

**PAGES
MISSING**

CANADIAN GROCER

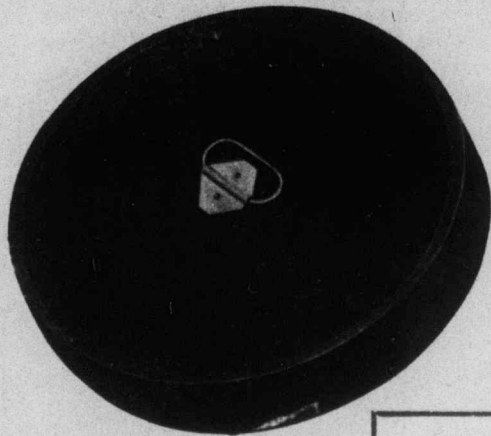
Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

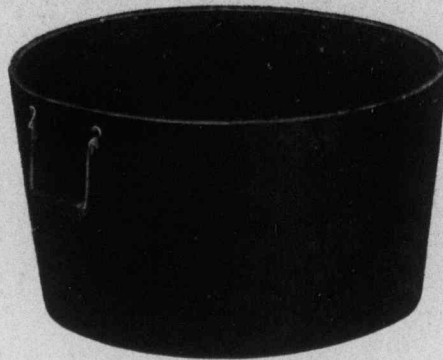
Vol. XXX

PUBLICATION OFFICE: TORONTO, DECEMBER, 15th, 1916

No. 50



BARREL COVER—2 SIZES.



WASH TUB or BABY'S BATH TUB—4 SIZES.



BUTTER or SPICE PAIL.



"TWIN BEAVER"
WASHBOARD

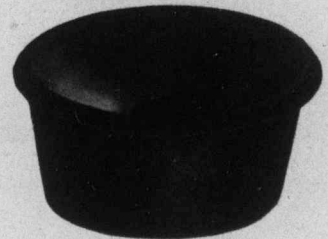
IT is nearing Xmas time and your customers, with some extra spending money, will be in a buying mood. Now is the time to Push!

EDDY'S INDURATED FIBREWARE.

SUGGEST to them that they make the Kitchen a present of a Pail or Tub, or both. They will never regret it.

WE trust you use Eddy's Fibreware in your own Home and Store. If you do, you will naturally be a booster; but if you do not, it is time you tested the virtues of this modern Ware yourself. It is so light, so easily cleaned and so well wearing.

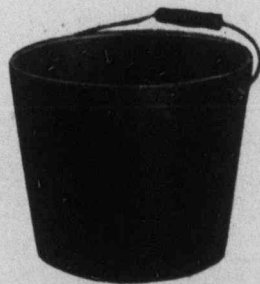
IN case we do not have another opportunity, we now wish all Canadian Grocers and their Assistants "A Good Christmas Turnover," "All Happiness and Prosperity in 1917," and a closer acquaintance with all EDDY WARES.



CUSPIDOR—2 SIZES.



PIGEON NEST.



"STAR" PAIL.
GENERAL UTILITY.



ROUND BOTTOMED
FIRE BUCKET.



WE HELP YOU SELL

**O-Cedar
Polish**

(MADE IN CANADA)

Not only are we spending thousands of dollars advertising O-Cedar in the daily and weekly papers and in the magazines to help your sales, but we are ready to help you right in your own store.

THIS FLOOR DISPLAY STAND IS FREE

to you with an individual order, to your jobber, for \$100 (net) of O-Cedar Polish and Mops.

It is a very handsome piece of store furniture. It is made of metal in Circassian Walnut finish, and will hold a good stock of O-Cedar. It is 45 in. high, 12 $\frac{3}{4}$ in. deep, and 25 $\frac{1}{2}$ in. wide.

ORDER TO-DAY FROM YOUR JOBBER AND GET THIS STAND.

As Our Supply is Limited.

CHANNELL CHEMICAL COMPANY, LIMITED . TORONTO, CANADA



LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

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



Made in Canada



Lively sellers

—the sort of stock you are always aiming to handle, the goods that you know will bring your most particular customer back with a smile of satisfaction and a profit-making repeat order—that, Mr. Dealer, is what you will find in the well-known Borden Milk Products.

Established reputation for purity and quality, together with steady advertising, keep Borden's Brands of Milk moving rapidly from the Grocer's Shelves. You can handle Borden's Milks with perfect confidence, knowing that every can in every case will sell and give satisfaction.

"St. Charles" Evaporated and "Eagle Brand" Condensed Milk are two Borden lines, very dependable for quick money-making winter selling. The prevailing high cost of fresh milk is swinging more people "Bordenwards." They find in these high-class milk lines a purity and a delicious wholesomeness hitherto undreamed of.

Get in line with the other wide-awake Grocers who are cashing in on Borden Quality.

**Borden Milk Co.
Limited**

"Leaders of Quality"

MONTREAL

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

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

Selling Faster All The Time

Why? Because Purity Oats are milled from high-grade Alberta Oats by our improved Scotch process. The big, full, even flakes make the most flavory porridge you ever tasted. Once tried your customers want no other oats

PURITY OATS

Order from your
WHOLESALE

also have a profit-sharing coupon in every large-size package—a strong selling feature.

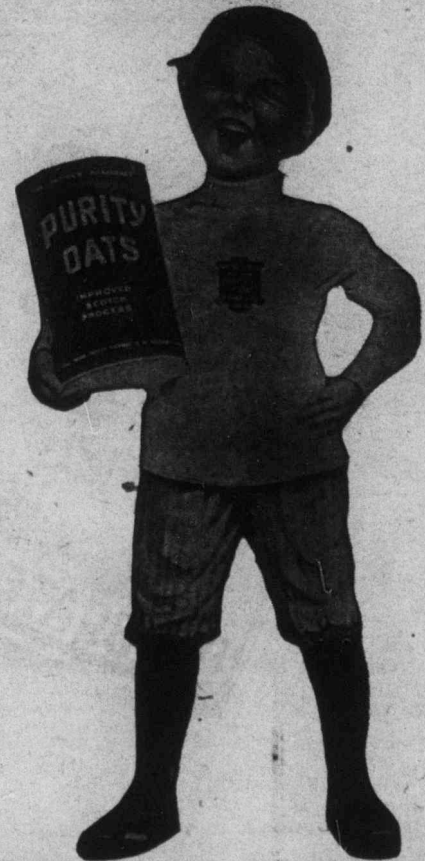
Purity Oats is the line to PUSH. Write for attractive Purity Oats window display.

Western Canada Flour Mills Co., Limited

Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich 'Montreal St. John, N.B.

The Purity Kid



The First Result

of Anchor Caps and Closures is the larger sales they bring your product. The feeling of security they convey, the idea of freshness they give your product has a **direct** influence on repeat sales.



JUST figure it out for yourself why the best producers use Anchor Caps exclusively and why their products are practically controlling the whole market. There are a number of points regarding Anchor Caps worthy of your special investigation.

Write for free catalogue to-day.

**Anchor Cap and Closure Corporation
of Canada, Ltd.**

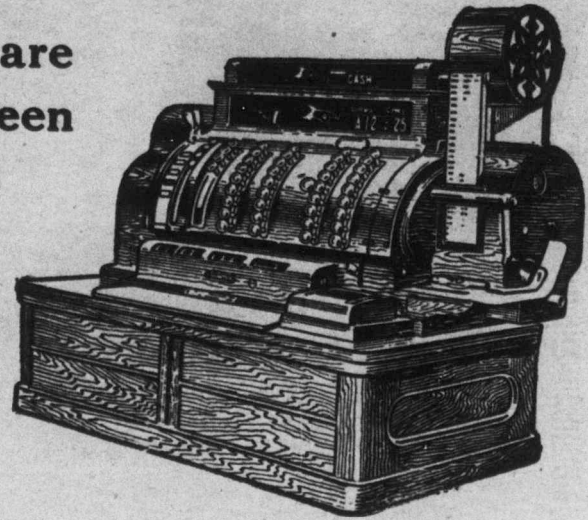
50 DOVERCOURT ROAD

TORONTO, CANADA

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

Thousands of retail merchants fail every year

50% of the causes of failures are losses in transactions between clerks and customers:



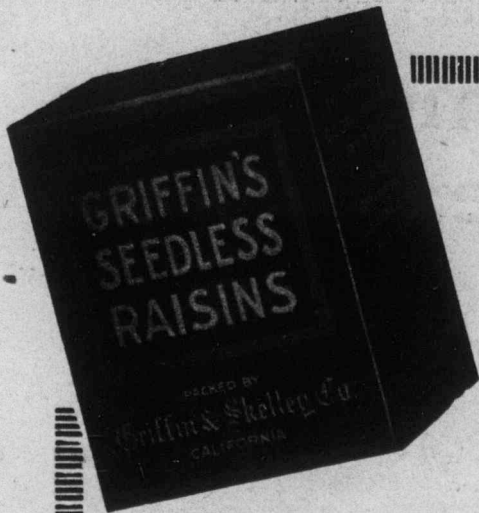
1. Goods are sold for cash and no unchangeable record is made of the money taken in. Thousands of dollars are lost in this way.
2. Customers get goods on credit. Somebody forgets to charge them. The customer gets the goods and the merchant gets nothing.
3. Money is received on account. No record is made. A second bill goes out. The customer objects and goes to other stores.
4. The merchant and clerks pay out money and forget to write it down. This makes many a merchant wonder why there is so little in the cash drawer at night.
5. Goods are sent on approval or C.O.D., of which the store loses its record. Merchants lose money in this way.

A complete National Cash Register stops the above things.

It forces a proper record of all transactions between clerks and customers.

The National Cash Register Company of Canada, Limited
TORONTO ONTARIO

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



Califorina to the rescue

Sunny California, with its irrigated orchards, vineyards and truck farms, can be counted on to provide fruits for the peoples of North America and of other lands. This year Canada must depend on the dried and canned fruits and vegetables of California more than usual, and on

Griffin's Seedless Raisins

are established favorites. They can always be relied on. The demand will be good. Have a plentiful supply. There is money in them, and the packages make a good show for counters, shelf, or window. Order now.

Griffin & Skelley's Peaches, Plums, Apricots, Prunes and Raisins

—because domestic goods are scarce and high-priced. Get your customers in the way of relying more on *you* than on *themselves*—by giving them G. & S. goods. So will you make more money, and at the same time render an appreciated service.

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

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

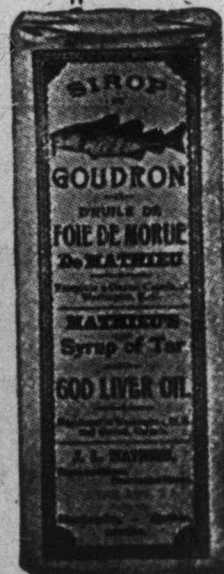
With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

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

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC



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

CLARK'S Mince meat



We recommend for your consideration the following attributes of

CLARK'S MINCEMEAT

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

Ready for use.

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

SELL GOOD GOODS—YOU'LL BRING GOOD TRADE

W. CLARK, Limited, Montreal

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

Furnivall's

FINE
FRUIT
PURE JAM

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

The quality basis on which Furnivall popularity is built is the dealer's surest guarantee of continued customer satisfaction.

You take no chances when you stock this dependable first quality jam. It's as good as the most careful selection of sound, sun-ripened fruits, pure cane sugar, and expert workmanship can make it.

Order a supply and see how it sells.

FURNIVALL-NEW, Limited
Hamilton Canada

Mr. Merchant


See that your clerks and department heads read this paper regularly, it will increase their efficiency. Watch closely advertisements for new selling arguments, it will help increase sales. There is always room for the man who knows.

Tea

Have you placed your order for requirements for the ensuing six months?

We believe higher prices will prevail.

Take advantage of present quotations upon our stock bought at low point of the season.

 Prices must be increased on all teas arriving next month.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter Street

MONTREAL

ESTABLISHED 1874

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



This big 10 cent seller should be prominent in your displays

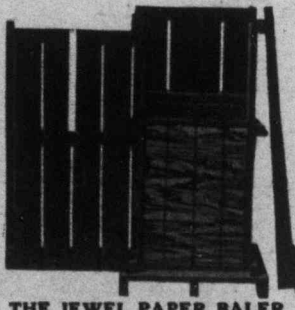
Though the popular price of **H.G. SAUCE** has done much to popularize it with the prudent housewife, yet its biggest appeal lies in its unexcelled dietetic qualities.

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

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

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

**WHY WASTE PAPER
should be baled**



It is worth \$10.00 per ton and up.

It is more easily and quickly baled than burned or otherwise disposed of.

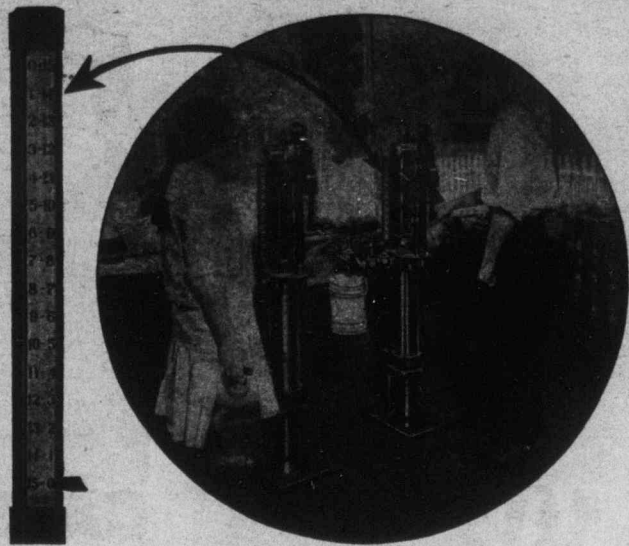
The **JEWEL BALER** means a permanent convenience and a permanent revenue.

Write to-day for full particulars re baler and paper market.

**General Sales Co.
203 Stair Bldg., TORONTO**

THE JEWEL PAPER BALER

**Say You Saw It
in
Canadian Grocer**



Avoid Costly Guessing!

You wouldn't think of running your store without using a refrigerator, cash register or computing scales—but this would be just as logical as being without means of accurately measuring the kerosene you sell.

Customers come in with cans of various sizes, you fill them up and charge for an even quart, half-gallon, etc., even though the cans may hold a great deal more than what you charge for.

Did you ever stop to consider how much you are losing in this manner?



Self-Measuring Outfits

solve this and many other important problems.

But this one point alone would make a Bowser Outfit a paying investment in your store.

Look at the illustration of the Computer shown above—you hang the customer's can on the pump nozzle and when the can is filled an indicator points to the *exact* selling price of the oil delivered. Your customers receive no more nor less than they pay for and you receive *all* of the profit due you.

Then there are the numerous other advantages gained through the use of a Bowser—convenience, cleanliness, safety, etc.

You can easily pay for a Bowser with what it's costing you to do without it.

Write to-day for detailed information—no obligations incurred.

S. F. BOWSER & COMPANY, Inc.
Engineers, Manufacturers and Original
Patentees of Oil Handling Devices

TORONTO **ONTARIO**

Sales Offices in all Centres — Representatives Everywhere.

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



So Handy To Use
CATELLI'S
 READY CUT
MILK MACARONI

Not better than our regular Milk Macaroni—simply more convenient to use. Cut in handy sizes—ready to be dropped in the boiling water.

Write for free copy of "The Girl at Catelli's"—giving over 100 recipes for cooking macaroni.

The C. H. Catelli Co. Limited, Montreal. ²⁴

Made in Canada
Better than Imported

What if they have been making Macaroni abroad for over two thousand years? They are none too particular about quality over there. What a contrast to the infinite care taken to insure absolute purity and cleanliness in the Canadian home of

CATELLI'S MILK MACARONI

Here is scrupulous cleanliness. Here is a pure food product that delights the heart of the expert. Made of choicest hard wheat Semolina and Milk.

Superior—in every point of quality, nutriment and flavor, to any imported brand.

Write for Cook Book—free.

THE C. H. CATELLI CO., LTD., MONTREAL.



Instead of Fish or Eggs on Friday, serve

CATELLI'S MILK MACARONI

It contains more nourishment than the best fish or eggs, at half the cost. A 10c. package makes a dinner dish for six persons,—and supplies a food that satisfies even the working man.

You won't tire of this delicious MILK Macaroni—because our Cook Book tells how to prepare it in more than a hundred different styles.

Grocers everywhere have Catelli's MILK Macaroni.

Write for Cook Book—free

THE C. H. CATELLI CO., LTD., MONTREAL.



Catelli's Daily Messengers

These are three of our big series of newspaper and magazine advertisements which are carrying the message of Catelli's Milk Macaroni to your customers.

Our advertising runs all the year round, to help you to make your "turnovers" quick and often.

Co-operate with us. Your wholesaler has Catelli's, fresh from the big sunlit factory in Montreal. Order a small stock if you are not already handling it, and see what an excellent seller it is.

THE C. H. CATELLI CO., LIMITED
Montreal

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

**In your Locality
are many
Dogs and Cage Birds**

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

**SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.**

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

SPRATT'S Depots in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

**GIPSY
Stove Gloss**

will bring customers *again* and *again*—and yet *again*—to your store. GIPSY is always ready for use and so easy in use that customers want it regularly.

Specify "GIPSY" when you order from your Wholesaler.

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



**Canada's Best
Will Stand
The Test**

For years, Windsor Salt has stood every test for Purity, Quality and Savour.

It is the standby in almost every home—just as it is sold by practically every grocer.

**Windsor
Table
Salt**
Made in Canada
THE CANADIAN SALT CO. LIMITED



**Cow Brand
Baking Soda
is convenient**

What is more easily found on the pantry shelf, or in the cupboard, than the attractively labeled package of Cow Brand Soda? Your customers appreciate the Cow Brand Package and its pure, full-strength contents. They prefer it to the paper bag packaged goods.

Church & Dwight, Limited
Manufacturers - MONTREAL

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

A Big Service for Manufacturers

To take care of our agencies we have large warehouses, fully equipped offices,
and selling staffs at

Winnipeg
(Manitoba)

Regina
(Saskatchewan)

Saskatoon
(Saskatchewan)

Calgary
(Alberta)

Edmonton
(Alberta)

Vancouver
(British Columbia)

We are in daily touch with every Wholesale Grocery Jobbing
House in the provinces of

**Manitoba, Saskatchewan, Alberta and
British Columbia**

Donald H. Bain Company

(Successors to Nicholson and Bain)

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



Flash Tapioca

**as a 10 cent seller is your opportunity
to Increase Sales**

At 10 cents Flash Tapioca sells 5 or 10 cents lower
than other lines. Yet it is without superior in quality.
It is composed of nothing but the finest granulated
tapioca.

For *Bigger Sales, Bigger Profits and Customer Satis-
faction*, sell Flash Tapioca.

Walter Christmas Company Limited
MONTREAL . . . CANADA

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

Crystal Syrup

In two pound tins.

The finest cane syrup on the market.

Try it.

S. DAVIS & SONS, LTD. CIGAR MAKERS MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
“ New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
“ La Plaza	2 for 25c, equal to most 20c cigars.
“ Promoter Blunts	3 for 25c, equal to most 15c cigars.
“ Perfection	3 for 25c, equal to most 15c cigars.
“ Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
“ Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

Send me samples and quotations of white

BEANS

FRED J. WHITE
BROKER
27-29 Wellington St. East
TORONTO CANADA

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

FOR SALE

Choice Potatoes, Selected Eggs,
Creamery Butter, Honey,
Fancy Dressed Poultry.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

W. H. Escott Co.
Limited

Manufacturers'
Agents
Wholesale
Grocery
Brokers

Winnipeg
MANITOBA

BRANCHES:
Regina
Calgary
Saskatoon
Edmonton

ESTABLISHED 1907

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

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.

NEWFOUNDLAND

WESTERN PROVINCES

**W. H. Millman
& Sons**
Wholesale Grocery Brokers
27 Front St. East, Toronto

Beans
Evaporated Apples

G. B. THOMPSON
Wholesale Commission Broker
and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency.
Our STORAGE, DISTRIBUTING and
FORWARDING facilities are unexcel-
led.
Correspondence solicited.
"Always on the Job."

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and pro-
gressive manufacturers wanting live
representatives.

C. H. GRANT CO.
Wholesale Commission Brokers
and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can
give you results on yours.

FEATURE FOR THE TRENCHES
**G. Washington's
Refined Coffee**

Canadian Sales Agents:
Edmund Littler,
100 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

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

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

C. S. Turner Co.
147 Bannatyne Ave. East
WINNIPEG
Manufacturers Agents
Excellent Storage, Forwarding and
Distributing Facilities

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.;
John Taylor & Co., Ltd., Toronto, and many
other large British, American and Canadian
firms. We can give the same time and service
to your product.
140 Notre Dame Avenue, East, Winnipeg

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

QUEBEC.

**ROSE & LAFLAMME
LIMITED**

Commission Merchants
Grocers' Specialties.

MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

To The Trade

Buyers and sellers of

**All Kinds of Grains
and Seeds**

**Denault Grain and Provision
Co., Limited**

SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. **BEANS AND CORN A SPECIALTY.**

ALFRED T. TANGUAY & COMPANY,

Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

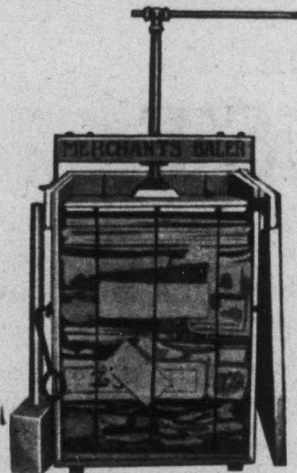
G. Gagne Grocery Broker
and Manufacturers' Agent

We have a connect on in Quebec City
and throughout the province.

111 Mountain Hill Quebec City

Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

MARITIME PROVINCES.

J. N. COCHRAN

Manufacturers' Agent and Grocery
Broker

FREDERICTON, N.B.

I have a connection with both wholesale
and retail trade throughout the entire
Maritime Provinces.

Condensed Milk

Well-known British firm having thoroughly efficient organization covering Grocery Trade in every part of the United Kingdom, desire connections with Condensed Milk Factory. Arrangements could be made on Sole Agency basis or otherwise.

Address full particulars of producing capacity to — "C.M.," Street's, 30 Cornhill, London, England.



**DEPARTMENT OF THE NAVAL SERVICE.
TENDERS FOR PROVISIONS.**

SEALED TENDERS, addressed to the undersigned and endorsed "Tenders for Provisions," will be received up to noon Thursday, January 4th, for the undermentioned provisions for delivery to H.M.C. Dockyard, Esquimalt, B.C.

1. Flour.
2. Biscuit Pilot.
3. Preserved Milk.
4. Sugar.
5. Tea.
6. Coffee.
7. Chocolate soluble.
8. Jams and Marmalade.
9. Pickles.
10. Corned Beef and Mutton.
11. Tinned Rabbit.
12. Mustard.
13. Salt.
14. Pepper.
15. Vinegar.
16. Salt Pork.
17. Split and Marrowfat Peas.
18. Beans haricot.
19. Celery Seed.
20. Preserved Suet.
21. Raisins.
22. Rice.
23. Lime Juice.
24. Oatmeal.
25. Malt and Hops.
26. Currants.
27. Preserved Potatoes.

Forms of tender and all information may be obtained by application to the undersigned or to the Naval Store Officer, H.M.C. Dockyard at Esquimalt, B.C.

Applicants for forms are requested to state definitely the item or items on which they desire to tender.

G. J. DESBARATS, C.M.G.,
Deputy Minister of the Naval Service,
Department of the Naval Service,
Ottawa, November 28, 1916.

Unauthorized publication of this advertisement will not be paid for.

KINDLY MENTION THIS PAPER WHEN ANSWERING ADVERTISEMENTS

The Oldest and Largest Makers of Talcum Powder in the World is the House of Mennen's



THE universal prestige it now enjoys, is the reward for over thirty years' conscientious manufacture of the best talcum powders and the outgrowth of the unceasing experimenting and research work, which has been carried on in the great Mennen Laboratories since the very beginning. Mennen's Borated Talcum is recognized the world over, by thousands of

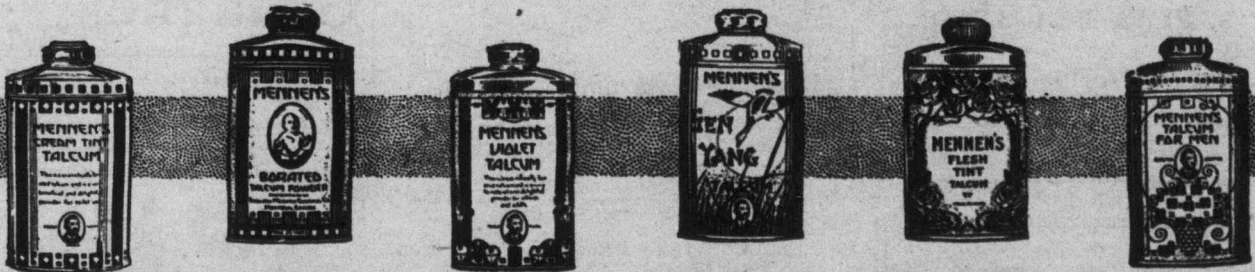
physicians, nurses and mothers, as the standard baby powder. The other various tints and perfumes hold an equivalent position with those for whom they are especially prepared.

Dealers always feel assured, when they sell any of the Mennen Products, that they are backed by the oldest and largest manufacturers of talcum powder in the world.

The Gerhard Mennen Chemical Company

Canadian Factory: Montreal, Que.

Canadian Agents: Harold F. Ritchie & Company, Ltd., Toronto, Ont.



You have a steady seller in GOLD DUST



Put a display of Gold Dust where the women can see it—and your supply will rapidly diminish—but don't let it stay low, because the demand is steady and persistent. Every woman has used Gold Dust to save her work in some way—she likes it—and our advertising everywhere is constantly suggesting new uses for Gold Dust.

It remains for you to remind her of Gold Dust when she is in your store to secure the order.

THE N. K. FAIRBANK COMPANY

LIMITED

MONTREAL

"Let the GOLD DUST TWINS do your work."

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

A tea that has sold for more than a score of years and steadily increased in sales and prestige must

have some outstanding qualities. The secret of Red Rose Tea's success is in the choice quality of the leaf, the skill

in the blending, and a uniformity of flavor, richness and strength that has been maintained under all conditions.

RED ROSE TEA has proved itself worthy to be made the LEADER of every enterprising grocer.

