

**PAGES
MISSING**

FEATURING FALL, WINTER AND CHRISTMAS GOODS SELLING

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, DECEMBER 4, 1914

No. 49



“FLORODORA”

“OPERAS”

LITTLE CIGARS

Packed Twenty-five in a Box

Right in time for your Christmas and New Year's Trade. 25 delightful little cigars — packed like the finest of Havanas—with all the big cigar's flavor and enjoyment—yet at a price that will astonish you and your customers; they haven't bands on, otherwise, any difference is all in their favor.

“FLORODORA OPERAS” will be appreciated by the most critical smoker—and you can offer them to your customers with the assurance of a steadily increasing demand.

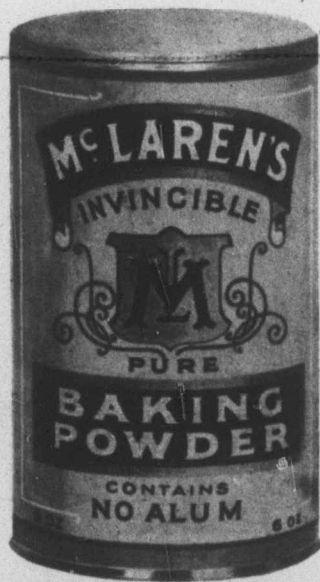


(Actual Size)

JUST THE THING FOR CHRISTMAS GIFTS

Handled by All the Wholesale Trade

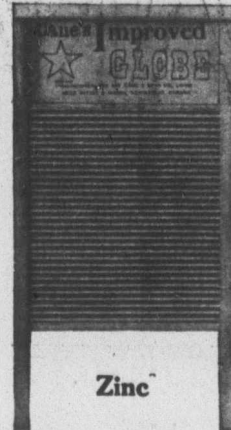
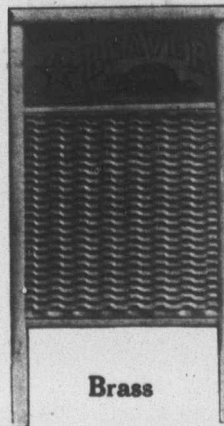
If ever you need to handle good baking powder, you need to *now*. People must bake to keep down expenses, and to bake successfully must have good baking powder — powder that's going to ensure absolute baking success, without the least chance for failure. "McLAREN'S INVINCIBLE" IS THE HEAD OF THIS CLASS.



Put up in 6, 8 and 16-oz. and 5-lb. tins. Every tin guaranteed.

Order now.

McLarens Limited
HAMILTON WINNIPEG



Four different wash surfaces

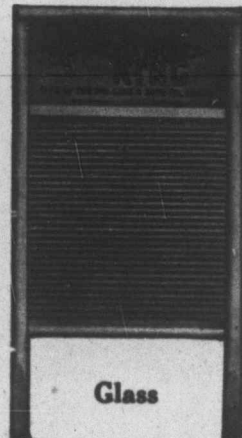
There is a Cane Washboard surface to meet every requirement. By handling these lines you will not only insure satisfaction, but you will get their trade for other "Cane" Woodenware Products.

These include pails, tubs, mop-sticks, butter molds, bake boards, folding clothes and saw horses, etc.

Made with best materials, good workmanship and fine finish. Satisfaction guaranteed—profits are remunerative.

Your jobber can supply you. Get our catalogue for reference.

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



When the Dominion Government Boosts FISH—Isn't it Time You Got Busy?

FISH AS FOOD.

In these days when the cost of living has become such an important factor, it is necessary for the average housewife to give careful thought to providing for her table. The articles procured must not only be reasonably cheap, but they must be palatable and nourishing.

As fish meets these requirements, attention is called to it as one of the articles that should daily have an important place on each bill of fare.

Not only from an economic, but from a health standpoint is it desirable that fish should be much more freely used. Sir James Crichton - Browne, M.D., D.Sc., Lord Chancellor's Visitor, etc., in an article on the Value of Fish as Food, states that it cannot be too strongly insisted on that for working people of all classes, —those who work with their heads as well as those who work with their hands,—fish is an economical source of energy necessary to enable them to carry on their work, and that for children and young persons it furnishes the very materials that are needed to enable them to grow healthy and strong.

The same authority states that another very important reason why fish should be generally used is its easy digestibility. Even feeble stomachs, that cannot readily deal with butcher's meat, find little difficulty in assimilating fish.—Extract from the booklet issued to Canadian housewives by The Naval Service Department, Ottawa.

Just read the extract in the accompanying panel, taken from a most interesting and instructive 72-page booklet The Naval Service Department is distributing in thousands to Canadian housewives.

Think of the wonderful reactionary effect this is bound to have on grocers' sales of fish. Think of the daily increasing favor and demand right in your locality.

The public mind is just in the right mood for you to secure good sales from fish, but if you wish to make the most out of this fish campaign, feature the brand that is known all over Canada for its goodness, freshness and quality—

THISTLE BRAND HADDIES, FLAKED FISH AND KIPPERED HERRING

Take advantage of the unusual attention being paid to fish and get Thistle Brand on display in your store now. Thistle Brand Fish has meant extensive sales and considerable new custom to grocers handling this brand. Will you be the progressive, the successful one in your locality? Write your wholesaler to-day.

ARTHUR P. TIPPET & CO.
AGENTS -:- MONTREAL

HOW TO AVOID

Lost flavor—lost sales—lost prestige—

You can't dodge the effects of insecurely sealing your product. And prestige, reputation once lost is doubly hard to regain. Better be on the sure side and safeguard your precious product with the absolute security of

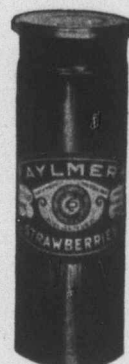
ANCHOR CAPS

There is a reason why manufacturers who are winning the earnest co-operation of dealers, and

whose products meet with unqualified favor by consumers are safeguarding their products with the security of Anchor Caps. When the consumer removes the cap the product is as fresh, as wholesome, as full-flavored as when it entered the container. Then why dilly dally with public favor and dealer co-operation by tolerating anything less certain than Anchor Cap security? Shall we send you catalogue and particulars to-day?

The Anchor Cap & Closure Corporation of Canada
LIMITED

Sudbury St. West, Foot Dovercourt Rd., Toronto



ARCTIC
FISH DISPLAY CASE

PRICE
\$27.00 net



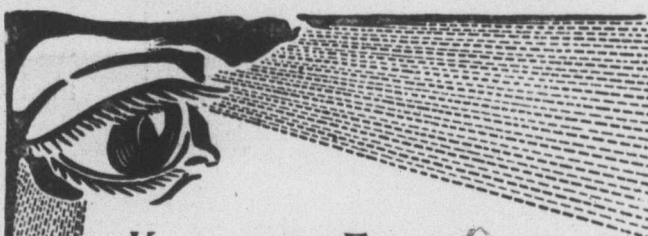
90,000 persons are engaged in the fish industry in Canada.

This fact alone is evidence of the popularity of fish in Canada and is one reason why you should handle fish. This case—a truly handsome, sanitary display case, is a big fish seller. Solid oak, three compartments, removable partitions. Popular price, \$27 net.

Pays for itself in a short time. Mail your order to-day and make fresh, frozen and cured fish handling easy.

John Hillock & Co., Limited
TORONTO

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



Keep your Eye on
'CAMP'

'CAMP' Coffee grows in favour every day. So easy to make—so delicious when made—so economical—and so sure to give satisfaction,

Besides, the profit is alright too. 'CAMP' customers are pleased customers—the kind you want.

Ask your Wholesale House about supplies.

CAMP
COFFEE



R. Paterson & Sons, Coffee Specialists, Glasgow.

**Purity—
Flavor—
Wholesomeness—**

These are the qualities that bring you best sales in preserved fruits. The purity and flavor of

**E.D.S.
Jams, Jellies and
Marmalades**

are not only the result of scrupulous cleanliness and discriminating care in the selection of the choicest fruits, but because it is only a few minutes from the time the fruit is picked until it is ready for the consumer, with Nature's true flavors unsullied and fully retained. Purity, flavor and wholesomeness—the name E. D. Smith's assures them; and remember these qualities mean better pleased customers and bigger sales. It's a sure play into your own hands when you push the E. D. S. Line.

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

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

AGENTS

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



**Your Safety Lies in
Borden's Unimpeach-
able Purity.**

The whole success of handling condensed milk products lies in purity that cannot be questioned. And Borden's stringent regulations ensure you that. The very fact that three generations of mothers and physicians have found Borden's the safest and most satisfactory substitute for mother's milk speaks well for its purity. When you push the Borden Lines you KNOW you are backing the only safe milk for infants and grown-ups. Customer satisfaction and repeat sales are assured. Feature the Borden Lines in your windows to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



Get More Pleased Customers

Give your customers coffee they can really enjoy. Get rid of the coffee that sits on the shelf and dries out its flavor and goodness — and incidentally your best profits.

Let

The Hobart Mill

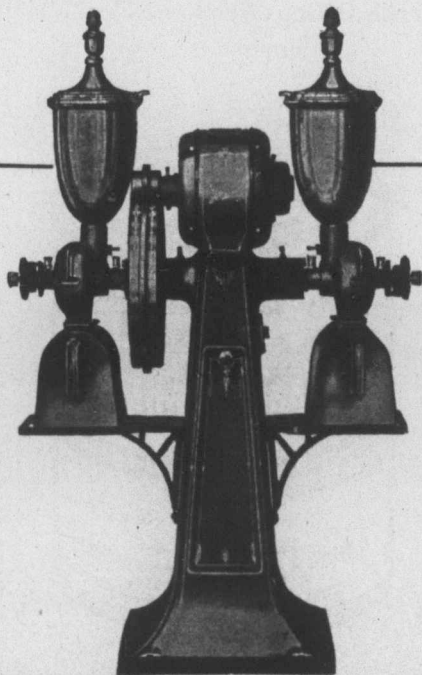
give you coffee flavored as Nature intended — full, fresh, irresistible. It will surprise you how quickly you will build up extensive and heavy sales, and consequently much larger profits. This makes it all the more imperative that you investigate the Hobart Mill—NOW. Catalogue and particulars sent gladly on request.

The Hobart Mfg. Co., 105 Church St.

Toronto

Ryan Bros., 110 St. James Street, Winnipeg

Agents for Manitoba, Saskatchewan and
Northern Ontario



Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a Good Buy in Soaps

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

The Richards Pure Soap Co.

Limited

Woodstock - Ontario

The Best Proofs

of the PRE-EMINENCE of the

Continental Grocery Bags

are the bags themselves.

Manufactured for those who use the best.

Ask the man
who uses
them

**The Continental Bag & Paper
Company, Limited**

Manufacturers

OTTAWA

Branches, Montreal and Toronto.
Agencies throughout Canada.

CANADIAN GROCER



CRANBERRY SAUCE

Every Grocer should have on his shelves a quantity of "AYLMER" CRANBERRY SAUCE.

During the next few months there will be a large sale for Cranberries.

"AYLMER" CRANBERRY SAUCE is superior to the home-made, and the housewife will usually prefer "AYLMER" CRANBERRY SAUCE to making her own. Tell her about "AYLMER" CRANBERRY SAUCE.

Ask the Wholesale Traveller to show you a sample and name you prices.

Dominion Canners, Limited
Hamilton, Ontario

For Over Thirty Years The Leader

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



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

Shirriff's True Vanilla

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

Imperial Extract Co.

Steiner and Matilda Streets
Toronto

A well-filled Pocket Book

is a guarantee against hard times. Many persons of moderate income are increasing their salaries by representing us during their spare time. Our representatives are earning from five to thirty dollars a week during their off-time by taking new subscriptions and renewals for MacLean's Magazine and The Farmer's Magazine among their friends and acquaintances.

MacLean's Magazine is the largest and most influential monthly in Canada, presenting articles on national subjects and strong Canadian fiction in addition to a digest of world events.

Farmer's Magazine is the herald of agricultural progress—a monthly magazine which deals with the problems of the farm in virile and readable form.

Let us show you how you can earn the extra money you need.

Write to-day to

The Agency Division

THE MACLEAN PUBLISHING CO.
LIMITED

143-153 University Ave., TORONTO



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

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

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

Leitch Brothers' Flour Mills

LIMITED

Oak Lake

Manitoba

GIPSY

Stove Gloss

is "as black
as it's painted"

Order from your Wholesaler.

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

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

HEINZ

HEINZ

Your Good Will

and co-operation are all we ask, because it is no *work* for you to sell *Heinz 57 Varieties*. We keep the consumer interested by steady national advertising, we please your customers by maintaining quality and purity, and, our Grocers' Service Department goes still further.

It is to help you get more business.

Ask our salesman about it or write to us for full particulars.

H. J. HEINZ COMPANY

PURE FOOD PRODUCTS

MADE IN CANADA

Factory: Leamington, Ont.

HEINZ

HEINZ

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits put you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

CANADIAN GROCER

GOLD DUST



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

THE N.K. FAIRBANK COMPANY LIMITED

Made in Canada

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

PARAFFINED, SANITARY

and made from CANADIAN pulp board.

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

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

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



We also manufacture paraffined Butter cartons.

RUDD PAPER BOX CO., LIMITED
Toronto



After the tramp

Nothing meets the approval of those who enjoy the out-of-doors quite so well as a delightful and invigorating cup of



"DISTIL" COFFEE

Feature it *now* in your windows. Get your clerks behind this coffee extract par excellence, whose purity and flavor have won for it 22 highest awards, "DISTIL" ensures you heaviest sales. Will a single case do for first order?

Write NOW.

THE HARRY HORNE CO., Canadian Agents
309-11 King St. West, TORONTO

Made at London, Eng., by The Distil Mfg. Co., Limited.



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



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

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

Have you a copy of Catalogue 913C?

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

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

"SOVEREIGN"
SALMON



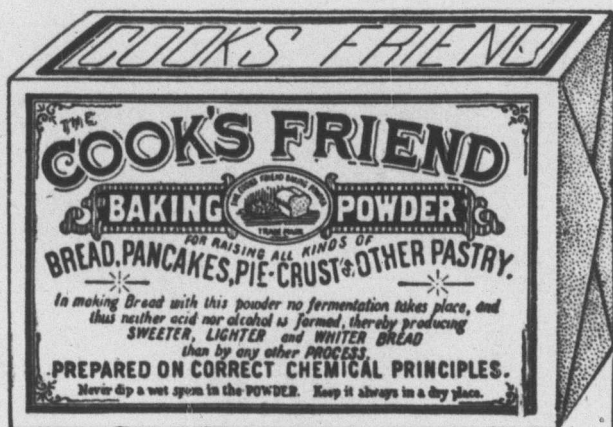
**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

PACKED BY

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

VANCOUVER, B.C.



The housewife's appreciation of Cook's Friend Baking Powder is easily reckoned in the extensive sales and good profits other grocers are experiencing. Such appreciation ensures continued sales and steady customers. You can do the same in your store. Write to-day.

W. D. McLaren, Limited, Montreal

Better Dealer Service



The greatly increased demand for

**CHINESE
STARCH**

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

Chinese Starch fits in with the

"Made in Canada"

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

OCEAN MILLS, Montreal

Order from any Wholesale Grocer

Tartan
BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

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

Our travelers have full information, or

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

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

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

**Cigars for
Christmas**

**Tobacco Gifts
Are Appreciated**

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

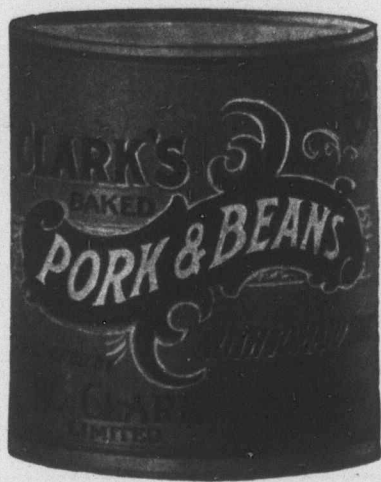
Live grocers give prominence to a small tobacco case during the Christmas season and find that it pays handsomely. It's often the start of a permanent paying tobacco department.

STOCK TUCKETT'S FOR
ABSOLUTE SATISFACTION.

TUCKETT LIMITED
HAMILTON, ONT.



CLARK'S PORK AND BEANS



MADE
IN
CANADA
BY A

CANADIAN FIRM

FROM
CANADIAN
PRODUCTS

W. CLARK, Limited, Montreal

JAPAN TEAS

FURUYA and NISHIMURA

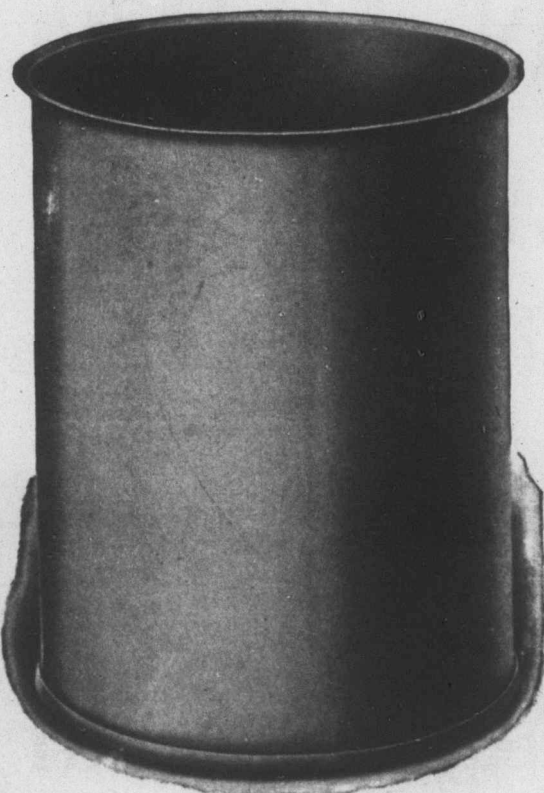
JONAS' FLAVORING EXTRACTS

MAKE FRIENDS AND KEEP FRIENDS

Over Forty-Four Years' Experience

enables us to produce extracts of the highest quality. Your recommendation to use only the best—Jonas'—will be appreciated by your customers.

HENRI JONAS & CO. (Established 1870) **Montreal**



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

St. Lawrence Granulated

If your trade prefer a certain sized grain of sugar you can get exactly what they want by specifying

Red Label for fine grain granulated
Blue " " medium " "
Green " " coarse " "

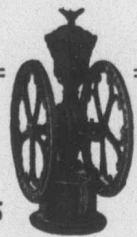
Evaporated Apples

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

O. E. Robinson & Co.
Ingersoll, Ontario



End ALL Expense With First Cost



The continual expense of electric current, little breakages and repairs, that insidiously eat big holes in your profits—such costs are never known to grocers using the ELGIN COFFEE MILL. With them first cost is the only cost. The ELGIN steel-cuts your coffee any grade by a few simple turns of the wheel. Nothing to wear or break—nothing to get out of kilter. You'll find the ELGIN always ready for active service, thus greatly adding to its economy and earning power. Let us send you without obligation Catalogue No. 23, which fully describes the ELGIN line. A post card will bring it, together with the name of our nearest representative.

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

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



More Confection will be Sold This Christmas than Ever Before

The coming Christmas season will present the biggest opportunity ever offered the grocer to push confectionery sales. Financial conditions will demand it.

What money there will be to spend at Christ-

mas time will not as formerly go to the purchase of expensive toys, games, etc., but in a large measure for goodies and confection for the kiddies and grown-ups. And foremost among desirable confections will be the

DIAMOND BRAND CONFECTIONERY

known so well all over Canada for its delicious goodness at moderate cost. The grocer who features the "Diamond" Line will experience not only heavy sales, but as it affords a profit of not less than 50% on every pail, unequalled re-

muneration will follow his efforts. Make the most of this excellent opportunity for heavy Christmas sales by sending your order through to-day.

SUGARS AND CANNERS, LIMITED
MONTREAL





Tear out the coupon below, mark the pails you feel will best appeal to your trade and mail to your nearest wholesaler or direct to-day.

Think of the greater amount of candy that will be used this Christmas. Think how easy it is to quickly dispose of the "Diamond Brand"—the Confectionery of Universal appeal. Think of the clear profit of not less than 50% on every pail. No far-seeing grocer, with an eye for big Christmas profits, could let this excellent opportunity pass without misgivings. So tear out the corner of this page, fill in, and mail NOW.

SUGARS AND CANNERS, LIMITED
MONTREAL

**MAIL THIS
COUPON
NOW!**



COUPON	
SUGARS & CANNERS, LIMITED, Montreal.	
Please ship, freight prepaid, the following trial order:	
1 pail pure Maple Gems, 19 lbs.....	\$ 2 90
1 pail Minto Creams and Jellies, 32 lbs., 9½c	3 04
1 Drum Assorted Caramels	3 50
1 pail Mint Buttons, 17 lbs.....	2 30
8 half-gross boxes asstd. gross goods	4 00
(Best selling line.)	
Name	\$15 74
Address	
Freight prepaid in Ontario, Quebec and Maritime Provinces.	

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

Martin M. Walsh
Care Canadian Grocer

We are large buyers of
Evaporated Apples and
White Beans
Wire or write us.

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

The Condensed Ads. in this
Paper will bring good results

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

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

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

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

WESTERN PROVINCES.

GEORGE E. MEASAM

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

H. P. PENNOCK & CO.,
Limited

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

G. C. WARREN, REGINA SASK.

Importer, Wholesale
Broker and Manufacturers'
Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

W. H. Escott Co.,
LIMITED

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

WATSON & TRUESDALE

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

An ad. in this journal brings
your goods to the attention
of the buyer.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG

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

FRANK H. WILEY

IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALT PETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

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

NEWFOUNDLAND.

T. A. MACNAB & CO.

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

QUEBEC.

SPLENDID CONNECTION

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

When writing advertisers kindly
mention having seen the ad.
in this paper.

The Work of The Senate

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

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



Senator Bostock, leader of the Opposition.



Senator Lougheed, leader of the Government.

Other Features:

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

MacLean's Magazine

DECEMBER NUMBER NOW ON SALE

MACLEAN PUBLISHING
COMPANY, LIMITED

143-153 University Avenue, Toronto, Ont.

HOLLY DAYS

are confection days.

