

We work The Retail Trade

Why Not Build Up Your Trade in the
West by Appointing Us Your Agents?

MOWAT & McGEACHY

(MANITOBA) LIMITED

Agents for MOIR'S Chocolates
Confectionery, Grocery and Drug Trade
91 Albert St., Winnipeg, Man. and at Saskatoon

THE McLAY BROKERAGE CO

WHOLESALE GROCERY BROKERS
and MANUFACTURERS AGENTS

Take advantage of our Service

WINNIPEG

MANITOBA

C. DUNCAN & SON

Manufra. Agents and Grocery Brokers

Cor. Princess and Bannatyne

WINNIPEG

Estab. 1880

W. L. Mackenzie & Co., Ltd.

Head Office: Winnipeg

Branches

REGINA, SASKATOON, CALGARY
EDMONTON, VANCOUVER

Stroyan-Dunwoody Co.

Wholesale Brokers and Commission Agents

Confederation Life Bldg. - Winnipeg

Service coupled with Reliability brings Results
We want your business. Write us.

GIBSON-PATERSON-BROWN LIMITED

Grocery Brokers and
Manufacturers' Agents

WINNIPEG : CALGARY : VANCOUVER

Manufacturers and Shippers!

We offer the facilities of an
efficient and energetic
"chain" organization, long
established, with financial

stability and the necessary
experience and knowledge,
to place your goods success-
fully on the Western Market.

Let us show you.

Donald H. Bain Company

Wholesale Grocery Commission Agents

Head Office: WINNIPEG, MAN.

REGINA, SASK.

Branches at
SASKATOON, SASK.

CALGARY, ALTA.

EDMONTON, ALTA.

VANCOUVER, B.C.

ALSO AT SARACEN'S HEAD, SNOWHILL, LONDON, E.C. 1, ENGLAND

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

H.P. PENNOCK & CO., LTD.

MANITOBA
SASKATCHEWAN

HEAD

WINNIPEG
CORRESPONDENCE SOLICITED

OFFICE

ALBERTA
WESTERN ONT.



The Largest in Western Canada

We are the largest Storage, Distributing and Forwarding House in the Western field. Total Storage space ninety-six thousand square feet of Bonded or Free Storage. Heated warehouse. Excellent Track facilities. The Western House for SERVICE.

Williams Storage Co.
WINNIPEG
and
Winnipeg Warehousing Co.

Watson & Truesdale, Winnipeg

have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

Wholesale Grocery Brokers and Manufacturers' Agents

TRUCKAGE
STORAGE
DISTRIBUTION

We now Book orders for Xmas Clear Toys.
Packed in wooden boxes 10 lbs. each.

S. & M.

The Cream of all Chocolates.

Write us for Prices and Discounts.

Sole Canadian Distributors:

Dominion Confectioners Limited
229 Notre Dame West, Montreal

Our Agents:

Samuels, Carney & Dickie Ltd.
Halifax, N.S.

Chadwick & Co.
Toronto, Ont.

L. Edward Whittaker
St. John, N.B.

H. H. Beer
Summerside, P.E.I.

California Raisins of all kinds.

Gosse-Millerd (Vancouver Pack)
Canned Salmon in Sockeye, Cohoe, and
other brands.

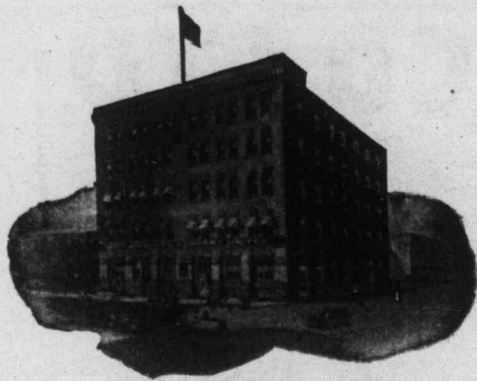
Also all pickled and frozen Trout and
Herring.

LEMON BROS.

OWEN SOUND - ONTARIO

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA



DETAIL WORK

*Christie's Biscuits and
Robertson's Confectionery*

are having big sales in Western Canada. Why not have your goods marketed by their agents?

Scott-Bathgate Company, Limited

Wholesale Grocery Brokers and Manufacturers' Agents
149 Notre Dame Ave. East, Winnipeg

Geo. W. Griffiths & Co., Ltd.

246 Princess Street
Winnipeg, Manitoba
Selling Agents and Brokers
Grocery Specialties, Druggists' Sundries
Pipes, Cigarettes, Tobaccos and
Smokers' Sundries

Your Wants are many here below. Use the Want Ad. page and get rid of a few of them.

WHEN ANSWERING ADVERTISEMENTS KINDLY MENTION
NAME OF THIS PAPER

W. H. ESCOTT CO. LIMITED

*Wholesale Grocery Brokers—Manufacturers' Agents—
Commission Merchant*

Manufacturers of Food Products and Specialties of merit seeking increased distribution in Western Canada, are invited to investigate our constructive

SALES FORCE

Your account entrusted to us receives the personal attention of experienced and efficient heads.

We make ourselves your **Business Right Arm** in our territory.

We are more than Brokers, we are **Business Builders**.

WRITE US TO-DAY
HEAD OFFICE
Winnipeg, Man.

Branches with Resident Sales Managers at

Regina, Sask. Saskatoon, Sask.
Fort William, Ont.
Calgary, Alta. Edmonton, Alta.



Thompson's Sealed Salted Peanuts

Packed in drum-shaped packages to retail at 5 cents. Forty packages to a carton. 22 cartons to a case.

Order from your Jobber to-day.

"Nifty Brand" whole blanched Jumbos, in 5 lb. Tins, with envelopes. Packed in Canada by

A. E. THOMPSON

Box 2015

WINNIPEG

G. B. THOMPSON & CO., *Western Distributors, Winnipeg*



OAKEY'S "WELLINGTON" KNIFE POLISH

The original and only reliable preparation for Cleaning and Polishing Cutlery, etc.

John Oakey & Sons, Ltd.

Manufacturers of

Emery, Black Lead, Emery Glass and
Flint Cloths and Papers, etc.
Wellington Mills, London, S.E.1, Eng.

Agents:

F. Munk, 147 Bannatyne Ave. East,
Winnipeg
Sackey & Mason, 839 Beatty Street
Vancouver.

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

ONTARIO

W. G. PATRICK & CO. LIMITED
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto
Halifax, N.S.; Winnipeg, Man.

Langley, Harris & Co., Ltd.
Successors to
Maclure & Langley LIMITED
Manufacturers' Agents
Grocers, Confectioners and Drug
Specialties
12 FRONT ST. EAST, TORONTO

CHADWICK AND COMPANY
COMMISSION BROKERS
34 DUKE ST. TORONTO
"We cover Ontario with Grocers'
Specialties and Confections."

SCOTT & THOMAS
Manufacturers' Agents
Confectionery and Grocery Brokers
32 Front St. West,
TORONTO

LOGGIE, SONS & CO.
Manufacturers' Agents
Brokers, Importers and Exporters
**GROCERS, CONFECTIONERS
and DRUG SPECIALTIES**



32 Front TORONTO St. West CANADA

J. K. McLAUCHLAN
Manufacturers' Agent and
Grocery Broker
(Kellogg's Toasted Corn Flakes) London, Ont.
McLauchlan's Biscuits
Waddell's Jam
45 Front St. East, TORONTO

NEWTON A. HILL
Grocery Broker and
Manufacturers' Agent
56 Front St. E. Toronto

H. C. BRENNAN
Manufacturers' Agent and Grocery Broker.
Representing J. H. Wethey Ltd.
S. F. Lawson & Co., "Snow-
flake" Brand Goods.
Galanopoulos & Macris, Patras,
Greece.
Kearney Bros., Ltd.
Open to represent other Manufacturers of high
class lines.
Beeth Bldg. Ottawa, Canada.

John J. O'Donnell Co.
*Commission Brokers
Manufacturers' Agents*
Representing J. H. Wethey, Limited; Imperial
Grain and Milling Co., Limited, Vancouver;
Harry Hall & Co., Vancouver, and others. Cor-
respondence solicited.
Heintzman Bldg., Windsor, Ont.

Let T. ASHMORE KIDD
Broker
KINGSTON, ONTARIO
Superintend the successful merchandising of
your lines in Kingston and district.

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



The CROWN Trade-Mark


on a bag of white beans is a guarantee of their uniform size and choice quality.
Only the very finest hand-picked Canadian White Beans go into bags marked

CROWN BRAND
For your own protection insist upon having this line of known quality.

BRAND

G. T. MICKLE - Ridgetown, Ont.

CLIMAX PAPER BALER



earns money for you every day—
Turns waste into profit. 12 sizes.

Send for Catalog

Climax Baler Co.
Hamilton, Ont.

When Writing to Advertisers Kindly
Mention this Paper.

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

QUEBEC

PEAS WANTED

Good boiling peas, either carloads or less. Send samples advising quantity you have and price wanted.

Canada Produce Co., Limited
171 St. Paul Street E.
Montreal, Que.

TELEPHONE MAIN 7143

ST. ANNAUD FILS CIE.

GROCERY BROKERS

Importateurs & Exportateurs
Pois et Fèves
Produits Alimentaires

Importers & Exporters
Peas and Beans
Food Products

ST. NICHOLAS BUILDING, MONTREAL

K. Smith

Broker and Commission Merchant

1696A Hutchison St.
MONTREAL

Agencies Wanted

Manufacturers desiring representation in the Maritime Provinces in all lines of Food Products are invited to write us. With headquarters at Amherst, which is the Hub of the Maritime Provinces, distribution can be handled to best advantage.

References furnished.

Traders of Canada, Limited
Maritime Block, Amherst, N.S.

Potatoes, Oats, Peas, Beans, Hay, Etc.
in Car Lots

A. H. M. HAY

General Produce & Lumbermen's
Supplies

Phone 5311
Residence 6383

80 ST. PETER ST.
QUEBEC

ALBERT DUNN

Commission Merchant

QUEBEC, P.Q.

The Smith Brokerage Co., Ltd.

Wholesale Commission Brokers
ST. JOHN, N.B.

If you require distribution in the Maritime Provinces we are open to consider your proposition.

Best References

SMITH BROKERAGE CO., LTD.
St. John, N.B. 1-4 South Wharf

GAETZ & CO.

MANUFACTURERS' AGENTS AND
GROCERY BROKERS

640 Barrington Street, Halifax, N.S.

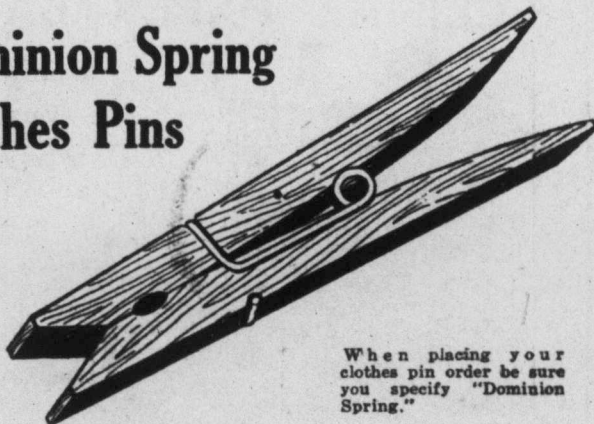
GEO. D. LACHAINE

Manufacturers' Agent and Commission Broker
Representing:

The Dominion Molasses Co., Ltd., Halifax, N.S.
H. R. Silver Ltd., Halifax, N.S.
Jas. Dufresne, Biscuits, Chocolates and Confectionery,
Joliette, P.Q.
Over 30 years in Business. Best References and Connections
18 Dalhousie Street, QUEBEC

LET CANADIAN GROCER Sell It For You

Dominion Spring Clothes Pins



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CANADIAN GROCER

CANADA'S NATIONAL GROCERY PAPER

Vol. XXXIV.

TORONTO, DEC. 17, 1920

No. 51

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THE MACLEAN PUBLISHING COMPANY, LIMITED

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What Will Santa Claus Bring Our Politicians ?

"SANTA'S POLITICAL STOCKING" is the title of J. K. Munro's feature article in MACLEAN'S December 15th issue. Mr. Munro thinks old Kris Kringle should bring Premier Meighen a "cap that will pull down over his ears, so that he can't hear what his Cabinet colleagues are saying about him"; a hobby horse for Crerar; a tin sword for Ballantyne; a "white plume" for Lapointe; a case of grape juice for Rowell, and a pair of long trousers for Mackenzie King.

Mr. Munro also sizes up the East Elgin farmers' victory, and lets you know its real significance.

Dr. Wilfred T. Grenfell, C.M.G.

THE famous physician of Labrador has contributed a striking piece of graphic fact-fiction for the Christmas issue—"Deeds of 'Derring Do,'" which describes the brave fight waged by Skipper Loveday, his crew and wife—in the dismantled Silver Queen. They expected to find a watery grave that Christmas week, but the wife's dauntless spirit put so much courage into the men that they won a fearful fight against the December gales.

Christmas Issue of Maclean's, December 15th

"THE EMANCIPATION OF POLLY MacCRAE"

By F. B. M. Collier.

The so-human story of two spinster sisters in Old Ontario and how the crippled one won a husband.

"THE JEST OF CIRCUMSTANCE"

By Gertrude Arnold.

Phyllis lands in a Canadian city, fresh from England, and there is no fiancé to meet her. The girl ultimately finds happiness just as the Christmas Carols commence—but how?

"OUR GOLDEN FLOOD ROARS EAST"

By Nicholas North.

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"THE CITY OF PERIL"

By Arthur Stringer.

The largest instalment yet published of this sensational dramatic serial of Bolshevistic plotting in New York.

"—AND ALL POINTS NORTH."

By Nellie L. McClung.

A gripping story of the pioneer men and women of the Peace River country—many even out of the reach of railroads, telephones and doctors. Read what trained nurses are doing in the pioneer settlements.

"OF CHRISTMASSES AND GOVERNORS"

By Colonel George Ham.

The "Colonel" has spent Christmas in some peculiar places. His experiences form the foundation of a great story. Also, Col. Ham tells of the human side of some of our Governors-General.

"WHO GETS OUR PAPER PROFITS?"

By Agnes C. Laut.

The real facts of our paper, pulp and sulphite products, and some information as to where the biggest slices of the melon go.

"THE YULETIDE GLOW"

By Charles Christopher Jenkins.

What converts Scrooges into human beings, 'round about December each year? Get in a crowd with "Jenk" and you'll find out.

"BUTTERED SIDE UP"

By C. W. Stephens.

The hero of this story loses his job a few days before Christmas. But he doesn't lose the girl, and lands a real job Christmas Eve.

"ORATORS I HAVE ENJOYED"

By "Margot" Asquith.

The wife of the ex-Premier tells what she thinks of Lloyd-George, as an orator, and others.

Review of Reviews Section

"The War Spirit in the World"—By Sisley Huddleston.

"The Irresistible Thing"—By Sir Gilbert Parker.

"German Universities Hard Up"—By Allen W. Porterfield.

"The Bleeding Statues of Tipperary"—By Edwin E. Slosson.

"A Modern Burton"—By Charles A. Merrill.

"Lansdowne's Memories"—By Marquis of Lansdowne, K.G.

"Flesh and Blood Inspired Barrie"—By William de Wagstaffe.

"Doctors Dupes of Fashion?"—London Lancet.

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THE CRAWFORD COMPANY
331 ST. ANTOINE ST. MONTREAL, QUE.

CANADIAN GROCER

VOL. XXXIV

TORONTO, DECEMBER 17, 1920

No. 51

Christmas Displays Increase Sales

The Season When the Power of Suggestion Gets Greater Results Than at Any Other Time—How Montreal Grocers Have Decorated for the Festive Season—What These Decorations Mean to Business.

By Staff Correspondent, Canadian Grocer

MONTREAL, Dec. 14.—There is no season when the power of suggestion is so active and so aggressive as at the Christmas Festival. It is a fact that people at this time go out with their purses full, looking for suggestions. Very few people know exactly what they want to buy, when they set out on a shopping expedition. The novelty stores, the dry goods stores and the jewelers are not the only ones who can cater to these buyers who comprise probably 90 per cent. of the public. There is no doubt that the merchant's window is of more value to him at this season than at any other period of the year.

Where Display Counts

A Canadian Grocer representative in Montreal in calling on the trade during the last week learned some very interesting information in this regard. In questioning grocers as to the Christmas business, it was found that in every case, where the grocer complained of the business being poor, that merchant had done nothing to create the Christmas spirit. In the other cases where the festive idea was carried out in the windows, and in the decorations of the store the proprietor or manager stated that business was very good indeed, with every prospect for even better business approaching the 25th of the month. This is a significant fact. The whole Christmas business depends upon the spirit manifest at this season, and if the merchant intends to get the best out of the possibilities he must do considerable towards developing this spirit. At this time, coloring seems to be the most important feature of windows. Montreal Public Market are noted in this city for their attractive windows, and this year have dressed a window with fowl and meats, the rich coloring of fruits and trimmings securing an al-

together beautiful layout. The manager of this store states that business has been exceptionally good during the last week and that the window has attracted a great number of buyers who would otherwise pass the store without a thought of making a purchase.

Walter Paul's Fine Window

Walter Paul's new Cash and Carry Store on St. Catherine St., have taken up this idea and dressed their very spacious window with fresh and dried fruits and a backing of tea and coffee with high coloring surrounding the whole layout. The coloring and lighting of windows is very important also at this season, since the evenings are dark and there is nothing more attractive than a brilliantly lighted window.

Using Holly and Evergreens

A. Dionne & Son, at St. Catherine and Drummond Streets, have done much to further the Christmas spirit by their outside decorations. Across the front and side of the store is a mass of Christmas trees, evergreens and holly. This cannot help but attract the attention of the passerby and make him feel that Christmas is really at hand. The window of this store facing St. Catherine Street is dressed with Christmas stockings, boxes of chocolates, trays of chocolates, and dried fruits. The attractive layout of the confectionery is

augmented by the use of the tasteful coloring of this season in setting off the displays. The interior of this store is also decorated in a Christmas fashion with many suggestions for home decoration and for Christmas trees prominently displayed. Mr. Dionne informed a Canadian Grocer representative that since they have made an effort to advance the spirit of the season, there has been a noticeable increase in the business done. Although money seems to be rather tight this year Mr. Dionne says that they have no difficulty in selling even their most expensive brands of delicacies for the Christmas dinner.

Do Not Delay Too Long

There is a danger that the merchant will delay his efforts until it is almost too late or else he only gets the tail end of the business which has been going to other merchants.

The store of the late E. J. Quinn, 4201 St. Catherine St. W., is very attractively decorated in Christmas style. The front wall is a mass of tall Christmas trees and the interior is festooned with evergreen and colored paper drappings. The St. Catherine Street window has a sloping platform covered evenly with nuts and two small circles of dried fruits. Hanging from the ceiling are candy walking canes and Christmas stockings. One can hardly pass that window without noticing it, and being impressed with the fact that Christmas is very near at hand. The result is that it stimulates business.

It is a significant fact that the grocers in this city who have done their utmost to foster the good cheer that should be evident at this time are the ones who claim that the business is very good indeed, despite all the fears that are being expressed publicly for a dull trade this year.



Government Postpones Application Of Sugar Refiners for Aid

It is Expected, However, That Before This Year is Out, the Government Will Grant the Refiners Another Interview—Sugar Men in a Hopeful Mood.

MONTREAL.—On December 8 the representatives of the different sugar refiners interviewed the Minister of Finance at Ottawa with regard to the situation created by the recent heavy losses by their companies as a result of the severe declines in the values of refined sugar. As on previous occasions they urged that they were entitled to Government assistance since their difficulties were largely due to Government interference with the normal methods of trading.

Asked by a Canadian Grocer representative as to the satisfaction received from their interview, an official of one of the companies stated that as is usual in such dealings the matter was referred to another committee for further discussion. Although there is no definite date set for the next interview, it is expected that before this year is out, the Government will grant them another hearing, but there is no promise of any assistance. As to the probability that the Government will lend financial aid, D. R. Turnbull, general manager of the Acadia Sugar Refineries, was not prepared to

state.

Q. C. Bissell, sales manager for Atlantic Sugar Refineries, when spoken to by a Canadian Grocer representative about the matter, stated that there was nothing that could be said further than to corroborate the report that they waited upon the Minister of Finance at Ottawa with the request that the Government give the refiners financial aid in this crisis. "We hardly expected any definite answer at that time and we got none, but were promised that the matter would be given careful consideration. We hope and expect that within another week we will have another conference with the Government representatives and that may or may not lead to some definite action. It is impossible to tell what the outcome of our next hearing will be. At the present time there is absolutely nothing that we can say apart from the fact that we are sincerely hoping for some aid from the Government since there can be no doubt that they alone are responsible for the present condition of the sugar refiners in Canada."

May Use Corn Syrup in Jellies But Must State It on Label

Government Standards of Quality for Fruits and Fruit Products—When Sugar is Wholly or in Part Replaced by Glucose or Other Substitute, It Must Be so Stated on Labels.

A CORRESPONDENT of Canadian Grocer in writing, seeking information respecting food regulations for the Dominion of Canada, asks if a syrup shipped into Canada, and subsequently used in the manufacture of jellies, preserves, etc., is it necessary to show on the labels of the jelly and preserves, packages, that corn syrup is used in the manufacture.

Must Be Stated

Section eleven of Government regulation G. 1044, states that when sugar in preserves, etc., is wholly or partially replaced by glucose, or by any other substitute for sugar, the fact of such substitution shall be stated upon the label in plain lettering.

Fruit and Fruit Products

The following standards of quality

have been established for fruit and fruit products:—

1. Fruits are the clean, sound, edible, fleshy fructifications of plants, distinguished by their sweet, acid and ethereal flavours.

2. Dried fruit is the clean, sound product made by drying matured properly prepared fresh fruit in such a way as to take up no harmful substances; and conforms in name to the fruit used in its preparation.

3. Evaporated fruit is dried fruit in whose preparation artificial heat has been employed.

4. Evaporated apples shall not contain more than twenty-five (25) per cent. of moisture.

5. Canned fruit is the sound product made by sterilizing clean, sound, properly matured and prepared fresh fruit, by heating, with or without sugar, and

keeping in suitable, clean, hermetically sealed containers; and conforms in name to the fruit used in its preparation.

6. Preserve is the sound product made from clean, sound, properly matured and prepared fresh fruit and sugar syrup, with or without spices and vinegar, and conforms in name to the fruit used in its preparation.

7. Jam, marmalade, is the sound product made from clean, sound, properly matured and prepared fresh fruit or fruit pulp and sugar, with or without spices or vinegar, by boiling to a semi-solid consistency; and conforms in name to the fruit used in its preparation.

8. Fruit butter is the sound product made from fruit juice, and clean, sound, properly matured and prepared fruit, boiled to a semi-solid mass of homogeneous consistency, with or without the addition of sugar and spices or vinegar, and conforms in name to the fruit used in its preparation.

9. Jelly, fruit jelly, is the sound, semi-solid gelatinous product made by boiling clean, sound, properly matured and prepared fresh fruit with water, concentrating the expressed and strained juice, to which sugar is added, and conforms in name to the fruit used in its preparation.

10. When jam, marmalade, fruit butter or jelly contains other fruit or fruit juice than that which gives its special name to the article, the fact of the presence of such other fruit shall be stated upon the label, in lettering as large and as distinct as that used in naming the fruit principally present. This requirement does not, however, apply to the use of fruit juice, up to the amount of ten (10) per cent. of the weight of the jam, etc., used instead of water in the manufacture of the jam, etc.

11. When the sugar in preserve, jam, marmalade, fruit butter or jelly is wholly or partially replaced by glucose, or by any other substitute for sugar, the fact of such substitution shall be stated upon the label in plain lettering.

Section 12

"When jam, jelly, marmalade, etc., are prepared from two or more sorts of fruits, the first named fruit on the label shall be that which is present in largest amount: thus a jam made from strawberries and apples or apple pulp or apple jelly, shall be labelled as strawberry and apple jam, only if the weight of strawberries used exceeds the weight of apples or apple pulp or apple jelly used in the product; where the weight of apples or apple pulp or apple jelly exceeds the weight of strawberries used, the label shall read 'apple and strawberry jam' or 'apple jam flavoured with strawberries' or otherwise, in such a way as to make clear the fact that strawberries are not the chief constituent."

Catering to Children Good Business

T. D. Schiller, Cooksville, Ont., is Building for the Future, in Paying Particular Attention to the Children Sent to the Store to Buy for Their Parents—Always Waits on Them First.