T. H. Estabrooks Co., Limited, St. John, Montreal, Toronto, Winnipeg, Calgary



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

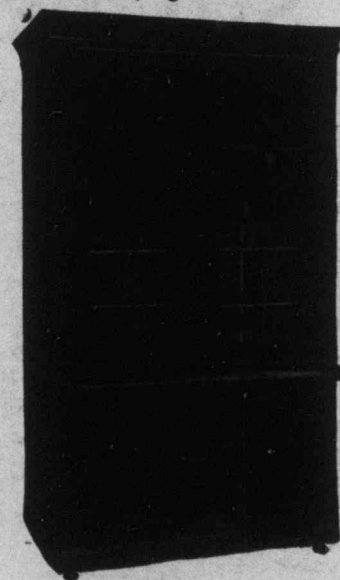
Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Gleba Polish Company

Oshawa, Ontario

The Only Patented Refrigerator



in existence with warm air flues across ceiling of the cooling room and connected with warm air flues around walls. Get the benefit of our 30 years' experience and write us for catalogue. Pat. 1900, 1910, 1914

Eureka Refrigerator Company

Limited

31 Brock Ave. TORONTO

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline St., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

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



This package is now a household requisite, everywhere in Canada for Infants and Invalids.

Wide-awake grocers feature Robinson's "Patent" Barley and "Patent" Groats. A display of these attractive packages will increase your sales and profits.

MAGOR, SON & CO., LIMITED

30 Church Street, Toronto

191 St. Paul Street W., Montreal.

AGENTS FOR THE DOMINION OF CANADA.

ICING SUGAR IN PACKAGES

If there is one kind of sugar as against another that should be put and sold in original packages it is Icing.

When stocked in bulk for any length of time it becomes hard and lumpy. Avoid unnecessary trouble in this direction by handling only



Lantic Icing Sugar

packed 20 and 50 *one pound* packages to the case.

In addition to the carton our Icing is packed in a paraffin bag on the inside which insures keeping qualities.

Order a case to-day for your Christmas trade.

Atlantic Sugar Refineries, Limited
St. John, N.B. Montreal, Que.

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

CANADIAN GROCER

Vol. XXX.

TORONTO, DECEMBER 15, 1916

No. 50

The Last Word in Store Refrigerators

The New Store of Brown Bros., St. Clair Ave., Toronto, Finely Equipped—Some Innovations in the Refrigerator Line—Even Display Windows are Supplied With Cold Air—A Modern Plant That Should Bring Success

THE firm of Brown Brothers who have a meat and produce stall in the St. Lawrence Market, Toronto, as well as several stores in various parts of the city, have just opened a new store at 1158 St. Clair Ave. West.

This store is one of the best equipped in the city for the particular business for which it was designed. The cold storage facilities are unusually complete.

The store is a large, airy structure with plenty of room available for a plentiful stock. Facing the door is a

large glass show case, 18 feet in length, two compartments high. The lower of these compartments is for the display of butter, eggs and similar lines of produce. The top compartment is for cooked and special displays of fresh meats. The top of this display case is used for a serving counter. The actual cutting is done on blocks that are hidden behind this counter or in the commodious workroom behind the store proper. The counter, like all the fixtures of the store, is made of white porcelain and is supplied with pipes run-

ning through the back. These pipes do not appear to spoil the sightliness of the show case, but they provide a perfect cooling system, so that the display case becomes a perfect refrigerator, and it is not necessary to remove any of the goods over night.

Behind the counter and running right across the store there is a partition of porcelain squares outlined in oak. On the left of this partition is a glass door leading into the back store. To the right a door leads into the office. Between these two there is the refrigera-



Show Case and Refrigerator of the New Brown Bros. Store on St. Claire Avenue, Toronto.

tor proper, with glass windows for displaying the goods that are not removed from the refrigerator. A number of doors open into these different compartments. With their glass face and bright nickel fittings outlined in dark wood against a surface of white they give a pleasing impression of freshness and cleanliness.

Large Refrigerator Capacity

The large door into the refrigerator opens from the back store. The refrigerator itself is 12 feet high and 11 feet square giving ample room for handling of large cuts of meat. The back store is another large, bright room fitted with cutting blocks, a porcelain sink for cleaning fish and other appliances for the care and handling of the meat and produce business.

Refrigerator Show Windows

The windows are one of the novel features of the store. To display meat

and produce without causing a deterioration of the goods displayed, is one of the difficulties of the business. The warm atmosphere of a window often ruining the appearance of the goods in a few hours.

In this new store provision has been made for that. Not only is the floor and walls porcelain lined, but the whole is refrigerated by a series of pipes. These narrow pipes are arranged in a scroll design about four feet from the floor of the window. They serve to suspend goods on when necessary, and their design does away with any detrimental effect that they might have.

In the cellar is the refrigerating plant run by an electric dynamo. Near this is a pickling vat, also refrigerated. Nothing that modern refrigerating engineers have discovered has been omitted to make this store one of the most complete of its kind in the city.

William Brown, when spoken to regarding the store, stated that, though

the store had only been open four days, the business done to date had more than come up to their expectations. Mr. Brown believes that this section of the city has a great future ahead of it. Already the Oakwood and Earls court districts which the store is destined to serve, has a population of 25,000 people, and Mr. Brown stated that their firm believes that it will be a coming part of the city and consequently when they were building they decided to make the store as complete in every detail as they knew how. The measure of their faith may be estimated when it is known that the outfitting of the store alone amounted to about \$3,900. It is intended to do a general butcher business as well as handling all lines of produce, cooked meats and vegetables. The new store will also handle a full line of canned goods. With its bright and airy appearance and its scientific arrangements the store should prove a great drawing power.

The Story of Margarine--III.

The Third of a Series of Articles Presenting Complete and Authoritative Information With Reference to the Manufacture of the Product and Legislation Covering the Sale of Same.

Compiled by John C. Kirkwood.

EDITOR'S NOTE.—*This is the third and last of the series prepared by Mr. Kirkwood. He has succeeded in demonstrating that margarine is a wholesome product and quite as palatable as butter. In fact, it is probable that not even an expert could tell the difference from the taste alone. Mr. Kirkwood has also demonstrated, by citing the regulations in Great Britain and the United States, that the sale can be so checked that substitution is prevented. In the accompanying article he draws certain conclusions from the evidence that he has gathered together.*

The dairying interests are out full hue and cry against any suggestion of permitting the sale of margarine in Canada. They claim that the present price of butter is a temporary one and that relief should not be attempted by a method which would permanently flood the market with a substitute which might be fraudulently sold as butter.

The interest of CANADIAN GROCER in this question is that of the retail grocer. It is not the desire of this paper to head an agitation for a repeal of the law against margarine. It was felt, however, that as the authority of the grocery trade in Canada it devolved upon CANADIAN GROCER to present all the facts so that the discussion could be conducted from a common basis of truth.

(Continued from last issue.)

The dairy interests did not contend that oleomargarine was not a legitimate, wholesome and nutritious food, but objected solely to the fraudulent sale of oleomargarine as butter. (The associate editor of *The Ohio Farmer*, W. J. Chamberlain, in justification of the proposed 10 cent tax on artificially-colored oleomargarine declared a tax by Congress so

high as to be virtually prohibitive, to be the best, and probably the only means that would succeed through the whole country in compelling oleomargarine to be sold to the final consumer for what it was.)

The Great Bill became law by a vote of 196 to 92, and it is significant that nearly all votes cast in favor of the bill were cast by Democrats.

The Act of 1902, in addition to the 10-cent and ¼-cent taxes and the special taxes on makers and dealers, required oleomargarine to be packed in a certain manner. The firkins, tubs, or other wooden packages, must not have been used before for any other purpose, and each of these packages must contain not less than ten pounds, and each package must be marked, stamped, and branded by the Bureau of Internal Revenue. The retailer was required to sell only from original packages which were to be kept in view of the purchaser, and the smaller quantity which he sold had also to be properly marked. Those breaking the law could be punished by being required to pay the amount of all taxes whose payment may have been evaded, and by a fine in addition.

V

THE inefficiency of the political system of regulation was never better illustrated than in the case of oleomargarine. In the United States the imposition of the Federal tax of 10 cents a pound on artificially colored oleomargarine has quite failed to check the sale of this acceptable butter-equivalent in that country, and on the other hand has produced its own crop of evils. The tax instead of suppressing the sale of oleomargarine has actually facilitated and

encouraged its fraudulent sale, as butter.

In 1902, when the Federal tax was two cents a pound, the consumption of oleomargarine in the United States was 126,316,427 pounds. As soon as the ten-cent tax went into effect, consumption rapidly decreased—that is, the consumption of oleomargarine as such; and the Government drew less revenue in spite of the fivefold increase in the amount of the tax.

In reality the production of oleomargarine increased. In 1911 the estimated production was 500,000,000 pounds, of which only 92,000,000 was sold under the name of oleomargarine and paid the tax! In other words, only 18 per cent. of the total output was actually sold as oleomargarine; the rest was sold as butter! In the last thirteen years the Internal Revenue Department of the United States Government has been defrauded of taxes and fees in connection with the oleomargarine industry of a sum estimated to amount to \$27,000,000!

The inefficiency and evil-fruitage of the present system in the United States was officially voiced in the annual report for 1911 of Royal E. Cabal, Commissioner of Internal Revenue of the United States Government, who said that the double standard of taxation on oleomargarine (10 cents on the artificially colored article and ¼ cent on the uncolored) was corrupting grocers and working a fraud against the public.

The history of the oleomargarine industry in the United States and of margarine in Great Britain; of the failure of the law and system of the United States to prevent fraud, and of the success of the British system in eliminating fraud, should be of value to Canadian legislators when they are called upon to frame a new law governing the manufacture and sale of oleomargarine in this country. Taxation has failed. What has succeeded is regulation without taxation.

Dr. Harvey W. Wiley, the eminent chemist and great foe of adulterated and low-grade foods, has spoken as follows: "Fraud will follow so long as the present law exists. . . . A compounding of felony is going on by the authority of Congress and by agreement of the Commissioner of Internal Revenue. . . . The law which forbids the artificial coloring of oleomargarine is all right, but does not strike at the root of the evil. . . . These men (the dairy lobby at Washington) froth at the mouth when told that the coloring of butter is as great a dietetic crime as is the coloring of oleomargarine. . . . Every wholesome food should be equal before the law, and have equal rights on the markets of the country."

On the matter of the artificial coloring of butter, Congress authorizes the

coloring of butter artificially in its definition of butter. Butter is legally defined as a substance made exclusively from milk or cream, or both, with or without, common salt, and with or without coloring matter." Further, the American law permits the householders to add color when the oleomargarine is for domestic use; (but prohibits the dealer from adding color under heavy penalties), with the result that some manufacturers and dealers provide a phial or capsule of coloring fluid with each package or purchase of uncolored margarine. It is this ability to color the uncolored product, and the temptation to do so as a consequence of the 10-cent tax that has led to much fraud on the part of dealers.

Dr. Wiley's suggestion, as a method of preventing fraud, is a law that will prohibit the use of any dairy product in any preparation of fat or oil intended for consumption in place of butter. Relief from present frauds, he declares, will never be had until such a law is passed.

But there are others, equally in earnest and equally intelligent, who propose other methods, and their proposals are based on facts, not presumptions nor predictions.

Advertising is one sound suggestion of the enlightened as an efficient means for preventing fraud by removing the reason or excuse for fraud. Their argument is: "Nobody wants to dodge demand, even if it were possible. Put oleomargarine up in packages, advertise it, and substitution will stop, because temptation has been removed."

That this contention is not visionary is abundantly proven by actual history—in Great Britain, and in the United States. In the British Isles, margarine is very extensively advertised by individual companies, and in 1911 a co-operative advertising campaign (participated in by several makers and importers) was carried on in the public press, designed to induce all classes to use margarine and to increase the number of retail dealers handling this commodity.

In the United States, the big packing houses, like Armour's and Swift's, have employed advertising, in newspapers and magazines, to create demand for oleomargarine (or butterine, as some call their product) for what it is. Swift's, for example, have advertised their brand of oleomargarine in the *Saturday Evening Post*, and even in *The Outlook*—and the appeal to the high class of homes represented by *The Outlook's* constituency of readers was described by one writer on the subject of oleomargarine as "a nervy piece of business."

In the earlier Swift advertising, the

paramount aim was to remove the fundamental misconception that oleomargarine is a substitute for butter, and it is worth remarking that this idea seems more firmly rooted in the minds of the trade than of the public. Recent Swift campaigns have been a straightforward effort to tell the public the advantages of oleomargarine and get them to buy it in the manufacturer's own package.

VI.

TO create a demand for oleomargarine for what it is, by its own name—this by publicity; and to regulate its sale so as to prevent its fraudulent substitution for butter (as has been accomplished in Great Britain)—these are the problems facing Canada, in the event of the ban's being removed on its manufacture and sale in this country. Also, that one industry should be able to put on the statute books of this country a law that suppresses another industry equally legitimate, is a condition that calls loudly for correction; and it is believed that when farmers and dairymen and legislators study the whole question fearlessly and honestly, the prohibition on the manufacturer and sale in Canada of "the poor man's butter" will yield to sounder and fairer legislation.

FOOD CONTROLLER A TEA MERCHANT

Lord Devonport, the new food controller for the British Empire, was Sir Hudson Kearley, the head of the firm of Kearley and Tonge, Ltd., London Tea Merchants.

Lord Devonport who is a Liberal in Politics, sat in the House of Commons for many years as the representative of Devonport. He initiated great plans for the bettering of the Port of London, straightening the Thames, building enormous docks for loading and unloading ships and dry docks large enough to take the largest steamers in the world.

At his instance, the "Port of London authority" was created to carry out these great works and he accepted the chairmanship without salary and has devoted the last ten years to the work. It is stated if these great works had not been carried out, it would have been impossible to handle the great, additional demands made upon the Port of London since the war.

Capt. Parsons, who has been at the front for five months, returned home last week. Before enlisting he was employed in the firm of Parsons, Brown & Co., wholesale groceries.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

JOHN BAYNE MACLEAN, President.

H. T. HUNTER, Vice-President.

H. V. TYRRELL, 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.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXX.

TORONTO, DECEMBER 15, 1916

No. 50

IT IS indeed difficult nowadays for the demon rum to keep his spirits up.

* * *

PERHAPS in 1925 people will speak longingly of the good old days when eggs cost 80 cents and butter 50 cents a pound. Who knows?

* * *

UNCERTAINTY may exist as to some fruit crops in California but Hughes must have very definite opinions as to the lemon crop in that state.

* * *

A CUSTOMER in a Toronto grocery store was heard asking the other day for "One tin of feminine had-dies." Must have been a suffragette. It looks like carrying ones prejudices too far.

* * *

THE United States can feed her soldiers on 27 cents a day according to the Commissary Department. Here then is the reason the American Army finds it difficult to get recruits. We ourselves would hate to have to look forward to three of those 9 cent meals a day.

* * *

WITH the continuance of the Egg boycott in the United States the smile on the face of one Jan Wetz is becoming less beaming. Eggs are eggs, of course, but if the public refuses to buy these 72,000,000 eggs Jan will have to crawl out of the small end of the horn, and Jan is a well nourished pirate. The crawling would not come easy to him.

* * *

THE Dogfish has won its promotion. It is now to be noted among the food fishes. That is some promotion from being only a fertilizer. It has changed its name, however, and will henceforth be known as grayfish. Now from the coast comes the suggestion

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—142-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe 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 129600. Cable Address; Atabek, London, England.

Subscription: Canada, \$3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, \$3.50 a year; other countries, \$4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

that the skin of the Dogfish can be used for making boots. Shades of Isaac Walton! Think of going to church in a pair of fish boots.

* * *

IN MONTREAL a pint of milk costs 6c, a quart 10c. Dealers have recently raised the price on the pint bottles but not on the quarts. The reason urged is the increased cost of milk. But why should the same article cost more in a pint bottle? Looks as though the gentle cow had caught the habit and had boycotted the familiar pint.

* * *

THE ASPERSIONS cast upon the bakers on account of the enormous profits they are supposed to be making, seem to be getting beneath the skin of some of the fraternity. The Elmwood Bakery, Winnipeg, offers to pay \$100 if anyone can bake and deliver 500 loaves at 5 cents apiece and show a modest profit of \$1.00 clear on the transaction. Try it somebody. We're too busy at the moment.

* * *

THE HON. T. W. CROTHERS has been waving the big stick over the head of the Bakers' Association of Ontario, because they refused to sell bread to a grocer who would not keep to their standard of price. Mr. Crothers writes: "This matter of killing competition cannot be permitted, and so far as I have authority under that Order-in-Council, I do not propose to permit it." That surely sounds like business.

* * *

UNCLE SAM seems to have stacked up against something, when he tackled the Cold Storage Trust. Uncle S. is so neatly sewed up in his own laws that the Trusters can put their tongue in their cheek with impunity. Across the line the Government has to prove a conspiracy in restraint of inter-state trade

before any action can be taken. Until the individual trader attempts to take his product across the state line he cannot be touched. Looks to us like offering undue inducements to rip one's next of kin up the back.

LORD DEVONPORT—FOOD DICTATOR

IT is interesting to note in the announcement of Lloyd George's Cabinet that Baron Devonport has been given the onerous post of Food Controller. This selection seems to be not the least wise of a wisely selected Cabinet. The post of Food Controller, may be made a sinecure, a tyranny, as has been the case in Germany, or an adequate, fair and effective measure to help ensure the ultimate success of the war. To this position of almost autocratic power Lord Devonport brings all the wisdom and understanding of business conditions that could only come from a long and close association with business, with an understanding of the difficult shipping problems, so intimately associated with the food problem in the United Kingdom. As Manager of the Port of London he has had ample opportunity to become conversant with the world aspect of his new position. Under his guidance the radical changes foreshadowed in the inauguration of his office should be made as little burdensome as possible.

INCREASING SHIPMENTS OF CANNED GOODS FROM SPAIN

THE recent introduction of Spanish Canned Tomatoes on the Canadian market has led to an increased interest in this country's goods. Prior to the war, Spain was satisfied to supply her own markets, but of recent date she has been reaching out for a share of world trade in this line. The shortage in Canadian canned goods this year gave a very favorable opening. Just to what extent Spain will become a competitive factor with our own canneries in times of plenty remains to be seen. The introduction of these goods has been too recent also to permit of a thorough enquiry into their merit.

For the first eight months of the present year Spain's shipments of canned vegetables totalled 7,009 tons as against 5,631 tons for the same period last year.

Spain is also becoming a formidable figure in the sardine industry. There was an increase in export of 3,500 tons this year in canned sardines as well as a most remarkable increase in the smoked fish. The value of Spain's exports in this line of goods alone this year has been close on \$4,000,000. Evidently Spain is a country to be reckoned with in the provision business.

TRADE ACCEPTANCES AND THE RETAILER

AN Atlanta, Georgia, bank has been sending out a circular to all wholesalers, outlining to them the advantages of a trade acceptance over the usual open

account. The wholesaler shipping a bill of goods, in many instances merely sends an account. This statement is of doubtful commercial advantage in the eyes of the bank. It is open to dispute, subject to reductions, and consequently is not acceptable at its face value, save at a high rate of interest. Many adopt the method of getting trade acceptances. They send out drafts with their statements. These drafts properly endorsed, whether they are drawn at sight, at 60 days or whatever time, are a definite acceptance of responsibility for the account as it stands, and as such are much more readily negotiable by any bank at a much lower rate of interest.

Is not this also a suggestion for the retailer? Experience has proved that the retailers credit accounts show a very considerable margin of loss. Many a dealer needs accommodation that the bank could give on the security of his accounts, did they know that there was any surety of collection. If the merchant instead of worrying about his overdue accounts, could induce his customers to give him notes for the amounts they did not feel able to pay at the moment, he would with these be able to show a very tangible trade asset that any bank would be willing to accept.

BEHIND THE COST OF FOOD

WHAT is behind this cry of High Prices? Reading the daily press one would be led to believe that were it not for the large business corporations, the speculators and the cold storage system that we would be buying goods for next to nothing.

Have we given sufficient thought to the actual conditions?

More than half of the world is in the grip of war. Tens of millions of men have been taken from the productive ways of peace. The fields of the bulk of the world are lying fallow, because there are none to till them.

This burden must be borne by someone, and it falls on the shoulders of the lands where war is far distant. Millions of unproductive mouths to feed with nourishing food, is in itself a great item. The toll of this great task has fallen heavily on Canada. It has fallen heavily on all the western world. With its 600,000,000 bushel wheat shortage. Here we realized this to the full. Where foods have been plentiful, the shortage of shipping has made this advantage of no effect. Production is high, because labor is scarce and labor is scarce, because of the war's grim demands. Leather is scarce, and wool is scarce, and cotton is scarce, because boots are needed, and clothing is needed and bandages and munitions are needed for the men in the trenches.

All these are old truths.—Time-worn in three years of war. But they should be kept in mind. Some men are making millions from the war, but it has yet to be proved that the handlers of provisions, at least in this country, are among the number.

The Winter Sale of Package Cereals

Is the Package Cereal a Seasonable Article?—If so, to What Extent is This So?—Can it be Sold in the Winter Time?—What the Experience of Numerous Merchants Suggests—Proper Attention Keeps Sales up at all Seasons.

IS the sale of prepared breakfast foods merely a matter of season? There are many people who claim that this is so, and as soon as this season is passed they make no effort to sell them until in their mind the proper season has again arrived.

Is there such a season? Of course, in the nature of the things it is to be expected that the heavier foods will have a greater sale in the cold weather than at any other time. It is not intended to dispute the fact that there may be a falling off of sales at some particular time. What grocers are interested in is to discover if this falling off is of sufficient seriousness to be an actual argument against the sale of these goods in the lean period, and if measures cannot be taken to keep the demand near the normal.

Of course, there is no one who is able to give a categorical decision on these matters. Local tastes and prejudices, and differing conditions generally, have a great deal to do with such matters. The opinion of a man in one part of the country might be exactly contrary to the opinion of a man in another. But the experience of a number of merchants, from many different parts of the country, should give a solid basis of fact to work on.

The CANADIAN GROCER appealed to a number of its readers for their opinion on this matter, and the replies received provided a wide field of argument.

The questions dealt with the proportion of breakfast food sold between the months of November and April inclusive. Whether these lines were found to be saleable in winter, and what measures were taken to stimulate their sale.

An All-year Seller

W. J. Cherney, of Windsor, Ont., is a champion of all the year selling of breakfast foods. He asserts that he has a big sale for all these lines the year round, and does not notice any particular falling off during the winter months. If trade should show any tendency to drop off, he goes after it fast with attractive window displays. These he finds are quite sufficient to keep the business in these lines at a normal level.

Another grocer who finds the trade in these lines practically the same over the twelve months of the year is G. J. Saunders, of Steelton, Ont. The falling off in these lines during the winter

months, says Mr. Saunders, is very slight indeed, and is more than compensated for by the increased sale in other lines of cereal goods. No effort is made by Mr. Saunders to keep the package goods to the fore. His argument is that, if the package goods do not sell, rolled oats and similar lines do, and so it is as broad as it is long.

J. M. Findlay, Dromore, Ont., thinks that about 75 per cent. of his trade in prepared food is made between April and November.

C. W. Bennett, of Fredericton, N.B., has about the same experience. He states: "No particular data is kept of our sales, but I should say that we make only about 20 per cent. of our sales from November to April. We have, however, a fairly good sale all winter.

"We do not adopt any unusual selling methods to stimulate the sale of these goods other than drawing them to the customer's attention."

J. N. Scheffter, of Mildmay, Ont., is another merchant who notices no particular seasonal activity in these lines. The trade with him is practically steady the year round, and he notices no falling off worth speaking of in the winter months. Possibly this is accounted for by the fact that he keeps these goods prominently before the public. Window displays are used extensively, and good use is also made of the newspaper columns.

Three Rivers, Quebec, also reports the same state of affairs. O. Carignan & Fils find a continuous activity in these goods, and find the winter months every bit as good selling months as the summer.

The Bachelor's Breakfast

The Irma Co-operative Association of Irma, Ont., find that these prepared foods are saleable in winter to the bachelor fraternity. It seems that the bachelor, compelled to provide his own meals, falls a ready victim to the charms of the prepared food. Counter displays are used to stimulate trade when the bachelor demand shows signs of weakening.

Replies Tabulated

Of twenty-two replies tabulated, the results showed as follows.—Ten merchants report that their sale of prepared cereals in the summer months, from April to November inclusive was about double the amount of sales for the balance of the year. Five merchants found a still greater falling off in the winter

months, and credited only one-quarter of their sales to that period. Three found a falling off of one-third in sales of the winter months, and five noticed no particular difference in sales the year round.

W. J. Wright, of Poplar, Ont., does not sell much in these lines during the winter months. Probably about 10 per cent. of his year's trade he thinks.

Sinclair, Stewart & Co., Summerside, P.E.I., find that their sales of package goods between November and April are about a third of their total sales. They notice quite a pronounced increase in the sale of bulk cereals, which more than compensates for the falling off in other lines.

There is never enough margin in package cereals, says Hugh Malcolmson, of Chatham, Ont., to justify spending much in advertising them, so they are allowed to take their own course.

Milk Supply Governs Sale

W. Miller, of Severn Bridge, Ont., finds a direct connection between the milk supply and the sale of cereals. In midsummer, when the supply of milk is plentiful, the demand for these package goods is strong, decreasing gradually as the milk supply becomes scarcer. To stimulate the sale of these goods, he always has a thirty days' sale prior to stock-taking in February.

J. W. Bryans, of Havelock, Ont., sells more cereals generally during the winter months. Window displays and special advertising are used to give volume to these sales and prove very satisfactory measures.

J. Ford & Son, of Brantford, Ont., find that only about 40 per cent. of their package cereal sales are made during the six winter months. They use window displays, and by this means keep a fair movement in these lines all the time.

Silent Salesman Stimulates Trade

Frank Stafford & Co., Combermere, Ont., finds that package goods are saleable in the winter, though not nearly to the same extent as in the summer time. To keep this item always before his customers he has a large silent salesman in the centre of the store, displaying quantities of package food. Attention is called to the display by attractive signs noting a slight cut in prices.

Cooper & Co., Swift Current, Sask., find that they can sell a certain amount of package cereals during the winter months, but notice a considerable falling off during that period. From harvest



Father Christmas is on the Way

OLD Father Christmas is on the way, and people in many lands have been making ready for his appearance. Have you provided all that is necessary for a happy day? A little extravagance can be pardoned at this season. Christmas comes but once a year.

We have prepared for your wishes with every line of Christmas goods we could think of. Here are a few Christmas suggestions. Read over this list and see if there are not some things that you have overlooked.