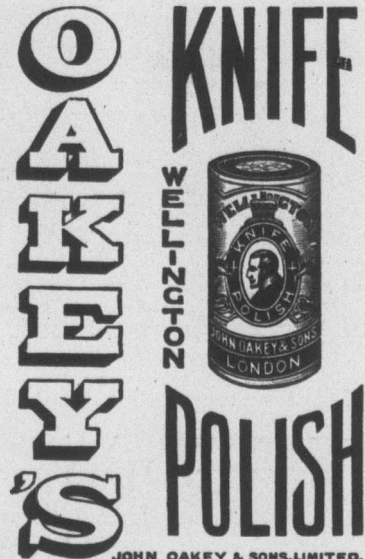
MAPLEINE

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

Order from

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

CRESCENT MFG. CO.
SEATTLE, WASH.



JOHN OAKEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

20th Century Retailing DEMANDS the
use of

ALLISON COUPON BOOKS



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

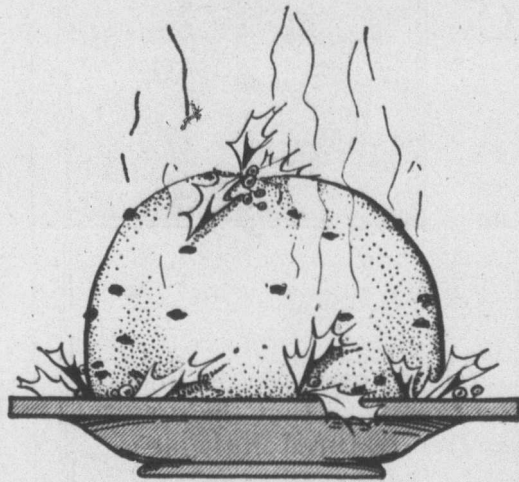
HERE'S HOW
THEY WORK:

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

For Sale Everywhere by Jobbers.

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

For the plum pudding
For Christmas baking
for candy making



Supply

Canada's

Pure Granulated Sugar

CRYSTAL

The Christmas sugar demand is always good—this year it will be better than ever, for the home Christmas baking and candy-making will be more general, because more economical.

Encourage the sugar-using trade to make up for the drop-

ping off of the candy business during the festive season.

Push Crystal sugar as the all-round granulated sugar for all household uses.

It's 100% pure and a reliable sugar for baking and candy making.

Dominion Sugar Co., Limited

WALLACEBURG, ONT.



What is there about RED ROSE TEA that keeps old friends and wins so many new?

The genuine goodness of the tea maintained year after year.

T. H. ESTABROOKS CO., LIMITED
TORONTO, ONT.

Montreal

St. John

Winnipeg

Calgary

A PERMANENT SALES-BUILDER

The unforgettable flavor, the gratifying goodness of "Banner Brand" Jams and Jellies not only promote immediate sales but their absolute purity assures permanent profits. For broadest demand, quickest returns, continuous orders, feature the "Banner Brand" Line in your store NOW.

LINDNERS LIMITED

306 Ross Ave.
Winnipeg

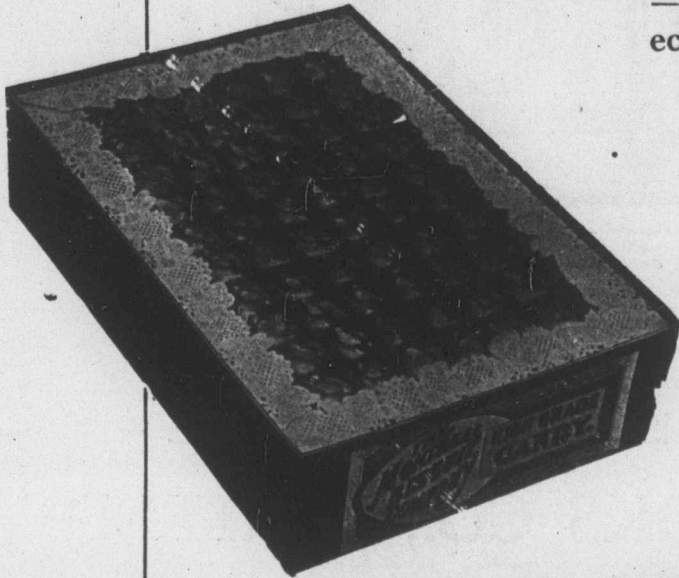
340 Dufferin St.
Toronto



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

Hundreds of Shrewd Grocers are Stocking BORDO CHOCOLATES

—and turning this period of enforced economy into one of singular gain



Far-seeing enough to know that although the thousands of dollars usually spent on expensive chocolates will now be considerably reduced, the desire for sweet things will be just as acute, and could only be profitably met with chocolates as fine in quality, as rich in flavor, as moderate in price as BORDO chocolates—for twenty-nine years the standard of high quality at a reasonable price. The 60% profit afforded, coupled with the unusually increased sales these grocers are realizing, proves the excellent profits you too can easily secure in your own locality. Write to-day without obligation and ask for free sample package.

The Montreal Biscuit Company, Montreal

CANNON'S

Pure English Gelatines

For all purposes.

Prompt Shipments from
Toronto and Montreal Stores

Sole Agents for:

B. Cannon & Co., Limited

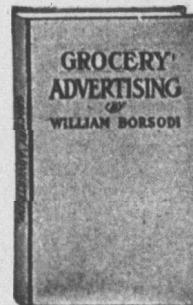
LINCOLN, ENGLAND

FINEGAN & ELLIS

506 Board of Trade Bldg.
TORONTO

Grocery Advertising

BY WM. BORSODI



Price
Postpaid
\$2.00

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

BOOK DEPARTMENT

The Maclean Publishing Co., Limited

143-153 University Avenue, Toronto

Quality
has done
this!

THE LARGEST
NUMBER OF MAIL
ORDERS EVER
RECEIVED IN ONE DAY

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



Icy freight cars—
Zero days—



What chance has any catsup in weather like that? And what chance has any grocer to secure full profit on his shipment when many bottles are cracked and the most frost-bitten? Many grocers learned by hard experience last winter the safest, the wisest plan is to get their season's shipment long before the frost sets in. The grocer who gets his shipment early has the advantage on the other fellow whose frost-bitten catsup has lost its flavor. But the grocer who stocks FRETZ BRAND CATSUP, NOW, has the added advantage of a distinctive, irresistible flavor and ultra quality.

How many cases will we send you NOW to hold you over the winter months? Write to-day.

Fretz, Limited
HAMILTON, ONT.

AMOS B. GORDON CO., Toronto, Ont.
General Sales Agents

A. A. ADAMS, Agent for Hamilton, Ont.

When such a large
majority

of Grocers and Butchers for nearly thirty years have found the Eureka so satisfactory that they will not use anything else—what about *you*? Can *you* afford to be without one? Shall we send you Catalogue and particulars without obligation? Eureka Refrigerators are made any size and for

any purpose. Drawings and estimates are furnished free of charge on request.



Eureka
Refrigerator
Company

Limited

31 Brock Ave.
TORONTO

Children Thrive Best on Robinson's "Patent" Barley

And mothers know this too. Maternal pride demands the best, demands the most nourishing and healthful, de-



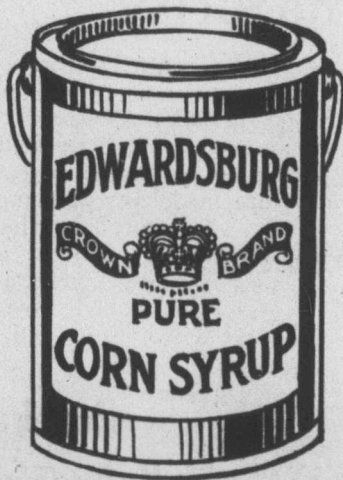
mands Robinson's "Patent" Barley. A first order will enable you to see just what this demand really is in your locality.

ORDER FROM YOUR WHOLESALER TO-DAY.

Magor, Son & Co., Limited

403 St. Paul St., Montreal.

30 Church St., Toronto



—made
in Canada

Filling the Demand for Inexpensive Food

The public to-day is buying more wisely than ever before. There is no demand for cheap foods. But there is a demand for inexpensive foods.

The grocer who meets this demand by encouraging the use of foods like

CROWN BRAND CORN SYRUP

—that go far and cost little, will make many satisfied customers of a class that it pays to cultivate.

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands

Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXVIII

DECEMBER 4, 1914

No. 49

Free Access to Shelves of Profit-Bearing Lines

Claim of Montreal Dealer is That Customers Will Sell Themselves if Given Opportunity to Look Around—Has, Therefore, no Counter on One Side of Store—Clerks Must be Salesmen There.

DUPUIS Freres, 447 St. Catherine street, east, Montreal, have announced the removal of their grocery department from the ground floor to the basement. A representative of Canadian Grocer, who recently visited the new department, expressed surprise at the elaborate alterations being undertaken just now, to which the manager replied:

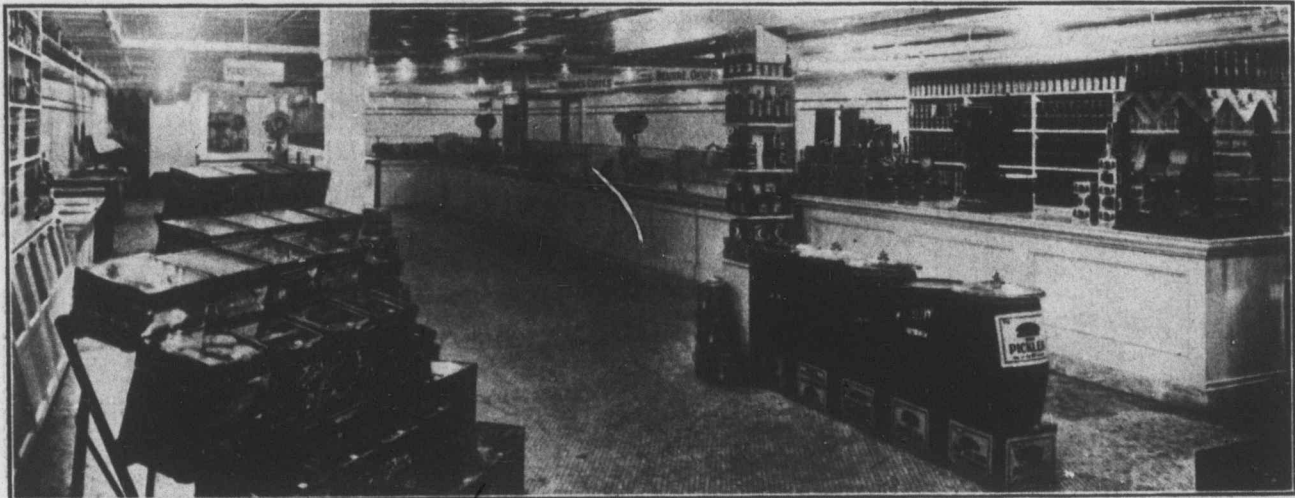
"I hear travelers complaining of poor business. Our experience has been the

ing freedom to the customer that is somewhat of a new departure in store construction and practice.

Dupuis Freres have increased their business in a certain line of biscuits from 75 tins to 650 tins inside of three years. In the first year they had only one rack of tins on the floor; now they are showing 90 tins in five racks. This business has been built up simply by showing these goods at a point where they can be reached by the customer.

shelving with cheap lines. The space is too valuable. It is occupied only by fancy goods bringing a large profit. Advertising, stated a member of the firm, will bring customers in for staples, but these fancy lines, especially in a medium class store, must be sold largely by display. The idea is worth noting, especially in these days of economy.

It is unfortunate that this department could not be built without pillars, but it will be seen in the photograph that ex-



The new grocery department in the Dupuis Freres store in Montreal. Counters were purposely omitted on the left-hand side to allow customers to closely inspect and handle the goods.

other way: we have shown a nice increase on the year. And why? Because we went after the business. Where other firms cut down their advertising to half, we doubled ours; where we used to advertise three times a week, now we advertise every day. Business will never come to you, especially in war time. You've got to go after it."

The changes made include the addition of a meat department, and the transfer of the grocery section to the basement, where it has been equipped in the manner of modern stores, with dust-proof bin fixtures, finished in white enamel, a mosaic floor, and facilities allow-

Free Access to Shelves.

The principle of selling goods by display has been carried out in a new direction. On the left side of the store there are no counters, the shelving being open, thus allowing the customer free access to goods carried therein. It is evident to anyone that a customer will not pass on the other side of a counter to make an inspection of goods, nor does she care to make a selection from across the counter. Women customers are fond of roaming, and with free access to some open shelving, it will not be long before they are making their own selections. Dupuis Freres have not filled this open

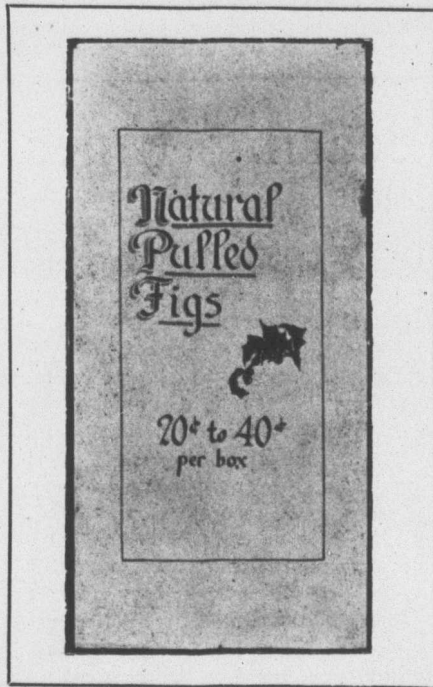
cellent use has been made of these obstructions. Displays have been built around them on narrow ledges. Here again, this valuable space has been devoted to the display of fancy lines, such as French vegetables in bottles. Remarking on this, the manager said: "People buy what they see. We are avoiding the mistakes of the old-fashioned grocer who kept everything he had stored in the back."

Checks Up Clerks' Sales.

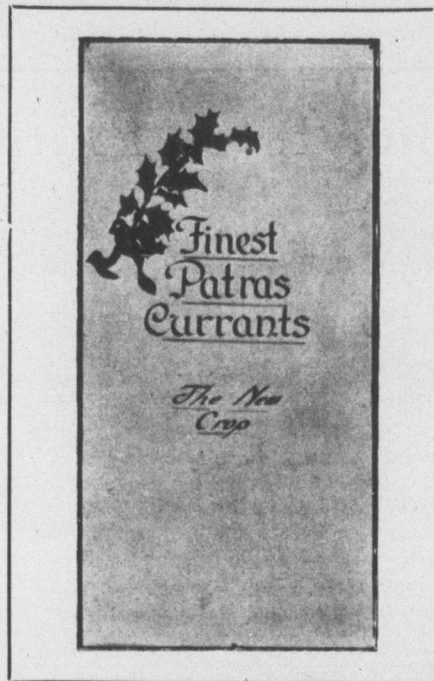
Here he made an observation regarding his clerks which should interest both
(Continued on page 34.)

Show Card Suggestions for Christmas Goods

Ready-Made Card Phrases That May be Utilized at the Present Time in the Window and on the Inside Displays of Christmas Lines—A Dealer's Views on the Importance of the Display Card.



The words "Natural Pulled" suggest something above the ordinary in figs.



Suggestion for a card for new currant arrivals.

SHOW-CARD SUGGESTIONS.

- Natural Pulled Figs.*
Finest Patras Currants.
The New Crop (For card on nuts).
Sauce for the Gobbler (For a Cranberry Card).
A Gift Cigar must be a Good Cigar.
For a Sick Friend (Basket of Fruit Card).
For a Friend in Need.
Guaranteed Fresh.
Bake the Christmas Cake Early.
The Store of Plenty.
Christmas Greetings.
A Merry Christmas.
New Valencias.
A Dainty Xmas Gift (For a Confectionery Box Display).
Order Your Christmas Turkey Now.
Christmas Tree Suggestions (For Crackers, Candy, and Novelties).
A Time-Saver (For a Plum Pudding or Mincemeat Card).
The Sanitary Store.
For the Christmas Caller (A Wine Card).
Guaranteed Pure Extracts.
A Dainty Dessert (For Fruit in-Glass Card).
Five O'Clock Delicacies (For Fancy Biscuit, Cocoa, Wines, Chocolates, Etc.)
New Fruits for the Christmas Baking.
Crisp and Appetizing (For a Biscuit Card).
The Home-made Kind (A Mincemeat Card).
Seedless Muscatels.
Extra Fancy (Bottled Peaches, or Other Fruit).
Choice September Make (For a Cheese Card).
Tasty Condiments (For Meat Sauces).
Canned Absolutely Fresh (Canned Vegetable or Fruit Card).

THE Christmas season presents the greatest possibilities of the year in so far as display cards are concerned. The scope of their use is widened at this time in view of the numerous lines of dainty goods that are pretty much exclusive to the Yuletide season.

No one doubts the selling importance of the show card. Its history dates far back into the past and there is undoubtedly a brighter future for it. "Every store," as a retail dealer said to the writer the other day, "should develop at least one card writer. I do not know how we would get along here without our cards as we are positive that the neatly-written cards in the window displays are half the battle in getting the passer-by into the store."

This is just one evidence of what the men who use the display cards think of their value. Some suggestions are herewith given which may save time in hunting the card phrases. Where retailers have card writers in their stores some of these cards would come in very useful between now and the big day. If there is no artist who can attend to this work, Canadian Grocer would urge that the series we announced last week be taken up by one or more members of the staff, and be prepared for next year. This series will consist of a num-

ber of articles arranged so that the student can easily follow them. Their simplicity is one of their chief virtues. This series will be begun in the course of a week or two.

RIISING TO THE OCCASION.

A good story comes from New York in connection with the beet industry in the United States, and how the sugar men rose to the occasion. About the time of the outbreak of war the absence of the needful supply of beet seed threatened to handicap the States in its 1914-15 beet crop. Something had to be done and that at once. Representatives of the United States beet factories determined to go over to Europe and arrange personally for the purchase and shipment of such quantities of beet seed as were necessary. Notwithstanding a slight contact with a North Sea mine, the vessel safely reached Holland.

The beet seed sellers greeted the Americans with open arms, and promptly arranged for sale of 75,000 bags of seed. The price paid the seed men was less—after expenses had been included—than that at which the American seed factories had been paying for years. Moreover, shipment was arranged for immediately, and already a good part of those 75,000 bags is in the States. It

required 600 flat-cars to transport the seed from the country of production to the shipping port. Neither the Holland nor the American Government hindered in any way the purchase or shipments.

Conducting a "Cold-Weather Foods" Campaign

What Some Dealers do at This Time of Year to Get Extra Business—Value of Showing These Lines in a Show-Case or on Separate Table—Possibilities in Advertising Them in the Newspapers.

IN a retail grocery store a representative of Canadian Grocer noticed the other day a table containing an assortment of goods appropriate to the cold weather season. Not only that, but these goods were displayed so that they fairly invited the customer to pick them up and examine them closely. It was an appetising trim, and with the neatly-written display card "Foods For the Cold Weather Season," it could not fail to produce in the mind of the passer-by a desire to possess some of them at least.

And that was exactly the result it had. The dealer stated that it was remarkable the number of times during the week the table had to be replenished. "Someone comes in and after making her usual purchases, looks over the table. She picks up a bottle of this or a tin or jar of that, asks the price of it and includes it in the order—in fact, we keep that table there all the time just for the purpose of showing goods the average customer would not think of asking for if she did not see them displayed."

List of Appropriate Lines.

On this table of cold-weather lines were observed meat-extracts, tinned and package concentrated soups, cocoa, small bags of flour to act as suggestions, packages of cereals, jelly powder, a tin or two of canned vegetables, some cans of pork and beans, a small platter of rice, maple syrup in bot-

les, and pancake flour in packages, jars of honey, jars and packages of cream cheese, and other dainty and high-class lines.

If the dealer has no separate table or show-case and no room for one, a corner of the main counter could be utilized. In every store, as a live dealer decently remarked, there should be a scientific study made as to the use of all avail-

able space. This does not mean, as is to be found too frequently, that one store floor and the counter should be entirely covered and that boxes and barrels should be found all over the place. But it does mean that where there is room for a silent salesman or a table where goods can be attractively shown, the best use should be made of the space. The same applies to the counter.

In regard to his counter trim—which, by the way, did not hinder the service of the staff—a retailer said recently: "We always devote that end of the counter to the display of some little dainty or seasonable article. By using those small glass shelves it is easy to build up an attractive little trim which suggests purity, quality and cleanliness, and every customer who comes in must see it. During the past few days we have had that trim of jars of jelly, and it is surprising the number we have sold.

"I am firmly convinced," added this man, "that the more the goods are shown in an appetising way and where they must be seen, the more will be sold, and when it comes to specialties the margin of profit is usually worth while."

The Newspaper Ad.

For the campaign on cold-weather lines, therefore, the inside display should not be overlooked. At the same time there is a great opportunity to reach out after new business through newspaper advertising. The man who uses newspaper space (Continued on p. 35.)



Foods That Drive Away the Chill

WHEN the sun drops back to the South and the frosty, snowy weather arrives, the body requires plenty of warmth-producing and nourishing foods. Let us suggest to you a few cold weather lines that will be appreciated by husband and children coming in from the chilly out-of-doors.

MEAT EXTRACTS—After a cold drive or a long walk in the zero air something hot and at the same time tasty and nourishing puts the body into proper condition. What could be better than a cup of steaming . . . per . . . c.

COCOA—A cup of hot cocoa is always an acceptable treat to the afternoon visitor, and to the children coming in from the skating or sleighing party. It is a most nourishing drink, easily made when the kettle is boiling and universally recognized as a sleep-producing beverage. Per tin . . . c.

JELLY POWDER—There is no more easily prepared or more delicious winter dessert than Jelly made from Jelly Powder. A package makes a pint of jelly, with the addition of nothing but boiling water, a little sugar, and a pinch of salt. Sets hard in a few minutes in the cold air. Per . . . c.

SOUPS—In the cold weather, start the dinner with soup. Some people eat too many solids and not a sufficient quantity of liquids—soup overcomes that. Concentrated soups are highly wholesome and you will find them cheaper than making soup yourself. Per . . . c.

FLOUR—During the hot summer, and with some justification, too, the housewife curtails her baking. But now that the fire has to be kept up all the time, why not take advantage of it and do more home baking? To make the best bread and pastry you require good flour. We have every confidence in — Flour to do the work in a most exacting manner. Per sack \$. . . c.

YOU RECEIVE PROMPT AND COURTEOUS TREATMENT AT OUR STORE.

JOHNSTON BROS.

Phone 423

43 Water St.

Suggestion for a newspaper ad. of cold-weather foods.

CANADIAN GROCER



Systematic arrangement of Christmas window, showing a wide variety of goods.



Another appetizing trim of Christmas goods. Both these displays were shown in small towns.