"I HAVE always found it good business to pay particular attention to the children," stated T. D. Schiller, Cooksville, Ont., to Canadian Grocer recently. "When they come in the store, I see that they get waited on in their turn and not kept hanging around the place until all the older people are served. They get waited on just as carefully and as promptly as the oldest customer. I keep in mind the fact that some day these youngsters will be grown up, and if they get good treatment in my store when they are young, the chances are that they will continue to deal in my store as they grow older."

To some merchants the above statement may seem a trifling detail, but when it is taken into account that a merchant building up a business, keeps in mind the fact that the business is being built for tomorrow, then this statement is far from being wrong.

Mr. Schiller has apparently made a study of the psychology of selling to the younger generation, and has found that it pays big to look after the children's wants. Boys and girls have a habit of growing up. In their maturer years these youthful customers will retain the habit of going to the Schiller store almost instinctively, when they require any goods of the nature sold in that store.

Gets New Customers

T. D. Schiller is a general merchant handling practically a full line of merchandise, including groceries, patent medicines, clothing, boots and shoes, paints, hardware, automobile tires and other sundries. "I make it a point to have everything, or at least nearly so, that people ask for," remarked Mr. Schiller. "Many customers have started to deal here regularly for that very reason. There is one instance of this character that just comes to my mind. For several months past, there was a woman coming in the store, almost every week, usually buying some odd piece of goods such as some dress lining or a can of paint. About three weeks ago, she came in and made a small purchase and then wandered over to the grocery side and after looking around a bit, she said she guessed she would deal here altogether. An order for groceries was then left and we have been getting all her business ever since."

Looking to the Future

This reference of Mr. Schiller's is perhaps getting away from the opening of this story, but it is mentioned at this time just to show the attention this store has given to the study of selling to the children. They do not figure on

just supplying eatables to the young people when they become extensive buyers for themselves, but they are looking forward to the day when these juvenile customers will have homes of their own and a great variety of articles will be needed.

When Canadian Grocer representative was in the store, he was amazed at the constant stream of children coming into the store. Some of these youngsters were mere tots, could not possibly have been more than five or six years old, but every one of them received the same cheerful attention as bestowed upon the older people. Several had notes, but there were others who strung off a regular list. Each one received the articles they were required to get and went away happy, apparently feeling "quite big" because they were allowed to go to the store alone.

Likes to Come to This Store

In chatting with these little customers, Canadian Grocer asked one of them if she liked to go shopping. "Oh, yes, I like to come to this store," she replied, "and my 'mommer' likes me to come here, too, because she says I never bring her the wrong thing an' I don't have to wait a long time."

A lady customer was standing by, an interesting witness to this little side play and when this little customer went out of the store she remarked, "I don't know just how Mr. Schiller does it, but he certainly has got the kiddies working for him. Last week I had decided to go up to the city and buy my little boy a pair of shoes. My little lad said that Mr. Schiller had some dandy shoes and he just knew they would fit him. He kept repeating this so often that I thought I

Continued from Page 33



Suggestion for show card that would help to stimulate sales on Cranberries. The illustration of the pie was cut from a magazine and pasted on the card.

Solving the Chain Store Problem

Edmonton Man, in Writing to Canadian Grocer, Believes That the Real Menace is in Manufacturers Selling Direct to Large Retailers. Retailers' Organizations Should Rise Up Against This Injustice, He Says.

THE following letter has been received by Canadian Grocer and will be found interesting to the trade. It is following up an article in a recent issue of Canadian Grocer by Henry Johnson, Jr., on "How to Meet Chain Store Competition."

10,953 123rd Street,
Edmonton, Alta., Dec. 6, 1920

The Editor Canadian Grocer,
Toronto.

Dear Sir:

How To Meet Chain Store Competition

I have read with very great interest the letter in your issue of November 26 under this caption and comments thereon by Mr. Henry Johnson, Jr. That interest has been tempered by some degree of disappointment. I had hoped that Mr. Johnson would be able to offer your correspondent some measure of consolation and some suggestion which might hold out some prospect of at least mitigating the menace which your correspondent fears. But apparently he has no helpful suggestions. Boiled down, Mr. Johnson's view would appear to be that the devastating advance of the chain store is inevitable and inexorable; that the grocery prodigy, of altogether exceptional ability and energy, or the man who is prepared to work at high pressure for fifteen hours a day and adopt a standard of living far below a desirable minimum for a white man in an English-speaking country, may come through and succeed. But there is little hope for the ordinary average every day grocer, who is not blessed with phenomenal ability and who wants to make a decent living in return for a reasonable amount of work. This of course cannot be done on the gross profit of 12 1-2 per cent. which Mr. Johnson seems to suggest as the limit.

Is There Nothing to be Done?

Is there really nothing that can be done to stem the development of the chain store and other forms of distribution which are threatening the existence of the individual retailer? Must the latter take it lying down? Perhaps, but I am not prepared to admit that the outlook is so gloomy. It seems to me that there are a number of things that the retailer might do in his own defence if he only would.

To start with, what are the various retailers' organizations for? Are they for the purpose of holding annual meetings, electing officers and passing resolutions; or are they for the purpose of bringing the weight and influence of united numbers to bear on matters which vitally

affect the welfare, and even threaten the very existence, of their members? Suppose, for instance, that the retail grocers of Canada, or any considerable portion of them, were to rise up in the might which their numbers would give them if properly organized, and announce in unmistakable terms that hereafter they would one and all cease handling the products of any manufacturer who sells to any retailer, no matter how big, at prices or discounts not available to any other retailer. Webster's dictionary defines a retailer as "one who sells goods by small quantities." In other words, any concern selling to the consumer, whether his turnover is five thousand dollars a year or five millions. Volume should have nothing to do with it. The nature of the business, not the size of it, determines whether a business is wholesale or retail.

The Real Menace

The whole danger of the chain store and other unfair competition which is menacing the small retailer arises solely from disregard of this definition. If these large enterprises, which are essentially retail and cannot be described as wholesalers by any stretch of imagination or perversion of words, were not permitted to buy as wholesalers, they would cease to be a menace. Now suppose about twenty-five thousand Canadian retail grocers, properly organized, demanded that, before buying any more proprietary goods, they must have the assurance of the manufacturer in each instance, that such goods will not be sold at wholesale prices to any retail enterprise, no matter what the volume may be. It would not take any manufacturer more than five minutes to decide that he wants the trade of the twenty-five thousand, rather than that of the favored few. For reasons which any national advertiser readily understands, he simply must reach this decision—if he is convinced that the retailers mean what they say.

Now is Opportune Time

This is entirely feasible now, but may not be in a very few years when chain stores have grown in number and importance and have absorbed a lot of business now done by the small retailer. And it may require some time to develop the retailers' organizations sufficiently to carry it out. In the meantime, immediate and helpful action could be taken by retailers through their present organizations. The small

retailer is worried by the chain store and other unfair competition because such competitors, placed in a position of unfair advantage, reduce the spread in price between the manufacturer and the customer to a point which the small retailer cannot meet and retain a sufficient profit for himself. There are two people, the wholesaler and retailer, to divide that spread between manufacturer and consumer. As a result of combines and price agreements on practically all advertised lines, the wholesaler ensures to himself a good deal more of that spread than he is reasonably entitled to. I have this on the authority of eleven entirely reputable Western wholesale houses. If the retailers would take steps to see that these combines and price agreements are abolished, so that the competitive factor would again operate without restriction in the wholesale and grocery trade, the retailer would get a larger share of the spread and could sell closer to chain store prices and still make a profit.

There is still another thing which the retailer can do to help the situation. He can work on the pay-for-service system, which will greatly reduce his cost of operation by cutting down his delivery expense and reducing his book-keeping.

Yours truly,
F. T. Fisher.

Piggly Wiggly System Has Closed Twenty-six Stores

The Piggly Wiggly system of self-serve stores operated in the United States does not appear to have met with the success as predicted by the company. Instead of reaching 1,000 stores by the end of the year the operating company has only succeeded in gathering together something like 315, but what is more interesting is the fact that 26 stores have been closed up since August 15.

The claim is made that there are 500 of these stores in the United States, but this figure is taken to include all stores, about 185 of which are under individual ownership. It will be remembered that when the Piggly Wiggly system was launched, rights were sold in cities to any one who made application and complied with the terms. At the time when consolidation was put through not all holders of the franchise were incorporated, many of these continuing to operate independently of the Piggly Wiggly Stores Company.

Co-operative Statement is Analyzed

Profits Apparently are of Secondary Consideration—Little in Analysis of Value to the Average Grocer—Criticism of Grocer's Circular

By HENRY JOHNSON, Jr.

FOR four months I have had a letter and statement from a Canadian co-operative association. During that time I have studied it off and on to try to see how I could translate it into something useful for ordinary grocers. I conclude that I cannot do that because the method of accounting is such as no garden variety of grocer would use though it is undoubtedly suitable to this institution. So I shall simply point out a few things that may be useful.

First, it is very interesting to me that this company, conducted strictly on business principles otherwise, handles one department just as the most ordinary cross roads dealer handles a similar department. This company handles quantities of livestock—around \$70,000 worth in 1919—"for the farmers at cost." This is just like the man who buys and sells butter and eggs without making anything. I think this shows that even to-day one has in many localities to deal with farmers on a basis of coddling them. They have not yet advanced far enough, despite widely disseminated educational facilities, to realize that two plus two makes four and that no service can be rendered without cost. If the farmer pays the cost, that settles it. It does not have to come from somebody else. If he does not, then it must come out of the skin of the dealer, or indirectly from himself.

This company handles the livestock so closely that there is only "a fraction of one per cent. surplus at the end of the year" on this account. Twenty per cent. of salaries is debited to livestock, and this "does not appear in the expense account. No livestock expenses are in the expense account."

How Earnings are Cut Down

A peculiar and interesting result arises from this condition. We find sales of merchandise other than livestock were \$81,000 with net profits of just over \$2,160. Taking this merchandise alone, considering this department by itself, this would show net earnings of slightly over 2 1-2 per cent. But if we spread the earnings uniformly over all the goods that were handled, including the \$70,000 of livestock, we shall have a net of only 1.3 per cent. This will maybe serve to illustrate how you cannot sidestep a charge or cost, even if you bury or ignore it—or try to do that.

Of course, this is a co-operative institution. Probably the farmers are themselves stockholders. The aim undoubtedly is to get their products to market and buy their own goods as near production cost as possible. So profits, as we understand them, are a secondary consideration. Again, it is better to make one per cent. and know that you make it than to guess you are making five when you are going backward in actual fact.

It is quite evident to me that these people know where they are going. They say: "Stock is valued at invoice price plus freight. Buildings were erected in 1918 and would cost considerably higher to-day except one old one which is now only figured at about one-fifth its value." So these people face facts, and that is one great feature of any business.

A very curious table is included in this statement. It is something I have never seen the like of. It follows:

Valuable Proportionate Data

Proportion of—	1915	1916	1917	1918	1919
Accts. payable to capital	164%	187%	56%	129%	127%
Accts. receivable to capital	0%	7.06%	44.06%	20.60%	21.89%
Stock to capital	480%	260%	137%	139%	157%
Stock to sales	10.04%	8.27%	9.27%	10.88%	10.85%
Surplus to capital	164%	80%	55%	33%	38%
Reserve to capital	19.38%	18.66%	28.42%	27.46%	29.17%

That is something I confess I do not wholly "get." The capital stock is \$20,000. Of that only \$13,300 has been subscribed and of that only \$5,600 is paid up. I can see, therefore, how in the beginning they might incur debts of 164 and 187 per cent. of the capital. That can be done with good credit, even with a "limited" company such as this is. I can also understand the limited accounts outstanding. I can even see how stock might be equal to 480 per cent. of capital, though that does seem excessive no matter what the circumstances, but I cannot grasp the idea of a surplus amounting to the 164 per cent. of capital the first year and steadily diminishing during the following years, ending up with only 38 per cent. Evidently some terms do not mean the same to all people, or I am getting thick as I grow older.

Turnover Looks Interesting

The item of stock to sales seems normal, if it applies only to merchandise other than livestock. If not, it shows rather slow movement, it seems to me. For on the face of the record, this looks like six to eight turns a year, allowing for gross margins of one-sixth. If that is spread over both departments, it may

give only three to four turns. Much must be allowed for Western Canada and slow transportation, but staple merchandise should show more than three to four turns, especially if it includes stuff, which like livestock, must turn very rapidly. But six to eight would be very good, I should say. The last item, reserve to capital, looks normal, as far as I am able to see.

I do not feel that this is much of a study or review of this very detailed statement, but the thing that impresses me is that these folks are not sidestepping any facts. They know what they are doing and they know it by closely analytical figures and tabulations. That is the one great lesson grocers can learn—to realize that it can never be "too much trouble" to know just where you are heading in.

Writing Only For Retailers

I admit I like this letter because it indicates that my writings get across

as I intend they should do:

"I consider your writings the best I have ever seen in a long time. You come to the point and show clearly what stand a retailer should take if he intends to succeed. You are not pulling for wholesale jobbers as many writers do. . . . I am enclosing a circular I got out this week. Please give me your opinion on this kind of advertising. . . . We do a grocery business of \$120,000. I employ three men, wife and myself. Everything is sold for strictly cash. We deliver orders for five dollars or more. Orders placed later than eight o'clock in the morning will not be delivered until next day. One thousand dollars per month covers all expenses, including wages for myself. Each week I advertise in our daily paper. . . . No more credit business for mine!"

There is a volume of principle in that short paragraph. This man has set certain rules for business practice and, to judge from his short, crisp sentences, he lives up to them scrupulously. If he does that he will win. Note that item about goods ordered later than eight are not delivered until next morning.

(Continued on page 40)

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A CONFIDENT OUTLOOK

A FEELING of confidence in Canada's ability to win her way through the uncertain conditions that prevail in the business world at the present time was a welcome note pervading the addresses of the president and of the general manager of the Bank of Montreal at its annual meeting last week, says the Financial Post. While emphasizing the need for the utmost caution Sir Vincent Meredith declared that Canada was "well buttressed on many sides and the exercise of prudence and sagacity should enable her to meet the shock of falling prices, restricted credits and inflated currency without serious impairment of her commercial and financial vitality."

Facing this country, as all others, was the necessity for the reduction of inventories and the making good of deficiencies by drawing upon excess profits of previous years. He urged that producers, merchants and others carrying heavy stocks must face the inevitable by recognizing that it was futile to attempt to overcome natural laws. Economic conditions were the cause alone of price decline; Canada alone could not control world-wide conditions, and it was idle for those interested in wheat or any other commodity to demand intervention through Government control. "A lower price level must be reached before we can reasonably look for a resumption of business activity on a sound basis." He found cause for satisfaction in the early action that had been taken to restrict credit to legitimate requirements; in fact that "the strain on credit appears to be now reaching its peak"; and that "an easier tendency is the logical outcome of the deflation of prices." At the same time he pointed out that "the process of deflation and slacker trade will somewhat swell the failure list, and that some reduction of bank deposits may also be apprehended." This, therefore, was the time to keep "close-hauled."

In support of the soundness of Canada's financial position Sir Vincent declared that the "country's emergency currency created under the Finance Act, 1914, is more amply secured by gold than is the war circulation of any bel-

ligerent, save only the United States, the wealthiest of nations." So far as interest rates were concerned Sir Vincent held that he saw no reason to look for permanently lower interest rates in the near future, although reaction in business and the marketing of the crops might bring an easier tone temporarily, for the "magnitude of international indebtedness to be refunded, together with the wastage of war, cannot be made good immediately and probably not for a somewhat indefinite time."

SALESMANSHIP AGAIN ESSENTIAL

MARKET conditions have made necessary a complete change in the methods of selling in most retail stores. Everyone remembers the time before the war when a salesman, retail or otherwise, was judged according to his true ability. Then came a period of affluence when money was spent with little regard for value. Merchandise of all kinds was in great demand, manufacturers could not fill orders without delay. Needless to say, values of many lines became greatly inflated and little salesmanship was necessary. Then followed the inevitable period of readjustment; such conditions could not hope to continue. To-day it is a buyer's market. Conditions call for the best efforts of salesmanship, where formerly demand was such that little selling ability was required. The salesman now comes back into his own. Personal salesmanship will be appreciated as never before. The personal counsel of the reliable, conscientious and well-informed salesman was never so valuable as at present. Likewise other selling elements, such as advertising, and other promotion work will come back into their own. The necessity for them will be more keenly felt, while the necessity for both their efficiency and economy will bring their every detail under the microscope for adjustment to present and coming conditions. The return to renewed recognition of true salesmanship should be welcomed by every progressive dealer.

EDITORIALS IN BRIEF FORM

GO TO IT, Gentlemen! Aim for the biggest week you ever had.

* * *

IT WILL be a merry Christmas all right if on Christmas Eve the cash register is bulging.

* * *

SATISFACTION to the Christmas shopper means much. New customers will put in an appearance at this time. Service traps "well and truly laid"—the editor heard this at the laying of a corner stone once—will land a number of "all-the-year-rounders."

An Examination of Retailers' Position

Official of Large Departmental Store Declares That They Who Now Criticize the Retailer for Failing to Adjust His Prices Forgets That it Was the Retailer Who First Cut Prices Almost Six Months Ago

IN commenting on present conditions in the retail trade, the Bache Review has from time to time expressed the opinion that if retailers would reduce prices somewhat more drastically, in accordance with the reductions which have already been made in wholesale prices, the price situation would be much more readily cleared and the way paved for business to proceed more smoothly on a lower level.

A Retailer's Viewpoint

The views of the executive of a large departmental store, in regard to this question, will be found interesting by the retail trade. Writing to the Bache Review, he says, in part:

"When so much is being written and said against the retailer, would it not be fair to make an impartial examination of his case by way of a change, in a spirit of fair play and a square deal?"

"Those of you who criticize us now seem to forget that it was the retailer who first cut prices almost six months ago, when the manufacturers failed to recognize the change in the temper of the buying public, which the retailer was quick to sense through his close contact over the counter.

"At that time the wholesaler and manufacturer was the first to criticize the retailer for reducing prices, telling him he would be unable to replace his stocks except at still higher prices! Had the retailer heeded this advice it would have prolonged the period of high prices, as none of us have heard of a wholesaler reducing his prices when the demand was still strong. Is this consistent with the great chorus of 'profiteer' which the wholesaler is lustily shouting to-day?"

Retailer Not a Profiteer

"In spite of your undoubtedly well-meaning statements to the contrary, I assert without fear of successful contradiction that the retailers as a class have not been guilty of profiteering during the war, nor are they at this

time. We are all marking our merchandise closer to-day than for many years; we have been reducing stocks, and buying only from hand to mouth, and in so doing are able to follow the market down, giving our customers the benefit of the new low prices.

"I have been in close touch with a great many retailers in this section and we have freely and frankly exchanged confidential information relative to our business, and I know that as a craft the retailers are doing everything possible to bring prices to the lowest level obtainable, short of self-extinction."

Little Left For Reserve

The writer then, while asserting that the retailer during the last five years has made little, if any, increase in percentage of net profits, admits that this percentage expressed in dollars is larger than heretofore, but he further contends that the profits thus accumulated on his balance sheet were on paper only and not in cash in his pocket. Rising prices made for larger inventories, the shrinking value of the dollar increased his expenses, and then if the books showed the accumulation of a reserve, the Government stepped in and took the lion's share. This is what has been happening to nearly all business operations under the baleful workings of the Excess Profits Tax. The small amount left for dividends and reserve against the inevitable rainy day has, in most instances, been so inadequate that, the writer claims, the retailer should not now be blamed for trying to save himself from business disaster. He adds:

Impossible to Maintain Prices

"The nature of our business is such that combinations to maintain prices are practically unheard of, if not actually impossible. Therefore, the element of keen competition would work to lower prices even though the storekeeper desired otherwise. With costs of operating our stores still high, our salvation lies in maintaining volume, and this means sharp bidding for the business that exists in our respective communities, and when you find retailers bidding for increased sales you invariably find price concessions."



The Christmas Window Contest

For a number of years Canadian Grocer has held a Christmas window contest to encourage good window dressing. This year the policy will be continued but the prizes offered are double the amount of previous years.

It may be that the merchant himself will not care to enter the contest. In that event any clerk of the store is at liberty to enter a photo of the store's window. The real essential of a window display is its selling value, and that is not necessarily a matter of elaborate display.

Entries will be judged first on their selling value.

Second on their novelty of idea or arrangement.

Third on their general attractiveness.

The contest is divided into two classes, in order that the merchant in smaller places will not feel that he is placed at a disadvantage.

CLASS A	CLASS B
Towns and Cities Under 10,000 Population	Centres Over 10,000 Population
1st Prize \$10.00	1st Prize \$10.00
2nd Prize 5.00	2nd Prize 5.00
5 Prizes of \$1.00 each.	5 Prizes of \$1.00 each.

A description of the make-up of the window should accompany the entry. Photos where possible should be 5 x 7 or larger. Address all entries to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 University Ave., Toronto

London Grocers Declare War On the Bakers

London, Ont., Dec. 14 (Special).—The local Retail Grocers' Association at a largely attended meeting held on Monday evening declared war on bakers of London, and are advertising in the local papers for a bakery. If a suitable plant is obtainable, they intend to manufacture their own bread and will refuse absolutely to handle bread made by the bakers.

For two and a half hours the situation was threshed out at a special meeting in one of the hottest debates in the history of the local association. The opinions were forcible and unanimous that the bakers by making a cut of eight per

cent. in the profits allowed to grocers had gone the limit and hit below the belt. Buying bread from the bakers at 10½ cents a loaf and then wrapping it and handling it and selling it at twelve cents they declared did not leave anything like the amount of profit necessary for carrying on business successfully. Overhead expenses were set at twenty per cent. The grocers declared that it cost them to deliver a loaf of bread, including the wrapping, 1¼ cents. Special reference was made to the heavy increases in the prices of wrapping paper, higher prices for string and increased wages for hired help.

Until a few days ago the grocers were buying bread from the local bakeries at 11 cents and retailing it at thirteen. When the bakers announced a cut to 12 cents, they set the price to grocers at 10½ cents.

At the meeting the old question of

early closing came up and crystallized into a motion to be presented to the city council asking that a by-law be passed compelling stores to close at 7 o'clock on five nights in the week and at 9 o'clock on Saturday evenings.

A CORRECTION

The item appearing in last week's Canadian Grocer to the effect that an Ottawa grocer is selling sugar thirteen pounds for one dollar is incorrect. The Grocer published the same in good faith, the information having come from a correspondent. It appears that the grocer in question sold sugar at 13 cents per pound, or eight pounds for a dollar, and the incorrect report first appeared in one of the Capital's daily papers, and was sent broadcast throughout the Dominion.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

COMES TO T. H. ESTABROOKS COMPANY

Harold deV. Partridge, formerly of the Fairbanks Company, of New York, has joined the staff of the T. H. Estabrooks Co., Ltd., St. John, N.B. He will have charge of advertising and publicity. Mr. Partridge was engaged in newspaper work in Rochester, N.Y., for ten years previous to joining the Fairbanks Company.

E. J. Quinn, Grocer, at Montreal, is Killed in Accident

Montreal, Dec. 14.—E. J. Quinn, proprietor of one of Montreal's largest grocery stores, situated at Westmount Ave. and St. Catherine St. W., met with a fatal accident while driving to his home in the early hours of Friday morning, Dec. 10.

At Fort and St. Catherine Streets, a street car crashed into the automobile. When Mr. Quinn was removed from the wreckage it was at once seen that his injuries were of a serious nature. He was taken immediately to the Western Hospital where he died at ten minutes to seven. E. M. Macdonald, M.P., Picton, N.S., was with Mr. Quinn but was only slightly injured.

E. J. Quinn was a native of Montreal. He was a nephew of Senator O'Brien and a nephew also of the late James Quinn. He was about fifty years of age and was extremely popular among a wide circle of friends. He had established an excellent connection in the grocery business in this city. He was unmarried and is survived by one sister.

ONTARIO

Scroggie & Son, Guelph, Ont., have sold their business to Tiffin & Co.

Arnold J. Foster, Toronto, Ont., has sold to Snider Bros.

G. H. Widner, Simcoe, Ont., has sold to B. A. Pattison.

M. Wohanski has opened a new grocery store in Kitchener, Ont.

Thos. R. Cresnell, 2385 Dundas St., Toronto, has commenced the cash and carry system.

Gibbons Grocerteria have opened a grocery store at 17 St. John's Road, Toronto.