PLUM PUDDINGS — These plum puddings are made by a reputable firm, and we have their guarantee that they contain nothing but the finest of fruits, suet, spices, flour, etc. They are, too, daintily packed and will keep for a long time in your cellar. Only .c per lb.

DRIED FRUITS — Small boxes of Malaga raisins of fine quality, at .c the box; choicest layer figs at .c per pound; splendid cooking variety at .c; only a few Sultana raisins left at .c per pound; dates, in cartons, a tasty addition to the cake, .c each.

FANCY BISCUITS IN FANCY TINS

and

DAINTY CONFECTIONERY

Now is the time to get some of these handsome tins. They contain delicious biscuits, and into the bargain, these tins can be used throughout the year in serving your guests. They are being sold at .c, .c, and .c.

Don't overlook the children in the matter of holiday stockings and crackers; look over the assortment we have. There are also special boxes of candy that would delight anybody.

MINCE MEAT—For the pie there is nothing you can use that gives less trouble than mince meat. In cartons, tins and in bulk, at .c, .c and .c per lb.

WALNUTS—Either shelled or plain. These are very fine quality, and remember, all nuts are scarce this year.

JOHN SMITH & CO.

(Address)

(Phone)

Newspaper Advertising Suggestion for Moving Out Exclusive Holiday Lines.

time till Christmas is the season of greatest sale with them, but on the whole their experience has been that warm weather is the most conducive to the brisk selling of cereal lines. Prominent display and occasional advertising serves to stimulate the demand during the dull months.

A. M. Thomson, of Landis, Sask., finds that package goods are saleable in winter, though to a more limited extent. Special prices on large quantities is the best means he has found of keeping the demand active.

N. W. Smith, Harvey Station, N.B., believes that people are largely in-

fluenced in buying by what they see. So when he finds package goods beginning to drag, he moves them to a more prominent place in the store, and in this way finds that the demand keeps up fairly well.

From this discussion it is evident that, while package breakfast foods are in a measure a seasonal article and cannot be expected to sell with equal vigor all the year round, yet a little judicious pushing, that may be done with little or no cash outlay, will serve to keep them always moving. This is a great advantage. A merchant cannot estimate his needs to the package, and it is certainly a dis-

advantage to have goods lying idle. Goods that take a year to sell must bear an undue portion of overhead charges, to say nothing of the general deterioration both in appearance and quality of goods that remain too long on the shelves.

ANOTHER MAPLE SYRUP CONVICTION

A retail grocer of Richmond Hill, Ont., appeared recently before Magistrates Brunton and Prescott charged with selling adulterated maple syrup, purchased from a commission merchant in Toronto. The report of the Government analyst showed that there was not a trace of real maple syrup in the composition. The grocer was given the minimum fine, \$20 and costs—a total of \$50.10. The justices gave notice that in future they would impose the full extent of the penalty, which under the provisions of the Pure Food Act amounts to \$100.

This is but another of the many instances that prove the wisdom of getting a Government warranty with any goods purchased from parties whose reliability is not perfectly sure.

South Africa Growing Oranges for Market

It looks as though the public will have to double up before long in the orange eating line. South Africa is opening up as a great orange market; 500,000 orange trees have recently been planted, and other large groves are planned. The exportation of these goods on account of the lack of shipping facilities has been impossible recently. Before the war the annual shipment amounted to some 45,200 boxes. There were some million boxes available for export this year had space on ships been available. When the recently planted groves come into bearing, South Africa ought to figure as another California. With the improvement of cooling appliances on ships, these oranges may ultimately be expected to appear on the Canadian market.

New Goods Department

A new polish for gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc., has been placed on the market by the Gleba Polish Co., Oshawa, Ontario. The manufacturers claim that this "cleans and imparts a brilliant polish" to these goods, as well as being an excellent polish for window and glassware. It is put up both in brick form and paste form.

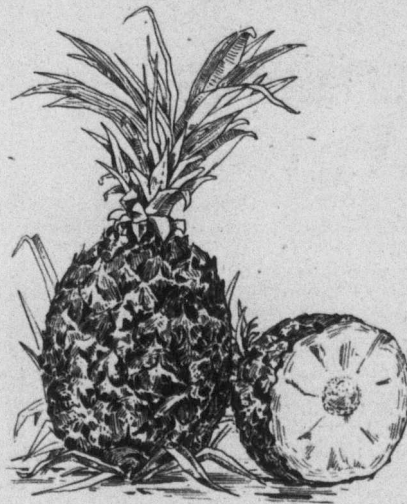
Present Fruit Market Conditions

Frost in Northern California Does Much Damage — Later Stock Not Affected — A Record Crop of Almeria Grapes Does Not Reduce Prices — Pineapples on the Market—Some Hints on Handling This and Other Tender Fruits in Cold Weather—A General Resume of the Fruit Trade.

LATEST advice from Northern California points to the fact that the frost of two or three weeks ago, which at the time was not thought to have done a great deal of damage, has had a more serious effect than was at first anticipated. It is now generally admitted that the Northern crop will show a very considerable loss, and even those oranges that are marketed are in some instances touched with frost. Some frosted fruit from these sections has appeared on the Canadian market, and while hardly severely frosted enough to spoil the actual food quality of the fruit, the small pitted marks detract a good deal from its appearance. Tulare County was the section that suffered most from the frost, though the whole northern section was more or less affected. Slight frosts were noted in the southern sections, but their duration was so short that they did no appreciable damage. This is a point for congratulation, for even though the northern section has been considerably affected, it is to be noted that the southern section is the great citrus-producing section of the State. The oranges from this section are later in movement than the northern section, and it is not to be expected that southern navels will be on the market to any extent till after the New Year. In this section the slight frost was an advantage rather than otherwise, as it has brought out the color of the fruit, as no manner of artificial ripening can do.

Heavy Crop, Despite Frost

The California citrus crop prospects, even with the loss by frost, which in some sections is reckoned as high as 25 per cent., is for a bumper yield. The new crop is reported to have made splendid progress, and earlier estimates of the crop seem to have under rather than overestimated the quantity. Many sections that in former years have yielded only about 300 boxes per acre, will, it is expected, yield as high as 700 this year, all of which seems to suggest that the \$3.75 and \$4 prices that these goods are at present bringing are not likely to be maintained when the California crop once begins to move in real earnest. The Valencia orange crop is practically disposed of; 200-250 cars are all that remain to be shipped. Florida oranges are now on the market in good quantities, and these probably have considerably the



advantage in quality. The Florida orange is a delightfully sweet fruit, and though it may suffer something in the comparison of appearance, it does not do so in any other respect. Probably for general purposes at present the Florida orange is the best variety on the market, and it can be bought somewhat cheaper than the navel. Florida also can boast a fairly heavy crop this year, several millions of boxes in excess of last year's output.

Grapefruit Moving Slowly

For one reason or another grapefruit is not greatly in demand, though it is at its best at present. Florida stock is in, as are also some very fancy packs of Cuban. The price on these goods, of course, is still high, mainly \$3.75 to \$4, according to size for the best grades. On the other hand, Cuban and Jamaican grapefruit can be bought much cheaper, and in the average sizes this fruit will be found a very satisfactory article. For fancy palates, Florida Tangerines are available; these are quoted at \$4 a strap, or \$2 for box of 144. There is always a fair sale for this line, but not every one has a taste for Tangerines, and consequently importers are careful not to over-supply the market.

Handling Pineapples in Cold Weather.

Porto Rico pineapples are also on the market. These are among the finest classes of pines offered to the trade; they have also the advantage of being the earliest. Havana pines will not be on the market till mid-winter, and Florida not till early spring. Pineapples are a

line that need good handling. In the mild weather of the last few days their handling is a matter that requires little care, but with the advent of cold weather the handling of pines becomes a trying matter. Being so largely composed of water, they suffer readily from frost. They are rendered even more subject to this by the fact that at this time of the year it is almost always necessary to artificially ripen.

This, of course, renders them still more sensitive. Dealers cannot be too careful in handling these goods to keep them away from drafts and from coming into contact with the cold glass of show windows. Even a night spent in a thoroughly cold store may be sufficient to spoil them for sale.

Strange as it may seem, the sweet potato is another article of which practically the same may be said. They do not even need to be frozen to show the effect of cold. A thorough chilling may be sufficient to start rot. If carefully handled, however, these should prove a very profitable line for the grocer, as the present kiln-dried Sweets, if properly handled, should keep any reasonable length of time.

The Christmas Cranberry Will be Scarce

A shortage of the Cape Cod cranberry crop is likely to keep these goods soaring in price for some time to come. They are now selling as high as \$12 for long keepers, with poorer grades trailing all the way down to \$9. These lower-priced goods are mainly very fragile stock, and though possibly almost as good for immediate use, they are not likely to stand up for any length of time. With the Christmas season approaching it is more than likely that cranberries may register a new high mark.

Almeria Grapes Plentiful—Prices Remain High

According to the crop reports, Almeria grapes should be selling at reasonable prices. A report from Almeria, Spain, announces a very large increase in the grape crop. It is estimated that this year's crop will total 24,000,000 kegs of 50 pounds each, as against 1,311,204 for last year. There are other conditions, however, that govern shipments from all European ports. Both Almeria grapes and Spanish onions are largely handled through Liverpool, and naturally the

dangers of war are very grent in their trip across channel. It is also very difficult to get ship room for these goods, and though Liverpool is plentifully supplied, it has been difficult to get a supply here. Many American dealers are importing direct, and thus saving this element of delay, and a good many Canadian dealers are getting their goods from this source. Almeria grapes are ranging at all prices, from \$6 to \$10 being the usual range. These grapes are arriving in very fair condition this year, though even in the best packs there are often slight indications of waste.

California Emperor grapes, on the other hand, are of unusually poor quality. The heavy rains of the ripening season had a very detrimental effect, and it is very difficult to get a satisfactory article. Lemons are showing a tendency to be easier. The difficulty of getting shipping accommodation from Italy, that was so acute earlier in the year, has eased considerably, and shipments are coming through fairly readily; this, in conjunction with the California crop, is tending to modify prices.

A Word About Apples

For all that apples are a native product, they seem to be one of the scarsest

articles on the list. In British Columbia and Nova Scotia the crops were good, but there was a great dearth in Ontario and Quebec. Even such apples as there were suffered considerably in quality in these sections. One result of this was a permission by the Government to pack "Special" No. 3. These comprised all good apples that were slightly marred by scab or other defect. A good many of these "Specials," or No. 3A, are coming on the Ontario market, and are proving very satisfactory. They have been selling for the best grades of apples at about \$3.75 to \$4.25, and they are distinctly marketable apples. British Columbia apples, too, are growing in favor, and more than ever are being sold in Central and Eastern Canada. The varieties are: "Delicious," a new and unusually fine eating apple, as well as the standard varieties: Jonathans, Spitzenburg, Roman Beauty and Winesap.

In the line of fancy vegetables, there are available at present hothouse cucumbers, Florida lettuce and peppers, California celery and cauliflower.

Generally speaking, prices of fruits and vegetables are high, but they have not yet reached the percentage of increase that has marked practically every other line of food products.

or Perfumery.—For every bottle or package of the value of 25 cents—one cent and additional one cent for every additional 25 cents in value or fraction thereof.

Wines.—One pint or less three cents; less than a quart but more than a pint, five cents. For each quart or additional quart or fraction thereof, five cents. Champagne, pints, thirteen cents. More than pints, but less than a quart, twenty-five cents. Twenty-five cents for each quart or fraction thereof in addition.

HAVE RETAILERS BLUNDERED IN TRADING STAMP BILL?

New England Grocer and Tradesman

There is a growing suspicion among wise trade readers in the grocery trade, especially association leaders, that they have made a slight slip in their intentions when they framed the bill which they had planned to have introduced into the various state legislatures. As drawn, it would exclude not only trading stamps but coupons of all sorts, even those which the manufacturer packs and redeems himself. While there are differences of opinion among grocers as to the wisdom of any coupons, it is understood that their objection is really against the trading stamps and that there was little desire to interfere with the specialty manufacturer. Since manufacturers have been pointing out the effect of the bill several prominent trade leaders have shown a disposition to modify their bill.

It is pointed out by manufacturers that when they pack a coupon and redeem it, it causes the retailer no inconvenience because he has no expense attached to it, nor has he anything to do with the redemption. Trading stamps the grocer pays for and pays for more than are actually redeemed. Besides, the grocers claim that trading stamps are a menace because they give rise to competition among retailers and once undertaken a single grocer cannot drop them till his competitor does, nor can he let them alone when his competitor gives them. Coupons in the package are free from these features; they sell alike wherever the manufacturer's goods are sold and are not an element of dealer-competition, though they are of product competition.

But a more serious feature of the matter which is interesting retailers is the fact that the bill if enacted in state legislatures would penalize manufacturers in their competition with the big mail order houses; in fact, would throw a decided advantage to the big national mail order and catalogue houses. The law would prohibit the use of coupons within a state, but on goods bought outside the state—and mail order houses do the bulk of their business across state lines—it would not apply, because such transactions are interstate and subject only to federal control. All considered, therefore, some of the retailers are wondering if they have not stumbled into something not intended.

If you work for a man, give him the best that is in you—sincere heart service—that is the thing that counts. The success of the boss depends very largely upon your cooperation. The big men of to-day are those who, when they worked for some one else, did a little more than was expected of them. They measured the service they rendered not by a clock or the pay envelope, but by the yardstick of opportunity for SERVICE.

Articles That Require War Stamps

A Complete List of Articles Sold by the Grocer — Much Misapprehension Has Existed on This Score Among Retailers With Resultant Loss

THERE has been a great deal of misapprehension on the part of many merchants regarding the war tax stamp and what articles require it. Of recent date instances have come to the attention of the CANADIAN GROCER, of parties putting stamps on meat extracts, also on bottles of grape juice. In neither of these instances, of course, is the tax stamp required.

The articles regarding the stamps are:—

Proprietary or Patent Medicines.—These include, according to the Act: "Pills, powders, tinctures, troches or lozenges, syrups, cordials, bitters, anodynes, tonics, plasters, liniments, salves, ointments, pastes, drops, waters (except mineral waters in their natural state, or carbonized), essences, oils, and all other medicinal preparations or composition, bottled or packed ready for sale in respect of which the person making or preparing the same, has, or claims to have, any formula or secret or occult art for the making or preparing thereof, or has or claims to have any exclusive right or title to such making or preparing, or which are prepared or

made under any letters patent or which are designated by a trade mark, or which if prepared in accordance with any formula published or unpublished are recommended to the public by the makers, vendors, or proprietors thereof as remedies or specifics for any disease or affection whatever affecting the human or animal body, but does not include any medicinal preparation or composition recognized by the British or United States Pharmacopoeia or the French code, as official.

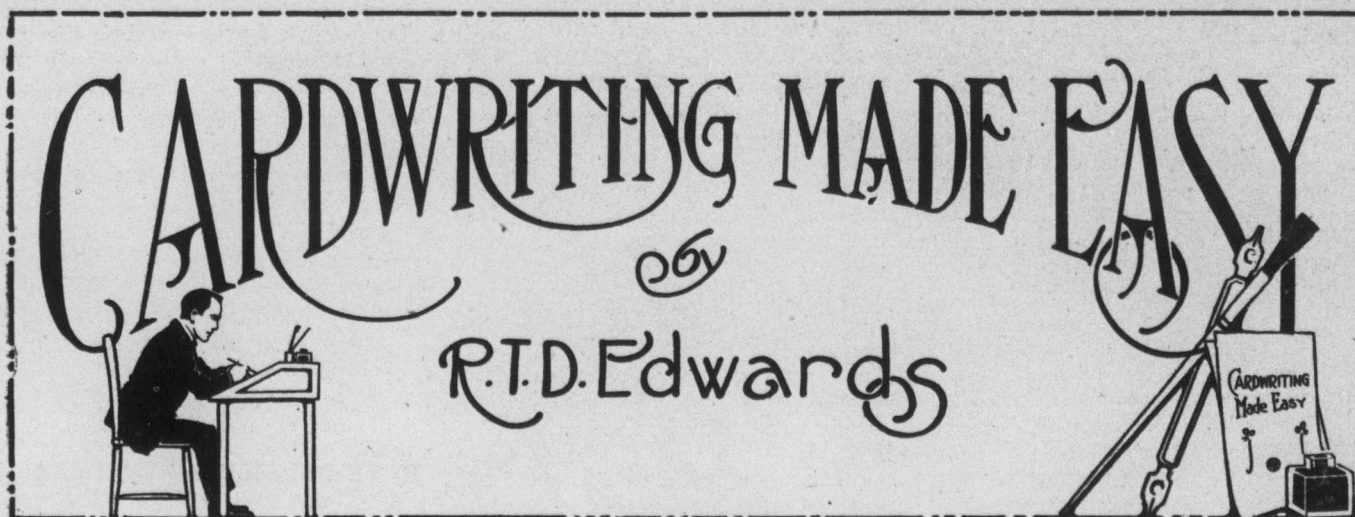
"Perfumery.—Alcoholic and non-alcoholic perfumes and perfumed spirits, bay rum, cologne, and lavender waters, hair oil, tooth and other powders and washes, pomatum pastes and all other preparations used for the hair, mouth, or skin.

"Wine of the grape, non sparkling, or "Champagne or sparkling wines."

This is the full list of articles in bottles or packages that require the Government tax stamp. Any article that does not come under one or other of these four heads does not require the tax stamp.

The stamps required are:—

For Proprietary or Patent Medicines



Lesson 22.

EDITOR'S NOTE.—Owing to the necessity of presenting seasonable suggestions the order of the last three card writing articles in the course was changed, the accompanying article being held to permit of Christmas articles appearing in time to be most useful.

PAYZANT PEN WORK

TO the professional cardwriter the art of proper pen lettering presents numerous features of interest and many difficulties that do not occur or appeal to the uninitiated. This art has gradually become one of the most important branches in cardwriters' work. Consequently cardwriters who wish to do up-to-date work should also keep up-to-date in the different devices for lettering, providing those devices are practical.

The Payzant pen, while not one of the latest cardwriting tools, is one of the most practical pens for lettering with black ink. With it you can develop a speed and an accuracy, in small black lettering, never before known to the cardwriter.

A study of the accompanying illustration (Fig. I.) shows the lower part of the pen. It consists of four parts—the pen, the reservoir, set screw and handle. The first three are made from brass and the latter from wood.

This pen was first invented and used for mechanical drawing purposes, but its usefulness for show card lettering being discovered, it has become more of a cardwriting tool than for the purpose it was originally intended.

The point of the pen is round like a wire and flat on the end. It is split up the centre, and through this passage the ink flows from the reservoir. To make a stroke the flat end is drawn along the surface of the card.

Cardwriters in the largest departmental stores in America use them with

great success for very rapid lettering, and make a quick style of knock-out lettering with them. They also use them for very neat small upright lettering. Outline lettering can also be done with it with great success. Many varieties of letter formation can be made, as the accompanying illustrations shows. A cardwriter can work up many styles of lettering of his own with this pen.

With the round writing pen, which was taken up in a previous lesson, you can make small, very neat Roman lettering, but with the Payzant pen you can make just a neat small block letter.

The Payzant pen is made in six different sizes, but an assortment of three sizes is plenty for the best cardwriter. Extra large sizes are made, but are not advisable.

Keep Pens Clean

In order that the best results may be obtainable, it is absolutely necessary that the pens be kept perfectly clean at all times. The ink when left in the pen dries and causes the ink passage to become blocked up, and the result is an uneven flow of ink. Do not put the pen away without first opening the reservoir, rinsing in clean water and drawing a sheet of paper through ink passage. Do this with set screw loosened. This removes anything which may tend to harden and stop the flow of ink. If you dip the pen in benzine occasionally it will cut any hard substances that often form.

How to Letter

As soon as you have experimented with the pen enough to be able to make it mark, start at practice work. Hold it the same as you would a brush, between the thumb and first and second finger. Keep the flat end of the pen squarely on the card at all times while drawing strokes. Remember no fine spurred letters can be made with this pen, so don't expect it. Keep the pen stiff in the fingers. Don't allow it to roll as you do

a brush. It must be held rigid. Draw the strokes fairly quickly, having all guide lines and layout ready before starting. One of the features of this pen is that you can work for quite a while with only one filling of ink.

Ink

Care must be taken to keep the ink perfectly clean. No matter how good the ink is, a sediment will form if it is allowed to stand. This is especially true if dust gets into it. The vessel the ink is kept in should be covered while not in use. If ink becomes dirty, strain through two or three thicknesses of cheese cloth. The best ink to use is a good carbon black ink, not necessarily the most expensive grade. A medium ink very often flows better, because it is not so thick.

The manufacturer advises the use of an ink dropper to fill the reservoir and not to put more than two drops in at one time. This may work all right, but if a cardwriter is busy, he cannot afford to wait to fill the pen with a dropper. It has been used successfully by experienced cardwriters by dipping in the ink well. Do not fill too full or the ink will drop on the card from the pen.

The Chart

In the chart this month we have many different forms of lettering made with the Payzant free hand lettering pen. These are only a few of the many varieties that can be worked up. You will notice that the first two full alphabets and numerals are of practically the same formations, with the exception that the first is slanting to the right and the second is straight up and down. Of course, with the slant type you can obtain greater speed, and it should be used on what is termed "rush" or "knock-out" work. Cards that have to be done in a hurry and that probably won't be up for more than a day or two can be done with this form, but if you want a better appear-

ing card, one that is to remain up for a more extended period, it is advisable to use the upright type. Either of these alphabets can be used for small or large cards; in fact, in large stores quarter sheets are lettered with no larger letters than these, from half to three-quarters of an inch in height. The lettering is not as heavy or prominent as outline or heavy brush stroke lettering, but it makes an exceedingly smart and attractive card, especially when hundreds are used throughout the store and uniformity and neatness are the first things to be considered.

These letters and numerals are all made with the one stroke method. That is, one stroke of the pen completes one stroke. No second time over to make it heavier. If you want a heavier letter use a larger pen. The strokes are all drawn pretty much in the same manner as in brush stroke lettering, namely from left to right, and from top to bottom. This rule, with few exceptions, holds good. An exception to this rule is the "O." This letter can be made with one continuous stroke, starting at the top and ending at the top. This takes more practice, but gives a better formed letter. "C," "J," and "S," are also letters that can be made with one stroke of the pen; with the brush it takes two or more strokes.

One of the most important points about the formation of these letters is

to have all lettering at the same angle. In case of the first alphabet, all the main down strokes must slope at the same angle or the word will not appear connected.

As was said before, a fine spurred letter cannot be made with this pen on account of its bluntness, but a heavily spurred letter can be made with good success as shown on the chart.

The words "Heavy Spurred Egyptian," shows what is termed a light faced Egyptian. This is formed after the same style as the alphabet above it.

For outline script lettering, this pen is also valuable. It slides so easily over the surface of the card that a free and easy swing to the lettering is obtained.

The bottom line shows a form of lettering which takes some time to make, but is very effective. Don't use this style of letter on a card unless it is to remain up for a considerable period. It does not pay to spend the time on it if it is to be only used for a short period.

Fill in outline letter with small brush and cardwriters' black.



but it has the heavy spurs added. This, in my estimation, is a great improvement, but of course it takes more time to execute. This form is a favorite with many cardwriters for the better class of work.

Outline Letters

For making outline letters and figures, this pen is excellent. A glance at the chart shows three distinct types, which were outlined with this pen. The first shows a spurless Roman letter. This type is especially adapted for emphasizing words on a card.

Practice Work

In Fig. 2 is shown a collection of single strokes which give you an idea of how to proceed to practice. Draw upper and lower guide lines and pick out a stroke in the chart and practise it until perfect before proceeding to the next. Don't purposely avoid the ones that are hard to make those are the ones that you should spend most time at.

The Payzant, besides being good for making large showcards, is excellent for making small price cards.

The complete showcards give excel-

• "Payzant Pen Work" •

ABCDEFGHIJKLMN OPQRS
TUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

• On Sale Today • As Advertised •

ABCDEFGHIJKLMN OP
QRSTUVWXYZ abcdefghijk
lmnopqrstuvwxy3?!\$%&

• 1234567890 •

Heavy Spurred Egyptian
Outline Letters

Fall Styles

FREE·HAND

Chart 20

R. Edwards

cccccccccc SSSSSSSSSSSSS
6666666666 7777777777
||||| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Fig. 2.



lent examples of what can be done with this pen. All the black work on the cards is the work of the pen except where a brush was used to fill in an outline letter. Special attention to the

fancy borders which are shown. These are entirely the work of this pen. The grey color used is applied with a brush. Many varieties of fancy borders can be originated.

one rather a strange feeling to be in a city like New York for even a few hours, he said, without money. He thought he would take a little cheque of forty or fifty dollars.

Hail and Farewell!

An Old Friend Has Come and Gone—A Genial Stranger of Years Ago Again Appears for a Moment, Courtly and Genial and Self-possessed as of Yore—When Will He Next Appear, and Under What Name?

SOME years ago a charming, well-dressed, English-looking gentleman, of about 40, visited the offices of the MacLean Publishing Co. one very stormy afternoon in winter. There had been heavy snowstorms, and all trains were delayed. He said he was Mr. Blackwell, of Crosse & Blackwell, jam manufacturers, England; that his firm had been advertisers in THE CANADIAN GROCER for a number of years, and that just before he left England he had been discussing advertising with the manager of our London office. He was on his way back to England from California, where he had left his wife. He was a little short of money, and wanted enough to get on to New York that night to catch his steamer. He displayed an unusual knowledge of Canadians, and had a great deal of the club gossip. He seemed to know Montreal people particularly well. Later correspondence with Crosse & Blackwell indicated that he was an impostor, but he certainly was the most charming impostor of the scores who have presented themselves to the MacLean Co.

The other day the same man seems to have turned up in New York.

He was the same kindly, urbane man of the world. The only difference was that he introduced himself as Mr. Connors, of Connors Brothers, Black's Harbor, N.B. Whatever the intervening years had done for him, they had not robbed him of his sang froid.