The Early Christmas Buyer Gets the First Selections

THERE is no object gained in waiting until the last week for your Christmas baking materials. First shipments are usually the best and the finest available is the only kind the housewife who prides herself on the quality of the Christmas cake, plum pudding and the pie, will use. Call in or phone at once and we guarantee to satisfy you perfectly. All goods kept clean and sanitary in our store.

Choice Fruits and Nuts for the Cake

You know how anything stale destroys the flavor of the Christmas cake. Our dried fruits are all fresh and clean, large and meaty, as we were fortunate in securing our supplies with an early shipment from the Mediterranean and from reputable California packers. Plump Valencia and Sultana raisins, seeded in packages from California; finest Patras currants; figs from the far East; citron, lemon and orange peel; pure Vanilla and other extracts, and all kinds of spices are ready for your closest inspection.

The Xmas Pie and The Plum Pudding

There is mincemeat and mincemeat. What you desire for the pie is the choicest that can be procured. The line we carry is made by a reputable firm, scientifically made and uniformly spiced—all ready for cooking. Per pound and cents.

There is no necessity, if you have too much work to do, to make the Plum Pudding at home. We have them in various sizes, to suit everyone's table. Made with the early arrivals of dried fruits, fine nuts and choice suet and other baking materials. Per pounde.



The Turkey and The Cranberry Sauce

Ask us now to look after your Christmas turkey. By ordering at once you get your choice of any sized turkey you want—anywhere from 7 or 8 pounds up to 20. Our buyer is an A1 judge of fowl and you can depend on getting a good bird. Don't overlook the sage for the dressing and the cranberry for the sauce. The latter can be made just as well now as later on, and we have a barrel of fine cranberries just opened atcents the quart.

Dainties for the Children's Stockings

Santa Claus always had a preference for fruits, nuts, Christmas crackers and good candy. These things delight the youngsters more than anything else. Let us suggest a small, daintily colored box of table raisins—there is nothing healthier on a feast day—an orange or two, some crackers, mixed nuts, and a box of chocolates or a bag of good candy. These will make the children have a Merry Christmas indeed.

Christmas Box Suggestions

Everybody is asking himself just now the great question of the year—What shall I give? If it is your husband and he smokes, why not make it a box of good cigars? Such a gift is always appreciated by the man who likes a smoke. But the cigars must be good. We have them at \$ up to \$ the box. Send a box too to the uncle or brother at a distance.

A Christmas gift that never grows old is a box of candy. For this year we have an unusually fine selection of attractive boxes that will gladden the eyes of anyone. Ranging in price from cents up to \$

REMEMBER ALL THESE GOODS ARE SELLING NOW. CALL EARLY AND MAKE YOUR SELECTIONS WHILE THE ASSORTMENT IS LARGE.

WALTON & SON, 101 JAMES STREET

PHONE 862

THE above is submitted to our readers as a suggestion for a large Christmas newspaper advertisement. This, of course, may be changed in any way to suit the locality and the goods, and prices may be inserted where we have left the blanks for them. Advertising critics are of one accord in affirming that not only should the ad. be attractive at first sight, but the items advertised should be described in an interesting, informative manner, so that they create a desire on the part of the reader to possess them. This advertisement was written with that in view.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

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

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

OFFICES:

CANADA—

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

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 5971 Rector. Chicago—A. H. Byrne, 6074 Stony Island Ave.; Phone Midway. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

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

Subscription: Canada, \$2.00; United States, \$2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 4, 1914

Just a Year Behind Canadian Grocer.

IN the latest issue (November) of a grocery monthly publication appears a newspaper advertisement used by an Ontario grocer in December, prior to Christmas last year. In itself there is of course nothing unusual about that; but when it is understood that this same advertisement was given in Canadian Grocer in November of 1913 as a Christmas suggestion to our readers, one begins to smell the proverbial "rat."

The facts are that the suggestion in question as written by the ad-writer on this paper, was used by the Ontario merchant. He apparently considered it worthy enough to use in his newspaper space. Our contemporary clipped it from the newspaper and reproduced it—Canadian Grocer's own ad remember—in their latest issue. Referring to it editorially the monthly paper, not suspecting its origin, has some nice things to say about it, and these have naturally pleased us very much. Here is what it says:

USE PLENTY OF DESCRIPTIVE MATTER.

"—, of—, Ont., turns out some well-written ads., and the one reproduced here is no exception to the rule. An inspection of it shows an appropriate heading with a short but to the point introduction. It then goes on to feature a number of lines, considerable descriptive matter being devoted to each one. This rule of featuring fewer lines and describing each one in a manner to arouse interest, is generally productive of the best results. For instance, take the case of plum puddings. If this line was merely listed it would leave more space for other goods, but it would not interest the housewife in the manner that the descriptive matter used in this case would.

"In this case, note the footnote which reads: 'We are only able to give you a partial list in this space. Let us have a call from you at once, so we may demonstrate the cleanliness, attractiveness and high quality of all our Christmas goods.'"

This "well-written" ad which our contemporary does us the honor to commend so highly appeared word for word in Canadian Grocer on page 25 of the issue of November 28, 1913. The idea that grocers should run descriptive matter about the goods they

advertise has been contended by us for years and years back. The whole circumstance only goes to show the distance this paper travels ahead in its field. In fact this is not the first time newspaper advertisements have been reproduced and commended in the columns of our contemporary, which were written by the staff of Canadian Grocer.

To still further demonstrate that these things are not altogether accidental, there is in the last issue of this monthly a window display used by a Prince Albert firm that appeared in Canadian Grocer, Nov. 1, 1912—more than two years ago. Our lead in the trade newspaper field is amply demonstrated in many ways.

Weights and Measures Inspection.

EVERY time the Department of Inland Revenue issues a statement on the inspection of Weights and Measures, there is brought to light the inconsistency of compelling merchants to pay for that inspection or any part of it. In the latest Blue Book received on the subject there is ample evidence that the present system of assessing the retail trade for the inspection of their weights and measures is unfair and unreasonable.

The total revenue collected during the year ending March 31, 1914, by Government inspectors was \$113,705.30. Further figures show that during the year there were 67,184 Weights presented for inspection and out of that number 66,846 were verified and only 338 rejected, or a percentage of .503. In Measures of Capacity there were 122,869 presented for inspection, 122,819 of which were verified and only 50 rejected. Yet all retail merchants whose weights and measures were inspected had to pay the shot whether guilty of having correct appliances or not. It should too, be understood that even where incorrect weights or measures are found, the trouble is due in the great majority of cases to no wilful fault on the part of the merchant.

The matter of scale and measure inspection is for the good of the people as a whole, and the cost should be entirely borne by the Government as the representatives of the people. Why should the Government bear the cost of health inspection and not

the inspection of weights and measures? Both are for the protection of the public. Yet the retailers for no benefits whatever—judging from the number of scales and measures found correct—had to pay during the last fiscal year no less than \$113,705.30. That is most unfair, and the Government has no argument to meet the accusation.

British Embargo on Tea.

THE trade was much interested in the announcement made by the British Government recently prohibiting the exportation of tea to all continental ports except those of the Allies, and of Spain and Portugal.

This prohibition was due to indications that Germany was receiving large supplies of tea through Holland. Reports had been current for some weeks that the biggest buyers in auction in London were Dutch merchants, and as Holland consumes comparatively little tea, and imports nearly all she does use direct from her own colony of Java, suspicions were gradually aroused as to the ultimate destination of these teas.

The reason action was not taken sooner was because the British Government, knowing that Germany, under normal conditions, uses so little tea (coffee and light beer being their national drinks), could not quite understand why they should want to import enormous quantities just now. Therefore for a time they persuaded themselves that these shipments might, after all, be for use in Holland. However, as week followed week, and the exports continued to grow rather than decrease, it was at last decided that Germany was the only country to which these large shipments of tea could be going; the presumption being that as the people themselves do not drink it extensively, the Government was using it for the troops.

A very interesting article by Dr. Woods Hutchison in the "Saturday Evening Post" of November 7th discussed the value of tea as a drink for armies in the field, maintaining that it was immeasurably better for them than beer, wine, whiskey, or any form of alcohol, and it, together with coffee, had almost entirely supplanted those in army rations. He pointed out that one of the great benefits of the use of tea and coffee was that they necessarily were made with boiling water, the very action of which destroyed cholera and typhoid germs.

The supposition is that the German General Staff, being fully conversant with the above in theory, are trying the practical effect of it by supplying their troops with tea.

Keeping the Trade at Home.

NO better time could present itself than the present for the conducting of a Loyalty or Shop-at-Home campaign. The people seem to be in the mood for it. If, as we all know, there are thousands of dollars sent out of certain communities annually to help enrich mail order houses in the distant cities, those communities are that much poorer,—and this is not conducive to the general good of the country.

The first essential in being loyal to one's country, is to be loyal to our next door neighbor. By helping him we help the country maintain its stability. If this principle is carried out, it will cover a multitude

of sins. This is a matter that should be taken up and considered by the people all over our country. The Retail Merchants' Associations should unite with Farmers' Institutes, Farmers' Clubs, Women's Institutes and local papers to work out the best solution of this important problem for the benefit of the people in general. On account of the war, conditions in our country are on the verge of a great change and if wisely directed the machinery of our industrial activities will run more smoothly and more to the advantage of all the people.

A better understanding of trade methods and trade possibilities, both by the merchants and their customers will establish that confidence which is necessary to carry on trade and commerce in the best interests of the people. Misconceptions and wrong impressions which cause nearly all the friction and discord between buyer and seller will disappear when the facts are understood, and this can be brought about in a large measure by a fair criticism of the interests of both sides. Union meetings of the merchants and the various institutions which are for the purpose of improving local conditions, should take place in every town this winter. To stir up the desired interest in the community—possibly a speaker from outside who is well posted might be secured and perhaps in connection with it some attractive entertainment might be given.

Canadian Grocer would like to see a strong loyalty movement in this direction and would be pleased to give assistance if possible. Correspondence on this subject is invited.

A Peculiar Onion Incident.

ONE of the many curious developments which have been noted in connection with market and price conditions since the opening of the war, is the present position of Spanish onions. Just how unusual the situation is, and how far dealers have been amiss in gauging the future, may be judged from the fact that to-day onions which have recently been imported are being shipped back to England.

The price on the Toronto market was advanced last and this week to around \$4, and in Montreal there was also an advance.

The fact that to-day the price in London is sufficient to pay transportation two ways and give an additional profit gives an idea of the way the market has acted recently. Purchases are made by private parties but it is considered that they are probably intended for the war department and that the advances indicate the heavy consumption of onions by the men on the fighting line.

Editorial Notes

THE FACT THAT Spanish onions which reach us via England are being reshipped back there might be said to be one strong indication of which way the wind is blowing in so far as prices are concerned. From \$3 and \$3.25 per crate they are now up to \$4.

. . . .

CREATING AN egg combine in order to criticize it, is the old story of setting up a man of straw to have the privilege or the pleasure of knocking him down again.

How Other Grocers Do Things



Collective Advertising

The Grocers' Section, Toronto Branch, Retail Merchants' Association, are going ahead with their plans to advertise collectively in a local daily paper. It will be remembered that in Canadian Grocer of a few weeks ago the proposition as initially promulgated was gone into. Since then the plans have been worked out, and at a meeting of those interested in the project on Tuesday evening last the matter was definitely decided upon.

The privilege of joining the movement is, of course, open to members of the Grocers' Section only. It is the expectation that if not for the first advertisement, for the second some 25 or more will be induced to come in, as this number would bring the cost down to a figure that could easily be borne by each. They will be known as the Associated Grocery Advertisers, which designation will appear in each of the ads. After a general introduction pointing out the advantages in service and choice in dealing at the local stores instead of going down town, a common list of grocery items will be presented with prices. The idea is to advertise once a week in the Thursday paper, and the goods and prices to be advertised will be decided upon at a joint meeting early in the week. The copy is being prepared by an expert advertising man, so that the best attention will be secured for it. Following the goods and their prices, a list of the grocers, their addresses and telephone numbers will be given. It may be that later on a trade mark will be prepared by which to designate all the stores in the agreement.

A committee of those interested has been formed, with W. J. Parks as chairman; E. L. Cleverly, secretary, and F. C. Higgins, treasurer. At time of writing it was expected the first advertisement would appear on Thursday of this week

Town Women Conducted Sale.

C. F. Becker, general merchant of Wilcox, Sask., held a Patriotic Sale day recently from the proceeds of which 10 per cent. was donated to the Red Cross fund.

Previous to the opening of the sale the stock was carefully arranged and

ticketed so it could be easily handled and no mistakes made by those who were behind the counters. The sale was conducted by the ladies of the town who took charge for the day. At the rear of the shop a room was nicely fitted up for an orchestra which enlivened the proceedings with selections of suitable music.

A Christmas Goods Booklet

Prior to Christmas last year T. F. McDowell, a grocer on Granville Street, Vancouver, B.C., issued an attractive booklet listing various lines of Christmas goods he had for sale with their prices. Many of these goods were of the high-class character which all grocers do not stock, and this was one of the reasons why Mr. McDowell was anxious to tell his customers and others of them. The accompanying illustration shows parts of three pages from the booklet, which give an indication how it was arranged. The booklet was of yellow paper, and printed with a light green ink.

low paper, and printed with a light green ink.

Commercial Rally Planned

While business has continued brisk and steady through the Maritime Provinces since the outbreak of the war, dealers are not intending to take any chance on seeing it drop below the standard. For this reason they have planned a big commercial rally to be held in Amherst, December 17, at which Sir R. L. Borden will be a speaker. This is the result of a suggestion made at a large gathering of representative business men in Amherst this week, at which a strong resolution was passed "favoring the holding of a big meeting of the industrial and commercial interests of the Maritime Provinces on December 17 to discuss and formulate methods to advance the general interests of the whole population of these provinces. A strong executive committee was appointed to act in the matter, composed of George Henderson, Halifax; A. H. Wetmore, St. John; E. T. Higgs and Bruce Stewart, Charlottetown; J. O. Read, Summerside; J. P. McNaughton, Sydney; H. G. Grant, New Glasgow; C. W. Montgomery, Truro; C. T. Douglas, P. C. Black, E. N. Rhodes, M.P.; J. A. McDonald, D. A. Morrison, A. G. Robb, and J. H. Douglas, of Amherst.

THE EFFICIENT GROCER
WHAT IT MEANS TO YOU AND OURSELVES

THIS Xmas marks our 10th in business on Granville Street. Grown from a small concern we now rank among the largest.

Our stock is complete and our prices are the lowest. We are always ready to serve you.

CONFECTIONERY.

Cashbury's "King Edward" 1 lb.	\$1.25
"Sapphire" 1 lb.	1.00
"Tudor" 1 lb.	.75
"Crystal Assortment" 1 lb.	.40
"Crystal Assortment" 1 lb.	1.25

FRENCH CRYSTALLIZED FRUITS

Assorted, per lb.	\$0.75
per box, 1/2 lb.	.40
Cherries, crystallized, per lb.	.65 & .75
glazed, per lb.	.69
Pineapple, crystallized, per lb.	.75

TABLE FIGS, RAISINS, ETC.

Finest Sappas Figs, three inch spread, per lb.	.25
Smaller sizes, 12 1/2¢ up.	

SPANISH TABLE RAISINS

Royal, 9 crown, lb. package	\$0.60
Imperial, 7 crown, lb. package	.50
Royal, 6 crown, lb. package	.40
Balmoral, 4 crown, lb. package	.35
Imperial, 3 pound boxes, each	1.25

NUTS (New).

California Santocoy Walnuts, per lb.	\$0.30
Franquette " " " "	.40
Almonds, Pecans, Brazils " " "	.25
Filberts, per lb.	.20

FRANQUETTE WALNUTS

Franquette Walnuts come to us in 10 pound boxes. We have the exclusive sale of this variety in British Columbia.

Per box \$3.75

COFFEE SAMPLES ANALYZED.

Forty-nine out of 255 samples of coffee collected in Canada and examined by the chief analyst of the Inland Revenue Department at Ottawa, have been found adulterated, according to a report just issued. The foreign matter found consisted for the most part of chicory. In defence a number of vendors claimed that many users of coffee preferred to have a small amount of chicory in that beverage, and have been known to complain of the unsatisfactory character of the article when it did not contain chicory.

In some samples there were roasted cereals. In four cases the adulteration was as high as 40 per cent., and in one case it was 50 per cent.

Three pages of a Christmas booklet issued by a Vancouver, B.C., grocer.

Advent a Good Season for Selling Canned Fish

Salmon, Kippered Herring and Sardines among the Popular Lines—Sanitary Conditions Surrounding Canning of Salmon—The Different Varieties Marketed — Importance of Canadian Fisheries.

ADVENT is a canned fish season. It is therefore a time to display and push this line for all it is worth. Canned salmon, kippered herring, sardines, etc., are recognized foods of merit and with the selling power of the store staff behind them, there is good reason to expect substantial sales.

Canned salmon has long been a staple food. The fact that European countries are large buyers of the British Columbia pack demonstrates its popularity and value. The nutritive qualities of the fish are preserved in the canning, which is done in a most sanitary and modern manner.

Salmon fishing and canning is one of the important industries on the Pacific Coast. The rivers on the Pacific coast are visited during a portion of each year by five different varieties of salmon. These come in such numbers as to make marketing them in a round state, as they are caught, out of the question. Hence they are canned, and in this form they will keep in perfect condition for an unlimited time and may be had all over the country. The fish are delivered at the canneries fresh and

firm from the cold waters, and by the use of labor-saving machines they are handled rapidly and in great numbers.

Under Government Inspection.

The canneries are all operated under Government inspection to assure perfect cleanliness in all the operations. It is on account of the large numbers in which these fish are handled that the canned article can be sold as cheaply as it is. It is an economical food at its price, considering its excellent food qualities. The five varieties are:

The Sockeye,

The Spring, Quinnet or King Salmon,

The Coho, or Silver Salmon,

The Humpback, or Pink Salmon,

The Dog-Salmon, or Chum.

Of these the most valuable variety is the Sockeye. Its flesh is red and it is rich in oil. As is was practically the

only variety canned in Canada for some years, many people have gained the impression that unless canned salmon is red in color, it is not really salmon. The other four varieties, which are not so highly colored, are all excellent in quality and flavor. As their genuine excellence becomes better known, the demand for them will be sure to rapidly expand.

The Spring Salmon, the largest variety, is generally red in color and of excellent flavor. The Coho is reddish in color, but is paler than either of the others. It is also of excellent flavor. The Humpback, or Pink Salmon, is still paler in color and the flesh is somewhat

preparation, for the fish is so thoroughly and scientifically cooked and sterilized during the process of canning that it is ready for use when opened. This makes it especially valuable for army use, as each soldier can be supplied with the required number of cans to be carried in his kit, and when meal time arrives the can may be opened in a few moments with a bayonet (a trick which all old campaigners have acquired) and the fish removed and eaten, either alone or with any other food at hand. If it is desired to warm it, the can should be placed in a pot of boiling water and allowed to remain there for fifteen minutes; this will thoroughly heat the contents. On the other hand, it affords an ample field and opportunity for the ability and genius of the experienced cook.

Value of Our Fisheries.

The total value of all kinds of fish and fish products taken by Canadian fishermen is now nearly \$35,000,000 annually. Of this amount over \$30,000,000 worth are contributed by the sea fisheries. Over 90,000 people are engaged in the industry, almost 66,000 of whom are actual fishermen.



Fishing Scene, Showing Fleet in Departure Bay, British Columbia.

softer. The Dog-Salmon, or Chum, is quite pale in color and is soft when canned. Its flavor is not as good as that of the others.

Cheap, Nourishing Food.

The cheapest food is that which supplies digestible nutriment at the lowest cost. Keeping this in view, canned salmon is a very cheap food. The same quantity of nutriment as is contained in a can of salmon, if purchased in the way of eggs, sirloin steak or mutton, at the prices usually obtaining for each of these articles, would cost from twice to about two and one-quarter times as much.

The Bayonet As a Can Opener.

Canned salmon has two opposite qualities of merit. It may be used where a plain dish is desired, without

EVAPORATED APPLE ANALYSIS.

Out of 184 samples of evaporated apples analyzed by chemists of our Inland Revenue Department, 147 were pronounced satisfactory as containing not more than 27 per cent. water and being fairly sound and clean. Nineteen of the samples were unsatisfactory as they contained more than the legal limit of water and 11 others were condemned for other reasons. Seven samples were pronounced doubtful because they did not meet the requirements for soundness or cleanliness. There is a movement now on foot to reduce the percentage of moisture that is now permitted, namely from 27 per cent. to 25 per cent. Chief Analyst A. McGill is of the opinion that a maximum of 20 per cent. should be the regulation.



The Clerks' Page



STORE CLEANLINESS.

The success of the average grocery store to-day is bound up in the cleanliness of it. And the success of the grocery clerk is part and parcel of the success of his employer. With two things in mind, the following suggestions propounded by a Chicago man for the promotion of store cleanliness are recommended to every clerk—some of them, of course, belong to the sphere of the merchant only, but all are interesting:—

1. More frequent, thorough and comprehensive inspection, paying particular attention to the under side of things.

2. Equally thorough and painstaking instruction as to how to make the store sanitary.

3. Information (where such is needed) that sanitary fixtures are in the reach of all grocers.

4. Persistent publicity, bringing strong pressure on wilful offenders, and further publicity as to the rights of consumers in demanding cleanliness and sanitation.

5. Getting place on the programme of meetings of local, State and national organizations of retail and wholesale grocers, and preaching cleanliness of stores, protection of goods and sanitation.

6. The adoption and promulgation of the State Health Department's "Requirements for Grocers" as follows:

1. Screening against flies.
2. Condition of basement or other storeroom as regards dampness and opportunities for contamination of goods.
3. Protection of dry bulk foodstuffs from dust, flies, rats, mice and dirty hands.
4. Cleanliness of walls, floors, utensils and refrigerators.
5. Exclusion of dogs and cats.
6. Better protection for goods now stored in stationary bins under the back shelving or counters or unprotected under the counter.
7. Toilet facilities.
8. Protection from flies and dirt of fresh fruit and vegetables, figs, dates, honey and other articles to be eaten without cooking.
9. Discourage spitting on the floor."

THE LAST FLY OF SUMMER.

'Tis the last fly of summer, left crawling alone,

All his filthy companions are frozen and gone;

All feebly he drags himself into the sun,

For he knows that the days of his glory are done.

I'll not leave thee, thou lone one, to crawl on the screen,

I'll kill thee, although thou are wrinkled and lean,

And crippled and ancient and wholly unable

To fly from the garbage pail on to the table.

Thy sins, done in summer, shall not be forgot,

Nor will I withhold the well-merited swat.

