

**PAGES
MISSING**

FEATURING—ELEVENTH HOUR CHRISTMAS SUGGESTIONS.

CANADIAN GROCER

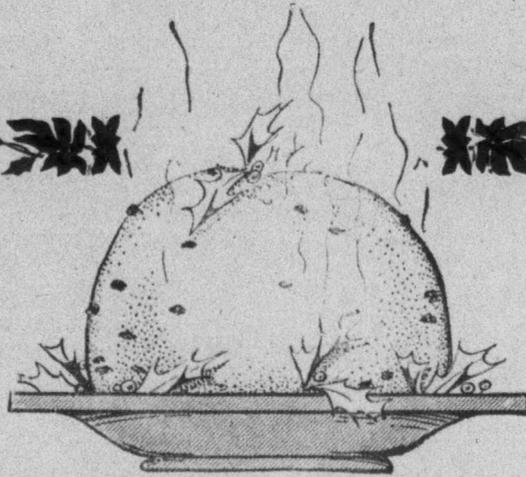
Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

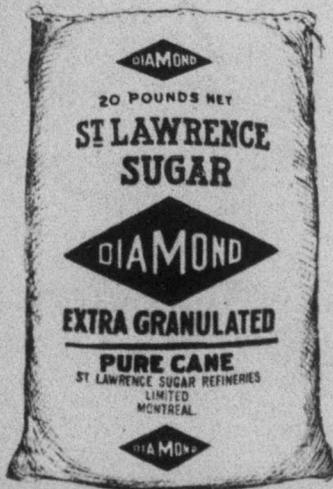
Vol. XXIX

PUBLICATION OFFICE: TORONTO, DECEMBER 17, 1915

No. 51



Good Will, Prosperity to All



The manufacturers of St. Lawrence Diamond Sugars, upon the Eve of Christmas and the New Year, extend to the Grocery Trade of Canada the Season's best wishes.

May the New Year bring greater prosperity to you and yours.

We wish to thank you for your generous support during 1915.

St. Lawrence Sugar Refineries, Limited
MONTREAL

Makes More Customers

PURITY FLOUR brings more and better customers into your store. The housewife willing to pay MORE for a superior flour buys superior products in specialties and OTHER staples.

PURITY FLOUR

More Bread and Better Bread

WESTERN CANADA FLOUR MILLS CO., LIMITED

Millers to the People

30

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

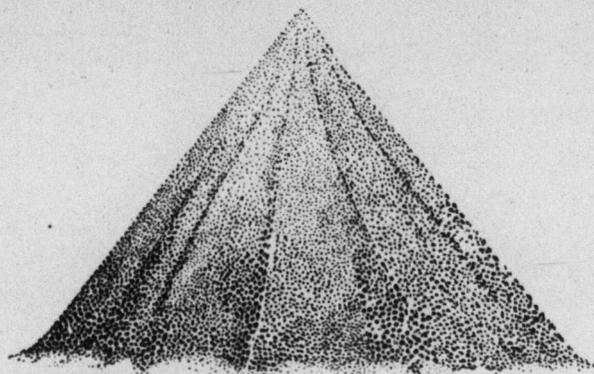
Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

A Pyramid of Sugar



If you were to pile up the sugar that you lose in the course of a year as a result of

**Broken Bags, Down Weights
Improper Handling**

it would make quite a good-sized hill.

The way to turn this loss into a profit is to handle

LANTIC SUGAR
In Original Packages

In addition to this you are certain to have a satisfied customer with the positive assurance of our guarantee of quality and weight in every package you sell.

Why let sugar be a burden to your business when you have the opportunity of selling the highest grade of Lantic Extra Quality Granulated in

Packages that sell,
Packages that are attractive,
Packages that are modern,
Packages that satisfy?

Order through your jobber a trial order of Lantic Original Packages. Put up in 2 and 5-lb. cartons and 10 and 20-lb. bags.

ATLANTIC SUGAR REFINERIES, LIMITED
MONTREAL



COX'S

Instant Powdered

GELATINE

Strongest, Purest, Best
—there is no doubt

Cooks everywhere, the best of them, are unanimous in their approval of Cox's Gelatine.

They judge only by actual results by years of severe tests and have proven that Cox's Gelatine is the best buy.

Cox's is the established standard of Gelatine value. It pays the retailer to sell it, as it pays the consumer to buy it. It's the maximum quality at the minimum price.

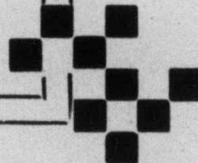
Stock up for winter's trade!

AGENTS

Tees & Perse
Winnipeg

Arthur P. Tippet & Co.
Montreal

Martin & Robinson
Vancouver



Remember the Gelatine
in the Checkerboard Box

Harold F. Ritchie & Co., Ltd.
 12-14 McCaul St., TORONTO
 Made in Canada by Gerhard Mennen Chemical Co.
 MONTREAL

Selling Agents:
 For a generation Men-
 nen's Borated has been the
 standard of purity and
 safety in a Talcum Powder
 and has merited the en-
 dorsment of thousands
 of doctors, mothers and
 nurses. The demand for
 Mennen's is universal. It
 is extensively advertised,
 and you will find that the
 mere display of these Tal-
 cum's in your store is suffi-
 cient to "make a sale."

- Mennen's Borated Talcum
- Mennen's Talcum
- Mennen's Violet Talcum
- Mennen's Sen Yank Powder
- Mennen's Talcum
- Mennen's Talcum for Men

MENNEN'S TALCUMS

LEACOCK'S

WHEN BUYING, INSIST ON
 HAVING THE BEST—

Extra Fancy
Extra Choice

MOLASSES

Exporters of Highest
 Grades of

Leacock & Co.
 BARBADOS, B.W.I.

Borden Milk Co., Limited
 "Leaders of Quality"
 MONTREAL
 Branch Office: No. 2 Arcade Building
 Vancouver, B.C.

The one follows the other as a
 general rule. Dealers who feat-
 ure Borden Products will tell you
 that they are a mighty good line
 to push, giving that absolute
 customer satisfaction which al-
 ways spells bigger business and
 better profits.
 Now is a particularly opportune
 time to start things going by
 featuring a representative dis-
 play of Borden's in your win-
 dows, show case, shelves, etc.
 The winter season is especially
 suitable to a big business in these
 appetizing, delicious and whole-
 some milk products.
 Look over your stock to-day and
 see if it doesn't need replenish-
 ing.

Borden's and Big Business





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

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

Grown and Packed in California

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

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

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

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.
Kelly-Douglas Co., Vancouver, B.C.

Nicholson & Bain, Winnipeg, Canada
Universal Importing Co., Montreal, Que.

YOUR CUSTOMERS KNOW



KNOX GELATINE AT A GLANCE



Our extensive advertising has not only taught them to look for the
familiar package, but has proven to them the quality of the contents.

They want KNOX GELATINE because it is good; it is easy to
prepare; a package will make two quarts of wholesome, delicious jelly,
as well as desserts, puddings, salads, ices, candies, etc.

It requires little effort to sell it, and to display it prominently
secures your customer's confidence and handsome profits.

When your customer uses KNOX GELATINE she will tell her
friends—this means more sales for you.

"Make Knox Your Gelatine Leader."

CHARLES B. KNOX COMPANY, Inc.

Johnstown, New York

Branch Factory:—Montreal, Canada

A few selling points for you and the clerks

Cash Reasons—

Every new customer for "Canada First" means increased sales.

It means that you get money that would otherwise go to the Milkman.

"Canada First" is superior to fresh, perishable milk in many ways, as it remains sweet—and keeps longer.

For Coffee and Cocoa it is as good as rich cream, and costs less.

For cooking it is better, because it is always available and because it contains all the virtues of fresh milk in a condensed form.

In winter when fresh milk deliveries are uncertain and irregular, every family should have a few cans of "Canada First" available.

For Infants' Food "Canada First" meets the requirements of the most exacting physicians for purity, safety and nourishment, and by Government Test, it is the best.

"Canada First" Condensed Milk (Sweetened), Best for Babies, and Cooking.

"Canada First" Evaporated Milk (Unsweetened) Best for Coffee, Icings, etc.



Best for Coffee
Salads



Best for Baby
Cooking
Candies

AYLMER CONDENSED MILK CO., LIMITED
HAMILTON, CANADA

Removal Notice

On and after January 1st, 1916, our new address will be Nos. 59-63 Front St. E. (S.W. Cor. Front and Church Streets).

The above premises are more commodious than those we now occupy and with such excellent shipping facilities that all orders can be given the quickest possible despatch.

Canada Brokerage Co., Limited

MELAGAMA

**Each sale means a
satisfied customer**

It's the same high-quality tea that it has always been, put up in the same attractively labelled package in our new factory and under new management, whose aim is better service to the trade.

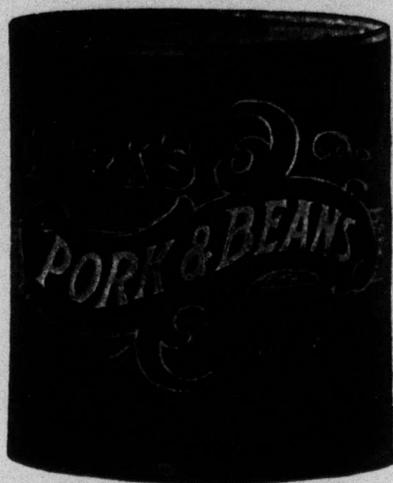
Minto Bros.

New Address: 284 Church St.

TORONTO

CANADIAN GROCER

CLARK'S



MADE
IN
CANADA



PORK AND BEANS

PLAIN

CHILI

TOMATO SAUCE

THE BEST IN QUALITY

THE HIGHEST IN REPUTATION

THE LEADERS IN SALES

STOCK CLARK'S and turn your money over
PROFITABLY AND QUICKLY.

W. CLARK, Limited, Montreal

Clark's

Make the most of the
holiday business
by selling

LYTLE'S XMAS WINES

Their pure, rich, palate-tickling flavor and wholesomeness is the big reason for their lasting popularity.

The Xmas Season, with its many festivities, creates a huge demand for unfermented wines, but to reap the full benefit of this demand you should feature the Lytle brand of non-alcoholic wines — the kind the public buy most of.

The list includes port, cherry, grape, etc., and every one is a sure profit-producer.

Get a good supply of Lytle Xmas Wines, make a representative display of them in your Xmas trim and observe the result. It will mean dollars to you.

T. A. Lytle & Co., Limited
Sterling Road TORONTO

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

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

H. J. Heinz Company

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

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

GIPSY

Stove Gloss

The sales of GIPSY continue to grow because the quality and utility are the best that science can formulate, or experience produce.

Order from your Wholesaler.

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

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



Golden Wax Beans

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

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

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada

King Oscar Produces the "smile that won't come off"

Sell your "hard-to-please" customer a box of King Oscar Sardines and note the change when she comes into your store again for another supply of this popular, wholesome sea food. She'll smilingly say, "King Oscar Sardines, please." Initial sales invariably result in a continuous demand.

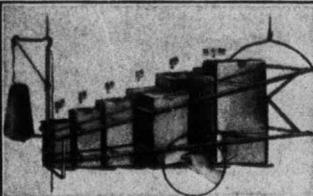
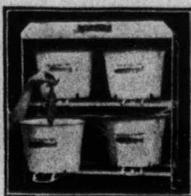


It's the quality that does it—the sterling, satisfying quality produced only by exercising the greatest care in selecting, boxing and sealing the finest Norwegian Sardines.

Have you tried their selling qualities yet?

King Oscar is making good with Grocers everywhere. Stock up now, and start things moving in your fish department.

J. W. Bickle & Greening
J. A. HENDERSON
HAMILTON, ONTARIO

 <p>9-Jar Pickle Rack</p>		<p>MONEY AND REPUTATION MAKERS FOR STORES</p> <p>CRACKER RACK <small>TRADE MARK</small> Sanitary Display Racks, Tops and Fixtures</p>				 <p>Banana Pulleys</p>		
							 <p>Dried Fruit Box Tops</p>	
		<p>Only a few of them shown here. If in need of up-to-date Fixtures of any kind send for catalogue and price lists of Racks, Display Tops, Fixtures, Show Cases, Advertising and Premium Specialties.</p>				<p>Evan L. Reed Mfg. Co. 604 A Street STERLING - ILLINOIS CANADIAN AGENTS WANTED</p>		 <p>Twine and Cord Cutters</p>

A condensed ad. in this paper will bring results from all parts of Canada : : : :

MORE EFFICIENT WORK AT LESS EXPENSE

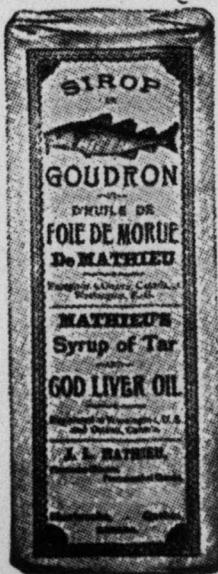
Why bother any longer with that slow grinding, unsatisfactory coffee mill, when the **ELGIN NATIONAL** will do the work faster and easier at no more expense? Thirty years' service to the Canadian people has made it the most popular mill in use to-day.

It can be easily regulated while running, saving the usual waste of time through stopping, etc.

For a better customer service get full particulars of the Elgin—handled by the best Canadian jobbers.



WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

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

Banner Brand Jams, Jellies, and Marmalades



The delicious, appetizing wholesomeness of all Banner Brand Products mean better customer satisfaction and more sales for you.

Pure fruits and cane sugar only.

Order from your wholesaler to-day.

LINDNER'S LIMITED
BRAMPTON

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

FACTORIES:

MONTREAL .. HAMILTON

SALES OFFICES:

MONTREAL .. TORONTO .. HAMILTON .. WINNIPEG

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

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

We Sell only Goods of Guaranteed Quality

—Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

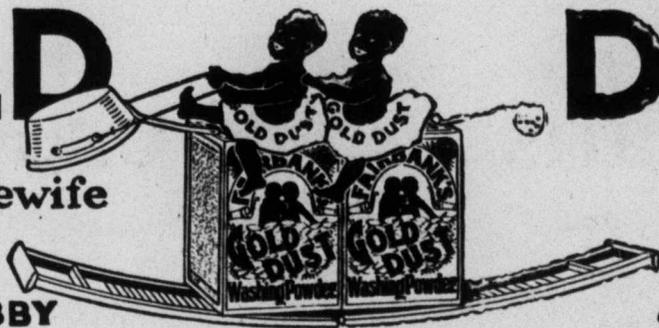
SOLE PACKERS

Halifax - N.S.

GOLD

DUST

Most every housewife
has the
GOLD DUST HOBBY



It will pay
you to
cater to it.

Women everywhere like GOLD DUST better than any other cleanser because it does more of their work and does it easier. Grocers everywhere like GOLD DUST better than any other cleanser because they sell more of it and sell it easier. Both advertising and merit are back of its great popularity and steady sale.

THE N.K.

FAIRBANK

COMPANY

LIMITED

MONTREAL



What share are you getting of the increasing business being done in 

JAPAN TEA

delicious, wholesome, natural-green leaf tea from Sunny Japan?  New business is being created by our consumer publicity?  New friends being made, old friendships being renewed.

Order from Wholesaler!

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

MACKENZIE & MORRIS
LIMITED
BROKERS

Groceries, Provisions and Produce
C.P.R. Building, TORONTO

If you want the market on
NEW BRUNSWICK POTATOES

Wire or phone
HARRY WEBB, TORONTO

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

W. H. Escott Co.,
LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

NEWFOUNDLAND.

T. A. MACNAB & CO.

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

QUEBEC.

W. J. McAULEY

Commission Broker

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

WESTERN PROVINCES.

H. P. PENNOCK & CO.,

Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE

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

W. G. PATRICK & CO.

Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

HEADQUARTERS FOR

White Beans

and

**Evaporated
Apples**

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO ONTARIO

NOTICE TO MANUFACTURERS

of Canadian, American or British Products.

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

Manufacturers' Agents and Importers

Office and Warehouse : 309-311 King St. West, Toronto

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

HELP YOURSELF TO A REPUTATION

by buying a copy of
THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:
YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and
YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A CHRISTMAS PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce, but it sells for*

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

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

Port Arthur, Ont.

47 William Street
 Montreal, Que.

Bowman's Quality Fish

Smoked
 Salted
 Sea
 and
 Lake



Fresh
 Frozen
 Sea
 and
 Lake

DIRECT FROM C TO U
 Producers and Shippers of Lake Herring, Salted or
 Frozen. Ask for Price List.

J. BOWMAN & CO.

WHOLESALE FISH

26 Duncan Street

TORONTO, ONT.

A Perfect, Pure Dry Air

The air circulation system
 of the

Eureka Refrigerator

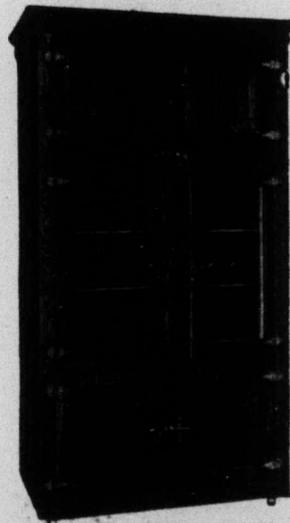
places it in a class by itself, where the perfect preservation of foodstuffs is concerned.

This distinct and peculiar system of circulation of air by passing through and over the ice absorbs and eliminates all harmful odors or gases.

To further assure the absolute safety of contents, zinc and every kind of oxidized metal is carefully omitted from its manufacture.

And remember these are only two of the many unique and distinctive features which are embodied in this "peerless refrigerator."

A card to us to-day will bring you full particulars.



Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; W. T. Daly, 122 Earl St., Kingston, Ont.; W. J. Armstrong, 14 Euclid Ave., London, Ont.

The Most Digestible Cereal
Robinson's "Patent" Barley

The easy digestible quality of Robinson's "Patent" Barley, combined with its power of nutrition, makes it the finest food on the market for infants and invalids, or for any person with impaired digestion.

There's a big "year-round" sale for Robinson's "Patent"

Barley, for its hundred years of satisfaction in Europe has helped to give it a quick and solid footing in the Canadian trade.

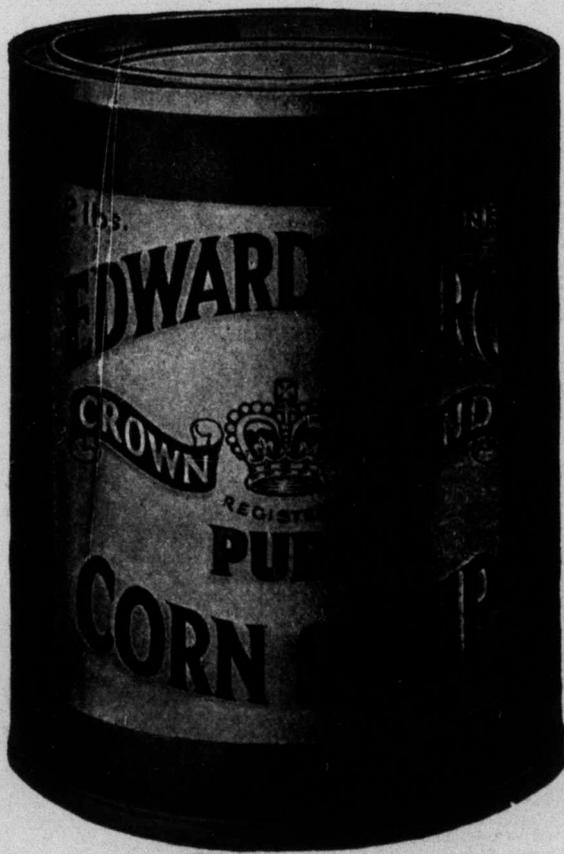
Order a supply through your wholesaler.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA



To Our Friends
In The Trade

*We extend our best wishes
for a most prosperous
Christmas business—and
renewed success during the
coming year.*

The Canada Starch Co.
Limited, Montreal

CANADIAN GROCER

VOL. XXIX

TORONTO, DECEMBER 17, 1915

No. 51

Last Minute Christmas Hints

Canned Fruits by the Case as Christmas Gifts— Baskets of Fruit and Provision Hampers
Other Good Lines to Feature—What a Confectionery Table and Small Box Cigar
Display Did for Two Dealers—Ready-Made Show Card Phrases.



An inviting Christmas trim that can be arranged in almost any window. Note the symmetrical arrangement—one side balances the other.

THE eleventh hour has arrived in so far as Christmas trade is concerned.

Every dealer realizes that there is always a certain amount of business will come to him anyway. His best endeavors, therefore, should be given over to selling goods above that actual demand.

What a number of retailers accomplished in this way a year ago, and in previous years should be of advantage to others at the present time.

Last year, a dealer in Montreal made good use of the Christmas season to sell considerable canned fruit. He made up a large number of cases of assorted fruit, including raspberries, strawberries, plums, peaches and pears, advertising them at a certain price, and displaying a few cases in the store. His idea was

that there would be many people who would want to give something useful to friends who could not afford it themselves, and that there should be considerable trade in this respect for canned fruits. On a card on the display in the store was a ticket reading as follows: "A Useful Gift for Someone in Need—Price Per case \$——." The result was that with very little bother he sold over 30 cases of assorted canned fruits during the Christmas season.

Hampers Make Splendid Gifts

An Eastern Ontario grocer got after business in a somewhat similar way by packing, and advertising strongly, Christmas hampers containing groceries and provisions. He headed his advertisement in the paper "A Christmas Gift,"

and suggested four different baskets, priced at \$1, \$1.25, \$1.50 and \$1.75 respectively. The dollar basket for instance included a bag of flour, 25c; a pound of lard at 15c; a pound of mince-meat at 10c; a can of vegetable soup at 15c; oranges 10c; apples 10c; a pound of biscuits 10c; candy 10c; making a total of \$1.05, for which he received \$1. In the introduction to his ad. he pointed out that there was no present as acceptable and useful as a fancy basket of fruit and delicacies, or a hamper of provisions. The result was that many people during the last week of the Christmas trade ordered hampers to be sent to friends and acquaintances not in a position to purchase freely such goods themselves.

Handy Confectionery Table

A Hamilton merchant who does a fair-

ly good trade in box confectionery, goes after this trade strenuously every Christmas. His store floor space is quite large, and he always has an attractive table near the door daintily dressed with handsome boxes of candy of various sizes. Not only his regular candy customers, but others, purchase freely from this table every year, and the clerks are kept busy keeping the display in shape. He placed a card on the display last year, which read: "Always Acceptable." He believes in cards that do not always tell the whole story of the idea. "Always Acceptable" on a card at Christmas time makes one finish the rest of the statement himself. He maintains that as confectionery of a high-class character always carries with it a good big margin of profit this little display table is well worth while.

Cigars by the box is an old-fashioned Christmas gift that never seems to grow old. A grocer in Winnipeg plays up this fact strongly every year. Ten days or so before Christmas he turns over a corner of his window to a small display of boxes of cigars at different prices, and uses a show card such as "Gift Cigars" with the various prices per box. Then the last week he shows a small display of them on the counter so that the attention of every customer will be directed to them. In this way he invariably turns over quite a number of boxes of cigars as Christmas gifts. Wives of husbands who smoke, are among his best customers in this regard.

Grocers should make it a point to dispose of all the exclusive Christmas lines as early as possible. These include Christmas stockings, Christmas crackers, plum puddings, Christmas cakes, Christmas candles, fancy holiday confectionery, fancy biscuits in special Christmas boxes and all other fancy lines. As many of these will be practicably unsaleable after the holiday season, they demand the earnest attention of the dealer and his clerks from now on. One suggestion is that the dealer take a rapid inventory at the end of each day to determine just how much of these goods he has left. He is then in a position to make a bigger effort the succeeding day to move them out.

Referring to this matter a dealer told Canadian Grocer that he always made it a point to have nothing left after Christmas which would be out of season. "Those plum puddings," he said, "for instance must all be sold before the New Year. All those special boxes of confectionery, Christmas crackers and stockings, and other fancy holiday goods must also be moved out before January 1st. At the end of every second or third day I personally take an inventory of those goods, and if they are going slowly I suggest to the clerks to push them hard. It should be remembered that there is

little money in the exclusive Christmas lines if a third or a quarter of them are left on the shelves and counter when the holiday season is over."