It was early in the morning when he called Mr. Heustis, of the New York office, on the 'phone. He had seen Col. MacLean earlier in the week, and had mentioned that he was going to New York, and had been urged to drop in and see Mr. Heustis, who was a Lower Province man. He closed the conversation by an invitation to take a bite of lunch with him at the Hotel Majestic. Mr. Heustis went. He found a dignified, impressive-looking gentleman, between the ages of 55 and 60, with a rather marked English accent and the general get-up of a prosperous and refined business man of a type often seen in the Eastern Provinces. The supposed Mr. Connors

met Mr. Heustis with a cordial and dignified way, stating he was always glad to meet anyone from the Lower Provinces. He talked pleasantly, showing a remarkable grasp of the fish business. He explained all about their sardines and finnan haddies, and their lobster paste, explaining what a big business they were doing with it in England. He showed himself very familiar with Halifax, knew many people both in Halifax and St. John, N.B., and seemed on thoroughly familiar terms with every good club from Halifax to Toronto.

He had run down from Toronto to see a friend off for England on the Saturday boat, and had stopped off at New Haven to see two sons of a friend of his in St. John. They were attending the Sheffield Technical School at Yale. He thought it a fine school, though he admitted a preference for the Massachusetts Tech., where he had studied after completing his course at McGill. He said laughingly that, though he was an engineer by profession, he had never been able to get away from his fishing interests.

In answer to a remark regarding his English accent, elicited the information that he had gone to school there, and had since spent about three months of the year on that side of the water. He remarked modestly that he was rather proud of his English accent, and hoped that he would never lose it.

The talk turning again on schools, he remarked that the young rascals at Yale had taken him all around the town, not a very good thing for a man of his years. Of course, one couldn't let the boys spend a cent. As a result he had been compelled to telegraph his cashier for funds. He remarked graciously that while he was a stranger in New York, he always knew that wherever there was a MacLean office he had a banker. Mr. Heustis offered to do for him anything in his power. The supposed Mr. Connors thanked him graciously, but assured him that while it gave him a comfortable feeling to know where to look for assistance, he did not need it.

Just as Mr. Heustis was leaving, he apparently changed his mind. It gave

They left for the office together. Leaving the Mr. Connors there, Mr. Heustis went across the street and telephoned to Col. MacLean in Toronto, to learn to his surprise that nothing was known of this Mr. Connors. When Mr. Heustis returned to the office, the Mr. Connors was gone. He had been very impatient at the delay, and had finally said that he could wait no longer.

Meanwhile from the Toronto office the following wire had been sent Connors Bros., Black's Harbor, N.B.:—

"J. H. Connors called at our office, New York, to-day. Wanted to borrow \$50; says he is a member of your firm. If so, wire our New York office and same will be given to him."

The answer was prompt and to the point: "We have no record of, nor do we know this man."

Once more he has come and gone, a pleasant, cultured gentleman of most irreproachable manners. He has at least the gift of covering a fraud with a gracious manner and kindly words. One can only wonder what name he will bear and in what guise he will next appear. Unquestionably he will still be a charming English gentleman.

FIRE DESTROYS QUAKER OATS PLANT AT PETERBOROUGH

A fire which caused a lamentable loss of life destroyed the immense Peterborough plant of the Quaker Oats Company, reported to be one of the biggest plants of this nature on the continent. The fire which broke out on Monday morning Dec 11 resulted from spontaneous combustion in the engine room, and it was in the explosion that followed the outbreak that most of the lives were lost.

The property loss is estimated to be in the neighborhood of a million dollars, part of this loss is represented in the heavy supply of grain that is always on hand maturing prior to being processed. A number of carloads of the finished product ready for immediate shipment were also destroyed. It is understood that the financial loss is mainly covered by insurance.

FLAVELLES, LTD., TO REBUILD

The Flavelles Ltd., have decided to rebuild a cold storage plant in Lindsay on a greater scale than ever. The plant will be erected upon the site of the one recently destroyed by fire. The new structure will be built much on the same lines as the old plant, but more up-to-date, and space for everything in the produce line will be provided.



CURRENT NEWS OF WEEK

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



Maritime Provinces

J. J. Robertson, Sidney Forks, N.S., has gone out of the grocery business.

J. P. McKinnon, North Side East Bay, Nova Scotia, has gone out of the grocery business.

Frederick Godard, a prominent manufacturers' agent and broker, died at the age of 64 years, at his home in St. John, this week.

David Steeves, retail grocer, of Moncton, N.B., has announced that he will retire from the grocery business on January 1.

Allan H. Wetmore, of Puddington, Wetmore, Morrison, Ltd., has been elected president of the St. John Board of Trade and was installed this week.

The second annual meeting and exhibition of the New Brunswick Potato Growers' Association, will be held in Woodstock, N.B., on December 27 and 28.

William H. Fowler, president of the St. John Milling Company, has been advised that his son, W. Lee Fowler, aged thirty-one years, was killed in action on the western front on November 21.

In a fire which destroyed seventeen buildings in St. George, N.B., on December 8, among those whose premises were burned to the ground was Frank Murphy, general store; T. Stewart McAdam, confectioner, and Alexander D. Heron, grocer.

While St. John wholesalers are willing to pay higher prices than ever before for dried cod and hake, and with the local market almost bare, export shipments continue steadily. In one shipment by the Boston steamer this week, twenty-four carloads of dry fish left St. John for the United States and Cuban markets.

W. Frank Hatheway, of W. F. Hatheway & Co., Ltd., St. John, wholesale grocers, addressed the Board of Trade of Amherst, N.S., this week, on "Trade After the War." Mr. Hatheway was a member of the trade commission which went from Canada to the allied countries. As a result of his investigations, he advocated a preferential tariff for the British Empire and the allied countries, a high tariff wall for neutrals and a higher tariff for enemy countries.

E. M. Trowern, secretary of the Dominion Board of the Retail Merchants' Association, accompanied by Robert Reid, secretary of the New Brunswick association, has been traveling through

New Brunswick this week addressing the local boards in the various cities and towns. In his addresses, Mr. Trowern has vigorously condemned the recent Dominion Order-in-Council relating to the investigation of food prices. He says that it is class legislation and that it is unfair to single out the merchants for such attention.

Quebec

Mrs. N. Trudeau, Montreal, has sold the stock of her grocery store.

C. B. Hart, broker, Montreal paid a business visit this week to New York.

E. M. Marceau of John Duncan & Co., Tea Merchants, Montreal, visited Quebec this week.

J. Padgett of the Robin Hood Milling Co.'s staff in Montreal was visiting Lindsay, Ontario on business during the past week.

Bon Secours Market, Montreal, anticipates the annual holiday season visit of the merchants from Sorel, Three Rivers and Shawinigan Falls about the end of the present week.

The Canadian Fisheries Association held its last Executive meeting for the year on the 13 December in Montreal, preliminary to the holding of the Annual General Meeting in January 1917.

Cecil T. Gordon of J. Alex. Gordon & Co., Montreal, has been slightly indisposed during the past couple of weeks, but latterly has been able to get down to his office for business during part of most of the days.

In reference to the disaster to the Quaker Oats Co.'s plant at Peterborough, J. E. Pollard, the firm's sales-manager in Montreal was able to speak re-assuringly. Large stocks of the firm's goods are at the various distributing points, and the dislocation of organization due to the fire is not likely to be at all long continued. The firm has another factory at Saskatoon.

By the sudden death of W. G. Laing warehouse superintendent of the St. Lawrence Sugar Refinery which occurred at his home on 10 Jeanne D'Arc St., Montreal, on Sunday night a young and promising business man well known to a wide circle of jobbers and retailers in Montreal and the province of Quebec, was most un-expectedly removed. Mr. Laing died of acute internal trouble, after having been actively

at work all week, and entirely unsuspecting any danger until Sunday afternoon. His usual week end report in his own handwriting was laid on the desk of a principal executive of the St. Lawrence Co., on Monday morning, and the same day's morning paper contained news of his death. Unmarried and in only his 38th year, Mr. Laing had succeeded his father to his department of duty after having been associated with his father during a great part of the elder man's forty years experience with the St. Lawrence Co. Men older than the late arehouse superintendent so suddenly deceased, had been fewer years with the firm than he had been, and he is very greatly regretted.

Ontario

Claude Tye, grocer, Toronto, has sold out.

Charles Byass, Toronto, has discontinued business.

W. B. Gardner, Brantford, has sold his grocery business.

A. B. Coe, grocer, Toronto, has been succeeded by P. Lomas.

Chas. Ferguson, London, has sold his grocery store to Thos. Sames.

Gregory & Cooper, Sioux Lockout, have sold to Hudson's Bay Co.

Carl Domanski, groceries and meats, Fort Francis, has been succeeded by C. Domanski & Co.

George J. R. Phillips, St. Thomas, has disposed of his grocery business to John and Frank Batiste, of Yarmouth Heights.

The new plant of the Dominion Sugar Company, which was erected this year, will begin to operate on Monday, December 11.

The Aylmer and Springfield Condensed Milk factories, Aylmer, have been purchased by the Canadian Milk Products Co., which owns and operates twenty factories in different parts of the country on both sides of the line.

The grocery store with its contents owned by R. Simpson, Tupperville, was totally destroyed by fire recently. The Pere Marquette depot was also destroyed but the contents were saved. The origin of the fire is unknown.

The members of the Toronto Produce Exchange have donated a handsome silver shield to be competed for annually for the best butter. The first competition will take place in January. The winner is to hold the shield between

competitions and the names of the winners will be engraved thereon.

An attempt to burglarize the store of T. A. Rowat & Co., Dundas street, London, Ont., was frustrated by the timely arrival of T. A. Rowat, head of the firm. Mr. Rowat entered the store by the front door and heard scurrying feet on the floor above, which is used for a store-room. The intruders escaped through a trap door in the roof.

A motion was introduced at the meeting of the County Council in Chatham, calling on the Government to change the War Stamp Act, as regards patent medicines, so that stamps will be affixed by the manufacturer or wholesaler instead of by the retailer. Attention was called to the conviction of a number of people who merely did not understand.

Western Provinces

Lake & Co., Wetaskiwin, Alta, have dissolved.

G. R. Powell, Taber, Alta., has sold his general store.

A. Linfield, Medicine Hat, Alta., has sold his grocery business.

The Cornwell Grocery, Regina, Sask., have commenced business.

E. G. Hartshorne, Pandora, Alta., has sold his general store business.

R. H. Erwin, Saskatoon, Sask., has been succeeded by Jones & Co.

The Fairford Grocery Co., Moose Jaw, Sask., have commenced business.

Rebekah Wasel, Winnipeg, Man., has discontinued her grocery business.

James Wright, Transeona, Man., has opened a grocery and butcher store.

Tomasson Bros., Hecla, Man., have dissolved, K. H. Tomasson continuing.

G. A. Brown, Beausejour, Man., has added groceries to his butcher store.

A. Stenberg, Stockholm, Sask., has been succeeded by Stockholm Supply Co.

J. T. Stevens, of the John T. Stevens Produce Co., Vancouver, B.C., has enlisted.

The Food Products Co., Westminster, B.C., have moved their headquarters to Vancouver.

Sheinkman Uretsky, Edmonton, Alta., has been succeeded by J. H. Ross in his grocery business.

W. H. Austin, Buffalo Head, Sask., grocer and hardware merchant, is commencing business.

Aetzel & Clark, Vancouver, B.C., have purchased the stock and fixtures of the grocery store of Henderson's Groceries, Ltd.

The Robert Gillespie Co., manufacturers' agents, Winnipeg, have opened a branch office in Saskatoon, of which Robert Selanders is in charge.

Geo. Parsons, Killarney, Man., has sold his grocery business to Middleton & McNamee, and is moving his present stock of clothing and men's furnishings to a new store, where an up-to-date assortment will be kept.

HOW FOOD PRICES HAVE ADVANCES

The proprietor of a small restaurant in Montreal, has kept track of his buying from Nov. 1915 to Nov. 1916. He finds that the percentage of increase between November of last year and of the same month of this averaged 29.6 per cent. According to this the purchasing power of the dollar has been decreased to about 79 cents.

His list of commodities is as follows:

Food.	% Increase.
Codfish	50
Eggs	58
Butter	30
Cheese	15
Bread	20
Oatmeal	25
Macaroni	33
Rice	20
Molasses	00
Sugar	21
Beans	67
Cabbage	36
Carrots	25
Potatoes	114
Onions	60
Apples	100
Raisins	28
Coffee	00
Tea	00
Cocoa	00
Chuck steak	00
Bacon	00
Milk	11
Total	29.6

Our Window Dressing Contest

The Canadian Grocer is conducting a window-dressing contest this year as usual, and is urging a hearty response.

Here is your chance to match yourself against your competitors in the trade in window-dressing skill.

Have you realized what a vital part of your business the show window is? Have you interested your clerks in the window display? You can help your business and help your clerks by entering this competition. If you haven't time yourself, let one of your clerks enter your window for you. The windows will be judged on a basis of

Selling Power, Attractiveness and Originality

All these qualities will help your Christmas sales.

There are few conditions attached. The display must be of Christmas goods, but within this classification you may choose what you wish. The contest closes December 31. Have the window photographed, about 10 x 7 is the best size, also send a description of the window with the photograph.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities over 10,000 Population

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00

Centres under 10,000 Population

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00



THROUGH OTHER SPECTACLES



CUT OUT PRESENTS TO CUSTOMERS

From *Grocer and Tradesman*.

Grocers in a Western city who extend credit to their customers have signed an agreement to discontinue "treating" their customers when they pay their accounts, giving two reasons, namely, that it is too expensive for the grocer and that it is unfair to the customers who pay cash for their goods.

Both of these reasons are perfectly valid ones.

The New England Grocer and Tradesman has often urged the grocers to discontinue the practice of giving Christmas presents to customers, said presents usually taking the form of boxes or bags of candy. For one reason the grocer cannot afford to do this to all his customers, and he cannot afford to discriminate among customers. Some credit customers assume an air of immense superiority, of persons who have done something extraordinary and particularly meritorious when they pay their bills; and they take the present, not as an act of courtesy, or an expression of appreciation, but as a matter of course and as a sign of weakness on the part of the grocer. One time we saw a man who had been paid his monthly wages and had just returned from the village grocer where he had been to settle his month's account. He came back with a bag containing, perhaps, half a pound of candy, maybe a pound. Some one commented upon it, to which he replied, "I make him shell out."

Now the practice of giving Christmas presents is exactly in the same category; if it is done once and the custom is not followed up every year the customer complains and calls the grocer all sorts of mean names for not dispensing the usual Christmas gratuity.

The way to discontinue these practices is to discontinue. No grocer can afford to give gratuities, especially in these times.

Some men remain in the clerks' class because of their own indifference to higher things, i. e., lack of ambition. They seem to get in a groove and are quite willing to stay there. It would take dynamite to move them. The writer often visits stores, and while waiting for the boss, studies the clerks. You can pick the dead ones out at a glance. Grouchy, slow, dull, smileless—these are the sort that stays down. Per contra, the pleasant, quick, smiling and lively clerk is the one that will some day be the boss. Which class are you in?

• • •

Treat the salesmen who visit your store respectfully and decently. These salesmen are good fellows; they are observant and can size you up quickly. They have many a chance to do you a good turn. Many a clerk owes his advancement to good words spoken about him by a salesman who has seen the possibilities in the young man behind the counter. If a strange salesman comes into your store, greet him pleasantly. If the buyer is out, tell him so, without permitting him to stand around wasting his time.

Be a man among men.

PUBLIC IN NEED OF EDUCATION AS WELL

From *The Tradesman*.

The public needs to be informed on more than one matter in connection with the retail

merchant. Much is said of course of the false notion that so many people have in regard to the "enormous profits" that the retail merchants are making. Just the other day an Omaha grocer was wearing a face so long that the upper button of his vest tickled his chin. "What is the matter, are prices going up too rapidly?" asked one of the customers. "You bet they are," was the forceful reply. "Everybody is jumping on me because they have to pay so much for everything. They blame me and I am making a smaller profit than I was before." Every merchant faces it. But there is still another subject and that is on the question of credits. As one merchant wrote *The Tradesman* recently, "The people have been brought up on long time credits and they expect it." In large towns and cities the people are becoming familiar with the working of credit bureaus and a man does not feel "insulted" if a merchant stops to get his rating. But in the smaller towns and the country it may take a campaign of education to impress upon the people the necessity of short time credits. Poor accounting systems and long time credits with corresponding heavy losses are two of the principal reasons for the failure of so many merchants. Prof. LeRossignol of the state university, asked *The Tradesman* if it had any suggestions as to the program for the short course, and we urged particular attention to these two subjects. Much attention will be paid to them at the short course.

HOME MERCHANTS SHOULD NEVER HAVE DULL TIMES

From *Grocer and Tradesman*.

Nothing wins so well as constant work. Often we hear a merchant complaining about dull times. Perhaps his neighbor is doing a rushing business, for the simple reason that his neighbor keeps busy. If customers are not coming so rapidly as he might wish the busy man takes time to get busier and devises some new scheme to bring trade to the store.

Perhaps he busies himself in rearranging his goods in attractive manner on the shelves and in the show cases. If he finds some of the clerks who are complaining of its being dull he immediately gets those clerks busy getting out old goods and arranging them in a manner that he can carry on a cleaning up sale to advantage.

There is always lots of work to do. How many times do we find merchants who complain of dullness sitting inside and vainly endeavoring to look through windows covered with dust and dirt? How many times do we find the man who says there is nothing to do looking at a display of dirty goods?

Don't you forget it—if you have any business to look after you have something to keep you busy all the time. Nothing like keeping busy about the store. It is sure to pay in the end. Even the novice can keep busy reading some good trade paper and posting up on commercial ideas and make a winning thereby.

FOREIGN HERRING SCARCE

From *The Fishing Gazette*.

Supplies of foreign herring are not so plentiful now. Incoming steamers bring but small cargoes. It begins to look as though the operators dealing in Newfoundland herring would have an opportunity this year to control the

situation—that is, providing there is a supply. With the markets of the country cleared, as they are likely to be, of all varieties of foreign herring, the early spring should bring a heavy demand for the excellent Scotch style herring from the ancient colony. Those who are in a position to handle quantities ought to be making preparations now for disposing of it before the spring fishery begins. The high prices are not likely to endure through to warm weather in 1917. Conditions are changing; methods of marketing must be changed to meet these new conditions.

KEEPING A SHARP EYE ON PROFITS

From the *Maritime Merchant*.

In these days of close competition, it behooves one to keep an exceedingly sharp eye on his stock and cost of doing business, if he wishes to show a profit at the end of the year.

Be careful about giving credit. No man should have a greater credit than 50 per cent. of his earning capacity any month, for if you give him a greater credit he is most liable to move away or refuse to pay, and thus your profit on \$200 worth of goods is eaten up. Buy in small quantities, and thus turn your money often, for the margin of profit is small, and it is in turning your goods often, that is turning the same dollar eight or ten times a year on a small margin, that makes the profit. Remember every dollar's worth of goods you carry a year without turning, costs you at least ten cents, for your money placed at interest will earn 7 per cent. and insurance will be at least three per cent. if not more. If you say, "I do not carry insurance," you should at least lay aside or figure the amount of the premium the insurance companies would charge you as part of your cost, or you will wake up some morning with building and stock destroyed and yourself a bankrupt. If your business will not justify full insurance, it is not worth bothering about.

Take stock twice or at least once a year. Besides being able to show what you have made or lost, it will also show you a lot of goods you have forgotten about.

If you have to take a loss, take it quickly, for the longer you hold the goods that have to be sold at a loss, the greater will be your loss.

DOG FISH AS A FOOD

From the *Fishing Gazette*.

The grayfish introductory campaign, behind which stands the Bureau of Fisheries, is progressing rapidly. Already packers fear that there will not be enough to go around this year. Samples of the canned variety have been sent to distant places, and orders are on the way to European countries. At home the grayfish has not been accepted as yet, and it may be years before people have forgotten about the pestiferous dogfish, which is grayfish renamed. But regardless of the reputation of the dogsbark in life, or what its old name may have implied to fishermen along our Eastern shores, when it is in a can it is quite as tasty as any fishfood. We predict that grayfish will one day be a canned fish staple which people will eat much in the same way as they do salmon or tuna.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

TRADER in grocery lines has been fairly good during the week. There is a slight cessation noticeable, due to the pre-holiday period. An uncertainty and weakness prevails in the flour market at the time of writing, due to peace talk. For the most part the offers of peace have had but little effect so far in the market. Wholesalers quite generally feel that very little will come of the present advances of the enemy powers. Sugar declined 10c per hundred on all makes.

There has been a disposition on the part of some retailers to stock fairly heavy and thus run themselves into shallow water when payment time comes. Wholesalers are inclined to advise more cautious buying. There is an easier tone in butter, eggs and cheese during the week. People are not buying as heavily on these commodities and the decreased demand has put a different complexion on the market. Live and dressed hogs are higher in price. Canned goods are holding in steady market with an easier tone in canned tomatoes. All dried fruits are in firm market with possible shortages in some lines for the Christmas trade. Nuts are also in firm market and many lines will be short for the holiday trade also. Teas are also firm and in the London market are quoted one-half cent per pound higher.

QUEBEC MARKETS

MONTREAL, Dec. 12. — While the newspaper bulletins were blazoning forth the words "Germany seeks peace," there were being voiced in a large Montreal wholesale house the words, "If anyone is holding on to supplies of foodstuffs at present, they may have cause to regret it." The exact import of the remark when fathomed by the representative of CANADIAN GROCER was that the speaker suspected some risk of a slump sooner or later in the whole series of the higher prices that have ruled of late. This may be only the first swallow that does not make summer; but an idea is most certainly germinating at present in market opinion that the break must come, and that it may come before long. As to the facts, flour is a little firmer, but wheat is unsettled. Sugar is distinctly easier, and some think will be easier still. Dried fruits are very firm, and will likely become firmer. Tea is firm. Spices are firmer. Molasses finds a firming condition to last until spring apparently. Beans are firm. So with barley and cereals. Fish prices are markedly firmer, and fruit and vegetables show some advances, though potatoes are easier a shade. Provisions are in quiet market, their only advance being in the line of lard. Wholesalers show a certain chariness of expressing any very positive opinions as to price prospects now, but

here and there as mentioned are found hints of possible weakening tendencies all over the range of commodities, as if no one were very sure that high price standards in foods can continue much longer. Those who have been following the war closely, however, are not paying much attention to Germany's peace proposals except to remark that the statement from Germany is an evidence of weakening.

Can Goods Erratic: The Salmon Pack

CANNED GOODS. — As regards canned goods, the general situation is unchanged. Prices are still unsettled, some jobbers charging higher, some lower, for various lines, and in a few cases apparently not adhering very strictly to their scale, even within their own circle of customers. Demand for canned vegetables came in for a certain reduction when prices soared, and there was a slight reaction. News from the Pacific Coast places the salmon pack at about 7,000,000 cases, including the Alaska pack. At present some lines of canned salmon, notably Cohoes and Red Springs, are absent from the warehouses of large jobbers. There was an increase in canned corn on the cob in gallons this week, the advance being 25c, bringing it to \$5.75 per dozen.

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

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.....	3 00	
½ flats, cases 8 doz., per doz.....	2 00	
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, ½-lb. talls	1 00	1 00
Cohoes, 1-lb. talls	2 50	
Red Springs, 1-lb. talls	2 00	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	
Canned Vegetables—		
Tomatoes, 2½s	1 90	2 15
Peas, standards	1 35	1 60
Corn, 2s, doz.	1 50	1 60
Corn (on cob gallon, cans), doz.....	5 75	
Red raspberries, 2s	2 65	
Red cherries, 2s	2 45	
Strawberries, 2s	2 50	
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	

Sugar is Easier and Outlook Dull

Montreal

SUGAR.—The market for sugar is in general easier, and some leading wholesalers look for even weaker conditions in sugar. A dull period is inevitable during the holiday season. At present purchasing is being done from hand-to-mouth, and while the refiners in Montreal would gladly accept large orders from the jobbers, they are doing nothing to encourage any merchant to order above his immediate requirements, on the principle that to guide the customer wisely to his best interests is in the best interests of both parties to the bargain. There was a revision of price lists in Montreal during the past week. Extra granulated is still at \$7.80 per 100 lbs. (with chances of getting supplies at 5c less per 100 lbs.), but there is a 5c decrease in powdered sugar in barrels to \$7.90, and a decrease of 15c on special icing in barrels. The prices for sugar in bags are altered a little, and also for sugar in cartons of five and two pounds. The alteration is as follows: For sugars in 50-lb. and 25-lb. bags add 10c to the price per 100 lbs. For sugar in 20-lb. bags add 15c; for 10-lb. bags add 20c. and for cartons the increases per 100 lbs. are 25c for the 5-lb. carton, and 30c for the 2-lb. carton packages per 100-lb. order.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 80
Acadia Sugar Refinery, extra granulated	7 70
Special icing, barrels	5 60
Yellow, No. 1	7 40
Powdered, barrels	7 00
Paris lumps, barrels	5 40
Crystal Diamonds, barrels	5 40
Assorted tea cubes, boxes	5 40
For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.	

Currants Arriving From Australia

Montreal

DRIED FRUITS.—Fig supplies from

California have come to their finish with the growers compelled to pro-rate their shipments. Fig prices are accordingly firm. Importations from the European sources are subject to the same conditions as will be read of under the market report from Montreal on nuts. This applies to all lines of dried fruits from Europe at present, and means firm prices of course. A cargo of Australian-grown currants is believed to be coming on the market in time for Christmas or New Year's. These will be worth 17½¢ a pound to the jobber on the coast, duty paid at Vancouver. Who would believe that a year ago currants were selling at as low as 8¢ a pound to the jobber? Some large wholesalers were absolutely out of currants lately, but if this Australian shipment materializes, there may be some to market at prices firmer than quotations given, which are considered merely nominal by the wholesale trade.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 12
Apples, choice winter, 50-lb. boxes	0 12
Apricots (old crop)	0 16
Slabs	0 18
Choice, 25's, faced, new crop	0 22
Nectarines, choice	0 11½
Peaches, choice	0 10
Pears, choice	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 27
Lemon	0 24
Orange	0 25
Currants—		
Filiatas, fine, loose, new	0 20
Filiatas, packages, new	0 17
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 12
Fardis, choicest	0 12½
Hallowee (loose)	0 12½
Excelsior	0 10
Anchor	0 09
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 11½
1 lb. glove boxes, each	0 09½
Cal. bricks, 16 oz.	0 11
Cal. bricks, 16 oz.	0 10
Cal. layers	0 11
Cal. fancy, table, 16 lb.	1 50
Figs—		
Spanish (new), mats, per mat	2 40
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 12
50 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10½
90 to 100, in 25-lb. boxes, faced	0 10
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.50; 4-crown cluster	3 75
Muscata (loose), 2 crown	0 10½
Muscata, loose, 3-crown, lb.	0 11
Muscata, 4-crown, lb.	0 10
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 11½
Choice seeded, 16 oz. pkgs.	0 11
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

Bountiful Molasses Crop, But Not Soon

Montreal
MOLASSES AND SYRUPS.—Latest advices from Barbadoes as regards the crop of molasses for the coming season indicate expectations of an exceedingly good supply. There has been good weather. The crop so far is in excellent condition. Although the growth of the cane is very far forward, reaping may not be general until late in February or early in March, as the canes are still very green, and should the rains continue, they would not be fit to cut earlier. This will mean only very limited shipments

until March, and early deliveries of choice grade molasses will be very high priced. Supplies for December are now practically nil, as it would not pay the planters to cut unripe canes at any price. Future values of fancy grade molasses depend to a great extent now on the sugar market, as the growers are in a position to make crystal sugar unless they get parity value for their fancy molasses. The output of fancy molasses is likely to be much less than usual. Owing to high cost of materials, puncheons are to be charged \$5 each in future trading until relief comes with the end of the war. Regarding corn syrups and maple syrup, the situation remains as last week, firm.