J. Fenwick has succeeded N. Wiecker in the grocery business at 12th and Main St., Vancouver.

Walter Woods & Co. Pass the Half Century Mark

Hamilton, Ont. (Special). — Walter Woods & Co., Hamilton, Ont., have just passed their half-century mark in their business. Walter Woods, the president



WALTER WOODS,

President and founder of Walter Woods & Co., manufacturers, Hamilton and Winnipeg.

of the company, started in business in Brantford in 1870, in a small way, glass-ware being his chief line.

He moved to Hamilton in 1874, taking up the jobbing of woodenware and the manufacturing of brooms. The first factory and warehouse was located in Maiden's Lane, which is now called Jackson Street. Later the business was moved to King Street East, then to McNabb Street, in their present location, but occupying small premises. Their place of business has grown with their business.

Brooms for a great many years comprised the major portion of their business and were sold through the wholesalers only. Today they go direct to the retail trade with thirty salesmen on the road travelling out from Hamilton and Winnipeg.

Mr. Woods points with pride to his line of brooms, claiming that he is making the same brands of brooms today that he made the first year of his business in the broom manufacturing industry and says the quality is exactly the same.

The city of St. Catharines, Ont., is voting on the daylight savings measure on January first.

Oshawa merchants are claiming damages from the Town Council for damage done to groceries and other merchandise by the backing up of a sewer in August last.

D. E. MacKinnon has taken over the grocery and meat business formerly carried on by Dorsey and MacKinnon, Seaforth, Ont.

Farmers in the district and residents of Renfrew, Ont., have organized what is known as the Renfrew Co-operative Ltd. There are 104 charter members, each of whom put up fifty dollars. The association aims to co-operate in the selling of eggs and poultry, although the constitution extends the scope of operation to include all sorts of farm produce.

Ottawa Grocers Will Be Well Represented at R.M.A. Convention

Ottawa, Ont., Dec. 13.—The Retail Grocers' section of the Retail Merchants' Association of Canada, held an important meeting on Dec. 9th, when Clarke Cummings was unanimously elected to represent the retail grocers on the Board of the General Canada Exhibition Association. President Crabtree and G. Stoate were nominated but retired to make the choice of Mr. Cummings unanimous. He has devoted much time with great success to this end of the work at the Pure Food Show and deserves the honor done him by fellow members.

J. C. Campbell, secretary of the Ottawa and Eastern Ontario Retail Merchants' Association was on hand with a very hearty invitation to the grocers to pick a good strong delegation to the convention announced at Brockville, Jan. 11, 12 and 13. Ten of the members were appointed delegates and others will go along too. The addresses expected from Sir Henry Drayton and Hon. Mr. Wigmore, Minister of Customs, are being looked forward to with interest. The Pure Food Show committee for 1921 will be composed as follows:—Secretary, A. E. Moreland, Messrs. George Stoate, A. E. Kelly and T. A. C. Kennedy. Vacancies on the executive committee were filled by the election of Messrs. J. Bambrick and J. Patterson.

Montreal Brokers' Annual Meeting

J. E. Turton is the New President of the Montreal Wholesale Merchandise Brokers' Association—Looking Forward to an Active Year.

Montreal, Dec. 15.—(Special).—The annual meeting of the Wholesale Merchandise Brokers' Association, of Montreal, was held in the Board of Trade Building, on Friday last. At this meeting the officers were elected for the coming year. J. E. Turton was elected president, succeeding Robt. Anderson. The new vice-president is C. B. Hart and the treasurer A. H. J. Hill, of the Robt. Brooks Co., Lt., of Canada. The new executive is as follows:—H. P. Anderson, J. S. E. Brookfield, S. G. Bendon, J. L. Freeman and R. E. Calder. Mr. Calder was elected as representative of this association to the Board of Trade Council.

Association is Growing

This association was organized in Montreal in April, 1919, and has been steadily growing and making its influence felt more and more throughout the trade. The stated object of the association is to inculcate just and equitable principles in trade; to acquire and disseminate such information as may be deemed of interest and value to the members; to promote a more friendly business intercourse to make provisions for the adjustment of possible misunderstandings and differences arising between those engaged in business and to establish and maintain a uniformity in commercial usages. It also affords for its members the privileges of arbitration in disputes over transactions and misunderstandings which may take place among the members in this association.

This association has adopted an emblem which is to be used on their stationery and business papers. This emblem is a circular crest with the name of the association printed in a band around the circumference of the design, a maple leaf at the bottom and in the centre two telephone poles and connecting wires bearing the name "buyer to seller." This organization is one of the many branches of the Montreal Board of Trade. It interests itself in matters pertaining to the merchandise business from the broker's standpoint and makes such recommendations to the Board of Trade as they see fit. Their jurisdiction outside of their own association is limited to the final ruling of the council of the Board of Trade for the city.

Membership Nineteen

The number of members of this association now stands at nineteen, all of whom are merchandise brokers in the city of Montreal. The membership fee

has been set for the New Year at \$10 and it is expected that before long the association will have a number of new members.

Looks for a Good Year

In speaking to Canadian Grocer representative Mr. Turton, the new president, said: "We are expecting a very prosperous New Year in this association for several reasons. First of all our business is in a healthy condition at the present time. The organization is continually growing with new members being admitted and with a better understanding of the benefit to be derived from such an affiliation and from the spreading out of our influence among the trade as an organized association of merchandise brokers. Then, too, we have in our new executive a number of the younger men in the brokerage business and we hope that with a renewed enthusiasm we will now enter upon a bright and prosperous year both from our association's standpoint and from the standpoint of business in general."

OPTIMISM, ECONOMY, THRIFT AND KEEP SMILING

"Business will go on whether prices go up or down, whether labor conditions get better or worse, whether interest rates work higher or lower," says the Nova Scotia Wholesale Grocers' Association, in a letter to the retail trade, warning against panicky feeling because of decreasing prices in flour, sugar and other staples.

"Business will go on and those who are worthy will be the ones to do it. There are some 450,000 people in Nova Scotia who must be fed, clothed and sheltered, and there will always be something to exchange for entertainment and luxuries. And through it all, the business that is worthy, that serves legitimate requirements persistently and consistently will continue.

"There will always be men to do the world's work. They will be business men of clear vision, who not only talk service but give it—give it every day—and who never lose faith for a minute. Such men are responsible for the world's prosperity. They will continue in their success as surely as modern civilization endures.

"Therefore don't cry hard times, but preach optimism, economy and thrift, and keep smiling."

Will Appeal to The Legislature Re Early Closing

Toronto, Dec. 15 (Special).—The early closing by-law engaged the discussion of the Toronto retail grocers at their meeting on Monday evening of this week. Robert Dowson, president, was in the chair. General dissatisfaction was expressed with the way the by-law was being enforced, and suggestions were made as to the best way to make the regulation worth while. It was the unanimous opinion that the legislature, at its forthcoming meeting in the New Year, would have to be appealed to in order to have the law more effective. In the meantime, it was pointed out that a good method by which the public might become educated to the early closing by-law might be to distribute circulars to the public over the counters, urging them to bear in mind that there is an early closing by-law and asking them to co-operate with the grocers in seeing to it that it is observed.

More sympathetic co-operation on the part of the magistrates, too, it was claimed, was necessary in order to make the law a success.

TOURIST TRADE IN PORT ARTHUR REACHES BIG TOTAL

Port Arthur, Dec. 13.—Upwards of \$150,000 was spent in Port Arthur during last summer by tourists from the United States, according to information supplied to the Port Arthur Board of Trade by hotels, garagemen, taxi-drivers, business houses and other trades which benefited by the tourist traffic to the head of the lakes. Colonel Milton Francis, secretary of the Port Arthur Board of Trade, stated to-day that the \$150,000 was but a conservative estimate and would, if statistics could be secured, exceed that amount. The board anticipates a big increase of tourists during the coming season of 1921.

Action to decide the ownership of the Garden City Canning Company's factory, at St. Catharines, Ont., was taken in the non-jury High Court at St. Catharines, last week. Thomas E. Flynn and his son, J. J. Flynn, both of Buffalo, claim they own the business, and the suit was brought against them by John A., Joseph M. and Catherine Flynn, brothers and sister of Thomas Flynn.

The general store of Leslie Marceau, at Oakpoint, Ont., was entered by burglars the other night and five hundred dollars were stolen. The burglars made use of a motor boat, in order to reach Oak Point, but no trace of them has been made.

Commercial travellers are making preparations for a grand entertainment at the King Edward Hotel, Toronto, early in February.

NEWS FROM WESTERN CANADA

Western

Armstrong and Beck, grocers in Saskatoon, Sask., suffered loss by fire recently. The fire started in a back room where the coal oil is stored. The cause of the fire is unknown. The fire extended to adjoining buildings. The damage is estimated at \$4,000.

B.C. Honey Producers Discuss Matters of Interest to Industry

NEW WESTMINSTER, B.C., Dec. —The directors' report at the first annual meeting of the British Columbia Honey Producers' Association held recently shows that the association has not met a popular demand.

Its membership of two hundred and eighty beekeepers represents every section of the province, the Kootenay and Okanagan districts having local divisions of the central association. The honey producers have adopted a label which stamps a guarantee on every jar of honey sold and advertises it as a British Columbia product which can be traced to the apiary which produced it.

1920 Production Lower

Owing to the rather poor season and a widespread attack of foul brood disease, the production of honey for 1920 fell below that of the previous year, but the members of the association were electrified by an announcement from W. H. Lewis, the veteran beekeeper of Edmonds, that he had every reason for believing the cure was found for this contagious disease. Hitherto European foul brood has baffled all attempts to stamp it out effectively and it has caused extensive mortality among the bees of the Lower Mainland. Mr. Lewis will keep secret his treatment until full and complete tests have been made in the spring, but the government inspectors who have examined the operation are convinced of its efficacy.

Demand is Growing

E. D. MacKenzie, secretary-treasurer of the Westminster Exhibition Association, expressed the appreciation of that society with the great show of honey made at the Provincial Fair.

Mr. MacKenzie also gave the interesting opinion that honey was now becoming a regular article of diet, instead of the luxury it was formerly considered. This was a very good thing both for the producer and the consumer.

The members were content with the financial statement of the secretary-treasurer which disclosed a favorable

balance, and the whole of the directorate was re-elected with the change of A. W. Finlay's name for that of Mr. Chevally.

W. H. Lewis urged the honey producers to give more attention to comb honey in the future. There was a large demand on the market for both comb and chunk honey, and it would pay better to produce more of this than to overstock the market with extracted honey.

CATERING TO CHILDREN

(Continued from page 25)

might as well have a look at them anyway. I brought the boy up to the store, but I did not get out of the store without buying the shoes. The funniest part is he keeps telling everyone where the shoes were bought."

According to T. D. Schiller, the retail merchant, no matter whether he is a general store keeper in a small village, or a classified grocer in a large city, the juvenile customer is the best advertising medium to build a future business. "Treat the children with consideration, for tomorrow they are grown up," is Mr. Schiller's creed.

Wants Retention of the Duty

Battle Creek Toasted Cornflake Co., Ltd., London, Ont., Set Forth Before Tariff Commission Why Present Prevailing Rate of Duty Should Continue.

THE Battle Creek Toasted Corn Flake Co., Ltd., in asking before the Tariff Inquiry Commission, at its recent meeting in London, Ont., for a retention of the present prevailing rate of duties, stated that this firm was established in 1906, and has a paid-up capital of \$250,000. One hundred are employed in the factory, in addition to which work is furnished to other Canadian workers by the purchase of boxes, both wood and paper, within Canada, the expenditure in this regard amounting to \$250,000 per year, also in the production of sugar, salt and wax paper, which are used in large quantities.

Corn Is Imported

All of the corn used is imported from the United States, out of which is first manufactured hominy, from which corn flakes are made. In the manufacture of hominy there are by-products, which constitute the highest grade feedstuffs, all of which are sold in Western Ontario, and sold at a price much cheaper than would be the case if such were imported from the United States. This is of immense value to the farming communities.

CANADIAN WHEAT GETS WAR BONUS

Farmers Given Dividend of 18 Cents a Bushel by Government

Winnipeg, Man.—A final dividend of 18 cents a bushel will be paid to farmers by the Canadian Wheat Board, according to an announcement made after a recent audit of the books of the board. The payment will be made on "participation certificates," the method used by the Canadian Government to return to farmers profit made by the government on their 1919 wheat above the guaranteed price.

This payment will bring the 1919 price, based on northern wheat in storage at Fort William, to \$2.63 a bushel, or an average price throughout the year of \$2.50 at points of shipment in Manitoba, Saskatchewan and Alberta.

The board has already distributed \$38,000,000 on interim dividends, and payment of the remainder of \$28,000,000 it is expected, will be completed before the first of the year. More than \$60,000,000 represents the share of farmers in the prairie provinces. The other \$5,000,000 will go to eastern Canada and British Columbia.

From press reports of previous meetings of the commission, this statement reads, the charge had been frequently made that the Canadian manufacturer fixes his selling price by ascertaining the selling price of his American competitor, at the nearest United States manufacturing point, and adding thereto freight, duty and exchange. In the case of the Battle Creek Toasted Corn Flake Co., Ltd., this is not the case, as toasted corn flakes sell at a uniform even price in Canada and the United States.

Sells at Same Price

"We are able to continue in business and sell at the same price as our American competitors only because we have practically the whole of the home market, which is secured to us by the prevailing duty," continued the statement. "If the duty were removed it would only mean the loss of employment to our workmen, and workmen in factories supplying us with boxes, cases, wax paper, etc., and would result in the consumer being required to pay higher prices than he does now for toasted corn flakes."

WEEKLY GROCERY MARKET REPORTS

THE Christmas trade in wholesale and retail circles is in full swing and it is the consensus of opinion that business will compare very favorably with other years. The markets continue with a downward tendency and many lines show a slight shading. Collections are reported satisfactory.

TORONTO—The sugar situation is gradually clearing as depressed stocks are fairly well cleaned up. One refinery will resume operating during the coming week. Raw sugars are again lower but it is the opinion that refined has now reached a stabilizing level. Reductions are announced on practically all cereals in bulk. Wholesalers are buying cereals in small quantities, in fact one miller stated that wholesalers who previously bought in one hundred bag lots are now just buying five bags at one time. Spot stocks of shelled walnuts and almonds are fairly well cleaned up, and it is doubtful whether there will be sufficient to meet demands before the new goods arrive, which are not expected until after the new year. Those that have supplies of shelled walnuts have not changed quotations, although in some instances they have had to pay a higher price owing to re-purchasing from other jobbers. Reports from India and Ceylon state that some tea plantations have closed and the Coolies dismissed. The reason for this, it is stated, is because stocks of coarse teas had accumulated to such proportions in London that prices were forced down far below cost of production and the only remedy to bring prices to a profitable basis was to cut down production. Another report states that fully seventy-five per cent. of the hugh stocks of tea held in British warehouses have deteriorated with age and will have to be sold for chemical purposes or destroyed. Under these conditions it is not unlikely that a firmer tea market will develop. There is a fair demand for canned goods but only in small lots. In this respect the market is no different than it has been for some time, but quotations are merely nominal, wholesalers offering canned goods considerably below list prices and it is possible to get several prices on any one line. Spice manufacturers state that this past week has shown considerable improvement in business. Orders are coming in more freely but mostly in small lots, and many of them rush orders. This indicates that retailers' stocks are getting low and business will soon become normal. Cream of tartar appears to be the weak spot in the spice market, and quotations are reduced. Wholesalers and importers report business as active on dried fruits but state that they are selling at a loss, as in many instances goods are sold below replacement prices. Currants are scarce, both spot and primary stocks are fairly well cleaned up. Raisins are picked up as fast as they arrive. Evaporated apples show a fair movement for the West-

ern trade, but not nearly as great as last year. Brokers in close touch with the evaporated apple situation state that evaporated apples are now offered at a price below cost of production, which would indicate that there is a possibility for firmer prices later in the season. Business on beans has shown an improvement, but like other lines, orders are confined to small lots.

In the produce and provision markets, fresh pork cuts, smoked bacon and hams are marked lower. Butter continues easy while eggs show firmer prices.

MONTREAL—The hog market shows more strength this week with smaller offerings on the market. Despite this there is a reduction in many lines of bacon. Quotations on hams are unchanged. The more steady condition on the hog market may strengthen the market for bacon. Lard and shortening have had a further reduction. An advance of two cents is quoted on fresh eggs. There is a continually improving demand for fowl with a very good supply except of turkeys. The butter and cheese market are unchanged. Fish prices hold firm with an excellent demand, and dealers state that supplies arriving are only sufficient to meet the demand. There is an exceptionally good demand for dried fruits and nuts. Italian chestnuts feature the nut market. Dates and figs are a shade cheaper, and slightly lower prices are quoted on the new pack of California prunes. There is a big supply of oranges of various kinds on the market with lower prices, and indications that the prices will be still lower after the New Year. Celery and pumpkins are quoted dearer this week and the potato market holds firm. There appears to be a shortage of canned peas due to the big drain on the new pack. The tea market shows no improvement and dealers state that the sales are limited. Japan teas are getting low in supply and this may serve to strengthen the market until the new crop is ready. Some firms have made further reductions on rolled oats. Lower prices are quoted on honey with a big supply of Canadian honey offered at the ruling prices. The first supply of French castile soap that has been offered for some years is on the local market.

WINNIPEG—Rolled oats, which have been declining is now thought to be at bottom prices. Ceylon tea is reported easier but as the last auction sale for tea this year takes place on the 15th of December, it is anticipated that there will be some active bidding. Rice and tapioca markets continue weak. All lines of canned goods remains steady with very little buying. Raisins are reported firmer and other lines of dried fruit unchanged. Shelled walnuts are due for an advance, due to the partial failure of the French walnut crop and the improvement shown on foreign exchange. Flour remains unchanged. Fruit and vegetables remain steady under a quiet demand.

QUEBEC MARKETS

MONTREAL, Dec. 15.—The principal activities of the grocery market this week are in fresh fruits, dried fruits, nuts and vegetables, for which there is an excellent demand. Lower prices are quoted on oranges owing to the big supplies of many types which vary considerably in price. Porto Rico oranges are selling at \$4.75 per case. It is expected that oranges will be even cheaper after Christmas. Apples are higher this week and there appears to be a good supply of imported grapes on the market. Prunes are quoted lower this week for the new pack. Dates and figs are also a shade cheaper with a very good demand. Italian chestnuts are offered on the market at eighteen cents per pound. Celery and pumpkins are higher this week and the potato market is holding firm. There are a number of additions to the list of imported vegetables. There is no change in sugar this week but the future for the market looks better since one of the refiners is starting on the new sugar next week. There appears to be a shortage of canned peas since there has been such a demand of late for them and wholesalers state that their stocks are running low. The first supply of French castile soap has arrived on the market. The tea market shows no improvement this week and dealers say that the sales are very small. Some firms have reduced their quotations on rolled oats by ten cents per bag. Lower prices on honey are quoted this week with a surrender of large supplies of Canadian honey to the dealers at prices offered.

Sugar Futures Look Better

Montreal.
SUGAR.—There is nothing new in the sugar market this week. The ruling price is \$11 but there is some difference in quotations made by the different refiners under the various circumstances. Acadia Sugar Refineries report that they will begin refining the new raw sugar on the 20th of this month. This will mean more stable conditions for this refinery and as soon as the others are in a position to follow, the sugar market will in all likelihood return to a more steady basis.

Molasses Prices Hold

Montreal.
MOLASSES.—There is no change in the molasses market this week. Quotations are firm at the rather low prices quoted. The corn syrup market is also steady with no changes quoted.

Corn Syrup

Barrels, about 700 lbs.	0 09
Half barrels, about 350 lbs.	0 09 1/4
Quarter barrels, about 175 lbs.	0 09 1/2
2 gal., 25-lb. pails, each.	2 85
3 gal., 33 1/2-lb. pails, each.	4 25
5 gal., 65-lb. pails, each.	6 85

White Corn Syrup

2-lb. tins, 2 doz. in case, case	6 00
5-lb. tins, 1 doz. in case, case	7 45
10-lb. tins, 1/2 doz. in case, case	7 15

Prices for Island of Montreal

Barbadoes Molasses—	
Punchons	1 20
Barrels	1 23
Half barrels	1 25
Punchons, outside city	1 15
Fancy Molasses (in tins)—	
2-lb. tins, 2 doz. in case, case	6 00
3-lb. tins, 2 doz. in case, case	8 25
5-lb. tins, 1 doz. in case, case	6 80
10-lb. tins, 1/2 doz. in case, case	6 65

Some Rolled Oats Lower

Montreal.
CEREALS.—Some of the dealers have made a further reduction this week on rolled oats, quoting 90s at \$4, which is a reduction of 10 per cent. on previous

quotations. This price holds in the majority of cases and in one or two instances even lower quotations are made. This is the only change this week in cereals.

Oatmeal, gran., fine standard.	5 50
Rolled Oats, 90 lbs.	4 00
Pearl Hominy	4 50
Cornmeal, Gold Dust Brand.	3 90
Graham Flour, 98 lbs.	7 65
New Buckwheat Flour	6 75
Pot Barley	6 00
Pearl Barley	7 25
Beans, Ont.	4 25
Do., Can.	4 00
Do., California	3 75
Lima Beans	0 12
Green Peas, dried	0 17

Some Jelly Powders Lower

Montreal.
PACKAGE GOODS.—There is no change in quotations made on package goods this week apart from a further reduction on Jello jelly powders, which amounts to 15 cents per dozen in small lots. The new price is now \$1.35 per dozen.

PACKAGE GOODS

Breakfast food, case 18	3 50
Cocoanut, 2 oz. pkgs., doz.	0 78 1/2
Do., 20-lb. cartons, lb.	0 36
Corn Flakes, 3-doz. case \$ 50 \$ 65 \$ 50	4 25
Corn Flakes, 36s	4 15
Oat Flakes, 20s	5 40
Rolled oats, 20s	5 80
Do., 18s	2 12 1/2
Oatmeal, fine cut, pkgs., case.	6 75
Puffed rice	5 70
Puffed wheat	4 25
Farina, case	2 35
Hominy, pearl or granu., 3 doz.	3 65
Health bran (20 pkgs.), case.	2 50
Scotch Pearl Barley, case.	2 00
Panake Flour, case	6 00
Do., self-rising, doz.	1 60
Wheat Food, 16-1 1/2s	3 25
Wheat flakes, case of 3 doz.	2 95
Oatmeal, fine cut, 20 pkgs.	6 75
Porridge wheat, 36s, case.	6 40
Do., 20s, case	6 50
Self-rising Flour (3-lb. pack.) doz.	3 00
Do. (6-lb. pack.), doz.	5 90
Corn Starch (prepared)	0 11 1/2
Potato flour	0 13
Starch (laundry)	0 09 1/2

Flour, Tapioca	0 15	0 14
Shredded Krumble, 20s	4 85	
Shredded Wheat	4 85	
Cooked bran, 12s	2 25	
Enamel Laundry Starch, 40 pks. case	4 30	
Celluloid Starch, 45 pkgs. case.	4 70	
Package Cornmeal	4 95	
Malt Breakfast Food (36 pkgs.)	12 60	

French Castile Soap Arrives

Montreal.
SOAP.—The first shipment of French Shell brand castile soap has arrived on the market and is being sold at \$9 per case of 200. It has been some time since this soap was on the market before. One wholesaler has reduced the price on standard laundry soap 25 cents per case, making the price now \$8.50 for a case of 100 cakes.

Italian Chestnuts 18 Cents

Montreal.
NUTS.—Quantities of Italian chestnuts are arriving on the market for the Christmas season. These are offered at 18 cents per pound. Marbot walnuts are selling from 24 cents to 25 cents per pound. The demand for nuts at this season is exceptionally good and in some lines importers state that the supplies will not be equal to the demand.

Almonds, Tarragona, per lb.	0 23	0 25
Do., shelled	0 50	0 60
Do., Jordan	0 75	
Brazil nuts (new)	0 38	
Chestnuts (Italian)	0 18	
Filberts (Sicily), per lb.	0 17	0 18
Do., Barcelona	0 17	0 19
Peanuts, Jumbo	0 15 1/2	
Do., shelled, No. 1 Spanish.	0 18	0 20
Do., Java No. 1	0 17	
Do., salted, red	0 21	0 23
Do., shelled, No. 1 Virginia.	0 16 1/2	0 18
Peanuts (salted)—		
Fancy, wholes, per lb.	0 38	
Fancy splits, per lb.	0 35	
Pecans, new Jumbo, per lb.	0 29	0 30
Do., large, No. 2, polished.	0 29	0 30
Do., Orleans, No. 2	0 21	0 24
Do., Jumbo	0 60	
Pecans, shelled	1 00	1 50
Walnuts, Grenoble, in shell.	0 20	
Marbot Walnuts	0 24	0 25
Do., new Naples	0 26	
Do., shelled, Manchurian	0 50	
Do., Bordeaux	0 58	
Do., Chilean, bags, per lb.	6 33	
Do., Spanish, shelled	0 57	

Note—Jobbers sometimes make an added charge to above prices for broken lots.