The advertisement in the local paper should not be overlooked. In recent issues Canadian Grocer has shown a number of suggestions and from these it will be an easy matter for the dealer to construct a Christmas advertisement which should sell considerable goods for him.

There are, however, a few points in newspaper copy, which should be carefully considered. Among these are the follows:—

(1) Select only appropriate cuts, if any cuts are used at all.

(2) Do not allow printers to use heavy extra fancy borders. They detract from the reading matter. A simple holly border is quite permissible, but it should not be wide.

(3) Make the heading brief but appealing, and follow up with special reasons why the public should deal at your store.

(4) Give brief crisp descriptions of each article named, so that a desire to purchase may be created on the part of the reader.

(5) Eliminate all rules possible inside the copy. Usually rules only serve to detract from the selling talks given.

(6) Don't let the copy in the newspaper get stale. It doesn't cost any more to have a change occasionally.

Ready-Made Card Phrases

Well-written and catchy show card phrases are a great help in catching the eye of the passerby, and also of the customer inside the store. These can be used effectively in getting customers to shop early so that they will receive a

better service, and when regular customers have purchased their goods in good time, this leaves more time for the staff to look after the transient last-minute trade on Christmas eve, and a day or two previous, which is always heavy. Have one of the clerks, or someone else get together a number of good show cards. They offer the customer a suggestion and are bound to make many think, and therefore will relieve to an appreciable extent the last few days and hours of Christmas shopping. The following are a number of show card phrases:

"Fine Assortment For the Early Shopper."

"Order the Christmas Turkey Now."

"Early Shoppers Have First Selection."

"The Store of Plenty—Shop Early."

"Don't Wait for the Christmas Rush. Order your dried fruits to-day."

"Delicious Plum Puddings From Finest Selected Flour, Fruit, Peels and Spices—Order Now."

"The Sooner You Come the Better the Service."

"If You Want Dried Fruit Selections Order at Once."

"Don't Take the Christmas Eve Chance—Delivery Is Surer To-day."

"Bake the Christmas Cake Early—the Earlier the Better."

Three or four of these cards about the store and in the window is a mighty good investment.



AGAINST TRADING STAMP ACT

The "popular voting" contest put on by Business Boosters, Limited, in West Toronto recently, has been judged illegal by Judge Winchester. After listening to the arguments pro and con, his Honor found the promoters guilty of doing business in contravention of the Trading Stamp Act of 1905.

Voting contests have been held in various places in Canada during recent years, and the Retail Merchants' Association were frequently asked to test their legality. On account of the cost that would have attended their efforts if they had fought the point away from home, the matter was deferred. However, when Business Boosters opened for business in Toronto, the home of the head office, the opportunity was seized. Secretary E. M. Trowern, of the R.M.A., states that had the case gone against them, the association would have gone to the Government for amendments covering the deficiencies of the Act.

While the promoter of the contest was found guilty, the judge on request granted right to appeal, and, after the matter has been dealt with by the Court of Appeal, sentence will be imposed if the judgment is upheld.

PHOTOGRAPH YOUR CHRISTMAS WINDOW

Attention of dealers and clerks is again called to CANADIAN GROCER'S 1915 Window Display Contest, particulars of which appear elsewhere in this issue. It is hoped that as many as possible will come in again this year. This contest is a regular feature of CANADIAN GROCER which has been conducted for a number of years past and it has developed greatly since it was first established. Readers tell us that it has done more to assist grocery window display than any other individual campaign ever put on. When you have your best display in get a good photograph of it, about 7 x 10 inches in dimensions and mail it to the Editor.

Grocers' Costs Average 16½%

So Find Bureau of Business Research of Harvard University — Average Net Profit is 4 Per Cent., But Some Do Not Make Any—Stocks Turnover About Seven Times a Year—Scientific Research to Be Continued

SOME months ago Canadian Grocer announced that the Bureau of Business Research of Harvard University, Cambridge, Mass., was making an investigation into the expenses of operating retail grocery businesses. This investigation has been completed and some very valuable figures and conclusions have been arrived at. The report summarizes studies on more than 500 grocery stores, the actual statistics coming from about 253.

So far as the cost of doing business is concerned it was found that this averaged about 16½ per cent., and that grocers were making net profits of from 2½ to 5½ per cent. Some were not making any net profit. It was also found that grocers turned their stocks over about seven times a year with the exception of those carrying meats in which cases the turnover averaged about nine times.

The following is the summary of the findings, each item being given with the lowest, highest and average data figures, together with some instances of practical attainments of extreme economy and efficiency by superior system and ability, toward which the computers suggest it may be practical for retailers to strive:

Item.— (For percentages Net Sales=100%)	Low	High	Common	Standards attained by a group of more efficient stores
Gross profit on merchandise.	14.0%	27.9%	21.0%	...
Salaries and wages of buying force.	0.1	2.4	0.5	...
Other buying expense	0.0	0.5	0.02	...
Total buying expense	0.1	2.4	0.5	...
Salaries and wages of sales force ..	3.5	10.6	6.5	5.0%
Advertising ..	0.01	1.8	0.1	...
Wrappings and misc. selling expense	0.03	1.4	0.4	0.3
Total selling expense	4.5	10.8	7.0	5.5
Wages of delivery force..	0.6	3.5	1.5	1.0
Other delivery expense	0.3	3.4	1.5	1.0
Total delivery expenses	1.1	5.9	3.0	2.5
Management & office salaries	0.3	3.8	1.5	...
Office supplies and expense..	0.01	0.4	0.1	...
Total management expense	0.4	4.0	1.7	...
Rent	0.3	4.1	1.3	0.8
Heat, light and power...	0.1	0.8	0.2	0.15
Insurance on stock & store equipment ..	0.03	0.5	0.1	...
Taxes	0.01	0.5	0.1	...
Repairs and renewals of store equipment	0.01	1.4	0.1	...

Depreciation of store equipment	0.03	0.9	0.2	...
Total fixed charges and upkeep expense	0.8	5.6	2.0	1.5
Telephone	0.04	0.6	0.2	...
Ice and cold storage:				
Groceries only	0.01	0.6	0.1	0.1
Groceries & meats and provisions ..	0.03	0.7	0.3	0.2
Other miscell. expense	0.01	1.2	0.1	...
Total miscell. expense	0.1	1.4	0.5	0.3
Losses from bad debts ..	0.01	2.2	0.5	0.2
Total expense statement	10.4	25.2	16.5	13.0
Net profit from merchandise operations...Loss	3.3	11.0	2.5-5.5	...
Interest	0.2	1.7	0.8	...

No. of stock-turns a year:	\$5,000	\$20,000	\$10,000	...
Groceries only	3.5	23.8	7.0	12.0
Groceries and meats and provisions ..	7.0	26.4	9.0	14.0
Average ann'l sales per salesperson

In analyzing the various expenses, the report says:

"In the retail grocery trade there are several classes of stores. In each city there is usually at least one large store which sells fancy groceries and specialties. The margin of profit and the expenses of such stores are usually higher than in other grocery stores; the service requirements are greater. Chain stores, department stores and mail order houses are distinct classes, which must be considered separately. Other grocery stores, which constitute a large majority of the total number in the country, fall into two general groups—one selling groceries only, and the other selling groceries and meats and provisions. The summary published here is based on the figures secured from these ordinary, everyday grocery stores and grocery and provision stores. No figures for chain stores, department stores, mail order houses or fancy grocery stores are included in the tabulation.

"The figures for stores selling groceries and the figures for stores selling both groceries and provisions have been tabulated separately, and independent summaries prepared. On comparison it appears that for most of the items the significant figures are the same for the two groups. Consequently the results have been combined.

Gross Profits 21 Per Cent.

"Gross Profits.—In the grocery stores from which the Bureau has received

strictly accurate figures, gross profit ranges from 14.6 per cent. to 27.9 per cent. of the net sales. Within this range the bulk of the figures are between 18 per cent. and 23 per cent. The most common, or typical, figure is 21 per cent. The percentage of gross profit does not vary regularly with the volume of sales. In stores with large sales the percentage of gross profit is frequently higher than in small and medium sized stores.

"Salaries and Wages of Buying Force.—In the average grocery store the buying is done by the proprietor. Consequently this account represents chiefly a prorated share of the proprietor's salary, depending upon the proportion of his time which is spent in buying.

"Apparently the differences in the relative proportions of the orders received by telephone or by solicitation at residences of customers do not greatly affect this percentage. This conclusion is based on a comparison of sales force expense in stores in which (1) the telephone orders predominate, (2) the orders solicited at residences predominate and (3) counter trade predominates. The common figures for sales force expense is practically the same for each of these groups. The predominance of telephone orders does not necessarily bring a large reduction in this expense; the time spent in taking an order is small as compared with the time used in filling it, and individual telephone orders tend to be smaller in amount and more frequent in number. There appears to be a definite tendency for grocers to collect a smaller proportion of their orders at the residences of their customers; many have ceased to send out any order solicitors.

"Management and office salaries are ordinarily about 1.5 per cent., varying from 0.3 to 3.8 per cent. Several retail grocers have reported that they do not spend any time in managing their businesses, and it is not beyond doubt that this is only too frequently the case in the retail grocery trade.

Average Rent Expense is 1.3 Per Cent.

"Rent.—Owing to the possibility of utilizing less expensive sites, rent is a smaller expense in the retail grocery business than in the retail shoe trade. Groceries are convenience goods in which there is no style element and which are bought daily in relatively small quantities by almost every family. Consequently the grocery stores, unless they are dealing in fancy groceries, are located near residential districts in close prox-

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imity to their customers and generally occupy comparatively inexpensive sites. Inasmuch as service to counter customers is rapid, or should be rapid, and since many of the customers give their orders by telephone or to order solicitors the floor area of a grocery store is not relatively large. Shoes, on the other hand, are more in the nature of a shopping line. Each customer purchases at rather infrequent intervals, and wishes to make a selection from a varied stock. Many purchasers of shoes also desire to compare styles and prices at different stores. In order to attract a sufficient volume of trade the shoe store must ordinarily have a prominent location in a shopping district where rents are higher than in residential districts. Moreover, although the average individual sale is larger, the time required for making a sale is greater than in a grocery store, and relatively more stock must be carried. This requires more floor space for a shoe store.

"The common figure for rent expense in retail shoe stores is 5 per cent.; in retail grocery stores it is 1.3 per cent., varying from 0.3 to 4.1 per cent. In grocery stores the tendency is for rent to be less than 1.3 per cent. rather than more, and a significant number of stores have a rent percentage of less than 1 per cent.

"The classification of expense in the Harvard system of accounts for retail grocers according to function—that is, according to whether an expenditure is for buying, selling, delivering or management or a fixed charge of upkeep expense—is fully justified by the results. From figures classified on this plan it is possible to determine the expense for each service and how much could ordinarily be saved by the elimination of any particular service. As soon as the bureau has secured figures from enough cash stores, a comparative study will be made of operating expenses in cash and charge stores and the results will be published.

Operating at a Loss

"Net profit figures vary widely. In fact, several stores have proved to be operating at a net loss when the proprietor's salary and other items were properly charged as expense.

"Stock-turn, one of the most vital points in retailing, is measured by dividing the cost of merchandise sold during the year by the average inventory of merchandise on hand. Since inventory, which is the divisor, is taken at cost, the cost of merchandise sold, and not the net sales, must be used as the dividend. In the retail grocery trade, as in other retail businesses, retailers tend to carry more stock than is necessary; their stock-turn is relatively low. Enough

stores are turning their stock once a month to warrant stating twelve turns per year as a standard to be aimed at. Grocery stores which sell meats and provisions have a higher average stock-turn than stores which sell groceries only. This is to be expected, since the former have a larger proportion of perishable goods which cannot be carried for so long a time.

"Average annual sales per salesperson is another particularly significant figure. It has a direct relation to sales-force expense. Although some figures indicate an even wider variation, it can be stated conservatively that in retail grocery stores the average sales per salesperson range from \$5,000 to \$20,000 per year. In the average grocery store it is about \$10,000. Although the average unit of sale is smaller in a retail grocery store than in a retail shoe store, the bureau has found that the average annual sales per salesperson are commonly about \$10,000 in each. The greater frequency in the sales of staples and standardized goods in retail grocery stores offsets the higher average unit of sale in shoe stores.

"The figures from which this summary of expenses and other items was prepared were obtained from 253 stores in both large and small cities, mainly in the East and in the Middle West. In addition to these 253 stores the bureau has obtained schedule and incomplete figures from over 250 retail grocers who could not furnish reliable profit and loss statements. The annual sales in the smallest of these stores were \$4,000 and in the largest \$311,000. A majority of the stores, however, were of medium size, with annual sales varying from \$20,000 to \$65,000. Despite the wide geographical area represented and despite the wide range in size, the experience of the bureau indicates that the proprietor of any ordinary grocery store will be warranted in accepting the figures as a reliable guide; he cannot advantageously compare his own results with them. The lowest expense ratios were not found in the largest stores, nor the highest in the smallest stores. The greatest variations were commonly between stores of approximately the same size operating under similar conditions in a single locality. As a general rule the common figures for the stores in one city correspond closely to the common figures for similar stores in other cities.

Number of Brands Carried

"The number of brands of merchandise carried in the average grocery store is from 750 to 1,000. In a large fancy grocery it may rise to 5,000. The individual sales of each brand are small in amount but frequent. Under these con-

ditions it appears that it is seldom economically possible for a grocer to use a stock-keeping system which requires entries of items from the sales slips which are kept for other purposes. The bureau is studying this problem with a view to recommending some alternative method of recording the movement of stock. Other problems of store management are being carefully studied.

"The bureau is continuing this research in order to obtain figures for a larger number of stores of the class covered in this bulletin and for the other classes of grocery stores. That will make possible a grouping by geographical districts, by size of cities, by classes of stores, and by size of stores.

"The grocery research is being actively assisted by individual representatives of these various interests and by special committees of the Chicago Association of Credit Men and of the National Wholesale Grocers' Association. Over 3,500 copies of the Harvard system of accounting for retail grocers have been distributed on request to retail grocers since August 1, 1914. The bureau is unable to state definitely how many of those who have received the system have already put it into use."



CANADIAN PRODUCE CONVENTION

The executive of the Canadian Produce Association has arranged to hold the annual convention of this organization in Belleville, Ont., on February 8 and 9. Questions pertaining to the shipping of produce, the raising of poultry and the care and marketing of these lines will be discussed by prominent speakers with experience. It is expected, too, that some representative produce men from the United States will be in attendance and a call is being sent out to all produce men to be present. On the slate is to be found the following: Discussion of the Adoption of Free Cases; the Standardization of Poultry; the Feeding of Poultry and the Transportation of Eggs and other products; National Standards for Butter as well as the old question of making more sure and stronger the policy of buying eggs on the loss-off basis. A banquet is being arranged in the Hotel Quinte and the transportation committee is endeavoring to arrange for special rates, which will be announced later. The programme is now being arranged.



"We advertise what we sell and we sell what we advertise," is the slogan of a newspaper advertisement recently used by the Summerland Supply Co., Summerland, B.C.

Accuracy in Stock Taking

A Form Suggested by an Accountant for This Purpose—A Wrong Account is Worse Than None
—How to Draw Up Inventory Statement of Assets and Liabilities.

STOCKTAKING and inventory time is almost here once again. How do you go about this work? What forms do you use?

Herewith is reproduced a sample page from a stocktaking book that has been suggested by an accountant. He advises that a duplicate be made of all stock records so that it can be placed away in the safe and always be available. The blanks "entered by," "extended by,"

another for those beginning with "B," one for the "C's," etc. At the same time the stocks of each line are kept separate under its own head on the page so that the dealer can tell at a glance just how much canned goods, cocoa or coffee he has on hand and cost. If a page is not large enough for all the goods beginning with a certain letter, the book being loose-leafed, any number can be added.

Liabilities include bills payable, money borrowed for use in the business, and bad debts.

A separate list of real estate assets can easily be prepared and the surplus in business and in real estate totalled.

A word of warning might not be amiss here. In order that the inventory will present a true account of the standing of the business at the end of the year, the stocktaking must be accurately done.

Inventory of Stock taken in duplicate under date				
Duplicate sheets left at			Sheet No.....	
Entered by		Extended by		Examined by.....
Check	Quantity	Description	Price	Extension
	3 doz.	tins Sockeye Salmon talls.....	\$2.40	\$7.20
	2 doz.	tins Corn90	1.80
	1½ doz.	tins Peas, Standards.....	.90	1.35
				\$10.35

This illustration indicates how the stock-taking sheet is made up. The original sheet is about 14 inches long and 8 inches wide.

and "examined by" are for the initials of the clerk who begins to fill out the sheet, the clerk who extends or finishes it, and the proprietor who examines it before the total is added in with the other totals. The reason for having this information is obvious. A check mark is placed in the left hand column by the proprietor as he examines each of the items recorded.

Some merchants employ a loose leaf book indexed alphabetically. A page (or more if necessary) is devoted to the lines beginning with the letter "A," there is

The chief reason for stocktaking is that an inventory may be made of the assets and liabilities and the surplus or otherwise in the business determined. The table suggested at the bottom is submitted to assist the merchant in getting at that surplus. The assets include cash value of the merchandise on hand; cash value of the fixtures; the cash on hand and in the bank; accounts that can be collected for sure; notes that are good, and cash value of other assets such as horses, etc. It will be noted that real estate is not included in the list.

Slipshod methods must not be tolerated by the proprietor. A wrong account of the surplus in the business is worse than no account at all, because it forms a false basis for the work of the coming year.



When it seems to use up all the receipts to pay for goods bought, take a good, close look over the stock and see if it is not accumulating too fast in the slow moving lines. It's always easier to keep the stock up than it is to keep it down.

Business Assets.	\$	c	Business Liabilities.	\$	c
Cash value of merchandise on hand on —, 1916, at actual cost price:			For merchandise, not due	\$	610 40
Store stock	\$	987 50	For merchandise, due or overdue		206 60
Back warehouse stock		852 95	Borrowed money for use in business		0 00
Cellar stock		416 25	Bad debts		140 00
Total	2,256	90	Total business liabilities	\$	957 00
Cash value of store fixtures	650	00	Surplus in business	\$	3,499 65
Cash on hand	267	50			
Cash in bank	540	00			
Open accounts good	319	85			
Notes good	172	40			
Cash value of other assets:					
Horses, waggons, autos, etc., used in the business	250	00			
Total business assets	\$4,456	65		\$	4,456 65

An inventory form for presenting the assets and liabilities. The suggestion has been made that a copy of the inventory be sent to every creditor so as to strengthen the standing of the merchant.

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THE MACLEAN PUBLISHING COMPANY
LIMITED.

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

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 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 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.
Subscription: Canada, \$2.00; United States, \$3.00.
Great Britain, the Colonies and Elsewhere, 12s.

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STOPPING THE PEDDLER

IT will be interesting to the trade to know that the county of York, Ontario, is putting through legislation to compel peddlers of coal oil, etc., to pay a \$300 annual license. Already the second reading of the by-law has been passed and it is only a matter of time until every peddler in York County will have to pay \$300 a year to peddle his wares in competition with local trade.

It is believed this will put an end to the small army of peddlers who frequent the roads of York. Naturally peddlers coming into a county can sell goods cheaper than the retail trade because they have little or no taxes to pay and very few of the overhead operating expenses which are included in the list of every retailer. Such expenses too, go to the maintenance of the community in which the retailer is located. At the same time the peddler does not give the service of the merchant who is ready and willing at all times to supply his customers with all their requirements.

It is to be hoped that the various counties of the country who have not already done so, will follow along similar lines to that of York.

SCARCITY OF TUNA FISH

A GOOD selling article that has lately come into favor among Canadian grocers is canned tuna fish. A year or two ago one seldom met with this line in many retail stores. To-day, it can be found in hundreds throughout the country. Tuna fish is relished by the consumer because of its chicken-like taste. It has proven a splendid seller and one that the public has taken hold of readily because retailers have got behind it.

The tuna is caught chiefly in Pacific Ocean waters

off the coast of California. The industry is yet practically in its infancy, but it is expected there will be great developments in the future. One large canning concern in Los Angeles has sent out a boat, for instance, for the purpose of making observations as to the habitat of the tuna and it is anticipated some valuable data will be obtained. The canners are somewhat dissatisfied with the United States Bureau of Fisheries for not making more extended efforts to assist the industry in that direction. The tuna canning season is practically at an end, the work being done chiefly in September, October and November. It is reported that this year the catch has been small and that market prices have advanced greatly during the past six weeks.

There appears to be considerable difficulty in catching the tuna. The Japanese probably lead in this as they have been catching this fish for years, but even yet there is great difficulty in landing good catches. For instance one boat this season in the waters adjacent to San Pedro made a haul in which it was said there was not less than 50 tons. The men were slow in pursuing up the seines and the final result was 3 tons. When the net was overhauled it was found to have a hole in the bottom through which it would have been possible to have driven a four horse team. It seems that when the fish get in the seine it is necessary to get them out as quickly as possible as they die rapidly, and, sinking to the bottom, break the seine. The canners say the great problem now is how to get more fish.

SHOUTING WARES ON THE STREET

IN the Ontario statutes is to be found a clause under section 398 to the effect that by-laws may be passed by councils of all municipalities for the prohibition, or the regulation of ringing of bells, blow-

ing of horns, shouting and unusual noise or noises calculated to disturb the inhabitants.

This may be of value to retailers to know. If retailers of any municipality desire to suppress shouting on the streets and other noises it is up to them to go to the council for a by-law for the purpose. They have this privilege under the section in the Ontario statutes above referred to.

WATCHING CHRISTMAS ADS.

NEWSPAPER advertisements are probably watched more closely by the general public during the Christmas shopping season than at any other time of the year.

People have a direct interest in the advertisements; a certain number of gifts must be bought within a specified time and the selection of Christmas gifts is not the easiest thing in the world. The task of the recipient and the funds at the disposal of the donor must be taken into consideration.

People turn therefore to the newspapers for suggestions. They also watch the show windows in the various stores.

The newspaper advertisement, or window display, which is the most suggestive and practical, is the one which will draw business at this time of the year.

The paramount consideration with the ad. writer during the Christmas season, therefore, is to make his ads. full of suggestive and practical matter for the reader. The main consideration is to quote a wide variety of lines and to give some interesting information about each one. Lengthy introductions and expressions of good-will are, in a sense, so much waste of space. The space thus taken up could be better used by quoting prices and giving descriptions of lines which would be of practical assistance to readers.

Of course, it should be remembered that expressions of goodwill appear in the newspaper advertisements of nearly all successful retail firms on the day preceding Christmas or on the latter if the paper is published on the festive day.

APPRECIABLE WAR ORDERS

THE volume of war supplies for the British forces in the field being secured through the Canadian purchasing agent of the War Office, E. Fitzgerald—working with the aid of the supply system of the Canadian Pacific Railway—has recently continued on a satisfactory basis, although the scope of the business has not included many new lines. The amount involved to date is, in round figures, \$7,000,000; six or eight weeks ago it was \$5,000,000. The fact that \$2,000,000 has been spent on general merchandise in the past seven or eight weeks through this purchasing office, means considerable to Canadian industry, especially when it is taken into consideration that a comparatively wide field is being covered and that many of the industries benefited have been finding condi-

tions comparatively quiet in normal domestic trade.

The figures given indicate that there has recently been an increase in the volume of orders, but there have been no very important developments as to new lines. This is a matter for regret, but the explanation would appear a comparatively simple one. For a time after the War Office undertook its new and important duties of provisioning a big army in the field there was undoubtedly considerable uncertainty as to the best sources of supply, and much experimenting to be done. The system developed was to send samples into the various markets and ask for propositions on the basis of these samples, or something sufficiently near to the standard to pass for most intents and purposes. Then quality and price were considered and the business placed accordingly. The conflict is now well on in its second year and the purchasing officials have by this time secured a fair knowledge of where they can get the best service as to quality, style, price and delivery. Also it must be expected that British manufacturers have organized to meet the requirements and that when they can take care of the workers they are not likely to go out of the United Kingdom. The result appears to be that the business coming to Canada is now in more set channels and that in the lines which can be successfully supplied the orders are in good volume.