Barbadoes Molasses—	Prices for	
	Fancy.	Choice.
Puncheons	0 65	0 60
Barrels	0 68	0 63
Half barrels	0 70	0 65

SUGAR DECLINES 10c WHILE CANADIAN GROCER IS ON THE PRESS A DECLINE OF 10c PER HUNDRED POUNDS IN ALL MAKES OF SUGAR WAS RECORDED. AS INTIMATED IN OUR REPORT THIS DECLINE DOES NOT COME AS A SURPRISE.

For outside territories prices range about 3c lower. Careful lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25
2 lb. tins, 2 doz. in case, case	3 25
5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, ¼ doz. in case, case	3 09
20 lb. tins, ¼ doz. in case, case	3 50
Barrels, about 700 lbs.	0 04½
Half barrels, about 350 lbs.	0 04½
Quarter barrels, about 175 lbs.	0 06
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 39½ lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
Lily White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ¼ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

Tapioca Likely to Be Rather Scarce

Montreal
RICE AND TAPIOCA.—There is small hope held out by the importers of any very plentiful supply of tapioca within reasonable time to meet market needs, consequently tapioca is firm, and may be higher priced. Rice, on the other hand, is reasonably priced. A certain amount of competition in the Canadian market keeps it so, and as a result this foodstuff is being largely consumed, and to some extent helping out the situation caused by the great firmness in wheat and wheat products. Prices for rice and tapioca remain as quoted last week. Siam rice is added to the list, the No. 2 at \$4.50 per 100 lbs., and the choice Siam at \$5.75.

Rangoon rice, per 100 lbs.	4 30
"Texas" Carolina, per 100 lbs.	7 00
Real Carolina, per 100 lbs.	7 50
Patna (fancy)	7 50
Patna (good)	4 50
Siam, No. 2	4 50
Siam (fancy)	5 75
Tapioca, per lb.	0 08½

Beans Show Still Further Increases

Montreal.
DRIED VEGETABLES.—Lima beans are so scarce on the market that quoted prices are considered by wholesalers to be practically only nominal. Yellow eyes are up to \$6.90, and for some grades as high as \$7.20. Canadian 5-lb. pickers are about \$6.90 at least, and no retailer need be surprised at finding even higher quotations, for beans are beyond question scarce. Nevertheless, opinion of jobbers who import beans on a large scale is that if Canadian farmers pursue too long the policy of holding back their beans from market, large supplies of foreign-grown beans may rob them of their expected advantage—that is to say, beans will be easier priced in spring. From India and Japan beans may be expected in good quality and perhaps in large quantities. Peas are still in the same condition of market as last week; neither very plentiful, or in very special demand, but firmly priced. Barley keeps scarce and high priced, so that rice is used as a substitute.

Beans—	
Canadian 3-lb. pickers, per bushel	7 20
Canadian hand-picked	7 60
Canadian 5-lb. pickers	6 90
Yellow Eyes	6 90
Lima, per lb.	0 08½
Peas, white soup, per bushel	3 50
Peas, split, new crop, per bag 98 lbs.	7 75
Barley (pot), per bag 98 lbs.	5 75
Barley, pearl, per bag 98 lbs.	6 50

Nuts Are in a Precarious Market

Montreal
NUTS.—Shelled Valencia almonds show a shading of a cent a pound upwards this week. All nut prices now are based more on the stocks carried by wholesalers and the desire of the wholesalers to supply the demand than on the primary market values, for nuts are really exceedingly firm in the primary markets and very hard to get with any sort of certainty. No nut cargo importer is willing to quote at random on former experience prices for future consignments of nuts. Ships are being held up in Liverpool now. Atlantic freight and insurance rates are up as a result of the suspected presence of submarine raiders in mid-Atlantic. At least a 10 per cent. increase in prices of goods for the future is being calculated on, and some say there will be a 20 per cent. advance. Japanese peanuts and Manchurian walnuts are making but slight impression on the market, and Californian nuts are not practically affecting the situation. American pecans and peanuts are all in firm market.

Almonds (Tara), per lb.	0 21	0 22
Almonds (shelled)	0 39	0 40
Brazil nuts (1916 crop), per lb.	0 22	0 23
Filberts (Stilly), per lb.	0 18½	0 19
Hickory nuts (large and small), per lb.	0 09	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	0 13	0 13
Pecans (new Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 30	0 30
Walnuts (Greenole)	0 18½	0 19
Walnuts (shelled)	0 44	0 45

Tea Unchanged But Outlook is Firm

Montreal

TEA.—There have been no further changes in tea prices since last week, but the market remains exceedingly firm, and there is every prospect that still greater firmness may appear. Demand for teas is considered good by the merchants generally. Orders are coming along steadily for retailers have been stocking up a little in anticipation of further advances in price. The prospect of further serious shortages of steamers to carry freights gives renewed firmness of tone to the market outlook for future. Package teas have risen and their rise is felt to be a sure indication of firmness in all lines for some time ahead.

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

War Beset Coffee Waits Unchanged

Montreal—

COFFEE.—Except for the import duty upon it, coffee is to-day cheaper to buy in quantity than it was before the war, and coffee merchants in Montreal think that even in the dullness of this branch of trade some merchants in the United States may be making money out of coffee. They are able to buy it three cents per pound cheaper and yet the retail prices or prices to retailers in the States have not altered. But coffee is in the same state of dullness as regards large market operations that has beset it since the war. Great stocks remain in Brazil (improving with age as coffee will). New crop grows and ripens. The iron gates that enclose the Central Powers remain fast barred. When they open at the smile of Peace what a coffee splash there should be.

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

Cocoa May Be Found Firmer

Montreal

COCOA.—Conditions in the market for cocoa and chocolate are unchanged from last week, and prices remain as quoted. The market outlook is towards firmness for these commodities especially for the lines into which the manufacture of containers whether of tin or of fibre enters. Ocean freight rates also are affecting the outlook, and the prospects are that this food beverage and associated products may become more expensive.

Cocoa—		
1 lb. tins, per doz.	4 60	
½ lb. tins, per doz.	2 40	
¼ lb. tins, per doz.	1 25	
"10-cent" tins, per doz.	0 90	

Still the Spice Market Firms Up

Montreal

SPICES.—Still firmer is the outlook for the spice market. Black pepper is taking the same firming direction as white pepper took last week. Already the spot market in the United States (New York) is almost equal to the primary market which has for long ruled higher than the spot market. Higher prices still are looked for, and though the jobbers are still reluctant to advance prices to retailers buyers of pepper and spices are well to be watchful of their stocks' condition. Peppers, cassias, cloves, gingers and nutmegs are all in more active and advancing market. The ocean freight situation is firming up prices for raw shipments. Demand has been brisk, and supplies are none too plentiful to replenish wholesalers' warehouses and grinders' stores. Seeds and herbs are in firming market, Greek sage especially being most uncertain in supply.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 27	—0 37
Cayenne pepper	—0 28	—0 36	—0 36
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—45 to 50c.			
Ginger, Cochiti	—0 25	—	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 28
Mace	—0 80	—	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 30	0 37—0 35	—0 40
Peppers, white	—0 37	1 17—1 22	—0 39
Pastry spice	—0 22	0 25—1 20	—0 29
Pickling spice	0 18—0 22	—	—
Turmeric	0 21—0 23	—	—
Lower prices for pails, boxes or bails when delivery can be secured.			
Cardamom seed, per lb., bulk	2 00	2 50	
Carraway, Dutch	—	0 41	
Cinnamon, China, lb.	0 18	0 25	
Mustard seed, bulk	0 19	0 23	
Celery seed, bulk	0 36	0 44	
Shredded cocoanut, in pails	0 21	0 23	
Cinnamon, per lb., 35c.	—	—	—
Pimento, whole	—	—	12-15

Oranges Cost Less: Lettuce Costs More

Montreal

FRUIT, ETC.—There has been a jump in lettuce prices this week, after a reduction last week. Boston lettuce is now \$2 for a box of two dozen, and curly lettuce is \$2.50 for the box of four dozen. Cabbage has dropped about 25 cents, and now sells to the retailer at \$2.50 and \$2.75 per barrel. Spanish onions show a shading up of 25 cents on the large case which sells at \$6. In small crates these, however, remain at the \$1.75 figure. Potatoes are unchanged in price as compared with last week, Green Mountains still selling at from \$1.90 to \$2 per bag 80 lbs.). Root vegetables are all in fair demand and at prices unchanged from last week's quotations. In fruits, oranges are coming well forward and show reductions in price due to season's increasing supplies. Navels are at \$4.00 a box now, a decline of 25 cents. The

126-150 sizes are \$3.75 a ten cent reduction from last week's price. Floridas are unchanged. Porto Ricos show a shading upwards of fifteen cents, and are in demand. Apples show some shadings upwards in price this week. Spies are firm at \$6.00 for No. 2's and \$6.50 for No. 1's; Baldwins are up fifty cents to \$5.00 for No. 1's, and \$4.50 for No. 2's Kings are up fifty cents to same prices as Baldwins. Russets Wagners, and Greenings are unchanged. No. 1's in each case costing \$5.50. Cape Cod Cranberries are down to \$11 per barrel, a decline of \$2.00. Jamaica grape fruit are up 25 cents to \$3.00 and \$3.25. Fancy Messina lemons are down 0.50 cents for the 300 size to \$3.00, and 25 cents for the choice 300's to \$2.75. Bananas are unchanged at \$2.75 and \$3.00 per bunch (packed).

Oranges, Navels, per box	3 75	4 00
Oranges (Floridas)	—	3 50
Oranges (Porto Rico)	—	2 91
Lemons	4 00	5 25
Wealthy Apples	No. 1	No. 2
McIntosh Red, per bbl.	4 50	3 50
Fameuse, per bbl.	7 00	—
Spies	6 50	6 00
Baldwins	5 00	4 50
Kings	5 00	4 50

Brussels Sprouts, per doz. bunches	1 00
Brussels Sprouts (quarts)	0 15
Cauliflower, per doz. bunches	2 50
Celery (N.Y.), per crate	5 50
Celery (California) crate	7 50
Onions, red	2 80
Onions, Spanish, per crate	6 00
Potatoes, per bag (80 lbs.)	1 90
Carrots, per bag	0 75
Beets, per bag	1 00
Parsnips	1 00
Lettuce, Head, doz.	0 75
Lettuce, Curly, doz.	0 75
Lettuce, Romaine, doz.	1 00
Lettuce (Boston), per box of 2 doz.	2 40
Tomatoes, hothouse, lb.	0 25
Horse Radish, per lb.	0 20
Cabbage, doz.	0 75
Cranberries (Cape Cod), barrel	10 00
Beans, U.S. wax, basket	4 00
Beans, U.S. green, basket	3 50
Leeks, per doz. bunches	1 50
Pumpkins, doz.	2 00

Further Advances In Various Fish

Montreal

FISH.—More seasonable weather, and more fish days from now until Christmas will certainly make a very active market for fish, and though it seemed as if prices had reached something like the limit upwards, there are still prospects that a few further advances may take place in the future. These advances may be expected principally in all kinds of prepared and salted fish. As a matter of fact, green codfish has advanced fully two dollars a barrel since last week. Pickled B.C. salmon is also one of the varieties which will advance, and owing to the small quantities which are marketed, this will influence also the price of Labrador salmon and sea trout. The same will apply to pickled turbot which was so plentiful last year, and for which this season so far the smallest catch on record has been reported. That class of fish was selling last year at about ten dollars a barrel; it has gone up now to about \$16.00 a barrel.

There are no changes of note in the frozen and smoked fish market prices and conditions. Demand keeps good and prices high. As the holiday season is drawing near, demand for oysters both in bulk and in the shell, lobsters, mussels, and clams is bettering, and good healthy trade is looked for.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, Billet	0 13	0 14
Digby herring, per bundle of 5 boxes	1 00	
Smoked boneless herring, 10-lb. box	1 40	
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.	8 50	
Salmon (Labrador), per bbl.	18 00	
Salmon (B. C. Red)	16 00	
Sea Trout, red and pale per bbl.	16 00	
Green Cod, No. 1, per bbl.	14 00	
Mackerel, No. 1, per bbl.	21 00	
Codfish (Skinless), (100-lb. box)	9 00	
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10	
Codfish, Shredded, 12 lb. box	1 80	
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 38	

Prawns, Imperial gal.	2 50	
Shrimps, Imperial gal.	2 50	
Scallops	3 00	
FRESH FROZEN SEA FISH.		
Halibut	18	-20
Haddock, fancy, express, lb.	8	
Mackerel (med.), each	20	
Mackerel (large), each	25	
Cod, steak, fancy, express, lb.	10	
Salmon, Western	16	-18
Salmon, Gaspe	18	-20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 11
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.	0 10	0 10
Dore	0 12	0 13
Smelts	0 10	0 15
Oysters		
Selected, gal.	2 00	
Ordinary, gal.	1 50	
Malpeque oysters (choice) per bbl.	13 00	
Malpeque Shell Oysters (ordinary), bbl.	10 00	
Cape Cod shell oysters, per bbl.	12 00	
Clams (med.) per bbl.	8 00	
FRESH FISH.		
Haddock	0 08	0 09
Steak Cod	0 09	0 10
Market Cod	0 07	0 08
Carp	0 10	0 11

Tomatoes Are In Weakening Market

Toronto
CANNED GOODS.—There is a continued easier feeling in the canned tomato situation. Some wholesalers state they have not been moving freely of late at the high prices and there is a disposition to look for lower prices in the near future rather than carry them without sales. Corn and peas continue to have a good sale, being popular apparently because they at least seem a more substantial food product. Chums, pinks and cohoes have commenced to arrive and are now in the hands of some of the wholesalers. Others are on the way from the Coast and are due to arrive in the near future.

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

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	3 00	
1/2 flats, cases 8 doz., per doz.	2 00	
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, 1/2-lb. tins	1 00	
Cohoos, 1-lb. talls	2 50	
Red Springs, 1-lb. talls	2 00	
Canned Vegetables—		
Tomatoes, 2 1/2s	2 25	2 40
Peas, standards		1 35
Corn, 2's, doz.	1 50	1 60
Red raspberries, 2s		2 65
Red cherries, 2s		2 45
Strawberries, 2s		2 80
Pumpkins, 2 1/2s	1 70	1 75

ONTARIO MARKETS

TORONTO, Dec. 14.—There has been a steadiness in the grocery markets during the week, with fewer price changes upward. Live and dressed hogs are among the products that have advanced during the week. Butter, cheese and eggs have all been in easier tone with prices holding at the same level as last week. Consumption of butter is falling somewhat and eggs at the extremely high prices have been in slower demand. Poultry is firmer in price, particularly geese and turkeys. Chickens are also firmer. There is a disposition on the part of some retailers to stock up fairly heavy and some are experiencing difficulty in meeting their bills. Wholesalers are inclined to give a note of caution in this respect, intimating that a little lighter buying might be the safest policy to pursue where there has been an inclination to plunge deeper than the state of trade really warranted. Peace talk has not had any effect in the markets as yet. There is a disposition to await developments. There is a feeling that little hope can be held out that the war is likely to end. Business has been fairly good during the week, with a slight cessation noticed as is usual in the period immediately preceding the Christmas holidays.

Sugar Continues in Easier Market Tone

Toronto
SUGAR.—The week in the local sugar market has been a quiet one. There is a continued weakness in the market due to the situation in the primary markets. A decline is a strong probability. Three centrals have started grinding in Cuba and there is prospect of a large crop. Stocks in the United States have increased during the past week by 12,716 tons. On the other hand meltings have decreased by some 4,000 tons since last week, which would indicate a lighter consumption. During last week there was some heavy buying on the part of United

States sugar refiners of the new crop for delivery January to April. The sales all told so far of Cuba's aggregates in the neighborhood of 500,000 tons, which is about one-sixth of the amount of the past season's crop. Prevailing prices for the raw sugars to be delivered January to April was around 5.14c. per pound, cost and duty paid. At the present time raws are selling at 5.69c. This would indicate that the future for sugar seems in comparatively strong position as compared with present prices. Locally there has been no price changes with the exception of the differential in the 20-pound and 10-pound bags which have been increased 5c. per hundred and in the 5-pound and 2-pound cartons, which have been decreased 5c. per hundred pounds.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugar	7 88
Acadia Sugar Refinery, extra granulated	7 78
Yellow, No. 1	7 48
Special icing, barrels	9 23
Powdered, barrels	8 03
Paris lumps, barrels	8 50
Assorted tea cubes, boxes	8 50
In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated.	

Cane Syrups Are In Increased Demand

Toronto
MOLASSES.—Dealers report an increased demand for cane syrups during the past week. Prices in all lines of corn syrups and in molasses are holding firm. There has been a fair demand for molasses, presumably for the Christmas trade. Dealers are anticipating a good demand for the balance of the winter season in molasses.

Corn Syrups—	
Barrels, per lb.	0 04 1/2
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, 1/2 over bbls.; 1/4 bbls., 1/2 over bbls.	
Cane Syrups—	
Barrels, lb., 5 1/2c; 1/2 bbls.	0 05 1/2
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, gal.	0 40 0 43
New Orleans, gal.	0 40 0 43

American Dried Apples To Be Factor in Market

Toronto
DRIED FRUITS.—American dried apples will in all probability be a factor in the dried fruit market this year. Importers have arranged to bring some of them in and these will be in the market in the near future. There is a scarcity of the Canadian evaporated apples this year and the prices are high, an advance being recorded in the latter of 1/2c. to 1c. per pound during the week. American dried apples can be brought into this market to sell on about the same basis as peaches, which at the present time is from 11c. to 12c., and is about the price for which Canadian evaporated are selling. There is a firmness in all dried fruits. Currants from Greece are due to land from the S.S. "Themistocles" at New York on December 15. These can hardly be distributed to the trade in time for the Christmas trade. Apricots are holding in strong market. There is a considerable shortage in the Malaga dried cluster grapes. An extra heavy demand this season, presumably for soldiers' boxes, exhausted the light supplies. Spanish Valencia raisins will not arrive in time for the Christmas trade.

Apples, evaporated, per lb.	0 11 1/2	0 12
Apricots, choice, 2 1/2s, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	0 22	
Patras, per lb.	0 23	
Vostizzas, choice	0 23	0 24
Cleaned, 1/2 cent more.		
Australians, lb.	0 22	
Dates—		
Packages, 3 doz. in case	3 00	3 90
Dromedary dates, 3 doz. in case	3 85	4 25

Prunes—		
30-40s, per lb., 25's, faced	0 14 1/4
40-50s, per lb., 25's, faced	0 13 1/4
50-60s, per lb., 25's, faced	0 12 1/4
60-70s, per lb., 25's, faced	0 12
Peaches—		
Choice, 50-lb. boxes	0 11 0 12
Std.s., 50-lb. boxes	0 10 1/4 0 11 1/4
Fancy, 25 lbs., faced	0 13 0 14
Raisins—		
Valencia, Cal.	0 10 1/4
Seeded, fancy, 1-lb. packets	0 12 0 13
Seedless, 12-oz. packets	0 12 0 12 1/4
Seedless, 16-oz. packets	0 15 0 16

Coriander Seed and Carraway Go Upward

Toronto
SPICES.—There has been an advance from 3 to 5c. per pound on coriander seed during the week, the commodity being quoted at 18c. to 20c. The firmness in the market has been brought about largely through the shipping situation. Coriander comes largely from North Africa, but is handled extensively through Holland. Carraway seed is also in very firm market, quotations being from 50c. to 57c. per pound, which represents an advance of 5c. to 7c. per pound. In the New York market the seed is held at 50c. Practically an embargo exists on carraway from Holland. There is also a firm situation respecting nutmegs, which come through the same source. Demand for all spices continues good. Other prices remain unchanged.

	Per lb.
Allspice	0 1 1/2
Cassia	0 32
Cinnamon	0 50
Cayenne	0 35
Cloves	0 35
Ginger	0 30 0 35
Mace	0 90 1 25
Pastry	0 30
Pickling spice	0 22
Peppers, white	0 35 0 38
Pepper, black	0 29 0 32
Nutmegs, selects, whole	0 40 0 60
Mustard seed, whole	0 28
Celery seed, whole	0 40 0 45
Coriander, whole	0 17 0 20
Carraway seed, whole	0 50 0 57
Cream of Tartar—	
French, pure	0 48 0 50
American high test	0 51 0 54

Teas on London Market Quoted Up 1/2c Pound

Toronto
TEAS.—There is a continued firmness in teas on the London market. At the auctions there during the first of this week both Indian and Ceylon were quoted up 1/2c. per pound on all grades. Locally the prices have not changed. There is a quietness in the market, settling down as it were in the pre-holiday period. There has been a good demand for tea. A factor that is expected to put still greater firmness in the market is the possibility that under Lloyd George prohibition would be made more effective during the wartime. This would stimulate the consumption of tea greatly. In Ontario dealers have observed greatly increased use of tea and they attribute it to the fact that prohibition is in force.

	Per lb.
Pekoe Souchongs	0 25 0 27
Pekoes	0 26 0 28
Orange Pekoes	0 28 0 30
Broken Pekoes	0 30 0 32
Broken Orange Pekoes	0 32 0 34

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

Stocks of Coffee Continue to Grow

Toronto
COFFEE.—Coffee is holding steady in the face of the accumulation of stocks at primary points and in the United States. In the United States at the present time there is being held 1,603,200 bags as compared with 1,284,011 bags a year ago. There are afloat at the present time headed for the United States 975,000 bags as against 859,000 bags a year ago. The total in sight movement of coffee to the United States is 2,578,000 bags as against 2,143,411 bags at this time in 1915, an increase of 434,789 bags. Demand in Canada has been growing, helped along no doubt by prohibition. If the present proposal for peace develops into anything definite there is a possibility that there will be an immediate firmness in the market. Chicory is in firmer market and is quoted up to 17c.

Bogots, lb.	0 25	0 25
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Itio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 17

Frozen Lake Fish Take Place of Fresh

Toronto
FISH AND OYSTERS.—Fresh whitefish and salmon trout are about off the market now and their place is being taken by the frozen article. The frozen fish in these varieties is now quoted at 11 1/2c. to 12c. per pound. The demand for fish has been good during the week. Fancy haddock is slightly firmer in price and is now quoted 8c. to 9c. per pound. Fancy steak cod is also firmer and is quoted up to 11c. The demand for oysters has been good. The warmer days were not the best kind of oyster weather. There have been advances in the primary markets for oysters, but locally the prices have held steady.

SMOKED FISH.	
Ciscoes, per lb.	0 13
Haddies, per lb., new cured	0 11
Haddies, fillets, per lb.	0 12
Digby herring, bundle of five boxes	1 00
Smoked boneless herring, 10-lb. box	1 50

PICKLED AND DRIED FISH.	
Labrador herring, keg	3 75
Labrador herring, barrel	7 25
Salt mackerel, kits	2 25
Crown cod, 2 1/2	3 85

FRESH SEA FISH.	
Crabs, per dozen	2 50
Halibut, frozen	0 15 0 15 1/4
Coho salmon (red), frozen	0 14
Qualla salmon (pink), frozen	0 09
Haddock, fancy, express, lb.	0 08
Steak cod, fancy, express, lb.	0 09
Flounders, Maritimes	0 09
New York	0 10
Mackerel, frozen, lb.	0 10

FRESH LAKE FISH.	
Pike, lb.	0 08
Whitefish, lb., frozen	0 11 1/4 0 12
Herrings, lb.	0 06 0 07
Lake trout, frozen, lb.	0 11 1/4 0 12
Smelts, No. 1, lb.	0 12
Smelts, No. 2, lb.	0 07
Oysters—	
Standards, gal.	1 85 2 00
Selects, gal.	2 40 2 50
Shell, per barrel	8 50
Shrimps—	
Wine gallon cans	1 40
No. 2	2 70
No. 3	5 20
Winkles, per bag	1 75

Demand for Nuts Keeping Up Well

Toronto
NUTS. There is a continued scarcity of walnuts, particularly in the shelled variety. Walnuts in the shell are scarce because of inability to get shipments here in time for Christmas. Brazil nuts are also scarce. There is a big demand for all kinds of nuts for the Christmas trade, greater in fact than the importers can take care of. In the primary market at New York almonds are reported to have been offered with a little greater freedom than most of the other lines. The market for all nuts is in continued firmness. Locally there has been a firming in almonds in the shell and the lowest quotations are now up 1c.

In the Shell—	
Almonds, Tarragonas, lb.	0 21 0 22
Walnuts, Marbots	0 16 1/4 0 17
Grenobles, lb.	0 18 0 19
Filberts, lb.	0 18 0 19
Pecans, lb.	0 17 0 19
Peanuts, lb.	0 11 0 14
Brazil nuts, lb.	0 18 0 22
Cocoanuts, per sack 100	7 00
Shelled—	
Almonds, lb.	0 42 0 45
Walnuts, lb.	0 45 0 48
Brazil nuts, lb.	0 06
Pecans, lb.	0 85

Oriental Rice Firmer Due to Higher Freights

Toronto
RICE AND TAPIOCA.—There is a firmness in Japan and Siam rice owing to the recent increase in freight rates from Oriental ports of \$4 per ton. This means an increase in the price of these rices of 20c. per hundred in the primary markets and the firmness will eventually reach the wholesale trade. There has been good buying of Siam rice recently. In fact there has been a good demand for all rices owing to the realization on the part of an increasing number of people of the reasonable price of rice comparatively. Paking rice has advanced 1/2c. per pound and is now selling at \$5 to \$5.50 per hundred. Tapioca hold in firm market.