Coffee Market is Unchanged

Montreal.
COFFEE.—There is no change in the coffee market this week. The market continues with an easy tone.

Spice Market Quiet

Montreal.
SPICES.—There is no change in the spice market this week. There was a decline in the quotations on pepper last week. Dealers state that as the Christmas season approaches business is rather quiet and grocers have sufficient supplies on hand to carry them until the new year.

Allspice	0 20	
Cassia (pure)	0 32	0 35
Cocoanut, pails, 20 lbs. unsweetened, lb.	0 46	
Do., sweetened, lb.	0 36	
Chicory (Canadian), lb.	0 13	
Cinnamon—		
Rolls	0 35	
Pure, ground	0 35	0 40
Cloves	0 60	
Cream of tartar (French, pure) ..	0 65	0 70
Do., American high test	0 75	0 80
Ginger (Jamaica)	0 40	
Ginger (Cochin)	0 31	
Mace, pure, 1-lb. tins	0 90	
Mixed spice	0 28	0 30
Do., 2 1/2 shaker tins, doz.	1 15	

Nutmegs, whole—		
Do., 64, lb.	0 40	
Do., 30, lb.	0 35	
Do., 100, lb.	0 35	
Do., ground, 1-lb. tins	0 60	
Pepper, black	0 30	
Do., white	0 40	
Do., Cayenne	0 35	0 37
Pickling spice	0 25	0 28
Do., package, 2 oz., doz.	0 35	0 40
Do., package, 4 oz., doz.	0 65	0 70
Paprika	0 65	
Turmeric	0 25	0 30
Tartaric acid, per lb. (crystals or powdered)	0 95	1 00
Cardamon seed, per lb., bulk, nominal		2 00
Caraway (nominal)	0 25	0 30
Mustard seed, bulk	0 85	0 40
Celery seed, bulk (nominal)	0 70	0 75
Pimento, whole	0 15	0 18

Lower Prices on Honey

Montreal.
HONEY.—Dealers in honey state that the Canadian producers are now accepting prices offered them for their honey and that there is a plentiful supply of Canadian honey now on the market. Quotations are therefore reduced and buckwheat honey is now selling at between 13½ and 16 cents per pound. White clover honey is also lower in price and is quoted at from 20 to 23 cents per pound.

Buckwheat honey	0 13½	0 16
White clover honey	0 20	0 23

Tea Market is Not Improved

Montreal.
TEA.—The tea market continues in an unsettled condition. The importers state that present quotations are no indication of the value of tea. Buyers are refusing nearly all offers made by the importers and the sales are very quiet. It is stated that there are many forced sales of tea being made at very low quotations. On account of the rather small supplies of Japan tea on hand and the impossibility of getting any more from Japan until the new crop is ready the Japan tea market is holding firm.

Ceylons and Indians—		
Pekoe Souchongs	0 35	0 48
Pekoes	0 39	0 55
Broken Pekoes	0 44	0 60
Broken Orange Pekoes	0 49	0 60
Javas—		
Broken Orange Pekoes	0 58	0 65
Broken Pekoes	0 45	0 50
Japans and Chinas—		
Early pickings, Japans	0 63	0 65
Do., seconds	0 50	0 55
Hyson thirds	0 45	0 50
Do., pts.	0 58	0 67
Do., sifted	0 67	0 72

Above prices give range of quotations to the retail trade.
JAPAN TEAS (new crop)—
 Choice (to medium) 0 65 0 68
 Early picking 0 75 0 90
 Finest grades 0 90 1 40
Javas—
 Pekoes 0 44 0 45
 Orange Pekoes 0 45 0 48
 Broken Orange Pekoes 0 45 0 48
 Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Shortage of Canned Peas

Montreal.
CANNED GOODS.—There is no change in quotations made this week on canned goods. It is reported that the supplies of canned peas are running low. There has been a big demand for Canadian canned peas lately and wholesalers report that the supplies on hand have been almost drained. Some brands are still in fair supply but the better grades have been almost all taken up.

CANNED VEGETABLES		
Asparagus (Amer.) mammoth green tips	6 35	
Asparagus, imported (3½)	6 65	
Beans, golden wax	2 15	2 20
Beans, Refugee	2 15	2 20
Corn, 2s	1 87½	1 62½
Carrots (sliced), 2s	1 45	1 75
Corn (on cob), gallons	7 00	7 50
Spinach, 2s	2 95	2 90
Squash, 2½-lb., doz.		1 50
Succotash, 2 lb., doz.		1 30
Do., Can. (2s)		1 30
Do., California, 2s	3 15	3 50
Do. (wine gala.)	8 00	10 00
Sauerkraut, 2½-lb. tins		1 00
Tomatoes, 1s	1 45	1 50
Do., 2s	1 45	1 50
Do., 2½s	1 75	1 80
Do., 3s	1 90	2 15
Do., gallons	6 50	7 00
Pumpkins, 2½s (doz.)	1 50	1 55
Do., gallons (doz.)		4 00
Peas, standards		1 95
Do., Early June	1 98½	2 05
Do., extra fine, 2s		3 00
Do., Sweet Wrinkle		2 00
Do., fancy, 2s oz.		1 57½
Do., 2-lb. tins		2 75
Peas, New Pack—		
Standard, 2-lb.	1 82½	
Choice, 2-lb.	1 87½	
Early June, choice	2 05	
Do., standard	2 00	
Fine French, 2-lb.	2 30	
Asparagus Tip	4 10	

CANNED FRUITS		
Apricots, 2½-lb. tins	6 10	
Apples, 2½s, doz.	1 40	1 65
Do., 3s, doz.	1 67½	1 77½
Do., gallons, doz.	5 25	5 50
Currants, black, 2s, doz.	4 00	4 05
Do., gala., doz.		16 00
Cherries, red, pitted, heavy syrup, doz., 1-lb.		4 00
Do., 2½-lb.		7 00
Do., 2-lb.		5 25
Do., white, pitted	4 50	4 75
Gooseberries, 2s, heavy syrup, doz.		2 75
Peaches, heavy syrup—		
2-lb.		3 50
2½-lb.		
1-lb.		
Pears, 1s		
Do., 2½s		5 60
Do., 2-lb.		3 70
Greengage Plums, heavy syrup		2 90
Pineapples (grated and sliced), 2½-lb.	5 40	4 80
2-lb.	4 60	4 80
1-lb.		2 50
New Pack Strawberries—		
Standard No. 2, per doz.		4 60
Choice grade		4 70
Fancy Preserved		5 50
New Pack Cherries, choice		4 00
Rhubarb, preserved		2 80
Canadian Pineapple (sliced)		4 30
New Blueberries, 2 lbs.		2 25
Do., 1 gal.		12 00

Rice Market is Unchanged

Montreal.
RICE.—The rice market continues in its unsettled condition with very little change in the demand. It is difficult to make any standard quotations since prices vary according to conditions of the sale.

RICE—		
Carolina, extra fancy		
Do. (fancy)		
Rangoon "B"	12 50	
Rangoon "CC"	12 25	
Broken rice, fine	8 00	
Bell rice, fine	16 00	
Bell broken rice	10 00	
Texas rice	10 50	
Siam	7 00	
Tapoca, per lb. (seed)	0 11½	0 12
Do. (pearl)	0 11½	0 12
Do. (flake)	0 11	0 12½
Honduras		0 07
Siam		0 14½

NOTE.—The rice market is subject to frequent change and the price basis is quite nominal.

New Prunes Are Lower

Montreal.
DRIED FRUITS.—The demand for dried fruits has proven to be exceptionally good during the last few weeks. Dates are in big demand with slightly easier prices quoted. Ten pound boxes

of new figs are selling as low as \$3 per box. This is equal to 30 cents a pound, which is a reduction on previous quotations. The quotations on the new pack of California prunes show lower prices in some cases. The Christmas trade in dried fruits is reported to be even better than was expected and in some cases there is a doubt whether supplies will be sufficient to meet the demand.

Apricots, fancy	0 38	
Do., choice	0 34	
Do., slabs	0 30	
Apples (evaporated)	0 16	
Peaches (fancy)	0 23	0 30
Do., choice, lb.	0 23	0 28
Pears, choice	0 30	0 35
Peas—		
Choice	0 26	
Ex. fancy	0 30	
Lemon new pack	0 46	0 47
New pack—		
Orange	0 46	0 49
Citron	0 75	0 76
Choice, bulk, 25-lb. boxes, lb.	0 22	
Peas (cut mixed), doz.	6 25	
Raisins (seeded)—		
Valencias	0 23	
Muscateles, 2 Crown	0 27	
Do., 1 Crown	0 25	
Do., 3 Crown	0 28	
Do., 4 Crown	0 28½	
Turkish Sultana, 5 crown	0 27	0 30
Fancy seeded (bulk)	0 26	0 28
Do., 18 oz.	0 25	0 27
Cal. seedless, cartons, 12 ounces	0 21	
Do., 16 ounces	0 27½	
Currants, loose	0 20	
Do., Greek	0 19	0 21
Dates, Excelsior (36-10s), pkg.	5 25	
Fard, 12-lb. boxes	3 25	
Packages only	0 19	0 20
Dromedary (36-10 oz.)	0 19	
Packages only, Excelsior	0 20	
Loose	0 15	0 16
Figs (layer), 10-lb. boxes, 2s, lb.	0 30	0 35
Do., 2½s, lb.	0 40	
Do., 2½s, lb.	0 43	
Do., 2½s, lb.	0 45	
Figs, white (70 4-oz. boxes)	5 40	
Do., Spanish (cooking), 22-lb. boxes, each	0 11	
Do., Turkish, 3 crown, lb.	0 22	
Do., 5 crown, lb.	0 28	
Do., 7 crown, lb.	0 30	
Do., 10-lb. box	3 75	
Do., mats	5 00	
Do., 22-lb. box	1 20	
Do. (12 10-oz. boxes)	2 90	
Prunes (25-lb. boxes)—		
20-30s	0 28	
30-40s	0 25	
40-50s	0 26	
50-60s	0 20	
60-70s	0 19	
70-80s	0 18	
80-90s	0 17	
90-100s	0 16½	
100-120s	0 16	

Lower Prices for Oranges

Montreal.
FRUITS.—Cheaper fruit after the new year is predicted by the merchants of Bonsecours market who report that sales are rather slow and that on account of cheaper grades of oranges coming on this market that the general trend of prices will be lower after the Christmas trade is over. Mexican oranges are on the market for the Christmas trade as well as large consignments of Valencia and Spanish oranges. There is an advance reported on nearly all grades of apples. Fameuse apples are quoted from \$1.50 to \$2 per barrel higher. There is an advance of from 15 cents to \$1 per barrel on other grades. California navel oranges are being offered as low as \$5.75 per case, and Porto Rico oranges are selling at \$4.75 per case. Lemons are quoted as low as \$2.50 per case of 300. California lemons are selling at \$4.75 per case. The demand for fruit is very good just now and the big supply of oranges on the

market indicates that lower prices may be expected after the Christmas trade.

Apples—		
Do., Fameuse, per bbl.	8 00	12 00
Do., Wealthy, No. 1, per bbl.	7 50	7 00
Do., No. 2, per bbl.	7 00	7 50
Do., Alexander, per bbl.	7 00	8 00
Do., Greening	7 50	8 00
Do., Baldwin	6 00	6 50
Do., Ben Davis	7 00	8 00
Bananas (as to grade), bunch.	5 00	6 00
Grapefruit, Jamaican, 64, 80, 96.	6 00	8 00
Do., Florida, 54, 64, 80, 96.	2 50	4 75
Do., California	10 00	10 00
Lemons, Messina	5 75	8 50
Do., 100s and 150s	6 50	4 75
Do., 176s and 200s	3 00	3 00
Cal. Naval Oranges, 126-250s	5 00	5 00
Do., Florida, 150-216s	7 50	7 50
Porto Rico Oranges, 176, 200, 216	3 00	3 00
Pears, Keiffers, per hamper	5 00	5 00
Tokay Grapes, per box	7 50	7 50
California Grapes, in drums	9 50	9 50
Almerias Grapes, in kegs	16 00	16 00
Cranberries, per bbl.		

Celery Quoted Higher

VEGETABLES.—Pumpkins are creeping up in price as they grow scarcer. They are now selling at two dollars per dozen. Boston lettuce is offered on the market at \$1.60 per dozen and Canadian celery is a little dearer this week, selling

at five dollars per case. There is no change in the potato market but prices are holding very firm. Brussels sprouts are offered at one dollar per dozen. Red onions are also a little dearer having advanced 25 cents per cwt. during the past week.

Brussel Sprouts, per doz.	1 00
Beets, per bag	0 75
Cucumbers, Montreal, per doz.	0 20
Cabbage, Montreal, bbl.	1 50
Cauliflower, per doz.	2 50
Celery, per crate	5 00
Cheery, doz.	0 50
Carrots, bag	1 00
Garlic, lb.	0 50
Horseradish, lb.	0 60
Leeks, doz.	4 00
Boston Lettuce, per doz.	1 60
Lettuce, curly	1 00
Mint	0 60
Mushrooms, lb.	1 00
Oyster plant, per doz.	1 50
Parsley (Canadian)	0 20
Peppers, green, doz.	0 50
Potatoes, Montreal (90-lb. bag)	2 00
Do., sweet, hamper	3 50
Pumpkins, per doz.	2 00
Spinach, box	0 75
Turnips, per bag	1 00
Montreal Tomatoes, per box	2 50
Spanish Onions, per case	5 00
Yellow Onions, per cwt., bag	1 50
Red Onions, per cwt.	2 50

ONTARIO MARKETS

TORONTO, Dec. 15.—Business in wholesale circles is reported satisfactory, but retailers are buying in small quantities. Supplies of yellow sugars are practically cleaned up. Granulated sugar is holding fairly steady at \$11. Cereals are reduced all along the line. One brand of pancake and buckwheat flour is down 30 cents per case. Shelled walnuts and almonds are scarce, and it is doubtful whether stocks are sufficient to meet demands before the new goods arrive. Reports from India and Ceylon state that some tea plantations have closed in order to cut down production, which would indicate that a firmer tea market can be expected. Cream of tartar has been reduced. Peppers also show a slight shading. Currants are scarce, and raisins are picked up as fast as they arrive. Potato values again receded under heavy shipments and a slow demand. Laundry soaps are down 50 cents per case, but some wholesalers are selling below list prices.

Sugar Market More Stable

Toronto.—There is a freer movement of sugar from the refineries with indications that the market has reached a stabilizing level. The general price for granulated is holding at \$11.00 per hundred. Supplies of yellow sugars are practically cleaned up. The Acadia refineries expect to commence operating during the next week so that new supplies will be coming on the market before the end of the year. The raw sugar market continues weak with full duty sugars offered at 3 1-2 cents.

Syrups are Steady

Toronto.—There is no change in quotations on syrups and molasses, the market holding steady.

Corn Syrups—	
Barrels, about 700 lbs., yellow	0 08
Half barrels, 1/2c over bbls.; 1/4c over bbls., 1/2c over bbls.	
Cases, 2-lb. tins, white, 2 doz. in case	6 15
Cases, 5-lb. tins, white, 1 doz. in case	6 85

Cases, 10-lb. tins, white, 1/2 doz. in case	6 65
Cases 2-lb. tins, yellow, 2 doz. in case	5 65
Cases, 5-lb. tins, yellow, 1 doz. in case	6 25
Cases, 10-lb. tins, yellow, 1/2 doz. in case	5 95
Cane Syrups—	
Barrels and half barrels, lb.	9 60
Half barrels, 1/4c over bbls.; 1/4c over.	
Cases, 2-lb. tins, 2 doz. in case	7 00
Molasses—	
Fancy, Barbadoes, barrels, gal.	1 55
Choice Barbadoes, barrels	1 35
New Orleans, bls., gal.	0 54
Tins, 2-lb., table grade, case 2 doz., Barbadoes	7 75
Tins, 3-lb., table grade, case 2 doz., Barbadoes	10 75
Tins, 5-lb., 1 doz. to case, Barbadoes	8 95
Tins, 10-lb., 1/2 doz. to case, Barbadoes	8 60
Tina, No. 2, baking grade, case 2 doz.	4 20
Tina, No. 3, baking grade, case of 2 doz.	5 50
Tina, No. 5, baking grade, case of 1 doz.	4 60
Tina, No. 10, baking grade, case of 1 1/2 doz.	4 25
West Indies, 1 1/2s, 48s	4 60

Cereals are Reduced

Toronto.—A reduction of 25 to 75

cents per bag is announced on pot and pearl barley, buckwheat flour, cornmeal, corn flour, rolled wheat, cracked wheat, split peas, whole wheat flour and wheat kernels. Although millers are quoting rolled oats at \$4.00 per bag, wholesalers are quoting at \$3.80 in single bag lots. Wholesalers are buying in small quantities; one miller stated that six months ago the usual orders from wholesalers were for 50 to 100 bags but now they are only buying in five and ten bag lots.

		Single Bag Lots
		F.o.b. Toronto
Barley, pearl, 98s		7 00
Barley, pot, 98s		5 50
Barley Flour, 98s		6 25
Buckwheat Flour, 98s		5 70
Cornmeal, Golden, 98s		4 00
Oatmeal, 98s		4 90
Corn Flour, 98s		5 75
Rye Flours, 98s		7 00
Rolled Oats, 98s		3 80
Rolled Wheat, 100-lb. bbl.		7 25
Cracked wheat, bag		6 50
Breakfast food, No. 1		6 25
Do., No. 2		6 25
Rice flour, 100 lbs.		10 00
Linseed meal, 98s		6 75
Peas, split, 98s		7 25
Blue peas, lb.		0 10
Marrowfat green peas		0 07
Graham Flour, 98s		4 70
Whole wheat flour		4 80
Wheat kernels, 98s		7 00
Farina, 98s		6 20

One Pancake Flour Down

Toronto.—**PACKAGE GOODS.**—Package goods are unchanged with the exception of White Swan pancake and buckwheat flour which has been reduced thirty cents per case bringing the price down to \$3.70 per case of two dozen.

PACKAGE GOODS		
Rolled Oats, 20s, round, case	5 60	5 80
Do., 20s, square, case	5 60	5 80
Do., 18s, case	2 00	2 12 1/2
Corn Flakes, 36s, case	4 00	4 25
Porridge Wheat, 36s, regular, case		6 00
Do., 20s, family, case		6 80
Cooker Package Peas, 36s, case		2 85
Cornstarch, No. 1, lb. cartons		0 11 1/2
Do., No. 2, lb. cartons		0 10
Laundry Starch		0 09 1/2
Do., in 1-lb. cartons		0 10 1/2
Do., in 5-lb. wood boxes		0 13 1/2
Do., in 5-lb. tin canisters		0 14
Celluloid Starch, case		4 70
Potato Flour, case 20 1-lb. pkgs.		2 60
Do., case 24 12-oz. pkgs.		2 30
Fine oatmeal, 20s		6 80
Cornmeal, 24s		3 70
Farina, 24s		3 50
Barley, 24s		3 50
Wheat flakes, 24s		6 00
Wheat kernels, 24s		5 40
Self-rising pancake flour, 24s		3 70
Buckwheat flour, 24s		3 70
Two-minute Oat Food, 24s		2 75
Puffed Wheat, case		4 40
Puffed Rice, case		5 70
Health Bran, case		2 85
F.S. Hominy, gran., case		3 70
Do., pearl, case		3 70
Scotch Pearl Barley, case		2 70
Self-rising Pancake Flour, 30 to case		4 20
Do., Buckwheat Flour, 30 to case		4 20
Self-rising Pancake Flour, 36 to case		7 15
Do., Buckwheat Flour, 18 to case.		3 65
Do., Pancake Flour, 18 to case.		3 65

Shelled Nuts Scarce

Toronto.—**NUTS.**—Spot stocks of shelled walnuts and almonds are fairly well cleaned up and it is doubtful whether there will be sufficient to meet demands before the new goods arrive which are not expected to reach this market until after the new year. Those that have any supplies to offer have not changed

quotations although in some instances they have had to pay a higher price owing to re-purchasing from other jobbers. The new goods to arrive are quoted at lower prices.

Almonds, Tarragonas, lb.	0 22	0 23
Walnuts, Bordeaux, lb.	0 23	0 24
Walnuts, Grenobles, lb.	0 23	0 24
Do., Marbot	0 22	0 23
Do., California	0 39	0 40
Filberts, lb.	0 14	0 14
Pecans, lb.	0 28	0 30
Cocoanuts, Jamaica, sack	9 50	9 50
Cocoanut, unsweetened, lb.	0 35	0 35
Do., unsweetened, lb.	0 42	0 42
Do., shred	0 30	0 30
Peanuts, Spanish, lb.	0 21	0 25
Brazil nuts, large, lb.	0 32	0 32
Mixed nuts, bags 50 lbs.	0 34	0 34
Shelled—		
Almonds, lb.	0 48	0 55
Filberts, lb.	0 35	0 35
Walnuts, Bordeaux, lb.	0 55	0 55
Peanuts, Spanish, lb.	0 15	0 15
Do., Chinese, 30-32 to oz.	0 12	0 12
Do., Java	0 14	0 14
Brazil nuts, lb.	1 20	1 20
Pecans, lb.	1 15	1 15

Tea Production Cut Down

Toronto.
TEAS.—Reports from India and Ceylon state that some of the tea plantations have been closed and the coolies dismissed. The reason for this it is stated is because stocks of low grade teas had accumulated to such proportions in London that prices were forced down far below the cost of production and that the only remedy was to cut down production. Another report states that fully seventy-five per cent. of the huge stocks of tea held in British warehouses has deteriorated by age and has become unfit for drinking purposes. This tea will probably have to be sold for chemical purposes or else destroyed. Importers are agreed that under these conditions the trade can very shortly look for a firmer tea market with the situation more stabilized.

Ceylons and Indians—		
Pekoe Souchongs	0 35	0 50
Pekoes	0 32	0 60
Broken Pekoes	0 50	0 64
Broken Orange Pekoes	0 58	0 66
Java—		
Broken Orange Pekoes	0 45	0 65
Broken Pekoes	0 45	0 60
Japans and Chinas—		
Early pickings, Japans	0 90	1 00
Do., seconds	0 55	0 65
Hyson thirds	0 45	0 60
Do., pts.	0 58	0 67
Do., sifted	0 67	0 72
Above prices give range of quotations to the retail trade.		

Canned Goods Prices Vary

Toronto.
CANNED GOODS.—There is a fair demand for canned goods but in small lots, just enough to last for a few days. In this respect the market is no different than it has been for some time but quotations are merely nominal, wholesalers offering at considerably below list prices. It all depends upon the need of the seller to get ready money. The spread in prices on some lines, especially corn, peas and tomatoes, is very great and it is possible to get seven or eight different prices on one line.