In food supplies cheese appears to be about the only commodity that has recently received much attention. Canada is a large producer of cheese and if prices are satisfactory orders in fair volume may be expected in season.

Efforts are being made to make satisfactory arrangements regarding canned meats and other Canadian canned products, but so far nothing definite has been done and the negotiations are being continued.

WATCH CREDITS CLOSELY

SEVERAL complaints are coming in to the effect that because certain families are differently situated than formerly, they are neglecting to pay their accounts. If a man contracts a debt and has the money to pay for it, it is his duty as an honest citizen to settle it promptly.

The only remedy apparent at the present time is for the retailer to keep close tab on his customers and deal firmly with any who are inclined to neglect their obligations. It will be found necessary in some cases to place a time or money limit on certain parties.

IT'S ABOUT time someone trotted out the old perennial that turkeys are going to be scarce this Christmas.

* * *

DEALERS SHOULD remember that a window covered with frost is just as valuable as no window at all.

Overcoming the Frosted Window

If Window is Enclosed at Rear This Can Be Accomplished by Vent Holes—The Electric Fan and Gas Flame Are Common Methods—Some Chemical Remedies — Importance From Selling Standpoint Keeping the Glass Clear.

A FROST-BOUND window is worthless. The front of the store might just as well be boarded up so far as the selling properties of the window are concerned.

Frost can be prevented from forming on windows in many ways. But probably the only permanent method is to so construct the window that the same temperature can be maintained both inside and out. This necessitates a current of air from the bottom to the top. When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

When a doctor has a patient ill with some chronic trouble he aims to determine the cause and then to remove it. The same should apply to the frosted window trouble. First determine the cause (and this is given above) and then find a suitable method for removing it.

Window Should Be Enclosed

To bring about this it is essential that the background be built clear up to the top of the ceiling and be as nearly airtight as possible. To insure a good supply of light at the same time, it would be advisable to board up the back of the window five or six feet, and use glass in the rest of the space.

The boards in the background can have a couple of thicknesses of white unbleached muslin pasted to them or a painted background. If white unbleached muslin, with two thicknesses, is used, an excellent effect will be obtained and the muslin can, when desired, be covered with crepe paper or cloth.

A white enameled background is preferred by some, especially if the store itself is finished in white.

The proper ventilation of the window is of the highest importance and the window should be so made that holes can be bored along the frame at the bottom, also at the top. The cold air will go in at the bottom and warm air go out at the top, thus keeping the temperature practically the same as that outdoors. If there is sufficient ventilation frost will not form on the glass. The holes should be covered with a screen to keep dust out. In the hot months the holes can be covered with strips of wood nailed on the back.

Where the windows are not modern ones, or if the floor is even with the lower

part of the glass, another plan will have to be used. This consists of boring a hole in the wall under the glass and placing in it a tin tube, or piece of elbow stove pipe, covering the outside with fine screen to keep out the dust. This should open up through the floor. Then bore holes at the top so as to get plenty of circulation of outside air.

Paper or cloth must not be placed over the openings because that would prevent the circulation of air.

Opening In the Side

In the store of Stanley Mills & Co., Hamilton, Ont., an original idea has been used. Small openings have been provided above the plate glass in the sides of the window. The openings are about 6 x 16 inches, and are hinged at the top. They swing inward, and are operated from the interior of the windows. They can be kept open sufficiently long to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

Gas Flame at Window Base

There are many other methods in use. Butcher shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive.

The Electric Fan

Another plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Chemical Remedies

Rubbing the glass with glycerine has been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.

Still another method is found in the use of double windows. The placing of a second plate glass outside the permanent one making an airtight compartment is effective in preventing frost, because it keeps the air between the win-

dows at a sufficiently medium temperature to overcome the cause of frost. This plan has a disadvantage in that it obscures the view of the goods displayed to a certain extent.

On account of the loss entailed by the frosting of windows, the question of proper construction of the store front becomes an important consideration. Theoretically what is needed is to reduce the humidity and thus prevent moisture from condensing on the glass surface by means of the circulation of cool dry air. In a general sense this sums up the situation, but several conditions must be taken account of. First, the windows, to produce best results, should be enclosed from the store proper and the enclosure should be practically airtight. Second, air from the outside must enter the window near the edges and at the surface of the glass in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted in order to absorb the moisture.

These conditions are being borne in mind in the construction of modern store fronts when vent holes are provided in the metal sash.

Just as you get the idea that you have about all the trade in your line landed, your competitor will come out with a big scoop and you will see a lot of your regular customers going into the other store. Better not get self-satisfied as long as there is anyone else in the business.

RECOMMEND IT TO ALL GROCERS

MacLean Publishing Co.

Dear Sirs:—Kindly please find enclosed the amount of \$2, in full payment of a year's subscription to CANADIAN GROCER.

I am very satisfied with this paper and wish that every business man all over Canada became a regular subscriber for this interesting and necessary commercial review which is the CANADIAN GROCER journal.

Wishing the very best compliments of the season,

C. A. PARADIS,

83 Rue Dalhousie,
Quebec, Dec. 2, 1915.

Deplore Municipal Situation

Toronto Grocers Have Little Faith in Present Civic Governmen—Going After Reforms—Don't Like the Business Tax—New Officers Elected.

TORONTO, Dec. 16.—(Special).—Officers for the coming year were elected by the Grocers' Section of the Retail Merchants' Association on Monday evening last. They are as follows:—

Chairman.—F. C. Higgins.

1st Vice-Chairman—W. J. Parks.

2nd Vice-Chairman—W. J. Nichol.

Treasurer—Donald McLean.

Secretary—F. P. Bentley.

Executive Committee—Above officers and past chairman, Neil Carmichael.

A vote of thanks was tendered the retiring chairman, Mr. Carmichael, the members referring to his leadership during the year in terms of high praise. F. C. Higgins in accepting the chairmanship referred strongly to what he termed the intolerable tax conditions existing in the city, maintaining that the business tax, added on to the other burdens of the merchant, was an injustice.

The other newly-elected officers present including W. J. Nichol, Donald McLean and F. P. Bentley forecast a fruitful year for the association, and its work.

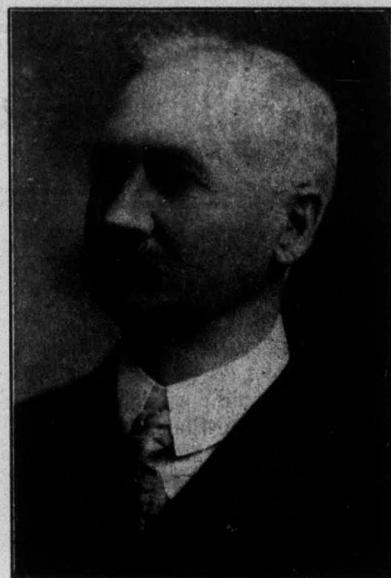
It is apparent that during the coming year more attention will be paid by the grocers to municipal affairs than in the past. Robt. Dowson introduced the subject, declaring that the retailers should unite more strongly to put an end to the "Rip Van Winkle" concern running affairs at the city hall. D. W. Clark maintained that the way certain of the daily papers hounded men whom they opposed was responsible for the fact that few

good men—men who would be a credit to the city—cared to become candidates for civic honors.

Right after the New Year the grocers will get busy formulating a municipal policy, one plank of which will surely deal with the business tax system.

The fact that different grocers throughout the city are selling standard goods, such as sockeye salmon, at different prices was deplored. It was contended that if retailers knew more about their costs there would be more uniformity, and something will be done to bring about the desired result among the members. While for instance many grocers are getting 20 cents per pound for the biscuits of a certain manufacturer—and some of these cost in the neighborhood of 17 and 18 cents—others were selling at 16, 17 and 18 cents. Undoubtedly more should be known about costs.

Discussion on the R.M.A. goods again occupied considerable time. The new five cent cleanser was exhibited, and the getting out of the package rolled oats under the R.M.A. label was advanced another stage. W. J. Nichol reported that all that was necessary now was to guarantee



NEIL CARMICHAEL,
Retiring chairman, who relinquishes command of the Grocers' Section after a year of faithful work.

the cost of the labels, and the package would be issued at once. Some of the members still oppose the principle of R.M.A. branded goods, and some did not care to go into cereals, but finally the majority favored Mr. Nichol and the rolled oats package will be gone ahead with. The Chisholm Milling Co., Toronto, are the manufacturers. The matter of arranging details was left with Mr. Nichols, F. C. Higgins and W. J. Parks, the committee in charge.

More Favor 15 Cent Line

The Dollar Dozen 10 Cent Article Has Few Advocates Among Retailers—An Interesting Reason From British Columbia Dealer

SINCE the article in last week's Canadian Grocer on the selling of 12 ten-cent articles costing \$1 or 15-cent articles costing \$1.35 went to press, further replies have come in.

Shields & Co., Lumley, B.C., favor the article costing \$1.35 per dozen and retailing at 15c because the gross profits are more and the handling charges less on the same turnover. "On a turnover of \$1,500," they say, "we would make 10,000 fifteen-cent sales at a gross profit of 2¾c per sale, or a total of \$375. On the other hand, on a turnover of \$1,500 of the ten-cent article we would make 15,000 sales at a gross profit of 1-2-3 cent per sale, or \$250. The extra 5,000 ten-cent sales would necessitate extra expense and therefore would reduce the gross profit on turnover. On the other hand, figuring dozen by dozen, our profit on the 15c article would be greater by 62-3 per cent. after allowing 5 per cent. on sales for extra handling charges on the 10c article."

This is a new and interesting way of dealing with the subject and will be found a valuable one by readers.

L. Effrick, Niagara Falls, Ont., declares that all grocers should refuse to sell an article for 10c that costs them \$1 per dozen. If a grocer handles such a line he has nothing for himself after the expenses are paid.

Edmund McDonald, Sydney Mines, N.S., also prefers to sell the 15c article, because he figures the margin of profit to be 33-1-3 per cent., while the other is only 20 per cent., and it is equally easy for him to make the sale of the larger-sized article. "In the majority of cases," he says, "a package or container costs about as much for one class as the other, so that there is usually a manifest difference in the value of the larger article and for that reason it ought to be more satisfactory to the buyer as well as to the seller."

(Continued on page 36.)



F. C. HIGGINS,

A Yonge St., Toronto, grocer, who is chairman of Grocers' Section, R.M.A., for year 1916.



THRO' OTHER SPECTACLES



Germany's Plight

Providence (R.I.) Journal.

It is impossible to explain away the increasing evidences of Germany's food shortage. Teutonic optimists have tried hard to argue to themselves and the world that the Government measures for the regulation of the supply of edibles were merely another illustration of the nation's marvellous capacity for looking ahead and guarding against contingencies. But they can do so no longer. The facts to the contrary are rapidly accumulating. The Empire faces the hardest winter in its history.

A dozen German newspapers are said to have been suspended for discussing the food question. Maximilian Harden, in his journal, "Die Zukunft," says: "We must confess that the German people for the moment are suffering great want." A riot at Berlin on Saturday is reported; several thousand women gathered at a conspicuous place and demanded the return of their husbands from the war and an improvement in food conditions. Amsterdam says that "all the travelers returning from Germany speak of the extreme food shortages in most of the smaller towns and villages." For four days several newspapers have not been allowed to circulate their editions outside of Germany.

It would be folly to miss the significance of these reports. They cannot all have been manufactured. Where there is so much smoke there must be some fire. Moreover, they are merely the latest instances of consistent news that has long been filtering through from Germany. For weeks and months the situation there has been serious. The most ingenious methods have been adopted to lessen the rigors, present and expected, of the shortage in foods. Substitutes have been invented, put on the market and advertised in the press. The sale of meats, fats and various other food staples has been restricted on certain days of the week, and on some days has been forbidden altogether.

May Sell to Whom They Choose

New England Grocer and Tradesman.

The Circuit Court of Appeals has upheld the decision of the Lower Court in a suit brought last July by a tea company against a cereal company, the tea concern suing the cereal company under

the Clayton Act to compel it to supply it with its goods after it had refused to do so, on the ground that the tea company had cut the price to the retailer.

In writing the opinion of the Circuit Court of Appeals, Judge Lacombe held that the cereal company was not a monopoly, as the commodity it sold amounted to less than one per cent. of the total production of the country and that when it decided to cease to deal with the tea company it had a perfect right to do so.

Judge Lacombe said it was elementary law that the trader should buy and sell with whom he pleased and neither the Sherman Act nor the Supreme Court, nor the Clayton Act had altered it.

"We have not yet," said the judge, "reached the stage where the selection of a trader's customers is made for him by the government."

We are very much impressed by the last two paragraphs and we consider that the country is very fortunate that the Government has not even gone so far as to dictate to a trader who his customers shall be. We hope it never will do so, but with paternalism apparently running rampant there is no knowing what may happen. We receive the decision of the Appellate Court with great satisfaction, and besides the right of a trader to select his own customers we believe he has a right to sell his own property for whatever price it suits him to make.

• • •

The Mighty St. Lawrence

Youth's Companion.

What is the oldest river in the world? The St. Lawrence. It is also one of the few rivers that did not have to make its own bed, and has remained unchanged since the very beginning of the American continent.

Try to think of a time when the earth was covered by a mass of water, hot, steaming, and often tremendously disturbed by the throes of a globe beneath it that was shrinking because it was becoming cooler. As the globe shrunk, every particle of the outside was naturally pulled in toward the centre, and the hardening crust, which could not be packed any more solidly than it was, had to wrinkle, sinking down here, and bulging up somewhere else. After a time, certain of these rising wrinkles, or folds, the thicker, or firmer, parts of the

earth's crust, stood the strain, and became permanent ridges. The oldest of them that geologists know, and apparently the first that bulged up above the universal ocean and remained high and dry, was the broad mass on which Canada now rests. It is a part of the original crust of the earth, and we can see it to-day, wherever it is not covered by newer rocks or soil, just as it crystallized and cooled out of the primeval molten material.

This mass formed a broad V from Labrador down to Lake Huron, and thence northward to Alaska; on account of its shape, geologists call it the Canadian shield. It is the oldest land known, and apparently the strongest, for there are no signs of any extensive changes in it (except the wearing away of the surface) since it first rolled the ocean off its shoulders.

Off the eastern coast of this primitive continent lay a chain of lofty islands, about on the line of the Blue Ridge, the White mountains, the Maine coast and Nova Scotia. Between these islands and the mainland was a trough-like space that ran from eastern Quebec southwestward to Ohio. It was two hundred or three hundred miles wide, and filled with a shallow sea; and just outside the island chain was the great hollow that held the Atlantic ocean.



MORE FAVOR 15-CENT LINE

(Continued from page 25.)

The Bighorn Trading Co., Nordegg, Alta., would greatly prefer the 15c article, as even though it is not a round figure their business is mostly semi-monthly accounts and the price is just as easy to get. And the profit is greater.

J. F. Donall, New Glasgow, N.S., says: "I never sell an article which costs over 90 to 95, for 10 cents. Any costing \$1 and selling for 10, I keep clear of. Those costing 1.35, and selling at 15, would be all right."



When your competitors are drawing away from you and the race seems about lost, keep pegging right along just as hard as you can. You may be just on the point of getting your second wind, and you never know how near to all in the other fellows may be.

Retailers Versus Household League

Lively Discussion in Halifax, N.S., Where League Accuses Merchants of Excessive Charges—
A Common-Sense Reply From a Retailer—The Inconsistencies of Some Households.

A COUPLE of weeks ago Canadian Grocer editorially referred to an internal strife in connection with the Housewives' League of the United States. Canada has various Household Leagues of its own and one of these is in Halifax, N.S. In recent issues of a Halifax paper have appeared communications, one from the president of the Household League of that city, alleging high prices on the part of retailers, and the other from a prominent Halifax retailer showing why it is that many of these prices could be lowered if the heads of households paid more attention to systematic ordering and to settlement of accounts.

Here are some of the insinuations and other statements the president of the Household League makes:

The Editor of The Daily Echo:

Sir:—Co-operator in the Morning Herald states:—"It is disgraceful what prices are charged here on everything." All who buy of city dealers will agree that this statement is borne out by indisputable facts. Dealers complain that unpaid accounts are partly to blame for high prices, but this is not always true, for the man or woman who finds it hard to make ends meet when prices are low will find it harder to pay a bill when exorbitant prices are charged. Co-operator further asks, "Could not the Household League take the matter up and import food and sell to the poor people at a reasonable price?" It is true that such an idea is not new to the Household Leagues. It has been done in Ottawa, as the following extract from the report of the Convenor of the House and Economics Committee given at the meeting of the National Council at Toronto in October will show.

"This League had an interesting experiment last winter on the subject of co-operative buying. Several members of the League assisted by generous friends purchased some of the necessities of life in large quantities and sold these again to holders of tickets or members, at approximately the same price. Thus purchasers were able to note two things:

- (1) How much cheaper it was to buy goods in bulk, by the hundred weight, or by the manufacturers' case, and
- (2) How large an amount was ordinarily paid for overhead charges or profit. It must be said in justice to the retail trade that more is consumed in expenses of service, rent and delivery than in profit and that undoubtedly one of

the chief causes of high prices is the wasteful system of delivery."

All last winter produce was bought at wholesale prices and sold to people holding food tickets at nearly cost prices. In Halifax no such fund was, or is, available, or our League would have taken up the work, but other things are needed to carry out this work. First, the fund must be ready; then will some patriotic man or woman donate the use of some suitable place to carry on this work. If this could be done the citizens of Halifax would not find the Household League unwilling to take up the work. There is a suggestion that the Patriotic Fund supply, or lend, the money needed for this work, for if properly managed the money should be at the end of the season intact, or slightly increased. Perhaps no more patriotic thing can be done than to sell food and coal at cost price to the poor and needy during this war. Now, gentlemen, who will help in the good work? Will you help to prevail upon the Board of Control to tell us why butter can be bought in Yarmouth in the retail stores at 20c and 22c per pound; in Halifax it sells for 34c up. Eggs from Yarmouth to Berwick bring 25c per doz.; in Halifax 60c per dozen.

The writer passed through the Valley and has personal knowledge that within the past ten days these prices prevailed there. On Friday of this week the Household League will hold its monthly meeting at the Y.M.C.A. hall, and will welcome any who wish to protest against high prices. The League will also welcome those who wish to defend the merchants and seek to give a fair hearing to both sides.

ELLA M. PAINT,

President Halifax Household League.

The Retailer's View

Every member of the trade should read this reply from Joseph Woods, of Dillon Bros., retail grocers of Halifax. It touches a spot where wonderful improvement is possible on the part of the housewife:

To the Editor of the Daily Echo:

Sir:—The President of the Household League writes in the Daily Echo of the 1st, quoting "Co-operator." This assertion that "It is disgraceful what prices are charged, etc.," is a very broad one. But, what or who causes the high prices?

How do the president and members of the Household League buy their gro-

ceries? Let us see; Mrs. S. phones her grocer at, say, 9 a.m.

"Please send me ½ lb. of tea, 3 lbs. flour, 1 yeast cake and send them at once, please, as I want to use the flour right away." . . . Grocer sends Mrs. S.'s order out in an hour or so, along with several other orders. . . .

At 10 o'clock . . . Mrs. S. rings up again:

"Hello, has my order left yet? Yes. Too bad; oh my, send me as soon as you can, 1 small tin of baking powder, please, also ½ lb. of cheese." . . .

Driver gets back and is hustled off to Mrs. S. at once with second order, along with other orders which have come in, in the meantime. . . .

12.30, telephone rings: "Hello, this is Mrs. S. speaking. I am sorry, but I forgot to order butter. Please send me ½ lb. I would like to have it for lunch." . . .

Driver delivers butter in due course, for lunch.

2 p.m. Mrs. S. rings up, "Send me a head of lettuce and small bottle of salad dressing; any time will do."

5 p.m. Mrs. S. rings up again: "Send me 2 lbs. sugar with the other things." . . . (which, by the way, have left.) However, when the driver gets back, out he goes to Mrs. S. with sugar.

Grocer made five trips to Mrs. S.'s where one would have done. . . . Mrs. S. phoned five times when once would have done. Who pays for this? Who should pay? Is the grocer at fault? The point is this:

Mrs. S. should have phoned her order all at one time, and instead of ordering ½ lb. of tea, 3 lbs. of flour, small tin of baking powder, and 2 lbs. sugar, she should have ordered about as follows: 2 lbs. tea, bag or half-bbl. of flour, large tin of baking powder, 10 or 15 lbs. sugar, and so on in like quantities, according to size of family. Then Mrs. S. would only telephone about three times per week instead of about thirty times per week.

Now to go further: Mrs. S.'s bill amounts to, say, \$20 for month of June (and along with hers there are a few hundred more than \$30 accounts), but how many of these accounts will be marked "Paid in Full" by July 15th or 31st, or even August 31st?

The president of the Household League quotes the report of the convenor of H. & E. committee at Toronto. Several of the League, assisted by generous friends, purchased necessities of life, in
(Continued on page 37.)

Cardwriting Made Easy

by R.T.D. Edwards

TWELFTH OF A SERIES

TWO show card suggestions shown in this article, are particularly suitable for many of the Christmas window displays that will appear during the next two weeks.

Last minute shoppers will be quite numerous this year, as in past years. In order to secure their trade every effort should be put forth to trim attractive windows, and interior displays that will draw the customer who is shopping in haste.

A description telling how each card is made, is given in the underline below the card.

The accompanying chart and description, explains the style of lettering used in preparing the show card suggestions. The new feature in this lesson is the heavy brush width spurs. They require a great deal more care than did the spur making in the brush stroke Roman lettering.

THE CHART

THE chart shows an alphabet and numerals of bold-faced Egyptian. This sort of type is exceptionally adapted for use on sale cards where a quick-reading type is desired. This class of letter is somewhat the same as that illustrated in lesson No. 5, with the exception that it has the heavy brush width spurs. These letters and numerals are entirely of brush stroke formation, which means that each line was made with one stroke of the brush. The size of the brush to use is determined by the size of card employed and the size of letter required. For instance, if you desire about a two- or three-inch letter on a half-sheet card, a No. 8 red sable will be required. On smaller work use a No. 6 brush.

As in previous work, it is absolutely necessary to keep the brush flat and chisel pointed. All the ends of the hair must be even.

A is a six-stroke letter. This letter should be evenly balanced on both sides of the dotted line shown to represent the centre.

B.—A continuation of the two strokes, 2 and 4, form B's spurs. Note that the upper loop is smaller than the lower.

C is a three-stroke letter and needs a great deal of practice. Care must be taken to get the spur at the right angle.

D.—The spurs on the "D" are made in the same manner as explained on the "B".

E.—This letter is of straight line formation. The main thing is not to allow the spur (stroke 5) to extend to the right quite as far as that of stroke 6.

F is similar to E, with the exception of the lower line.

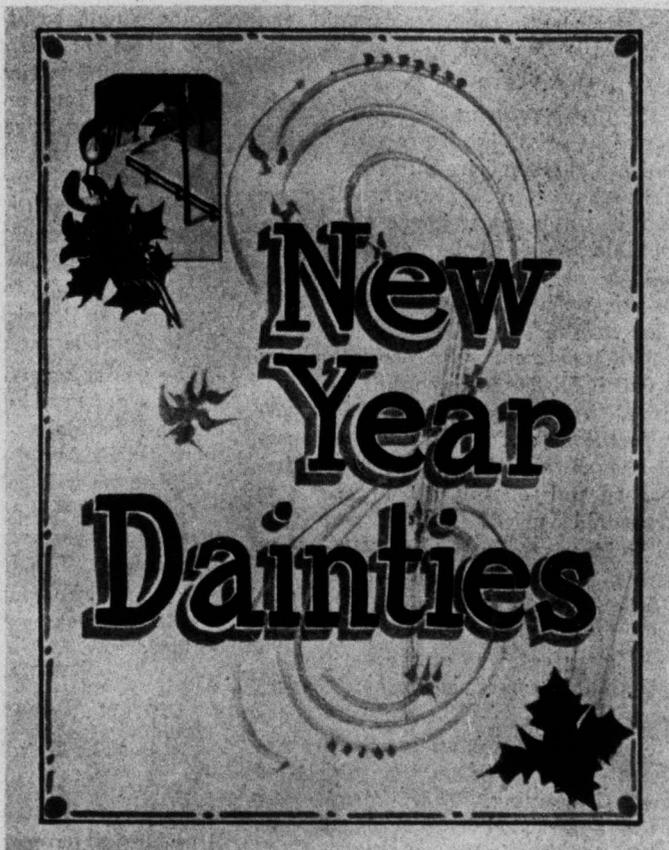
G.—Stroke 3 of G, as you will notice, does not extend out as far as stroke 4. This letter takes a great deal of faithful practice to get it balanced properly.