Rangoon B, per 100 lbs.	4 50 4 75
Paking rice, 100 lbs.	5 00 5 50
Texas Japans, 100 lbs.	6 00 6 50
Carolina rice, 100 lbs.	7 00 7 50
Java	6 50 7 00
Patna, fancy	6 00 6 50
Patna, good	5 00 6 00
Tapioca, per lb.	0 10 0 11

Demand for Beans Has Been Heavy

Toronto
BEANS.—There has been a heavy demand for beans during the week, with Rangoons coming more into favor as their qualities are becoming better known. Some old Indian beans that came on the market three or four years ago had a bitter taste and put the brand in bad odor for a time. The present crop of new beans, however, is completely dispelling this impression. In some quarters wholesalers report that farmers seemed inclined to hold for higher prices. In some of the best bean-growing sections in Ontario the crop is about sold out. Prices have held steady during the week.

Ontario, 1-lb. to 2-lb. pickers, bush.....	5 50	0 75
Rangoon, per bushel	5 50	5 90
Japanese, per bushel	6 00	6 00
Limas, per pound	0 08 1/2	0 10 1/2

Package Cereals Are Holding in Firm Market

Toronto
PACKAGES.—There is a continued firmness in package cereals with a brisk demand reported. Just what effect the burning of the Quaker Oats plant at Peterboro on Monday of this week will have on the market was not apparent at the time of writing. The effect will undoubtedly be one of firmness as it operated in that direction on all mill feed products. There are fairly heavy stocks of the cereal in the local warehouses and this may have a steadying effect. All other package cereals held steady during the week.

Cornflakes, per case	2 50	2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 25	4 85
Shredded wheat, case	3 60	3 60
Cornstarch, No. 1, pound cartons.....	0 08 1/2	0 08 1/2
No. 2, pound cartons	0 07 1/2	0 07 1/2
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons	0 08 1/2	0 08 1/2

California Navels Are Down in Price

Toronto
FRUIT.—California navel oranges declined 25c. to 75c. per case during the week and are now selling from \$3.50 to \$3.75. The fact that the orange crop in that State has been touched with frost has had a depressing effect on the market. The yield of the fruit is reported exceptionally heavy, but the frost has nipped the possibility of holding firm prices. Messina lemons are also slightly easier in price and are quoted 25c. under last week. Some of the first Florida tangerine oranges arrived during the week and are quoted at \$3 per case. California grapes are about off the market now, the field being held almost entirely by the Spanish Almeria variety. These are holding steady in price. Some fine No. 1 Wagner apples from New Brunswick were in the market during the week and were quoted at \$5.50 per barrel. Bananas are slightly easier, being quoted at \$2.25 to \$2.50 per bunch.

Apples—		
Barrel	4 00	5 50
Spys, No. 1	6 00	7 00
Spys, No. 2	5 50	6 50
Boxes, American	2 25	2 75
Boxes, B.C.	2 25	2 50
Bananas, bunch	2 25	2 50
Cranberries, bbl.	9 00	11 00
Boxes, 28-qt.	3 50	4 00
Oranges—		
Jamaicas, box	3 00	3 50
Floridas, case	3 50	3 75
Cal. Navels	3 50	3 75
Mexican, case	3 75	4 00
Tangerines, Florida, case	3 00	3 50
Grapes—		
California Red Emperor, 33-lb. drums	5 00	5 00
Spanish Almeria, small bbl., 40 lbs.	7 00	8 00
Grapefruit, Florida, case	3 75	4 00
Grapefruit, Jamaica, case	3 00	3 00
Grapefruit, Cuban, case	3 00	3 50
Porto Rican, case	3 00	3 50
Lemons, Cal. case	5 00	5 00
Messinas, case	3 75	4 00
Pears—		
California, case	4 00	4 00
Pomegranates, case	4 50	4 50
Pineapples, Porto Rican	4 50	5 00

Hothouse Cucumbers and Green Onions In

Toronto
VEGETABLES.—Some hothouse green cucumbers arrived from the Boston district during the week and are selling at \$2.25 to \$2.50 per dozen. Green onions in the bunch from the New Orleans district are also among the new arrivals. These are quoted at 50c. per bunch. Cauliflower are slightly easier, being quoted at \$1.75 to \$2. Cabbage by the barrel are scarcer and have been quoted firm at \$2.75 per barrel. British Columbia potatoes are also slightly firmer, being quoted at \$2.10 to \$2.15. Spanish onions are firm at \$5 per crate. New Brunswick potatoes are holding steady at \$2.25 with Ontario at \$2.15.

Artichokes, Cal. French, doz.	1 25	1 25
Beans, green string, hamper	5 90	6 00
Beets, bag	1 35	1 35
Brussel sprouts, imported	0 20	0 22
Cabbage, barrel		
Red, barrel	3 75	3 75
per pound	3 25	3 25
Cucumbers, hothouse, doz.	2 25	2 50
Cauliflower, Cal., 12 in box	2 60	2 60
Carrots, bag	1 25	1 25
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Case	4 50	4 75
Eggplant, each	0 25	0 30
Mushrooms, 6-qt.	2 25	2 50
Onions—		
Spanish, crate 120 lbs.	5 00	5 00
Spanish, small crates	1 65	1 75
American, 100-lb. sack	3 75	4 00
B.C. onions, 100-lb. sack	3 50	3 75
Green, per bunch	0 50	0 50
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	2 25	2 25
Sweet, New Jersey, hamper	2 00	2 00
Ontario, 90-lb. bags	2 15	2 15
B.C., 90-lb.	2 10	2 15
Parsnips, bag	1 50	1 50
Watercress, 11-qt.	0 25	0 30
Parsley, 11-qt.	0 25	0 50
Turnips, 11-qt. basket	0 25	0 25
Yellow, bag	0 70	0 75

MANITOBA MARKETS

WINNIPEG, Dec. 13.—There is a finnan haddie famine, and dealers who have supplies are getting high prices for them. Quotations to the retailer vary from 9c to 13c per lb. A dealer who had a car, which he offered at 9c, had them picked up immediately. Some jobbers are giving their customers the benefit of their shrewd buying, and are quoting 9c. It appears that the catch in the East has been short, and packers down East are having their labor troubles the same as every other part of Canada. Some packers have shipped no finnan haddie at all.

Difficulty is experienced getting supplies of Brazil nuts. One house is offering them at 16c, but they could not be bought in the primary market within a few cents of that figure. Filberts were also delayed, and were being offered at 18 1/4c. Lima beans went up in sympathy with white beans, and are now 9 3/4c; they were formerly 8 1/4c. Krinkle corn flakes are being offered in 5-case lots at \$2. Gold Dust has advanced about 20c per case. Camp coffee is up to \$4.10 for large and \$2.40 for small per case. Australian currants advanced to 19c lb Sugar in Saskatchewan declined 10c per hundred last week.

Uncertainty in Sugar; Prices Tend Lower

Winnipeg
SUGAR.—Last week-end the market was standing at \$8.40 still, and there was considerable doubt as to what was going to happen. A decline took place in Saskatchewan of 10c per cwt., but this was probably a purely local condition.

Sugar, Western—	
Standard granulated	8 40
Extra ground or icing, boxes	9 25
Extra ground or icing, bbls.	8 85
Powdered, boxes	9 65
Powdered, bbls.	8 85
Hard lump (98-lb. case)	9 35
Montreal yellow, bags	8 00
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45

Halves, 90 lbs., per cwt.	8 55
Bales, 20 lbs., per cwt.	8 55
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 30
Cut loaf, barrels	9 40
Cut loaf, 50s	9 60
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 40
Bar sugar, bbls.	8 85
Bar sugar, boxes, 50s	9 05
Icing sugar, bbls.	8 25
Icing sugar, boxes 50s	9 25
H. P. lumps, 100-lb. cases	9 35
H. P. lumps, 5-lb. boxes	9 60
Yellow, in bags	8 00

Syrups Hold Steady

SYRUPS.—No changes have taken place in either cane or corn syrup for some time. The following price was being quoted by one house on Dixie molasses this week:—\$3.50 per case of 48 1 1/2's.

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case.....	3 80
5-lb. tins, 1 doz. to case, per case.....	4 45
10-lb. tins, 1/2 doz. to case, per case.....	4 15
20-lb. tins, 3 tins to case, per case.....	4 05
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)	
Molasses—	
Barbadoes, 1/2 bbls., per gal.....	Per gal. 0 61
New Orleans, 1/2 bbls., gal.....	0 42

Figs 3c Higher Per Pound Than Last Year

Winnipeg
DRIED FRUITS.—New dates are arriving this week, and will be offered around the following figures:—Bulk Hallowees, 11 3/4c lb., which is about 3c higher than last year; Fards, \$1.95 per box of 12 lbs., which is about 70c per box higher than in former years. Old crop of evaporated apples are selling as low as 8 1/4c, but the new ones are costing the jobbers so high, the retailer will be paying 11 1/2c lb. before very long. Australian currants, which were selling at 18 3/4c last week, have been jumped to 19c. The crop of Australian currants in March will determine to a great extent the price of currants next year. California markets all continue firm, especially on small size prunes and apricots. Cooking figs have arrived, and are sell-

ing in mats at 8c lb. Preserved ginger is being offered at \$7.50 per case.

Lima Beans Follow White Beans Upward

Winnipeg
DRIED VEGETABLES.—In sympathy with white beans, Limas took a surprising jump this week, the retailer now being asked 9¼c, whereas the last quotation was 8¼c. The primary market continues very high for white beans, and there are some jobbers who think the market too high, and, considering that the consumption is comparatively small, that prices may come down after New Year's. Most jobbers are asking the new prices for peas—\$6.60 for splits—and it is stated that the same goods would cost the jobbers \$7 laid down in Winnipeg. This is probably due to a scarcity of peas.

Beans—		
Japanese, white beans, bushel	4 75	5 30
Manchurian, bushel	4 25	4 60
California Lima Beans—		
80-lb. sacks		0 09%
Barley—		
Pot, per sack, 98 lbs.	4 40	4 50
Pearl, per sack, 98 lbs.	6 00	6 00
Peas—		
Split peas, stk., 98 lbs.	6 00	6 00
Whole peas, bushel		4 00

Brazil Nuts Being Sold at High Prices

NUTS.—The line which will give the retailer most trouble this Christmas is Brazils. They are rather hard to get. One house quoted 16c in bags and 16½c smaller lots, but this is less than they could be brought in at. Where jobbers bought well in the spring they are giving the retailer the benefit. Brokers report difficulty getting supplies of nuts through from the States, especially Filberts and Brazils. Filberts are offered the retail trade at 18¼c per lb. The price of Brazils is 5c above normal, and the quotation above is an exceptional one, the jobbers themselves paying as high as 20c for spot stuff. There is no difficulty getting peanuts, but the market is higher.

Coffee Comparatively Low

COFFEE.—A broker stated this week that the coffee market is one of the few markets keeping comparatively low compared with prices being paid three years ago.

Oranges and Lemons May be Cheaper

Winnipeg
FRUIT AND VEGETABLES.—In fruit the big demand just now is for oranges. There is a big demand for Californians, and there are likely to be lower prices according to local wholesalers. It appears that heavy supplies are rolling in, due probably to a desire on the part of Southerners to get rid of their stocks before the frost arrives. Lemons are bringing anywhere from \$5. to \$5.50 and oranges are quoted as fol-

lows; Navels, \$4.50 to \$5.00; Japanese, 65c per box; Florida \$4. to \$4.50. Grape fruit has suffered a decline to \$4.50, although some houses are asking \$4.75 for extra good stock. Winter Nellis pears are being offered at \$3.50 per box, and D'Anjou pears at \$4. box. It is expected that another decline in lemons will take place before long. About the only potatoes being offered here are Manitoba, which are bringing from 90c to 95c in 10-bushel lots.

American Tomatoes Now Reaching Market

CANNED GOODS.—New pack goods are arriving now, but they are much later than in previous years—from six weeks to two months. A jobber is offering new pack American tomatoes, 24 2's, \$3.15 per case, and 24 2½'s, \$4 per case. Corn is quoted at \$3.10 for 24 2's. They also quote some low figures on canned salmon.

FLOUR AND CEREALS

(Continued from page 40.)

FLOUR RECOVERED AGAIN WHEAT VERY UNCERTAIN

Winnipeg
FLOUR AND CEREALS.—A week ago flour dropped to \$9.60, the lowest point reached since the decline; then it recovered on Thursday, Dec. 7, following an advance of about 9c per bushel in wheat, bringing first patents back to \$9.90, which is 30c per bbl. under the highest point. Since then the wheat market has weakened again. The decline last week was no doubt due to the British Government withdrawing support from the market for a few days, it having been rumored the Government was making new arrangements in regard to their manner of purchasing. It would appear that the Government later came into the market again, as there was considerably more activity, and the wheat market advanced 9c per bushel. However, nobody seems to be certain what happened. Rolled oats prices are the same, and the demand is about usual, with considerable inquiry for export. Millers are looking for considerable export business in January and February. Cornmeal remains at \$3.20 for 89's. Bran and shorts have advanced to \$28 and \$39 respectively, due to heavy demand, especially in Eastern Canada. Millers report it impossible to supply the demand of Eastern Canada, especially for shorts and middlings.

Flour—		
Best patents	9 90	
Bakers	9 40	
Cleats	8 70	
XXXX	7 70	
Cereals—		
Rollled oats, 80 lbs.	3 30	
Rollled oats, plus, family size	4 10	
Cornmeal, 98's	3 30	
Oatmeal, 98's	4 00	
Feeds—		
Bran, per ton	27 00	
Shorts, ton	29 00	
Middlings, ton	30 00	
Mixed chop, ton	47 00	

NEW BRUNSWICK MARKETS

(Continued from page 39.)

Tomatoes, 3s, standard case	4 70
Corn, 2s, standard case	3 50
Peas, 2s, standard case	2 50
Apples, gala, N.B., doz.	3 15
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 00
Peaches, 2s, Ontario, case	4 00
Salmon, red spring, tails, case	10 00
Salmon, pink, tails, case	8 75
Salmon, Coho, case	9 00
Salmon, Chums, case	4 75
Sardines, domestic, case	4 60
Cream tartar	0 42
Currants, lb.	0 21
Raisins, choice, lb.	0 11½
Raisins, fancy, lb.	0 12
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 25
Candied peel, citron	0 25
Candied peel, orange and lemon	0 21
Evaporated apples, lb.	0 11½
Evaporated apricots, lb.	0 21
Pork and beans, case	4 50
Fresh Fruits and Vegetables—	
Apples, bbl.	2 00
Lemons, Messina, box	5 00
Lemons, Cal., box	5 50
Oranges, Cal., box	3 75
Grapes, Malaga, keg	7 00
Grapefruit, each	0 05
Potatoes, bbl.	3 80

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Dec. 13.—There is a protracted cold spell all over the middle West. Christmas business is brisk. Flour advanced thirty cents barrel December 8 and is now quoted at \$10.40. Tin molasses advanced fifteen cents dozen and further advances are expected. Tapioca is quoted at 8¾c. Sugar declined December 6, ten cents and is now \$8.64. Lard advanced twenty cents and is now \$13.20 for three's. Salmon pinks \$6.60 to \$6.75. Poultry prices are No. 1, chicken 26c; No. 2, 23½c; No. 1 duck 22c; geese 22; No. 1 turkeys, 34c, and No. 2 30c. Turkeys are scarce. Dairy butter is quoted at 42c. All confectionery is half a cent higher. Shelled nuts are scarce. Walnuts have advanced two cents and are quoted now from 45c to 47c. Oranges easing off owing to Northern and Southern California's ripening at same time and are quoted at \$4.50 to \$5.00. Cranberries are \$12.00 and in good demand. Lemons, new crop will be sold about five to five fifty; Valencias seven to seven fifty. Cotton twine has advanced two cents per pound. Japanese oranges scarce and apples higher.

Beans, small white Japan, bush.	5 10
Flour, No. 1 patents, 98s, per bbl.	10 40
Molasses, extra fancy, gal.	0 71
Rollled oats, hulls	3 35
Rice, Siam, cwt.	4 35
Sago and tapioca, lb.	0 05%
Sugar, pure cane, granulated, cwt.	8 64
Cheese, No. 1, Ontario, large	0 25
Butter, creamery, lb.	0 46
Lard, pure, 3s, per case	13 20
Racon, smoked backs, lb.	0 25
Racon, smoked sides, lb.	0 30
Eggs, new-laid	0 47
Eggs, storage, No. 3	0 40
Tomatoes, 3s, standard, case	4 35
Corn, 2s, standard, case	3 50
Peas, 2s, standard, case	2 50
Apples, gala, Ontario	5 00
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 00
Peaches, 2s, Ontario, case	3 95
Salmon, sweet smoke, tall, case	12 00
Salmon, pink, tall, case	6 75
Pork, American clear, per bbl.	40 75
Racon, breakfast	0 27
Racon, roll	0 33
Eggs, new-laid	0 50
Eggs, storage	0 40

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Dec. 13.—Wholesalers are wondering what effect Germany's peace feeler will have on the markets. While flour shows a decline to nine ninety this week, excitement in Chicago on grain and falling off wheat in values, market is expected to drop again. Sugar remains steady. Blue Ribbon tea has advanced a cent a pound. Jute sacks also advanced to seventeen and half. Dominion corn flakes are now two eighty, gold dust fairy soap, glycerine tar, advanced twenty-five cents case. Lard advanced to twelve ninety. Eggs declined three cents and are now forty-two cents dozen. Tomatoes down to four sixty-five case; peas have declined to two ninety; apples two forty-five case for gallon. Evaporated apples are quoted at fourteen cents. Sockeye Salmon is quoted at thirteen fifty.

EDMONTON:		
Beans, small white, Japan, lb.	6 08	0 10
Flour, No. 1 patents, 98s, barrel	9 30	
Molasses, extra fancy, gal.	0 77	
Rolled oats, 80s, basis	3 70	
Rice, Siam, cwt.	0 04 1/2	0 10
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.	8 95	
Cheese, No. 1 Ontario, large	0 25	
Butter, creamery, lb.	0 45	
Lard, pure, 3s, per case	12 90	
Bacon, smoked backs, lb.	0 25	
Bacon, smoked sides, lb.	0 26 1/2	
Eggs, No. 1	0 42	
Eggs, storage, case	11 50	
Tomatoes, 2s, standard case	4 65	
Corn, 2s, standard case	3 20	
Peas, 2s, standard case	2 90	
Apples, gala, Ontario, case	2 45	
Strawberries, 2s, Ontario, case	5 80	
Raspberries, 2s, Ontario, case	5 60	
Peaches, 2s, Ontario, case	4 10	
Salmon, finest sockeye, tall, case	13 50	
Salmon, pink, tall, case	5 00	

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Dec. 13.—Golddust and Fairy soap are up twenty-five cents case. Molasses appears to be due for an advance. A decline in sugar is expected. Flour has advanced fifteen cents but at time of wiring a drop of twenty cents is rumored but not confirmed. Wagstaffes strawberry jam fours are up five cents. Candied peels keep advancing steadily. Shoulder cuts of bacon is up a cent a pound. Lard up another half cent, three's now thirteen twenty. Currants in packages are scarce but

there is fair stock of Australian bulk. California navel oranges four dollars case. Local potatoes twenty-eight dollars ton.

CALGARY:		
Beans, small white Japan, lb.	0 08 1/2	0 10
Flour, No. 1 patents, 98s		
Molasses, extra fancy, gal.	0 77	
Rolled oats, 80s	3 55	
Rice, Siam, cwt.	4 75	
Sago and Tapioca, lb.	0 09	
Sugar, pure cane, granulated, cwt.	8 85	
Cheese, No. 1 Ontario, large	0 25 1/2	
Butter, creamery, lb.	0 44	
Lard, pure, 3s, per case	13 20	
Bacon, smoked backs, lb.	0 25	
Bacon, smoked sides, lb.	0 25	
Eggs, new-laid, doz.	0 45	
Eggs, storage, case	11 50	12 00
Tomatoes, 2 1/2s, standard case	4 50	4 75
Corn, 3s, standard case	3 90	
Peas, 2s, standard case	2 95	
Apples, gala, Ontario, case	2 50	
Strawberries, 2s, Ontario, case	5 25	
Raspberries, 2s, Ontario, case	5 50	
Peaches, 2s, Ontario, case	4 25	
Salmon, finest sockeye, tall, case	12 00	
Salmon, pluk, tall, case	5 00	5 50

British Columbia

FROM VANCOUVER, BY WIRE

Vancouver, B.C., Dec. 12.—Bread and milk are giving the grocers the most trouble just at present. Civic authorities are making the trouble as regards milk by proposing enactments under which milk waggons should be reduced in number and grocers make deliveries. Dairymen oppose this and grocers at present are selling milk to customers for less than the dairymen deliver for. As regards bread. Bakers yesterday without notice raised the price. A 16 ounce loaf now sells for eight cents and a 14 ounce loaf wrapped calls for the same price. No five and ten cents loaves are now on sale. Grocers at a meeting last night decided to refuse to handle bread at less than a 20 per cent. margin of profit. The wholesale butter market has lately been a puzzler and prices have advanced to 46 and 47 cents for table varieties while 44 1/2 is the lowest for cooking. Cheese is firm but it depends entirely on eastern market. Ontario solids are now 27 1/4 and twins 27 1/2. Stocks are low. Eggs are wild and most wholesale houses quote only open prices but the average is 55c for strictly fresh to 48c for imported American. These prices are only a cent above those prevailing at this time last year. The potato market is firm with prices running from \$25 to \$35 a ton according to grade. The apple market is easy with stocks large and prices for the desert varieties running from \$1.75 to \$1.90 a box. The consumption is large.

The demand for citrus fruits is quiet despite nearness of Christmas but figs, dates, nuts and Xmas dates are selling well.

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 13.—The volume of trade in grocery lines continues normal and collections are fair. Jobbers are inclined to caution in credit matters. Increased cost of carrying over same stock is pressing heavily on some retailers. German peace proposals have aroused great interest in trade circles but little effect on the market is anticipated until something more definite occurs. Signs of easier tone in sugar market followed by stiffening has left prices unaffected. With old crop nearly exhausted molasses shows signs of exceeding even present record price. Beans are firm with price lower than in Montreal even with freight difference in favor of latter. Split peas and barley are extremely scarce for local consumption although elevator reports show big exports. Dried fruits and Christmas goods are firm but with no radical changes. Owing to lack of arrivals nuts will be scarce for Christmas trade as stock on hand is far from sufficient. Increased cost of wood, paper, and tin affecting cost of packages and driving package goods upwards.

Flour recovered somewhat this week with thirty cent advance to \$10.90 for Manitoba and \$9.95 Ontario. Cheese firmer at 25 to 25 1/2. American clear pork again up now \$40.75 to \$41. Salmon chums advanced \$4.75 to \$5. In fruit lines apples show higher top price ranging from \$2 to \$5.50. California oranges lower at \$3.75 to \$5.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba	10 90	
Ontario	9 95	
Corneal, gran., bbls.	7 80	
Corneal, ordinary, bags	2 80	
Flour, buckwheat, 100-lb. bag	5 75	6 00
Molasses, extra fancy, gal.	0 62	
Rolled oats, bbl.	8 25	
Beans, white, bush.	7 00	
Beans, yellow-eyed	7 00	
Rice, Siam, cwt.	0 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	7 95	8 00
United Empire	7 85	7 90
Right yellow	7 75	7 80
No. 1 yellow	7 55	7 60
Paris humps	9 25	9 50
Cheese, N.B., twins	0 25	0 25 1/2
Butter, dairy, per lb.	0 40	0 45
Lard, pure, lb.	0 22 1/2	0 27 1/2
Lard, compound	0 18	0 18 1/2
Beef, corner, lb.	3 00	3 50

(Continued on page 38.)



FLOUR AND CEREALS



Flour Market Is Rather Unsteady

Great Britain Resumes Importation of Flour With Effect of Firming Up the Feed Market Still Further. Wheat Uncertain.

Montreal

FLOUR AND FEEDS.—The tendency in flour is very irregular at present. Some reports say the market is dull and quiet. Previous expectations of exceedingly high prices during the Christmas season and on throughout the winter have resolved themselves into tentative predictions that wheat and flour will have a very firm phase with high prices before the new crop comes on the market—a broad enough opinion in all conscience. The wheat market has been jumpy, up two or three cents one day; down the next. Bull views, are believed to be still in the majority. A new feature noticed of late is that the United Kingdom has resumed importations of white flour after a period of a month or so when this was not being imported owing to Government regulations. The resumption was noticed on Monday 11 inst. when some five and ten thousand bag orders were placed. Demand for flour locally is reported fair, and stocks heavy.

Demand for feeds is very active, and prices remain exceedingly firm. The importation of white flour by Britain again will not help the situation as the 80 per cent. exportation flour contains all the feed materials except bran, and the sending of this flour out of the country is equivalent to the exportation of feeds to some extent.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 00	10 30
Second patents	9 50	9 80
Strong bakers	9 30	9 00
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent. in wood	9 00	9 50
90 per cent. in bags	4 25	4 25
Bran, per ton	32 00	33 00
Shorts	35 00	36 00
Special middlings	40 00	41 00
Feed flour	49 00	50 00
Feed oats, per bushel		0 74

CEREALS KEEP FIRM

BARLEY VERY SCARCE

Montreal

CEREALS.—All minds in the cereal market are impressed this week by the

magnitude of the disaster to the great plant of the Quaker Oats firm at Peterborough. The retail trade, however, is not likely to note more difference than an accentuation of delivery difficulties

FLOUR DUE TO DECLINE

The wheat market on Wednesday closed 1c down for cash wheat at Winnipeg, and in view of the continued sagging, condition in wheat flour is in a weak condition. At the time of going to press, declines in flour had not taken place. Toronto offices of the large milling concerns were expecting notification of declines. In view of the peace proposals, there is continued weakness in wheat, but millers feel that little will come of the negotiations in the face of the expectations of the enemy. As soon as something definite transpires, and it becomes certain that the war will not end, wheat will in all probability become firm again.

to which trade circles generally are getting accustomed since the war.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	5 75	
Buckwheat grits, 98 lbs.	4 50	
Corn flour, 98 lbs.	3 30	
Cornmeal, yellow, 98 lbs.	3 25	
Graham flour, 98 lbs.	4 75	5 00
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.	4 25	
Oatmeal, granulated, 98 lbs.	4 25	
Peas, Canadian, boiling, bush.	3 75	
Rolled oats, 97-lb. bags	3 95	
Rolled wheat, 100-lb. bbls.	5 50	
Rye flour, 98 lbs.	4 00	
Whole wheat flour, 98 lbs.	4 75	5 00
Wheatlets, 98 lbs.		5 00

Peace Talk Sent Wheat Downward

Cash Wheat Dropped 8c Per Bushel on Tuesday—Flour Weak as Result—One Advance Recorded During Week

Toronto

FLOUR.—The proposal of peace put forward by the German Government put a sliding movement into the wheat market, and the direction was downward to the extent of 8c per bushel on cash No. 1 Northern at Winnipeg. In the face of this condition flour at the close of the wheat market on Tuesday afternoon was in a very weak position. Declines were expected, but most of the millers held off to see what the wheat market of Wednesday brought forth. As intimated in CANADIAN GROCER last week, at the time of going to press flour was in a strong position, and was likely to ad-

vance. That advance did take place on Friday, and flour went up to \$9.90 per barrel in car lots. It held at this figure until Tuesday, when the war news sent wheat down.