Salmon—		
Sockeye, 1s, doz.	5 80	5 80
Sockeye, 1/2s, doz.	3 20	3 20
Alaska reds, 1s, doz.	4 25	4 60
Do., 1/2s	2 60	2 60
Choe, 1s, doz.	8 60	8 60

Do., 1/2s, doz.	2 00	2 00
Pinks, 1s, doz.	2 10	2 10
Lobsters, 1/2-lb., doz.	5 90	6 50
Do., 1/4-lb. tins	3 25	3 75
Whale Steak, 1s, flat, doz.	1 75	1 90
Pickards, 1-lb. tails, doz.	1 75	2 10
Canned Vegetables—		
Tomatoes, 2 1/2s, doz.	1 72 1/2	1 75
Peas, Standard, doz.	1 90	2 00
Do., Early June, doz.	1 90	2 00
Do., Sweet Wrinkle, doz.	2 25	2 25
Beets, 2s, doz.	1 45	2 45
Do., extra sifted, doz.	2 77 1/2	2 82 1/2
Beans, golden wax, doz.	2 00	2 00
Asparagus tips, doz.	5 50	5 50
Do., butts, doz.	6 60	6 60
Canadian corn	1 45	1 5
Pumpkins, 2 1/2s, doz.	1 20	1 25
Spinach, 2s, doz.	1 95	1 95
Pineapples, sliced, 2s, doz.	4 90	6 25
Do., shredded, 2s, doz.	4 75	6 25
Rhubarb, preserved, 2s, doz.	2 07 1/2	2 10
Do., preserved, 2 1/2s, doz.	2 65	4 52 1/2
Do., standard, 10s, doz.	5 00	5 00
Apples, gal, doz.	4 75	4 75
Peaches, 2s, doz.	3 80	3 80
Pears, 2s, doz.	3 00	4 25
Plums, Lombard, 2s, doz.	3 10	3 25
Do., Green Gage	3 25	3 40
Cherries, pitted, H.S.	4 25	4 25
Blueberries, 2s	2 25	2 40
Strawberries, 2s, H. S.	5 25	5 25
Blueberries, 2s	2 35	2 46
Jams—		
Apricots, 4s, each	1 27	1 27
Black Currants, 16 oz., doz.	5 15	5 15
Do., 4s, each	1 34	1 43
Gooseberry, 4s, each	1 20	1 43
Do., 16 oz., doz.	4 60	4 60
Peach, 4s, each	1 13	1 13
Do., 16 oz., doz.	4 50	4 50
Red Currants, 16 oz., doz.	5 56	5 56
Raspberries, 1 6oz., doz.	5 15	5 35
Do., 4s, each	1 34	1 43
Strawberries, 16 oz., doz.	5 15	5 55
Do., 4s, each	1 34	1 43

Cream of Tartar Lower

Toronto.
SPICES.—Spice manufacturers state that this past week has shown considerable improvement in business. Orders are coming in more freely but mostly for small lots and many of them rush orders. This would indicate that retailers' stocks are getting low and they can see no reason why business should not again soon become normal. Cream of tartar seems to be the weakest spot in the spice market, quotations are reduced ten cents per pound bringing the price down to 55 and 65 cents. Peppers also show a slight shading. Black pepper is now quoted at 30 cents and white at 42 cents per pound. Other spices are ruling fairly steady.

Allspice	0 21	0 23
Cassia	0 35	0 40
Cinnamon	0 55	0 55
Cloves	0 65	0 65
Cayenne	0 55	0 37
Ginger, Cochin	0 35	0 35
Do., Jamaica	0 45	0 45
Mustard, pure	0 55	0 55
Herbs — sage, thyme, parsley, Pastry	0 35	0 38
Pickling spices	0 30	0 30
Mace	0 75	0 75
Peppers, black	0 30	0 30
Do., white	0 42	0 42
Paprika, lb.	0 80	0 85
Chillies, lb.	0 60	0 60
Nutmegs, selects, whole, 100s.	0 55	0 55
Do., 80s	0 60	0 60
Do., 64s	0 70	0 70
Do., ground	0 40	0 50
Mustard seed, whole	0 25	0 25
Celery seed, whole	0 40	0 40
Coriander seed	0 20	0 20
Caraway seed, whole	0 30	0 30
Turmeric	0 25	0 25
Curry Powder	0 40	0 40
Cream of Tartar—		
French, pure	0 55	0 65
American high-test, bulk	0 55	0 65
2-oz. packages, doz.	1 50	1 50
4-oz. packages, doz.	2 50	2 50
8 oz. tins, doz.	5 00	5 00
The above quotations are for the best quality. Cheaper grades can be purchased for less.		

Dried Fruits in Demand

Toronto.
DRIED FRUITS.—Wholesalers and importers report business on dried fruits very good but some state that they are selling at a loss as in many instances goods are being sold below the price that they can be replaced at. Currants are rather scarce, both spot and primary stocks are fairly well cleaned up. Raisins are picked up as fast as they arrive and it is reported that this year's pack is practically all out of the grower's hands. Peels are in fair supply but show a good movement. Evaporated apples show a fair movement for the Western trade but not nearly as great as last year. Brokers who are in close touch with the evaporated apple situation state that evaporated apples are now offered at a price very close and in some instances below the cost of production which would indicate that there is a possibility for firmer prices later in the season.

Evaporated apples	0 15
Candied Peels—	
Lemon	0 48
Orange	0 50
Citron	0 80
Currants—	
Greek, Filiatras, cases	0 17
Do., Amalias	0 18 1/2
Do., Patras	0 19
Do., Vostizza	0 23 1/2
Australians, 3 Crown, lb.	0 18
Dates—	
Excoelsior, pkgs., 3 doz. in case	5 25
Dromedary, 9 doz. in case	7 25
Fard, per lb.	0 30
Hallowee dates, per lb.	0 16
Figs—	
Smyrna layers, 4 crown, lb.	0 30
Do., layers, 6 crown, lb.	0 36
Pulled figs, 5-lb. box, each	1 50
Prunes—	
30-40s, 25s	0 23
40-50s, 25s	0 21
50-60s, 25s	0 18
60-70s, 25s	0 15 1/2
70-80s, 25s	0 14
90-100s, 25s	0 11
Peaches—	
Standard, 25-lb. box, peeled	0 26 1/2
Choice, 25-lb. box, peeled	0 27
Fancy, 25-lb. boxes	0 29
Apricots—	
Fancy	0 46
Choice	0 42
Standard	0 34
Raisins—	
California bleached, lb.	0 27 1/2
Seedless, 15-oz. packets	0 29
Seeded, 15-oz. packets	0 28 1/2
Crown Muscatels, No. 1, 25s	0 26
Turkish Sultanas	0 26
Thompsons, Seedless	0 29
Valencia	0 23

Beans Move Freely

Toronto.
BEANS.—Business on beans has shown an improvement but like other lines of commodities, orders are being confined to small lots. There are fewer Japan beans offered this year, due no doubt to the fact that Ontario beans are selling at lower levels. Ontario, 1-lb. to 2-lb. pickers, bus. 3 00
Do., hand-picked, bus. 3 75
Japanese Kotonashi, per bus.
Limas, per lb. 0 12 1/2 0 13
Madagascars, per lb. 0 12

Rice Continues Easy

Toronto.
RICE.—The rice market continues easy with quotations on Blue Rose reduced to 10 1-2 cents per pound. Honduras, broken, per lb. 0 08
Blue Rose, lb. 0 10 1/2 0 11
Siam, broken, per lb. 0 11

Siam, second, per 100 lbs.....	13 50	14 50
Japans, per lb.....	0 11½	0 12½
Chinese, XX.....
Do., Simu.....	0 10	0 17
Do., Mujin, No. 1.....	0 15	0 16
Do., Pakling.....	0 14	0 15
White Sago.....	0 10
Tapioca, per lb.....	0 10

Potatoes Tend Easier

Toronto.

VEGETABLES.—Lower prices are again manifested in the potato market. Large quantities are arriving and the demand is slow. The general price is from \$1.75 to \$1.85 but some dealers are asking as high as \$2.00. Carrots, turnips and parsnips are also easier with prices down ten cents per bag. California head lettuce is in demand at \$4.75 per crate which is 25 cents lower than last week. Heavy shipments of celery and cauliflower have arrived this week with prices holding steady. Hot house tomatoes are up five cents per pound, now quoted 45 cents. Hot house cucumbers are offered at \$5.50 per dozen.

Cabbage, Can., per bbl.....	1 25
Carrots, per 75-lb. bag.....	0 65
Turnips, per 75-lb. bag.....	0 50
Parsnips, bag.....	1 00
Onions, 100-lb. sack.....	2 00
Do., Spanish, large crate.....	6 50
Potatoes, per bag.....	1 75
Sweet Potatoes, hampers.....	3 00
Hot House tomatoes, lb.....	5 00
Celery, crates, 6 to 7 doz.....	4 00
Mushrooms, 3-lb. basket.....	0 45
Cal. Head Lettuce, 4 doz. crate.....	3 00
Cauliflowers, standard crate.....	4 75
Hot House Cucumbers, per doz.....	5 50

Cranberries Higher

Toronto.

FRUIT.—Heavy shipments of oranges and grape fruit are arriving daily. Quotations on both navel and Florida oranges are down 50 to 75 cents per case. Cranberries are higher, now quoted at \$10.00 per half barrel box. Malaga grapes are in demand at \$12 to \$14 per keg. Bananas are arriving freely and prices are one cent per pound lower.

Oranges, Floridas—		
126s, 150s, 176s, 200s, 216s....	5 50	6 00
220s.....	5 50	
288s, 324s.....	4 50	
Cal. Navels, per case.....	5 75	7 25
Grapefruit—		
64s, 70s, 80s, 96s.....	5 50	5 75
Bananas, Port Limons.....	0 08½	
Lemons, Cal.....	4 00	
Do., Messinas, 30s.....	4 50	
Pears, Oregon, per box.....	6 50	
Grapes—		
California Emperors.....	8 50
Do., drums.....	12 00
Malagas, bbis.....	12 00	14 00
Apples, Ontario—		
Spies, No. 1s.....	7 00	
Spies, No. 2s.....	6 00	
Baldwins, No. 1s.....	6 00	
Baldwins, No. 2s.....	6 00	
Greenings, No. 1s.....	6 00	
Greenings, No. 2s.....	5 00	
B. C. in boxes.....	3 85	
Cranberries, ½ barrels.....	10 00	
Tangerines, Florida.....	4 50	5 75

Honey Market Steady

Toronto.

HONEY.—There is nothing of interest to report on honey. The demand is light and quotations are steady.

Honey Combs, of 15 sections, 16 oz. sections, per case.....	7 50	8 00
Honey, Extracted, white clover Ontario, No. 1, white clover, in 50 and 60 pound tins.....	0 25	
10 lb. tins, per lb.....	0 26	
5 lb. tins, per lb.....	0 27	

Flour Prices Unchanged

Toronto.

FLOUR.—Quotations on flour are unchanged. The market is unsettled in view of the fluctuations in the wheat market.

FLOUR—

Patent Firsts, in jute bags, per barrel.....	11 10
Do., seconds, in jute bags, per barrel.....	10 60

Millfeeds in Demand

Toronto.

MILLFEEDS.—There is an active demand for bran and shorts with quotations unchanged.

MILLFEEDS—

Shorts, per ton.....	42 25
Bran, per ton.....	46 25
Choice Middlings, ton.....	52 25

Soaps Drop 50 Cents

Toronto.

SOAP.—A reduction of 50 cents per case on laundry soaps is announced, bringing the price down to \$9.00. Although \$9.00 is now the list price on soaps, some wholesalers are offering at \$8.60 per case. Small ivory is now quoted at \$8.00 and large at \$13.50 per case. Lennox 100's is \$7.50 and 120's \$5.75 per case. Sea Foam soap chips has been reduced to \$5.40 per case of 24 packages.

WINNIPEG MARKETS

WINNIPEG, Dec. 15.—The markets this week for general groceries show few price changes. The cereal market is steady under a fair demand. It is rumored that an advance in the price of coffee can be expected but the market at the present time is very dull. Rice and tapioca have a weak tone. Raisins are firmer. Fruit and vegetables are steady under a quiet demand.

Sugar Situation Settled

Winnipeg.

SUGAR.—There has been a change in the sugar market this week and refiners have made a settlement to the effect that granulated sugar is now quoted at \$12.00 per cwt. Wholesalers report business as fairly good but retailers are still continuing to buy sugar as they require it.

Syrups Unchanged

Winnipeg.

SYRUPS.—There is no change in quotations on cane or corn syrups. The demand is fair.

CORN SYRUP—

Cases, 2-lb. tins, white, 2 doz. in case.....	6 45
Cases, 5-lb. tins, white, 1 doz. in case.....	7 20
Cases, 10-lb. tins, white, ½ doz. in case.....	6 95
Cases, 20-lb. tins, white, ¼ doz. in case.....	6 95
Cases, 2-lb. tins, yellow, 2 doz. in case.....	5 65
Cases, 5-lb. tins, yellow, 1 doz. in case.....	6 60
Cases, 10-lb. tins, yellow, ½ doz. in case.....	6 35
Cases, 20-lb. tins, yellow, ¼ doz. in case.....	6 35

MAPLE SYRUP—

Pure, 2½ tins, case of 2 doz.....	26 90
Pure, 5s, per case of 1 doz.....	24 50
Pure, 10s, per case of ½ doz.....	23 25

TABLE SYRUP—

Maple flavor, 2½ tins, per case of 2 doz.....	13 75
Do., 2s, tins, per case of 1 doz.....	12 00
Do., 1s, tins, case of ½ doz.....	11 50

MOLASSES, BARBADOES—

2-lb. tins, 2 doz. case.....	8 75
3-lb. tins, 2 doz. case.....	12 35
5-lb. tins, 1 doz. case.....	10 00
10-lb. tins, ½ doz. case.....	9 70

Molasses quotations subject to 5% discount.

MOLASSES, BLACKSTRAP—

1½s, 4 doz. in case.....	5 10
2s, 4 doz. in case.....	4 70
2½s, 4 doz. in case.....	4 40
5s, 4 doz. in case.....	4 40
10s, 4 doz. in case.....	4 35

Cereals Are Steady

Winnipeg.

CEREALS.—The cereal market is weak. The demand for all bulk cereals has been fairly good but package cereals are reported quiet.

PACKAGE CEREALS

Rolled oats, 20s, round cartons..	4 75	6 00
Do., 36s, case, square 1 kts.....	4 85	
Do., 18s, case.....	2 40	
Corn Flakes, 36s, case.....	3 65	4 15
Cornmeal, 2 doz. case, per case.....	3 80	
Puffed Wheat, 3 doz. case, case.....	4 40	
Puffed Rice, 3 doz. case, case.....	5 70	
Cream of Wheat, 3 doz. case, case.....	9 00	
Grape Nuts, 2 doz. case, per case.....	2 83	
Package Peas, 3 doz. case, case.....	3 75	

BULK CEREALS

Rolled Oats, 30s, per bag.....	3 10
Do., 40s, per bag.....	1 58
Do., 20s, per bag.....	0 83
Do., 10-8s, per bale.....	3 95
Do., 15-6s, per bale.....	4 80
Oatmeal, 98s, gran. or stand., bag.....	5 50
Wheat Granules, 98s, per bag.....	6 25
Do., 16-6s, per bale.....	7 00
Peas, whole, green, 100-lb. bag, per bushel.....	4 75
Do., split, yellow, 98s, per bag.....	8 45
Do., split, yellow, 49s, per bag.....	4 30
Beans, fancy, hand picked, 100 lb. bag, bushel.....	4 55
Do., Lima, 100-lb. bag, per lb.....	0 14
Barley, Pot, 98s, per bag.....	4 25
Do., pearl, 98s, per bag.....	5 75
Cornmeal, 98s, per bag.....	3 40
Do., 24s, per bag.....	0 90
Do., 10-10s, per bale.....	4 65
Buckwheat grits, whole, 98-lb. bags, per bag.....	10 25

Coffee Firmer

Winnipeg.

COFFEE.—While there has been no material change in quotations on coffee there are rumors that an advance in prices is expected. However the market at present is reported very dull.

COFFEE—

Rio, lb.....	0 27	0 28
Mexican, lb.....	0 40	0 51
Jamaica, lb.....	0 46	0 48
Bogotas, lb.....	0 49	0 52
Mocha (types).....	0 49	0 51
Santos, Bourbon, lb.....	0 48	0 45
Santos, lb.....	0 42	0 44

COCOA—

In 1-lbs., per doz.....	6 80
In ½-lbs., per doz.....	3 40
In ¼-lbs., per doz.....	1 75
In small size, per doz.....	1 30

Spices Hold Steady

Winnipeg.

SPICES.—There is no change in the spice market. Quotations are holding steady under a very quiet demand. Spot stocks have been gradually used up and spice grinders are reported to be buying only immediate requirements.

Allspice, Jamaica, best quality, lb.	0 23
Cassia, Batavia, per lb.	0 33
Do., China, per lb.	0 25
Chillies, per lb.	0 55
Do., No. 1, per lb.	0 53
Cinnamon, Cayion, per lb.	0 85
Do., No. 10, carton, doz.	1 00
Cloves, Penang, per lb.	0 95
Do., Amboyna, per lb.	0 90
Do., Zanzibar, per lb.	0 75
Ginger, washed, Jamaica, No. 1.	0 65
Do., Jamaica No. 2	0 49
Do., Japan or Africa, lb.	0 99
Mace, extra bright Penang, lb.	0 80
Nutmegs, ex. large brown, 70 to lb., per lb.	0 70
Do., large brown, 85 to lb., lb.	0 65
Do., med. brown, 110 to lb., lb.	0 55
Do., carton of six, per doz.	0 80
Pepper, black, Singapore ex., lb.	0 36
Do., white, do., per lb.	0 60
Pickling, 1/4-lb. pkg., per doz.	1 00
Do., bulk, No. 1, per lb.	0 23

GROUND SPICE.

Allspice, bulk, per lb.	0 25
Do., No. 2, per lb.	0 25
Do., 2 oz. cartons	0 80
Do., 4 oz. cartons	1 20
Cassia, No. 1, bulk, per lb.	0 30
Do., No. 2, bulk, per lb.	0 25
Do., No. 1, 2 oz. cartons	1 00
Do., No. 1, 4 oz. cartons	1 50
Cinnamon, bulk, per lb.	0 45
Do., 2 oz. cartons	1 15
Do., 4 oz. cartons	1 75
Cloves, bulk, per lb.	0 80
Do., 2 oz. cartons	1 70
Do., 4 oz. cartons	2 75

Rice Market Weak

Winnipeg.
RICE.—The rice market continues in a weak condition and lower prices on rice are being looked forward to around the first of the year. Tapioca also remains weak.

RICE—	
No. 1 Japan, 10-lb. sacks, lb.	0 13
Do., 50-lb. sacks, lb.	0 13 1/2
Siam, Elephant, 100-lb. bags.	0 09 1/2
Do., 50-lb. bags, lb.	0 09 3/4
Sago, sack lots, 130 to 150 lbs., per lb.	0 98 1/4
Do., in less quantities, lb.	0 09
Tapioca, pearl, per lb.	0 98 1/4

Canned Goods Steady

Winnipeg.
CANNED GOODS. — There is no change in quotations on canned goods this week. Prices remain steady. The demand for canned fruit and fish is very quiet but canned vegetables are moving a little more freely.

Raisins Are Firm

Winnipeg.
DRIED FRUIT.—California raisins remain firm owing to the heavy demand and lower prices are not being looked forward to. The prune market remains weak and a decline in price is expected after the first of the year. Currants remain firm and prices are considered reasonable in comparison with raisins. All other lines of dried fruit remain unchanged.

DRIED FRUIT

Evaporated Apples, per lb.	0 18
Currants, 90-lb., per lb.	0 22
Do., 8 oz. pkgs., 6 doz. case, lb.	0 15 1/2
Dates, Hallowee, bulk, lb.	0 20
Do., Tunis, bulk, lb.	0 26 1/4
Do., Package, 3 doz. case, lb.	0 15
Figs, Spanish, per lb.	0 15
Do., Smyrna, per lb.	0 23
Do., black, cartons, per carton	1 00
Loganberries, 4 doz. case, pkt.	0 25
Peaches, standard, per lb.	0 23
Do., choice, per lb.	0 27 1/2
Do., fancy, per lb.	0 32
Do., Cal., in cartons, per carton	1.52
Do., unsplit, per lb.	0 24
Pears, extra choice, per lb.	0 30
Do., Cal., cartons, per carton	1 63
Prunes—	
30-40s, 25s, per lb.	0 24
40-50s, 25s, per lb.	0 19 1/4

50-60s, 25s, per lb.	0 18 1/4
60-70s, 25s, per lb.	0 16 1/4
70-80s, 25s, per lb.	0 15
80-90s, 25s, per lb.	0 13 1/2
90-100s, 25s, per lb.	0 13 1/2
In 5-lb. cartons, per carton	1 25
Raisins—	
Cal. pkg., seeded, 15 oz., fancy, 3 doz. to case, per pkg.	0 29
Choice seeded, 15 oz., 3 doz. to case, per pkg.	0 27
Fancy seeded, 11 oz., 4 doz. to case, per pkg.	0 25
Choice seeded, 11 oz., 4 doz. to case, per pkg.	0 23
Cal., bulk, seeded, 25-lb. boxes	0 28
Do., pkt. seedless, 11 oz., 3 doz. to case, per lb.	0 23
Do., bulk., seedless, 25-lb. boxes, per lb.	0 27 1/2
Apricots, choice, 25s, lb.	0 45
Do., 10s, lb.	0 47
Do., Standard, 45s, lb.	0 40
Do., choice, 10s, lb.	0 42
Do., fancy, 45s, lb.	0 50
Do., do., 10s, lb.	0 52

Shelled Walnuts Higher

Winnipeg.
NUTS.—The shelled walnut market this week shows a further increase due on account of the partial failure of the French walnut crop and of the improvement shown on foreign exchange. Bordeaux halves will command higher prices throughout the coming season. There is not much material change in the shelled almond market and spot stocks are still very good property. The demand has been very active. Shelled peanut market shows no change from last week and although the figures quoted are quite attractive there seems to be very little movement of same.

NUTS, SHELLED—	
Almonds, per lb.	0 50
Spanish Peanuts, No. 1, per lb.	0 14
Pecans, per lb.	1 10
Walnuts, per lb.	0 54
NUTS IN SHELL—	
Peanuts, roasted, Jumbo, per lb	0 25
Almonds, per lb.	0 30
Filberts, per lb.	0 20
Walnuts, per lb.	0 25
Pecans, per lb.	0 30

Flour Market Steady

Winnipeg.
FLOUR.—The flour market continues steady with no change in quotations. Best quality Manitoba flour is quoted at \$10.85 per barrel with 98 pound jute sacks at \$5.42 1-2. Retailers continue to buy in small quantities.

Malaga Grapes Scarce

Winnipeg.
FRUIT.—Malaga grapes are reported very scarce and are quoted at \$16.00 per keg. Florida grape fruit prices remain unchanged and they are being offered from \$7 to \$8 per case. Bananas are arriving more freely. Japanese oranges are in good demand and are selling freely at \$2.50 per bundle. Winter apples are in good demand and prices remain unchanged.

Vegetables Steady

Winnipeg.
VEGETABLES. — There has been no change in the price of vegetables during the week. Potatoes are bringing around \$2.00 per bag. California head lettuce is quoted at \$7.50 per case and cauliflower at \$3.50 per case. California lug tomatoes are in good demand and are offered at \$6.00 per lug. Valencias onions are quoted at \$7.50 per case while British

Columbia onicas are bringing around 2 1/2 cents per pound. Casaba melons are fairly active at \$5 per case, while cranberries are in good demand for the Christmas trade and are now quoted at \$17.00 per barrel. Other vegetables are steady and prices unchanged.

CO-OPERATIVE STATEMENT

Continued from Page 27

That is a rule for you! He will not be burdened with a lot of useless frills of work and expense.

Let me say in passing that it is my aim, just as he has discerned, to help the retailer in my limited way. To do that, I must think of him alone for nobody can carry water on both shoulders. I can "pull" for nobody but him if I am to do this work successfully. But this does not mean that any other branch of trade need suffer thereby. In fact, no legitimate branch can suffer thereby. Every legitimate jobber or manufacturer benefits in exact proportion as the retailer benefits from anything, and he suffers when the retailer suffers. Therefore, I do the best I can hope to do for all branches when I confine my efforts to the present - day under dog—the retailer—and I am happy when I learn that any one of them find help in my work.

My Friend's Circular is Good

The circular enclosed is evidently a reprint from the newspaper ad. It is good in that it can be sincere and its faults are not serious. There is a stock cut used at the top which is useless, in that it has no individuality. Better use plain type, in your own way, following your own or your printer's good taste than one of those cuts—but at that there is no particular harm done, Provided:

That every statement you make in your text is lived up to so that every customer who may be induced to go to your store through a reading of the ad. will find things just as you say they will be. That is the test by which you will stand or fall in your community.

If your preamble statement, which is harmless in its wording, covers actual conditions in your business; if you are a careful merchant; if you know merchandise and buy it with an eye to your customer's benefit; if your goods are actually as represented, then your customers will soon learn that your slightest word is to be relied on and how you say that word will be a matter of little importance.

But be careful to let your talk be backed up with performance in every instance, or it would be much better not to advertise. For the man who does not promise anything can fall short of expectations with less risk than he who challenges attention through advertising.

Those are the main fundamentals of advertising success. They happen also to be the fundamentals of any business success. Think them over and good luck will go with you.

WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Dec. 15.—Christmas business is reported satisfactory by both wholesalers and retailers. Local laundry soaps dropped 25 cents per case. Fresh eggs are quoted at 70 cents per dozen. Butter at 55 cents and cheese 29½ cents per pound. Pure lard is now 30 cents and compound lard 23½ cents per pound. Beef is selling at \$13.50. Lamb \$29. Mutton \$25. Veal \$22. Pork \$24 per hundredweight. Apples are in good demand at unchanged quotations. California grape fruit is quoted at \$5. Lemons \$4.50. Navel oranges \$7.50.