H.—The cross-bar of this letter is nearer the top than

the bottom of the letter. Little points like this make hand work look different from type.

I.—Care must be taken to have all upright letters at right angles with the guide lines.

J.—The curved part and lower spur of this letter are strokes with which you must take particular care. This part of the letter is difficult for the beginner to make gracefully and needs much practice.



An appropriate show card for a display of holiday goods—described in accompanying article.

K.—Note, stroke 5 of the K does not project out to the right of the letter as far as stroke 7. Stroke 2 of this letter should join stroke 1 a little above the centre.

L.—Note the angle of stroke 4 on this letter.

M is another letter of which one side must balance up the other side. The lower ends of strokes 3 and 4 must be an equal distance between strokes 7 and 8.

N.—This letter is composed of 6 separate strokes. The one that beginners find most difficult is stroke 3. The point in making this stroke is to start the upper side of

the brush at the upper right-hand corner of stroke 1 and finish with the lower side of the brush touching the lower guide line where stroke 4 will finish.

O.—The O is the same as in previous alphabets. You cannot give this letter too much practice.

P.—This letter differs from B because stroke 3 joins stroke 1 midway between the two guide lines.

Q.—This letter is the same as the O with the tail added.

R.—This letter is of similar formation to the P with the two strokes added. Stroke 7 projects more to the right than does the curved stroke above it.

S.—Much practice is needed in order to get this letter balanced up gracefully.

T.—Strokes 3 and 4 of this letter must be at the same angle and are an equal distance from stroke 2.

U.—Strokes 1 and 2 of this letter do not come to the lower guide line. They join stroke 3 a little above it.

V and W are of similar formation and need a lot of practice. You will have some trouble in balancing this letter up as in the case of the M.

X.—Strokes 1 and 2 of X cross each other a little above the centre.

Y.—Strokes 1 and 2 meet stroke 3 nearer the upper guide line than the lower.

Z.—Take care to get strokes 4 and 5 of Z the proper angles.

I will not enter into a detailed description of the lower case alphabet. The strokes are all numbered and the arrows show you the direction in which to make the strokes. If you watch carefully you should experience very little difficulty.

Of course you must remember the new thing this month is the heavy brush width spurs. They require a

great deal more care than did the spur making in the brush stroke Roman lettering.

After Stock-Taking Sale.

A great many retail firms conduct January, or after stock-taking sales each year. This is particularly noticeable in the dry goods trade. Many hardware firms conduct



A card of this kind adds to the selling power of a raisin display.

sales during January and February. In large and small stores alike sales are carried on in an effort to stimulate business.

Keep Sale Name Prominent

These sales are run under various names, but the most popular are: "January Sale," "Mid-Winter Sale," "Annual Clearing Sale," "January Sale of White Goods," etc. The main thing which should be emphasized

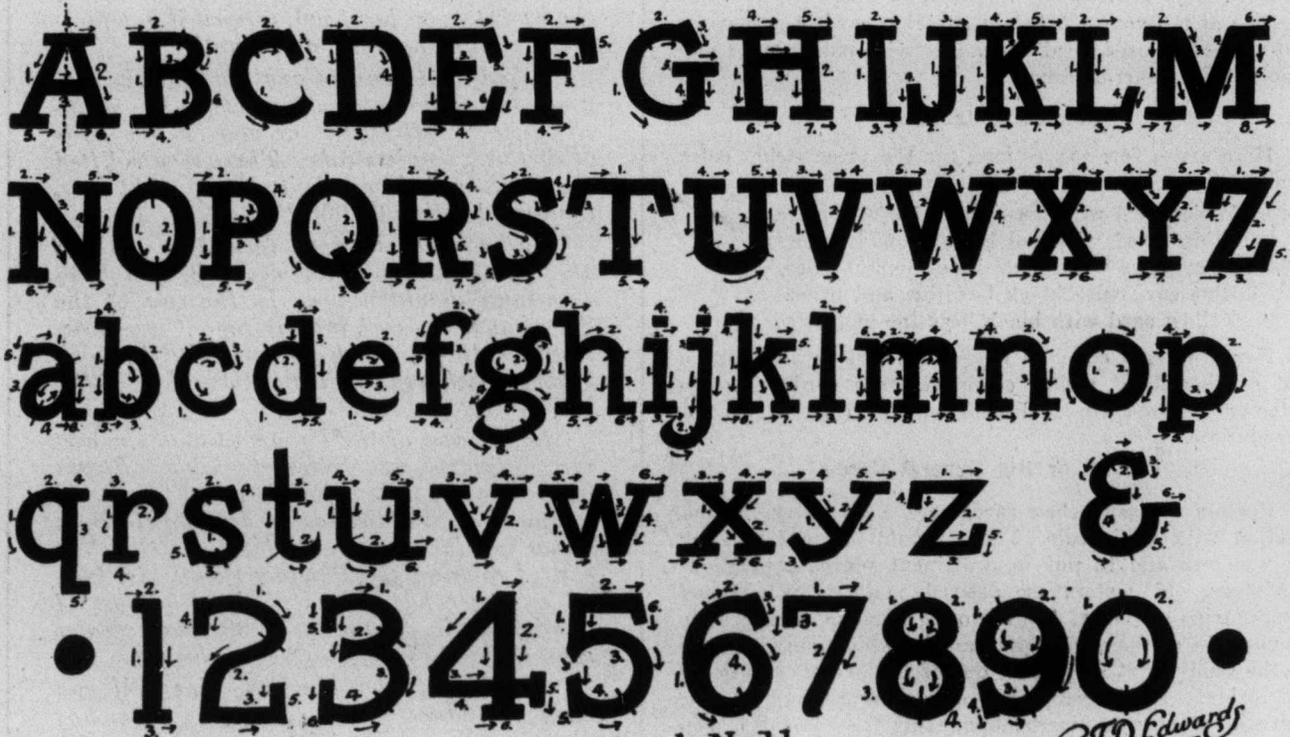


Chart No. 11.

R. T. D. Edwards

is to keep the name of the sale continuously before the public. It should be worked in on all price cards, both large or small. It also should be used on show-cards and paper posters throughout the store and in the windows.

It can be put on in dozens of different layouts or designs, either by printers' type, plates made from hand work, or the actual hand itself. If a great quantity is wanted,



The above "after-stock-taking sale" card has been prepared on the poster plan. The heavy band is of light green. The lettering is black with a white outlining, and dark green shading. The edging on the band, and the outer border line are of the same shade of green as the shading. The color used on the inner border is of light green. The style of lettering used in preparing this card is described in the accompanying article.

it is advisable to have them printed, but when the store is small and the quantity of cards used does not run up into the hundreds, they can be written by hand. Many designs that are of an exclusive nature can be made up easily and quickly.

Many stores have a striking design made up and use it year after year and the public becomes so familiar with this that as the season of the year approaches they look for these tickets.

Different From Any Other Cards

The coloring of these cards is a thing which must receive careful attention. Care should be taken to have them entirely different to any other cards used at other seasons of the year. A bright, striking card is necessary, but the colors used must harmonize with one another and also with the surroundings.

Color Combinations

Here are a few suggestions for the price ticket color combinations:

- White card with green headline and price.
- White card with red headline and price.
- Green card with black headline and price.
- Blue card with black headline and price.
- Yellow card with black headline and price.

Never use red color on blue cardboard or blue ink on red cardboard, or yellow color on green card, or green color on yellow card. Red color on pink card is also not permissible.

Posters or Big General Cards

Posters or large show-cards are a necessity in connection with a big sale. These should be used to stick on windows and to put in prominent places throughout the store. If posters are desired, make them on good tough strips of paper. They should be made as attractive as possible, as these are the means by which you announce to the public that something out of the ordinary is going on inside. Half-sheet cards displayed throughout the store in prominent places announcing the sale also keep the customers' interest up. These can be made with the same design as that which is used on the posters.

Seasonable Cards Illustrated

The "New Year Dainties" card shows the use of illustrations cut from Christmas postcards. The top illustration shows a combination of holly, mistletoe and winter scenery which is excellent for the New Year season. Cut the illustration out carefully and paste on the card without smudging it. The lettering on this card illustrates the use of the alphabet shown in this lesson. The shading is added to take away the plainness. Use pale green for shading and inside border. Gold is preferred for the scroll work. The outside border is of black, made with the pen.

The Raisin card illustration is a free-hand drawing. It is first outlined with a pen and waterproof drawing ink. The flower is colored with the natural poinsettia color "Scarlet" and the stem and leaf is of green. A shadow of pale green or grey can be used behind this flower to make it stand out better.

The lettering on this card shows this month's lesson in use. All the ruling and shading is of pale green with the exception of the inside border, which is a pen stroke black.



THERE IS NO profit in grocery retailing, no excuse for a retailer's existence, unless the selling end is vigorous. The energy which keeps the selling end vigorous in abnormal times is identically the same energy which keeps it vigorous in normal times—only it is in abnormal times that keeping up the stride is fraught with more discouragements.

HOW TO DIG

WHEN the Suez Canal was dug many of the workers were girls, who dug up the sand with their hands. Every girl digger filled a little rush basket which she had woven for herself. Then she lifted the basket upon her head, carried it one hundred feet up the bank and emptied it.

When the Panama Canal was dug the digging was done almost entirely by steam scoops, each lifting two or more cubic yards of dirt at a single stroke. These scoops lifted the earth and dumped it into freight cars, each car holding 60,000 lbs.

The contrast between these two methods of digging is one which every British business man should notice. In the case of the Suez Canal the cost for equipment was practically nothing. Each girl provided her own basket which had cost her nothing but a little labor.

In the case of the Panama Canal the cost for equipment was extremely high. Steam scoops are expensive. So are freight cars and locomotives. Yet the cost of digging the Suez Canal was far more per cubic yard, than the cost of digging the Panama Canal. In fact, an engineer has estimated that the cost of hand labor in digging is 1,000 times greater than the cost of digging by machinery.

Moral—get the best equipment if you want to reduce your costs.—The Efficiency Magazine.



CURRENT NEWS OF WEEK

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



Quebec and Maritime Province

Jean Andrews, grocer, Quebec, P.Q., sustained a fire loss recently.

Practically the entire Christmas stock of candies, estimated at several thousand dollars, as well as the factory of Page & Shaw, confectioners, 36 St. Paul street east, Montreal, were destroyed in a recent fire. Watt & Scott have their offices in the same building.

Merchants in the north end of Montreal are forming an organization known as the North End Business Men's Association, with the object of advertising that section of the city. The proposition is advanced that 500 merchants of the North End subscribe to a general fund for advertising with the idea of retaining north end trade and attracting people from other districts.

J. R. Genin, president of the Chambre de Commerce, Montreal, has received word that the French Trade Commission, headed by Maurice Damour, which is visiting America, will arrive in Montreal in a day or two now. The commission left New York about Dec. 9, and will visit Philadelphia, Pittsburg, Cincinnati, Chicago, Detroit and Toronto. Mr. Damour is deputy for the department of Landes, France. His colleagues on the commission are bankers, a civil engineer, and a member of the weaving industry.

Several Montreal retailers in the southern portion of the city have recently been victimized by the old game of making deliveries of goods and accompanying them with the change of a five or ten-dollar bill. This follows a telephone order when the explanation is given that the bill will be handed over on delivery. The dishonest one takes both the goods and the change, and makes himself scarce. Boisvert Brothers, grocers, Hibernia street, and J. A. Menard, grocer, Richmond street, have been among the sufferers. One, Donald Wheley, has been arrested in connection with the charges made.

Two Montreal grocers were recently the victims of an old scheme, each losing five pounds of butter. Early one afternoon, a man entered one store and ordered that five pounds of butter, totalling \$1.75, be sent C.O.D. to 519 Beaudry street. A boy was sent with the order. A man met him at the door and received the butter, then sent him back to the store for some eggs and other groceries. The boy went back, but when he return-

ed with the other goods his customer had disappeared and the people in the house knew nothing of him. The other dealer was victimized two hours later in the same way, he also losing five pounds of butter. The address given in this case was 957 East Ontario street. The descriptions given of the man tallied so accurately as to leave no doubt in the minds of the police that one man was guilty of both thefts.

Ontario

S. G. Whaley, grocer, Toronto, is succeeded by F. S. Hurlbut.

J. C. Snively, grocer, St. Thomas, Ont., has sold to C. A. Campbell.

The Hooton Chocolate Co., Toronto, has been granted an Ontario charter.

G. A. Dack, grocer, Braeside, Ont., is succeeded by Jno. Carty.

Judson Culp, grocer, Hamilton, has sold to R. Rodney.

Tamlyn's Grocery succeeds Marshall Bros., 1089 Bathurst street, Toronto.

Wm. H. Blyth, grocer and baker, Belwood, Ont., has sold to Frank Hutchinson.

Hamilton, Ont., commercial travelers are organizing to give to the Patriotic Fund.

S. Vertlieb and J. Martin are opening a general store at Boston Creek, New Ontario.

Benjamin Tett, general merchant, Bedford Mines, Ont., died suddenly from heart failure.

Daniel Ashwell, for many years a grocer in London, Ont., passed away last week.

Daniel McLean, general merchant, Orangedale, Ont., sustained a fire loss recently.

Beverly McDonald, a Picton, Ont. grocer, sustained a fire loss recently; insured.

Stock of the general store of the J. A. Valley Estate, Quibell, Ont., has been sold to M. Faurer.

De Trafford & Cleverly, grocers, Bloor street, Toronto, are succeeded by The Elmes Cash Grocery.

A. Puccinin & Co., macaroni manufacturers, St. Catharines, Ont., sustained a fire loss recently.

G. W. Pickels has taken over the grocery business formerly operated by F. McKeown, Fort William, Ont.

Damage to extent of \$300,000 to \$400,000 was caused to the plant of the Maple Leaf Milling Co., in St. Catharines, Ont.

Harold A. Morris, of J. A. Morris & Son, grocers, Welland, Ont., has enlisted in the new 98th battalion, Welland, for overseas duty.

Official notice of the incorporation of Canadian Cannery, Limited, has appeared in the Canada Gazette. The capital is \$1,000,000, head office being in Toronto.

J. Milton Cork, a College street grocer, Toronto, sustained a fire loss last week. Considerable damage was done to stock by smoke and water, and coming so near Christmas, made it all the more serious.

J. A. Morris & Son, grocers, Welland, Ont., have sold their store and dwelling combined, to H. E. Henry, of St. Catharines, Ont., who takes over the stock and building on Jan. 1, 1916. Mr. Henry is an experienced grocer, having been in business in St. Catharines for over 20 years. Three years ago, he sold to his brother. Mr. Morris has been in Welland in business for past three years. He took his son in with him about two years ago.

Western Canada

H. J. Paratt, grocer, Winnipeg, is succeeded by John Reid.

A. Viney, grocer, St. James, Man., is succeeded by F. Buckle.

A. L. Leinan, grocer, Leinan, Sask., is succeeded by T. M. Bakken.

Estate of R. Goudie, grocer, Winnipeg, has been sold to W. H. Smith.

D. C. Watson, general merchant, Ernfold, Sask., is succeeded by J. R. Taylor.

Robt. Thomson, general merchant, Guernsey, Sask., is moving to Cereal, Alta.

The Cunningham Co., general merchants, Foxwarren, Man., has been incorporated.

The Main Centre Trading Co., succeeds D. Brownstone, general merchant, Main Centre, Sask.

Mader & Clark, general merchants, Vanguard, Sask., are succeeded by the Seth Witton Co.

O. H. Ruggles, general merchant, Tompkins, Sask., has sold to Dimmock Bros. & Chapman.

Sinamon & Lawson, general merchants, Medora, Man., have dissolved; C. R. Lawson continuing.

The T. Eaton Co., will open their warehouse and mail order department in Saskatoon, Sask., about Feb. 1.

Condensed Milk Has Advanced

Peels, Hard to Get, Are Higher—Marbots Are of Poor Quality—Teas Firmer in All Grades
—Some Currants Arrive—Brooms Advancing Again—Brans Still Firm, as Well as Spices.

Office of Publication, Toronto, Dec. 16th, 1915.

THE usual turkey trot has begun. At this time of the year the chief topic of interest on the street is "What price are we going to pay for turkeys at Christmas?" This year is no exception, and already all sorts of rumors are heard, some supporting the view that there are lots of turkeys and therefore the price will be low or fairly so, others, and probably more, thinking that prices are going to be high. The present situation, that is up to the time of writing, is that turkeys are slow in coming in. One man tells us that he expected a thousand in this week and got fifty. Nevertheless, there are lots of turkeys in the country and it looks as though, following the usual custom, they are being kept back, hoping to get a bigger price as Christmas draws near. Anyway, as a result of that at present, prices are up three or four cents on dressed stuff. Of course if the situation continues, the prices may be higher still; on the other hand, they may not. Now and then the farmer gets a shock in this respect. The basic fact remains that there are a lot of turkeys to be had and this year there is no excuse along the line of American buying. Americans are through buying for their Thanksgiving and at present, turkeys, from all reports, are plentiful enough.

Those grocers who are expecting currants on S.S. "Frixas" will be interested to know that the "Frixas" has at last reached New York. Nevertheless, grocers and the public, too, are going to be lucky if they get all the currants they want. Possibly two or three cars will slip through into this market, but in the main the cargo of the "Frixas" won't be delivered in Canada until after it is too late for Christmas buying. Meanwhile that grocer is lucky who has got the currants he wants for Christmas trade. The currant situation is a mighty good example of the old established folly of putting all your eggs in one basket. The wholesaler who left all his currants to come over on the "Frixas" has probably got "left." The man who arranged for shipment on three or four different boats, has, at any rate, got one or two, which is more than can be said for the majority who expected their stuff on the "Frixas." But the wise men are in the minority again. Wholesalers could not predict that the "Frixas" would be so late, and some have still to get their supplies of currants, and their clients, the retailers, are waiting for them. So is the public. It would not be surprising if currants took a last leap upward next week, when Christmas is near. At present, all prices are firm indeed.

Peels are up this week by a couple of cents; there has been a particularly big run this year on citron peel and strange enough here again the wholesale trade did not seem to display a great deal of foresight. A few people got in right and bought citron in fairly adequate supplies. The present price, which is an advance on last week of 2c, is high and firm.

Shelled almonds are short; in fact they are practically cleaned up already. There are a few odd lines of shelled walnuts here, but not many, and it looks as if many grocers are not going to have enough shelled walnuts for their own trade this Christmas. With regard to walnuts in the shell, some from Bordeaux missed the boat and will not be here until after Christmas. The marbots are coming in now, but they are of an inferior quality. It looks as if they were shipped too green.

Other advances are to be noted in condensed milk. Brooms too, are going up. The broom corn market is materially increased and the price to the trade and public is advancing.

Beans are still hard to get and this position obtains both in Ontario and Quebec.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Flour situation firm; good demand. Some reaction in wheat. Rolled oats strong. Bran marked up.

PRODUCE AND PROVISIONS—

Live hogs slightly lower. Provisions hold firm. Creamery butter higher. Cheese market higher. Better demand for eggs. Christmas poultry situation.

FISH AND OYSTERS—

Good Advent trade. Fresh haddock and flannan haddie scarce. Frozen smelts expected. Oysters moving well.

FRUITS AND VEGETABLES—

Imported hothouse tomatoes cheaper. Sweet potatoes going up. Domestic potatoes firmer. Navel orange market easier.

GENERAL GROCERIES—

January shipments of molasses. Ontario beans hard to get. Quebec beans moving better. Tea men talk tariff. Greek currants arrive. Citron and lemon peels advance.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour firm and high. Middlings down a dollar. Rolled oats strong. Barley hard to get.

FRUIT AND VEGETABLES—

Christmas buying under way. Oranges decline in price. More B. C. potatoes. Lettuce getting fair trade. Canadian pears selling. Grapefruit in demand.

FISH AND OYSTERS—

Lobsters too dear to stock. Smelts selling well. Advent makes little change. Oysters get good trade. Scarcity of cod and haddock.

PRODUCE AND PROVISIONS—

Meats still firm. High turkey for Xmas? No change in eggs. Cheese firm and high. No change in butter.

GENERAL GROCERIES—

Tea firmer and advancing. No change in sugar. Scarcity of currants. Poor quality marbots. New shelled almonds here. Citron peel is higher. No change in beans.

QUEBEC MARKETS

Montreal, Dec. 16.—Retailers are buying well, which indicates that they are selling well. Those who bought early have been fortunate as there has been a general rise over opening prices and they will realize a good profit. For staple Christmas lines such as nuts, raisins and oranges, business is very good indeed and generally speaking, things point to a good Christmas trade. How-

CANADIAN GROCER

ever, there is a noticeable lack of demand for fancy Christmas lines which might be classed as luxuries.

The arrival of Greek currants, French walnuts and Spanish almonds in fairly good quantities helped out considerably for the holiday demand. While there are a few lines that we will have to go without, generally speaking Christmas lines are in good supply and we can well afford to forego the few missing lines. In place of Sultana raisins a good sample of California bleached seedless raisins is being sold.

An important advance is that in evaporated and condensed milks. Various lines have been advanced 10 to 25 cents. The advance is due to many causes, but principally to advance in cost of packing and price of actual milk paid to farmers. Tin plate has advanced steadily since the beginning of war and farmers are realizing excellent prices for their milk.

It might be noted that the following lines have advanced Bicarbonate of soda is up 5 cents per keg, now at \$2.25; rosin is up from 2 3/8 to 3 1/4c per lb.; lump alum from 2 1/2 to 4c; crystal borax has advanced 2 1/2 to 3 cents per lb, and is now selling at from 8 1/2 to 10c per lb. Saltpetre is selling at from 9 to 12c per lb., an advance of 2 cents.

SUGAR.—The market eased up some during the last week but strengthened again yesterday. Spot goods are scarce and will probably remain so until the new Cuban crop come in in January. The raw market for future offerings has eased off to some extent, but it does not necessarily mean that there will be a drop. It is, of course, impossible to forecast the market, but dealers should watch the situation carefully. Business is quiet and probably will not change till after the turn of the year. As a result of recent advances, retailers bought freely and are fairly well supplied.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 65
50 lb. boxes	6 75
2 and 5-lb. cartons	6 95
Extra Ground Sugars—		
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Yellow Sugars—		
No. 1	6 25
Dark yellow	6 05
Bright yellow, bbls. only, cwt.	6 90
Powdered Sugars—		
Barrels	6 80
50 lb. boxes	7 00
25 lb. boxes	7 20
Paris Lump—		
100 lb. boxes	7 25
50 lb. boxes	7 35
25 lb. boxes	7 55
Crystal Diamonds—		
Barrels	7 25
100 lb. boxes	7 35
50 lb. boxes	7 45
25 lb. boxes	7 65
Cartons	8 05
Half cartons	8 55
Crystal Dominions, cartons	8 25

DRIED FRUITS.—During the week shipments of Greek currants have been received which have helped out to a great extent. While these shipments are belated it was almost a surprise to receive as good supplies this week. The bulk of the business, of course, has been

and is still being done in California fruits. Lemon and citron peels have advanced and are scarce. Citron is quoted at 22-23c and lemon is 20-21c and practically sold out.