For a fly in November is still but a fly, A hairy-legged bandit that walks in the pie.

SERMONS IN BRIEF.

Punctuality is the soul of business.

• • •

Weigh well your words of criticism.

• • •

The slot machine never gets promoted.

• • •

To-day's egg is better than to-morrow's hen.

• • •

Being a good talker includes knowing when to stop.

• • •

A man's deeds attract more attention than his creeds.

• • •

What is every man's business is no man's business.

• • •

Those who play with edged tools must expect to cut themselves.

• • •

The bright attractive window is an invitation to the customer.

THE ENCYCLOPEDIA

BROOM CORN.

Broom corn is a plant of the same variety as Kaffir corn and sorghum, native to the East Indies, but now cultivated in the United States and Europe. It is said that the American industry is due to Benjamin Franklin, who picked one seed from a whisk brought to Philadelphia by a woman and planted it. It differs from other plants of the same species in having seed heads with longer, straighter and stronger branches or straw. The standard plant gives the large heads used for carpet brooms, etc., and the dwarf those made into whisks, etc.

Brooms are made of broom corn, the seeds being combed out by machinery. The handles vary from the cheapest to the most expensive woods. For their quality, brooms depend not only upon their material, but upon the way they are put together. They should be securely fastened and wrapped with from two to six ties of twine or wire—the more the better. The corn should be clean, tough, and regular in appearance. A broom authority states that to clean brooms, dip them in hot soap and suds—it can be done on wash days. The life and flexibility of the broom will be improved and the carpets will be cleaner.

TO ELIMINATE DELAYS.

Some of the Canadian banks, in order to overcome the vexatious delays customers are put to in getting their pass books written up, are adopting new methods. In announcing the change the Dominion Bank, Toronto, says:—"The pass book will be used simply as an acknowledgment of deposits and other credits, and these will be the only entries therein. Each month the customer will receive a complete typewritten statement of the account, showing every entry—debit and credit—together with vouchers for all debits. These statements will be compiled on adding machines and will be clear, permanent records of each month's business, in a form convenient for filing." This system began with December 1.

After the War*

SOME twenty years ago two young men started out from Toronto for the City of Winnipeg to establish a business. They had little money, but plenty of experience and determination. They started, and by practically living on their machines, they managed to exist for a couple of years. One morning they awakened to find themselves flooded with orders, and the business was given an unexpected and lasting stimulus. The cause of this sudden change was the burning down of the plant of the large corporation in Toronto who controlled and dominated their particular line, so the West found them the only workshop it could use, and from that impetus they exist and flourish to-day. From this homely and nearby experience we may glean, or even attempt to prophesy what will happen in the world of commerce when the swords now flashing in Europe and Asia shall be sheathed, and the trade winds blow once more. To the south of us is the only fully manned workshop in the world, with inherent resources greater than any of the warring nations. The shrewd Yankee, from whose clear brain sprang so much that is potential in the world of trade, is fully alive to the situation and is prepared to dominate it. Already his factories are beginning to hum with orders from all of the warring tribes. He sees a chance to gain a favorable balance of trade, to do such an export business that soon he shall be able to buy back all the American securities held in Europe, and instead of being a borrowing nation become a lending one.

I know this a gigantic task, but the times are ripe for it. Europe is going back: America is going forward. In iron and steel the American production is equal to that of Germany and Great Britain combined, and the growth continues. Now America is getting the huge export business which Germany and Belgium had in their lives, and being paid domestic prices. The longer the war lasts the more business will come to her and once established she cannot be entirely eliminated.

Germany and Belgium divided between them the export trade in sheet zinc and slab zinc: now the mills in the States have all this business at prices beyond the dreams of avarice: from the domestic market, they have, at one bound, sprang into the World market; at least, it has been forced upon them.

Our common window glass all came from Belgium five months ago: Uncle Sam supplies it now.

But all this, you say, is during the war, not after it; true, but we thought it advisable to show the tremendous lead the States has in the race for commercial supremacy.

After the war, what will happen?

An interesting study in economics here presents itself. The end of business is profit, and profit is based on costs. The altruistic theory of business, of course, is the division of labor, but we are not concerned with that here.

Now, in the United States at the present time wages are uniformly higher than in European countries, because living is dearer, and the average necessities are greater. To offset this, natural resources are greater, with consequent low prices in raw material. Therefore, we may deduce from this that the longer the war lasts greater burdens will be imposed on the combatants, with the result that European costs will more and more become on a parity with American, and it is conceivable that they will exceed them, in which case, your Uncle Sam will be on the ground floor, so to speak.

The manager of one of our leading banks said to me when talking about conditions brought about by the war, that Europe will be put back fifty years. We cannot think that the United States will be put back; quite the reverse.

As far as Great Britain is concerned, we assume that the Allies will be victorious, then with her mercantile fleet intact, she will still remain the great shipping power, but clearly she must make good every dollar that has gone up in smoke, no inconsiderable burden. The tight little islands might take a leaf out of Germany's book, and hasten to consolidate their industries; most of them are too individualistic. This is possibly not clear, but an example will show what I mean. Let us take a small industry in Sheffield making a full range of their line, and employing some two hundred men. They are competing with ten other firms of the same size. Now by combining all into one, enormous economies could be effected without the slightest loss either to employers or employees.

That is the German system. Repugnant, you say, these German syndicates (in America, Yankee trusts), let us have British freedom and competition. Very well, worship your fetish, but business is the science of costs. And what of "O, Canada," that land of great undeveloped resources, ever since prospectuses were issued. The war has furnished a peg on which to hang the hat of tribulation. This is a land where we began from the top downwards, instead of from the ground up. We start with the stock certificate instead of the ploughshare. We shout back to the land, and then watch to see if there is anybody foolish enough to start back, so that we can relieve him of any loose change on the way. We have borrowed, not too wisely, but too well, and the war has served us a double purpose—the dark one to conceal our weakness, the bright one to increase the value of our natural products, and put us in a better position to pay our debts.

To put the situation in a nutshell, we are in the position of a company which has increased its capital and plant, and lessened its production, and we do not need a political or cost expert to tell us whither we are drifting.

The banquet from which we have just arisen was indeed splendid, the viands of the best, the wines excellent, we were well dressed, had a cheerful effrontery, but withal, company manners. To-morrow morning early we must start down the road we had almost forgotten with the dinner pail in our hands.

*The above address was delivered at a banquet last week by a Toronto business man who is closely allied with the retail trade and is well-known throughout Canada.—Editor.

DON'T

- Don't buy too heavily.
- Don't neglect collections.
- Don't ignore notes, drafts or letters.
- Don't fail to insure your stock and buildings.
- Don't talk blue ruin; our country is all right.

A message of reassurance and encouragement to the retailer is the folder which has been issued by the Canadian Credit Mens' Association. The slogan which has been adopted by the association is

PRODUCE SOMETHING,

and with it this article of faith "The true patriot in 1915 will be the citizen who causes two blades of grass to grow where there was only one before," and this is supported by Service's verse "The Quitter."

STATEMENT OF POLICY.

Following is a statement of policy on the part of the association as printed in the booklet and which is an inspiration to business men:—

"During the past two years the commercial atmosphere has been cleared and we were never in a better position to take advantage of our great possibilities.

"Our farmers owe less money.

"Our retail merchants owe less money.

"Our wholesalers owe less money.

"Retail stocks of merchandise or hardware never less.

"We have now the opportunity of demonstrating to the world that this country is the granary of the Empire.

"Present profitable prices for live stock and all farm products will be maintained and extended into next year's crop.

"This country will be called upon to supply very largely increased amount of farm produce.

"Help to meet this demand and build up the prosperity of the country by urging every producer with whom you come in contact to properly prepare a larger acreage this fall, as well as next spring, and to equip himself in every way to grapple with the enormous demand that must, of necessity, arise as the outcome of the present European struggle.

"If the lesson of the past two years has been learned, whereby the wholesaler and the retailer have been taught to show greater caution and conservatism in the extension of credits, then the experience has not been in vain.

"If each individual has been taught to concentrate his efforts on his own particular occupation, laying aside outside speculation in real estate, stocks, etc., then our recent, as well as present experience are of inestimable value and our credit standing considerably improved.

"There never was a time when the co-operation of the retailer and wholesaler was more necessary for the advance of the general welfare of the country than at present and implicit confidence on the part of both will do much towards this end."

FREE ACCESS TO SHELVES.

(Continued from page 23.)

grocers and clerks who read this paper. He said: "I get the people into this store by means of advertising, then I rely on the clerk to get after them, and sell them something that is profitable. At night I look at each clerk's check book to see what he has been selling. It is obvious we cannot continue to employ clerks who only sell goods that are advertised in the newspapers."

Cleanliness is an outstanding feature of the department. The mosaic floor is washed every night, while the white enamelled woodwork is easily cleaned with a damp cloth. White paint would be more difficult to clean. To avoid scratching the enamel at the back of the counter, marble has been used at this point.



SARDINE SITUATION IN EUROPE.

European accounts indicate some interesting developments in the sardine business which will be of interest to the grocery trade. In Portugal it is affirmed that already 80 per cent. of the factories have been compelled to close, and, it is hinted, probably for ever. "The reason for this," the report states, "is the poor catch during the last years. The increase in price in crude products has caused big losses in operation and the war has further made those things as necessary for the manufacture, as oil, zinc and tin, more expensive, so that the factories have found it necessary to close. Even strong factories have come to the conclusion that they ought to close instead of continuing under the present difficult conditions. The same thing applies in the case of the Spanish and French sardine industries."

On account of the above information which has reached Norway, Mr. Gromestad, manufacturer and president of the Association of Norwegian Canned Goods Manufacturers, attributes considerable weight to it. He said that the war and the restriction of operations in the south had already had a stimulating effect on the Norwegian sardine industry. "There has been a gradual increasing demand," he said, "for export to the States, South America and Australia, so that the stocks of Norwegian factories are now nearly exhausted. There have, however, also with us been poorer fish catches and small supplies of crude material, and this decrease has the effect that the stronger demand will cause difficulties. All the factories are, however, so far working under normal conditions. The large Portuguese sardine industry has until now been our most dangerous competitor, especially on the South American market. The considerably limited operations down there will now, of course, strengthen the sale of Norwegian goods."

Retailers Exempt from the Act

They Can Still Grind Coffee and Slice Meat Without Coming Under the Scope of the New Workmen's Compensation Act—Good Work of the Retail Merchants' Association.

TORONTO, Dec. 3.—(Special)—The Retail Merchants' Association, Ontario Branch, have won a signal victory in the matter of the exclusion of retail interests from the operation of the Workmen's Compensation Act of this province, which is being placed in operation by the commission appointed to undertake this work. Of course, when the Act was in its construction stage the Retail Merchants' Association secured the elimination of the retail interests in a general way. But when the commission began to put the act into operation, it looked as if the retailer who did any variety of manufacturing on his premises would come within the scope of the terms. For instance, it was probable that a merchant who ground coffee, who made meat sausage, or a tailor who made clothes, etc., would come within the act.

At this stage a strong deputation of retail merchants waited on Hon. Mr. Lucas, the Provincial Treasurer, and the commission, and presented the retailers' views. They asked for the complete elimination of the retail trade, and their requests have been entirely granted. Other changes have, too, been made.

The new regulations represent changes in the Act since it passed the Legislature last March, and having been ratified by the Ontario Cabinet, make the Act a little narrower in its scope. The object of the board in weeding out certain industries from the operation of the Act, and which was urged by the Retail Merchants' Association, is to clear up certain points of possible dispute and leave less room for doubt when it comes down to actual instances of injury.

Chief among the occupations now declared exempt from the operation of the Act are wholesale and retail mercantile businesses, hotel keeping and restaurant keeping, public garages, livery stables, auction and sales stables, also making or repairing of men's and women's clothing, whitewear, shirts, collars, corsets, hats, caps, furs, or robes carried on as part of an exclusively retail business. In these occupations it is considered there is no substantial hazard.

It is also made clear that such operations as coffee grinding, meat cutting, drug manufacturing, boot and shoe making and repairing, watch, clock, and jewelry making and repairing, harness making and repairing, etc., when carried on as part of and for the purpose of an exclusively retail business are not to be considered under the Act.

Two other regulations deal with exclusions where less than six men are usually employed. Under this heading are included manufacture of cheese or butter, operation of creameries or dairies, construction or operation of telephone lines, power laundries, dyeing and cleaning establishments, mining, except in the case of producing mines where the workmen are in the employ of the owner, operation of threshing machines, etc.

Machine shops, repair shops, tinsmith shops, blacksmith shops, upholstering, etc., when not incidental to an industry under the Act, are excluded unless at least four men are usually employed therein.

PROPOSED FISH MEN'S ASSOCIATION.

Montreal, Dec. 3.—(Special).—For many years it has been felt by the fish trade of Canada that the industry should be put on a more efficient basis, not only from a financial point of view, but from the viewpoints of producer, distributor and consumer. With fisheries more prolific and varied than anywhere else in the world, the idea was conceived that an association should be

formed to look after its exploitation, not only from the viewpoint of the tradesman, but from a wider aspect.

Such an association was suggested at various times, but an agreement could never be arrived at as to the line along which it should be formed. A preliminary meeting was held on November 14, in the Coronna Hotel, Montreal, at which there was a fair attendance of men directly connected with the fish trade, all the big wholesale houses of

Montreal were represented. The chair was taken by D. J. Byrne, of Leonard Bros.

The suggestion was made that the association be divided into three sections, one to take care of production, another to look after distribution, and the third to handle the consumption. The first section would interest itself chiefly in finding out where fish could be got, and see that it was packed right, with proper inspection. There was also the matter of preservation of fish in lakes and rivers, and prevention of anything, like the pollution of rivers, that would destroy the fish.

Those connected with the distribution end of the business would interest themselves in railway and other facilities at points where fish was secured. Thirdly, those looking after consumption would look after the advertising of fish, see that stores were kept in good condition, and would also run a campaign to show the public the benefits of a fish diet.

The statement was made that the meat supply in Canada is becoming smaller every year, the land being occupied for the production of grain where formerly it was used for cattle. Search is being made for a food with as much protein as beef, and the fish men's claim is that the people must be prepared to realize the value of fish as a food. As yet little is known comparatively of its food value, and few have any idea of the wealth the rivers and seas contain in the form of fish. With good regulation, there would be no depletion, specially in the lakes and rivers.

CONDUCTING A "COLD-WEATHER FOODS" CAMPAIGN.

(Continued from page 25.)

regularly could not be better advised than to run an ad or two on cold-weather foods during December, January and February. Canadian Grocer has herewith submitted a suggestion for a newspaper ad which readers are at liberty to use as they may see fit, making the necessary changes to suit the locality.

One other point ought to be borne in mind just now, and that is that a cold-weather-food campaign is travelling along the lines of least resistance. It is easier to get business for a heat-producing food, such as a meat extract or day, than to sell ice cream cones. The time is opportune for pushing these goods and it is not difficult to convince the customer or the probable one that they are pretty nearly necessities if the body is to successfully withstand the rigours of winter. A systematic campaign using the newspaper, the show cases, the counter and the window is bound to produce results.



Current News



Quebec and Maritime Provinces.

O. Tellier, grocer, Hull, Que., died last week.

Lalonde & Pelletier have registered in Montreal as grocers and butchers.

F. D. MacMann, general merchant, Newcastle Creek, N.B., has sold to Cole & Welton.

The Mountain View Grocery and Market, Outremont, Que., has registered under name of Alphonse Gaulin.

H. W. Wentzell, of Wentzells', Limited, Halifax, N.S., with Mrs. Wentzell, was a recent visitor in New York.

The Quebec Preserving Co., manufacturers and wholesale grocers, Quebec, P.Q., sustained a fire loss recently.

A. H. Lacasse, a representative in Quebec City of Whitehead & Turner, wholesale grocers, has opened a retail store there. Mr. Lacasse has been connected with groceries for the past 25 years, both in a retail and wholesale way.

Ontario.

A. MacDonald has opened a grocery store at Ellesmere, Ont.

T. W. Blackburn, grocer, Chatham, Ont., has sold to Miss R. Dunlop.

Johnson & Co. have opened a fish and poultry business at 632 Yonge Street, Toronto.

The stock of Edward Macauley, grocer, Toronto, has been sold to Philip Saigeon.

Washington Kester, of Kester & Son, general merchants, Thamesford, Ont., died recently.

Thos. Dunnigan, grocer and crockery merchant, Warkworth, Ont., is retiring from business.

The Commercial Travelers' Association of Peterborough, Ont., entertained their members and wives at a euchre party last week in their club rooms. This was the first of a series of social functions that will be held during the winter.

Justice Middleton, Toronto, dismissed an action brought by Clyde Milligan, a boy of 15, against his employer, F. C. Thorne, grocer, and W. T. Squier, livery stable owner. The lad, who in breach of the city by-law which prohibits wagons being driven by boys under sixteen years of age, had driven a horse pro-

vided by Squier for Mr. Thorne's delivery rig, sued for \$5,000 damages for alleged personal injuries. He drove the horse down Huron Street on May 8, 1913, and the horse ran away. It collided with a wagon on College Street and was killed.

W. J. Raymond, the Eastern manager for the Litster Pure Food Co., Toronto, died in that city last week. He was seized with an acute attack of heart failure in St. John, N.B., where he was residing, and endeavored to reach his old home in Meaford, Ont., before the end came. However, he only got as far as Toronto, where he died.

The Ottawa Retail Grocers' Association are on the trail of the peddler. At their last meeting the matter was gone into and a strong effort will be made to have a license placed upon the fruit and vegetable peddlers of the city. It was pointed out by Alex. Phillips that all peddlers, except those who sell fruit and vegetables, are now licensed.

Twelve thousand members of the Commercial Travelers' Association of Canada have received ballot papers to vote for the various offices of the association. For first vice-president there is a battle between Alexander Cook, of Greenshields, and George Moore, of John Macdonald & Co. Two Fieldings—Edward and W. M.—are fighting it out for the treasurership. A report will be submitted at the annual meeting on the mortuary benefit proposed two years ago, but the most interest is centred upon the steps that will be taken for giving assistance for patriotic purposes.

At the annual nomination meeting of the Commercial Travelers' Mutual Benefit Society of Western Ontario, the following officers for 1915 were elected by acclamation, and will constitute the board of management for the year: President, M. S. Cater; first vice-president, J. J. Dyer; second vice-president, W. J. Craig; treasurer, J. T. Green. The directors elected were as follows: J. G. Wilson, A. E. Ferte, A. J. Smith, J. H. Grierson, W. H. Harding, C. W. Nicholls, A. E. Cowley, W. L. Underwood, W. R. Grant, and A. W. Greenslade. The annual meeting of the society will be held at three o'clock on December 19.

Western Canada.

Cross & Laidlaw, grocers, Winnipeg, Man., have sold to Delong & May.

A. Ross, grocer, Winnipeg, has sold his Joseph Street business to R. Hamilton.

The Harrison Cash Grocery is the name of a new grocery store in Victoria, B.C., which opened for business on November 16th.

A new grocery store has been opened in Victoria, at the corner of Fort and Blanchard Streets, by C. W. Reardon and Henry Vernon. Both the proprietors were formerly with H. O. Kirkham & Co., Ltd., Victoria, B.C.

At the annual meeting of the Shellbrook (Sask.) branch of the Retail Merchants' Association, the following officers were elected for the year 1915:—President, D. R. Ford; vice-presidents, R. McIntosh, Parkside; H. Mattock, Leask; J. Lalonde, Marcelin, and Dr. Hopkins, Blaine Lake; treasurer, W. M. Little, Shellbrook; secretary, D. L. Burgess, Shellbrook.

APPLE EXPORTS SMALL.

According to reports which have been received up to the present, the exports of apples from Montreal have been quite small in proportion to previous years. This seems a matter for wonder in view of the plentiful supplies and the lower prices. The trouble appears to be that shippers are offering \$1 a barrel on consignments to English markets, with returns of net proceeds of sales, and this is not proving an attractive offer in view of the uncertainty of the demand and the price on the other side. Later the market may come to a more solid basis.

Arrangements have been made for a commercial test of the recently discovered method of concentrating apple cider by freezing and centrifugal methods, and as a result one of the big cider mills in Oregon has undertaken to manufacture and test on the retail market one thousand gallons concentrated cider, which will represent five thousand gallons of ordinary apple cider with only the water removed.

New Shelled Walnuts Have Not Yet Arrived

Seamen's Dock Strike in England Responsible — Tea Supplies Getting Perilously Low—Beans Are Firmer—Rice is Lower—Retailers and Consumers Using Up Sugar Supplies.

Office of Publication, Toronto, December 3rd, 1914.

BACK in August, when it was assured that the upheaval in Europe was not going to be narrowed down to the initial belligerents, the predictions were freely made by many that the Christmas cake and plum pudding would go a-begging for the want of fruits and nuts from the Mediterranean. Canadian Grocer maintained that such would not be the case—that with few exceptions everything would be here. Here we are within three weeks of the great day and what do we find? With the exception of shelled walnuts from France, due to a strike of seamen in England, everything has arrived and pretty nearly on schedule time. The S.S. "Englishman" reached the port of Montreal the other day minus the shelled walnuts that everybody expected to see among her cargo. The next chance for them to come will be on or about December 20, and while this may be in time for dealers in the cities in Eastern Canada, it looks as if the distant retailers in the country will have to tide over the Christmas trade without new shelled walnuts. This will likely mean larger sales of almonds than would otherwise have been the case. Many retailers are supplied with some old walnuts but these will not be found in very large quantities anywhere.

Advices from Germany are to the effect that German farmers will be urged next year to plant grains rather than sugar beets. In the event of the advice of the officials being accepted generally, we shall see a much reduced quantity of sugar on the market in that country. The natural effect of such a move would be to strengthen the sugar market in so far as the world is concerned, because Germany is one of the chief factors in the setting of the price.

The tea market still occupies a prominent position on the stage. While tea can be purchased cheaper in Colombo than in London, the upset conditions due to the war and Turkey taking a hand in the fray, are making it difficult to bring forward shipments. Tea is still high in price and in so far as this country is concerned, supplies are none too plentiful. One prominent tea man went so far as to say that supplies with him were "perilously low." Considering the length of time it requires to get tea into Canada from the far East even when circumstances are favorable, it will be some time in the future before the tea situation will become clarified.

Rice has eased off in price during the past week and declines ranging from $\frac{3}{4}$ of a cent to a cent a pound in some markets are made. To the consumer buying in hundred-pound quantities this drop would be an important one, but by the pound or the quarters worth, the difference would be slight.