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Dec. 15.—Rolled oats dropped 35 cents per bag. Rogers syrups are down 30 cents on twos and 35 cents per case on other sizes. Most laundry soaps are down 40 to 50 cents per case. Crisco is reduced four cents per pound. Pure lard is also easier now, quoted \$16 per case for threes. Evaporated apples are lower. Fifty pound cases are now 15½ to 17½ cents per pound and 25s at 16½ to 18½ cents. prices are considerably lower, now quoted Cooked hams are one cent lower. Jam around \$13.20 per dozen four pound tins.

Beans, B.C.	7 25	7 50
Rolled oats, 80s	3 25	3 25
Rice, Siam	9 00	10 25
Japan, No. 1	10 00	12 50
Tapioca	8 00	9 00
Sago	8 00	9 00
Sugar, pure cane, gran., cwt.	13 02	
Cheese, No. 1, Ont., large	0 30	0 31
Alberta cheese, twins	0 30	
Do., large	0 29½	
Butter, creamery, lb.	0 58	
Do., dairy, lb.	0 46	0 50
Lard, pure, 3s	16 00	
Eggs new laid, local, case	27 00	
Do., storage, case	19 50	21 00
Tomatoes, 2½s, standard, case	4 25	4 50
Wax and Green Beans, 2s, case	4 60	4 85
Corn, 2s, case	3 85	4 40
Peas, 2s, standard, case	4 35	4 60
New early June peas, case		4 50
Strawberries, 2s, Ontario, case	10 00	10 30
Raspberries, 2s, Ontario, case	10 60	11 70
Gooseberries, 2s		11 80
Cherries, 2s, red, pitted	9 00	9 50
Apples evaporated 50s	0 15½	0 17½
Do., 25s, lb.	0 16½	0 18½
Peaches, evaporated, lb.	0 26	0 28
Do., canned, 2s	7 45	7 00
Prunes, 90-100s	0 10½	0 11
Do., 70-80s	0 13½	0 14½
Potatoes, local, ton		45 00
Walnuts, per lb.		0 20
Pecans, lb.		0 30

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 15.—With the approach of the Christmas season business on the local grocery market showed a decided improvement this week. The stocks, particularly in the country produce lines, are better than they have been for some time. A general gradual decline continues in a great many lines. Ordinary cornmeal dropped to \$3.15. Rolled oats declined 50 cents, now quoted \$10. A cut of \$2 per hundred was made on Siam rice, now quoted \$10 to \$10.50. Molasses is down to \$1 and \$1.05. Eggs are firmer. Fresh are now selling at 90 cents to \$1 per dozen and case eggs at 70 to 80 cents. Pure lard declined to 28 and 28½ cents and compound to 19½ to 19½ cents. American pork dropped \$2, now quoted \$51 to \$53. Breakfast bacons range from 40 to 45 cents. Lemons are slightly firmer at \$6 to \$7, but oranges experienced a decline. Floridas are now selling at \$6 to \$7 and Californias \$6 to \$8.50. Malaga grapes are quoted at \$10 to \$12 per keg.

Flour, No. 1 patents, bbls., Man.	13 35	
Cornmeal, gran., bags	4 60	
Do., ordinary	3 15	
Rolled oats	10 00	10 00
Rice, Siam, per 100 lbs.	10 00	10 50
Tapioca, 100 lbs.	15 00	16 00
Molasses	1 00	1 05
Sugar—		
Standard, granulated	11 10	
No. 1, yellow	10 35	
Cheese, N.B.	0 29½	0 30
Eggs, fresh, doz.	0 90	1 00
Do., cast	0 75	0 80
Lard, pure, lb.	0 28	0 28½
Do., compound	0 19½	0 19½
American clear pork	51 00	53 00
Tomatoes, 2½s, standard, case	4 20	4 20
Beef, corned, 1s	4 00	4 20
Breakfast bacon	0 40	0 45
Butter, creamery, per lb.		0 65
Do., dairy		0 60
Do., tub		0 58
Peaches, 2s, standard, case	7 15	7 20
Corn, 2s, standard, case		3 60
Peas, standard, case		4 00
Apples, gal., N.B., doz.		5 00
Strawberries, 2s, Ont., case		
Potatoes, per bbl.		3 50
Lemons, case		6 00
Oranges, Florida		6 00
Do., California		6 00
Bananas, lb.		0 13
Grapefruit, case		7 00

Nova Scotia Markets

FROM HALIFAX BY WIRE

Halifax, N.S., Dec. 15.—Most grocery lines remain steady. Butter is lower,

while eggs have advanced. Wholesalers state that eggs will be higher for some time. Large supplies of apples are arriving. Kings range from \$5.50 to \$7. Bishop pippins \$4.50 to \$6 and Spys \$5.50 to \$7. Oranges show a slight decrease, now quoted at \$7.50 to \$8.50.

Flour, No. 1 patents, bbl.	14 50	
Cornmeal, bags	3 60	
Rolled oats, per bag	4 90	
Rice, Siam, per 100 lbs.	9 50	12 50
Tapioca, 100 lbs.		13 00
Molasses (extra fancy Barbadoes)		1 15
Sugar, standard, granulated		11 00
Do., No. 1, yellow		10 25
Cheese, Ont., twins		0 28
Eggs, fresh, doz.		0 85
Lard, compound		0 21½
Lard, pure, lb.		0 30
American clear pork, per bbl.		52 00
Tomatoes, 2½s, standard, doz.		2 20
Breakfast bacon		0 50
Hams, aver. 9-12 lbs.		0 42
Do., aver. 12-18 lbs.		0 43
Do., aver. 18-25 lbs.		0 40
Roll bacon		0 35
Butter, creamery, lb.		0 55
Do., dairy		0 48
Raspberries, 2s, Ont., doz.		5 40
Peaches, 2s, standard, doz.		3 80
Corn, 2s, standard, doz.		2 00
Peas, standard, doz.		1 92½
Strawberries, 2s, Ont., doz.		5 10
Oranges, all sizes	7 50	8 50
Grapefruit, Florida, case		6 50
Do., Jamaica		5 50
Apples—		
Kings	5 50	7 00
Pippins	4 50	6 00
Spys	5 50	7 00
Oats, per bush.		1 05

LOOK ON IMPORTATION OF CANADIAN WHEAT WITH RELIEF

It would seem that the Washington bureaus look upon the importation of wheat from Canada with some degree of relief as against the American farmer's demand for \$3.00 a bushel which seems to find no support at the hands of our bureaucratic friends.

Canada's wheat crop for this year is estimated at 290,000,000 bushels including the supply carried over from last year estimated at 6,000,000 bushels. One-half of this amount is available for American millers and it is coming into this country at the rate of 10,000,000 bushels per month. This wheat is bringing on an average of \$1.78 per bushel at Minneapolis, but it should be remembered that when the American miller pays for this wheat is upon a gold basis and two bushels of wheat at \$1.78 per bushel nets the Canadian farmer \$3.56 which is equivalent to 6 cents more than an English pound worth \$4.87. This condition is brought about by the foreign exchange which rates the English pound at \$3.50. The profit on the exchange therefore is equivalent to 65 cents per bushel, more than enough to sack the wheat and lay it down in Minneapolis.—Idaho Department of Agriculture.



PRODUCE AND PROVISIONS

Now Sell From Twelve to Fifteen Sides of Bacon Weekly

Hood and Bernalick, Guelph, Ont., Believe That a Meat Slicer Not Only Increases Business in Smoked and Cooked Meats, but Provides a Service That is Appreciated.

BEFORE I purchased that meat slicer we never sold more than two or three sides of bacon each week," remarked Mr. Hood, of Hood and Bernalick, Guelph, Ont., to a representative of Canadian Grocer recently, when discussing the value of a meat slicer in a grocer's business. "Our sales of bacon now average from twelve to fifteen sides weekly, and I think our turnover in smoked meats has been largely stimulated because of the meat slicer. We have only had the slicer three years and it certainly has more than paid for itself. There is no doubt about it, but a good meat slicer attracts business to the provision department of any grocery.

Service to Customers

"People like to go where they know they can have their bacon or cooked ham sliced in their own particular way. Service to your customers always brings results and this is one way in which the grocer can do much in the way of getting new business."

Mr. Hood, apart from the accommodation to his trade, expressed the opinion, that from an economical standpoint, the value of a slicer in the store, was worth a good deal. With a slicer, he stated, there was practically no waste. He was able to dispose of the entire bacon or ham at a profit and he believed that in slicing them with a knife this was not possible.

Turkey Prices are Uncertain

Supplies in the Country are Believed to be Fairly Plentiful But it is Stated That Farmers Are Holding Them for High Prices.

TORONTO, Dec. 15. — Poultry dealers state that shipments of turkeys, geese and ducks are light at present but are of the opinion that there are plentiful supplies throughout the country. Farmers are apparently holding back shipments, undoubtedly looking for higher prices nearer the holidays. Prices at the present time are about the same as last year, but just what the price will be for the Christmas trade, no one will venture to say.

"It is very hard to form an opinion in regard to turkeys for Christmas, both as to quality and price," stated one poultry dealer to Canadian Grocer. "We believe there is a large supply in the country, but they are holding them for a high price. There will be a good demand for turkeys, providing that the price is not too high, but if farmers hold the price up, and make the consumer pay too high for his Christmas turkey, somebody will get hurt, as they

will be caught with a large quantity and a small demand."

Shipments of chickens are fairly heavy with quantities still moving into the freezers. Prices generally show an advance of two cents per pound.

MONTREAL ABATTOIR IS TO BE CLOSED

Montreal.—(Special).—The eastern abattoir of the Montreal Abattoir Company on Delorimier Avenue, near the race track, is to be closed. The president of the company, A. B. Colville, with legal advisers, waited upon the administrative commissioners and informed them that this was the intention of the company, in order to reduce operating expenses, and that as the city is interested in the operations of the company, through its contract, it was thought advisable to inform the authorities of their intention as the city might have some interest in this connection.

Potato Prices Getting Back to Early Fall Level

Toronto, Dec. 15.—Potato prices are generally getting back to the early fall level. The average price now quoted by dealers to the retail trade is \$1.75 per bag, but some dealers are asking as high as \$2, as compared with \$2.75 one month ago and \$1.65 during the latter part of October when potato digging was in full swing. Heavy shipments have been arriving every day, but the demand is extremely slow. The average consumption of potatoes in the city of Toronto is around twelve carloads or 4,800 bags per day, but even taking this into consideration and the fact that Toronto is a distributing point, the quantities arriving are far greater than the demand. Undoubtedly the continued mild weather has something to do with the heavy shipments, but a big factor in the situation is the fact that neither wholesalers nor retailers are storing any quantity this season as they were doing in the past years. Canada's potato crop this year is well up to normal and with the United States having surplus of something like 13,000,000 bushels it is not likely that last year's high prices will be reached.

A Special Case For the Display of Cheese Helps Sales

Frank Taylor, grocer, Niagara Falls, Ont., has a unique idea for the display of cheese, and he declares that it has meant much in the way of stimulating sales of cheese. He has a large showcase, different from the average silent salesman, in that it is taller than wide. It stands near the provision department, where cooked and smoked meats, butter and eggs are kept. It cannot fail to attract attention, and Mr. Taylor states that it has sold a lot of cheese for him. Mr. Taylor makes a specialty of selling old cheese and he told a representative of Canadian Grocer that his sales of old cheese were on a large scale. This was the result of building up a reputation for carrying this line and Mr. Taylor declared that he got a big price for the old cheese he sold.

*Where Refrigerator Counters Mean Attractive Displays
That Result in Increased Sales of Meats*



Gibson Gage Co., Ltd., Winnipeg, have their own freezing plant in their store, and believe it is a splendid advertisement for their meats. Long refrigerator counters, as indicated in this photograph, extend down both sides of the store, making attractive displays always possible.

Slump in Fish Prices Not Likely Decline in Fish Prices Took Place Two Years Ago at Time of Armistice—Present Fish Stocks are Not Unduly Heavy

By D. B. Drysdale

FROZEN and smoked fish prices are not likely to recede. With commodity markets dropping down alarmingly in every direction a goodly number of dealers have been wondering as to the trend of fish prices. It can safely be said in regard to this commodity that there does not appear to be any danger of a severe slump in the near future as far as can be foreseen at the present time. There may, of course, be a slight shading off in some lines and possibly an advance in other lines, but from all present information at hand, fish stocks do not seem to be unduly heavy, and consumption is holding up fairly well. It might be of interest in explaining this feature to say that the fish business suffered its after the war reverse two years ago.

Fish Slump Two Years Ago

It will be recalled that the armistice was declared on November 11, 1918, and at that time the cold storages of the United States and Canada were crowded to capacity with fish, some of which was intended for shipment overseas, and the balance for consumption in North Amer-

ica to take the place of meats, which, of course, at that time, were reserved for shipment to the armies.

With the war over, restrictions on meat were dropped entirely and stocks of fish were far in excess of requirements, with the result that prices tumbled to such a degree that it is very doubtful if any house in Canada or the United States made money on the season's operations. There are some of the wholesale dealers who have not even yet recovered from the effects of the blow that they received at that time. However, as in most cases, this collapse brought its own cure and this year fish have been produced in quantities that the market seems reasonably sure to absorb.

Eastern Business Depressed

This refers, of course, to varieties of frozen and smoked fish and does not refer to dried salt cod, etc. Eastern dealers in salted cod are having extreme depression and this industry is practically at a standstill owing to the fact that depreciated foreign currencies will not pay for the cost of production.

Prices of Christmas Trees are Higher Than Last Year

Montreal (Special).—With the colder weather and good sleighing throughout the province, Christmas trees are arriving. The first shipments are seen outside the larger grocery stores. It is stated by some of the grocers that the prices are a little higher than last year but that the supply will be equally as good if the roads keep open. The 7 to 9 ft. Christmas trees are selling from \$2.00 to \$4.00, the 5 to 7 ft. from \$1.50 to \$2.00 and the smaller ones from \$1.00 up. Orders for these are already coming in to grocers and it is expected that there will be a demand for all the supplies that come. The supplies that are now here are being delivered direct to the retail grocers who have had them ordered and the supply for jobbing trade was expected in this week.

Thieves gained entrance to H. S. Hensel's grocery store at Dundas and Ridout streets, Toronto, a few nights ago. About five dollars in money, a revolver and a camera were stolen.

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, Dec. 15.—There is a firmer tone this week to the pork market due to smaller offerings on the market. Despite this there is a reduction of between two and three cents per pound on bacon. Hams are however unchanged in price. There is also another decline in the quotation on lard and shortening but the stronger market for hogs will no doubt strengthen this market. There is however a big supply of lard on the market. Higher prices are being asked for fresh eggs and strictly fresh are now being sold at from 48 to 92 cents per dozen. There is a better demand for fowl this week with good supplies except in turkeys which are not so plentiful. An increased demand with a steady market is expected during the next two or three weeks. There is an improved market for butter this week due to an increased demand for export trade. The cheese market is unchanged.

Pork Market Firmer

Montreal.
FRESH MEATS.—A firmer feeling has prevailed this week in the hog market on account of the smaller offerings and a keener competition among buyers for the supplies to meet immediate demands. The local market remains firm with unchanged quotations which still is a higher price bid at \$16 to \$16.25 than offered at other centres. There is no change in the beef market this week. Quotations on beef chucks are the only changes made and these are quoted one cent per pound lower.

FRESH MEATS			
Hogs, live (selected)	0 16	0 16½	
Hogs, dressed—			
Abattoir killed, 65-90 lbs.	0 23	0 29	
Fresh Pork—			
Legs of pork (foot on)	0 33		
Loins (trimmed)	0 38	0 39	
Bone trimmings	0 28	0 28	
Trimmed houlders	0 28	0 29	
Untrimmed	0 26½		
Pork sausage (pure)	0 25		
Farmer sausage	0 20		
Spring lamb, carcass	0 22	0 26	
Fresh sheep, carcass	0 16	0 18	
Fresh Beef—			
(Cows)		(Steers)	
\$0 16	\$0 23	—Hind quarters..	\$0 18
0 10	0 14	..Front quarters..	0 10
0 24	0 34	..Loins	0 30
0 16	0 26	..Ribs	0 16
0 10	0 13	..Chucks	0 10
0 20	0 20	..Hips	0 20
Calves (as to grade)	0 18		0 30

Barrelled Meats Unchanged

Montreal.
BARRELLED MEATS.—There is no change in the market for barrelled meats. The firmer tone to the pork market is reflected in the barrelled meat market so far as pork is affected and prices remain unchanged with a fair demand locally.

BARRELLED MEATS	
Barrel Pork—	
Canadian short cut (bbl.), 30-40 pieces	56 00
Clear fat backs (bbl.), 40-50 pieces	48 50
Heavy mess pork (bbl.)	38 50
Plate Beef	25 00
Mess Beef	23 00

Lower Prices on Bacon

Montreal.
SMOKED MEATS.—Although there is a firmer tone to the hog market the

feature of the provision market this week is the weakness in the market for bacon with some lower prices. There is a drop of three cents per pound in some cases which is attributed to the increase in the production and the falling off in consumption. Trade is rather quiet this week with sales of breakfast grades in a wholesale and jobbing way being made at from 43-44 cents per pound. Windsor selected boneless is selling at from 49-50 cents per pound. There is no change in quotations made on hams.

BACON—		
Breakfast, best	0 37	0 44
Smoked Breakfast	0 43	0 45
Cottage Rolls	0 36	
Picnic Hams	0 30	
Wiltshire	0 48	0 46½
MEDIUM SMOKED HAMS—		
Weight, 8-14, long cut	0 38	
Do., 14-20	0 38	
Do., 20-25	0 32	
Do., 25-35	0 29	
Over 35 lbs.	0 28	

Cooked Meats Unchanged

Montreal.
COOKED MEATS.—There is no change in the market for cooked meats this week. The demand at this season of the year is limited. Quotations on head cheese are added to the list this week and there is a fair demand for this line throughout the year.

Jellied pork tongues	0 40
Jellied pressed beef, lb.	0 37
Ham and tongue, lb.	0 42
Veal	0 33
Hams, cooked	0 61
Pork pies (doz.)	0 80
Mince meat, lb.	0 17½
Sausage, pure pork	0 25
Bologna, lb.	0 14
Ox tongue, tins	0 63
Head Cheese, 1-lb. moulds, per doz.	2 00
Do., 6-lb. tins, per lb.	0 16
Do., 25-lb. pails, per lb.	0 15

Fresh Eggs Are Higher

Montreal.
EGGS.—There is a stronger feeling this week in the market for eggs due to the smaller production with no sign of a falling off in the demand. The result is a tendency towards a shortage of strictly fresh eggs. The quotations have in most cases advanced two cents per dozen on strictly fresh and selected eggs.

The best grades are selling at from 87 to 92 cents per dozen.

EGGS—		
Strictly fresh	0 82	0 92
Selects	0 72	0 72
No. 1	0 64	0 64

Lower Prices on Lard

Montreal.
LARD.—With the lower prices on hogs during the last week lard has taken another drop and quotations now stand at 27-28 cents for pure lard in bricks and 23 1-2 to 25 cents for tierces. However the firmer tone to the hog market in the early part of this week lends strength to the lard market. Reports are that business in this line is rather quiet with supplies quite sufficient to meet demands.

LARD—		
Tierces, 360 lbs.	0 23½	0 25
Tubs, 60 lbs.	0 24	0 25½
Pails, 20 lbs.	0 24½	0 25½
Bricks	0 27	0 28

Shortening Prices Reduced

Montreal.
SHORTENING.—Following the quotations on lard there is a reduction again this week in quotations on shortening. The same market conditions that prevail for lard influence the prices on shortening. One pound bricks are now quoted at 22 cents.

SHORTENING—		
Tierces, 400 lbs., per lb.	0 19½	
Tubs, 60 lbs., per lb.	0 20	
Pails, 20 lbs., per lb.	0 20½	
Bricks, 1 lb., per lb.	0 22	

Cheese Prices Unchanged

Montreal.
CHEESE.—The receipts for cheese last week were smaller than for the corresponding week of last year and smaller than the receipts for the previous week. Local quotations are unchanged.

CHEESE—		
New, large, per lb.	0 27	
Twins, per lb.	0 27	
Triplets, per lb.	0 27	
Stilton, per lb.	0 37	
Fancy old cheese, per lb.	0 33	0 34
Quebec	0 27	0 29

Butter Market Stronger

Montreal.
BUTTER.—More strength is given to the butter market this week through a better export demand. The market quotations given here are however unchanged.

BUTTER—		
Creamery prints, qual., new..	0 58	0 54
Do., solids, quality, new...	0 52	0 53
Dairy, in tubs, choice	0 48	0 50
Do., prints	0 49	

Bigger Demand for Fowl

Montreal.
POULTRY.—There is no particular change in quotations made on poultry this week but the wider range in quotations is quite noticeable. The general run of prices is about the same and a firmer tone to the market may be expected during the next two weeks. This week a noticeable increase in demand has given strength to the market and favorable weather conditions are providing

a supply at hand which is sufficient to meet present demands. The biggest offerings are dressed fowl. Turkeys are not as plentiful on the market as might be expected at this season.

POULTRY—		
Turkeys, per lb.	0 48	0 52
Chickens	0 32	0 35
Fowl	0 25	0 33
Roosters	0 23	0 25
Ducks	0 33	0 40
Geese	0 29	0 31

ONTARIO MARKETS

TORONTO, Dec. 15.—With the exception of eggs and fish the produce and provision markets are ruling with a distinctly easy tone. Live hogs are a shade stronger under light receipts but packers are talking lower prices for the end of the week. Fresh pork cuts are again reduced one cent per pound. Cattle shipments at the Union Stock Yards have been very heavy during the week and the quality is greatly improved although there is still a lot of common stuff arriving. Quotations on dressed beef and lambs are unchanged but calves are reduced \$2.00 per hundredweight. Smoked bacon and hams are down one cent per pound. Boiled hams are reduced two cents per pound. The egg market continues firm with quotations advanced two cents per dozen. New laid eggs are extremely scarce and practically no quotations could be obtained. Butter is weak with quotations on the best grade unchanged but the second quality is quoted lower. Lard quotations on the tierce basis are down one cent per pound. Shortening prices are also reduced with the market weak and irregular. Margarine is down one cent. Poultry prices are higher under light receipts but it is the opinion that there are plenty of supplies in the country, but farmers are holding back expecting bigger prices next week for the Christmas trade.

Some Pork Cuts Down Again

Toronto.
FRESH MEATS. — Pork cuts are again reduced this week to the extent of one cent per pound. Live hogs are slightly stronger on the fed and watered basis of \$15.00 to \$15.25 per cwt. The receipts have been light under a heavy demand and this fact has served to hold values higher but packers expect to be successful in lowering prices at the end of the week. The receipts of cattle at the Union Stock Yards during the past week were very large, and the general quality showed quite an improvement although there are still fairly heavy shipments of common cattle arriving. Quotations on dressed beef are unchanged while calves are down \$2.00 per hundredweight, the prices ranging from 18 to 22 cents per pound.

FRESH MEATS		
Hogs—		
Dressed, 70-100 lbs., per cwt.	20 00	22 00
Live, off cars, per cwt.	15 25	15 50
Live, fed and watered, per cwt.	15 00	15 25
Live, f.o.b., per cwt.	14 00	14 25
Fresh Pork—		
Legs of pork, up to 18 lbs.	0 28½	
Loins of pork, lb.	0 40½	
Fresh hams, lb.	0 30½	
Tenderloins, lb.	0 63	
Spare ribs, lb.	0 21	
Pieces, lb.	0 23	
New York shoulders, lb.	0 26½	
Montreal shoulders, lb.	0 26½	
Fresh Beef—from Steers and Heifers—		
Hind quarters, lb.	0 21	0 24
Front quarters, lb.	0 12	0 15
Ribs, lb.	0 22	0 28
Chucks, lb.	0 13	0 16
Loins, whole, lb.	0 25	0 35
Hips, lb.	0 17	0 22
Cow beef quotations about 2c per pound below above quotations.		
Calves, lb.	0 18	0 22
Spring lamb, lb.	0 24	0 28
Sheep, whole, lb.	0 12	0 18
Above prices subject to daily fluctuations of the market.		

Bacon and Hams Again Lower

Toronto.
PROVISIONS. — The lower and easy condition of the hog market that has been manifest for the past month is again reflected on smoked hams and bacon. Quotations are reduced one cent per pound bringing the price on small hams down to 39 cents per pound and bacon 44 to 57 cents according to the trim.