Smyrna figs, of course, are not obtainable. One wholesaler says that he has California layer figs for sale for which he asks 15c per lb. All others are scarce. There is no change in quotations on raisins and Malaga clusters are quite plentiful. Dates are in good supply and the price is reasonable. Higher prices are looked for in many evaporated and dried fruits. California is supplying this market now and as Californians are selling freely to Europe, higher prices will likely result.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09 1/4
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 14
Nectarines, choice	0 11 1/4
Peaches, choice	0 08
Pears, choice	0 13 1/4

DRIED FRUITS.		
Candied Peels—		
Citron	0 22 0 23
Lemon	0 20 0 21
Orange	0 19 0 20
Currants—		
Filiatras, fine, loose, new	0 11 1/4
Filiatras, packages, new	0 12 1/4
Dates—		
Dromedary, package stock, old, pkg.	0 09
Fards, choicest	0 12 1/4
Hallowee, loose, new	0 07 1/4
Hallowee, 1-lb. pkgs.	0 07 1/2
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/4
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 08 1/4
Cal. bricks, 16 oz.	0 10 0 11
Cal. layers	0 10 0 11
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 11 1/4
50 to 60, in 25-lb. boxes, faced	0 10 1/4
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09 1/4
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08 1/4
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscadels, loose, 3-crown, lb.	0 09
Cal. seedless, 16 oz.	0 12 1/4
Fancy seeded, 16 oz. pkgs.	0 11
Choice seeded, 16 oz. pkgs.	0 10

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

TEA.—The tea market remains firm and steady for the really good grades. The latter part of December always marks a quiet period in buying tea as retailers usually look after their requirements before the Christmas rush is on them. There is beginning to be some speculation in regard to what the Finance Minister is likely to do with tea when he hands down his new budget. There is a diversity of opinion. However, the expectation of a tax by those who believe in it would not unlikely result in a stimulus to buying.

SPICES.—The condition of the spice market is exceptional. While there is no change to be made in present quotations, the market is strong and demand excellent. One large Montreal firm has been compelled to do night work in order to fill orders. This is partly due probably to the fact that stocks were low and the remarkable improvement in general business conditions has encouraged dealers to buy more freely. It is more likely, however, that it is the result of a conviction by those who follow the

market that there will be a general and marked increase in price.

	5 and 10-lb. boxes.	1/2-lb. pkgs. dozen.	1/4-lb. tins lbs.
Allspice 0 16 0 69 0 23
Cassia 0 22 0 89 0 29
Cayenne pepper 0 28 1 05 0 35
Cloves 0 28 1 05 0 35
Cream tartar—60c.
Ginger, Cochin 0 22 0 29
Ginger, Jamaica 0 23	1 00-1 15 0 31
Mace 0 80 1 00
Nutmegs 0 40 2 40 0 75
Pepper, black 0 22	0 90-1 00 0 29
Pepper, white 0 30	1 15-1 20 0 37
Pastry spice 0 22	0 95-1 20 0 29
Pickling spice	0 14-0 16
Turmeric	0 21-0 23
Lower prices for pails, boxes or ballers when delivery can be secured.			
Cardamon seed, per lb., bulk	2 00	2 50
Caraway—
Canadian	0 13
Dutch	0 20 0 22
Cinnamon, China, lb.	0 14 1/2 0 16
Mustard seed, bulk	0 19 0 23
Celery seed, bulk	0 36 0 46
Cayenne chillies	0 35
Shredded cocconut, in pails	0 18 1/2	0 22
Pimento, whole	12-15

NUTS.—Some fair supplies of shelled walnuts and almonds have been received from France and Spain this week, which has helped out wholesalers considerably in supplying the Christmas demand. Peanuts have advanced 3/4 to 2 cents per lb., the best grades being most affected, as the large peanuts are in demand.

Almonds, Tara, new	0 17 1/4	0 18 1/4
Grenobles	0 15	0 16
Marhots	0 13 1/4	0 14 1/4
Shelled walnuts, new, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	6 44	6 45
Sicily filberts	0 13 1/4	0 15
Filberts, shelled	0 24
Peanuts, large, washed	0 20	0 21
Brazils, large, washed	0 20	0 21
Peanuts, American, roasted	0 08 1/2	0 12

RICE.—The market generally is strong. No actual advances have been made, but it seems to be the general opinion that higher prices are coming. Extremely abnormal freight conditions and uncertainty of getting supplies apparently would warrant an advance. The new crop now being harvested in India is said to be large and of excellent quality. The English market is strong with large demand—particularly for spot goods. Under normal conditions we would follow that market.

Rangoon Rices—		Per cwt.
Rangoon, "B"	3 90
"C.C."	3 65
India bright	4 00
Lustre	4 10
Fancy Rices—		
Imperial Glace	5 20
Sparkle	5 60
Crystal	5 00
Ice drips	5 20
Snow	5 20
Polished	4 10
Pearl	4 40
Mandarin, Patna	4 00
Java Onyx	7 50
Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).		
Imported Patna.		Per lb.
Bags, 224 lbs.	0 05 1/4
Half bags, 112 lbs.	0 05 1/4
Quarter bags, 56 lbs.	0 05 1/4
Velvet head Carolina	0 09 0 10
Sago, brown	0 05 1/4 0 07
Tapioca—		
Pearl, lb.	0 07 0 07 1/4
Seed, lb.	0 07 0 07 1/4

SYRUPS AND MOLASSES.—One wholesaler states that he expects his first shipment of new molasses to reach St. John in about ten days. This is probably as early a date as shipments will be received. From then on, however, they should come in increasing volume and by the end of January are expected to be heavier than usual this winter owing to short stocks and high

CANADIAN GROCER

prices prevailing. Prices for January and February delivery are being quoted. The price seems bound to drop monthly as supplies become more plentiful, but it is impossible to predict the low level as it is dependent on the sugar market.

	Price for	Choice.
	Island of Montreal.	
Barbadoes Molasses—		
Puncheons	0 68	0 48
Barrels	0 61	0 51
Half barrels	0 63	0 53
For outside territories prices range about 3c lower.		
Carload lots of 20 puncheons 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., 3½c; ½ bbls., 4c; ¼ bbls.	0 04¼	
Pails, 33¼ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ½ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4½c; ½ bbls.	0 06	
Cases, 2 lb. tins, 2 doz. in case	3 00	

COFFEE.—There is no change in quotations and the market is steady. Business, however, is good. November showing was considerably better than November of last year and so far December also is better. It might be noted that coffees to-day are selling at what is a normal price in peace times in spite of the 3 cents duty now imposed. This is due to the fact that prices are lower in America as a result of the loss of two big customers, Germany and Austria.

Coffee—	
Plantation Ceylon	0 32
Java	0 32
Arabian Mocha	0 34
Guatemala	0 26
Mexican	0 25
Maricaoibo	0 22
Jamaica	0 22
Santos	0 19
Rio	0 16
Chicory	0 14

DRIED VEGETABLES.—It is said that good Ontario beans are very difficult to get. There are quite a few being offered but the quality is so poor that wholesalers refuse to buy them. This naturally has a tendency to make the market weak. Some Michigan beans are being imported. The price is higher but the quality is good. More Quebec beans are being received this year than usual and are of good quality. This has caused the price of white beans to ease off slightly and they are now being quoted from \$4.20 to \$4.35. The result of the present situation is likely to be a greater difference in prices quoted for good quality beans and the poor quality. Pearl barley is quoted from 4½ to 5c. It is scarce and the market is strong.

Beans—	
Canadian, 3-lb. pickers, per bushel....	4 20 4 35
Yellow eyes, per bushel	4 20
Lima, per lb.	0 08 0 08¼
Peas, white soup, per bushel	3 00 3 25
Peas, split, bag, 98 lbs.	5 50
Barley, pot, per bag	3 00
Barley, pearl, lb.	0 04¼ 0 05

ONTARIO MARKETS

Toronto, Dec. 16.—The prognostications of some people to the contrary, Christmas business is turning out mighty well. "We find good free buying," said one wholesaler, "in all lines, and it is up to if not above the average Christmas trade. Orders are certainly larger in bulk than last year." This is encouraging. There seems to be, likewise, a

hearty feeling among retailers that they are going to do well with Christmas stuff. They have been expending rather more, buying more largely, but they are confident—and there are already signs to justify them—that the public is in a more spending mood this year than it was last.

The nut and dried fruit situations are nothing for either wholesalers or retailers to throw up their hats about. Nuts, taking them all through, are either here in small quantities, or else they aren't here at all. Some won't reach this side till after Christmas owing to delay in sailing. (See detailed report under "Nuts.") Others, though here on the spot, are of poor quality.

As to fruits, this currant business has become old reading by now, but it is nevertheless important. If there are retailers who haven't got their holiday requirements, they will do well, rather than wait for goods coming from the "Frixas," to make inquiries as to where they can buy, and buy at once. The stuff from the "Frixas" may not get here for Christmas. We shall be surprised if all of it does.

The flour situation, which was a feature last week, is still firm, with wheat likewise strong. Export is still a big factor. Millers don't seem to be able to take care of all the orders that are coming. Domestic demand is heavy, too.

SUGAR.—The situation in raws in New York is a trifle easier this week. Refiners, temporarily at any rate, have had their wants supplied and there is quietness for the moment. But we do not think it likely that there will be any real easiness in the situation till new crop Cubans come along in January. Quietness just now may be converted overnight into firmness, with an advance in the offing.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 65
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 31
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 26
100 lb. boxes	7 36
50 lb. boxes	7 56
Cartons (20 to case)	8 01
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	8 36
Paris Lump—	
100 lb. boxes	7 36
50 lb. boxes	7 56
25 lb. boxes	7 56
Yellow Sugars—	
No. 1	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The auctions on Monday in London reflected a general firmness in tone, and everything was stronger from common to fine teas. It is nearly impossible to get fine teas. There are lots of good teas, but only short supplies of fine grades. This is very well explained by a big house in London, England, who say, to the trade:

"Last year tea reached abnormal prices, and right until the commencement of this season it appeared as if the prices were justified, although we had no confidence in the market, and told you so. The planters this season have plucked everything they could from the bushes and have not been satisfied with leaf, but have plucked so roughly that a quantity of the tea is full of stalks and red ends. The crop, in consequence, is the largest ever known, and the tea is the commonest ever produced."

DRIED FRUITS.—After orange and lemon peels took a flier last week, citron followed suit and we now quote 25 to 27c, which is an advance of at least two cents. The new levels are equally firm. There has been a big run on citron this year. Last year it was a slow seller for Christmas and the trade didn't bother to stock up much this year—that is, in the main. Then when demand from retailers was heavy the wholesalers had to buy at higher levels.

There is not much change in the raisin situation. California Valencias are worth 9 or 9½c, with a free buying demand. Seeded and seedless varieties are firm enough, on customary Christmas buying, plus a good deal of the trade that would have gone to Spanish Valencias.

As to currants, the steamship "Frixas" has at last arrived in New York. While a car or two may slip through in time for Christmas, the most of what is intended for Canadian trade will likely not be here in time for Christmas buying. Only one or two wholesalers appear to have been in right on this currant situation. They were the men who bought early and ordered three or four shipments, trusting to get one or two boats at least. The majority appear to be expecting stuff on the "Frixas," which was due in New York end of October. It got there actually on December 10. Moreover, after the way in which the cargo was dumped twice after the boat was recalled by the Hellenic Government the quality is not liable to be of the very best.

Prunes show little change. Package dates are in good demand.

Apples, evaporated, per lb.	0 08	0 08¼
Candied Peels—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 25	0 27
Currants—		
Filiatras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13¼
Patras, per lb.	0 13	0 14
Vostizas, choice	0 16	0 17
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07¼	0 08
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09½	0 10½
80-90s, 50-lb. boxes	0 08½	0 09
90-100s, 30-lb. boxes	0 07½	0 08½
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 06½	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09	0 10

CANADIAN GROCER

Seedest, choice, 12 oz.	0 08
Seedless, 16 oz. packets	0 11½
Seedless, 12 oz. packets	0 10

NUTS.—There has been a big advance in the States in the price of Jumbos, peanuts, and that is reflected in the firmness of the price here. We quote 12½ to 14½c. Bordeaux walnuts missed the boat, and so, most of them, are too late for Christmas. The quality of Marbots, which are now just coming in, is very poor. They appear to have been shipped too green. Shelled almonds are pretty well cleaned up and the balance are very firm at quoted levels. There are a few odd lots of shelled walnuts here, but not many.

In Shell—	Per lb.
Almonds, Tarragona	0 17½
Brazils, medium, new	0 15
Brazils, large, washed, new	0 20
Chestnuts, peck	1 75
Filberts, Sicily, new	0 14
Peanuts, Jumbos, roasted	0 13½
Peanuts, hand-picked, roasted	0 11
Peanuts, fancy, roasted	0 09
Pecans	0 17
Walnuts, Grenoble	0 15
Walnuts, Bordeaux	0 11
Walnuts, Marbots	0 13
Shelled—	Per lb.
Almonds	0 42
Filberts	0 35
Peanuts	0 11
Pecans	0 55
Walnuts	0 38

SPICES.—Conditions remain unchanged. Peppers are a trifle easier in the primary market at the moment. Other lines and conditions show no alteration.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 16
Allspices, whole	—	0 15
Cassia, whole	—	0 21
Cassia, ground	0 14	0 22
Cinnamon, Batavia	—	0 27
Cloves, whole	—	0 30
Cloves, ground	0 18	0 37
Cream of tartar	0 48	0 52
Curry powder	—	0 30
Ginger, Cochín	0 15	0 22
Ginger, Jamaica, ground	0 18	0 32
Ginger, Jamaica, whole	—	0 28
Ginger, African, ground	—	0 14
Mace	—	0 90
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	—	0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	—	0 50
Pastry spice	—	0 22
Peppers, black, ground	0 14	0 18
Peppers, black, whole	—	0 21
Peppers, white, ground	0 19	0 25
Peppers, white, whole	—	0 34
Pickling spice	—	0 16
Turmeric	—	0 18

COFFEE.—Business is, if anything, on the light side, until after the holidays and inventories are out of the way. Bogotas are very firm, and a trifle higher.

Coffee, Roasted—	Per lb.
Bogotas, lb.	0 27
Jamaica, lb.	0 17
Java, lb.	0 31
Maraibo, lb.	0 22
Mexican, lb.	0 27
Mocha, lb.	0 33
Rio, lb.	0 15
Santos, lb.	0 21
Chicory, lb.	0 12

BEANS.—There is still no relief. Prices are unaltered and are just as firm. There is a general feeling abroad that anybody is lucky to get beans at all, whatever the quality is like. Peas are in the same condition; no change in price and hard to get, and none too good when you do get them.

Beans, hand-picked, bushel	4 50
Peas, blue, bushel	3 00

RICE.—The demand is seasonably light; buying is of the ordinary steady sort.

Rice—	
Rangoon "B," per cwt.	4 00

Rangoon, per cwt.	4 00
Rangoon, fancy, per cwt.	5 00
Patna, fancy, per cwt.	0 07½
Tapioca—	
Pearl, per lb.	0 07
Seed, per lb.	0 07
Sago, brown, per lb.	0 06½

TORONTO

CANNED GOODS.—Interest is flagging a little in these lines till after Christmas. Just now buying is concentrated on purely Christmas lines. After the turn of the year, though, demand will brisk up a good deal and we shall then soon see some higher prices, particularly on tomatoes.

Salmon, Sockeye—	
1 lb. talls, cases, 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 57½
Five cases or more, 2¼c doz. less than above.	
Chums, 1-lb. talls	0 90
Pinks, 1-lb. talls	1 20
Cohoos, 1-lb. talls	1 45
Red Springs, 1-lb. talls	2 00
Humpback, ½-lb. tins	0 50

Canned Vegetables—	
Tomatoes, 3's	1 1½
Peas, standards	0 97½
Early June peas	0 97½
Extra sifted, peas	1 47½
Corn, 2's, doz.	0 97½

Fruits—	
3's Apples, Standard	1 05
3's Apples, Preserved	1 20
Gals. Apples, Standard	3 50
Gals. Apples, Preserved	4 25
2's Blueberries (Huckleberries), Standard	1 55
2's Blueberries (Huckleberries), Preserved	1 90
Gals. Blueberries (Huckleberries), Standard	6 50
2's Cherries, Red (pitted), light syrup	1 50
2's Cherries, Black, pitted, heavy syrup	1 90
2's Cherries, Red, pitted, heavy syrup	1 90
2's Cherries, Red, not pitted, heavy syrup	1 55
Gals. Cherries, Red, pitted	8 50
Gals. Cherries, Red, not pitted	8 00
2's Cherries, White, pitted, heavy syrup	1 90
2's Cherries, White, not pitted, heavy syrup	1 55
2's Currants, Black, heavy syrup	1 50
2's Currants, Black, Preserved	1 80
Gals. Currants, Black, Standard	5 25
Gals. Currants, Black, solid pack	8 25
2's Currants, Red, heavy syrup	1 50
2's Currants, Red, Preserved	1 80
Gals. Currants, Red, Standard	5 25
Gals. Currants, Red, solid pack	8 25
2's Gooseberries, heavy syrup	1 50
2's Gooseberries, Preserved	1 80
Gals. Gooseberries, Standard	7 25
Gals. Gooseberries, solid pack	8 50
2's Grapes, White, Niagara, Preserved	1 50
Gals. Grapes, White, Niagara, Standard	3 50
2's Lawtonberries (Blackberries), heavy syrup	2 00
2's Lawtonberries (Blackberries), light syrup	1 50
2's Lawtonberries, Preserved	2 25
Gals. Lawtonberries, Standard	7 00
2's Peaches, White, heavy syrup	1 50
2's Peaches, White, heavy syrup	1 90
3's Peaches, White, heavy syrup	2 40
1's Peaches, Yellow, heavy syrup	1 25
1½'s Peaches, Yellow, heavy syrup	1 50
2's Peaches, Yellow, heavy syrup	1 50
2½'s Peaches, Yellow, heavy syrup	1 90
3's Peaches, Yellow, heavy syrup	2 20
3's Peaches, Yellow, whole, heavy syrup	—
3's Peaches, Pie, not peeled	1 20
3's Peaches, Pie, peeled	1 75
Gals. Peaches, Pie, not peeled	3 25
Gals. Peaches, Pie, peeled	5 00

MANITOBA MARKETS

Winnipeg, Dec. 16.—The sugar market this week is up ten cents all round. For coffee and spices there is a strong local market with an upward tendency. Primary markets are strong.

Pepper is up; black pepper showing an advance of ¼c. per lb. and white pepper ¾c. per lb.

Cream of tartar is very scarce with limited supplies.

Since the commencement of the war sage has advanced 400 per cent., with an advance of 2c. during the last week. As the larger part of this comes from Austria the supply is limited. Most of the balance has been imported from Greece, but as that government has lately placed an embargo on it, the prospects are it

will be off the market soon, or exceedingly scarce.

Canned tomatoes are firming up, and are almost sure to be higher.

Sugar, Eastern—		Per cwt. in sacks.
Standard granulated	7 35	
Extra ground or icing, boxes	8 20	
Extra ground or icing, bbls.	8 00	
Powdered, boxes	8 50	
Powdered, bbls.	7 50	
Hard lump (100-lb. case)	7 70	
Montreal, yellow, bags	6 95	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	7 25	
Halves, 80 lbs., per cwt.	3 05	
Bales, 20 lbs., per cwt.	3 20	
Powdered, 50s	7 35	
Powdered, 5s	8 10	
Icing, barrels	8 05	
Icing, 50s	8 30	
Cut loaf, barrels	8 15	
Cut loaf, 25s	9 00	
Cut loaf, 25s	8 55	
Sugar, British Columbia—		
Extra standard granulated	7 30	
Bar sugar, bbls.	7 45	
Bar sugar, boxes	7 70	
Icing sugar, bbls.	7 65	
Icing sugar, boxes	7 30	
H. P. lumps, 100-lb. cases	7 75	
H. P. lumps, 25-lb. boxes	8 40	
Yellow, in bags	6 90	

Corn Syrup—	
2s, per case 2 doz.	2 63
5s, per case 1 doz.	2 96
10s, per case ½ doz.	2 86
20s, per case ¼ doz.	2 87
½ barrels, lb.	0 06½
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 80
10-lb. tins, ½ doz. to case, per case	3 60
20-lb. tins, 3 tins to case, per case	3 25

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

Molasses—		Per gal.
Barbadoes	—	0 53
New Orleans	—	0 34
Maple Syrups—		Per case.
Imperial, ¼ gals., 1 doz.	5 40	
New, pure, ½ gal. case	5 55	
New, pure, ¼ gal. quart, case 2 doz.	9 00	
New, pure, quart bottles, case 2 doz.	9 70	
Apples, evaporated, new, 50's	9 75	
Apricots, choice, 25's	0 10½	
Apricots, choice, 10's	0 14½	
Currants—		
Dry clean	0 11½	
Washed	0 12	
1 lb. package	0 12½	
2 lb. package	0 25	

Dried Fruits—	
Evaporated apples, 50's	0 10½
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 12
Prunes, 90-100, 25's, unfaced	0 09

Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 07½
Fard dates, 12-lb. boxes	1 25
Peaches—	
Choice, 25-lb. boxes	0 06½
Choice, 10-lb. boxes	0 07½
Raisins, Muscatels—	
3 crown, loose, 2's	0 09½
3 crown, loose, 50's	0 09
Raisins, Sultanas—	
Californias, 50's	0 13
Prunes—	
90 to 100, 25s	0 07½
80 to 90, 25s	0 08
70 to 80, 25s	0 08½
60 to 70, 25s	0 09½
50 to 60, 25s	0 09½
40 to 50s, 25s	0 09½

Table Layer Pies—	
7-crown, 35-lb. boxes, per lb.	0 17½
5-crown, 10-lb. boxes, per lb.	0 14½
4-crown, 16-lb. boxes, per lb.	0 14
3-crown, 12-lb. boxes, per lb.	0 12½
Gloves boxes, per doz.	1 25
Cooking figs, taps, about 5 lbs., lb.	0 09

DRIED VEGETABLES.—Supplies of beans are coming from Japan and California. It is not expected to handle much of the Ontario crop this year.

Beans—	
California, hand-picked, per bushel	4 40
California Lima Beans—	
Bag lots	0 07½
Less than bag lots	0 06½
Barley—	
Pot. per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 80

RICE ANR TAPIOCA.—Tapioca and sago are very firm and an advance of ½c. per lb. is announced. Rice prices are unchanged.

CANADIAN GROCER

Rice and Tapioca—		
No. 1 Japan, per lb.	0 05½	
No. 2 Japan, per lb.	0 04½	
Sia, per lb.	0 03½	
Patna, per lb.	0 07½	
Carolina, per lb.	0 06½	
Sago, pearl, lb.	0 06½	
Tapioca, pearl	0 06½	0 06½

NUTS.—There is quite an active Christmas trade in nuts. Brazils are a little dearer and prices on shelled nuts very firm with an upward tendency. Prices quoted are for sack lots:

Nuts—		
Tarragon almonds	0 16½	
Brazils	0 16	0 16½
Sicily filberts	0 13	
Verzema peanuts	0 12	
Walnuts	0 17	
Pecans	0 36	
Shelled walnuts	0 36	
Valencia almonds	0 48	
Jordan almonds	0 48	
Pecans, almonds	0 50	

BRITISH COLUMBIA MARKETS

(By Wire.)

Vancouver, Dec. 16.—Increased activity in mining and lumbering is reflected in an improvement in the retail trade. Bigger shipments are being made this week to mining and lumbering towns than for some time.

Eggs, lard, and navel oranges are lower. Potatoes have advanced. New Zealand butter is off. The market changes are: Cheese, twins, 20¼ to 20½c; Stilton, 22¾c. Eggs, local and Vancouver Island, 48c. Lard, \$8.55, \$8.45, \$8.40 and \$10.90. Lyton beans 6½c; flour, best patent, \$6.90. Potatoes, \$14 to \$20. Sugar, standard \$7.65, yellow \$7. Dried apples are up to 12c; prunes are 8c lb.; raisins 9½c and figs 7½c. The usual holiday trade is developing.