	Small lots	Car lots
Manitoba Wheat Flour—		
First patents	10 16	9 90
Second patents	9 60	9 40
Strong bakers	9 40	9 20
Ontario Winter Wheat Flour—		
High patents	9 30	8 80
Second patents	8 80	8 30

DEMAND FOR CEREALS

PRICES HOLD STEADY

Toronto

CEREALS.—Due in large measure to the uncertainty that prevails in the wheat and grain market over the turn that war conditions have taken, there has been a quietness in the cereal market during the week. The demand continues fairly good, but there was no disposition to make any change in prices. There was a waiting attitude present to see how market conditions would settle down.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	5 00	5 25
Beans, prime	6 50	6 75
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 05	3 15
Graham flour, 98 lbs.	4 00	4 70
Hominy, granulated, 98 lbs.		3 25
Hominy, pearl, 98 lbs.		3 10
Oatmeal, standard, 98 lbs.	3 95	4 15
Oatmeal, granulated, 98 lbs.	3 95	4 15
Peas, Canadian, boiling, bush.		3 25
Rolled oats, 97-lb. bags	3 75	3 85
Rolled wheat, 100-lb. bbls.		5 50
Rye flour, 98 lbs.		4 00
Whole wheat flour, 98 lbs.	4 60	4 70
Wheatlets, 98 lbs.	4 30	5 00

BRAN FIRMER, WITH

VERY HEAVY DEMAND

Toronto

FEEDS.—There was a firmness in the price of bran during the week, and an advance of \$1 per ton was registered in certain quarters. The demand continues heavy for all mill feeds. In the face of the shortage of middlings, bran has had a heavier call during the week for feeding purposes. Also as the winter feeding season advances it is in greater demand among stock men. The new provision of the British Government as to the higher content of the coarser parts of wheat in the flour has shut export for flour off for the time being, pending more accurate information. This has curtailed the amount of flour being ground, and the production of feed is consequently reduced to a certain extent.

	Car lots	Small lots
Mill Feeds—		
Bran	33 00	35 00
Shorts	35 00	36 00
Special middlings	41 00	42 00
Feed flour	50 00	52 00
Ontario oats, outside points	0 80	0 82

(Continued on page 38.)

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



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



PRODUCE AND PROVISIONS



Provisions Are "Steady But Quiet"

Montreal—
PROVISIONS.—Quiet times have set in upon the market for provisions. Pork products remain unchanged in price, and demand for these lines of food-stuffs is reported steady but by no means abnormal. No doubt the more frequent fast days during Advent have their effect on consumption of flesh foods, but with the holiday season ahead merchants are confidently expecting good business, and a marked acceleration of the present steadiness. Lard shows an advance this week of half a cent a pound. This is the only advance to record in the provision market for the present. It is due to a passing or perhaps more lasting shortage of the commodity.

Hams—			
Medium, per lb.	0 26	0 25 1/2	
Large, per lb.	0 24	0 24 1/2	
Bacon—			
Plain	0 25	0 25	
Boneless, per lb.	0 29	0 30	
Bacon—			
Breakfast, per lb.	0 28	0 29	
Roll, per lb.	0 20	0 21	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, ton lots	0 18	0 19	
Long clear bacon, small lots	0 15 1/2	0 15 1/4	
Fat backs, lb.	0 17	0 18	
Cooked Meats—			
Hams, boiled, per lb.	0 37	0 38	
Hams, roast, per lb.	0 36	0 37	
Shoulders, boiled, per lb.	0 30 1/2	0 31 1/2	
Shoulders, roast, per lb.	0 31	0 31 1/2	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 21 1/2	0 21 1/2	
Tubs, 50 lbs.	0 21 1/2	0 22	
Pails	0 22	0 22 1/2	
Bricks, 1 lb., per lb.	0 23	0 23 1/2	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 17	0 17 1/2	
Tubs, 50 lbs.	0 18 1/2	0 18 1/2	
Pails, 20 lbs., per lb.	0 17 1/2	0 17 1/2	
Bricks, 1 lb., per lb.	0 18 1/2	0 18 1/2	

LITTLE LIVE POULTRY REACHES THE MARKET

Montreal—
POULTRY.—Deliveries of poultry during the past week have been fairly large. A number of poultry fairs were held in different parts of Eastern Ontario, and local dealers are very well pleased with the quantity, and quality of poultry shown. The prices paid, however, were in certain cases very extreme, and hardly indicate the general market. Very little live poultry is coming to market at present, and quotations are accordingly given only for dressed poultry.

Fowl—			
Chickens, milk-fed, crate, fattened, lb.	0 20	0 22	
Old roosters	0 12	0 12	
Broilers	0 15	0 16	
Roasting chickens	0 18	0 21	
Young ducks	0 14	0 15	
Turkeys (old toms, dressed, lb.)	0 27	0 27	
Turkeys (young)	0 20	0 20	

EGG PRICES REMAIN FIRM BUT UNCHANGED

Montreal—
EGGS.—Receipts of eggs in Montreal for the week ending December 11th, were 3,949 cases as compared with 8,057 cases for the corresponding week last year. The market for eggs remains very steady and firm. Very few new laid eggs are arriving, and for those that do reach the market that are undoubtedly the real article merchants are paying on a wholesale scale 65 cents per doz. or at least 60 cents. During the week prices for eggs in Chicago broke seven cents per dozen, but at the end of the week the market re-acted. Local demand continues good, and there is also some enquiry for eggs for export. It is understood that some sales at very good prices were made last week for this purpose.

Eggs—			
New laid	0 60	0 70	
Selects	0 44	0 44	
No. 1	0 40	0 40	

BUTTER PRICES ARE UNCHANGED IN WEEK

Montreal
BUTTER.—Conditions as regards butter are much the same as they were last week. Prices are unchanged though the market is exceedingly firm. Receipts of butter in Montreal for the week ending December 11 were 3,988 packages as compared with 2,758 packages for the corresponding week of last year, but the quality of the butter brought in now from the country is by far inferior to that coming in a month or so ago. The supplies being made in the country are rather too much flavored through the artificial feeding of cattle and have not the grass-fed flavor so much in demand.

Butter—			
Creamery, prints	0 45 1/2	0 45 1/2	
Creamery, solids	0 45	0 45	
Dairy prints, choice, lb	0 39	0 42	
Dairy prints, lbs. in tubs	0 38	0 40	

CHEESE IN GOOD SUPPLY AND FIRM

Montreal
CHEESE.—Receipts of cheese in Montreal for the week ending December 11 were 12,080 boxes as compared with 10,015 boxes brought in for the corresponding week last year. The market for cheese following the natural course of years past is rather quiet now that navigation is closed. Still the great export demand is being filled, and cheese prices remain accordingly firm as ever. Local demand is good, and quality of

the cheese being marketed is considered fully satisfactory.

Cheese—			
Large, per lb.	0 25	0 25 1/2	
New, twins, per lb.	0 25 1/2	0 26	
Triplets, per lb.	0 26	0 26	
Stilton, per lb.	0 28	0 28	
Fancy old cheese, per lb.	0 28	0 28	

HONEY IN QUIET MARKET AT PRESENT

Montreal
HONEY.—Honey which altered a shade upwards in price last week, as regards one quality, is firm this week but prices remain unchanged. There is no unusual demand for honey at present, the mild weather having the effect of retarding demand for sweet stuffs rather than accelerating it. Supplies of honey from the country are reported steady and sufficient.

Honey—			
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09 1/2	
Buckwheat, 60-lb. tins, per lb.	0 09 1/2	0 09	
Clover, 5-10 lb. tins, per lb.	0 12	0 13	
Clover, 60-lb. tins	0 10 1/2	0 11	
Comb, per section	0 14	0 15	

Hogs Advance 35c. Per Hundred

Toronto
PROVISIONS.—There is a firmness for both live and dressed hogs, the quotations range from 25c to 35c per hundred higher during the week. Dressed hogs, abattoir killed, are firmer in price by 50c per hundred. The tendency of market is toward higher prices. Supplies have been coming fairly heavy but a lighter run is expected between now and Christmas. A lighter export demand is looked for between now and the end of the year. The lard trade has held firm with a tendency to slightly higher prices in certain quarters. Goods for the Christmas trade are now pretty well made up and lard men are not anticipating a heavy demand between now and the end of the year. The undertone of the market is firm although a temporary lull in business is expected. All cooked meats have held steady in price during the week.

Hams—			
Medium, per lb.	0 24	0 25	
Large, per lb.	0 23	0 23 1/2	
Bacon—			
Plain	0 25	0 27	
Boneless, per lb.	0 27	0 29	
Bacon—			
Breakfast, per lb.	0 28	0 29	
Roll, per lb.	0 19	0 20	
Wiltshire bacon, per lb.	0 23	0 23	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, ton lots	0 17 1/2	0 18	
Long clear bacon, small lots	0 15 1/2	0 15 1/2	
Fat backs, lb.	0 18 1/2	0 19 1/2	
Cooked Meats—			
Hams, boiled, per lb.	0 34	0 35	
Hams, roast, per lb.	0 34	0 35	
Shoulders, boiled, per lb.	0 29	0 30	
Shoulders, roast, per lb.	0 29	0 30	

Lard—
 Pure tierces, 400 lbs., per lb. 0 20½ 0 21½
 Compound, tierces, 400 lbs., per lb. ... 0 16½ 0 17½
 In 80-lb. tubs, ½ higher than tierces; pails, ¼ higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—
 Dressed, abattoir killed 16 50 17 00
 Live, off cam 11 75
 Live, fed and watered 11 50
 Live, f.o.b. 10 75 11 00

**BUTTER IN EASIER TONE
 CONSUMPTION FALLING OFF**

Toronto
BUTTER.—There is an easier tone in the butter market although prices have not actually declined. In some quarters dairy prints were down 1c per pound but for the most part the prices held steady. Commission men attribute the easier feeling in the market to the fact that consumption is falling off. People have evidently made up their mind to get along with less butter. If the present condition continues through the falling consumption slightly lower prices would not be improbable.

Creamery prints, fresh made	0 46	0 48
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 43	0 44
Dairy prints, lb.	0 40	0 41
Bakers	0 37	0 38

**BREAK IN FIRMNESS
 OF THE EGG MARKET**

Toronto
EGGS.—There was a decidedly easier feeling in the egg market during the week influenced no doubt to a certain extent by the fact that eggs in Chicago had taken a tumble. Eggs held steady in price for the most part but the market was in a groggy condition and lower prices were actually quoted in certain instances. For instance, new laids in cartons were quoted down to 60 and 65c, No. 1 storage at 40c to 41c and selects at 42c to 43c. For the most part quotations were steady at the prices of last week. New laids are not arriving in any better quantity.

Eggs—

New laid, cartons	0 65	0 70
No. 1 storage, ex-cartons	0 42	0 43
Selects, extra	0 45	0 46

**CONSUMPTION OF CHEESE
 IS ALSO BECOMING LESS**

Toronto
CHEESE.—In common with butter and eggs there was a continued easier feeling in the cheese market. Consumption is falling somewhat and export business is not large at present. There were no declines during the week but the market was easier. September cheese is still holding firm at 25½c to 26c, while winter cheese is quoted at 25c. A number of the cheese factories closed during the winter. The season for the make of cheese has been an exceptionally good one. Factories for the most part have shown very substantial profits.

Cheese—

New, large	0 25	0 26
Twins are ¼c higher than new large; triplets ¼c higher than new large, and Stilton 2c above new large.		

**LIVE CHICKENS UP,
 TURKEYS ALSO FIRMER**

Toronto
POULTRY.—There is a firmness in the poultry market during the week, particularly in the live chickens and hens, which are quoted up 1c per pound in the price paid by Toronto commission men at Toronto. Geese and turkeys are also bringing better prices by 1c per pound both for the live and dressed. Supplies of turkeys are not yet reaching the market in any quantities. The season for the growing turkeys was not a favorable one and there are signs that the numbers for Christmas consumption will not be large. Chickens are arriving in better quantities and the quality shows an improvement.

Spring chickens	0 14	0 17
Hens, over 4 lbs.	0 14	0 16
Hens, under 4 lbs.	0 11	0 13
Old roosters	0 11	0 14
Young ducks	0 14	0 19
Old ducks	0 10	0 15
Geese	0 12	0 17
Young turkeys (8 and 9 lbs. each).....	0 22	0 27
Young turkeys (over 9 lbs. each).....	0 22	0 28
Old Tom or hen turkeys	0 20	0 25

Prices are those paid at Toronto by commission men.

**QUEBEC HONEY EXPECTED IN
 MARKETS IN NEAR FUTURE**

Toronto
HONEY.—Honey from Ontario producers is not reaching the market any more plentifully than in recent weeks. Commission men are of the opinion that the Ontario crop is about marketed. As soon as existing stocks in dealers hands become a little lower it is expected that Quebec honey will be brought into the market. This is the usual course of events—Ontario first, then Quebec supplies follow. Prices have held firm during the week.

Honey—

Clover, 5 and 10-lb. tins	0 13½	0 14½
60-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 80-lb. tins	0 00	0 10½

**WEAK UNDERTONE
 TO PROVISIONS**

Winnipeg
PRODUCE AND PROVISIONS.—The run of live hogs last week held up fairly well, the prices paid, however, being slightly higher. The market opened at \$10.70 and held firm at \$10.85. Provision prices were practically unchanged, and prices held firm. There are no changes in either pure or compound lard. There is no change in either eggs or butter, but there is a tendency for a weak undertone due to lack of trade, and, in the case of eggs, to the slump which took place last week in the United States. Cheese is quoted at 25½c.

Hams—

Light, lb.	0 25
Medium, per lb.	0 23
Large, per lb.	0 21

Bacon—

Breakfast, per lb.	0 24
Breakfast, select, lb.	0 27
Backs, select, per lb.	0 26
Backs, regular	0 22

Dry Salt Meats—

Long clear bacon, light	0 16½
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Barrelled Pork—

Mess pork, bbl.	30 00
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Lard, Pure—

Tierces	0 20
20s	4 10
Cases, 5s	12 62
Cases, 3s	12 60

Lard, Compound—

Tierces	0 15½
Tubs, 50s, net	8 25
Pails, 20s, net	3 37

Butter—

Fresh made creamery, No. 1, cartons	0 42
Best dairy	0 38

Fresh Eggs—

New laids	0 45	0 50
Extras, in cartons	0 43	
No. 1, candled	0 39	

Cheese—

Ontario, large	0 25½
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**AN INTERESTING SCHEME TO
 EVADE A POSSIBLE IN-
 CREASE IN COFFEE**

There are ways and ways of tackling the high price difficulty. Frederick A. Cauchois, one of New York's largest coffee handlers, is out with a new one that guarantees to keep the cost of coffee down for a year at least to within one cent per pound of its present price. Mr. Cauchois urges that coffee is about to advance. He bases his assumption on the following argument:

Prior to the war the Allies had an immense reserve of coffee. So the price was practically normal. The Central Powers were shut out from buying except for a percentage of Java coffee that had probably been shipped through from Holland. The price of coffee in Germany had increased 50 per cent. The United States had not suffered because the small buyings in Europe had sent most of the Brazilian crop, which constituted 85 per cent. of the available supply, to American markets.

Now, however, according to Mr. Cauchois, Europe's supply must be pretty well exhausted. Therefore, he judges that a strong increase is imminent. Then comes the novel scheme. Each one of his customers should buy ahead a year's supply, paying for it one cent per pound over the present price. Then Mr. Cauchois will purchase the whole quantity, to be delivered at stated intervals. The one cent additional is he asserts, to cover necessary storage charges.

The gentleman in question states that if this system had been inaugurated with regard to other lines of foodstuffs we would not now be suffering in an era of high prices. It looks like a good business proposition—for Mr. Cauchois.

**CALIFORNIA RAISIN GROWERS
 LOSE HEAVILY**

It has recently been reported that the Muscat grape crop of 1916 has been depleted to the extent of 25 to 30 per cent. as a result of early spring rains. This will mean a net loss of over half a million dollars, and this in addition to the partial loss owing to the inferior quality of some of the raisins produced.

BANK OF MONTREAL

ANNUAL MEETING

Sir Vincent Meredith, Bart., President, and Sir Frederick Williams-Taylor, General Manager, Insist Strongly on Policy of Preparedness—Economy, Production and Immigration Should be Its Principal Features—67% of the Male Staff of the Bank of Military Age Have Enlisted for Overseas Service.

The Ninety-ninth annual meeting of the Bank of Montreal was held at the Head Office of the Bank at Montreal on Monday, December 4th. The addresses submitted by Sir Vincent Meredith, Bart., President, and Sir Frederick Williams-Taylor, General Manager, dealt especially with the policy of preparedness it was urgent the Dominion should adopt in order to be ready for the period of readjustment that must necessarily come at the close of the war. The principal features of the policy should be Economy, Production and Immigration.

Attention was also drawn to the temporary character of the present industrial activities in Canada and the necessity of recognizing same. Confidence was expressed in Canada's ability to solve the problems that might present themselves. Special reference was made to the large number of the staff of the Bank now serving with the Colors and the illustrious record they had made.

The President's Address.

Sir Vincent Meredith, Bart., President, in his address to shareholders, said:

I hoped when I last had the pleasure of addressing you that before this annual meeting the end of the cruel and devastating war, which has convulsed Europe would be, if not reached, at least within measurable distance. In this expectation we have been disappointed. No one can fix the day of its termination, but I am sure I express your feelings when I say we hold an unshaken confidence of the ultimate victory of Britain and her Allies.

Canada, inspired by a deep-rooted loyalty to the Empire, has given and is still prepared to give freely her gallant youth and monetary means to the great cause, upon the success of which her liberties and national existence so greatly depend.

The year has again been one of considerable anxiety to all those engaged in financial affairs. Our profits have been curtailed by payments of Government taxes at home and abroad, while earnings on loans in Canada have been affected by reduced borrowings on the part of our customers. It is not, however, an unfavorable feature that the prosperity of large manufacturing industries and business in general has produced a curtailment of bank loans, and converted borrowers into depositors. The low rates of interest on that portion of our reserves carried in New York have also been a contributing factor to diminished earnings compared with those antecedent to the war. But despite these disabilities, we have been able, after making what we believe to be full provision for bad and doubtful debts, to pay our usual dividends with the customary bonus and to carry a balance to credit of Profit and Loss Account. I trust, therefore, that under the circumstances you will consider the results of the banking year satisfactory.

Relations of United States and Allied Countries.

The wide ramifications of the business of the Bank make us necessarily deeply concerned with commercial conditions in other countries. In Great Britain, general trade has been spurred to great activity by the war's demands. There has been no lack of employment, wages have risen, money has been circulated freely, returning to the Banks in the form of increased deposits, and for the time being, at least, prosperity has prevailed, despite the displacement of labor by the war.

In the United States, also as a result of the war, there is an activity in business unexampled in its history. The shipments of gold to that country in payment of munitions, grain and other commodities have reached a sum in excess of \$700,000,000 since the outbreak of the war. This huge inflow of the precious metal, together with the fact that under the new Federal Reserve Act the proportion of reserves required to be carried by the Banks has been reduced, is causing concern to many financial men, who fear that it will bring about a period of inflation to be followed by a serious financial reaction.

At present these conditions are serving a useful purpose to the Allied Countries by causing a plethora of money, thereby enabling them to borrow at comparatively reasonable rates of interest. If the United States market will continue to look with favor on further Allied loans, any menace to the financial situation to that extent will be removed.

The recent action of the Federal Reserve Board in counselling caution in the investment of American Bank funds in Treasury Bills of Entente Powers it is thought may be intended as a warning to imprudent or inexperienced bankers. It is hoped, however, that it will not bring about a diminution in Allied borrowings in the United States, with the possibility of a check in the volume of trade with Europe.

The Allied loans so far issued in New York aggregate \$1,585,000,000, of which sum Great Britain has borrowed \$860,000,000, France \$570,000,000, Russia \$130,000,000, and Italy \$25,000,000.

Business Conditions in Canada.

As a result of the phenomenal crop of a year ago, coupled with vast expenditures by the Allied Governments in this country for munitions and by our own Government for requirements in connection with the war, high wages are being paid for all classes of labor, and trade conditions at the moment in Canada are buoyant in nearly all lines of business. The few exceptions will, generally speaking, be found in industries concerned with the production and sale of luxuries.

Owing to unusual adverse climatic conditions and decreased acreage, the yield of wheat this season will probably not exceed in quantity in the North-West one-half of last year's bountiful crop and will fall somewhat below the average in the older provinces; but the farmers will be largely compensated for the diminished yield by the high prices being paid for grain and all other farm products. Estimates this season are, as is usual, conflicting, but those believed to be most reliable give a wheat crop for the three North-West Provinces of 160,000,000 to 175,000,000 bushels, and for all Canada 185,000,000 to 200,000,000 bushels, and it is not improbable it may exceed these figures. Were it not for the fact that our shipments of grain to Great Britain will probably be curtailed by a shortage of ocean tonnage, the results might be looked upon as not unfavorable on the whole.

In this connection I may add that the past season has been very propitious for the dairy trade, the production of cheese and butter exceeding all previous records and marketed at unprecedentedly high prices.

The sudden reversal in the position of Canada from a debtor to a creditor nation, as respects foreign trade, has been remarkable. In the seven months of the

fiscal year to October 31st the excess of imports over domestic exports of merchandise was, as recently as 1913, no less than \$145,000,000, and in the like period of 1914 the adverse balance of trade amounted to \$60,000,000. Then the gap began rapidly to close. The production of munitions of war of every description, together with the bountiful harvest of last year, carried the exports to an unprecedentedly high figure. In the seven months to October 31st, 1915, the value of domestic exports exceeded imports by \$73,300,000, and in the corresponding period of this year the excess of exports over imports has reached the large sum of \$160,000,000.

Nor has this reversal of the balance of trade been accomplished by contraction of imports; in the present year the value of imports has outstripped all previous records. The change has been effected entirely by shipments abroad of the huge crop of 1915, and the large output of war supplies, the exports of agricultural products in the seven months period to October 31st having risen from \$75,500,000 in 1914, to \$233,500,000.

It is scarcely necessary to add that this striking change in foreign trade balance has greatly ameliorated the financial situation, and is at once a cause and reflex of the existing commercial activities of the country.

Success of Domestic Loans.

In a little more than a year, Canada has issued two Domestic Loans amounting to \$200,000,000 and the Canadian Government has borrowed in New York \$95,000,000. The success of our internal loans is a matter of pride and congratulation. It is due largely to the spirit of loyalty of our people and a determination to do all within them to bring the war to an early and successful conclusion.

So far, a depletion of Bank deposits in consequence of these contributions has not taken place; in fact, they show month by month a gratifying increase. It must not be forgotten, however, that these increases are only partially due to the savings of our people. They may be accounted for to a very considerable extent by the husbanding of resources by our large corporations, a prudent and wise precaution in view of the uncertain conditions which now prevail and will continue to exist during the continuance of the war.

The Minister of Finance, to whom the country owes much for his wise and far-seeing administration of our financial affairs, will doubtless keep in view these conditions when making further calls on our resources which of necessity he must do from time to time.

The net debt of Canada on October 31st last was \$696,000,000, an increase within the year of upwards of \$200,000,000. The war expenditure has now reached \$23,000,000 a month and is increasing. Ere long the public debt of Canada will reach a billion dollars and involve an interest charge of not less than \$45,000,000 annually. While it is true that through adventitious circumstances public revenue has increased during the last year or two, no dependence can be placed on the continuance of this buoyancy, so that we will have to face a heavy interest charge on account of public debt, and a resulting taxation.

It is obvious, therefore, that if Canada is to escape the disability of being made a dear country to live in, the strictest economy in Government expenditures will have to be practised and all demands for public aid involving new burdens be held severely in check.

Policy Canada Should Follow.

There are three objects to which every effort must be bent:

Economy—that we may be enabled to provide the Government with funds to do our part to win the war and to make provision for taxes which we shall undoubtedly be called upon to pay.

Production—that we may increase our exports and furnish more plentifully our home markets; and above all

Immigration—(which will bring about increased production so necessary to our well-being) to be promoted at all times and under all circumstances, more particularly of settlers who seek the land.

The Railway situation in Canada has been a matter of some anxiety to those connected with financial affairs. The Dominion Government has, as you are aware, appointed a Commission of capable and experienced men to thoroughly investigate the situation in respect of the newer transcontinental railways, and while I cannot, of course, anticipate the findings and recommendations of this Commission, I may be allowed to express the hope that neither Government ownership nor Government operation will ensue, either of which, I am convinced, would prove detrimental to the best interest of Canada.

And now, as my remarks draw to a close, I am tempted, contrary to my usual practice and unrestrained by the old adage, "Never prophesy unless you know," to look into the future. The thoughts of many men are turned towards the problems that will confront us after the war. Government Commissions are dealing with them; the press devotes much space to their discussion; international conferences have met, but our first, obvious and imperative duty is to WIN THE WAR.

When that is done, new conditions will unquestionably supervene. It seems probable that for some months to come orders for munitions and war supplies will continue to keep our industrial plants actively employed.

Outlook for Post Bellum Period.

A temporary check in business generally may be looked for when peace is in sight, but I do not anticipate that any lengthened cessation of our commercial and industrial activities will immediately ensue. The period of reconstruction will probably not be accomplished for several months, and during this time Europe should provide a market for all we can produce, and new markets, perhaps, will be opened to us which we have never yet been able to reach.

These countries, however, will be "beating their swords into ploughshares," straining their energies to the conversion of transition plants into factories for the production of goods for both home and foreign trade in the effort to regain their former markets, to liquidate foreign debts and to recover the gold of which by necessity they may have been temporarily deprived.