There seems to be no relenting to the bean and split-pea market. These commodities still hold high and farmers are reaping a great advantage on the former. The probable reasons for the strength in this market is the curtailment of Austrian supplies which had during the past few years gained a foothold in Canada, and the none too good production of the best home variety.

One would think that Her Majesty, the Hen would come down from her winter perch during the mild spell and lay us a few eggs. But she has not done so, and she would probably blush with indignation could she see some of the alleged "new-laid" that are being accredited to her by some producers. Price of strictly fresh—those that can stand up against the spotlight of the candle—are high, the price to the holder being pretty much a matter of conscience.

QUEBEC MARKETS.

Montreal, December 3.—Wholesalers say that Christmas business is so far below what it usually is. They are not disappointed, because many of them an-

tiipated this, and bought accordingly. Stocks of fruits and nuts for Christmas will apparently be cleaned out, no wholesaler running the risk of carrying big stocks. A feature of the Christmas

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Feed market shows strength.
Bran sells freely for \$25.
Flour still quiet.

PRODUCE AND PROVISIONS—

Talk of cheaper honey.
Demand for live ducks and geese.
Turkeys 17 to 20c for Christmas.
Eggs up to 50c.

FISH AND OYSTERS—

No fresh halibut.
Plenty cod and haddock.
Only fair supply of kippers.
Advent business opens brisk.

FRUITS AND VEGETABLES—

Big demand for potatoes.
Beans up to \$4.50 basket.
Spanish onions dearer.
California oranges up.
Floridas and Mexicans down.
Cheaper Baldwins.

GENERAL GROCERIES—

Split peas hard to get.
Shelled walnuts not here yet.
Mixed nuts cheaper.
Dates here 1c higher.
New prunes strong.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Cornmeal a trifle easier.
Mixed cars only available.
Flour business dull.

PRODUCE AND PROVISIONS—

Eggs go still higher.
Easier butter in States.
More exports in cheese.
Poor offering in poultry.

FISH AND OYSTERS—

Salmon snake find favor.
Oysters have picked up.
Exit smoked lines.
Enter frozen fish.

FRUIT AND VEGETABLES—

Potatoes for export?
Grapefruit best in years.
Domestic onions firmer.
Apples generally firm—snows scarce.

GENERAL GROCERIES—

Christmas nuts delayed.
Better demand for molasses.
Rice is very cheap.

trade is the absence of shelled walnuts from France. These were expected on the S.S. Englishman, which reached Montreal this week. Shipments must now be landed at Halifax, and it is doubtful whether retailers will be able to secure stocks for their Christmas trade. New stocks of dates and 1914 crop seedless and seeded raisins arrived this week.

The principal markets remain quiet. Flour is quiet, the trade apparently waiting for lower prices, which the millers say will not come with wheat so high. Sugar is unchanged. The tea market is slightly easier in London, with little trading being done in Montreal. New laid eggs are up to 50c dozen, but storage eggs are, if anything, cheaper.

CANADIAN GROCER

American pork is getting scarce, and shipments will be resumed on December 15. Prices are firm. Considerable difficulty is being experienced in securing supplies of dried peas that will boil.

SUGAR.—Raws were easier in New York early in the week, but the position of refined was unchanged. Raws were selling for slightly below 3c. Montreal refiners state that they will not put their prices down while they are using the expensive raws they have bought. Business continues quiet, on a hand-to-mouth basis.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 05
Yellow Sugars—		
No. 3	6 60
No. 1	6 35
Extra Ground Sugars—		
Barrels	7 15
50 lb. boxes	7 35
25 lb. boxes	7 55
Powdered Sugars—		
Barrels	6 95
50 lb. boxes	7 15
25 lb. boxes	7 35
Paris Lump—		
100 lb. boxes	7 20
50 lb. boxes	7 30
25 lb. boxes	7 50
Crystal Diamonds—		
Barrels	7 40
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Cartons and half cartons	8 75
Crystal Dominoes, cartons	8 85

TEA.—The situation has not changed much during the week, although there are signs of an easing off in London. Restricted shipments from London to foreign countries are having their effect, and lower prices are expected. Local holders are not anxious to sell in anticipation of a war tax being imposed in January. They argue that if the tax goes on, they stand to make money by holding, whereas if there is no tax they are no worse off. The feeling is growing here that the Government has no other course open than to tax tea in order to secure the revenue required to pay Canada's share in the war. On the other hand, there seems to be no great keenness to buy on the part of the wholesalers, although there has been more activity during the past week, both here and in Ontario, where dealers are buying chiefly low grades. The Japan market is so strong, there should soon be a big demand for low grade greens.

DRIED FRUIT.—New dates have arrived, and there is an advance of 1c on the opening price. Brokers in New York state there are good supplies of Hallowees and Sairs, but limited supply of Fards. A fairly good demand for Valencia raisins is being felt; stocks are not heavy, and wholesalers expect to be cleaned out for Christmas. Like the retailer, they have bought light, and seem to be taking no chances in having stocks left on their hands after the first of the year. Seedless and seeded raisins 1914 crop, have arrived, and are now being distributed, prices being about the same as last year. Quotations are:

16. oz. Seedless	10½c
12 oz. Seedless	9½c
16. oz. Seeded	10c
16 oz. choice Seeded	9½c

For new crop prunes, the market in California shows strength, and higher prices are expected. No spot stocks of new crop have arrived yet, but these are due. Citrons and peels are active, and prices are being cut to meet competition. Price of citron is cut 1c, and lemon and orange ½c. The currant market is firm, and has advanced ¼c during the past 10 days in Greece. Prices on spot stocks are unchanged, but brokers are holding firm on quoted basis. S.S. Patris reached New York this week with final shipment of figs. Orders are plentiful for five crown bonbons. New York has some fancy 11-lb. and 2-lb. figs in gelatine boxes, which were intended for Germany but reached the United States owing to the war. The figs can be seen through the gelatine, and are attractive as a fancy Xmas package.

EVAPORATED FRUITS.		Per lb.
Apples, best winter	0 08½
Nectarines, choice	0 11
Peaches, choice	0 09½
Pears, choice	0 13
Apricots	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	0 18
Lemon	0 11½
Orange	0 11½
Currants—		
Amalias, loose	0 07½
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07½
Filiatras, packages, new	0 08
Dates—		
Dromedary, package stock, per pkg.	0 10
Fards, choicest	0 11
Hallowee, loose	0 06
Hallowee, 1-lb. pkgs.	0 07½
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11½
70 to 80, in 25-lb. boxes, faced	0 10½
80 to 90, in 25-lb. boxes, faced	0 10
90 to 100, in 25-lb. boxes, faced	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60
Muscats, loose, 3 crown, lb.	0 08½
Sultana, loose	0 12
Valencia, new	0 08½
Seedless, 16 oz.	0 13½
Seedless, 12 oz.	0 09
Seeded, 16 oz.	0 10
Choice seeded, 16 oz.	0 09½

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

RICE.—No change in this market, sales being well up to normal for the season.

Rangoon Rices—		Per cwt.
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—		Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 65
Carolina head	7 85

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

Imported Patna—		Per lb.
Bags, 25 lb.	0 05
Half bags, 12½ lb.	0 05½
Quarter bags, 6¼ lb.	0 05½
Velvet head Carolina	0 09½
Sago, brown	0 06
Tapioca—		
Pearl, lb.	0 05½
Seed, lb.	0 05½

MOLASSES.—Stocks held in Montreal are large, but the demand is slow. Many retailers bought heavily in the

spring, when the price was around 25c. Last mail advices from Barbadoes state that rain is wanted badly. Only light showers are falling, and these are not general. There can be no doubt that the crop is not so good as at the corresponding period last year, and to be good requires frequent soaking rains from now until February. Fancy molasses, importers state, will be higher, as more sugar will be made than usual.

Barbadoes Molasses—	Prices for Island of Montreal.	
	Fancy.	Choice.
Punchons36
Barrels41
Half barrels42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¼c; ¼ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., \$1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ¼ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85

Maple Syrups—		
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10

COFFEE.—Some of the brokers are more or less in the same position as sugar refiners who have expensive raws on their hands; they are anxious to get rid of their stocks which they bought at high prices, but there is so little demand they are making slight reductions from time to time in order to induce a little business. The opening of the New York coffee exchange had no effect on the market here. Trade continues quiet.

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

NUTS.—A shipment of shelled walnuts from Bordeaux, France, was expected on the S.S. Englishman, which reached Montreal this week. The walnuts were not on board, however, and as New York is experiencing a delay too, it is not likely there will be any in the hands of the retailers until well on towards Christmas. There are plenty of almonds, and these will take the place of walnuts to a considerable extent. The Joaquim Numbru reached New York this week with good supplies of Tarragonas and French soft shells. There are plenty of new crop Mayette Grenobles and a fair quantity of No. 1 Naples. Big shipments of Marbots and Cornes are due. Filberts, Brazils and pecans are moving freely. Prices on mixed nuts and Pili nuts are being cut extensively. Montreal prices on Tarragonas have been advanced ½c, and are now quoted 18½ to 19½c. Stocks of old shelled walnuts are pretty well cleaned up.

Grenobles, new	0 15½	0 16½
Tarragonas, new	0 18½	0 19½
Marbots, new	0 12½	0 13½
Shelled walnuts, new, per lb.	0 35	0 40
Shelled almonds, 25-lb. boxes, per lb.	0 45	
Sicily filberts	0 12½	0 14
Pecans, large	0 18	0 18
Almonds	0 21	0 22
Brazils, new	0 15	0 15

CANADIAN GROCER

Peanuts, No. 1, 12½c; No. 2	0 09%
Peanuts, No. 3	0 06%
Canadian chestnuts	0 12

SPICES.—There is no material change in this market. Cinnamon and cassia are low; peppers are high.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins. dozen
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 72-0 99	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochín	0 18-0 23		
Ginger, Jamaica	0 20-0 25	0 80-1 05	0 95-1 10
Mace	0 85-1 10		
Nutmegs	0 30-0 35	1 02-1 20	1 10-1 25
Pepper, black	0 23-0 24	0 80-0 90	0 90-1 00
Pepper, white	0 32-0 33	1 05-1 10	1 1-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 95-1 15
Pickling spice	0 30-0 25	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22		

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

Cardamom seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian	0 12	
Dutch	0 20	
Cinnamon, Ceylon, lb.	0 60	
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocconut, in pails	0 20	0 25

DRIED VEGETABLES.—Several cars of beans have been sold this week at \$2.40, but as high as \$2.52 is being asked by shippers for choice primes, and \$2.65 for picked beans. So that it looks as though the market is getting firmer, and that beans will be worth more money. Some brokers are refusing to handle peas, as shippers cannot guarantee them. It looks as though there is something wrong with the crop. Germany has been a big exporter of peas to this country, so that an interesting situation presents itself. Despite the poor quality, wholesalers are buying them at \$2.45 to \$2.55 from shippers, selling to retailers at \$2.85 to \$3, at which price, it is claimed, they are guaranteed. Split peas are scarce and high—costing \$4.50 from shippers, which is more than 50c higher than old prices. Some wholesalers are refusing to pay this, and will wait until prices come down.

Beans—	
Hand picked, per bushel	2 85
Canadian, white, per bushel	2 65
Yellow, per bushel	3 25
Yellow eyes, per bushel	3 25
Lima, per lb.	0 08 0 08½
Peas, Imperial green, per bushel	2 50
Peas, white soup, per bushel	2 85
Barley, pot, per abg	3 50
Barley, pearl	4 90

ONTARIO MARKETS.

Toronto, Dec. 3.—The outstanding feature for the week is the knock-down blow given to wholesaler and retailer alike by reason of the delayed shipments of Christmas offerings in walnuts. Seamen's strikes take no cognizance of such details as lost trade, but the effect upon dealers, large and small, of the dockers' strike in Liverpool will be to lessen their receipts pretty considerably by reason of these delayed nuts. Nuts are pre-eminently in demand just now.

The tea situation at present is interesting. Importers and tea men generally seem to have been seriously disturbed by the disorganized shipping, which has resulted in the lack of supplies from India. Then the probability—as it is now regarded—of a tax is another important factor. Tea men will

be in a quandary. To buy or not to buy—that is the question. Christmas buying of general lines goes on apace, but the war or something has affected it. Possibly the next two weeks will show a more marked return to pre-Christmas conditions of other years. Some prices are lower than those of last year. Hardly any are higher; but the general tendency is to economy. The wholesalers have not had much time or possibly reason to wish each other a "Merry Christmas," but their part is pretty well done now. The retailer has the next two or three weeks to test conditions.

SUGAR.—There is a noticeably improved demand from retailers. They and the consumers alike are pretty well cleaned up on the stocks that they bought in August last, and are beginning to spy out the land for fresh supplies. There will be no change in price until refiners have used their high-costing raws. At present, one dealer opines, the refiners are losing money on what they are refining. New York market is a little firmer. The future market will be largely conditioned on the decision of the German Government as to the people sowing beets, or devoting their time and energies to barley, oats and potatoes. Unless beets are sown, of course, there will be no surplus sugar, in which events the North American market will steady considerably. Alteration for some little time is regarded as improbable. All over the country the market remains quiet.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 96
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 56
100 lb. boxes	7 56
50 lb. boxes	7 66
Paris Lump—	
100 lb. boxes	7 56
50 lb. boxes	7 66
25 lb. boxes	7 86
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71
Yellow Sugars—	
No. 1	6 41
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The tea market continues firm and high. Tea prices depend on where you buy. Colombo is a cheaper market, of course, than London, but the trouble is that there is nothing doing in direct Colombo trade. The English market has risen twopence-halfpenny, to three pence during past six weeks, and even at that teas are hard to get. One prominent dealer said he is absolutely unable to procure his requirements either from Colombo or London. He is sending out twice as much tea as he is able to buy with present conditions, and his stocks are running perilously low. This would seem to be general. Doubtless the high

market will ease off as soon as supplies arrive, but when will that be? Local retailers are speculating on account of the possibility of the tax. There are practically no supplies from India, the reason assigned being that the shippers can't get boats. The universal feeling is one of aloofness on account of high prices.

DRIED FRUITS.—The feature of this market this week is the remarkably cheap price of the new apricots. This year's figure is the lowest in years, while, correlatively, quality is well up to standard. Dealers report unusually good sales for this time of the year. Prunes, for which there is a good call, have advanced quite strongly, prices being three-quarters of a cent to a cent stronger than last week. New dates are in, and prices are up anywhere from 1c to 2c. The trend is towards still higher levels. Figs show a tendency to firm up. General buying is not for Christmas trade as yet. Retailers are inclined to buy small quantities and come often, rather than place a large order at a trifle more attractive price. All new fruits are in now. As compared with a year ago, and in view of the general disorganization of shipping, prices are generally favorable.

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

NUTS.—Just as demand grows a little better for Christmas trade, comes the news that Christmassy offerings are to be held up. New shelled walnuts, Bordeaux and Marbots, which were to have left England and been here by now, have been held up by reason of the seamen's strike, and are lying at Liverpool docks. They will likely catch another boat, but that would not allow of them reaching Toronto until about the 20th of December. This means that it will be touch-and-go whether the country trade will be able to get them for the Christmas demand, and even the retailers in town will be considerably

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handicapped by the lack of these lines. They will have to rely on Brazils and peanuts to help out their supplies. Brazils are firmer, if anything.

In Shell—	Per lb.
Almonds, Tarragona	0 17½ 0 20
Brazils, medium, new	0 11¼ 0 12¼
Brazils, large, washed, new	0 13 0 15
Chestnuts, peck	1 75 2 00
Filberts, Sicily, new	0 15 0 17
Peanuts, Jumbos, roasted	0 12¼ 0 13¼
Peanuts, hand-picked, roasted	0 10 0 11
Peanuts, fancy, roasted	0 09 0 10
Pecans	0 17 0 18
Walnuts, Grenoble	0 17½
Walnuts, Bordeaux	0 14
Walnuts, Marbots	0 15
Shelled—	
Almonds	0 42 0 44
Filberts	0 35
Peanuts	0 10¼
Pecans	0 62 0 60
Walnuts	0 48 0 50

SPICES.—There is practically no change. Peppers continue firm, but will ease on appearance of additional supplies. Herbs are higher, and will probably harden to a higher price within the next two or three weeks.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 10	0 15
Allspice, whole	0 15	0 15
Cassia, whole	0 21-0 26	0 21-0 26
Cassia, ground	0 14-0 16	0 21-0 26
Cinnamon, Batavia	0 36-0 40	0 36-0 40
Cloves, whole	0 28-0 33	0 28-0 33
Cloves, ground	0 18-0 22	0 28-0 33
Cream of tartar	0 25-0 35	0 25-0 35
Curry powder	0 25-0 23	0 25-0 23
Ginger, Cochin	0 17-0 20	0 24-0 27
Ginger, Jamaica, ground	0 14-0 17	0 24-0 27
Ginger, Jamaica, whole	0 24-0 27	0 24-0 27
Ginger, African, ground	0 16	0 16
Mace	0 80-1 05	0 80-1 05
Nutmegs, brown, 64s, 52c;		
80s, 42c; 100s		0 30
Nutmegs, ground, bulk, 65c;		
1 lb. tins	0 22-0 25	0 22-0 25
Pastry spice	0 19-0 22	0 19-0 22
Peppers, black, ground	0 19-0 22	0 19-0 22
Peppers, black, whole	0 20-0 22	0 20-0 22
Peppers, white, ground	0 19-0 24	0 30-0 33
Peppers, white, whole	0 27-0 30	0 27-0 30
Pickling spice	0 15	0 15
Turmeric	0 18-0 20	0 18-0 20

BEANS.—There is little to record. If anything, prices are a trifle higher. Blue peas and white peas are higher and firmer. Split peas, which are now pretty impossible to obtain, are higher than ever, and almost any price would suit the quotation. The local market is slow.

Beans—	Per bushel.
Canadian, hand picked	3 00 3 10
Canadian primes	2 85 2 95
Lima, per lb.	0 08¼ 0 09
Peas, blue, Canadian, per bush.	3 00 3 10
Peas, whole, white, per bush.	3 00 3 10

COFFEE.—There is a pretty fair demand at prices much about the levels of the last two or three weeks. Brazilians have hardened.

Coffee—	0 36	0 38
Standard Old Govt. Java	0 32	0 34
Plantation Ceylon	0 33	0 36
Java	0 33	0 36
Arabian Mocha	0 33	0 32
Guatemala	0 30	0 32
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maraicao	0 26	0 28
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicory	0 14	0 14

RICE.—A fair demand continues. Some rices are lower, and show no signs of going higher. Patna shows a decline of three-quarters of a cent to a cent. Tapioca is easier. There is a limited demand.

Rice—	0 03¼	0 04
Bangkok, per lb.	0 04¼	0 05
Bangkok, fancy, per lb.	0 06	0 07¼
Patna, per lb.	0 06¼	0 08
Japan, per lb.	0 08	0 08¼
Java, per lb.	0 09	0 10
Carolina, per lb.	0 08	0 08
Sago—		
Brown, per lb.	0 08	0 08¼
White, per lb.	0 08	0 08

Tapioea—	0 10¼	
Bullet, double goat	0 06	0 7
Medium pearl	0 06	0 7
Seed pearl	0 06	0 7
Flake	0 10¼	

SYRUPS.—Molasses continue in fair demand. So far as this market is concerned, the heavy trade is in the tinned goods, and that is brisk. If the change in the sugar market which is forecasted is realized, prices of molasses should be easier. Prices of syrups show no change. There is a slightly increased demand, but for the time of the year it is not up to standard.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	2 85	
5 lb. tins, 1 doz. in case	3 00	
10 lb. tins, ½ doz. in case	2 80	
20 lb. tins, ¼ doz. in case	2 85	
Barrels, per lb.	0 05¼	
Half barrels, lb.	0 04	
Quarter barrels, lb.	0 04¼	
Pails, 38¼ lbs. each	1 05	
Pails, 25 lbs. each	1 60	
Molasses, per gallon—		
New Orleans, barrels	0 28	0 28
New Orleans, half-barrels	0 28	0 28
West Indies, barrels	0 28	0 28
West Indies, half barrels	0 28	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 60	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 60	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 80
Gallons, 6 to case	6 80	8 00
½ gallons, 12 to case	6 85	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 00
Maple Sugar—		
Pure, per lb.	0 12¼	
Maple Cream Sugar—		
24 twin bars	1 80	
40 and 48 twin bars	3 00	4 45
Maple butter, lb. tins, dozen	1 90	

MANITOBA MARKETS.

Winnipeg, Dec. 3.—The volume of trade being done by the retail grocers is reported as quite satisfactory. It cannot be said that wholesale grocers are doing as large a business as they would like. This year there is practically no ordering by construction camps, and sales naturally have fallen off because of this. From the retailers, too, orders are not as large as in past years. Dealers are keeping their staple lines as low as possible, but this will work out favorably in the long run, for it is very evident that January and February business will be better than in some past seasons. For Christmas trade there is a satisfactory demand, and, thanks to recent arrivals, wholesalers are able to fill the orders.

SUGAR.—Here there has been no further change, although another drop of about 30c is expected by some. When this further decline comes the price of sugar in Canada will be on the same basis as the New York refined. Since the New York market is gradually gaining strength, it would appear that the further reduction, which is practically certain to come, will be the last downward move until war conditions become more settled.

Sugar, Eastern—	Per cwt. in sacks.
Extra standard granulated	7 00
Extra ground or icing	7 00
Powdered	6 80
Lump, hard	7 45
Montreal yellow	6 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 80
Barrels, per cwt.	5 85
Bales, 50 lbs., per cwt.	5 80
Bales, 25 lbs., per cwt.	5 85

Powdered, barrels	6 20
Powdered, 50s	5 55
Powdered, 25s	6 85
Icing, barrels	6 75
Icing, 50s	6 80
Icing, 25s	6 90
Icing, pails	6 80
Cut loaf, barrels	6 60
Cut loaf, 50s	6 85
Cut loaf, 25s	7 10
Sugar, British Columbia—	
Extra standard granulated	6 70
Bar sugar	6 85
Icing sugar	7 05
Powdered sugar	6 85
H. P. lumps	7 55
Yellow	6 05
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
25-lb. tins, 3 tins to case, per case	3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrup—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ¼ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Evaporated apples are stronger, eastern quotations being higher at the present time. No upward movement has been struck here as yet, but one is looked for. At the present low prices apples seem remarkably good buying. New currants have come on the market, and are of good quality. The supply is fortunately sufficient to meet a heavy demand. The present stocks of dates are large enough to enable the filling of orders for some time to come. It is fortunate that this should be the case, since, owing to war conditions, it is practically impossible to get in any fresh supplies. All kinds of raisins have arrived, including fancy table raisins. These were a little late this year, and the orders for them have consequently remained unfilled. The prices at which these lines are being quoted are given in detail below. They are but little over the normal price, and the quality is exceptionally good. For the better grades, and for the small boxes, the demand is brisk. Prunes are slightly stronger on the California market, and it now seems that the present low price will have to be advanced in the near future. This is true of apricots also. Table figs are now on hand in good quantities. The usual heavy demand of the Christmas season is being felt. Prices are low, considering the difficulties experienced in securing supplies. Detailed quotations are given below.

Apples, evaporated, new, 50's	0 06¼
Apples, evaporated, new, 25's	0 08
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11¼
Currants—	
Dry clean	0 08¼
Washed	0 08
1 lb. package	0 09
2 lb. package	0 18
Vostizzas, 1 lb.	0 10¼
Dates—	
Hallowee, loose, per lb.	0 06
Hallowee, 1 lb. pkgs.	0 06¼
Fard dates, 12-lb. boxes	1 00
Peaches—	
Standard, 25-lb. boxes	0 06¼
Choice, 25-lb. boxes	0 07¼
Choice, 10-lb. boxes	0 08¼
Raisins, Valencia—	
Fine selected	2 35 2 45
Four crown layers	2 45
Table Raisins—	
F. O. S.	2 15
Fine selected, 14s	1 15
Fine selected, 7s	0 80
Vineyard clusters, 5¼-lb. boxes	0 85

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ALBERTA MARKETS.

(By Wire.)

Edmonton, Alta., Dec. 3.—The country trade continues good and city trade shows marked revival, probably due to closeness of Christmas season. Collections are also looking up. No cause to complain. Rice market is weak and it seems impossible to get satisfactory Ontario beans. Flour is steady in face of strength of wheat market. Strong baker is being sold at a slight premium. Ontario beans are quoted at \$2.95 which is an increase of fifteen cents. Japan beans are \$2.80 to \$3.20. Evaporated apples have dropped half a cent.

Produce and Provisions—	
Cheese, per lb.	0 16 1/2 0 17
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1, 2c; No. 2.	0 21
Lard, pure, 3's, per case	7 95
Lard, pure, 5's, per case	7 90
Lard, pure, 10's, per case	7 80
Lard, pure, 20's, each	2 53
General—	
Beans, Ontario, per bushel	2 95
Beans, Japan, per bush.	2 80 3 20
Coffee, whole roasted, Rio	0 18 1/2 0 20
Evaporated apples, 50's	0 07 1/2 0 08
Potatoes, per bush.	0 50 0 55
Rolled oats, 20's	0 79
Rolled oats, ball	3 25 3 75
Flour, 98's, \$3.55-\$3.65; rolled oats, 80's	2 50
Rice, per cwt.	7 40
Sugar, standard gran., per cwt.	7 30 7 40
Sugar, yellow, per cwt.	6 55
Canned Goods—	
Apples, gals, case	1 50
Corn, standard, per two dozen	2 05 2 10
Peas, standard, 2 dozen	2 16
Plums, Lombard	2 25
Peaches	3 25
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per dozen	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	9 50
Cohoos, 1's, \$5.75; humpbacks, 1's.	4 35
Fruits—	
Lemons	7 00

SASKATCHEWAN MARKETS.

(By Wire.)

Regina Sask., Dec. 3.—With Christmas trade opening up well, poultry is coming in heavily, and grocers are stocking up with nuts, raisins, and all kinds of Christmas goods. Already the Xmas stuff is moving out satisfactorily. Practically all lines are in, including currants, raisins, figs, nuts, dates, peel, and all kinds of Christmas fruits. Figs and dates are wholesaling at about the same figure as last year; peel is slightly lower, and nuts are considerably higher. Cream of tartar is quoted at 52 cents per pound, and it is found that the price is making the sale of this commodity almost prohibitive. The demand for poultry is not what it has been in past years, due largely to the fact that housewives are buying the less expensive meats. Ice will be lower. Wholesalers are now booking up for the next season's supply and it is expected that rice will be sold at a lower price than it has ever been contracted for in this district before. Potatoes are selling, New Brunswicks at .95 and Ontarios at .90 per bushel.

Produce and Provisions—	
Butter, creamery, per lb.	0 29 0 30
Butter, dairy, No. 1	0 21
Cheese, per lb.	0 17 1/2 0 18
Eggs, fresh, per doz.	0 29
Lard, 3's, per case	7 60
Lard, 5's, per case	7 55
Lard, 10's, per case	7 50
Lard, 20's, each	2 50
General—	
Beans, Ontario, per bushel	3 10
Coffee, whole roasted, Rio	0 17 0 17 1/2
Cream of tartar, lb.	0 52

Cocoanut, lb.	0 20
Evap. apples, 50's	0 07 1/2
Potatoes, N.B., per bush.	0 95
Potatoes, Ontario, per bush.	0 90
Rolled oats, ball of 80 lbs.	3 19
Flour, 98's	3 55
Oysters, per gal.	2 50
Rice, per cwt.	4 30
Sugar, standard, gran., per cwt.	7 07
Sugar, yellow, per cwt.	6 53
Walnuts, shelled, 54c; almonds.	0 53
Canned Goods—	
Apples, gals, case	1 30
Broken beans, 2's	2 80
Beans	2 23
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 23
Plums, Lombard	2 10 2 21
Peaches	3 10
Strawberries and raspberries	4 00
Tomatoes, standard, per dozen	2 35 2 60
Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 80
Fruits and Vegetables—	
Apples, per bbl., Ontario	4 00 4 25
Cranberries, per bbl.	7 90
Grapefruit, per crate	5 50
Sweet potatoes, per crate	4 50
Lemons	5 00 5 90
Oranges	3 25 4 00
Dried Fruits—	
Apricots, per lb.	0 11 1/2
Apples, per lb.	0 07 1/2
Currants, per lb.	0 08 1/2

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Dec. 3.—A slight drop in pork was the only change of special interest in local market. American is now \$26.50-\$28.50, and domestic \$27.50-\$28.50. There are no changes in other staples. Business conditions are promising, with an upward trend to Christmas trade. A "buy early" campaign is being fostered by the dealers, the press aiding. A possible decline in sugar is discussed locally because of weakness in New York. Dealers, however, have divided opinions regarding the market, but buying is light. There is a heavy demand for dried fruits, and this is stimulating interest in quotations, which are firm, with some slight advances. Figs are indicating higher. Oatmeal is now \$7.70. Potato market is well stocked, with prices easy. Eggs are firm, and an advance is expected; butter is unchanged.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 20 0 22
Bacon, roll, per lb.	0 17
Beef, barrel	28 50 29 00
Beef, corned, 1 lb.	3 15 3 30
Pork, American clear, per bbl.	26 50 28 50
Pork, domestic, per bbl.	28 00 29 00
Butter, dairy, per lb.	0 26 0 27
Butter, creamery, per lb.	0 29 0 30
Eggs	0 30 0 31
Lard, compound, per lb.	0 10 1/2 0 10 1/2
Lard, pure, per lb.	0 13 0 13 1/2
Cheese	0 16 1/2 0 16 1/2
Flour and Cereals—	
Cornmeal, gran.	6 00
Cornmeal, ordinary	1 90
Flour, Manitoba, per bbl.	7 65
Flour, Ontario	6 85
Rolled oats, per bbl.	7 00
Oatmeal, standard, per bbl.	7 70
Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00
Oranges, Val., case	6 50
Potatoes, bbl.	1 25 1 35
Sugar—	
Standard granulated	6 90 7 00
United Empire	6 80 6 90
Bright yellow	6 70 6 80
No. 1 yellow	6 40 6 50
Paris lumps	8 00 8 25
Beans, white, per bush.	2 95 3 00
Beans, yellow eyes, per bush.	3 15 3 20
Canned pork and beans, per case	2 80 3 00
Molasses, per gal.	0 35 0 36
Cream of tartar, per lb., bulk.	0 50 0 53
Currants, per lb.	0 08 0 08 1/2
Rice per cwt.	4 80 5 00

The unemployed German waiter who tried to sing the British soldier's marching song only got as far as "It's a long, long way to der Tip—."

Vineyard clusters, 20 1-lb. bunches, per box	3 30
Extra dessert, 20 1-lb. bunches, per box	3 80
Royal Buckingham, 20 1-lb. bunches, per box	4 35
Royal Buckingham, 22 lbs. bulk, per box	4 30
Imperial Russians, 20 1-lb. bunches, per box	5 15
Excelsior Windsor, 20 1-lb. bunches, per box	5 55
Raisins, Sultanas—	
California bleached	0 11 1/4
Raisins, Muscatels—	
3 crown loose, 50's	0 08 1/4
3 crown, loose, 25's	0 08 1/4
Choice, seeded, lb.	0 09 1/4
Extra fancy seeded, lb.	0 09 1/4
12-oz. packages, fancy	0 08
12-oz. packages, choice	0 07 1/2
Prunes, in 25-lb. boxes—	
90 to 100	0 07 1/4
80 to 90	0 08 1/4
70 to 80	0 08 1/4
60 to 70	0 09 1/4
50 to 60	0 09 1/4
40 to 50	0 10 1/4
Table Layer Figs—	
7-crown, 35-lb. boxes, per lb.	0 15 1/4
6-crown, 10-lb. boxes, per lb.	0 13 1/4
5-crown, 10-lb. boxes, per lb.	0 12 1/4
4-crown, 10-lb. boxes, per lb.	0 11 1/4
3-crown, 10-lb. boxes, per lb.	0 11 1/4
Glove boxes, per doz.	1 70
Cooking figs, taps, about 25 lbs., lb.	0 05 1/4
Cooking figs, choice naturals, 28-lb. bags, per lb.	0 05 1/4

TEAS AND COFFEE.—Here there seems little or nothing to report. The old price of tea is still maintained by reason of competition, and there has been no further rise in coffee.

Coffee—	
Rio, No. 5, green	Per lb. 0 13 1/4
Rio, roasted	0 15 1/4
Santos, green, No. 4	0 15 1/4
Santos, roasted	0 23 1/4
Chicoory, per lb.	0 22 1/4 0 23
Teas—	
Japan—	
Choicest basket, fired	0 40 0 80
Choicest, pan fired	0 40 0 50
Very fine, pan fired	0 35 0 40
Medium, pan fired	0 30 0 35
Common, pan fired	0 25 0 30
India and Ceylon—	
Souchongs	0 30
Pekoe Souchongs	0 35
Pekoe	0 40
Broken orange and orange	0 40 0 50
China—	
Fine Keelum	0 50 0 60
Good Packlum	0 35
Common morning	0 25

BEANS.—There seems every chance of the Canadian beans advancing in price further than the 10c reported last week. The large exportations both to Europe and to the United States make this advance probable. Owing to the exclusion of some of the foreign beans from the market, the stock of the Ontario farmers is in great demand, and he seems to be increasing his price every day, as the demand grows. Both split and whole blue peas have advanced, and will go still higher. The supply is low, and holders are asking much more for their peas in consequence. Here, too, the war, which is bringing a great demand for this product, enables the farmer to get a bigger price. Split peas have been advanced in price to \$4.75 per sack.

Beans—	
Foreign, hand-picked	3 30
Canadian, hand-picked	3 40
3-lb. pickers	2 85
California Lima Beans—	
Bag lots	0 08 1/4
Less than bag lots	0 08 1/2
Barley—	
Pot, per sack, 96 lbs.	3 00
Pearl, per sack, 96 lbs.	4 15
Peas—	
Split peas, sack, 96 lbs.	3 30 4 75
Whole peas, bushel	2 50

RICE AND TAPIOCA.—There is no change here. The expected advance in Patna rices has not yet come, and will not come for some weeks.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05 1/4
No. 2 Japan, per lb.	0 05
Siam, per lb.	0 04 1/4
Patna, per lb.	0 06 1/4 0 06 1/2
Carolina, per lb.	0 08
Sago, pearl, per lb.	0 05 1/4
Tapioca, pearl, per lb.	0 06



Fruit and Vegetables



Best Grapefruit in Years; Domestic Onions Higher

Price of Grape Fruit Down, While Quality Up—Big Demand for Canadian Onions — Rumor That Potatoes Will be Exported to Europe—General Demand Not Brisk.

MONTREAL.

FRUIT.—Navigation is closed, and prices of apples have remained at the high level they attained three weeks ago. The only decline is in Baldwins, which are 25c cheaper, being quoted 3.25 per bbl. this week. The price of grape fruit remains steady, and receipts are not heavy, with only a fair demand. Malaga lemons are up to \$5, an advance of 50c on last week's prices. Malaga grapes are worth from \$5 to \$5.50 per keg, with a fairly good demand. Tokays are scarce at 2.50. There are still some Americans pears on this market, bringing 1.25 to 1.50 per box. Pineapples are just coming in, bringing \$4.50 to \$5. While they are so expensive only a few are being brought in. California oranges are up, while Floridas and Mexicans are cheaper.

Apples—	
Baldwins, No. 1, bbl.	3 25
Spys, No. 1, bbl.	3 75
Rosets, No. 1, bbl.	3 25
Greenings, No. 1, bbl.	3 50
Famense, No. 1, bbl.	5 00
McIntosh Red, No. 1, bbl.	5 00
No. 2, all varieties, 5% less per barrel.	
Bananas, crate	2 00
Cranberries, bbl.	2 25
Grapefruit, Jamaica, case	6 00
Grapes, Malaga, keg	3 00
Lemons—	
Messina Verdelli extra fancy, 300 size	5 50
Malaga, 420 size	5 00
Oranges—	
Cal. Valencia, 150-175-200-216	4 75
Cal., 100-125-150-288 size box	4 75
Florida, 125-150-175-200-216	3 00
Mexican, 125-150-175-200-216-250	2 75
Evergreen, 180 yards to bale	2 50

VEGETABLES. — American beans have advanced considerably during the past two weeks, and are now quoted at 4.50 per basket. Prices are expected to go as high as six and seven dollars. Good cauliflowers are scarce, but the price is the same, 1.75 to 2.00. Cucumbers are moving slowly, worth \$1.50 to \$1.75 doz. Celery is selling fairly well as the same price as a week ago. Spanish onions are up again, now being quoted \$4 per case; they are scarce. Peppers, too, are scarce, 90c now being asked for small baskets. Sweet potatoes jumped 25c per hamper. There is a good demand for tomatoes at 15 to 18 cents. Watercress is up to 50c per doz. Potatoes are having the biggest sale of any vegetable on the market.

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

TORONTO.

FRUIT.—California navel oranges now arriving in quantities. Price down this week from \$3.75 and \$4 to \$3.25 and \$3.75. Crop reported to be as good as it is plentiful. Valencias are now finished. There are some Floridas still coming forward. Apples are firm. There is a good demand particularly for greenings and snows. Latter are up ranging round \$3.25 to \$3.75. Spanish Almeria grapes are in quantities, taking the place of Tokays and Canadians. Price is up to \$6 for best lines. Lemons, both Messinas and Californias, are cheaper; the supply is larger than last year. Grape fruit is the best known for years. Earlier shipments not very attractive, but later have created a good demand. Whereas last year the price was around \$5, \$3 and \$3.25 is about the figure this season. Canada becomes yearly more partial to this fruit. Crop this year is two to three million boxes. Dealers report that fruit buying in general is becoming more general as Christmas approaches.

Apples—	
Wagners	2 50
Greenings	2 25
Kings	2 50
Baldwins	2 00
Spies	2 75
Seeks	2 25
Canada Reds	2 25
Snaws	3 25
No. 2s, 40-50c less.	
Bananas, per bunch	1 50
Cocoanuts, sack	4 00
Cranberries	6 25
Grapes—	
Canadian, 6-qt. bkts.	0 16
Tokays	2 50
Malaga, barrel	4 50
Malaga, fancy, barrel	6 00

Oranges—	
Florida	2 50
California, late Valencias	4 00
California, navel	3 25
Lemons, Messinas	3 00
Lemons, California	3 75
Limes, per 100	1 25
Pears—	
California, box	3 25
Canadian, late varieties	0 25
Pineapples, Porto Rico, case, 10	4 00
Grape fruit	3 00

VEGETABLES.—Potatoes show tendency to firm, in view of report that European countries will need supplies from this side. At present supply well above demand. Little is doing in beets.

Local supply is heavy. Dealers expect price to tighten when local farmers run out of supplies. Cauliflowers well in demand, and price has tightened to \$1 to \$1.25. Domestic onions are firming up. There is an advance of 15 to 25c a bag. As supply is by no means equal to demand, it is thought price will be much higher. Americans have jumped at least 20c a bushel. Owing to re-export of Spanish onions (which have been first imported) back to Europe, price has firmed. Last week's quotation of \$3.50 has hardened to \$4. General demand for vegetables somewhat slow on account of warm spell again. Christmas season will commence about 15th of December, when decided change for better is anticipated.

Beets, Canadian, bag	0 50
Cabbage, Canadian, dozen	0 35
Carrots, bag	0 62 1/2
Cauliflower, doz.	1 00
Citrons, doz.	0 45
Cucumbers—	
Slicing, hothouse	1 50
Medium pickling sizes	0 35
Celery, California, case	3 50
Mushrooms, per lb.	0 70
Water Cress, 11 qt. basket	0 50
Onions—	
Spanish, big crate	4 00
Can., 75-lb. bags	1 50
Green peppers, basket	0 75
Potatoes, Delaware	0 80
Potatoes, Canadian, bag	0 70
Parsley, basket, 11-qt.	0 30
Pumpkins	0 10
Tomatoes, hothouse, lb.	0 15
Turnips, bag	0 40
Sweet potatoes, hamper	1 50
Squash, Hubbard, doz.	0 75
Lettuce, box	2 00
Parsnips, Canadian, bag	0 65
Persimmons, California, crate	2 50
Pomegranates, doz.	0 75
Pomegranates, crate	3 00

WINNIPEG.

FRUIT.—The market is quiet. A good demand is felt for oranges, and the call (Continued on page 46.)



Fish and Oysters



Frozen Fish Selling Well; Good Oyster Trade

Exit Smoked Fish as Enter Frozen—Lobster Higher Owing to American Shortage—Bloaters and Kippers Scarce in Toronto—Montreal Receives Good Supplies of Cod and Haddock—Halibut Nearing End.

MONTREAL.

FISH AND OYSTERS.—No fresh halibut arrived this week, and the supply may end there for the season, although there might be a supply next week. Good supplies of cod and haddock have been received. Owing to a shortage of lobster in the United States, the price is slightly higher this week in sympathy with that market, although supplies in Canada are good. There is only a fair supply of kippers, but plenty of bloaters. With the opening of Advent, new life has been given to the fish business, and will be good if the weather is colder. There are two fish days a week during Advent—Wednesdays and Fridays. Business in oysters continues good.

TORONTO.

FISH AND OYSTERS. — Oysters have picked up this last week, and business is better at former prices. Smoked lines, while still active, are giving place to the frozen fish. Bloaters and kippers get scarcer. Lobster is not greatly in demand here. Canadian supplies are good enough to satisfy it. There is a large quantity of skate wings, and the demand is good. Price is 12c a pound. Something quite new which is finding general favor is salmon snacks, a species of British Columbia salmon, smoked and cooked, ready to eat. The price is 15c a pound, and the fish is packed in 15-lb. boxes. General business continues to improve. The milder weather has been a set-back temporarily, but colder weather will create a big demand.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07 1/2	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07 1/2	.08-.09
Haddies, fillets, per lb.	.10	.12
Haddies, Nobe, boneless, per lb.	.08 1/4	.10
Herring, Ciscoe	1.80	1.12
St. John bloaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kipper herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.25
Ciscoe herrings, basket of 15 lbs.	1.50	1.80
Smoked halibut	.30	.30

FROZEN FISH—SEA FISH.

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

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	1.00	1.00
Dried hake, medium and large, 100 lb.	0.60	0.60
Dried pollock, medium and large, 100 lb.	0.60	0.60
Dressed or skinned codfish, 100-lb. case	7.25	8.00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0.08	0.08
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0.07	0.07
Boneless codfish, strips, 20-lb. boxes	0.12	0.10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1.80	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	0.15	0.15
BULK OYSTERS, CLAMS, ETC.		
Standard, solid meats, gal.	1.70	1.65
Standards, ordinary, gal.	1.40	1.60
Selects, per gal., solid meat	2.00	2.00
Best clams, imp. gallon	1.50	...
Best scallops, imp. gallon	2.25	...
Best prawns, imp. gallon	2.00	...
Best shrimps, imp. gallon	2.25	...
Sealed, best standards, quart cans, each	0.50	...
Sealed, best select, quart cans, each	0.80	...
CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.		
Cape Cod shell oysters, per bbl.	8.00	...
Malpeque, shell oysters, selected J.A.P., per bbl.	9.00	10.00
Malpeque, shell oysters, C.C.I., bbl.	12.00	...
Clams, per bbl.	6.00	...
Mussels, per bbl.	5.00	...
Live lobsters, medium and large, lb.	0.25	...
Boiled lobsters, medium and large, lb.	0.28	...
Winkles, bush.	2.00	...
Little Necks, per 100	1.25	...

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0.12	0.11
Haddock, fancy, express, lb.	0.05 1/2	0.07
Steak cod, fancy, express, lb.	0.07	0.08-0.09
Market cod, per lb.	0.05	...
Flounders, fancy, express, lb.	0.08	0.08
Gaspe salmon	0.14	...
H. C. salmon	0.18	...
Herrings, per 100 count	2.00	2.25
Herring, lb.	0.10	0.07
Mackerel, per lb.	0.10	...
Sea bass, per lb., black	0.14	0.15
Carp	0.09	...
Smelts, lb.	0.12	0.12

FROZEN—LAKE AND RIVER.

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

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20.00	...
Salmon, Labrador, bbls., 300 lbs.	14.00	...
Salmon, Labrador, half bbls., 100 lbs.	7.50	...
Salmon, B.C., bbls.	13.00	14.00
Sea trout, Baffin's Bay, bbls., 200 lb.	12.00	...
Sea trout, Labrador, bbls., 300 lb.	12.00	...
Sea trout, Labrador, half bbls., 200 lb.	6.50	6.50
Mackerel, N.S., bbls., 300 lb.	12.00	...
Mackerel, N.S., half bbls., 100 lb.	7.00	...
Mackerel, N.S., pairs, 20 lbs.	1.75	2.00
Herrings, Labrador, bbls.	5.50	6.25

Herrings, Labrador, half bbls.	3.00	3.25
Herrings, Nova Scotia, bbls.	5.00	6.25
Herrings, Nova Scotia, half bbls.	2.90	3.40
Lake trout, 100-lb. kegs	6.00	...
Quebec sardines, bbls.	5.00	...
Quebec sardines, half bbls.	3.50	...
Tongues and sounds, per lb.	0.07 1/2	...
Scotch herrings, imported, half bbls.	8.00	...
Holland herrings, imp'ted milkers, hf bbls	7.00	...
Holland herrings, imp'ted milkers, kegs.	0.85	0.75-1.00
Holland herrings, mixed, half bbls.	7.00	...
Holland herrings, mixed, kegs.	0.75	0.70-0.95
Lochfyne herrings, box	1.38	...
Turbot, bbl.	14.00	...