Hams—		
Small, to 12 lbs.	0 38	
Medium, 12 to 30 lbs.	0 36	
Large, 20 to 35 lbs. each, lb.	0 31	
Heavy, 35 lbs. and upwards.	0 28	
Bacon—		
Skinned, rib, lb.	0 51	0 53
Boneless, per lb.	0 55	0 61
Rolled, per lb.	0 57	0 67
Bacon—		
Breakfast, ordinary, per lb.	0 44	
Breakfast, special trim	0 57	
Roll, per lb.	0 28½	0 32½
Wiltshire (smoked sides), lb.	0 36½	0 40½
Do., three-quarter cut	0 40½	0 42½
Do., middle	0 42½	
Dry Salt Meats—		
Long clear bacon, av. 50-70 lbs.	0 29	
Do., av. 80-90 lbs.	0 26	
Clear bellies, 15-30 lbs.	0 31½	
Fat backs, 10-12 lbs.	0 23	
Out of pickle prices range about 2c per pound below corresponding cuts above.		
Barrel Pork—		
Mess Pork, 200 lbs.	38 00	
Short cut backs, 200 lbs.	53 00	55 00
Pickled rolls, bbl. 200 lbs.—		
Lightweight	58 00	
Heavy	55 00	
Above prices subject to daily fluctuations of the market.		

Cooked Hams are Down

Toronto.
COOKED MEATS.—A reduction of two cents per pound on boiled hams is announced this week. The regular trimmed hams are now quoted at 56 cents and the square trimmed at 60

cents. Other cooked meats are unchanged under a reasonable demand.

Polled hams, lb.	0 56	0 60
Boiled shoulders	0 49	0 17
Head cheese, 6s, lb.	0 63	0 54
Choice jellied ox tongue, lb.	0 54	0 20
Jellied calves tongue	0 17	0 18
Ham bologna, lb.		
Large bologna, lb.	0 17	0 18
Above prices subject to daily fluctuations of the market.		

Eggs Are Up Two Cents

Toronto.
EGGS.—The egg market continues with an upward trend and there are no indications for any improvement for some time. New lays are extremely scarce, so much so that practically no quotation could be obtained. On the farmers market last Saturday the general price for new lays was \$1.20 cents per dozen but some were asking as high as \$1.40. Importations of United States eggs are still arriving and local storage stocks are being heavily drawn on for local consumption. Quotations have been advanced two cents per dozen. Selects are now 78 cents and No. 1 are 70 cents.

EGGS—		
Selects	0 78	
No. 1	0 70	
Extra selects in cartons	0 80	
Prices shown are subject to daily fluctuations of the market.		

Butter Continues Easy

Toronto.
BUTTER.—The butter market continues with a weak undertone. Quotations on the best grades are unchanged but the second grade is quoted lower. Prices range from 50 cents to 56 cents per pound according to quality.

BUTTER—		
Creamery prints	0 50	0 56

Cheese Unchanged

Toronto.
CHEESE. — There is no change in quotations on cheese. Prices remaining at 26 cents per pound for large. The market is dull.

CHEESE—		
Large, per lb.	0 26	
Twins, 1c higher than large cheese. Triplets, 1½c higher than large cheese.		

Lard Market Weak

Toronto.
LARD.—The lard market continues with a downward trend. Quotations on the tierce basis are down one cent per pound but one pound prints are unchanged.

LARD—		
1-lb. prints	0 28	
Tierces, 400 lbs.	0 24	
In 60-lb. tubs, ½ cent higher than tierces, pails ¼ cent higher than tierces, and 1-lb. prints, 2c.		

Shortening Down Two Cents

Toronto.
SHORTENING. — Quotations on shortening are again reduced. One pound prints are now 21 cents per pound and on the tierce basis 17 cents per pound. The market is irregular and even a shading on these prices are sometimes made to make a sale. One dealer stated that although they have a regular list price they are not strictly adhering to it on large quantities.

SHORTENING—		
1-lb. prints	0 21	
Tierces, 400 lbs.	0 17	
In 60-lb. tubs ½ cent higher than tierces, and in 20-lb. pails ¼ cent higher than tierces.		

Margarine Down One Cent

Toronto.
MARGARINE.—Margarine prices are reduced one cent per pound. The best quality is now 34 cents. Nut margarine range from 31 to 34 cents per pound.

MARGARINE—

1-lb. prints, No. 1	0 34
Do., No. 2	0 32
Do., No. 3	0 30
Nut Margarine, lb.	0 31 0 34

Smelts are Scarce

Toronto.
FISH.—A scarcity is noted on smelts this season but the first shipment is expected to arrive this week end. The fish business is brisk and the prices are well maintained.

Poultry Prices Higher

Toronto.
POULTRY.—Receipts of poultry are

light at present. Dealers are of the opinion that there are plenty of supplies in the country but farmers are holding them back in anticipation of higher prices for the Christmas trade. Quotations all along the line have advanced two to three cents per pound.

	Live	Dressed
Prices paid by commission men at Toronto:		
Turkeys	\$0 40	\$0 48
Roosters	0 18	0 21
Fowl, over 5 lbs.	0 27	0 30
Fowl, 4 to 5 lbs.	0 23	0 26
Fowl, under 4 lbs.	0 16	0 20
Ducklings	0 28	0 30
Guinea hens, pair.	1 25	1 50
Spring chickens, live ..	0 22	0 27
Geese	0 22	0 27
Prices quoted to retail trade—		
Turkeys	0 55	
Geese	0 32	0 35
Hens, heavy	0 30	
Do., light	0 26	0 33
Chickens, spring	0 32	0 35
Duckling	0 32	0 35

WINNIPEG MARKETS

WINNIPEG, Dec. 15.—The hog market during the week has shown a much firmer tone and selected hogs are now quoted at \$14.00 per cwt. Although the hog market has shown a firmer tone smoked and cooked ham have shown a decline. Back bacon is reported very scarce. The demand for cooked meats is very good considering the time of the year. The butter market remains steady and creamery butter is now quoted at 59 cents per lb. Lard and shortening remain steady. New laid eggs are quoted at 80 cents to 85 cents per dozen with receipts very light. Dressed poultry is now arriving and prices remain unchanged. Fresh herring, pickarel and white fish are in good demand.

Hog Market Firmer

Winnipeg.
FRESH MEATS.—The hog market has shown a firmer tone during the week and selected hogs are now being quoted at \$14.00 per cwt. The demand for veal has been exceptionally strong and prices advanced to 50c. Choice veal is now being quoted at \$7.50 to \$8.50 per cwt. Beef is steady with indications of an advance especially of the better grades. The demand for sheep and lambs is active and lamb particularly is effected to advance.

Hogs—		
Selected, live, cwt.	13 75	14 00
Heavies		10 75
Light		12 25
Sows		6 75
Fresh Pork—		
Legs of Pork, up to 35 lbs., lb.	0 22	0 27
Spare Ribs		0 23½
Loins of Pork, lb.	0 32½	0 35½
Fresh Hams, lb.	0 24	0 29
Picnics, lb.		0 25
Shoulders	0 22	0 25½
Fresh Beef—from Steers and Heifers—		
Hind quarters, lb.	0 13	0 24
Front quarters, lb.	0 08½	0 13
Whole carcass, good grade, lb.	0 10	0 18
Mutton—		
Choice, lb.		0 16
Choice long hinds (leg and loin)		0 25
Choice Stews		0 11
Lambs—		
Choice, 30-45 lbs.		0 24
Veal—		
Good veal, 40 to 80 lbs., hind quarters		0 22
Carcass		0 16

Smoked Ham Lower

Winnipeg.
PROVISIONS.—Smoked ham has taken another decline and best quality

is quoted at 42 cents per pound. Boneless ham is now quoted at 45 1-2 cents. Although bacon is reported scarce it has shown a decline during the week and is now bringing 63 1-2 cents.

Ham—	
8 to 16 lbs., per lb.	0 42
16 to 20 lbs., per lb.	0 39½
Boneless, 8-16 lbs., lb.	0 45½
Skinned, 14-18 lbs., lb.	0 42
Skinned, 18-22 lbs., lb.	0 41
Bacon—	
Sliced, 6 to 10 lbs., lb.	0 63½
Cottage Rolls, boneless ..	0 39
Bellies, 6-10 lbs., lb.	0 45
Do., 10-14 lbs., lb.	0 46½
Do., 14-16 lbs., lb.	0 45½

Cooked Ham Declines

Winnipeg.
COOKED MEATS.—Cooked hams has shown a further decline during the week and is now being quoted from 55 1-2 cents to 58 1-2 cents per pound. Roast shoulders are now being quoted at 48 1-2 cents per pound. Roast ham is quoted at 62 1-2 cents per pound. Jellyed ox and pork tongues, although in limited supply, prices remain unchanged. The demand for cooked meats is reported exceptionally good.

Hams—	
Best quality, skinned, 8-13 lbs.	0 28½
Do., 13-16 lbs.	0 55½
Roast Ham, lb.	0 60½
Roast Shoulders, lb.	0 28½
Head Chest, 1-lb. tins	0 22
Jellyed Ox Tongues, lb.	0 68
Pork Tongues	0 61½
Luncheon Cooked Meats, lb.	0 30

Butter Market Steady

Winnipeg.
BUTTER.—Although the butter market remains steady there was a decline

of one cent a pound this week on creamery butter and is now quoted at 59 cents a pound. Dairy butter remains steady and is being quoted at 45 to 50 cents per pound.

BUTTER—

Creamery, best table grade....	0 59
Dairy, best table grade	0 45 0 50
Margarine	0 37 0 39

Shortening Unchanged

Winnipeg.
LARD.—The lard and shortening market remains unchanged. The demand is good at present and prices are steady.

Pure Lard, No. 1, quality, per lb.	0 28½
(in tierces of 400 pounds.)	
Do., wooden pails, 20-lb. pails	6 30
Shortening, wooden pails, 20-lb. pails per pail	4 30
Shortening, tierces of 400 lbs., per lb.	0 19

Egg Market Firm

Winnipeg.
EGGS.—The egg market continues firm and fresh eggs direct from the country are being quoted from 80 to 85 cents per dozen. Farm eggs from cold storage still remain at 70 cents with candled at 63 cents per dozen.

Cheese Unchanged

Winnipeg.
CHEESE.—The cheese market continues quiet and large cheese is quoted at 28 cents per pound with twins and triplets at 29 and 29¼ cents per pound. Manitoba cheese is quoted at 27 cents per pound.

CHEESE—

Ont., large, lb.	0 28
Ont., Twins, lb.	0 29
Ont., Triplets, lb.	0 29½
Man. cheese, large, lb.	0 27

Dressed Poultry Arriving

Winnipeg.
POULTRY.—Poultry receipts have dropped off considerably during the past week and dressed poultry is now arriving. Prices remain unchanged.

POULTRY

	Per lb.
D.P. Broilers, 2½ lbs. and under	0 35
D.P. Chickens, 3½ lbs. and under	0 32
Do., 3½ lbs. and over	0 34
C.D. Fowl, 3½ lbs. and under	0 29
Do., 3½ lbs. and over	0 31
Turkeys, mixed weights	0 47
Choice Geese	0 35
Choice Ducks	0 36

Fresh Herring Arrives

Winnipeg.
FISH.—Fresh herring from Lake Superior is now on the market and is being quoted to the trade at 7 cents per pound. Fresh pickarel and fresh white fish are also in good demand and are quoted at 16 and 17 cents per pound. The demand for oysters is increasing and they are being quoted at \$4.25 per imperial measure and \$3.25 per case of 100 quarts. Salt Holland herring have advanced 10 cents per pail and are now quoted at \$1.25 to \$1.35 per pail.

FRESH FROZEN FISH

Black Cod, lb.	0 08½
Brills, lb.	0 08½
Herring, Lake Superior, 100-lb. sacks, new stock	
Halibut, chicken, cases 300 lbs.	0 15½
Do., broken cases	0 16½
Jackfish, dressed	0 10
Pickarel, case lots	0 18
Salmon—	
Coho, in full boxes, 300 lbs.	0 20
Do., in broken cases	0 21
Red Spring, in full boxes	0 24½

Smoked Hams For Christmas Trade—

Means Big Business

This is the season to feature Smoked Hams. There should be one in every home, for they are one of the most reasonable of Smoked Meats, and are usually identified with Christmas. Try a shipment now, so that you will be in a position to supply the Christmas demand.

Be sure you get—

DAVIES' "SUNSET BRAND" HAMS

A truly mild cured Ham, which has that fine rich flavor which soon makes itself a general favorite in the household. You will find real profit in the sale of this line. We are also makers of

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Our sanitary packing plant with its modern equipment is located near the finest fishing grounds in the world. For this reason we are able to select the finest catches, carefully process them, and ship them at once to dealers.



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Our OLIVE BUTER is also recognized as a brisk, steady seller and a daily prominent display should bring regular profits. Made from selected spices, Olives, Pimento and Malt Vinegar.

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Eagle Brand, each 48 cans...\$12 50
Reindeer Brand, each 48 cans 12 00
Silver Cow, each 48 cans... 11 50
Gold Seal, Purity, ea. 48 cans 11 35
Mayflower Brand, each 48 cans 11 65
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48 cans 10 00

EVAPORATED MILK

St. Charles Brand, Hotel, each
24 cans\$7 00
Jersey Brand, Hotel, each 48
cans 7 00
St. Charles Brand, tall, each 48
cans 6 00
Jersey Brand, tall, each 48
cans 6 00
Peerless Brand, tall, each 48
cans 6 00
St. Charles Brand, Family, 48
cans 7 00
Jersey Brand, Family, each 48
cans 7 00
Peerless Brand, Family, each 48
cans 7 00
St. Charles Brand, small, each
48 cans 3 70
Jersey Brand, small, each 48
cans 3 70
Peerless Brand, small, each 48
cans 3 70

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Reindeer Brand, large, each 24
cans\$3 00
Reindeer Brand, small, each 48
cans 3 00
Cocon, Reindeer Brand, large,
each 24 cans 6 25
Reindeer Brand, small, 48 cans 6 50

W. B. BROWNE & CO.
Toronto, Ontario

Wheatgold Breakfast Cereal
Packages, 28-oz., 2 doz. to
case, per case\$4 80
98-lb. jute bags, per bag... 6 00
98-lb. jute bags, with 25
3 1/2-lb. printed paper bags
enclosed, per bag 6 50

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Per case
Cooke Brand Peas (3 doz. in case) 4 20
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Manufacturers of the
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Laundry Starches

Boxes—
40-lb. Canada Laundry.....\$0 09 1/2
100-lb. kegs, No. 1 white.. 0 10 1/2
200-lb. bbls., No. 1 white.. 0 10 1/2
40-lb. Edwardsburg Silver
Gloss 1-lb. chromo pkgs. 0 11 1/2
40-lb. Benson's Enamel (cold
water), per case 4 10
Celluloid, 45 cartons, case... 4 70
Culinary Starch
4 lbs. W. T. Benson & Co.'s
Challenge Corn 0 10
(Prices in Maritime Provinces 10c
per case higher.)
20 lbs. Casco Refined Potato
Flour, 1-lb. pkgs. 0 13
(20-lb. boxes 1/4c higher, except
potato flour.)

CULINARY STARCHES

40 lbs. Benson's Celebrated
Prepared Corn, 1 lb., per
lb. 0 11 1/2
40 lbs. Canada Corn Starch,
1 lb. packages, per lb. .. 0 10
40 lbs. Challenge Corn
Starch, 1 lb. packages,

per lb. 0 10
40 lbs. Argo Corn Starch,
1 lb. packages 0 10
40 lbs. Casco Refined Po-
tato Flour, 1 lb. pkgs.,
per lb. 0 13
(20-lb. boxes 1/4c higher, except
Potato Flour)

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case....\$5 15
5-lb. tins, 1 doz. in case.... 6 85
10-lb. tins, 1/2 doz. in case... 6 55
20-lb. tins, 1/4 doz. in case... 6 00
Barrels, about 700 lbs..... 0 08
Half barrels, about 350 lbs.. 0 08 1/2

CROWN BRAND CORN SYRUP

2-lb. tins, 1 doz. in case....\$5 55
5-lb. tins, 1 doz. in case.... 6 25
10-lb. tins, 1/2 doz. in case... 6 95
(5, 10 and 20-lb. tins have wire
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tine (2-qt. size), per can... \$1 80
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1-lb.
1/4 lb.
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1/4-lb.

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3 oz. tins, 4 dozen per case...\$12.50
16 oz. tins, 6 doz. per case... 11.50
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Per doz. tins
D.S.K., 1/4-lb.
D.S.F., 1/4-lb.
D.O.F., 1-lb.
F.D., 1/4-lb.
Per jar
Durham, 1-lb. jar, each ..
Durham, 4-lb. jar, each.

BLUE

Keen's Oxford, per lb. 0 27
In cases, 12 12-lb. bxs. to case 0 27

NUGGET POLISHES

Polish, Black, Tan, Toney Red,
Dark Brown, White Dress-
ing, each\$1 25

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Toney Red, Dark Brown .. 4 00
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Black Watch, 10s, lb..... \$1 01
Boba, 12s 1 20
Curreney, 12s 1 10
Stag Bar, 9s, boxes, 6 lb.... 1 00
Pay Roll, thick bars 1 00
Pay Roll, plugs, 10s, 6-lb. 1/4
caddies 1 25
Shamrock, 9s, 1/2 cads., 12
lbs., 1/4 cads., 3 lbs. 1 25
Great West Poshea, 9s, 8-lb.
boxes, 1/2 and 1-lb. lunch
boxes 1 24
Forest and Stream, tins, 9s,
2-lb. cartons 1 44
Forest and Stream, 1/4s, 1/2s,
and 1-lb. tins 1 50
Master Workman, 2 lbs. 1 25
Master Workman, 4 lbs. 1 25
Derby, 9s, 4-lb. boxes..... 1 20
Old Virginia, 12s 1 24
Old Kentucky (bars), 8s,
boxes, 5 lbs. 1 25

BANK OF MONTREAL

ANNUAL GENERAL MEETING, HELD 6th DECEMBER, 1920

The 103rd Annual General Meeting of the Shareholders of the Bank of Montreal was held on Monday, December 6th, at the Bank's Headquarters. The President, Sir Vincent Meredith, Bart., occupied the chair, and presented the annual report of the Directors. This showed that the profits for the year ended 30th October, 1920, after deducting charges of management and making full provision for all bad and doubtful debts, amounted to \$4,033,995.60. To this was added a balance of profit and loss account, brought forward from the previous year, of \$1,812,854.43 and \$1,000,000.00 premium on new stock, making a total of \$6,846,850.03. Dividend disbursements at the rate of 12% per annum, together with a bonus of 2%, amounted to \$2,960,000.00. To this was added \$2,000,000.00 credited to rest account; \$210,000.00 war tax on bank note circulation; and \$425,000.00 reservation for bank premiums; making a total deduction of \$5,595,000.00, and leaving a balance of profit and loss to be carried forward of \$1,251,850.13. During the year 16 new branches had been opened and one branch closed.

Before moving the adoption of the report, Sir Vincent Meredith gave a comprehensive review of the economic situation. During the year, he said, an overwhelming demand for credit had taxed resources to the utmost. It had been difficult to make men who had grown accustomed to high prices recognize the fact that economic conditions, which no artificial means can al-

ter, alone are the cause of price decline. "The demand for intervention through Government control is still insistent in some quarters," he said. "Canada alone cannot control world-wide conditions, and it is idle to turn to the Government for relief from falling prices. This applies to wheat as well as to other commodities."

Summing up, he said: "The situation in Canada at present, as I view it, is that while there does not appear to be any cause for apprehension, there is every reason for the exercise of the utmost measure of caution. Canada cannot disassociate herself from world conditions, and world conditions are not satisfactory. On this continent the two years supervening upon the Armistice have been marked by unexampled trade activity and prosperity, a circumstance common to the conclusion of all great wars, but the reaction has set in and may not yet be in full play. Happily, Canada is well buttressed on many sides, and the exercise of prudence and sagacity should enable her to meet the shock of falling prices, restricted credits and deflated currency, without serious impairment of her commercial and financial vitality."

Expansion of Business in Canada.

The General Manager, Sir Frederick Williams-Taylor, in reviewing the operations of the Bank during the year, said the payment of a bonus of 2% to the shareholders was not the outcome of higher rates of interest on current loans in Canada but a reflection of the in-

crease in current loans and of high interest rates on call loans in New York, the volume of which was governed by the Bank's requirements in liquid reserves. One anomaly which attracted attention was that with the credit restriction as acute here as it was across the line, the price of money was materially lower in the Dominion. This condition, he said, was regarded as a tribute to Canada's good banking system.

Dealing with the growth of the Bank's operations, he said: "It is noteworthy that the greatest expansion of the Bank during the past few years has been in our own country. This is revealed in our greatly increased loans and deposits in Canada and in the number of branches opened during the period.

	Loans in Canada	Deposits in Canada	Branches in Canada
1914	\$123,147,000	\$168,557,000	173
1920	240,725,000	358,878,000	302

The annual report was unanimously adopted and the retiring directors were re-elected. The shareholders gave approval to the motion by Lord Shaughnessy to increase the number of directors from 16 to 18 and to the two new positions on the Board were elected Sir Lomer Gouin and General Sir Arthur Currie.

At a subsequent meeting of Directors, Sir Vincent Meredith, Bart., was re-elected president, and Sir Charles Gordon, G.B.E., was re-elected vice-president.

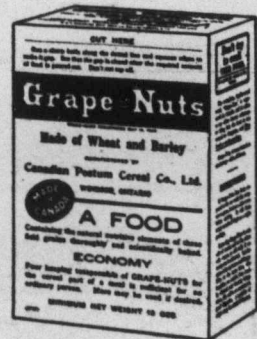
Business with a Quick Turnover

Grape-Nuts

The brisk and steady demand keeps the packages moving off the shelves, and good profits coming in.

Grape-Nuts requires small shelf-space, modest investment, shows no waste, and carries no risk—the sale of every package is guaranteed.

There is no better advertised food staple.



"There's a Reason" for Grape Nuts

Made by Canadian Postum Cereal Company, Ltd., Windsor, Ont.



PRIDE OF CANADA Pure Maple Syrup



*Will please your most particular customers.
Guaranteed Absolutely Pure.*

Have a good Stock on hand for the Xmas Trade.

REPRESENTATIVES: W. L. Mackenzie & Co., Limited, Winnipeg, Regina, Saskatoon, Calgary and Edmonton; Oppenheimer Bros., Limited, Vancouver, B. C.; S. H. P. Mackenzie & Co., 33 Yonge St., Toronto, Can.; J. W. Gorham & Co., Halifax, N.S.

MAPLE TREE PRODUCERS ASSOCIATION LIMITED

OFFICES: 56 WELLINGTON ST. W., MONTREAL



Feature "King Oscar" Sardines during the social season and suggest them for making delicious, appetizing, dainty sandwiches for afternoon teas, etc. It will pay you well.

KING OSCAR SARDINES

The finest flavored, highest grade sardines on the market. They are packed in pure olive oil from the best, selected bristlings caught in the cool waters of Norway.

You can highly recommend them to your better class of trade and know that their tempting, wholesome flavor and quality will always insure repeat orders.

YOUR DEALER CAN SUPPLY YOU.

Canadian Agents:

John W. Bickle & Greening
Hamilton, Ontario

SAMUEL DOBREE & SONS

LONDON
ENGLAND

ESTABLISHED 17th CENTURY

GROWERS AND PRODUCERS
OF
SUGAR—MOLASSES
—COCOA

IMPORTERS AND EXPORTERS

BRANCHES IN ALL PARTS
OF THE CIVILIZED WORLD

CANADIAN BRANCH
UPPER WATER STREET
HALIFAX, N.S.



Have No Hesitation

in choosing

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR : HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

50% MORE PROFIT ON DIAMOND DYES

After January 1, 1920, the retail price of each package of Diamond Dyes will be 15c everywhere—instead of 10c.

Have Clerks ask 15c a Package

We know you will welcome this necessary increase in price by the big leader. It means 50% more profit for you on each sale hereafter. While your price increases proportionately, your profit is 50% increased as well.

New price, \$1.13 per dozen—Same quantity discounts as heretofore.

In our million dollar advertising campaign which will include your city, and every city, town and hamlet, we lay great stress upon the "Diamond Dye Direction Book" and the "Diamond Dye Color Card." Women will come to you for a Direction Book and ask to see your Color Card. If not supplied, write us to-day.

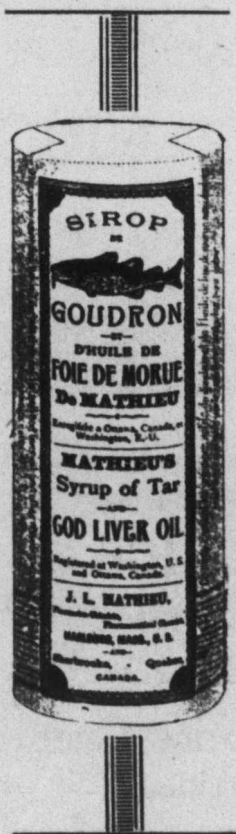
WELLS & RICHARDSON CO., Limited

200 MOUNTAIN ST.

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MONTREAL, P.Q.



MATHIEU'S SYRUP OF TAR and COD LIVER OIL

—a Big Winter Seller that every Grocer should stock

There will be few of your customers this winter who will not need at some time a good dependable cough medicine, and grocers who supply this demand with the highly efficient and nationally known **Mathieu Cough Remedy** will find the profits exceptionally good.

Mathieu's Syrup of Tar and Cod Liver Oil is not only a Cough Cure of the highest order but it also possesses tonic properties that build up the system while curing the cold. Try a sample order.

J. L. MATHIEU CO., Proprietors
SHERBROOKE, QUEBEC

108
Nox a Cold

For 20 years this remedy has been recognized as
CANADA'S BEST COUGH MEDICINE

Guaranteed to help the worst cough or cold. For Bronchitis, Sore Throat, Quinsy, it has no equal.

EVERY GROCERY STORE

can sell this line and make an excellent profit.

Representatives wanted in every Province.
Write us for this Attractive Agency.

THE SCOBELL DRUG CO., LIMITED
91-92 Youville Square, Montreal

PREPARED ONLY BY
THE SCOBELL DRUG CO. LTD.
MANUFACTURING
CHEMISTS
PROPRIETORS OF THE NOX REMEDIES
LABORATORY
MONTREAL, QUEBEC

108 NOX A COLD
COUGHS, LA GRIPPE, BRONCHITIS, ASTHMA, CONSUMPTION
AND ALL OTHER THROAT AND LUNG DISEASES
BY 900 THE PROPRIETARY OR PATENT MEDICINE ACT
SEE DIRECTIONS INSIDE
PRICE 35 CENTS
NO CURE NO PAY

BAGS

AND COTTON LINERS

The Highest Prices Paid

for Jute Sugar Bags and Cotton Liners—in large or small quantities. Just gather them together to-day before you forget—and send to us.

Scientific Reclamation of Commercial Waste

E-PULLAN

6 Maud Street, Toronto

Cane's Pencils extensively advertised, are as good as represented to be both as pencils and as profitable sellers. The counter or window display box illustrated here is in colors and particularly adapted for attractive advertising purposes.

Every Wholesale Grocer in Canada stocks these standard lines. Order through Your Wholesaler.

Wm. Cane & Sons Co., Ltd.
Newmarket, Ontario

Y & S

STICK LICORICE

in 10c Cartons

Everything in Licorice for all Industries using
LICORICE
in any form.

Made in Canada by
National Licorice Company
MONTREAL
Catalogue and Price List on Application.



A SEPARATED MILK POWDER

Every wholesale grocer stocks it.
Good grocers sell it in yellow tins.

Phone College 2040

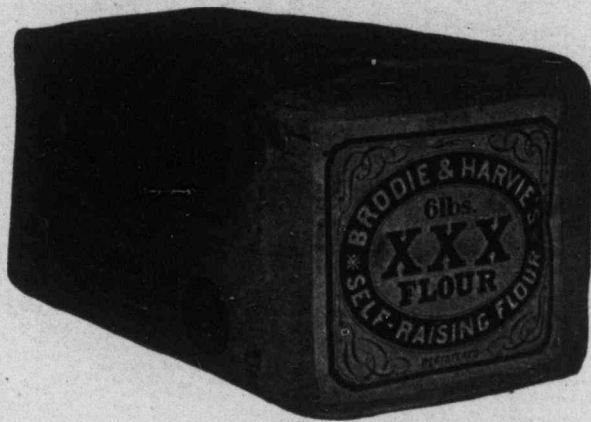
THE DRIMILK CO. LTD. COURTLAND, ONT.

Executive Offices: Spadina Crescent, Toronto

DONALD H. BAIN CO., Winnipeg

- -

Western Distributors



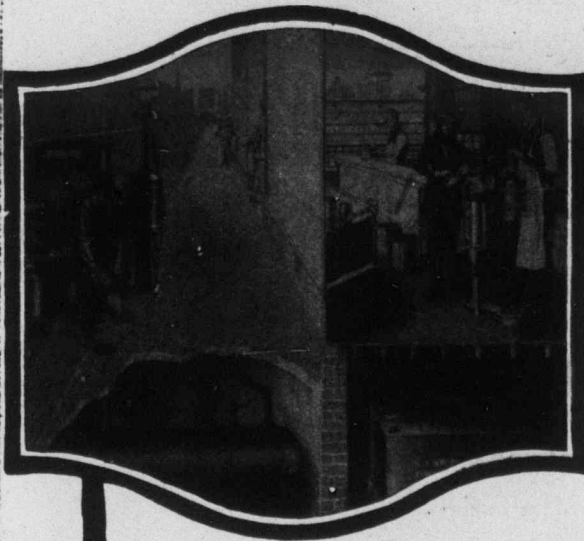
Sells all the year around—

Brodie's XXX Self - Raising FLOUR

*You will have a steady demand for this Product
as it is used daily in the kitchen, where foods
are prepared. Make sure your stock is kept in
a cool, dry place.*

Order from your
wholesaler or jobber

Brodie & Harvie Ltd. - Montreal



Make Your Street Pay

Can you see the possibilities for profitable business in the automobiles passing your store?

Put in a **BOWSER**
Gasoline Pump

Our literature explains how and why Bowser Gasoline and Oil Storage Systems are popular with automobile drivers and profitable to store owners. It will be sent to anyone interested.



S. F. BOWSER Company, Limited

66 to 68 Fraser Ave.

Toronto, Ontario, Can.

Representatives
Everywhere

Sales Offices in
all Centres

Why You Should Feature

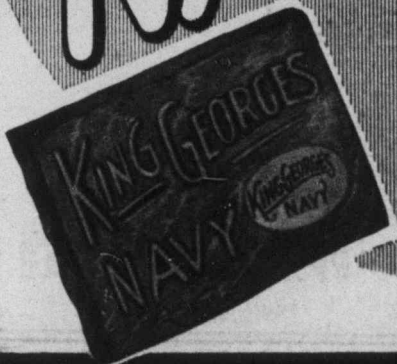
KING GEORGE'S
NAVY

will always justify
prominent display

Once the men begin to know you stock this delicious chew you'll find little difficulty in keeping your stock moving.

A constant show case display will serve to remind the men that you're a King George dealer. Big sales and good profits will then be a feature of your tobacco department.

Stock King George's Navy Now



Rock City Tobacco Co., Ltd. . Quebec and Winnipeg

WHITTALL CANS

for

**Meats
Syrup**

**Vegetables
Fish Paint**

**Milk
Etc.**

PACKERS' CANS

**Open Top Sanitary Cans
and**

**Standard Packer Cans
with Solder-Hemmed Caps**

A. R. Whittall Can Company, Ltd.

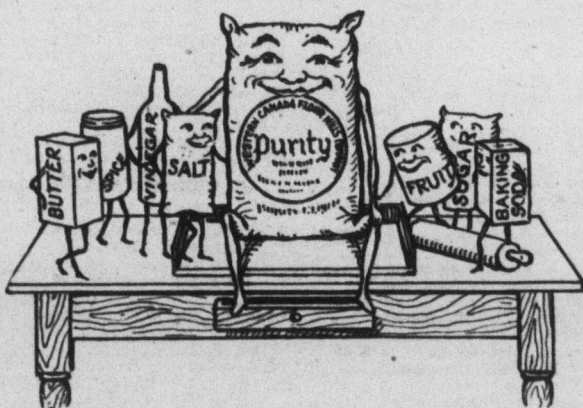
Sales Office
202 Royal Bank Bldg.
TORONTO
H. R. Phipps, Sales Mgr.
Phone Adel. 3316

MONTREAL

Established 1888

Sales Office
806 Lindsay Bldg.
WINNIPEG
Repr.: A. E. Hanna

Talk Home-baking



How often would you sell such goods as shortening, currants and raisins, baking powder and yeast, jams, jellies and marmalade, peel, and a host of other items of groceries flour calls into requisition, if your customers never baked anything at home, but always bought all their breadstuffs and pies, cakes and pastry ready baked?

PURITY FLOUR

encourages home-baking and gives all these otherwise slow-moving lines a steady job. It pays grocers to talk-up home-baking and push the sale of Purity Flour.

Western Canada Flour Mills Co., Limited

Head Office - Toronto

Branches at: Victoria, Nanaimo, Vancouver, Prince Rupert, New Westminster, Nelson, Courtenay, Rossland, Calgary, Edmonton, Brandon, Winnipeg, Goderich, Ottawa, Montreal, St. John

"I Couldn't Keep House Without It"
write housewives about



Mapleine
"The Golden Flavor"

Because of its three uses it is the most frequently used flavoring—

1. Makes delicious maple flavored syrup.
2. Flavors icings, cakes and desserts with good maple taste.
3. An appetizing seasoning in soups, gravies, meats and vegetables.

National magazines tell customers of treats Mapleine holds in store for them. Each ad. refers them to you for the Mapleine.
Can you supply it?

Order of your jobber.

F. E. Robson & Co., 7 Wellington St. W., Toronto
Mason & Hickey, Box 2949 - Winnipeg

Special Offer

Flag Brand Peel—Orange—38

--- --- --- Citron—64

Seeded Raisins, 25s— 25 1/2

Finest Singapore Tapioca—6 3/4

Wire Orders Any Quantity

W. H. Millman & Sons
Brokers - Toronto

WHEN WRITING TO
ADVERTISERS
PLEASE MENTION
CANADIAN GROCER

THE COWAN CO., LTD.
Sterling Road, Toronto, Ont.
COCOA AND CHOCOLATE
COCOA

Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz.	\$6 25
Perfection, 1/4-lb. tins, doz. ...	1 70
Perfection, 1/2-lb. tins, doz. ...	2 25
Perfection, 10s size, doz.	1 25
Perfection, 5-lb. tins, per lb.	0 45
Empire Breakfast Cocoa, 1/2-lb. jars, 1 and 2 doz. in box doz.	3 50
Soluble Cocoa Mixture (sweetened), 5 and 10-lb. tins, per lb.	0 30

UNSWEETENED CHOCOLATE

Supreme Chocolate, 12-lb. boxes, per lb.	0 47
Supreme Chocolate, 10c size, 2 doz. in box, per box.	2 25
Perfection Chocolate, 10c size, 2 doz. in box, per box.	2 00

SWEET CHOCOLATE

Eagle Chocolate, 1/4s, 6-lb. boxes	0 38
Eagle Chocolate, 1/2s, 6-lb. boxes, 28 boxes in case.	0 38
Diamond Chocolate, 1/4s, 6 and 12-lb. boxes, 144 lbs. in case	0 38
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case	0 38
Diamond Crown Chocolate, 28 cakes in box	1 30

CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb.	\$0 46
Milk Medallions, 5-lb. boxes, 30 boxes in case, per lb.	0 40
Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb.	0 40
Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb.	0 40
Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb.	0 40
Milk Croquettes, 5-lb. boxes, 30 boxes in case, per lb.	0 40
No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb.	0 40
Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb.	0 45
Chocolate Emblems, 6-lb. boxes, 30 boxes in case, per lb.	0 45
No. 2 Milk Wafers, 6-lb. boxes, 30 boxes in case, per lb.	0 45
No. 1 Vanilla Wafers, 6-lb. boxes, 30 boxes in case, per lb.	0 45
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb.	0 42
Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb.	0 45
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 60
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 60

NUT MILK CHOCOLATE, ETC.

Nut Milk Chocolate, 1/4s, wrapped, 4-lb. box, 36 boxes in case, per box	2 25
Nut Milk Chocolate, 1/2s, wrapped, 4-lb. box, 36 boxes in case, per box	2 25
Fruit and Nut or Nut Milk Chocolate, lbs., unwrapped, 5-lb. box, 6 div. to cake, 24 boxes to case, lb.	0 47
Nut Milk Chocolates, 5s, squares, 20 squares to cake, packed 3 cakes to box, 24 boxes to case, per box.	2 45
Fruit and Nut Milk Chocolate, 2-lb. cakes, 8 cakes to box, 32 boxes to case, per lb.	0 47
Fruit and Nut Milk Chocolate Slabs, per lb.	0 47
Milk Chocolate, Slabs, with	

Assorted Nuts, per lb.	0 47
Plain Milk Chocolate Slabs, per lb.	0 47

MISCELLANEOUS

Maple Buds, fancy, 1 lb., 1/2 doz. in box, per doz.	6 25
Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz.	3 25
Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz.	6 25
Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz.	3 25
Chocolate Ginger, 1/2 lb., 1 doz. in box, per doz.	4 50
Crystallized Ginger, full 1/2 lb., 1 doz. in box, per doz.	4 50
Active Service Chocolate, 1/2s, 4-lb. box, 24 boxes in case, per box	2 05
Triumph Chocolate, 1/4s, 4-lb. boxes, 36 boxes in case, per box	2 05
Triumph Chocolate, 1/2-lb. cakes, 4 lbs., 36 boxes in case, per box	2 05
Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross	1 15
20-1c Milk Chocolate Sticks, 60 boxes in case	0 80

6c LINES

Filbert Nut Bars, 24 in box, 60 boxes in case, per box.	\$0 95
Almond Nut Bars, 24 in box, 50 boxes in case, per box.	0 95
Ginger Bars, 24 in box, 60 boxes in case, per box.	0 95
Fruit Bars, 24 in box, 60 boxes in case, per box.	0 95
Active Service Bars, 24 in box, 60 boxes in case, per box.	0 95
Victory Bars, 24 in box, 60 boxes in case, per box.	0 95
Queen's Dessert Bars, 24 in box, 60 boxes in case, per box.	0 95
Royal Milk Chocolate Bars, 24 in box, 60 boxes in case, per box.	0 95
Royal Milk Cakes, 24 in box, 60 boxes in case, per box.	1 00
Cream Bars, 24 in box, 50 boxes in case, per box.	0 95
We pack an assorted case of 60 boxes of bars.	
Maple Buds—	
6c display boxes
6c pyramid packages, 4 doz. in box
6c glassine envelopes, per box	1 00
Queen's Dessert, 10c cakes, 24 cakes in box, per box	2 00

W. K. KELLOGG CEREAL CO.
Battle Creek, Mich.
Toronto, Canada.

The Waxtite Line	
Kellogg's Toasted Corn Flakes	4 15
Kellogg's Toasted Corn Flakes Ind.	2 00
Kellogg's Shredded Krumbles	4 25
Kellogg's Shredded Krumbles Ind.	2 00
Kellogg's Krumbled Bran	2 25
Kellogg's Krumbled Bran, Ind.	2 00
BRODIE & HARVIES, Ltd.	
14 Bleury St., Montreal.	
XXX Self-Rising Flour, 6 lbs. packages, doz.	\$5 90
Do., 3 lbs.	3 00
Superb Self-Rising Flour, 6 lbs.	5 70
Do., 3 lbs.	2 90
Crescent Self-Rising Flour, 6 lbs.	5 80
Do., 3 lbs.	2 95
Buckwheat, 1 1/2 lbs.	1 60
Brodie's Self-Rising Pancake Flour, 1 1/2 lb. pkgs., doz.	1 60

Kindly Mention
Where You Saw
the Advertisement

Nuts

The last lap of the business rush is now on and you who may want some lines to carry you over for the Xmas and Holiday trade, have only a few more days for action. In nuts we have done a very large business, and are ready for more, for we still have a small lot of each kind left and offer:—

Bales	Sicily Filberts (very fine large sample)	14
Bags	Tarragona Almonds (bright) - - -	20
Bags	Connes Walnuts (good) - - -	14½
Bags	Marbot Walnuts (choice) - - -	20
Bags	Grenoble Walnuts (fancy) - - -	23
Bags	Med. lge. Washed Brazils (fine) - - -	35
Bags	Large Washed Brazils (fancy) - - -	37
Barrels	Ex. Large Pecans - - -	34

SEND US AN ORDER

H. P. ECKARDT & CO
WHOLESALE GROCERS
 CHURCH STREET & ESPLANADE TORONTO

**LAST MINUTE
REQUIREMENTS**

FOR

**XMAS FRUITS
AND NUTS**

PROMPT SERVICE
LOWEST PRICES
UNQUESTIONABLE QUALITY

**HUGH WALKER & SON,
LIMITED** Established 1861
GUELPH, ONTARIO

**Sorting Orders for
XMAS TRADE**

Send your Repeat Orders to us and ensure prompt delivery—

Oranges, Lemons, Bananas, Grapes, Apples, Nuts, Figs, Holly and Wreaths, Celery, Lettuce, Cauliflower, Pomegranates, Tangerines, etc., etc.

The best of everything in largest variety at a moment's notice and correctly priced.

**WITH BEST WISHES
FOR THE XMAS TIDE**

WHITE & CO., LTD.
TORONTO

Fancy Fruits and Vegetables

N. B.
Egg
Carriers

The never-break Egg Carrier is the Dealers' Friend and Money Saver.

Prompt Shipment.

WALTER WOODS & CO.
HAMILTON AND WINNIPEG

**For Serving
the Afternoon
Caller**



This season is the time when beverages are used in the majority of homes, particularly when friends drop in in the afternoon or evening. *Marsh's* Grape Juice, Unfermented Port, Black Cherry Wine, and Raspberry Vinegar meet such requirements nicely.

The sales will help increase your profits.

**The Marsh Grape
Juice Company**
NIAGARA FALLS, ONT.

Agents for Ontario, Quebec and
Maritime Provinces

(The McLaren Imperial Cheese Co.,
Limited
Toronto and Montreal)

Wanted

Rates For Classified Advertising

Advertisements under this heading 3c per word for first insertion; 2c for each subsequent insertion.

Where answers come to Box number in our care to be forwarded, 5 cents per insertion must be added to cover postage, etc.

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

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

POSITIONS WANTED

SITUATION WANTED—AS CLERK OR SALESMAN, in the Province of Ontario, by smart young man having eight years' experience in general store business. Can give best of references. Full information at Box 402, Canadian Grocer, 153 University Ave., Toronto, Ont.

COLLECTIONS

MANUFACTURERS, WHOLESALERS AND JOBBERS can reduce their "Collection expenses" to a minimum by using Nagle One-Per-Cent. Draft-Service. Don't pay 10% or 15% on accounts you can have collected at 1%! Investigate this system. Thoroughly reliable. Established 1909. Send for supply of 1% Drafts to-day. Nagle Mercantile Agency, La Prairie (Montreal), Que.

PARTNER WANTED

WANTED—PARTNER FOR GROCERY STORE. Good live man with \$1,800 to invest. Can show books with all records. Replies confidential. Box 416, Canadian Grocer, 153 University Ave., Toronto, Ont.

FOR SALE

FIXTURES FOR SALE

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, 113 Sumach St., Toronto.

GOOD PAYING GROCERY BUSINESS FOR sale. Ontario town. Stock about \$1,700. Other business demands attention. Box 418, Canadian Grocer, 153 University Ave., Toronto, Ont.

ARTICLES WANTED

WANTED TO BUY—SMALL COFFEE ROASTING machine. Reply to Box 420, Canadian Grocer, 153 University Ave., Toronto, Ont.

BAKER'S COCOA and CHOCOLATE



preparations
are the stand-
ards for qual-
ity. All other
brands are
compared
with them
but none has
been found to be better.

Registered
Trade-Mark

Made in Canada

On the Market for 140 Years

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

HELP WANTED

WANTED—WHOLESALE GROCERY SALESMAN for districts of Muskoka and Parry Sound. One with connection in this territory preferred. Duties to commence January 1st. Reply stating experience, giving full particulars, to John Sloan & Co., Ltd., Orillia.



DEPARTMENT OF THE NAVAL SERVICE

Notice of Sale, Provisions.

SEALED tenders addressed to the undersigned and marked "Tender for Provisions" will be received up to 12 o'clock noon of Wednesday, the 22nd day of December, 1920, for the purchase of the whole or any portion of the following:—

Beef Preserved	225,000 lbs.
Mutton Preserved	64,000 "
Rabbit Tinned	29,000 "
Salmon Tinned	12,000 "
Salt Pork	83,000 "

These Provisions may be examined and samples obtained on application to the Naval Store Officers at Halifax and Esquimalt Dockyards.

Samples, except Pork, will be available at the Department, Ottawa, for inspection and test. Tender forms, with full particulars and terms, may be obtained on application addressed either to the Department or to the Dockyards.

The right is reserved to reject any or all tenders.

G. J. DESBARATS,
Deputy Minister of the
Naval Service.

Ottawa, Ont., November 27, 1920.

Unauthorized publication of this advertisement will not be paid for.

TO MANUFACTURERS OF FOOD PRODUCTS

OWING TO THE HIGH SELLING COST AND maintaining travellers, Manufacturers' Agency, Maritime Provinces, with first-class connections, branch offices, warehouses principal centres and travellers calling on all jobbing and retail trade, prepared to negotiate with manufacturers for their lines on commission basis; will not accept conflicting lines. Bank and business references furnished. Box 422, Canadian Grocer, 153 University Ave., Toronto, Ont.

**OPPORTUNITIES ARE OFFERED
EVERY WEEK ON
THIS PAGE**

Watch Them

When Writing to Advertisers Kindly
Mention this Paper

TRY A SAMPLE ORDER OF

WHITE SWAN Peanut Butter

*"As Smooth as
a Kitten's Wrist"*



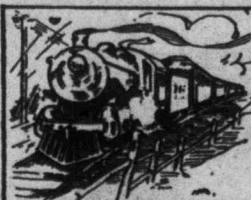
Try a jar of this delicious *White Swan Peanut Butter* at home. Spread it on bread and see if it isn't the smoothest, richest and best flavored peanut butter you've ever tasted.

Get behind this superior peanut butter—urge your customers to make a similar test and you'll find a big, steady call later on for the peanut butter that's *as smooth as a kitten's wrist*. Ask the White Swan salesman for quotations.

White Swan Spices & Cereals
LIMITED
TORONTO

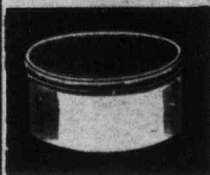
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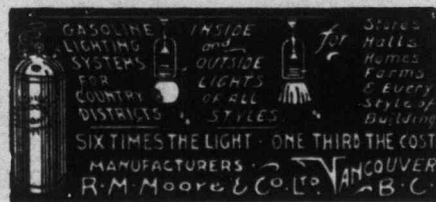
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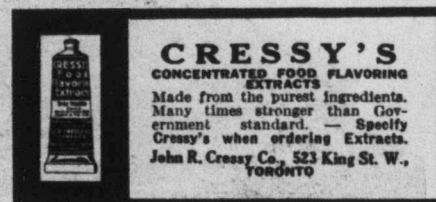


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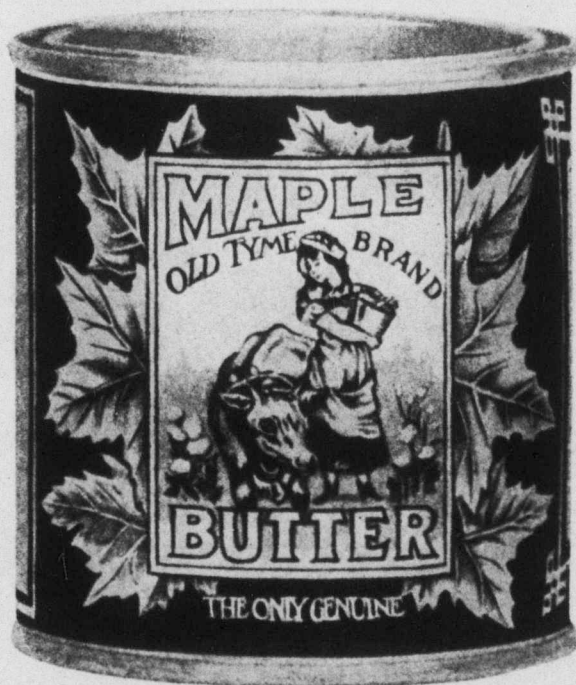
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