Produce and Provisions—		
Butter, creamery, per lb.	0 32	0 36
Cheese, per lb., large, 19¼c; twins...	0 20½	0 20½
Cheese, Stilton, lb.	0 22½	
Eggs, local fresh	0 48	
Eggs, Vancouver Island	0 48	
Lard, 3's, per case	8 55	
Lard, 5's, per case	8 45	
Lard, 10's, case	8 40	
Lard, 20's, each	10 90	

General—		
Almonds, shelled, lb.	0 42½	
Beans, Lyton, per lb.	0 06½	
Cream of tartar, lb.	0 55	
Beans, Lyton	0 06½	
Figs, 12-16 oz. pkgs., per box	0 90	
Figs, 50-60 oz. pkgs., per pkg.	2 25	
Cocconut, lb.	0 18½	
Cormeal, bbl.	3 00	
Flour, best patents, per bbl.	6 90	
Honey, Idaho, 24 lbs.	4 50	
Lemons, box	4 50	
Potatoes, per ton	20 00	
Rollled oats, bbl. of 80 lbs.	2 80	
Onions, lb.	0 02	
Oranges, new navel, box	4 50	
Rice, 50's, sack	1 90	
Sugar, standard gran., per cwt.	7 65	
Sugar, yellow, per cwt.	7 00	
Walnuts, shelled, lb.	0 45	
Jams, glass jars, doz.	2 25	
Jams, 4-lb. tins, doz.	7 50	

Canned Goods—		
Apples, gals., 6-case	1 62	
Beans, 2's	2 10	
Corn, standard, per 2 doz. case	2 15	
Peas, standard, per 2 doz. case	2 10	
Plums, Lombard, 2's, case	1 90	
Peaches, 2½'s, case	4 00	
Strawberries and raspberries, 2's, case	4 50	
Tomatoes, standard, per doz., case	2 30	
Salmon—		
Sockeye, 1's, 4 doz. case	9 00	
Sockeye, ¼'s, 8 doz. case	10 75	
Pinks, 1's, 4 doz. case	4 00	
Dried Fruits—		
Apricots, per lb., 11c; Apples, lb.	0 12	
Prunes, 70-80, 25's, lb.	0 08	
Currants, per lb.	0 12	
Raisins, seeded, lb.	0 09½	
Peaches, per lb.	0 06½	
White figs, per lb.	0 07½	

ALBERTA MARKETS (CALGARY)

(By Wire.)

Calgary, Dec. 16.—Best qualities of condensed milk up twenty-five cents case,

evaporated milk being hard to get in the city. Salt has advanced about ten cents per barrel. Merchants who bought nuts early can certainly make money. Prices on most kinds are advancing. Paper bags have advanced twenty per cent. All Christmas and holiday lines are now in keen demand. No. 1 Ontario cheese is firm at 20c. Some forecast that the price will reach 24c before receding.

General—		
Beans, small white Japan, lb.	0 07½	
Flour, No. 1 patent, 98's	3 15	
Molasses, extra fancy, gal.	0 67	
Rollled oats, bbl.	2 70	
Rollled oats, 80's	2 30	
Rice, Siam, cwt.	4 00	
Potatoes, local, per bush.	0 35	
Sugar, pure cane, granulated, cwt.	7 95	
Shelled walnuts, finest halves, lb.	0 40	
Shelled walnuts, broken, lb.	0 30	
Produce and Provisions—		
Cheese, No. 1, Ontario, large, per lb.	0 20	
Butter, creamery, lb.	0 34	
Butter, No. 1, dairy, lb.	0 30	
Eggs, select, storage, case	10 00	
Lard, pure, 3s, per case	9 60	
Lard, pure, 5s, per case	9 55	
Bacon, smoked backs, per lb.	0 21	
Bacon, smoked bellies, per lb.	0 22½	
Canned Goods—		
Tomatoes, 3s, standard, case	2 85	
Corn, 2s, standard, case	2 25	
Peas, 2s, standard, case	2 35	
Tomatoes, gals., case	2 10	
Apples, gals., Ontario, case	1 75	
Strawberries, 2s, Ontario, case	4 99	
Raspberries, 2s, Ontario, case	4 50	
Salmon, finest sockeye, talls, 48x1s, ca.	10 00	
Salmon, pink, talls, 48x1s, per case	4 50	
Lobster, ½s, per doz.	2 65	
Dried Fruits—		
Currants, lb.	0 15	
Evaporated apples, 50s, per lb.	0 11½	
Peaches, choice, 25s, per lb.	0 07½	
Apricots, choice, 25s, per lb.	0 10	
Pears, choice, 25s, per lb.	0 14	
Prunes, 90-100	0 07	
Sultana raisins, Cal., extra fancy	0 15	
Valencia raisins, Cal., lb.	0 10	
Fruits and Vegetables—		
Apples, No. 1, box	1 75	2 00
Apples, cooking, box	1 00	1 25
Grapefruit, Cal.	3 50	
Grapefruit, Florida, case	5 00	
Oranges, navel, case	3 50	4 00
Onions, B.C., ton	32 00	
Lemons, case	5 00	
Peaches, crate	0 90	1 00
Tomatoes, Cal., crate	2 00	

ALBERTA MARKETS (EDMONTON)

(By Wire.)

Edmonton, Dec. 16.—North country business is coming in well; conditions are generally good. Wholesalers are pleased with collections. California prunes have advanced two cents pound. Second shipment of shelled nuts has advanced and prices are slightly advanced over first carload. Second shipment of peels arrived on Tuesday with slight advance in price. There is a little flurry in flour but no change in sugar.

General—		
Beans, Ashcroft, lb.	0 06½	
Beans, white navy, per bush.	4 20	
Bran, ton	18 00	
Coffee, whole roasted, Rio	0 18	0 19
Potatoes, per bush.	0 35	0 45
Rollled oats, 20's, 80's	1 60	
Rollled oats, bbl., 22.50; 80's	1 75	
Flour, fancy patents, 98-lb. sack	3 15	
Flour, seconds	2 90	
Rice, Siam, per cwt.	4 05	
Shorts, ton	20 00	
Sugar, standard gran., per cwt.	7 95	
Sugar, yellow, per cwt.	7 65	
Walnuts, shelled, lb.	0 38	
Produce and Provisions—		
Cheese, lb.	0 18½	
Bacon, lb., 20c; bellies, lb.	0 20½	
Butter, creamery, per lb.	0 32	
Butter, dairy, No. 1, 2c; No. 2	0 22	
Eggs, extra, per doz.	0 40	
Eggs, No. 1	0 32	
Eggs, No. 2	0 30	
Lard, pure, 3's, per case	9 00	
Lard, pure, 5's, per case	9 85	
Lard, 10's, per case	9 75	
Lard, pure, 20's, each	3 25	
Canned Goods—		
Corn, standard, per two dozen	2 25	
Peas, standard, 2 dozen	2 25	
Peas, standard, 2 dozen	2 30	

Plums, Lombard	2 35
Peaches	3 55
Strawberries, \$1.45; raspberries	4 00
Tomatoes, standard, per 2 doz.	2 85
Salmon, sockeye, 4 doz. talls, case, 1s	9 65
Salmon, pinks, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Currants, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 09½
Evaporated apples, 50's, lb., 10½c; 25's, 10½c; 35's	0 12

SASKATCHEWAN MARKETS

Regina, Dec. 16.—A further advance of 20c has occurred in flour during the week ending December 11, and it is now quoted at \$3.40. Ontario white beans have gone up another 25c, and are selling at \$4.75 per bushel. The prevailing price of sugar at this point is \$7.74. Yellow sugar is quoted at \$7.34. Lard is lower at \$8.80 for 3's; \$8.75 for 5's; \$8.70 for 10's, and \$2.88 for 20's.

Many lines of Christmas stuff are almost off market. There is no peel at all. Most of the nuts have been delayed at New York, and some of the lines are not yet here. Currants are high. Prunes are quoted 9¼c for 70's to 80's. Celery is selling at 6½c. Other price changes are: New navel oranges, from \$4 to \$4.50; grapefruit, \$4 to \$4.50; gallon apples, case, \$1.80; walnuts, shelled, 45c; almonds, shelled, 43c; tomatoes, standard, \$2.60; corneal bair, \$2.80; rice, per cwt., \$4; onions, 100 lbs., \$1.75; cocoanut, lb., 18c.

Business is brisk; in fact, wholesalers state they find it heavier for this time of year than they had anticipated. Retailers are experiencing a good trade revival, and all lines are moving well.

Produce and Provisions—		
Butter, creamery, per lb.	0 36	
Butter, dairy, No. 1	0 27	
Cheese, per lb.	0 19½	
Eggs, new laid	0 35	
Eggs, fancy, storage	0 30	
Eggs, good, storage	0 30	
Lard, 3's, per case	8 80	
Lard, 5's, per case	8 75	
Lard, 10's, per case	8 70	
Lard, 20's, per case	2 88	
General—		
Beans, Ontario, white, per bush.	4 75	
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	0 50	0 60
Cocconut, lb.	0 18	
Cormeal, bbl.	2 53	
Apricots, per lb.	0 12	
Flour, 98's	3 40	
Rollled oats, 80's	2 20	
Rice, per cwt.	4 00	
Onions, 100 lbs.	1 75	
Sugar, standard, gran., per cwt.	7 74	
Sugar, yellow, per cwt.	7 34	
Walnuts, shelled, 45c; almonds	0 43	
Canned Goods—		
Apples, gals., case	1 80	
Beans	2 25	
Corn, standard, per 2 dozen	2 25	
Peas, standard, per 2 dozen	2 40	
Plums, Lombard	2 10	
Peaches	3 10	
Raspberries, \$4.33; Strawberries	4 73	
Tomatoes, standard, per case	2 89	
Salmon—		
Sockeye, 1's, 4 dozen case	9 55	
Sockeye, ¼'s	12 35	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 60	
Fruits and Vegetables—		
Apples, Washington, bbl.	1 75	
Celery	0 06½	
Cranberries, per bbl.	10 50	
Grapefruit, case	4 00	4 30
Lemons	5 00	
Navels	4 00	4 50
Potatoes, bushel	0 60	0 65

NEW BRUNSWICK MARKETS

(By Wire.)

St. John, Dec. 16.—There is only one change of importance in markets this week, and that was in rolled oats. Trade conditions are satisfactory and Christmas business brisk in fruits; also a big

demand for nuts but stocks, particularly of walnuts, are none too plentiful. Currants are firm. Rolled oats advanced to \$6.25 per bbl., and higher flour quotations are expected. Potatoes are firm with stocks fair. There is believed to be considerable held by farmers through province anticipating advanced market. Poultry is expected to hold firm in price for Christmas trade though there will likely be plenty for the market. Thus far it has only been fairly supplied—so that there should be good quantity for the holidays. Eggs are stronger with fresh very scarce.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	25 00	28 00
Butter, dairy, per lb.	0 27	0 30
Butter, creamery, per lb.	0 32	0 34
Eggs, new laid	0 54	0 66
Eggs, case, per doz.	0 32	0 34
Lard, compound, per lb.	0 13	0 13 1/4
Lard, pure, per lb.	0 15	0 15 1/4
Cheese, new	0 18	0 19

Flour and Cereals—

Commeal, gran.	5 75	
Commeal, ordinary	1 75	
Flour, Manitoba, per bbl.	7 25	
Flour, Ontario	6 80	
Flour, buckwheat, western, 98-lb. bag	3 50	
Rolled oats, per bbl.	6 25	
Fresh Fruits and Vegetables—		
Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50	4 50
Oranges, Val., case	4 00	5 50
Potatoes, bbls.	2 25	2 35

Sugar—

Standard granulated	6 70	6 75
United Empire	6 60	6 65
Bright yellow	6 50	6 55
No. 1 yellow	6 30	6 35
Paris lumps	7 75	
Lemons, Messina, box	4 50	4 50
Beans, hand-picked, bush.	4 40	4 50
Beans, yellow eyes, per bush.	4 50	4 60
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 53	0 54
Cream of tartar, per lb., bulk.	0 50	0 55
Currants	0 12	0 13
Rice, per cwt.	4 60	4 70

BROOM PRICES ADVANCING

Broom prices are likely to go up again. A couple of weeks ago an advance of from 25 to 50 cents per doz. was referred to but the situation with regard to broom corn in the United States—the source of our supplies—is such that a further rise seems inevitable. It is forecast by some manufacturers that this will at least be another 50c per dozen in next few months.

Our broom corn comes chiefly from the States of Oklahoma, Kansas and Illinois. The heavy rains during the season this year damaged the crop so badly that there is comparatively little good corn to be had.

Into the bargain, dyes which are used in manufacturing brooms have increased greatly; in fact, broom corn dye is out of the question entirely. Wire has gone up on account of demand for steel, around 25 per cent., and twine has also advanced. In view of these conditions, further advances in brooms seem inevitable. The next crop is a long way distant—October and November of 1916.

Since the beginning of the war, bristles for the manufacture of paint and other brushes have risen considerably in price, the extra war tax duty of 7 1/2 per cent. being partly responsible. Bristles come

Sugar Crops of the World

This interesting table on the sugar crops of the world is worth filing by those who follow the sugar situation. The figures are from *Willet & Gray's Journal* and include local consumption of home production wherever known.

	Harvesting Period	1915-16 Tons	1914-15 Tons	1913-14 Tons
United States—Louisiana	Oct.-Jan.	200,000	216,696	261,337
Texas	Oct.-Jan.	3,000	3,500	7,000
Porto Rico	Jan.-June	350,000	315,000	325,000
Hawaiian Islands	Nov.-July	575,000	565,000	560,925
Cuba, Crop	Dec.-June	3,000,000	2,592,067	2,591,732
British West Indies—Trinidad, exports	Jan.-June	55,000	45,000	47,251
Barbadoes, exports	Jan.-June	40,000	30,000	33,267
Jamaica, exports	Jan.-June	15,000	15,000	15,583
Other British West Indies	Jan.-June	30,000	24,000	24,000
French W. Indies—Martinique, exports	Jan.-July	40,000	40,000	38,730
Guadeloupe	Jan.-July	40,000	40,000	39,920
Danish West Indies—St. Croix, crop	Jan.-June	11,000	4,500	5,800
San Domingo, exports	Jan.-June	120,000	108,267	105,778
Mexico, crop	Dec.-June	75,000	110,000	130,000
Central America	Jan.-June	30,000	22,000	22,000
South Amer.—Demerara, exports	Oct.-Dec. & May-June	110,000	106,145	101,725
Surinam, crop	Oct.-Jan.	13,000	12,000	14,000
Venezuela	Oct.-Dec.	10,000	3,000	3,000
Peru, exports	Oct.-Feb.	200,000	175,000	170,671
Argentine, crop	June-Oct.	175,000	330,001	280,319
Brazil, crop	Oct.-Feb.	194,000	240,000	203,394
Total in America		5,286,000	4,997,776	4,983,432
British India—Crop (consumed locally)	Dec.-May	2,400,000	2,367,200	2,291,500
Java, exports	May-Nov.	1,275,000	1,303,045	1,345,230
Formosa and Japan crops	Nov.-June	375,000	262,000	204,000
Philippine Islands, exports	Nov.-June	300,000	243,000	225,000
Total in Asia		4,350,000	4,175,245	4,065,730
Australia	June-Nov.	150,000	240,000	255,000
Fiji Islands, exports	June-Nov.	90,000	102,000	100,000
Total in Australia and Polynesia		240,000	342,000	355,000
Egypt, crop (consumed locally)	Jan.-June	110,000	75,738	69,368
Mauritius, crop	Aug.-Jan.	210,000	277,000	249,800
Reunion, crop	Aug.-Jan.	40,000	40,000	37,000
Natal, crop	May-Oct.	95,000	91,619	85,714
Mozambique, crop	May-Oct.	50,000	40,000	34,000
Total in Africa		505,000	524,357	475,882
Europe—Spain	Dec.-June	5,000	7,376	13,231
Total cane sugar crops		10,386,000	10,046,754	9,893,275
Europe—Beet sugar crops	Sep.-Jan.	5,570,000	7,608,188	8,243,165
United States—Beet sugar crops	July-Jan.	750,000	646,257	655,298
Canada—Beet sugar crop	Oct.-Dec.	18,000	12,502	10,007
Grand Total Cane and Beet sugar		16,722,000 Tons	18,313,701	18,801,745
Estimated decrease in world's production		1,591,701		

chiefly from Russia, China and France. Germany used to export some, but none since commencement of the war. The brush situation is, therefore, firm but not to same extent as the broom.

Fibre is also high in price. One of the chief sources of this is Mexico, which accounts for the reason. Other sources are India and Brazil.

RETAILERS VERSUS HOUSEHOLD LEAGUE

(Continued from page 27.)

large quantities, and sold again to members at approximately small prices. Well and good. But were the goods delivered to the consumer? Were they delivered in the same manner as to the Mrs. S. referred to above. Did the members take from 3 to 6 months to pay for goods? Did they install show cases, cash registers, computing scales, ice chest, etc.? I am not defending the grocer, as he cannot remedy this state of affairs.

But, if Mrs. Pres. and members of the H. H. League or anybody else will write out a list of their requirements for one week, call at grocers, pay for goods spot cash, and send team to deliver goods, they can have them at nearly cost.

Trusting, dear Editor, that you will give this letter the same prominence the H. H. League topic gets, and thanking you for space,

JOSEPH WOODS,
Dillon Bros.

Editorial Note.—It wouldn't be a bad idea to have a similar letter to this in every town and city newspaper in Canada. There are a good many people who would change their ways if they read it—but, of course, there are many on whom it would never "turn a hair." It should, too, be remembered that anyone can cut down the cost of goods if he gives no service and pays no attention to appearances. But even he, sooner or later, goes out of business.



FRUIT AND VEGETABLES



Oranges Are Getting Cheaper

Floridas and Navels Both Lower This Week—B.C. Potatoes of Good Quality Arriving—Apples Good Sellers—Fruit Market Experiencing Christmas Preparatory Trade

MONTREAL

GREEN FRUITS.—Conditions are generally quiet in apple market. It is not expected that there will be much trade in this department until after holiday season as attention is being largely directed to other lines. Apple prices are unchanged from last week. As regards fancy fruits there has been a considerable improvement in demand with the approach of Christmas and this seems to have been accentuated this week by the more wintry weather.

Apples—	
Fameuse, No. 1's	6 00
Wealthy, No. 1's	4 50
Calvert	4 00
McIntosh Reds	4 50
Starks	4 00
Spys	6 50
Ben Davis	4 00
Russets	4 50
Greenings	6 20
Baldwins	6 00
Bananas, bunches	2 00
Cranberries, Cape Cod, bbl.	9 00
Cranberries, Nova Scotia, bbl.	7 00
Grapefruit, 46-54-64-80-96	3 50
Grapes, Tokay, crate, 4 baskets	2 75
Grapes, Emperor, bbl.	5 00
Grapes, Malaga, heavy weight, bbl.	7 00
Lemons—	
Verdellis	3 00
Malaga, 420 size	4 00
Messina, 300 size, box	3 50
Oranges—	
Valencias, Cal., late 126-250	5 00
Navels	6 00
Jamaica, 196-200-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	4 00
Pears, bbl.	4 00

VEGETABLES.—There has been further easiness developed in market for hothouse tomatoes. Montreal grown are at 20c as a week ago, but Bostons have come down and the present range is given as 20c to 25c. Sweet potatoes are still being quoted at \$1.75, which is an exceptionally low price for sweet potatoes at this time of the year; the figure is usually nearer \$2.50. The open fall has perhaps been responsible for this giving an opportunity for transportation by freight instead of express. With the arrival of cold weather it is expected that they will advance, and reach \$2 before end of the week. Montreal potatoes by the bag are somewhat firmer and the top figure has been advanced 5c to \$1.25. Prices on mushrooms are stronger and the present range is \$2 to \$2.50.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	4 50
Beans, green, N.Y., per basket	4 50
Brussel sprouts, qt.	0 12 1/2
Cabbage, Montreal, per bbl.	1 00
Cabbage, red, doz.	0 40
Carrots, bag	0 50

Cauliflowe., Canadian, doz.	1 00	1 50
Celery, Cal., crate	7 00	7 00
Celery, Montreal, doz.	0 50	0 75
Celery, N.Y., crate	6 00	6 00
Celery roots, doz.	0 50	0 50
Cucumbers, fancy, Boston, doz.	1 50	2 00
Egg plant, N.Y., doz.	2 00	2 50
Leeks, bunch	0 10	0 12 1/2
Head lettuce, Boston, box	2 25	2 25
Curly lettuce, box	1 75	2 00
Mint, doz.	0 30	0 30
Mushrooms, 4-lb. basket	2 00	2 50
Onions—		
Montreal, 75 lbs., bag	1 75	1 75
Spanish, crate	5 50	5 50
Parsnips, bag	0 50	0 75
Parsley, Canadian, doz. bunches	0 15	0 15
Peppers, basket	0 75	0 75
Potatoes—		
Montreal, 80 lbs., bag	1 15	1 25
New Brunswick, 80 lbs., bag	1 50	1 50
Sweet, hamper	1 75	2 00
Spinach, Canadian, box	1 00	1 00
Turnips, bag	0 50	1 00
Tomatoes, hothouse, lb.	0 20	0 25
Pumpkins, doz.	1 00	1 00
Squash, doz.	0 50	1 00
Watercress, Canadian, doz.	0 30	0 30

TORONTO

FRUIT.—Navel oranges are a trifle cheaper, though firm enough at existing levels. There is a big demand, and it is said that price will stiffen a little as Christmas draws nearer. Ontario boxed apples are being shipped in large quantities, and sell all the way from \$1 to \$2.25. British Columbia stuff is getting promising trade, too. Kelfer pears are on the market, a few of them; six quart boxes sell around 30 cents; 11-qts. for 50 and 60. A car of Royal Crest Navels arrived here this week, and sold rapidly for \$4 a case.

Spies are now up as high as \$6. Cranberries dropped fifty cents, which is just as well, in view of fact that we want to have them with our turkey. Pomegranates are about a dollar easier; they are not an easy seller, anyway. Florida oranges are also lower; oranges generally have an easier tone. Supplies are better, though demand keeps right up. Pineapples are about twenty-five cents easier; they are slow at present. Business all round is good, and speeding as Christmas begins to infect people.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	4 00
Apples, Spies, bbl.	4 00	6 00
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 50
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 20	0 30
Apples, B.C., bbl.	2 25	2 50
Bananas, per bunch	1 50	1 80
Citron, dozen	0 40	0 40
Cranberries, bbl.	7 00	9 00
Figs, 10-lb. box	1 35	1 40
Grapefruit—		
Florida, case	3 50	4 00
Porto Rico, case	3 25	3 50
Grapes, Malaga, keg	5 00	5 50
Grapes, Emperor, keg	2 40	3 00

Melons, Casabe, case	3 75	4 00
Oranges—		
California, Valencias	5 00	5 25
Florida, case	2 75	3 00
Navels	3 25	4 60
Lemons, new, Calif., box	3 50	4 50
Lemons, new, Messina, box	3 50	3 75
Limes, per 100	1 00	1 00
Pears—		
Canadian, box	2 75	3 00
Pineapples, Porto Rico	3 50	3 75
Pomegranates, case	2 75	3 00

VEGETABLES.—A couple of earloads of potatoes from British Columbia arrived this week, and they sold pretty quickly at \$1.50 a bag. They are certainly good quality potatoes. Potatoes generally are firm enough, but not higher. Demand is heavy. Parsnips are selling more readily this week, and we quote 75 to 80 cents. Peppers are 65 to 70, with a poor demand. Cucumbers find little trade right now; and we have decreased our price by fifty cents. They are slow. Mushrooms, too, are easier; there is little indication to buy. General business is not brisk; attention is concentrated on the other wing of the market; the fruit end these days.

Artichokes, 11-qt. basket	0 25	0 30
Cabbage, new, doz.	0 30	0 40
Beets, Canadian, bag	0 50	0 60
Cabbage, new, doz.	0 30	0 40
Cauliflower, bbl.	3 50	4 00
Carrots, new, bag	0 60	0 75
Celery, doz.	0 15	0 30
Celery, Theford, case	3 50	4 00
Celery, Cal., case	5 50	6 00
Cucumbers—		
Hothouse, doz.	1 80	2 00
Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, small case	2 50	2 75
Lettuce, Boston, hamper	4 25	4 50
Mushrooms, imported, 6 qt.	2 50	3 00
Parsnips, bag	0 75	0 80
Peppers, green, doz.	0 65	0 70
Potatoes, Ontario, new, bag	1 50	1 40
Potatoes, N.B., Delawares	1 50	1 60
Parsnips, bag	0 80	0 85
Potatoes, sweet, kiln-dried, hamper	1 30	1 35
Potatoes, B.C., 10-lb.	1 50	1 50
Sprouts, qt.	0 10	0 15
Tomatoes, hothouse, lb.	0 10	0 25

WINNIPEG

FRUITS AND VEGETABLES.—Navel oranges are now on the market, taking the place of Valencias, and are worth \$4.50 per case. Japanese oranges are scarce and supplies have not been equal to the demand. There is good demand for all lines of fruits from country points and city trade is fair.

Fresh Fruits—		
Ontario apples, bbls.	5 00	7 00
B.C. box apples, No. 1s	2 25	2 40
B.C. box apples, No. 2s	2 10	2 25
Washington box apples	1 50	1 60
Navel oranges, case	4 50	5 00
California lemons	4 50	5 00
Bananas, bunches	2 50	3 50

(Continued on page 40.)



PRODUCE AND PROVISIONS



High Prices for Turkey

That is What it Looks Like, as Usual—Farmers Not Delivering to Toronto Market—Better State of Affairs in Montreal—Cheese Firm and High—No Change in Butter.

MONTREAL

PROVISIONS.—The market for live hogs is 20c lower than last week. However, there is no change in cured meats. The market for all lines of pork products is generally firm and the demand is exceptionally good.

Table listing Montreal market prices for various items including Hams, Bacon, Cooked Meats, Dry Salt Meats, Barrelled Pork, Lard, Compound, and Hogs.

BUTTER.—The market is higher, there being an advance of 1c on creamery products. There has been some out of town inquiry and the local trade is considerably better. The receipts of fresh roll butter are fairly satisfactory and meeting with ready sale.

CHEESE.—Prices being quoted are higher than last week and in the opinion of leading dealers it is unlikely that there will be lower figures again for some time. Stocks held in Montreal are not large and the export demand is exceptionally good.

Table listing Montreal market prices for Old make, Stilton, and New make cheese.

EGGS.—Prices are unchanged from last week. Owing to the more wintery weather the demand is improving and with a considerable inquiry for export the market is in a very healthy condition. New-laid eggs are very scarce and will probably be so for two or three weeks yet.

Table listing Montreal market prices for Eggs, case lots, and Selects.

POULTRY.—The deliveries of dressed poultry have recently been equal to expectations and it is confidently expected that there will be ample supplies for Christmas and New Year's trade. The fairs in the country are over and consequently there will be more poultry for centres such as Montreal. The weather is favorable to handling dressed supplies, and a good holiday demand is expected.

The turkey market has shown an advance under the demand of American buyers; quotations are about 2c higher all round—fresh stock 23c to 25c and live stock 19c to 20c. Indications are that turkeys will continue high throughout the Christmas trade. Fresh ducks have been scarce and the quotation has been firm at 20c. There is a fair amount of geese but, owing to the high price of turkeys, quotations are slightly advanced, the figures being from 15c to 20c for fresh stock.

Table listing Montreal market prices for Poultry, Frozen stock, Fresh stock, and Live stock.

HONEY.—The market remains unchanged so far as quotations are concerned. Considerable quantities are still being held in the country, and

sales are netting the holders a good price.

Table listing Montreal market prices for Honey, Buckwheat, and Strained clover.

Receipts in Montreal

Table showing Butter, Cheese, and Eggs receipts for Week ending Dec. 11, 1915 and Week ending Dec. 12, 1914.

TORONTO

PROVISIONS.—All bacons and backs find good, steady business, but there is a slightly easier tone apparent to pork products generally. Lard prices are a shade easier. We have not altered our levels, as they were none too high, anyway. Hams are firmer, probably on Christmas demand.

Table listing Toronto market prices for Hams, Bacon, Dry Salt Meats, Cooked Meats, Barrelled Pork, Lard, Compound, and Hogs.

BUTTER.—There is no change to report. Butter prices have settled down pretty well now, and have fluctuated little for three or four weeks. Dairy, as we hinted last week, is somewhat easier. The butter market has little feature these days.

CHEESE.—Prices are firmer, and if anything, a trifle higher. Boards are all

CANADIAN GROCER

higher. Large is now worth 18½ to 19c. Exporting is the main reason still, as it has been for some months now. There is no talk here of lower levels, either. If anything, it is said prices will be stiffer, and certainly not lighter.

Cheese—
Large, per lb. 0 18½ 0 19
Twins, per lb. 0 18½ 0 19½

EGGS.—New-laid show no change in price; 45c to 50c is the range. The storage situation is fairly firm; there is no reason, at present, to expect higher levels. Consumption is being taken care of. We may have higher prices ultimately before the producing time comes round again. The American market is in good shape, however, and Canada is getting supplies there to substitute for those exported to Europe. Withdrawals, on the other hand, from storage stocks in the States continue to be larger than this time last year, and this is taken, in some quarters, to infer a firmness and an advance.

Eggs—
New laid, specials, in cartons 0 45 0 50
Extras 0 33 0 35
No. 1, storage 0 30 0 31
No. 2, storage 0 25 0 26

POULTRY.—It's the same old story. A couple of weeks from Christmas and the farmers start to hold back on the turkeys. Deliveries are very, very light. One man expected a thousand and got fifty, and that seems to be about the ratio. Prices, in consequence, have soared. We quote dressed stuff at 26 to 27 cents, and old toms at 23 to 24c, both of which are material advances over last week's levels. The supposition is that the farmers are holding back for a favorable selling time, and will then get—so they imagine—what they want. One hears that there are really lots of turkeys about, but they are not coming into market.

Poultry—
Old fowl, pound Live. Dressed.
0 06-0 10 0 12-0 15
Spring broilers 0 15-0 16 0 18-0 20
Old turkeys 0 12-0 13 0 23-0 24
Ducklings 0 08-0 10 0 17-0 18
Turkeys 0 15-0 16 0 26-0 27
Chickens 0 10-0 12 0 15-0 18

HONEY.—There is no change. The customary business goes forward and prices are the same as last week.

Buckwheat, tins 0 06
Strained, clover, 60-lb. tins 0 12
Strained clover, in 10-lb. tins 0 12
Strained clover, in 5-lb. tins 0 12½ 0 13
Comb honey, No. 1, doz. 3 00
Comb honey, No. 2, doz. 2 40

WINNIPEG

PRODUCE AND PROVISIONS.

Best lines of creamery butter are up 1c per lb. Good dairy butter is in demand and very firm. Eggs are unchanged. Smoked meats, lard, etc., are steady but should decline with the hog market. Mess pork is now quoted at \$23 per barrel. There is a good demand for cheese from country points.

Hams—
Light, per lb. 0 18
Medium, per lb. 0 17
Large, per lb. 0 14 0 15
Backs, clear, per lb. 0 21 0 23
Bacon—
Breakfast, per lb. 0 18 0 22
Shoulders, per lb. 0 12 0 13

Dry Salt Meats—
Long clear bacon, light 0 19
Cooked Meats—
Hams, boiled, per lb. 0 26 0 27
Shoulders, boiled, per lb. 0 22 0 23
Harrelled Pork—
Heavy pork, per bbl. 23 00
Lard—
Tierces 0 13½
Pails 2 87
Cases, 5s 8 77
Cases, 3s 8 85
BUTTER.—

Butter—
Creamery 0 33 0 35
Best dairy 0 25 0 26
Cooking 0 12 0 13
EGGS.—
Eggs—
No. 1 storage 0 26 0 28
Straight receipts 0 30 0 35
CHEESE.—
Cheese—
New, large 0 18
New, twins 0 18½

Heavy Call for Canadian Produce

Export Season Through Montreal Port One of Biggest in Years—More Butter, Eggs and Cheese go to Mother Country.

THE export season from Canada through Montreal, which closed on November 27, was one of the best for a number of years as regards dairy products. And not only was there an increase shown of 369,193 boxes of cheese and 47,195 packages of butter, but there was an increase also of 167,275 cases of eggs. The improvement in the cheese business was 25 per cent., in butter 64 per cent., and in eggs 148 per cent. Another favorable feature was the increase shown in the Montreal receipts, cheese being 430,969 boxes higher, butter 9,322 packages higher and eggs 145,416 cases higher. Receipts of cheese were 1,937,158 boxes and exports 1,851,731 boxes; butter 375,087 packages and exports 54,495 packages; eggs receipts 492,578 cases and exports 279,897 cases.

The improvement in the export business which was very largely in cheese, can be traced to the substantial orders which were placed for the British War Office. The increased demand for butter and eggs can also probably be traced to the war influence on the foreign markets.

In addition to the increased volume of business a very favorable feature of the season's business has been that the prices have been materially higher. The average price paid for cheese throughout the country was 15c a pound against 13½c last year. On this basis the value of the cheese exported was \$22,806,000, an increase of \$4,313,000. The value of butter was \$897,815, an increase of \$782,000.

The New York export figures for the season ending Nov. 30 included: cheese, 26,599,063 pounds, as compared with 1,864,000 pounds in the previous year, and butter 7,190,331 pounds as compared with 2,927,000 pounds.

The following summary is from the Montreal Gazette:

CHEESE EXPORTS VIA MONTREAL.

To	Season 1915.		Total 1915	Season 1914
	Local	Through		
Liverpool	245,891	90,358	336,249	317,180
London	794,496	162,400	956,905	775,584
Bristol	250,918	22,196	273,114	228,814
Glasgow	74,526	46,223	120,749	41,105
Manchester	93,622	4,677	98,299	38,569
Leith	30,818	9,552	40,370	34,903
Newcastle	3,732	678	4,410	18,532
Hull	5,220	2,531	7,751	10,905

	2,075	8,045	10,120	4,144
Belfast
Dublin	250	250	5,153
Dundee	1,996
Cardiff	83
Sunderland	1,233
Trieste	299
Malta	100
Antwerp	280
S. Africa	220	3,284	3,914	3,757

Totals 1,501,528 350,203 1,851,731 1,482,538
CHEESE EXPORTS VIA QUEBEC.

Season 1915.
To Local Through Total 1914
Nil Nil Nil Nil 10,042

BUTTER EXPORTS FROM MONTREAL.

To	Season 1915.		Total 1915	Season 1914
	Local	Through		
Liverpool	2,169	5,888	8,057	65
London	14,926	11,240	26,166	1,030
Bristol	7,654	562	8,216	6,188
Glasgow	5,510	394	5,904
Leith	15	15
S. Africa	2,251	3,886	6,137

Totals 32,525 21,970 54,495 7,300
EGG EXPORTS FROM MONTREAL.

To	Total 1915		Season 1904
	Cases	Season 1915	
Liverpool	77,705	35,576	35,576
London	50,338	28,591	28,591
Bristol	7,711	4,024	4,024
Glasgow	131,972	41,055	41,055
Manchester	11,953	3,358	3,358
Leith	700

Totals 279,879 112,604
RECEIPTS—SEASON 1915.

From May 1, 1915, to	Cheese Butter Eggs		
	Boxes	Pkgs.	Cases
Nov. 27, 1915	1,937,158	375,087	492,578
From May 1, 1914, to
Nov. 28, 1914	1,506,189	365,765	347,162

FRUIT AND VEGETABLES

(Continued from page 38.)

Cape Cod cranberries, bbl.	10 50
Jersey cranberries, bbl.	11 00
Washington pears 3 00	3 00
Daniou pears 3 50	3 50
Malaga grapes, kegs 7 50	10 00
Valencia onions, cases 6 50	6 50
Sack onions, 100 lbs. 2 00	2 00
Red Globe onions, lb. 0 02½	0 02½
Head lettuce, doz. 1 00	1 00
B.C. celery, lb. 0 06	0 06
California tomatoes, 30 lbs. 2 25	2 25

VEGETABLES.—

Cabbage, per lb.	0 01
Peppers, per basket 0 75	0 75
Mushrooms 0 50	0 50
Carrots, per lb. 0 01	0 01
Turnips, bushel 0 45	0 45
Manitoba potatoes, local loads 0 65	0 65
Manitoba potatoes, sacked, carloads 0 63	0 63
Garlic, per lb. 0 25	0 25
Squash, per lb. 0 04	0 04
Turnips, bushel 0 45	0 45
Pumpkins, per lb. 4 00	4 00
California head lettuce, case 4 00	4 00
California cauliflower, doz. 2 80	2 80

The British Columbia Packers' Association is considering the erection of a cannery at Alert Bay, B.C., at an estimated cost of \$20,000. The work will probably start about the beginning of next year.



FISH AND OYSTERS



Haddock and Cod Still Scarce

Haddie, Too, is Difficult to Get in Eastern Market — Good Sales Result From Advent in Montreal—Poorer Business in Toronto—Native Shell Oysters Becoming Scarcer.

MONTREAL

FISH.—Seasonable weather and five days of Advent this week have stimulated the trade to a considerable extent. Quite a good volume of orders have been shipped all over the country, and the prospects are for a much larger turnover from now until Christmas. The only scarcity apparent now is in the supply of fresh haddock and finnan haddies. The catches of these varieties have been very poor of late, and the change in demand has had the effect of considerably reducing the stocks of frozen. The movement in all kinds of pickled and prepared fish has slowed down, the only demand being for assortment. The pickled herring are not over-plentiful, and when the demand is resumed there can be little doubt but that the price will make an advance. Arrivals of frozen smelts and tomcods are expected daily. The bulk and shell oyster trade is keeping up, and the prospects are for a large turnover for the holiday period. The supply of native shell oysters is pretty well reduced, and the outlook is that it will be exhausted this season a good deal earlier than last. Already the trade has made arrangements for imports from the United States. Generally with the approach of holidays bulk oysters advance in price, but it is expected this year that it will keep about the same level throughout the season. Lobsters are a little easier in price and arrivals larger.

TORONTO

FISH AND OYSTERS.—Though Advent is now with us, the fish trade does not appear to be benefiting to any material extent. This is somewhat strange. There has been a growing feeling of late years in favor of observance of this festival. Anyway, festival or no, the consumption of fish about this time is steady and large. Business, however, this year is slower, and fish men report hand-to-mouth business just at present. Lobsters are hard to get, and are selling at nearly prohibitive prices; so much so, indeed, that some are not bringing any in. The public will pay a certain amount

for lobster, but they will not go higher. Apparently some retailers are finding the same thing. A prominent dealer here, who has a very high-class trade, is not bothering to handle lobster at present. The scarcity of haddock and cod is still very marked, bad weather continuing to be a reason. There is no further advance in price since last week, but levels are very firm. Smelts are enjoying fair business. Frozen lake trout is much in demand.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, filets, per lb.10	.12
Haddies, Niobe, boneless, per lb....	.09
Herring, Ciscos, baskets	1.25	1.50
St. John blotters, 100 in box	1.10	.45
St. John blotters, per box.....	1.00	1.00
Yarmouth blotters, 60 in a box	1.20	1.25
Smoked herrings, large, box14	.15
Smoked herrings, medium, box15	.16
Smoked boneless herrings, 10-lb. box	1.40	1.50
Kipper herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.15-.17
Smoked halibut10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.13	.13
Red. steel heads, per lb.12	.11-.12
Red. sockeyes, per lb.12	.12
Red Cohoes, dressed, lb.10	.10½
Red Cohoes or silvers, per lb.09-.09½	.12
Pale qualla, dressed, per lb.07½-.08	.08
Halibut, white western, large and medium, per lb.10-11	.10-.12
Halibut, eastern, chicken, per lb.10	.12
Mackerel, bloater, per lb.08½-.09	.12
Haddock, medium and large, lb.04½-.05	.08
Market codfish, per lb.04
Steak codfish, per lb.06-.06½	.10
Canadian soles, per lb.06	.10
Blue fish, per lb.15-.16	.20
Smelts10	.12
Smelts, extras15
Herrings, per 100 count	2.50-3.00	3.00
Round pike06
Grass pike07½
Swordfish, lb.10

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	6 00
Dressed or skinless codfish, 100-lb. case.	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 13
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.....	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50	1 75
Selects, per gal., solid meat	2 00	2 25
Best scallops, imp. gallon	1 80
Best scallops, imp. gallon	2 00	3 50
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 80
Sealed, best standards, pt. cans, each.....	0 40	0 40
Sealed, best select, quart cans, each.....	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams per bbl	7 00
Malpeques, ordinary, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 32	0 55
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 -13	12 -14
Haddock, fancy, express, lb.	6 - 6½	8

Mackerel, medium, each	14 -15
Steak cod, fancy, express, lb.	5½- 6	6 -10
Herrings, each	3	3
Flourders	6	9
Flourders, New York	12
Salmon, Western	15 -16	20 -22
Salmon, Eastern	15 -16

FRESH LAKE FISH.

Carp, lb.	0 11
Pike, lb.	0 06	0 06
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 05
Whitefish, lb.	0 12	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 10	0 12
Dressed bullheads	0 12
Eels, lb.	0 08	0 08
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.08-.09½	.09-.10
Whitefish, small tullbees07-.07½	.06
Lake trout, large and medium, lb.10	.10
Dore, dres sor ound, lb.08½-.09	.09-.13
Pike, dressed and headless, lb.06½-.07	.07
Pike, round, per lb.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	18 00
Mackerel, N.S., half bbls., 100 lbs.	10 00
Mackerel, N.S., pails, 20 lbs.	2 50	2 00
Herrings, Labrador, bbls.
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 07½
Scotch herrings, imported, half bbls.	9 00
Holland herrings, im'td milkers, 1/2 bbls	8 50
Holland herrings, im'td milkers, kegs.....	1 25	85-1 00
Holland herrings, mixed, half bbls.	8 50
Holland herrings, mixed, kegs	1 15	70-0 95
Lochfyne herrings, box	1 50
Turbot, bbl.	12 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 50	8 50

WINNIPEG

FISH AND POULTRY.—The fish market remains almost unchanged. The supply is quite equal to the demand.

In poultry generally there is little change to note, but turkeys are scarce so far. Largely owing to the wet, cold weather of the spring, turkey raising in Manitoba this last season was not very successful, and those that are offering are largely of a poor quality.

Fish—		
Frozen salmon	0 10
Fresh halibut	0 10
Pickered	0 07½
Steak cod, per lb.	0 07
Lake Winnipeg whitefish	0 09
Finnan haddie	0 09
Kippers, per box	1 75
Lake trout, per lb.	0 10
Blotters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked gold-eyes, doz.	0 50
Oysters, per gal.	2 50
Oysters, 3-gal. tins	2 75
Oysters, on shell, doz.	0 25
Poultry, Live—		
Fowl	0 10
Roosters	0 08	0 09
Chickens	0 13	0 15
Turkeys	0 14	0 15
Ducks	0 11
Ducklings	0 12
Geese	0 10



FLOUR AND CEREALS



Heavy Exports in Flour

Mills Busily Engaged in Grinding—Market Still Firm—Some Feeds Higher and One or Two Easier—Rolled Oats a Shade Easier in Toronto—New York Port Embargo on Wheat

MONTREAL

FLOUR.—The flour situation to-day is one which is practically unprecedented. The demand, both export and domestic, is strong and millers are working full capacity to keep up with offerings. The reason for this is not easy to find. Millers simply say they don't know any reason. The market is slightly weaker the last couple of days, notwithstanding business keeping up so well. There are no changes in quotations following last week's advances. The winter wheat market remains firm. Latter part of December usually sees a falling off in demand owing to dealers being busy with Christmas trade. However, the demand so far this month has been good.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	6 80
Second patents	6 00
Strong bakers	5 80
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car	Small
	lots.	lots.
Fancy patents	5 85	6 10
90 per cent., in wood	5 35	5 60
90 per cent., in bags	2 60	2 70

CEREALS.—There is marked firmness in the rolled oats market. Demand is just fair. On prices being paid by jobbers at present our quotations of \$2.50 to \$2.65 per bag of 90 lbs. low. Pearl barley is scarce, and we have advanced our quotation to 4½ cents.

Cornmeal—	Per 98-lb. sack
Gold dust	2 45
Unbolted	2 15
Rolled Oats—	90's in jute.
Small lots	2 50
25 bags or more	2 65
Packages, case	3 90
Rolled oats in cotton sacks, 5 cents more.	4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, n jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 80
Barley, pearl, lb.	0 04½

FEEDS.—The market is strong. One authority stated that not only is an advance expected, but there is little doubt of it. For this time of year prices are low. Notwithstanding the immense quantity of flour the millers are turning out and consequently the large quantities of feeds, the demand exceeds the supply.

Mill Feeds—	Per ton
Bran	23 00
Shorts	23 00
Middlings	27 00
Wheat moulee	31 00

Feed flour, bag	1 80
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush.	0 55
Feed wheat, iag	1 85

TORONTO

FLOUR.—Levels continue well supported, though some millers are selling something under \$6.50—about \$6.40, as a matter of fact. Still causes which made for high levels ruling last week are still working. Wheat is high and shows no sign of slumping. Export demand is extraordinarily firm; millers are working all they can to keep up with it. And domestic business has to be taken care of. Export is the strongest demand; even at higher levels a loud and continuous call is heard. Flour levels continue slightly under those of wheat, in proportion, millers claim.

A factor which may have some effect upon grain and flour prices generally is notice received by exporters at the Board of Trade this week of an embargo on all shipments to the port of New York. No information is given as to length of time embargo will be on, but it has been levied by the United States in order to relieve congestion of traffic at New York. It is said that freight cars are lined up on tracks leading to that port for a distance of two hundred miles. So far the embargo has had no depressing effect on prices here.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
	per bbl.	per bbl.
First patents	6 60	6 40
Second patents	6 10	5 90
Strong bakers	5 90	5 70
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots.	5 40	5 00

CEREALS.—Rolled oats are slightly easier this week, though not notably lower. We still quote \$2.60. There is a good demand still. Barley keeps firm and high, both pearl and pot.

Barley, pearl, 98 lbs.	4 00	5 00
Buckwheat grits, 98 lbs.	4 50	4 50
Corn flour, 98 lbs.	2 85	2 75
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	2 25	2 50
Hominy, granulated, 98 lbs.	3 00	3 00
Hominy, pearl, 98 lbs.	3 00	3 00
Oatmeal, standard, 98 lbs.	2 85	2 85
Oatmeal, granulated, 98 lbs.	2 85	2 85
Peas, Canadian, bolting, bush.	3 00	3 00
Peas, split, 98 lbs.	6 00	6 00
Rolled oats, 90-lb. bags	2 60	2 60
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.	3 00	3 00
Whole wheat flour, 98 lbs.	2 80	2 80
Wheatlets, 98 lbs.	3 25	3 25

FEEDS.—Good feed flour is slightly higher, and we quote \$1.55 to \$1.60; doubtless, this slight advance is on account of the general firmness felt in flour. Middlings, on the other hand, are a dollar a ton lower, according to Board of Trade quotations. They are more or less slow just now. Bran holds up, and the situation becomes acute, large lots being exported in addition to a heavy domestic demand running all the time.

Mill Feeds—	Mixed cars.	Ton
	per ton	lots
Bran	23 00	23 00
Shorts	24 00	26 00
Middlings	25 00	23 00
Feed flour, per bag	1 55	1 60
Oats—		
No. 3, Ontario, outside points	0 39	0 40

WINNIPEG

FLOUR.—Markets for flour and rolled oats are unchanged. Last week there was an advance on flour owing to increased price of wheat. During the current week wheat has declined, but this change has not affected price of flour, as demand for latter is strong.

Flour—	
Best patents	6 40
Bakers'	5 90
Clears	5 50
XXXX.	5 10
Cereals—	
Rolled oats, 80 lbs.	2 15
Oatmeal, standard and gran., 98 lbs.	2 70
Cornmeal	2 50

CATALOGUES AND BOOKLETS

Canadian Grocer is in receipt of a useful little booklet which is a directory of the milling industry in Canada. This contains alphabetical lists of flour mills, cereal mills, grist mills and mills indexed according to provinces, towns and names. It is compiled by E. S. Bates of the Industrial and Educational Press, Ltd., of Montreal. It also contains information on the Canadian customs tariff in regard to flour and cereals, statistics on the principal grain crops in Canada between 1910 and 1916, distribution of the Canadian wheat crop, etc.

H. Hickey, of Mason & Hickey, Mfrs. agents, of Winnipeg, has been in Hamilton, Ont., his old home, for last few days.

Merry Christmas and Happy New Year



to our many friends and patrons
throughout the country.



May our pleasant business
relations continue for
many years.



CANADIAN CEREAL & FLOUR MILLS CO., Limited
TORONTO, CANADA



"Brunswick Brand" Again, Please"

That's what your customer will say after having once tasted the delicious, wholesome sea foods put up by us in our up-to-the-minute and ideally located plant at Black's Harbor, N.B.

Their quality and popularity are such as to guarantee you a steady and continuous growth of repeat business from the time you start to display them in your store.

Now is an ideal time to begin a better business in your fish department. A stock of Brunswick Brand will make an effective display, resulting in a quick, profitable turnover.

Have you a supply on hand?

Connors Bros., Limited
BLACK'S HARBOR, N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

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

WHITE SWAN SPICES AND CEREALS, LTD.

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

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies	Per doz.
16-oz. Glass Jars.	\$ 2 30
Assorted	2 20
Blackberry	2 25
Blueberry	2 25
Currant, Red	2 20
Currant, Black	2 20
Cherry	2 20
Gooseberry	2 10
Plum	2 10
Plum, Green Gage	2 20
Pear	2 10
Peach	2 16
Raspberry, Red	2 25
Raspberry, Black	2 25
Rasp. and Red Currant	2 20
Rasp. and Gooseberry	2 20
Strawberry	2 30

CATSUPS

In Glass Bottles	Per doz.
1/2 Pts., Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/4 Pts., Red Seal, crown tops	0 50
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS with Pork.

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

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05
Family Baked Beans, Plain, 2 doz. to case	1 15
Family Baked Beans, Tomato Sauce, 2 doz. to case	1 17 1/2
Family Baked Beans, Chili Sauce, 2 doz. to case	1 17 1/2

3's Baked Beans, Tomato Sauce, flats, 2 doz. to case, Aylmer only	1 40
3's Baked Beans, Chili Sauce, flats, 2 doz. to case, Aylmer only	1 40
3's Baked Beans, Plain, tall, 2 doz. to case	1 50
3's Baked Beans, Tomato Sauce, 2 doz. to case	1 60
3's Baked Beans, Chili Sauce, 2 doz. to case	1 60

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case, per doz.	\$ 1 10
12 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 20
16 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 60
16 oz. Glass Tall, Vacuum Top, 2 doz. per case, per doz.	1 60
2's Glass, Vacuum Top, per doz.	2 80
2's Tin, 2 doz. per case, per doz.	2 30
4's Tin, 12 pails in crate, per doz.	0 40
5's Tin, 8 pails in crate, per doz.	0 47 1/2
7's Tin or Wood, 6 pails in crate, per doz.	0 65
14's Tin or Wood, 4 pails in crate, lb.	0 00
30's Tin or Wood, one pail only, lb.	0 00

BLUE

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

COUPON BOOKS — ALLISON'S

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

UN-NUMBERED

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

CEREALS

WHITE SWAN	Per case
Biscuit Flour (Self-rising) 2 doz. to case, weight 70 lbs.	\$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60
COCOA AND CHOCOLATE.	
THE COWAN CO., LTD.	
Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22
Special quotations for Cocoa in barrels, kegs, etc.	



It's a Stroke of Good Business to Handle a Product like **CRISCO**

*For Frying - For Shortening
For Cake Making*

Crisco is a successful seller. For the four years during which it has been on the market, the sales have grown steadily.

This is due, first, to a consistent, conservative appeal to the buying public through careful advertising.

It is due, secondly, to a generous co-operation with grocers in making Crisco known to their immediate patrons.

It is due, finally, to the merit of the product itself, and the policy of "fair dealing toward retailer and consumer alike".

The Procter & Gamble Distributing Co.
of Canada, Ltd.
Hamilton, Canada

Send for Crisco advertising matter for your local use

All Procter & Gamble products sold in Canada are made in the Procter & Gamble factories at Hamilton. They include Crisco, Ivory Soap, P. & G.—The White Naphtha Soap, Gold Soap, Sapolio and Pearline.

Better Foods for Less Money

If you use both lard and butter in your cooking for ordinary occasions, and butter for the things you want especially rich and appetizing, you will find Crisco a welcome economy.



Cake or pastry made with the best creamery butter is not a whit more delicious than when made with Crisco. Yet Crisco costs but half as much as butter.

And foods made with lard seldom attain anything like the flavor of those made with Crisco—not to mention the superior digestibility of the latter. Yet Crisco costs less even than the best grades of lard.

It pays to use Crisco—pays in dollars and cents as well as in food that tastes better and digests easier.

Made in our sanitary, modern factories at Hamilton, Canada

Crisco and Butter

Housewives who have always used butter in the making of "special" cakes and other cookery, often have doubts about using Crisco in its place. They feel that there can be nothing so rich and wholesome as butter.

And that is true of practically every other cooking fat, except



It is easy to make a test yourself to show that Crisco makes cake just as rich, just as nutritious and just as appetizing as the best of creamery butter.

Make one cake with butter, and another with Crisco. Put them before your family without telling them which is which. Ask them to distinguish.

You will find that they cannot pick out the butter cake—more than likely they will point to the Crisco cake and say "that is the one made with butter"

And Crisco costs only half what butter does.

Made in our sanitary, modern factories at Hamilton, Canada

Crisco and Lard

There is something about animal fat that is hard on the human digestion. Lard is entirely an animal fat.

Vegetable fat is a good deal easier to digest and a great deal better for you. Crisco is a purely vegetable fat.



There are different grades of vegetable fats. Crisco is made of only the very highest grade, strained and re-strained, and put through special processes which insure its purity.

Crisco melts at a temperature below that of the human body—it does not require the action of the digestive juices for this purpose.

If you appreciate food which digests easier and is more wholesome than when made with lard, you should try Crisco. You will find it the ideal cooking fat.

Made in our sanitary, modern factories at Hamilton, Canada

XMAS ORANGES

On account of navels being later than usual in maturing, we have put off buying until the last minute, and will therefore be able to fill your orders with the finest quality fruit on the market. Our prices will also be quite in line and not any more than you are asked to pay for some inferior quality.

If we have not already received your Xmas Order, let us have it now. We will look after you properly. All goods loaded in heated cars right alongside our warehouse and loaded by our own men. This assures you against frost or any broken packages.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH, ONTARIO

WETHEY'S CONDENSED MINCE MEAT

Quality—better than ever, if such is possible.

Price unchanged.

Order from your jobber.

(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, size, 2 doz. in box, doz.	1 80
Perfection chocolate, 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 35
Diamond, 8's, 6 and 12-lb. boxes	0 25
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27
Ingredients for Cake—Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

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 50
"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.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE A Handsome Tumbler in Each Tin

1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs. per case	

FLAVORING EXTRACTS WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

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

W. CLARK, LIMITED, MONTREAL

Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Boiled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.	

Brooms of Quality

may always be had by ordering our brands. We have them at \$3.00, \$3.25, \$3.50, \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.50, \$5.75, \$6.00 per dozen.

FACTORY and MILL Brooms \$3.75, \$4.25, \$4.75 per dozen.

Walter Woods & Co.

Hamilton - Winnipeg

LAST MINUTE ORDERS

Quick service and big assortment at your disposal

Oranges Lemons
Pineapples Celery Tomatoes
Cauliflower Nuts etc.

OYSTERS FOR XMAS
Give Us Your Orders

MERRY XMAS TO ALL

WHITE & CO., LIMITED

TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
143-153 University Avenue, Toronto.

The Apple Crop

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

FISH

Salt Trout and Herring

Fresh Frozen Trout and Herring

Lemon Bros.

OWEN SOUND, ONT.

As Usual

The Finest Lemons on the market.

“St. Nicholas”
“Queen City”
“Kicking”

J. J. McCabe

Agent
TORONTO

Christmas

Orders for Hams, Bacon, Lard, Mince meat should be in now. Kindly send them in early. Mail, wire or phone.

F. W. Fearman Co., Limited
HAMILTON
 ESTABLISHED 1854

Aggravating, Isn't It?



It is quite annoying, of course, to have the coal oil slop over and muss up your hands and nice white apron, to say nothing of the very grave risk of fire it involves.

Don't you think you have muddled along quite long enough with that kind of money-losing oil sales? Why not investigate the "Wayne" Oil Tank—the safe, clean, quick, and profitable way of measuring coal oil?

The "Wayne" makes coal oil selling a pleasure, prevents loss, and guarantees cleanliness.

Ask us all about it.

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

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

BRANTFORD STARCH

Ontario and Quebec
 Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.06
 Acme Gloss Starch—
 1-lb. cartons, boxes of 40
 lbs.06½
 First Quality White Laundry—
 3-lb. canisters, cs. of 48 lbs. .07¼
 Barrels, 200 lbs.06½
 Kegs, 100 lbs.06½
 Lilly White Gloss—
 1-lb. fancy carton 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 Starches—
 Boxes containing 45 cartons,
 per case 3 60
 Culinary Starches—
 Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .06½
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07¼
 "Crystal Maize" Corn Starch—
 1-lb. pkts., boxes of 40 lbs. .07¼
 20-lb. boxes ¼c higher than 40's)

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)\$ 3 20
 1 lb. packages (60) 3 20
 ½ lb. packages (120) 3 40
 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 90
 20-lb. tins, ¼ doz. in case.. 2 85
 Barrels, 700 lbs. 3¼
 Half barrels, 350 lbs. 4
 Quarter barrels, 175 lbs. ... 4¼
 Pails, 38½ lbs. 1 95
 Pails, 25 lbs. each 1 40
 3 lb. Perfect Seal Jar, 1 doz.
 in case 2 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.)

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane
 Syrup

2-lb. tins, 2 doz. in case..3 60
 Barrels 0 04¼
 ½ barrels 0 05

CANNED HADDIES.

"THISTLE" BRAND

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

INFANTS' FOOD

Robinson's patent barley, ¼-lb.
 tins, \$1.25; 1-lb. tins, \$2.25; Rob-
 inson's patent groats, ¼-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

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

ORANGE MARMALADE

"BANNER BRAND" PURE FRUIT PRODUCTS

JAMS AND JELLIES

2's\$2 10
 4's 0 35
 5's 0 42
 7's 0 60
 30's, wood 0 08
 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 08¼
 12-oz. glass jar, doz. 1 20
 Tumbler, glass, doz. 1 00

Prices subject to change without
 notice.

YEAST

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

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

Black Watch, 8s, butts 9
 lbs.\$ 0 40
 Bobs, 6s and 12s, 12 and 6
 lbs. 0 46
 Currency Bars, 12s, ½ butts,
 12 lbs., boxes 6 lbs. 0 46
 Currency, 6s, ½ butts, 9 lbs. 0 46
 Stag Bars, 6½s, butts, 11
 lbs., boxes, 5½ lbs. 0 48
 Walnut Bars, 8½s, boxes 7
 lbs. 0 64
 Pay Roll, thick bars, 8½s,
 6 lb boxes 0 68
 Pay Roll, thin bars, 8½s, 5
 lb. boxes 0 68
 Pay Roll, plug, 8½s, 12 and
 7 lb. caddies 0 68
 Shamrock, plug, 7½s, ½
 butts, 12 lb. boxes, 6 lbs. 0 57
 Empire, 7s and 14s, caddies
 15 lbs., ¼ caddies, 6 lbs.. 0 56
 Great West, pouches, 9s ... 0 72
 Forest and Stream, tins, 11s,
 2 lb. cartons 0 89
 Forest and Stream, ¼s, ½s
 and 1-lb. tins 0 50
 Forest and Stream, 1-lb.
 glass humidors 1 00

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

HONEY

Try our Airline Brand. Honey put up in all sizes of Packages, Glass or Tin. Write for prices.

THE ROOT CANADIAN HOUSE
185 Wright Avenue, TORONTO

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada
PR. MPT DELIVERIES

by us are therefore certain.
THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

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

Write us for New Price List of

WINDSOR SALT

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

"The Utmost in Lemons"
Placido Costa & Co.

MESSINA BRANCH AT CATANIA
Agents for Canada Wanted

One Inch Space
\$1.00 Per Issue
on Yearly Order.

AT HOLIDAY TIME

there's a greater demand than ever for

MAPLEINE

the "mapley" flavor for making syrup and flavoring desserts and dainties.

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

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

CRESCENT MFG. CO.
SEATTLE, WASH.



Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT.

Grocery Advertising

By Wm. Borsodi

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

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

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

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

A GOOD GENERAL STORE, \$4,000—STOCK good, new town; turnover \$40,000; good profits. Reason for selling, closing out branch stores. Box 152, Castor, Alberta. Dec. 17-24

WANTED

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

TRAVELING SALESMAN — WANTS SEVERAL good lines to carry on Prince Edward Island. Salary or commission. Reginald Dawson, Albany, P.E.I.

A THOROUGH GROCERY MANAGER, WITH long experience, desires change of position January first. One who is a hustler and business-getter, and no experiment in a heavy position. Would consider salary and percentage. Box 121, Canadian Grocer.

MISCELLANEOUS

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

What About Brooms? Get Our Prices Now

We invite you to investigate our proposition. All our brooms are made in Canada from the finest American corn obtainable. We are making a broom which is superior to any other on the market, but not higher in price.

AMERICAN BROOM WORKS

ST. BAZILE DE PORTNEUF, P.Q.

OAKLEY'S **KNIFE**
 20-102-7785

POLISH
 JOHN OAKLEY & SONS, LIMITED,
 LONDON, ENGLAND.

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

Coupon Books

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



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

THEREFORE SAVE MONEY.

Write Your Jobber or
ALLISON COUPON COMPANY
 532 East Market St.
 Indianapolis, Indiana, U.S.A.

When writing to advertisers kindly mention this paper

Are You Interested?

In Buying a Business?
 In Selling a Business?
 In Engaging a Clerk?
 In Securing a Position?
 In Securing a Partner?
 In Disposing of Second-hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
 (payable in advance)
 2c per word, first insertion.
 1c per word, subsequent insertions.
 5c extra per insertion when replies are to be addressed to Canadian Grocer.

Canadian Grocer
 143-153 University Ave., Toronto

Want Ads.

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

Try it out.

Christmas Appeal
 FOR
The Hospital for Sick Children
 COLLEGE ST., TORONTO.

Dear Mr. Editor:—
 Thanks for your kindness in allowing me the privilege of appealing at this Christmas time on behalf of the Hospital for Sick Children, Toronto.

In the 40 years of the Hospital's existence there have been treated within its walls 26,108 children as in-patients; 231,768 as out-patients; a grand total of 257,876 in and out-patients.

The Hospital for Sick Children gives a province-wide service, for little patients from every section of Ontario have sought its aid. Last year 499 patients were admitted from 232 places outside the city of Toronto. In 1914 there were 394 from 210 places.

Of the 2,838 in-patients last year 1,771 were medical cases and 1,067 surgical. In the orthopedic department of the 2,838 in-patients, 264 were treated for deformities, 21 Pott's disease of the spine, 10 lateral curvature of the spine, 10 bow-legs, 57 club-foot, 17 dislocations of hip, 42 tubercular disease of knee, hip, ankle, wrist and elbow; 76 infantile paralysis, 8 wry neck, and 21 miscellaneous.

Our battle is never-ending—is one that will continue while the world lasts, for it is the fight between the armies of life and death, to save the child life, the sick little ones, sons and daughters not only of our soldier men, but of the fathers and mothers still in this home-land province.

The Hospital is beating back disease and death, the enemies that assail the lives of little children as the British Empire is beating back Germany, Austria and Turkey, the enemies that assail the life of liberty.

So we appeal to the generous people of Ontario not to forget those so near and dear to us, who lie in the beds and cots of this great charity.

Will the people at large, as of old, respond to our call? Will they remember that every year is a war year for the Hospital, every day a day of battle, and that the Hospital needs money, not for its own sake, but for the children's sake?

The Hospital has waged its war for forty years. The people of Toronto and Ontario have been its friend, and this year of all years it requires help. Surely you will give to a charity that cares for every sick child in Ontario, for only as your money reaches the Hospital can the Hospital's mercy reach the children.

Every dollar is a link of kindness in the chain of mercy that joins the money in your pocket to the miseries of some child's life, some mother's heart.

Remember that Christmas calls you to open the purse of your kindness to the Hospital that the Hospital may open the heart of its help to the children.

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.

BESIEGED!!

WITH ORDERS

OUR LINE HAS INTERESTED
MERCHANTS!! MANUFACTURERS' AGENTS!! AND
JOBBER!!

THROUGHOUT THE DOMINION.

Increased business has forced us into larger factory, equipped
with modern machinery and facilities to supply the demand.

"CANADA SOUPS"

are made in 16 varieties—put up in dressy packages, and
retails at 5c. Absolutely distinct in flavors, containing re-
quired food values.



Canada Foods, Limited, Toronto

Keep Up The Connection

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

Advertising in CANADIAN
GROCER is the medium.

Rate Cards and full particulars on
request.

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Get In On This Christmas Window 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.

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. Get photograph about 10' x 7' in dimensions.

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

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

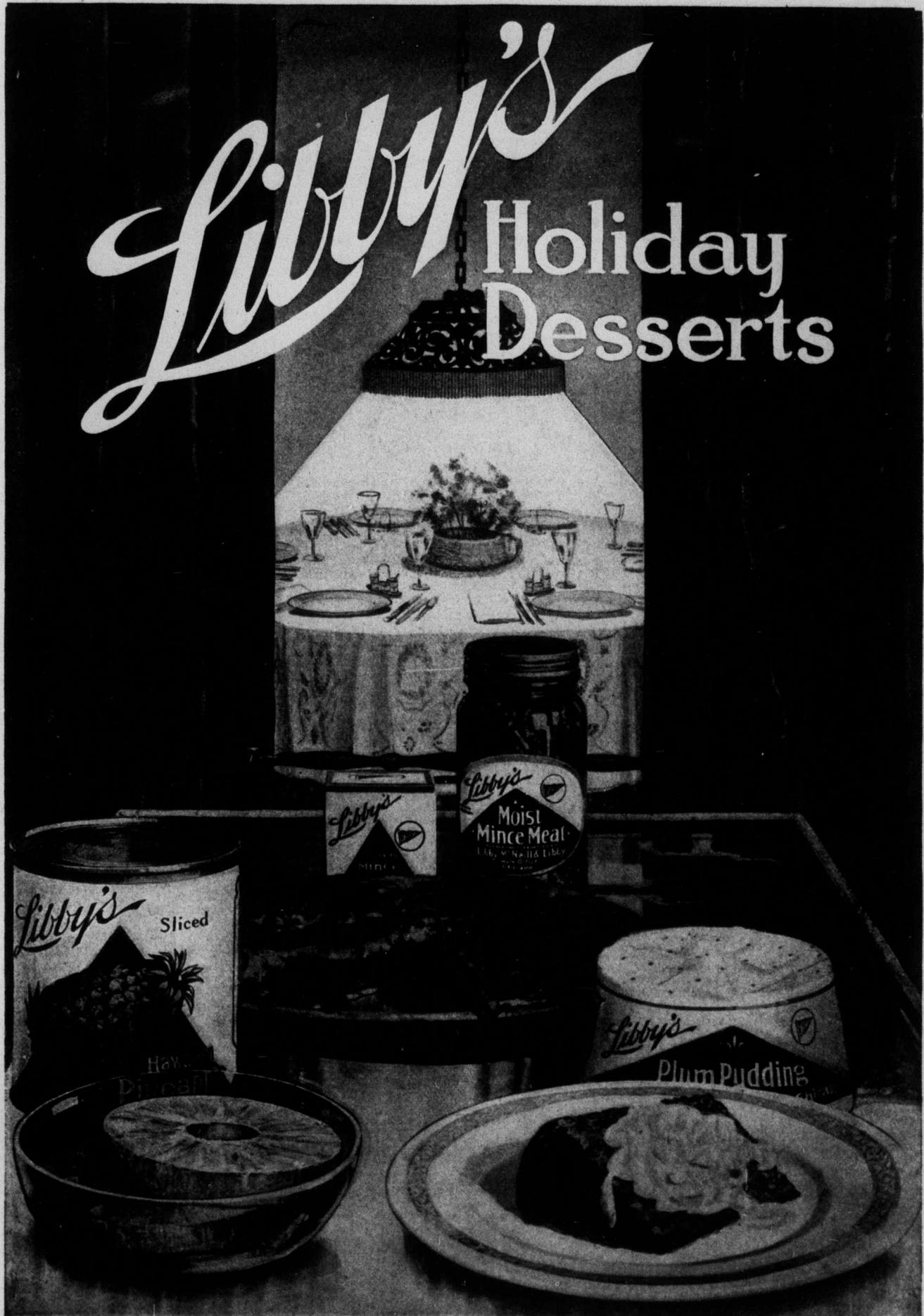
Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO

Libby's

Holiday Desserts



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

Unquestioned quality

Our five Made-in-Canada milk products have firmly established their superiority as business-building profit-makers.

Their appetizing, nutritious qualities make them business-getters wherever displayed.

You can reap a handsome profit by featuring this superior Made-in-Canada line.

Order a stock and get up a good, effective display to-day. Your increased turnover will convince you of the popularity of Malcolm Condensing Co.'s Goods.

NOTE OUR 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 Skimmed, 4 doz. in case	3.80

Order a 5-case lot and we will pay freight up to 50c per 100 lbs. in Ontario, Quebec or Maritime Provinces.



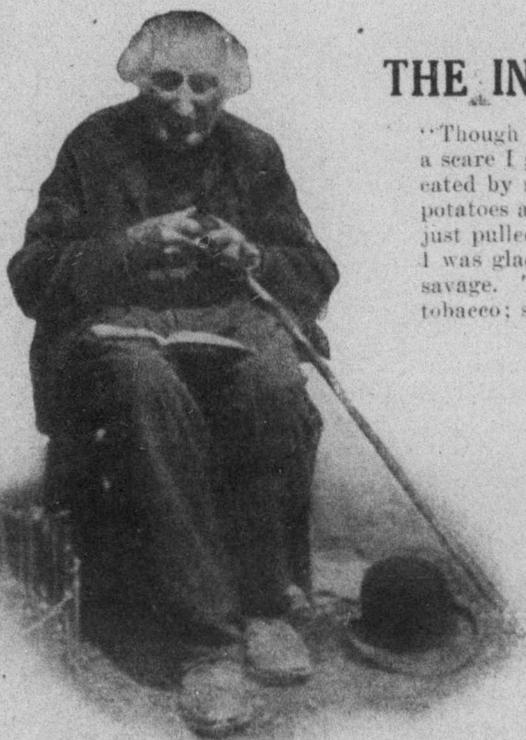
The Malcolm Condensing Co., Limited, St. George, Ont.

No. 27

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

THE INDIAN AND HIS SCALPING KNIFE



"Though I never saw many Indians who were dangerous, I well remember a scare I got once. A big, brawny red man came into my store and indicated by signs that he was hungry. I sent to the house for some meat, potatoes and bread. Do you think he would eat the two latter? Oh no! he just pulled out a treacherous looking knife and waded into the big roast. I was glad to see him finish the meat and get out, for he looked pretty savage. To get on the good side of him I gave him a plug of chewing tobacco; say, but it was strong, and he liked it, too.

"Tobacco seems to get the goodwill of most men if they use it.

"My Grocer says he has never had a man kick about King George Navy—it gets 'em all with its fine, chewy flavor."



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

FIVE ROSES FLOUR

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DON'T MERELY SAY "FLOUR"
SAY
"FIVE ROSES FLOUR"



The only flour publicly and unreservedly guaranteed not bleached--not blonded.

OVER a quarter century's successful trading proves that the first FIVE ROSES order means established trade. It is these first orders and their offspring that constitute the enormous FIVE ROSES Goodwill, which we would not dispose of to-day for over a million. Why not add the FIVE ROSES Goodwill to your own? You can fill the FIVE ROSES demand in barrels and halves.

ALSO PACKED IN BAGS OF SUITABLE SIZES

BREAD CAKES

OUR various offices throughout Canada are maintained for the purpose of closer co-operation with our distributors. Uniformity of quality and service is the distinctive policy of this company in its relations with the trade. Let us help you in filling the FIVE ROSES demand.

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL

"The House of Character"
Toronto Ottawa London Sudbury
Quebec St. John, N.B. Calgary Keewatin
Fort William Medicine Hat Vancouver
Portage La Prairie

WINNIPEG

Daily capacity—27,400 bags of 98 lbs.