WINNIPEG.

FISH.—It was expected that winter caught lake fish—trout, pickerel, pike, gold eyes, etc.—would be on the Winnipeg market this week. The thaw, however, prevented this. Still the cold weather has returned, and there seems every likelihood that the fresh caught supply may reach this market early next week. The demand, which was good while the exceedingly cold weather lasted, has fallen off considerably. With the return of frost it is picking up slowly.

Fish—	Price
Whitefish, per lb.	0.09
Pickerel	0.08
Trout	0.12 1/2
Gold eyes	0.03 1/2
Jackfish	0.04
Halibut	0.12
Frozen halibut	0.09 1/2
Salmon	0.15
Frozen salmon	0.11
Fresh cod	0.10
Fresh smelts	0.11
Oysters, per gal.	2.75
Shell oysters, per cwt.	17.00
Shell oysters, per bbl.	0.09
Haddies, fillets	0.12 1/2
Haddies, per box	1.50
Kippers, per box	1.75
Lake Superior herring	0.03 1/2

CLARETS LOWER THIS YEAR.

On account of the war, clarets are being sold much lower in price than last year. The reason is that Germany and Belgium are the principal markets for claret, and the trade has naturally been dislocated. One London, England, firm is offering on this market clarets at 50 per cent. below their usual prices.

A salesman's value is measured by the sales of goods he makes over and above the ordinary demand.



Produce and Provisions



Turkey Below Last Year's Prices; New-Laid Eggs Up

Prices Register a Decrease of From Five to Eight Cents a Pound—Quality of Poultry Generally Poor—New-Laid Eggs Higher and Higher—And Then You Can't Be Sure of Them—Lots of Dairy Butter—Decline in Lard Prices.

MONTREAL.

PROVISIONS.—A decline in lard on account of heavy hog movement is reported from Chicago, with small cash demand. Further depression in hog products is expected. Meats continued quiet towards end of the month. Little business is being done, and the market has a weak undertone.

Hams—	Per lb.	
Medium, per lb.	0 17	
Large, per lb.	0 16	
Backs—		
Plain, bone in	0 22	
Boneless	0 24	
Peameal	0 25	
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll, per lb.	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16 1/4	
Cooked Meats—		
Hams, boiled, per lb.	0 25	
Hams, roast, per lb.	0 30	
Shoulders, boiled	0 27	
Shoulders, roasted	0 28	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/4	
Long clear bacon, 80-100 lbs.	0 14 1/2	
Flanks, bone in, not smoked	0 15 1/4	
Barrelled Pork—	Per bbl.	
Heavy short cut mess	29 00	
Heavy short cut clear	29 00	
Clear fat pork	29 00	
Clear pork	27 00	
Lard, Pure—	Per lb.	
Tierces, 350 lbs., net	0 12 1/4	
Tubs, 50 lbs., net	0 13	
Boxes, 50 lbs., net	0 12 1/4	
Pails, wood, 20 lbs., gross	0 12 1/4	
Pails, tin, 20 lbs., gross	0 12 1/4	
Cases, 10-lb. tins, 60 in case	0 13	
Cases, 3 and 5-lb. tins, 60 in case	0 13 1/4	
Bricks, 1 lb., each	13 1/4	
Lard, Compound—		
Tierces, 375 lbs., net	0 09 1/4	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 10	
Pails, wood, 20 lbs., net	0 10 1/4	
Pails, tin, 20 lbs., gross	0 10 1/4	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 3 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	
Hogs—		
Dressed, abattoir killed	11.50	11.75

BUTTER.—Despite the fact that receipts are considerably below those of a year ago, business is quiet following a period of strength during the past two or three weeks. Finest creamery is quoted 29 to 30, and dairy at 24 to 25. Several cars were shipped from cold storage during the week to the West.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 24	0 25

CHEESE.—A firmer feeling is seen in the cheese market owing to small supplies, and to the fact of a good export demand inquiry from English importers

at good prices. Receipts are considerably below those of last year. New cheese is quoted at 16 to 17c.

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

EGGS.—New laids advanced during the week, and it looks as though higher prices will prevail. Some firms are asking as high as 50c. Cold storage eggs have not altered materially in price, No. 1s and splits, if anything, being slightly easier. The demand is not heavy.

Eggs, case lots—		
New laids	0 50	
Selects	0 42	
No. 1s	0 28	
Splits	0 21	

HONEY.—While in some quarters it is stated that an easier feeling prevails in certain grades of honey, large dealers state they have not noticed it. White clover bbls. is quoted 11c, and buckwheat 8 1/2-19c.

Honey—	White Clover	Buckwheat
Barrels	per lb.	per lb.
Tins, 60 lbs.	0 11 1/4	0 08 1/2
Tins, 30 lbs.	0 12	0 09
Tins, 5 and 10 lbs.	0 12 1/4	0 10
Comb. 13-14 oz. section	0 17-0 18	0 14-0 15

POULTRY.—It looks as though turkeys will be selling for 17 to 20 cents during the Christmas season, whereas the price a year ago was 22 to 28. The demand continues poor, and quality poor. The unusual spectacle is noticed this week of live ducks and geese bringing higher prices than when dressed. Dressed spring chickens are selling as low as 10 to 13c, and fancy crate-fed chickens, 5-lb. are a cent lower, now being quoted at 15 to 18c. The demand for live ducks and geese is good.

Fresh Stock—	Live.	Dressed.
Fowl	0 08-0 10	0 10-0 14
Spring chicken	0 09-0 11	0 10-0 13
Fancy crate-fed chicken, 5 lbs.	0 13-0 15	0 15-0 18
Turkeys, fancy	0 14-0 15	
Ducks	0 12-0 13	0 11-0 13
Geese	0 11-0 12	0 10-0 12

TORONTO.

PROVISION.—The market for hogs is not improved any. Cooked hams are a little more in demand, but the price still remains easy. Business is but average. Dealers express themselves as wait-

ing eagerly for the Christmas buying. There is little change to report.

Hams—		
Light, per lb.	0 17	0 17 1/4
Medium, per lb.	0 16 1/4	0 17
Large, per lb.	0 15 1/4	0 16
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14 1/4	0 15
Shoulders, per lb.	0 13 1/4	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14 1/4	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11 1/4	0 12
Tubs, 60 lbs.	0 11 1/4	0 12 1/4
Pails	0 12	0 12 1/4
Tins, 3 and 5 lbs., per lb.	0 12 1/4	0 13
Bricks, 1 lb., per lb.	0 13 1/4	0 13 1/4
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09 1/4	0 09 1/4
Tubs, 60 lbs., per lb.	0 09 1/4	0 10
Pails, 20 lbs., per lb.	0 09 1/4	0 10 1/4
Hogs—		
F.O.B., live, per cwt.	7 45	
Live, fed and watered, per cwt.	7 75	
Dressed, per cwt.	11 00	12 00

BUTTER.—The market is steady, with a fair demand. Prices show no change. Situation is easier in the east. Montreal and beyond, and the United States market lower. Navigation closing in Montreal ought to help Toronto in getting supplies. Now that the cheese factories have started making butter, there is more on hand, but there is not the demand in proportion.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, 1st/2s	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Prices continue much as they have been for the past few weeks. There were considerably more exports last week, a large English demand being the feature. Cheese factories are now given over to butter making.

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

EGGS.—The market for new laids is still a nominal one. One dealer quotes 50 cents and another 60c. As one dealer put it, the price of new laid eggs is a matter for a man's conscience. The de-

mand continues way in excess of supply. New laids are exceptionally scarce this year. Dealers don't know where to get them. Some farmers and poultry keepers bring in stocks which have been kept by in straw and preserved, and offer them for new laid, but in the main they are not as good as the dealer's average storage egg. There will be no new laid eggs till the hens get together and decide to relieve the hold-up, says one dealer. There are enough of other sorts for demand. Canada is getting most of the trade. The American market, hoping to compete, is one to two cents lower, but there is no demand to speak of. There is no confirmation of the shipment of Philadelphia stocks talked of earlier in the week. The market generally is firm, and a trifle higher.

Eggs, case lots—	Per dozen.
Strictly new laid, in cartons.....	0 50 0 60
Selects	0 32 0 33
Straights	0 29 0 30
Trade eggs	0 25 0 26

POULTRY.—The demand continues heavy, but it is only for better class of goods. If there were more of the good stuff, a bigger trade might be done. The trouble seems to be in the shape in which birds arrive. One dealer thought live ducks and geese would fetch more than dressed ones, while they continue to reach the market in their present shape. Prices continue cheap. Turkey may tighten towards Christmas, but present price is not attractive to dealer. At present prices poultry is within reach of nearly every pocket. It is easier even than a week ago.

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

WINNIPEG.

EGGS.—Because of the very good supplies being received, and because of the supplies which could come in from the South, there has been no upward movement here. It does not seem, however, that there will be any such movement.

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

POULTRY.—Heavy receipts are the order here. As usual a good many of the birds received are spoiled by inferior dressing. One farmer sent in a box of really high-grade birds, for which the best price he could get was 10c per lb. because of the way these birds had been hacked to pieces. The same day another man sent in chickens, for which he received 18c. His birds were, of course, better stock, but not 8c per lb. better. The real difference was that one lot was prepared in such a way as to create the desire to buy when displayed on a counter. The other lot would convey the impression that a murder had been committed. Perhaps country dealers could

do a good deal to change this state of affairs. Many of them give all their customers the same prices for chickens. There are, of course, reasons for this; but if dealers could bring out the necessity of proper dressing, the demand for poultry would be greatly improved.

The quotations of last week are still applicable. While prices are low, the demand is not at all heavy.

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

Can Egg Market be Cornered?

Claim is Made That Some Wholesale Produce Firm Has Rounded up all the Available Eggs and the Retailer Had to Tie Himself Down to a Contract With That Firm—How True This is.

THAT rashness which is so common as to be almost prevalent in the editorial writings — usually composed on inspiration without investigation—appearing in those publications which perform before the grand stand of public opinion by creating evils and then attacking them, is strongly evident in an article appearing in a Toronto monthly periodical which refers to the system of marketing eggs, now generally employed, as a "Restraint of Trade."

This article sets forth that the inventor of a patented food product which is claimed to take the place of an egg in many properties, has found the market closed to him. The majority of the grocers are said to have turned down the proposition "stone cold" because one or more of the Toronto wholesale provision merchants have so thoroughly covered the territory around the city that an insignificant number of eggs find their way to the market except through the channels referred to—and the wholesale houses have, it is claimed, tied the retailers up to contracts to take so many eggs by the end of the year.

Will Always Have Contracts.

As with regard to most business organizations, we find that the egg business has been brought down to a market system for the benefit of all concerned. Eggs are stored for the purpose of maintaining a steady market and the poultryman benefits just as much as the wholesaler, the retailer and the consumer. The egg substitute, which may take the place of the egg in some culinary work, cannot be fried, poached, boiled, hatched or thrown at offensive public speakers. So we still must have the egg that the hen lays and contracts will always be made.

Take the present situation for example. To-day strictly fresh eggs are unobtainable. If the public had to depend upon the hen at this season the public would be without eggs. Therefore the commission houses store to supply the demand. The system is organized to even the supply—to give the public eggs when there are none and at the

same time the demand of the packers maintains the price when they are plentiful. At one season the public gets the benefit at another the poultrymen. The packer on the average gets the usual commission man's margin for his work.

Would Have to Corner U.S. Market.

As to any one firm cornering the market, that appears to be a senseless statement. There are a number of big concerns in the country competing against each other and one could not corner the supply. Even if that concern could corner the Canadian eggs there would still be the necessity for cornering the American market, for it is the American supply which usually holds the balance on this side of the line; if the price goes up above the duty and transportation then this market can be flooded. Take to-day, for example, there are some 400,000 more cases of eggs in the States than at this time a year ago. These eggs could be sent over here if there was any attempt to corner the market.

Then as contracts. This is a business arrangement which applies to almost every commodity which is stored for a future market. Contracts are a safeguard to both parties. It is questionable who gains the advantage. Just at present eggs on contract are being sold under the market; the grocer gets the benefit. If the price changes the other way the packer gets the benefit. On theory the packer makes a price to give him a profit, which is decided by keen competition. He cannot dictate to the grocer as to whether he takes a contract or not; if the packer tried to force his arrangement it would be pretty certain that the grocer would not take it. If he sold half his pack to the trade ahead on contract he would be in the position that price fluctuations would not matter; what he gained on the market price he would lose on contracts or vice versa.

We might just as well object to evaporated apples, raisins, currants, canned fruits and vegetables, and one hundred and one other preserved commodities, as object to stored eggs—the principle of meeting year-round demand is the same.



Flour and Cereals



MONTREAL.

FLOUR.—The market remains firm, but no change has been made in quotations. The demand continues a little slow, being better one week, and poor the next. It is obvious that dealers are waiting for lower prices, but the big millers declare there will be no lower prices. They believe that if they were to raise the price of flour to-day, they would be flooded with requests asking that orders be filled at the old prices. The demand from the country is good, but the demand for domestic account is still small. The wheat market continues firm, which is helping to keep prices of flour firm.

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

CEREALS.—The rolled oats market remains firm under a good steady demand for both domestic consumption and export. The weather as yet has not been very cold, and the warmer weather at the beginning of the week held up business somewhat.

Commeal—		Per 96-lb. sack.
Gold dust	2 45
Unbolted	2 15
Rolled Oats—		90's in jute.
Small lots	3 35
25 bags or more	3 15
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—	100-lb. bbls.
Small lots	3 50
Hominy, per 98-lb. sack	2 75

FEEDS.—On account of filling up orders for the country before the close of navigation, the feed market has a firmer feeling this week. Now that freights have advanced, and winter rates are being changed, feed men think the market will remain steady, and if anything, the new year will see higher prices. There are some who insist that there will be a scarcity of feeds in Canada. There has been no advance in prices yet, but one is anticipated. Sales of bran were more plentiful than in shorts and middlings, due to the fact that bran is not so plentiful. The latter is worth \$25, shorts \$27, and middlings \$30.

Mill Feeds—		Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	30 00
Wheat moulee	30 00
Mixed flour	40 00
Mixed chop, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	4 00

Oats, chop, ton	38 00
Barley chop, ton	36 00
Feed oats, cleaned, Manitoba, bush.	0 65

TORONTO.

FLOUR.—There is no new development to record among flour men. Export business continues dull because prices are out of line. America, he says, is getting the trade because there, prices are more attractive. Buyers are fairly well filled up. Mills, as last week, continue to ship mixed cars. They will not sell the flour without the feeds. Close of navigation has had no appreciable effect upon market. One milling company express themselves as simply waiting for some factor to crop up which will influence the market drastically one way or the other.

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

CEREALS.—There is some buying of rolled oats, but not as much as was expected. The reversion to the warmer weather is proving a temporary setback, it is thought. Cornmeal is somewhat easier on account of corn being easier.

Barley, pearl, 98 lbs.	5 00
Buckwheat, grits, 98 lbs.	5 50
Corn flour, 98 lbs.	3 00
Cornmeal, yellow, 98 lbs.	2 55
Graham flour, 98 lbs.	3 00
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 92½
Oatmeal, granulated, 98 lbs.	3 92½
Peas, Canadian, bolting, bush.	2 90
Peas, split, 98 lbs.	5 00
Rolled oats, 90-lb. bbl.	3 37½
Rolled wheat, 100-lb. bbl.	3 75
Rye flour, 98 lbs.	3 00
Wheatlets, 98 lbs.	3 75
Whole wheat flour, 98 lbs.	3 75

MILL FEEDS.—What applies to the flour market applies to mill feeds. Cars which come forward contain both flour and feeds. Mills can afford to refuse orders for straight cars because they are not working full time, and there is a prospect of a shortage. On this account higher prices for the new year are forecast by several dealers.

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

WINNIPEG.

FLOUR AND CEREAL.—The demand for rolled oats continues heavy. There

is still difficulty in turning out large enough supplies to meet the demand. In flour no new developments are noted, but millers are of the opinion that ordering in the middle of December will be heavy. They base this belief upon the fact that stocks in the country are now low, and that, when snow really comes throughout the West, the farmers getting into town will quickly use up all the supply.

Manitoba Wheat Flour—		Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—		
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and grand, 98 lbs.	2 80

FRUIT AND VEGETABLES.

(Continued from page 42.)

for cranberries has increased considerably. For grape fruit, however, the orders are not as large as last year. There is on hand a considerable stock, and as a result prices have dropped to \$4. Japanese oranges have come on the market, and are being quoted at 75c a box.

Apples—		
Washington	1 25
Apples, bbls.	3 75
B. C. box apples	1 50
Cranberries, bbl.	7 50
Bananas, lb.	0 04½
Grapes—		
Emperor	5 00
Cluster, per case	3 25
Grape fruit	4 00
Lemons—		
California	5 50
Messina	5 00
Oranges, California Valencias	4 25
Nords	3 75
Japanese, box	0 75
Pears	3 90
Pears, Michigan, in bbls.	4 50

VEGETABLES.—Head lettuce has risen in value again, being now generally quoted at \$1.25 per dozen. Cabbage has come on the market, and is moving fairly satisfactorily. Sweet potatoes continue in demand, but are practically off the market. For cauliflower good orders are being received, the prevailing price being \$1.75 per dozen.

Celery, B.C.	0 96
Cabbages, per lb.	0 01¼
Cauliflower, per doz.	1 75
Head lettuce, California, per doz.	1 25
Onions—		
California, 100-lb. sacks	1 75
Valencia, per case	4 25
Parley, per doz. bunches	0 40
Sweet potatoes	4 50
B. C. celery, per case	5 00

PLANTERS' YEAR FOR TEA.

The year 1913-14 has been emphatically a planters' year. Demand has increased and producers have responded to the demand, but at enhanced prices. The average price of Indian tea during the season touched a higher point than at any time since 1894-5, and other teas have also risen in price.—London Grocer.

A Canadian Product
"MADE IN CANADA"
By Canadians

TILLSON'S OATS

Methodist ... will ...
read the ... in Richmond ...

That's My Boy!

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

TILLSON'S OATS



Friday Night is Gift Night

If you present a package when our agent calls, YOU WIN A DOLLAR. Watch for our cans' vouchers.

RAINBOW FLOUR MAKES GOOD BREAD

Canadian Cereal and Flour Mills, Ltd.

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

A FOOD—
NOT A FAD



Mr. GROCER:

Do you know that we are a strictly Canadian company? We use nothing but highest grade Western oats. All business done with this firm means that the money stays in Canada. Think what this means to labor.

MORE BUSINESS THAN USUAL

We are still creating good business for the retailer by our house to house campaigning. It is our intention to have a package in every home in our broad Dominion.

REAP THE BENEFIT

We have an attractive window display which we will gladly send you free of charge, express prepaid, with full instructions how to use it. A post card request is all that is necessary.

Canadian Cereal & Flour Mills, Ltd.
TORONTO, ONTARIO

The Motto of Every Family

during these hard times is

"Economy"

You can help your customers reduce the cost of living and at the same time get a lot of trade that usually goes to the butcher by pushing the sale of Macaroni and Vermicelli.

Hirondelle

(Swallow)

and

L'Etoile

(Star)

are

The Canadian Brands

They are made in Canada from Manitoba hard wheat, which makes the very finest, better than the imported.

Meet the Demand

for Made-in-Canada goods by stocking these lines and at the same time help us to give employment to Canadian workmen.

Advent started Dec. 1st, when many people stop eating meat until Christmas. Macaroni is the natural substitute. Order at once, taking advantage of this period.

C. H. Catelli, Limited

Montreal

AGENTS

Tees & Persse, Limited, Winnipeg

C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

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

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

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

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	\$ 0 85
" 1/4-lb.	1 40
" 6-oz.	1 85
" 1/2-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 85

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

CEREALS.

WHITE SWAN. Per case.

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

Per case.

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

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

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

Aylmer Pure Jellies

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

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Fineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

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

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 85
Perfection chocolate, 20c size, 2 doz. in box, doz. ...	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 85

It's too late to close up when the steed is gone



If you, Mr. Manufacturer, Mr. Producer or Mr. Importer, are deferring your opportunity to close in on the vast market of the Canadian West you are not only losing good profits now but you may lose the opportunity of getting in strong with the trade.

We are right on the ground with a strong organization of salesmen and can place your products before the trade in every corner. Our six large warehouses and excellent shipping facilities give us unexcelled advantages for prompt service and proper introduction of your lines. We guarantee results. Write at once for particulars and terms.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Winnipeg, Man.

Branches: Regina, Saskatoon,
Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer

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

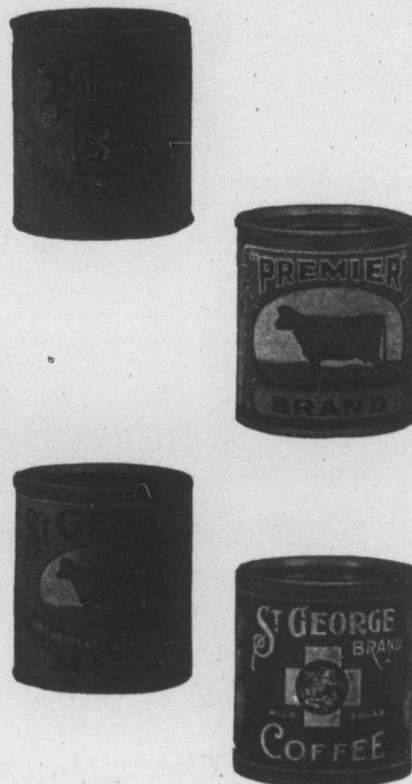
PRICES:

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

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

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



For Heavy Christmas Sales Feature The Rock City Lines

You'll have the satisfaction of knowing every sale means more and larger sales, for the Rock City Lines have the qualities that make pleased and steady customers. Build for big Christmas sales, but not for that alone. Build for all-the-year-round sales with the Rock City Lines. Write for your Christmas supply to-day.

Rock City Tobacco Co., Limited
QUEBEC, P. Q.

A store convenience — costs little — gives big service



THE MCGREGOR PAPER BAG HOLDER.

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

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



Bigger Demand than Ever

There's a bigger demand than ever for Bee Brand Jelly Powders now that conditions have enforced rigid economy. But housewives are finding they can secure the good quality they were formerly using at an unusually moderate price in Bee Brand. Get ready for bigger sales with Bee Brand on display.

FORBES & NADEAU, Montreal, Que.

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

JOHN P. MOTT & CO.'S.

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

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

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

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

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

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.....	39
1 lb. tins, 4 doz. to case, weight 80 lbs.....	38

ENGLISH BREAKFAST COFFEE.

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

MOJA.

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

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

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

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

(MINTO COFFEE (Bulk))

M Bean or Gr.....	38
I Bean or Gr.....	35
N Bean or Gr.....	32
T Bean or Gr.....	30
O Bean or Gr.....	28
Spec. Grd. Compound.....	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

CRESCENT MFG. CO.

CRESCENT MAPLEINE. Special Delivered Price for Canada

	Per doz.
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c..	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c..	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c..	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c..	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50..	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3..	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	47 75
Gallons, each, retail each \$20.....	17 15



THE SUN NEVER SETS ON

ROYAL BAKING POWDER

Known the world over as the **Best Baking Powder**—an established article of undisputed merit which housewives repeatedly buy and are always satisfied with. The demand for **Royal Baking Powder** never ceases. New baking powders of unknown merit come and go, but **Royal** goes on forever, always retaining its standard—the world's leader.

There isn't a baking powder made that will move faster or pay you greater profits than **Royal Baking Powder** and it will pay you to always keep on hand a good supply to meet the ever-increasing demand that persistent advertising and **real value** have won for it.

ROYAL BAKING POWDER COMPANY, NEW YORK

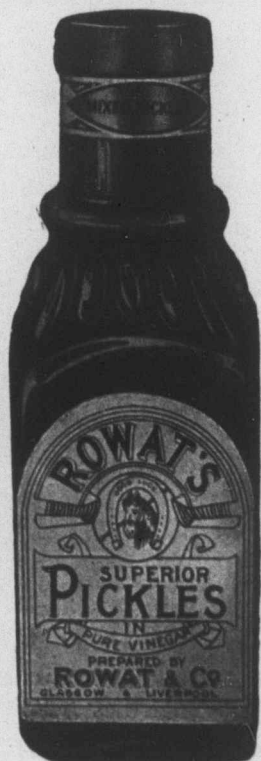
The Delectable Flavor

of
**ROWAT'S
SUPERIOR
PICKLES**

will mean much to you in good profits this Christmas season. With most grocers it proves the commencement of steady sales the year round. Push Rowat's Superior Pickles this Christmas.

ROWAT & CO.
Glasgow - Scotland

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



Fresh Pork Sausage

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

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

Made under Government inspection.

F. W. Fearman Company
HAMILTON LIMITED



The Real Reason

The "Made-in-Canada" campaign is a real "Sales Getter" that has developed a strong public sentiment in favor of Canadian-made goods.

White Swan Pancake Flour is "Made-in-Canada" from Canadian cereals by Canadian millers. *But* there's a bigger reason why you should sell White Swan Pancake Flour. *It is the real reason.*

White Swan is recognized as the best Pancake Flour on the Continent.

It is self-rising and economical because it saves the cost of baking powder, salt, cream of tartar and soda.

It was awarded the Gold Medal at the World's Fair, St. Louis, 1904. It is winning business for grocers from one end of Canada to the other. And it gives you a bigger margin of profit. Don't forget that.

\$3.00 Per Case of 3 Dozen

We make a specialty of mail orders, and they are always shipped the same day as received unless otherwise instructed.

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

**BOAR'S HEAD LARD
COMPOUND.**
N. K. FAIRBANK CO., LTD.
Tubs, 60 lbs. 0 10½
Pails, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 3 lbs., 20 to case... 0 11¼
Cases, 5 lbs., 12 to case... 0 11½
Cases, 10 lbs., 6 to case... 0 11

F. O. B. Montreal.
MUSTARD.
COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., ¼-lb. \$1 50
D. S. F., ½-lb. 2 68
D. S. F., 1-lb. 5 36
F. D., ¼-lb. 0 95
F. D., ½-lb. 1 63
Per jar.
Durham, 4-lb. jar 0 87
Durham, 1-lb. jar 0 28

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

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

JELL-O.
Assorted case, contains 2 doz 1 60
Straight.
Lemon, contains 2 doz..... 1 80
Orange, contains 2 doz..... 1 80
Raspberry, contains 2 doz.. 1 80
Strawberry, contains 2 doz. 1 80
Chocolate, contains 2 doz.. 1 50
Cherry, contains 2 doz..... 1 50
Peach, contains 2 doz..... 1 80
Weight, 8 lbs. to case, Freight
rate, 2nd class.

JELL-O ICE CREAM POWDER.
Assorted case, contains 2 doz 2 50
Straight.
Chocolate contains 2 doz.... 2 50
Vanilla contains 2 doz.... 2 50
Strawberry contains 2 doz. 2 50
Lemon contains 2 doz..... 2 50
Unflavored contains 2 doz.. 2 50
Weight 11 lbs. to case. Freight
rate, 2nd class.

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

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

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

BRANTFORD BRANDS
Boxes. Cents.
Laundry Starches—
40 lbs., Canada Laundry.... .06¼
40 lbs., Boxes Canada white
gloss, 1 lb. pkg.06¼
48 lbs. No. 1 white or blue,
4 lb. cartons07¼
48 lbs., No. 1 white or blue,
3 lb. cartons07¼
100 lbs., kegs No. 1 white .06¼
200 lbs., bbls., No. 1 white .06¼
30 lbs., Edwardsburg silver
gloss, 1 lb. chrome pkgs. .07¼
48 lbs. silver gloss, in 6-lb.
tin canisters08¼
36 lbs., silver gloss 6-lb.
draw lid boxes08¼
100 lbs., kegs, silver gloss,
large crystals07¼
28 lbs., Benson's Satin, 1-lb.
cartons, chrome label07¼
40 lbs., Benson's Enamel
(cold water) per case .. 3 00
20 lbs. Benson's Enamel
(cold water), per case ... 1 50
Celluloid—boxes containing
45 cartons, per case 3 60

Culinary Starch.
40 lbs. W. T. Benson & Co.'s
prepared corn07¼
40 lbs. Canada pure corn
starch06¼
(120-lb. boxes ¼c higher.)
Casco Potato Flour, 20-lb.
boxes, per lb. 10

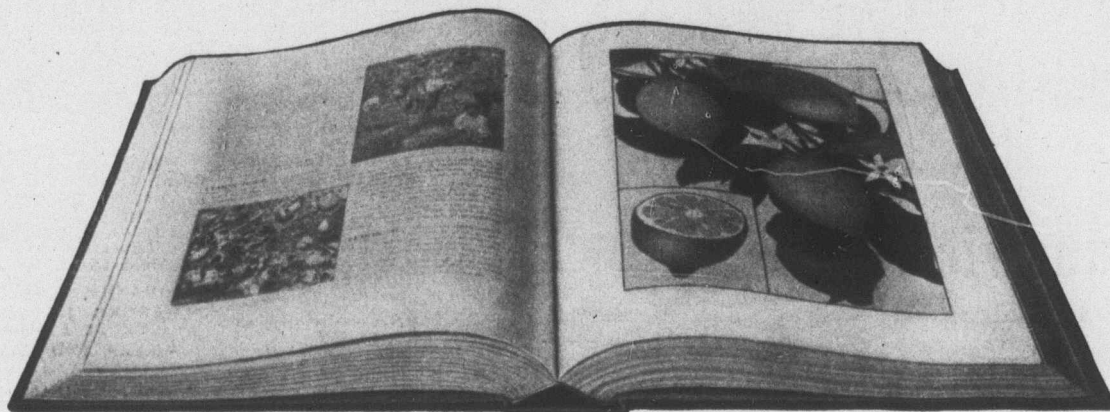
BRANTFORD STARCH.
Ontario and Quebec.
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.06
Acme Gloss Starch—
1-lb. cartons, boxes of 40
lbs.06¼
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. .07¼
Barrels, 200 lbs.06¼
Kegs, 100 lbs.06¼
Lilly White Gloss—
1-lb. fancy cartons cases 30
lbs.07¼
8 in case08
6-lb. toy trunks, lock and
key, 6-lb. toy drum, with
drumsticks, 8 in case08¼
Kegs extra large crystals,
100 lbs.07¼
Canadian Electric Starch—
Boxes, containing 40 fancy
pkgs., per case 3 00

Celluloid Starch—
Boxes containing 45 cartons,
per case 3 60
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs.. .06¼
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs.. .07¼
"Crystal Maltse" Corn Starch—
1-lb. pkts., boxes of 40 lbs.. .07¼
(20-lb. boxes ¼c higher than
40's.

THE GROCER'S ENCYCLOPEDIA

A VERITABLE CONSULTING LIBRARY

A Most Appropriate Christmas Gift



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

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

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

Or—supposing that Santa Claus is working in the opposite direction—one may suggest that Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Or, the salesmen can club together and give it to the boss!

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

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

The text treats on fully 1200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

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

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

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

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

Send your order to BOOK DEPARTMENT,

THE MACLEAN PUBLISHING COMPANY, Limited
143-153 UNIVERSITY AVENUE, TORONTO

It's knowledge that directs the successful Grocer in stocking up with

Brunswick
Brand

Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that have "made good."

You will always be on the safe side if you sell "Brunswick Brand" because it is the Quality Brand.

Only the most carefully selected fish, caught in famous Passamaquoddy Bay, are used in the packing of Brunswick Brand. Our plant at the water's edge is operated under the most ideal conditions.

Why not get in line to-day and get your share of the good profits that are being made on these trade-winning lines?

CONNORS BROS.

Limited

Black's Harbor, N.B.



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.00; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, \$6; Chinese Washing Powder, 8 oz., 120 pack., per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:
5c packages (96) \$3 20
1 lb. packages (60) 3 20
½ lb. packages (120) 3 40
1-lb. 30 } Packages, Mixed. 3 30
½ lb. 60 }

SYRUP.

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

2-lb. tins, 2 doz. in case... \$2 65
5-lb. tins, 1 doz. in case... 3 00
10-lb. tins, ½ doz. in case... 2 00
20-lb. tins, ¼ doz. in case... 2 85
Barrels, 700 lbs. 3 ¾
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. 4 ¼
Pails, 38 ½ lbs. 1 95
Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 3 00
5-lb. tins, 1 doz. in case... 3 35
10-lb. tins, ½ doz. in case... 3 25
20-lb. tins, ¼ doz. in case... 3 20
(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES "THISTLE" BRAND.

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

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

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

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.
Quebec and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case ... 3 65
Alberta, per case 3 75
British Columbia, per case. 3 55
British Columbia, per case. 2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

¼-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. ¼-pints.. 2 20

STOVE POLISH.

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

NUGGET POLISHES.

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

TEAS.

THE SALADA TEA CO. East of Winnipeg.

Wholesale. R't'l.
Brown Label, 1s and ½s 29 35
Blue Label, 1s, ½s, ¼s, and ⅛s 35 45
Red Label, 1s and ½s... 41 55
Gold Label, ½s 49 65
Red-Gold Label, ¼s 55 80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's \$2 15
4's 0 35
5's 0 42
7's 0 60
30's, wood 0 98
12-oz. glass jar 1 15
Tumbler, glass 0 95

MARMALADE.

2's, per doz. \$2 30
4's, per pail 0 40
5's, per pail 0 45
7's, per pail 0 65
30's, wood, lb. 0 98 ¼
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00

Prices subject to change without notice.

MINTO BROS., Limited.

Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only	0 70	1 00

MINTO TEA.

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

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs., 1 15

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

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs. \$0 58
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency, 12s, ¾ butts, 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, ½ butts, 9 lbs. 0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs. 0 45
Walnut Bars, 8 ½s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 ½s, 6 lb. boxes 0 67
Pay Roll, thin bars, 8 ½s, 5 lb. boxes 0 67
Pay Roll, plug, 8 ½s, 12 and 7 lb. caddies 0 67
Shamrock, plug, 7 ½s, ½ butts, 12 lbs., boxes 6 lbs. 0 67
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs. 0 52
Great West, pouches, 9s 0 67
Forest and Stream, tins, 11s, 2 lb. cartons 0 80

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO
ADVANCE.

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

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

NAVEL ORANGES

The quality of the fruit we are receiving
is exceptionally good and our prices are
right. Send us your orders.

GRAPE FRUIT

Have you handled any H.P. Brand?
They are certainly very fancy heavy
fruit. Order some to-day.

NEW DATES

arrived this week. Order now before
they are all cleaned up.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph

and

North Bay



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

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

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

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

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

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

Sell Fence Posts to your Farmer customers.
 For Prices apply to the
 Lakebourne Farms Limited
 Brighton, Ont.

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

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

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

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

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



Registered
 Trade-Mark

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

Trade-mark on every
 genuine package

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

Every Merchant who handles—

Mathieu's Nervine Powders



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

Syrup of Tar and Cod Liver Oil

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

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name
 With (Name of firm)
 Street
 City or town Prov.....

HOLLAND RUSK

The most delicious, nourishing food you can offer your customers, and it means a liberal profit to you. Order a case from jobber to-day.

HOLLAND RUSK COMPANY
 HOLLAND, MICH.



ESTABLISHED 1849 BRADSTREET'S

Office Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, C. P.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER
 WESTERN CANADA
 TORONTO

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

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

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

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

FIRE-INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

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

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

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

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

WANTED

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

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

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

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONERY, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

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

FOR SALE

STORE FOR SALE—DOING A STRICTLY cash business of about \$1,000 per month. Clean stock of about \$1,500. Post office in connection. Apply Postmaster, Fort Pitt, Sask.

GROCERY STORE TO RENT — OWNER very ill. William Johnston, 184 Christina St., Sarnia, Ont.

THREE LIVE GROCERY STORES FOR sale—in one of the best Western Canadian cities. Each store selling over \$60,000 a year, all cash; old established business; will sell together or separately. This is a real snap for a progressive grocer. Owner retiring from retail trade. Reply to Box 65, Canadian Grocer

PEANUT BUTTER IS CONCENTRATED nourishment. One pound equals three pounds of beefsteak or forty eggs in food value. This great economizer can be retailed at 30c per pound in Canada and supplied by your jobber. Write Bayle Food Products Co., original manufacturers, St. Louis, Mo., U.S.A., in the heart of the peanut country.

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock \$5,500.00, turnover \$1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

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

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

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

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



Mail Contract

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

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

A. SUTHERLAND,
Post Office Inspector.

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

Will You Help The Hospital for Sick Children, the Great Provincial Charity?

Dear Mr. Editor:—

Thanks for the privilege of appealing through your columns on behalf of the Hospital for Sick Children. The Hospital takes care of sick and deformed children, not only in Toronto, but in the Province, outside of the city.

This coming year, of all the years in the Hospital's history, has a more serious outlook, as regards funds for maintenance, than any year that has passed its calendar.

So many calls are being made on the purses of the generous people of Toronto and Ontario, to help the soldiers of the Empire, that as I make my daily rounds through the wards of the Hospital, and see the suffering children in our cots and beds, the thought strikes me as to whether the people will as of old, with all the demands made upon them, answer our appeal and help to maintain the institution that is fighting in the never-ending battle with disease and death, in its endeavor to save the stricken little ones in the child-life of Ontario.

Last year there were 394 in-patients from 210 places outside of Toronto, and in the past twenty years there have been 7,000 from places in the Province other than Toronto.

It costs us \$2.34 per patient per day for maintenance. The municipalities pay for patients \$1 per patient per day; the Government allows 20 cents per patient per day; so, deducting \$1.20 from \$2.34, it leaves the Hospital with \$1.14 to pay out of subscriptions it receives from the people of Toronto and the Province. The shortage last year ran to \$18,000.

Since 1880 about 1,000 cases of club feet, bow legs and knock knees have been treated, and of these 900 had perfect correction. Nearly all these were from different parts of the Province outside of the city of Toronto.

Remember that every year is a war year with the Hospital; every day is a day of battle; every minute the Hospital needs money, not for its own sake, but for the children's sake. The Hospital is the battle-ground where the Armies of Life have grappled with the Hosts of Death, and the life or death of thousands of little children is the issue that is settled in that war. Will you let the Hospital be driven from the field of its battle to save the lives of little children for the lack of money you can give and never miss?

Every dollar may prove itself a dreadnought in the battle against death, a flagship in the fleet that fights for the lives of little children.

Remember that the door of the Hospital's mercy is the door of hope, and your dollar, kind reader, may be the key that opens the door for somebody's child.

Will you send a dollar or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON.

Chairman of the Board of Trustees,
Toronto.

Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

The Christmas Ad. Writing Contest

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

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO



What doctors recommend is worth your while to push.

THE JOHN MACKAY'S BARLEY FOOD FOR BABIES AND INVALIDS

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

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

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

The only exclusive Pot and Pearl Barley Mill in Canada

Apples

We will pack

10,000

barrels

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

LEMON BROS.

Owen Sound, Ontario

They're
Now on the Market

B.L.O.E.

(Best Lemons on Earth)

Mention when ordering:

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

They're the Brands.

J. J. McCABE

Agent

Toronto

**THE STOVE POLISH
with a GREAT SHINE**

Just as the Zebra is known by its stripes, so ZEBRA Stove Polish is known by its great Polishing quality and intense blackness. ZEBRA appeals to the thrifty housewife, because she recognises that with ZEBRA she can obtain the largest amount of satisfaction with a minimum of work.

ZEBRA

**THE STOVE POLISH
WITH A GREAT SHINE**

ZEBRA sales are constantly on the increase. Those who are stocking ZEBRA will tell you how good it is and how well it sells.

**RECKITTS (OVER SEA), LTD.,
122, WELLINGTON ST. WEST,
TORONTO**



DURING ADVENT

Many will fast every Wednesday and Friday. Why not cash in on this by featuring on the previous days Canned and Salt Fish?

We can fill your order to your entire satisfaction.

We are first for Quality and Service,
But below the average for Prices.

CANNED SALMON

1,500 cases of "Victoria" Brand Red Sockeye Salmon at \$2.25 doz.

We believe it to be the best quality offered on the market. Will you be the judge?—Favor us with your name and address and we will send you by Parcel Post, prepaid, a one-pound tin of "Victoria" Salmon, so that you may try it on your own table.

2,000 cases of Red Salmon to retail at 15 cents.

2,500 cases of Pink Salmon to retail at 10 cents.

These two lines are real good values, and our price allows you a liberal margin of profit!

To arrive in a few days: 1,000 cases of White Salmon in 1/2 pd. tins, to sell at 5 cents. Give your order now in order to be among the first served.

SALT FISH

In kegs and half kegs.

Labrador Salmon,

Labrador Red Trout,

Labrador Fine Large Herring.

These three favorites are of the No. 1 variety. We unconditionally guarantee their Quality.

Get our prices. They are **The** prices for the Quality.

SPECIAL OFFER FOR 10 DAYS

Roasted Peanuts

"Coon" .07½.

"G" .08.

Bon Ton .11.

The lowest price on the market.

Call Main 3766, and telephone your order, or if you prefer, wire at our expense.

LAPORTE, MARTIN, Limitée

St. Paul Street

MONTREAL

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FISH

For Breakfast For Luncheon For Dinner

Fish is now prepared in so many tempting ways that the public are buying and using it more freely than ever before.

No line will show you more profit if a little care is exercised in handling.

We are splendidly equipped to handle this business. Our supplies are obtained in the primary markets. We own and operate our own tugs on the Great Lakes, ensuring constant supply.

Haddies, Ciscoes, Bloaters, Kippers, Halibut, Qualla Salmon, Cohoe Salmon, Trout, Whitefish, Labrador Herrings, Package Codfish, etc. Send for Weekly Price List.

WHITE & CO., LIMITED

Wholesale Fruit and Fish
TORONTO and HAMILTON

\$100.00—\$200.00—\$500.00

See that YOU are Safe!

You have only slightly over a month to get rid of all Maple Syrup and Sugar not absolutely pure. If you haven't read the new law don't fail to do so. You may be liable to fine for the above amounts.

The Safe Way

is to stock a line that is **ABSOLUTELY GUARANTEED.**

Pride of Canada

is from the pure sap only. We stand back of every ounce bearing that label. In stocking Pride of Canada you give the best to your customers.

Maple Tree Producers' Assoc. Limited

58 Wellington Street, Montre

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

A Worth-While Christmas Present For Your Clerks

Of course you will desire to remember your clerks in some practical way at Christmas. What more practical gift could you make them, than a year's subscription to Canadian Grocer? Every grocery clerk who desires to advance himself in his chosen work, will appreciate such a gift, and it will be a weekly reminder of your thoughtfulness throughout the year.

WINDOW DRESSING.

During the course of the year Canadian Grocer publishes dozens of timely window displays on a larger scale than any other grocery paper. The articles accompanying the illustrations assist the window trimmer to make his windows one of the grocer's best selling assets.

CARD WRITING.

A new series of lessons on Modern Show Card Lettering and Designing begins in the first issue. These lessons contain solid, practical, common-sense instruction. Neat show cards and price tickets increase sales.

SALESMANSHIP.

Articles on Salesmanship are written specially to help clerks increase their sales. They are written in an interesting style and will increase the enthusiasm of the staff.

On receipt of your instructions, we will send an appropriate Christmas card to the recipients of your kindness, telling them that you have instructed us to send them Canadian Grocer for a year as a Christmas Gift.

Sign and mail the coupon to-day, so we will have time to start the gift with the Christmas issue.

Christmas Gift Subscription Coupon

CANADIAN GROCER
143-153 University Ave., Toronto

Gentlemen:

I ^{enclose} _{will send} Dollars, for which please enter yearly subscription for the following:

Name.....Name.....Name.....

Address.....Address.....

Donor's Name.....

Address.....

CANADIAN GROCER

Cowan's Maple Buds

the one best confection



*Everybody—old and young
likes Cowan's Maple Buds*



Take
advantage
of our extensive
advertising

They're
advertised
everywhere
in the Dominion

Nothing but pure chocolate, pure milk, pure sugar, and so easily digested. Stock them in your Candy department. They make friends everywhere—and keep them.

The Cowan Company, Limited

Toronto, Canada

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



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

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

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

FIVE ROSES FLOUR

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

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

More apples eaten where FIVE ROSES is sold.

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

Sell FIVE ROSES. *Be WISE!*

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

Sell a Barrel of Apples—Sell a Barrel
of ROSES