When the rehabilitation has been effected, we in Canada must be prepared to meet in our own markets the keen competition of foreign goods. To cope successfully with the competition, expenditures on capital account should be avoided as far as possible, and resources conserved. Efficiency, efficiency, efficiency must be our watchword, conjoined with economy in all walks of life.

With regard to immigration, I do not share the optimistic views of many of our friends as to the immediate outlook. That in time we will receive a large influx of new settlers there is no doubt, but for a period we shall be at a disadvantage owing to a deficiency of tonnage to carry them to our shores from Europe, and it is not improbable that Continental nations will, for the purpose of self-preservation, place an embargo on all emigration. Great Britain, for similar reasons, though she may not take such drastic measures in regard to her daughter nations, will, no doubt, discourage intending emigrants from leaving her shores. This I say without for a moment meaning that efforts to secure immigration should be in any way relaxed.

Canada is bearing up magnificently under the strain of this world-wide war, and her sacrifices will be amply repaid by the engendering of a spirit of self-reliance, and she will emerge, a comparatively little known country, to take her rightful position in the affairs of the nations.

The future, as I have said, is beset with new problems and is not entirely free from financial anxieties, but by a young people possessing great national spirit, a territorial Empire and unrivalled natural resources, the future can be looked forward to with hope and confidence.

THE GENERAL MANAGER'S ADDRESS.

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

Gentlemen:—In this, the twenty-ninth month of the war, it is my duty to present for your approval the ninety-ninth annual statement of the Bank of Montreal.

Also it is my combined duty and privilege to explain the chief changes in the balance sheet now before you. First, however, let me comment briefly upon the factors that bear most importantly upon the future course of our affairs and that have influenced our banking position in the year under review.

The outstanding business feature in Canada is an industrial condition more abnormal in character than ever before in the history of this Bank, or of this country.

The same statement applies in a greater or lesser degree to several belligerent and neutral countries, but in Canada economic conditions as well are in an unnatural state. This is partly due to the war, also a result of suspended immigration and of a lengthy period of an extravagance of which we are now feeling the cumulative effect.

Canada sold her record crop of last year at high prices, as in the years of the American Civil War, while this year we are disposing of a moderate crop at such steadily mounting prices that we again reap a golden harvest about equal in amount to that of 1915. The total value of last year's crop was \$799,000,000.

Our much criticized adverse trade balance has disappeared as though by magic, and our exports are now vastly in excess of our imports.

Exports for year ended 31st October.....	\$459,300,000	\$550,500,000	\$1,172,700,000
Imports for year ended 31st October.....	514,600,000	421,700,000	716,900,000
Total trade for year ended 31st October.....	\$973,900,000	\$972,200,000	\$1,889,600,000

Many of our great industries have converted big floating debts, a cause of anxiety, into cash surpluses. As a natural outcome, our stock markets are booming. Not only is unemployment unknown, but unskilled labor commands wages two and a half times greater than the pay of our volunteer citizen soldiers, who so splendidly risk their lives for their country, while men engaged in "factory piece work" can earn as much as a college professor. It is, therefore, not surprising that the unanalytical minded, or those preoccupied with their own affairs, or those who have not contributed in cash and blood to the Cause, should complacently say "Times are good."

Among those who do not join in this refrain are the men and women of the salaried class and those with small fixed incomes. These have been hard hit by war prices and are indeed finding it difficult to make both ends meet.

The present buoyant industrial conditions are obviously the direct outcome of a steadily increasing demand by the Allies for food, clothing and other munition of war at rapidly rising prices yielding large profits to the producers.

Payment for these war exports and for our surplus crops, coupled with loans of \$275,000,000 effected in New York since the outbreak of hostilities, have brought money into the country at a rate not only unprecedented, even in the days of our heavy borrowing in London, but so undreamed of that we can advantageously ponder on what might have been our condition had there been no war.

An American authority has said, "The war has saved the United States from a great industrial and financial calamity."

In many respects conditions in Canada are comparable with those in the United States. In two notable respects they differ. Our neighbors across the border are adding to their wealth at a pace without precedent in history, but, unlike the Dominion, unpenalized by increasing national debt and loss of human life.

Canada's Contribution.

There is another side to this picture on which it is not well to dwell unduly, but which should be kept clearly before us. Post bellum conditions will surely weigh upon us more heavily or less heavily in proportion to our present indifference or our foresight, and in direct ratio to the steps we take to provide for inevitable problems and difficulties. Our agricultural production brings not only prosperity but stability; apart therefrom, though the cost of these alleged good times will not fall equally upon individuals, Canada as a whole will pay, and is paying already,

in hard cash, reflected in a formidable national debt and in a great public debt per capita. We are also paying in that most priceless of all treasures, the blood of the manhood of our country. So far the cost to us of the war is 14,000 lives plus 45,000 casualties, and in money \$354,000,000.

The transient nature of our increased exports alone is a simple index to a situation that commands the attention of all thinking people.

These views may not be acceptable to all, but they are common-sense and based upon arithmetical facts. To be forewarned is to be forearmed.

These are the main factors that have influenced and will influence the banking position—the movement in deposits and loans and the safety of both. Therefore, in my opinion, the business of this Bank should be conducted with such views plainly before us until the situation clears.

There are two obvious meanings of lightening Canada's coming burden, viz., thrift and immigration. The two are closely allied, for only by practising national and personal economy or thrift can we reduce our high cost of living—that most effective barrier to immigration. Upon immigration we mainly depend for the fuller development of our unsurpassed natural resources.

Thrift is overdue but can be started forthwith; immigration must wait, but should follow in natural sequence. I have no words at my command with which to adequately urge the necessity of an organized and individual effort to promote thrift.

The timely and eloquent "Call to Action" of our Minister of Trade and Commerce commands attention. I am not sure that it should not be preceded by a "Call to Rea-

son," in order that the importance of the problems of the situation be impressed upon those who are living in, let us say, the paradise of the unwise.

Sane optimism and self-confidence are admirable national qualities, and should be the order of the day. There is a point where optimism loses its value and the danger of over-confidence begins. That is the point for nations to avoid.

To sum up, we are going to win the just war we are waging; we are bound to win the war, but let us emerge from it unexhausted in order that the victory over our enemies may be perpetuated and recurrence of such insensate destruction rendered impracticable.

With the advent of peace will come relief to our Empire, but to financial and trade conditions peace will bring a necessity for sudden readjustment that in Canada, as elsewhere, must tax every resource to the utmost. I am satisfied that our Banks stand prepared to meet these new conditions with the adaptability and strength that have made them the bulwark of the Canadian financial situation.

Bank's Record in Overseas Service.

Sir Frederick Williams-Taylor, in concluding, referred to the number of the staff of the Bank that had enlisted for overseas service, saying:

"As for the Bank of Montreal Contingent with the Colors, I have no words sufficiently eloquent wherewith to fully express our pride in their achievements, our grief in their losses. Forty-eight per cent. of our total male staff, or 67 per cent. of those of military age, have enlisted, 51 of our best have been killed, and 107 are wounded, missing or prisoners of war. Several of our men have been decorated by the King for conspicuous valor, and the whole Contingent is illustrious."

Election of Directors and Officers.

The vacancies on the Board of Directors were filled by the appointment of Captain Herbert Molson, of Montreal, and Mr. Harold Kennedy, of Quebec, the new Board of Directors being as follows:—

D. Forbes Angus, R. B. Angus, A. Baumgarten, H. R. Drummond, C. B. Gordon, E. B. Greenshields, C. R. Hosmer, Harold Kennedy, Sir William Macdonald, Hon. Robt. Mackay, Wm. McMaster, Sir Vincent Meredith, Bart., Capt. Herbert Molson and Lord Shaughnessy, K.C.V.O.

The meeting then terminated. At a subsequent meeting of the Directors, Sir Vincent Meredith, Bart., was re-elected President, and Mr. C. B. Gordon was elected to the office of Vice-President.

DURING the two weeks previous to Christmas, national magazines reaching millions of homes will carry special advertisements directed toward stimulating holiday Orange Sales. This publicity will be backed by almost page size newspaper announcements in 300 cities, and this holiday advertising will induce people to buy more oranges. It will increase the sales of all who sell or re-sell fruit.

And to make this advertising still more effective, the Dealer Service Department of the Exchange will furnish free to retailers a supply of window display material and store cards, which will attract customers and identify these stores with the name "Sunkist" in an unmistakable manner.

Dealers in many markets are now being given a special opportunity to increase their sales by co-operating with the Exchange in its Christmas newspaper advertising. Half of the largest newspaper advertisement is reserved for the use of individual retailers. Each one who wishes to do so can there insert his announcement over his own name, and thus gain the added force of the large dominating page.

The size of your holiday orange business depends finally on how many oranges the people in your territory can be induced to eat. In this the interests of the Exchange and the trade are mutual.



A beautiful set of colored window display cards will be sent free to any grocer or fruit dealer. Ask your jobber or write our nearest office.

California Fruit Growers Exchange

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

MAIN OFFICE: LOS ANGELES, CAL.

Canadian Offices:

- Calgary, Alta. Toronto, Ont.
- Montreal, Que. Vancouver, B.C.
- Regina, Sask. Winnipeg, Man.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER
WHITE SWAN SPICES AND CEREALS, LTD.

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

ROYAL BAKING POWDER

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

DOMINION CANNERS, LTD. JAMS.

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

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.	
Apricot	\$2 55
Assorted	2 35
Blackberry	2 45
Blueberry	2 45
Currant, Red	2 45
Currant, Black	2 55
Cherry	2 45
Gooseberry	2 35
Plum	2 20
Plum, Green Gage	2 35
Pear	2 35
Peach	2 35
Raspberry, Red	2 55
Raspberry Black	2 45
Raspberry and Red Currant	2 45
Raspberry and Gooseberry	2 45
Strawberry	2 60

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP
Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case..	\$3 80
5 lb. tins, 1 doz. in case..	4 45
10 lb. tins, 1/2 doz. in case..	4 15
20 lb. tins, 1/4 doz. in case..	4 05
Perfect seal glass jars in the case	3 15
Delivered in Winnipeg in carload lots.	

BAKED BEANS WITH PORK.

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

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case
1's Baked Beans, Plain, 4 doz. to case
1's Baked Beans, Tomato Sauce, 4 doz. to case
1's Baked Beans, Chili Sauce, 4 doz. to case
2's Baked Beans, Plain, 2 doz. to case
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case
2's Baked Beans, Chili Sauce, tall, 2 doz. to case

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

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 30
12 oz. Glass, Screw Top, 2 doz. in case	1 50
14 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Screw Top, 2 doz. in case	2 10
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 60
7's Tin or Wood, 6 pails in crate	0 91
14's Tin or Wood, 4 pails in crate, per lb.	0 12 1/2
30's Tin or Wood, one pail only, per lb.	0 12 1/2

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

CEREALS

WHITE SWAN Per case

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

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	\$4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 29
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, 1/2s, 12-lb boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

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



THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging—and so he sticks to SURPRISE.

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

Montreal, Toronto, Winnipeg, Vancouver, West Indies.

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

HAMS

Hams are cheaper than either Breakfast or Back Bacon. We have them Smoked for either Boiling or Frying. We have them Pickled for Boiling only. We have them also cooked ready to serve and we have them fresh for roasting. Small, Medium and Large in Size. Let us have your order for them.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Imperial Rice Milling Co., Ltd.

VANCOUVER, B. C.



MIKADO

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

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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 33
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ¼'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

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

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 10
Jersey Brand, Tall, each 48 cans	5 10
Peerless Brand, Tall, each 48 cans	5 10
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each 48 cans	2 25

CONDENSED COFFEE

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

COFFEE.
WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

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

ENGLISH BREAKFAST COFFEE.

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

MOJA

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

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb....	0 27
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FLAVORING EXTRACTS
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

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

CRESCENT MFG. CO.
CRESCENT MAPLENE

Per doz.

½ oz. (4 doz. case), weight 9 lbs., retail each 15c....	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c....	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c....	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c....	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60..	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3....	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50..	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

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

W. CLARK, LIMITED.
MONTREAL.

Compressed Corned Beef, ¼s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60.	
Roast Beef, ¼s, \$2; 1s, \$3.25; 2s, \$7.25; 6s, \$22.	
Bolled Beef, 1s, \$3.25; 2s, \$7.25; 6s, \$22.	
Jellied Veals, ¼s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.	
Corned Beef Hash, ¼s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ¼s, \$2; 1s, \$3.35; 2s, \$6.25.	

Why You Should Feature

KING GEORGE'S NAVY

King George's Navy means regular profit

King George's Navy has the qualities that make qualities that make steady customers for the deal—a steady friend of the discriminating chewer, the er stocking it.

Steady customers mean regular profits. Hence it is that you ought begin selling **King George's** right now. Why not test it by sending for a trial supply to-day?

You'll soon want to replenish your stock.



Handled by
the Wholesale
Trade

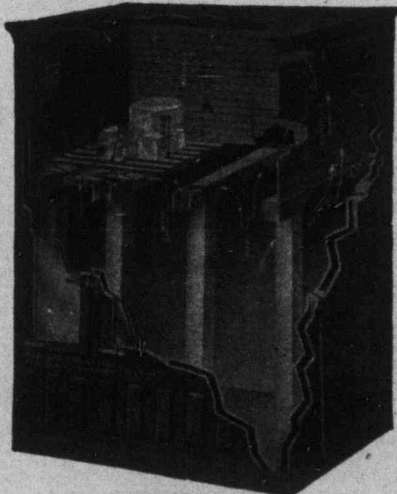
Rock City Tobacco Co., Ltd.

Freeman's Dry Air Refrigerator

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

This Interior View

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



Price list and catalogue free and mailed to any address.

Representatives:—James Rutledge, Phone St. Louis 876, 2008 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON CANADA

NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



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

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



Give this new Sterling line a try out

It is making good everywhere, because its pure, high-grade deliciousness appeals to the most fastidious taste.

Sterling Tomato Catsup

has all the goodness and the deliciousness that come from using only the very best tomatoes and eliminating entirely Artificial Coloring and Preservatives of every kind.

This new Sterling product is a profit-maker worth connecting with. How about a trial order?

T. A. LYTLE CO., LIMITED
STERLING ROAD TORONTO

Cambridge Sausage, 1s. \$3.00; 2s. \$5.50.
 Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
 Lambs' Tongues, 1/2s.
 Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
 Sliced Smoked Beef, glass, 1/2s, ...; 1/2s, \$2.25; 1s, \$3.25.
 Tongue, Ham and Veal Pate, 1/2s, \$1.50.
 Ham and Veal, 1/2s, \$1.20.
 Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.
 Potted Meats, Glass — Chicken, Ham, Tongue, 1/2s,
 Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.
 Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
 Mince meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
 In Pails, 25 lbs., 13c lb.
 In 50 lb. Tubs, 13c lb.
 In 55 lb Tubs, 12 1/2c lb.
 In Glass, 1s, \$2.8c.
 Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 20c.
 Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
 Clark's Tomato Ketchup, 16 oz., \$3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
 Pork and Beans, Plain Tails, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2. Individuals, 50c doz.
 Pork & Beans, Tomato Sc., Tails, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.45. Individuals, 90c doz.
 Pork and Beans, Chilli, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.45. Individuals, 90c doz.
 Tomato Sauce, 1 1/2s, \$1.75; Chilli Sauce, 1 1/2s, \$1.75; Plain Sauce, 1 1/2s, \$1.45.
 Vegetarian Baked Beans, Tomato Sauce, Tails, \$1.80.
 Clark's Chateau Chicken Soup, \$1.25.
 Clark's Chateau Concentrated Soups, \$1.15.
 Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.
 Spaghetti with Tomato and Cheese, 1/2s, \$1.15; 1s, \$1.65; 3s, \$2.65 doz.
 Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
 English Plum Puddings, 1s, \$2.80 doz.; 2s, \$3 doz.
THE N. K. FAIRBANKS CO. LIMITED.
PRICE LIST ON BOARD'S HEAD LARD COMPOUND TO RETAILERS.
 Tierces 0 14 1/2
 Pails \$2 93
 This price list cancels all previous ones and is effective at once. Subject to change without notice.
 All orders received must be shipped within a period of 30 days.
 Advance over tierce basis for small packages:
 3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 3/4c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 1/2c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/2c over tierces.
LAPORTE, MARTIN, LIMITED
 Montreal. Agencies
BASIN DE VICHY WATERS,
 L'Admirable, 50 btles, litre.
 cs. 8 00
 Neptune 5 50
 San Rival 9 00
VICHY LEMONADE
 La Savoureuse, 50 btles.
 cs. 11 00
NATURAL MINERAL WATER
 Evian, Source Cachat, 50
 btles, cs. 9 50

IMPORTED GINGER ALE AND SODA
 Ginger Ale, Trayders, ca., 6 doz. pts., doz. 1 20
 Ginger Ale, Trayders, ca., 6 doz., splits, doz. 0 95
 Club Soda, Trayders, ca., 6 doz. pts., doz. 1 15
 Club Soda, Trayders, ca., 6 doz., splits, doz. 1 05
BLACK TEAS
 Victoria Blend, 50 and 30-lb. tins, lb. 0 37
 Princess Blend, 50 and 30-lb. tins, lb. 0 34
JAPAN TEAS
 H. L., ch. 90 lbs., lb. 0 35
 Victoria, ch. 90 lbs., lb. 0 25
COFFEES
 Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
 Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
MUSTARD
COLMAN'S OR KEEN'S
 Per doz. tins
 D. S. F., 1/4-lb. \$ 1 49
 D. S. F., 1/2-lb. 2 99
 D. S. F., 1-lb. 5 75
 F. D., 1/4-lb. 0 30
 Per jar
 Durham, 4-lb. jar 0 37
 Durham, 1-lb. jar 0 31
JELL-O.
GENESSEE PURE FOOD CO.
 Assorted case, 4 dozen \$3 69
 Lemon, 2 dozen 1 50
 Orange, 2 dozen 1 80
 Raspberry, 2 dozen 1 80
 Strawberry, 2 dozen 1 80
 Chocolate, 2 dozen 1 80
 Peach, 2 dozen 1 80
 Cherry, 2 dozen 1 80
 Vanilla, 2 dozen 1 80
 Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.
JELL-O ICE CREAM POWDERS
 Assorted case, 2 dozen \$2 50
 Chocolate, 2 dozen 2 50
 Vanilla, 2 dozen 2 50
 Strawberry, 2 dozen 2 50
 Lemon, 2 dozen 2 50
 Unflavored, 2 dozen 2 50
 Weight 11 lbs. to case. Freight rate, 2d class.
JELLY POWDERS
WHITE SWAN SPICES AND CEREALS, LTD.
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 99
List Price SPICES
WHITE SWAN SPICES AND CEREALS, TORONTO
 5c 10c
 Round Oval lith. litho. dredge. 2 1/2 oz. Per doz. Per doz.
SPICES
 Allspice \$0 45 \$0 90
 Arrowroot, 4 oz. tins, 85c
 Cayenne 0 45 0 90
 Celery salt
 Celery pepper
 Cinnamon 0 45 0 90
 " whole, 5c. pkgs., window front, 45c
 Cloves 0 45 0 90
 Cloves, whole, 5c. pkgs., window front, 45c
 Curry powder
 Ginger 0 45 0 90
 Mace 1 25
 Nutmegs, whole, 5c pkgs., window front, 45c
 Paprika 0 45
 Pepper, black 0 45 0 90
 Pepper, white 0 50 0 95
 Pastry spice 0 45 0 90
 Pickling spice, window front, 90c
 Shipping weight per case 10 lbs. 15 lbs.
 Dozens to case... 4 4

We Expect

to have shipped all Xmas orders for

*Oranges, Lemons,
Grape Fruit, Cranberries,
Grapes, Nuts, Etc.*

by the time this issue reaches you.

However, you will be sorting up on some lines sold out.

All Oysters, Bananas, Etc.

Let us have your orders and we will
SHIP PROMPTLY

HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

For Xmas

**Fine, Ripe, Juicy Navel
Oranges**

Florida Oranges

**Celery, Bananas, Tangerines,
Holly, Mistletoe, Cauliflower,
Lettuce, Pineapples.**

*Quick Service.
Large Assortment.*

WHITE & CO., LIMITED

Phone Main 6565

TORONTO

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST
TORONTO

Big Advent Fish Sales

Stock up with our high-grade first quality fish and every customer will be a satisfied customer, every sale a fore-runner of others.

We can supply you with Lake Superior Herring, both salted and frozen. All kinds of fresh fish, including Georgian Bay Trout, B.C. Halibut and Qualla Salmon.

Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

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

Are You Interested?

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.

RATES:

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

No Other Paper Reaches All These Men.

- In Selling a Business?
- In Buying 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

143-153 University Ave., Toronto

A "Seasonable" Suggestion

Your customers will appreciate

MAPLEINE

That Golden "Mapley" Flavor

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



Order from your Jobber or:

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

Mason & Hickey
 287 Stanley Street,
 Winnipeg, Man.

CRESCENT MFG. COMPANY
 SEATTLE, WASH.

Kindly mention this paper when writing advertiser

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THE LAPORTE-MARTIN LIMITÉE ANNOUNCER

MONTREAL

- - - DECEMBER 15th, 1916

Why Should the Retail Grocer be Held Responsible for the High Prices of Foodstuffs?

It is a peculiar thing to observe that although the grocery trade is the most legitimate of all trades: no business has had to struggle harder for its existence since the beginning of the war. The problems that the Grocer has to solve are numerous and difficult. Amongst others two have a direct bearing on his very business existence and must be dealt with immediately: "The ever-increasing price of goods" and "The rising cost of doing business."

Since the war started the price of fancy groceries as well as staples has advanced almost continuously. Various reasons are assigned for this, but the following seem the most plausible: Most of the fancy goods, such as Patés de foie gras, Truffles, French pastes, Caviars, and staples like vegetables, castile soaps, dried fruits, nuts came from Europe and the Orient. Therefore, when war broke out imports of these goods stopped almost abruptly and prices began to soar as supplies became smaller. The absence of these lines from many a grocer's shelves became apparent and consequently reduced this volume of business. Still the grocer accepted these new conditions and immediately set in to replace these by Canadian and American products. But the American grocery trade was in the same fix and prices began to soar until it was quite impossible to import these for our own trade.

As for the Canadian products the bumper crop of 1915 brought high returns to the farmer, and allowed him to hold us and get better prices for his 1916 crop of cereals and vegetables, which unfortunately being less than the 1915 crop had the result of sending prices sky high. These are the conditions that the grocer faces to-day. Yet notwithstanding these very good reasons why high prices prevail, the general public hold the grocer responsible for the high cost of foodstuffs when he is neither producer nor manufacturer of them, but simply distributor.

IS THE GROCER REAPING UNUSUAL PROFITS?

No, a hundred times no. If his profits are somewhat different to-day from what they were, they are less. How could he be making more profits when his cost of doing business is ever increasing? His own cost of living and that of his family are higher; he must pay more for his goods, his help, his horses or autos cost him more, besides increased war taxes and numerous charitable contributions. Now, how could the grocer add sufficiently to his selling prices to meet these extra expenses and yet retain his trade? Still the grocer is charged with enriching himself at the expense of the consumer.

The grocer is not complaining of his lot. But why should he be made the target of those who do not know these facts and be made to suffer for conditions that are entirely independent of him? How, this situation is to be relieved is a difficult problem, but no doubt that closure co-operation amongst the grocers would improve the situation. Why not show the public in the form of advertising of these true facts that it is unjustly holding the grocers responsible for the rising cost of foodstuffs. The expense would be small compared with the results.



Laporte, Martin, Limitée

568 St. Paul St.

MONTREAL



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

Buyers' Guide

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.

WANTED

WANTED—TO HEAR FROM OWNER OF good grocery for sale. Northwestern Business Agency, Minneapolis, Minn.

YOUNG MAN, 27 YEARS OF AGE, WITH 10 years' experience in general store, wishes to become connected with reliable wholesale firm, manufacturing establishment, manufacturers' agency, or brokerage firm. Box 203, Canadian Grocer.

AGENTS WANTED

FOR NEW BEER EXTRACT HOP-MALT—within prohibition law, no license required, sells everywhere, good commission. Hop-Malt Company, Beamsville, Ont.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

*Kindly mention
this paper when
writing advertiser*

FOR SALE


Grocery, Butcher, and Produce business in good Western Ontario town. Good reasons for selling. Box 202, Canadian Grocer.

**Jenkins
& Hardy**

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Can. Life Bldg., Mont.

OAKLEY'S KNIFE POLISH

2012-7712



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49-DUNDAS STREET. - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

Price
Quality
Service

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"

Gold Medal Labor Saver for
Washing Clothes Without Rubbing
(2,000,000 users)

Direct Supply Association
509 Belmont House Victoria, B.C.

The Reputation and Standing of
Walter Baker & Co.'s
Cocoa and Chocolate
Preparations



Registered
Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, a n unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

When writing advertiser kindly mention that you saw his ad. in this paper.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

**AT LAST
WE HAVE THEM**

*Fibre
Vinegar
Measures*

PINT QUART FUNNEL

\$2.50 per Set

Used and highly commended by the
Grocery Trade in the
United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG



**Don't Experiment—Sell the Milk Products
that are proven sales producers**

Malcolm Milk Products are no newcomers where repeat selling is concerned. A little counter display will prove this fact conclusively. The purity, the wholesome deliciousness of these Canadian-made milk products win the esteem of the most critical people and win for the dealers stocking them better profits and better customer-satisfaction.

You should give the Malcolm line a trial. We know that once you become acquainted with their unexcelled selling qualities you will not want to be without them. We know, too, that the increased customer-satisfaction these lines give will put many extra dollars in your cash drawer. Send your order in now.

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

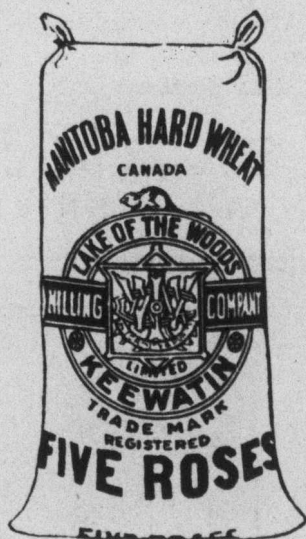
The Malcolm Condensing Co., Ltd., St. George, Ont.

IN EVERY SECOND ENGLISH-SPEAKING HOME in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIÈRE FIVE ROSES is even now exerting an ever-widening sales influence.



What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
MONTREAL "The House of Character" WINNIPEG

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie