

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

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No. 52

A Profit Suggestion

Everywhere a growing army of former
tea and coffee drinkers now use

POSTUM

Some use it for economic reasons;
others, because it is absolutely free from
caffeine, the harmful drug in tea and
coffee.

People like Postum, and they buy
what they like. This means good steady
profit for the grocer who supplies the
demand.

Postum now comes in two forms.

REGULAR POSTUM is the kind most
grocers have sold for years.

INSTANT POSTUM (the new form) is soluble in hot water. It is made in the
cup instantly—and mighty convenient.

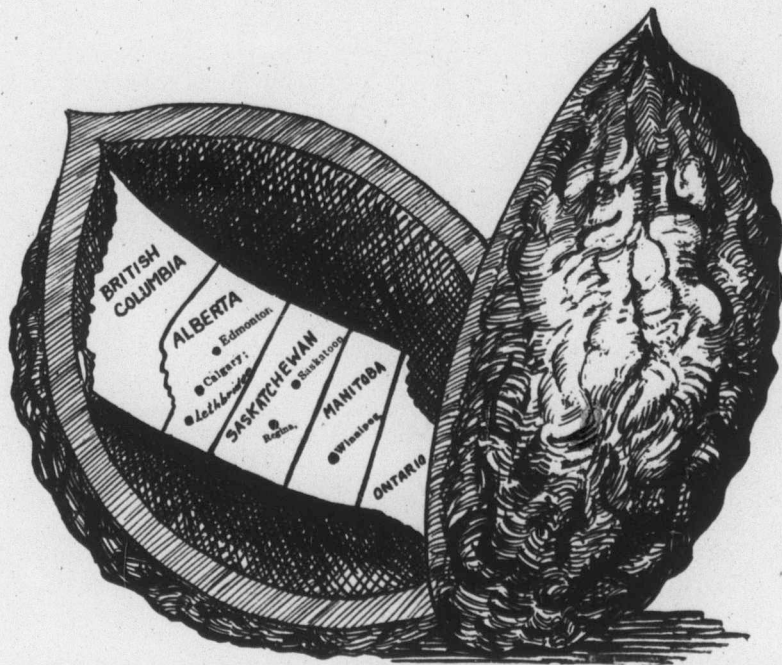
Both kinds of Postum are attractive and safe for grocers, because continuous
advertising moves them quickly, and the sale of every package is guaranteed.

Postum deserves your selling attention

“There’s a Reason”

Canadian Postum Cereal Co., Limited, Windsor, Ont.





The meat of the nut

Here it is, all ready for you to share, the meaty, profitable deliciousness of the best portion of all the Western Hemisphere—reached through the Nicholson & Bain sales forces.

We help Manufacturers and shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, well distributed warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

Our travellers call personally and cover the entire Western territory regularly, and the strategic location of our large warehouses insures prompt service to your customers.

Write us for terms and particulars and let us know your lines. We will crack the nut for you and help you get a big share during 1914.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

THE Christmas rush has depleted a good many of your lines—when next ordering be sure you get highest quality products. You have a double guarantee of quality if you insist on getting the products advertised on this page. The integrity of the manufacturer and our personal guarantee are behind these lines. They will insure you success during 1914.

Griffin & Skelley's Dried Fruits.

Taylor's Peels (Candied or Drained).

Cox's Gelatine.

Stower's Lime Juice Cordial.

Codou's Macaroni, Vermicelli, Etc.

Cocoa Fruitine, a vegetable butter.

Thistle Brand Haddies and Herring.

"Le Calice" Castile Soap,

Etc., Etc., Etc.

Arthur P. Tippet & Company

Agents

Montreal, Quebec



Make your first 1914 Jam orders E.D.S. Brand

It will be a right start with a pure, genuine fruit product. E.D.S. Pure Jams and Jellies will give your customers full satisfaction throughout the entire year, and will make the new year a success in profits and sales.

Made only by

**E. D. SMITH & SON
LIMITED
WINONA, ONTARIO**

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

New Year

Resolution

“I’ll get my fish department opened up right away and start off 1914 with a bang.”

Fish

is just as profitable a line as any you handle, and needs a great deal less selling effort.

The demand is ready. Make your supply steady.

Ocean Brand

Haddies Kippers Bloaters Fillets

are a few of our leaders. Remarkable quality. Just North Atlantic Ocean products done up in an experienced way by experienced men.

Open Your New Year Account
With a Fish Account.

**North Atlantic Fisheries
Limited
MONTREAL**



1914

THE light of 1914 prosperity promises to shine more brightly than ever on the *Borden*, "leaders of quality" Milk Products.

Keep your stock well up.



Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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

Chocolates

Made by **Bond, Limited**, Bristol, England
are the high-water mark of quality

Pastelles and Gums

Made by **Carsons, Limited**, Glasgow, Scotland
are an ideal combination of pure
fruit and gums.

MESSRS. DAVIDSON, McBEAN & CO., LTD.

86 Wellington Street West, Toronto

have a full range of samples on show in their sale-room.



Wholesale Grocers and Importers to the West



PACKERS AND MANUFACTURERS
OF "ROYAL SHIELD" BRAND
GOODS., ETC., ETC., ETC., ETC.



Campbell, Bros. & Wilson, Ltd.
WINNIPEG (Established 1882)

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON, LETHBRIDGE

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Strathdee, Ltd.
REGINA



*Twenty-six and a half
cents on every dollar
is yours*

Every dollar you invest in "Richards' Quick-Naptha" and "Richards' Pure Soap" will give you a net profit of 26½¢, to say nothing of the tremendous satisfaction you will give your patrons with every sale.

This satisfaction means a growth of your soap business and incidentally the development of your other departments. Housewives appreciate the superior quality of these soaps—they are economical and very effective without much rubbing.

Sold through the wholesale trade.

Cleave's DEVONSHIRE CREAM Chocolate

Unrivalled!
Quality—A. 1.
Turn-out—Attractive
Profit—Good
ENTIRELY NEW 5 CENT LINES
JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

An Appetizer

that will help swell
your 1914 sales and
profits—**Paterson's
Worcestershire Sauce,**
the old reliable.

Stock it now.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 235 Coristine Building, Montreal, Quebec.
Ontario Manitoba and the Northwest: F. K. Warren, Halifax, N.S.
J. A. Tilton, St. John, N.B.: C. E. Jarvis & Co., Vancouver, B.C.



Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

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

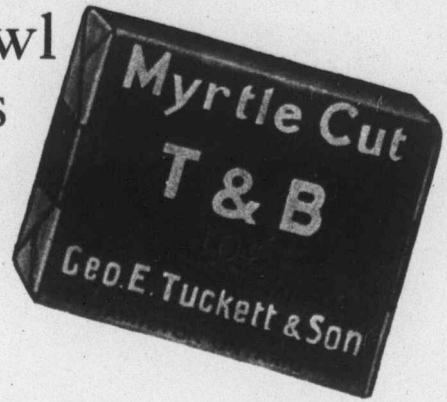
CONNOR BROS., LIMITED

Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Victoria, B.C.



Fill high the bowl
of his generous
"briar"



If you have not a tobacco department in your store you should look into the possibilities that it affords. In the first place, you can get the men coming as well as the women. In the second place, if you keep favorite blends such as T & B Myrtle Cut you will find the men having their weekly tobacco included in the regular grocery order. "Our Seal," "Orinoco," and "T & B" Myrtle Cut please the young smoker, the average smoker and the hardened veteran. Fill up the pipe of the Veteran with T & B Myrtle Cut and you'll bring out the satisfied smile.

Order from your wholesaler.

TUCKETT LIMITED

Hamilton, Ont.

PURITY SALT

Should Go Into Every
Basket of Orders That
Leaves Your Store



When salt is asked for give the customer "Purity," it's everything its name implies. It satisfies the customers every time and allows you a liberal profit. Insist on getting it — recommend it to your patrons.

THE
Western Salt Co.
LTD.

COURTRIGHT,
ONT.



EVERY POUND OF
ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour**, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

On the one side

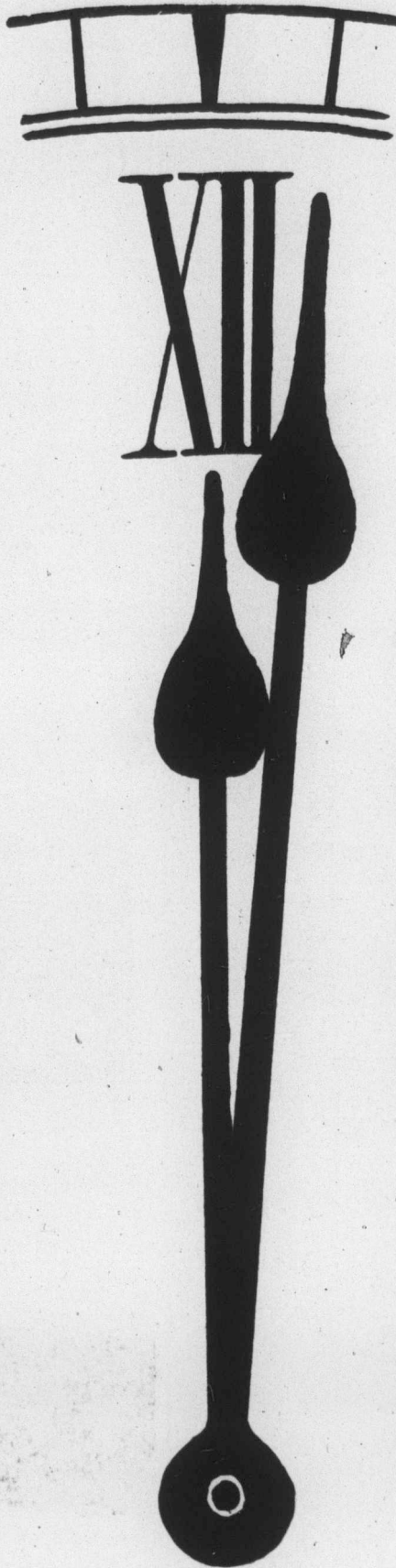
of fleeting time we have the past—the year just closing. To many it has meant success, to others the reverse. Success to many Grocery Dealers was the direct result of handling high quality lines that allowed a good margin of profit and could be sold at a reasonable price. In *Baked Beans*, "Simcoe" Brand proved the leader in quality, quantity, profits and sales.

Now let us pass on to

The other side

The new year comes clear and beautiful with its promise of prosperity and success which every dealer has opportunity to share. It means just a glance at the past to see what lines have proven their worth.

"Simcoe" Brand Baked Beans have proven their absolute quality, deliciousness and profitableness. They are a success and make success. Successful dealers know. Start them going with the new year.



Dominion Cannery, Limited
Hamilton, Canada

Three
more
Perrin
profit
makers



Billiken, whose perpetual smile is a reminder of how good he is.



Shortcake, a rich semi shortbread, that will satisfy the most exacting.

Chocolate Savoys, a chocolate flavored biscuit with a delicious chocolate cream filling.



Order a supply now.

D. S. Perrin & Company
Limited

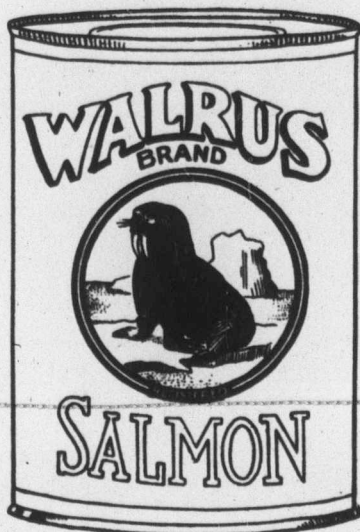
London,

Canada

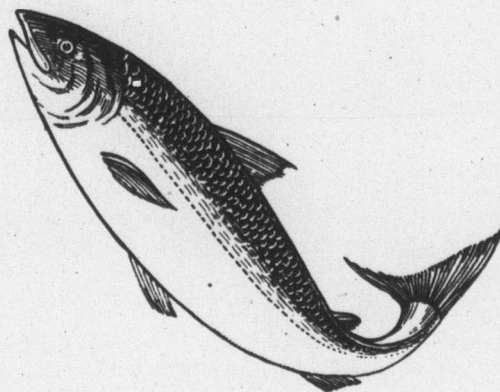
THE CANADIAN GROCER

British Columbia COHOE SALMON

"WALRUS" BRAND



The Kind
Your Customers
Come Back For.



Anglo-British Columbia Packing Co., Ltd.
H. BELL-IRVING & CO., Ltd., Agents
VANCOUVER, B.C.

Greetings

The makers of the popular
A. 1. Sauce extend to you the
Season's Heartiest Greetings.

BRAND & CO., LIMITED

Purveyors to H. M. the late King Edward VII.

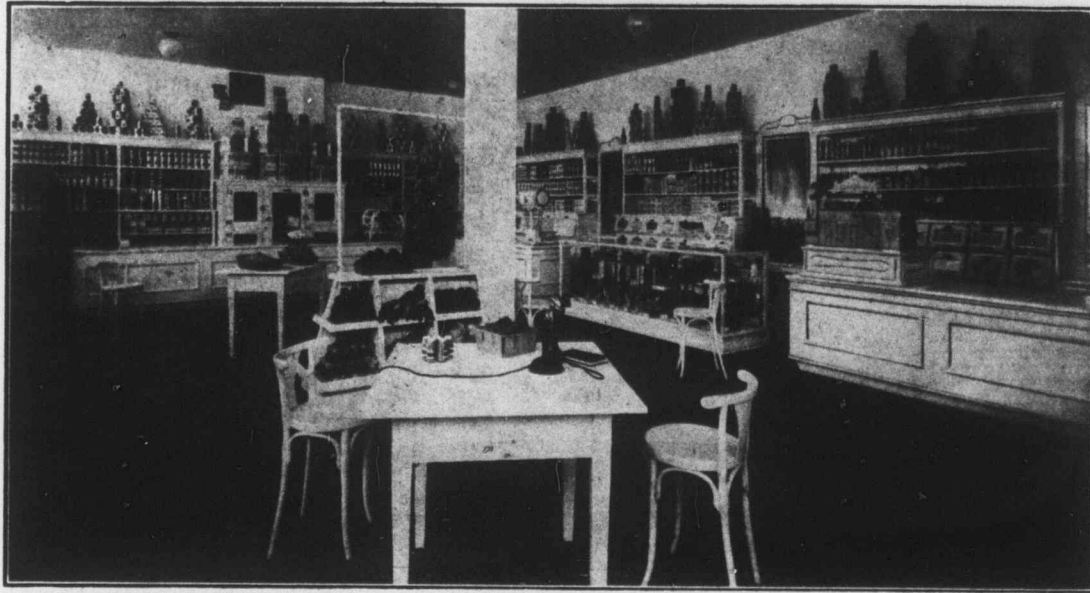
MAYFAIR, - - LONDON, ENG.

NEWTON A. HILL, 25 Front Street East, TORONTO.

H. HUBBARD, 27 Common Street Street, MONTREAL

McLEOD & CLARKSON, VANCOUVER





Store of J. E. B. Wilkinson, Saskatoon, Sask.

More display space Every dealer knows the value of good display of goods. He knows too, that a mixture of boxes, baskets, etc., piled around is not pleasing and does not attract customers—it drives them away. Why not make your store inviting and make shopping and serving a pleasure by installing a **“WALKER BIN” SYSTEM**? It will save 25% of your floor space, improve your service, and increase your selling efficiency 100%. Think it over. We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.



Walker Bin & Store Fixture Co.
 LIMITED
 BERLIN ONTARIO

REPRESENTATIVES:
 Manitoba: Watson & Truesdale, Winnipeg, Man.
 Northern Sask.: North-West Specialty Co., Saskatoon, Sask.
 Southern Sask. and Alta.: J. N. Smith, Box 995, Regina, Sask.
 Vancouver: Western Plate Glass Co., 318 Water St.
 Montreal: W. S. Silcock, 33 St. Nicholas Street.
 Maritime Provinces: R. R. Rankins, 4 Wright St., St. John, N.B.



Length, 425 feet.

Height, 115 feet.
 Capacity: 200,000 Barrels a year.

Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Convinced that the time has come for Canada to possess a large, modern Brewery, equipped for the production of beer to equal the best imported beers—a group of Canadian business men—after devoting three years of study and effort—helped by experts and with large Capital at their disposal—have erected and equipped the monumental brick, steel and cement brewery buildings, located opposite Mile End Station—which will be known as

THE FRONTENAC BREWERIES

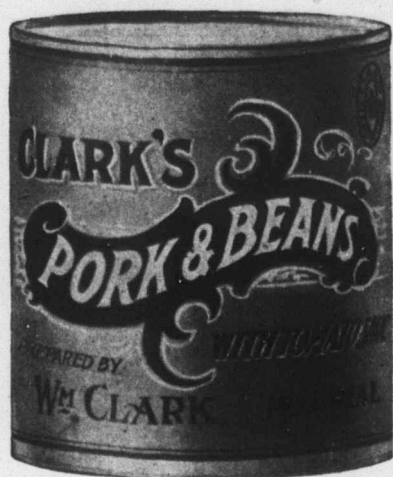
This model Brewery, in charge of expert brewers, now produces

FRONTENAC BEER

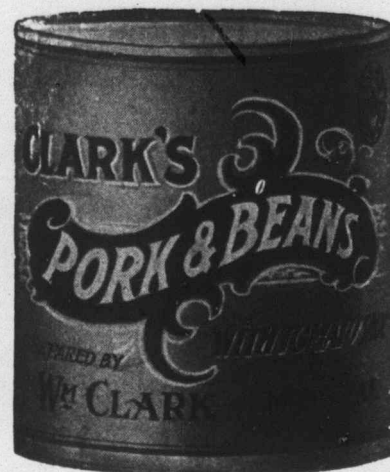
The Peer of the best imported Beers. Domestic in price—Imported in quality.
 Frontenac Beer on sale October 21st.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

QUALITY



PURITY
and
PALATABILITY
combined with
REASONABLE COST
are what make



CLARK'S PORK and BEANS Your Best Sellers

Careful selection of the highest grade Beans, the purest spices and sauces, the most perfect system of cooking, coupled with thorough and extensive advertising methods, make CLARK'S products a valuable asset to every up-to-date grocer.

Every Can Guaranteed

W. CLARK, LIMITED, MONTREAL

Tartan
BRAND
THE SIGN OF PURITY

MAY your joys not end with Christmas day, but may they be reflected ten-fold throughout 1914. We wish you all the best of luck, health and prosperity throughout the New Year.

Balfour, Smye & Co., Wholesale and Manufacturing Grocers Hamilton

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

BUY
STARBRAND
Cotton Clothes Lines
AND
Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

SYMINGTON'S SOUPS

are just ideal where nourishment and warmth and ease of preparation are valued

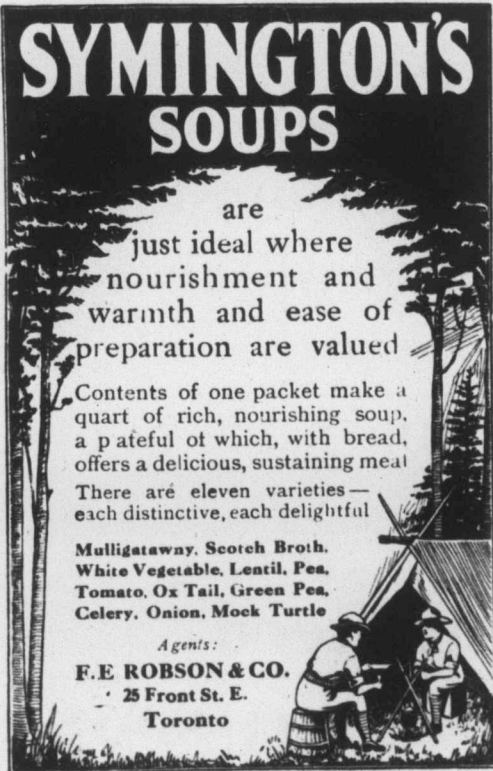
Contents of one packet make a quart of rich, nourishing soup, a part of which, with bread, offers a delicious, sustaining meal

There are eleven varieties—each distinctive, each delightful

Mulligatawny, Scotch Broth, White Vegetable, Lentil, Pea, Tomato, Ox Tail, Green Pea, Celery, Onion, Mock Turtle

Agents:

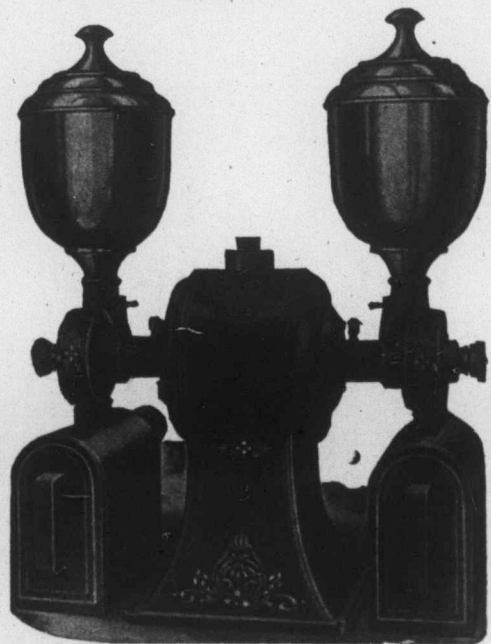
F. E. ROBSON & CO.
25 Front St. E.
Toronto



More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

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



COLES MANUFACTURING CO

1615 North 23rd St.

PHILA., PA.

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

THE CANADIAN GROCER

St. Lawrence

Extra Standard Granulated

The sugar that is 100% pure cane. Have you tried our dollar bags?



Your stock is not complete without

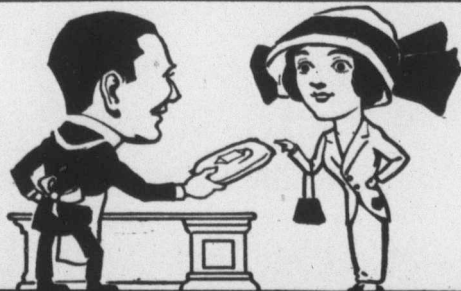
SYMINGTON'S COFFEE ESSENCE

The already large demand is fostered by continuous up-to-date advertising, and your customers—appreciating the excellent quality, pure flavor and extreme handiness of Symington's Coffee Essence—will become regular users.

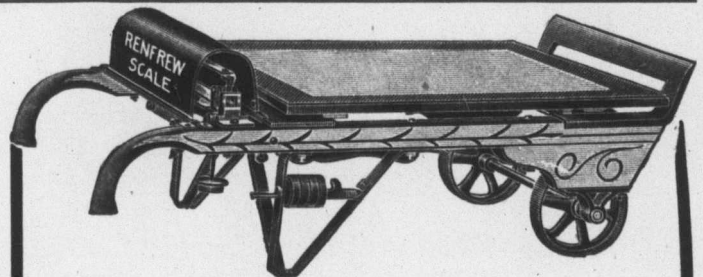
Remember there is no other Coffee Essence to equal SYMINGTON'S, and write for prices, showcards and full particulars to-day.

Thos. Symington & Co, Edinburgh and London

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



"Yes Ma'am
WINDSOR
is the best
Table Salt
we handle



So Very Handy

Here is a scale you can wheel around and weigh goods anywhere you please. Weighs accurately, even if floor or ground is uneven.

The Renfrew Truck Scale

also practically mounts its own load up to say 600 lbs. If you want to weigh a heavy box, for instance, you shove the nose of the truck under the box, give the handles a press, and up comes the load. Weighs anything from 1 lb. to 2,000 lbs. Strong and substantial, yet not heavy nor cumbersome like a platform scale. Write for descriptive booklet and price.

The Renfrew Machinery Co.

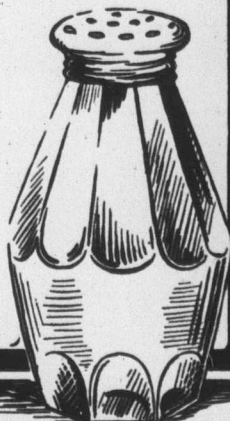
LIMITED

RENFREW, ONTARIO

CENTURY SALT



We extend
to you the
heartiest
well-wishes
of the
season



THE DOMINION SALT CO LIMITED
SARNIA ONTARIO

MOTT'S "Elite" Chocolate

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

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA



Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

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

St. George Evaporated Milk, 4 doz. in case \$3.00
Princess Condensed Milk, 4 doz. in case... 4.50
Banner Condensed Milk, 4 doz. in case... 5.25

J. Malcolm & Son, St. George, Ont.

Any of these firms
will supply you

Continental Germ-Proof Grocery Bags

Reinforced Auto-
matic Opening,
Square bottoms.

Guaranteed
by the
manufacturer



DISTRIBUTORS:

ONTARIO—The Continental Bag & Paper Co., Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.
NEW BRUNSWICK—J. Hunter White, Agent, North Market, St. John.
BRITISH COLUMBIA—Smith, Davidson & Wright, Ltd., Vancouver.
QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., Montreal.

IRISH MILK

**From Ireland
a 10 cent line**

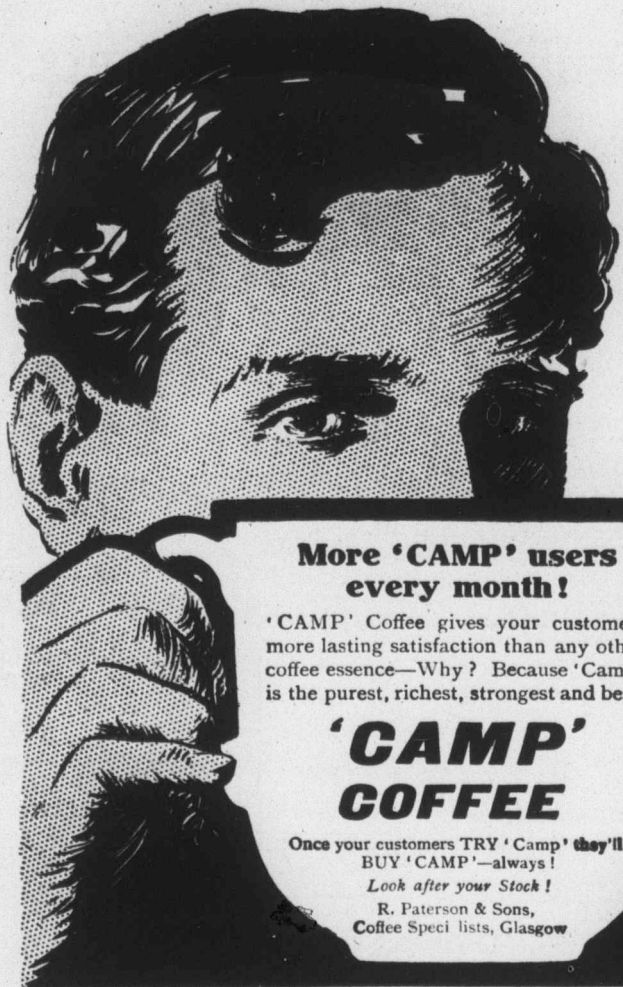
50 thousand cases Swiss Dairy Brand (Sweetened). At \$3.85 per case of four dozen one-pound tins. Delivered any point east of Port Arthur for import order of not less than 25 case lots, quality guaranteed. Send for sample.

Terms 60 days from date of shipment.

We always carry a large stock at Toronto.

Kirkwood & Sons

176 Dupont St., Toronto,
For all of Canada



**More 'CAMP' users
every month!**

'CAMP' Coffee gives your customers more lasting satisfaction than any other coffee essence—Why? Because 'Camp' is the purest, richest, strongest and best.

**'CAMP'
COFFEE**

Once your customers TRY 'Camp' they'll
BUY 'CAMP'—always!
Look after your Stock!
R. Paterson & Sons,
Coffee Spec lists, Glasgow

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Brantford Cold Storage Co. LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO. Limited.
Manufacturers' Agents and Importers
77 York St. - Toronto

The Condensed Ad. page will interest you

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

Morrow & Co. 39 Front St. E., Toronto
We have in stock ready for immediate shipment in any quantities to jobbers only: Rolled Oats, Oatmeal, Rolled Wheat, Pot and Pearl Barley, Split Peas, Cornmeal, Graham and Whole Wheat Flour, Buckwheat Flour and Grits, Wheatlets, Farina, Blue Peas, Rye Flour, Pea Meal, Hominy Grits, Pearl Hominy, Corn Flour, etc., etc.
Write for prices.

HENRI de LEEUW
Merchandise Broker,
28 Front Street East, Toronto.
I solicit agencies for the following lines: Peas, Beans, Canned Goods, Apples, Corn, Oats, etc. First-class references given all over the world.

WESTERN PROVINCES.

H. P. PENNOCK & CO., LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

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

W. H. Escott Co., Ltd.
Wholesale Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

You Won't Need the Law
to collect your accounts. We will do it at less cost to you. We collect accounts anywhere in Canada and the United States. If you have any old accounts it will pay you to get in touch with us. Special forms sent on request.
Write To-day
The Nagle Mercantile Agency
Westmount, Montreal, Que.

WESTERN PROVINCES—Continued.

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

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

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT and GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS and MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St
Winnipeg, Man.

AS A STEADY SELLER MAPLEINE



is classed with the staple flavors. It ranks high in popularity.

Order from your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.; Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

O'Loane, Kiely & Co., Ltd.
 WHOLESALE GROCERY BROKERS
 CANNED GOODS, DRIED FRUITS, ETC.
 CANNED SALMON A SPECIALTY
 We cover British Columbia and Alberta
 Head Office - - - Vancouver, B.C.
 Reference: The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
 Manufacturers' Agents and Commission Brokers.
 We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
 857 Beatty Street . . . Vancouver B. C.

Importers and Agents Wanted in Canada for
FINCH'S PATENT FLY CATCHERS, OLD COUNTRY TOFFEES, ETC
 APPLY
EDWARD KIDD & CO.
 1090 Hamilton Street, Vancouver, B.C

NEWFOUNDLAND.

E. O. CORNISH
 COMMISSION AGENT
 Canned Goods a Specialty
 821 Pender St. W., Vancouver, B.C.

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

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.

HARRY C. DRURY,
 Apiarist's Broker.
 Absolutely Pure Honey in every size package and Honey in the Comb. Very fancy stock, in 1½ doz. boxes with glass front. Write or telephone 2949.
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A want ad. in this paper will bring replies from all parts of Canada.

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BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
 (naturels),
ANCHOVY PASTE.

"Please ask for our offer."

C. F. STUHR & CO., HAMBURG.



Oakey's

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN Oakey & Sons, Limited
 Manufacturers of
 Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England


KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

Every Merchant who handles—

Mathieu's Nervine Powders



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

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

Name

With (Name of firm)

Street

City or townPrev.....

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



A
Prosperous
New Year
and
Best Wishes

to our
numerous customers
and friends

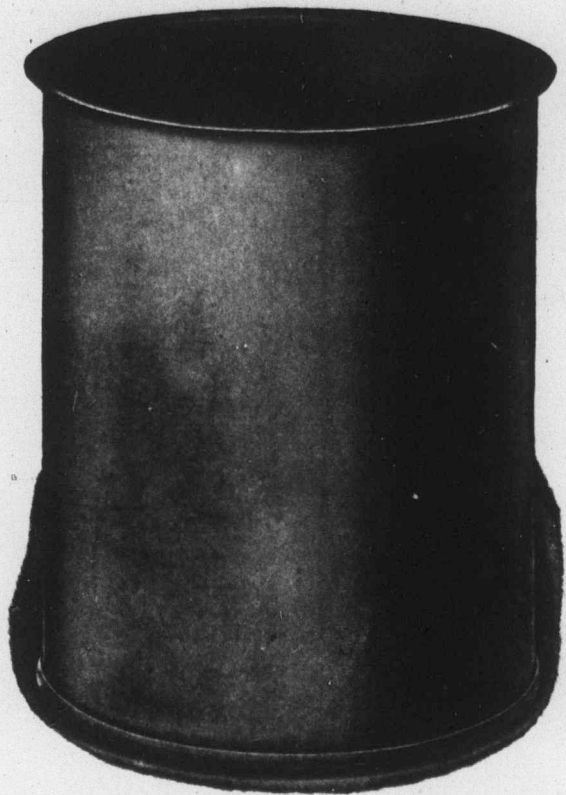
Happiness, Prosperity and Good Health

May our relations be as cordial in 1914
as in the past

L. Chaput, Fils & Cie, Limitée

Wholesale Importers, Groceries, Wines and Liquors

2, 4, 6, 8, 12 and 15 DeBresoles Street, Montreal



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

*From the big Forest City House
of Quality and Square Dealing*

"CLUB HOUSE" BRAND SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.

Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.

London, Ontario

Western Selling Agents
MASON & HICKEY
WINNIPEG



The always reliable in results—"COW BRAND"

No other soda on the market is so well known by the good housewife as is "Cow Brand." It is famous for its absolutely sure results, its strength, its purity. Recommend it to all.

Stock up, our jobber has it.

CHURCH & DWIGHT

Manufacturers LIMITED
MONTREAL

JAPAN TEAS

Furuya & Nishimura

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

**The Canadian Fishing
Company, Limited**

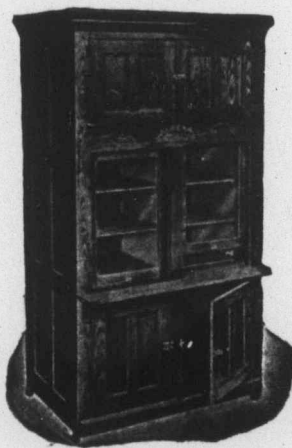
VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

EUREKA



**Patented Dry, Cold
Air System**

has been used exclusively by the Eureka Refrigerator Company with the best of success for the past 28 years, and the thousands of Eureka Refrigerators in use giving complete satisfaction is the best evidence that they are without an equal to-day. It will pay every Butcher and Grocer to have one of them in his store.

Eureka Refrigerator Co., Ltd.

54 Noble Street, Toronto

Montreal Representative :

JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.

Twenty Dollars in Prizes For Best Christmas Windows



YOU have yet an opportunity to enter our Christmas Window Dressing Contest. As long as photograph is mailed before Dec. 31, it will be eligible. Do not overlook description of window on back of photo or on separate sheet.

Each dealer or clerk who enters has an opportunity to win one of the three prizes.

Windows from smaller centres do not compete with those from the larger. There are three prizes for displays from centres under 10,000 population, and three for the others—\$5, \$3 and \$2 in each case, making \$20 in all.

One our main desires in conducting this contest from year to year, is to obtain a number of Canada's best displays for reproduction in this paper. This helps everybody because it supplies an exchange of views on good window trimming.

Come in on this contest. You may share in the honor.

Address:

The Editor, The Canadian Grocer

143-149 University Avenue, Toronto



No Bitter Flavor To These

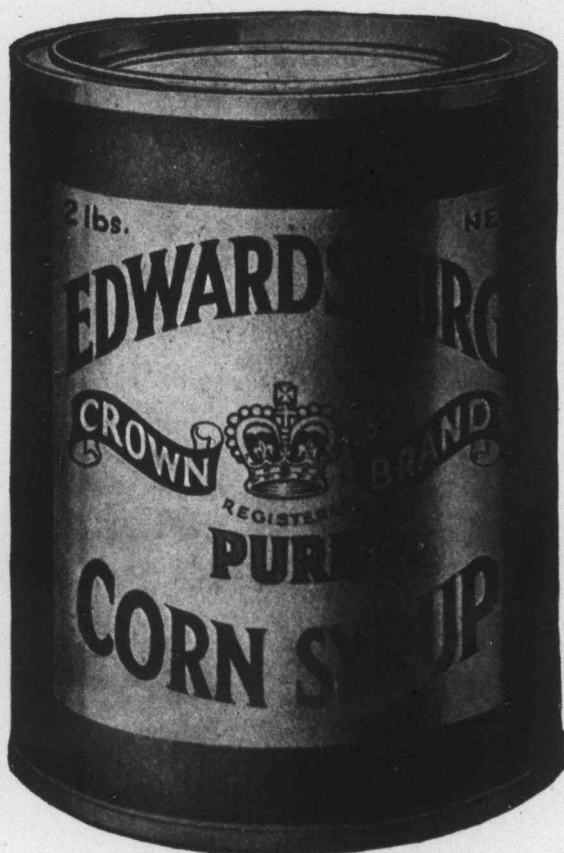
When you hear a housewife complain that the mustard is bitter you can rely upon it that it is neither

COLMAN'S or KEEN'S MUSTARD IN SQUARE TINS

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co., Limited

Agents for the Dominion of Canada
403 St. Paul Street, Montreal
Toronto Office, 30 Church Street



Christmas Cheer

Puddings—Sauces—Pies—Taffy — Sweet-meats—these delicacies hold sway just now.

Crown Brand Corn Syrup

will help Madam Housewife in her Holiday Cooking—

We will send your customers Recipe Books if they write direct or if you send in their names.

Swell your Crown Brand Sales this month.

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

Keeping the Home Trade at Home

The Actual Experience of a Western Ontario Firm Which Succeeded in Cutting off Practically all Outside Buying—Names Only Are Fictitious.



"We are not getting as much of their trade as we should."

BUSINESS was rather slack with James Reynolds a few years ago when he took his son Frank into partnership. His establishment was located in a comparatively fair-sized village in Western Ontario in the heart of a good fruit and farming district, and as he conducted a general store, he should have been fairly prosperous long before.

Frank Reynolds had taught school in a country district for three or four years, and being of an observant turn of mind had given some thought to conditions there. Often when chatting over the counter with the general merchant in the district where the school was located, he had heard complaints about what the mail order houses of the big cities were doing to the trade of the community. People there were, constantly telling the merchant that they saw this and that in the mail order house catalogue, how it was cheaper, etc., etc.

The Partnership Formed.

So it came about when Frank got tired of teaching school and his father suggested that he join the business, he agreed, believing himself capable of putting new life into things and of overcoming the gradual decline of trade.

For a month or two business ran along in the same old groove with perhaps a little improvement due to the somewhat improved service; for the son was a live, aggressive young man, polite and courteous and willing to please.

But between times he had been watching and thinking.

"Say father," he said one evening, just before closing time, "can we not prevent so many people driving over to S—— and N—— every week. In the past month I have noticed a great

many going over to one or the other of those towns. Some of them stop and ask us to get ready for them or send them some sugar, nails, or overalls, but it is plain that we are not getting as much of their trade as we should."

One town was 4½ miles away and the other 7.

"That is quite true, Frank," replied the father, "but how are we to stop it? We carry just as good goods as the dealers there and our prices are no higher. Where fits the remedy?"

Eliminate the Cause.

"I think I see one," said Frank. "Why cannot we buy those things that these people go there for. Either you or I drive to S—— every Thursday. We have to go anyway for our own supplies and we might just as well get anything extra our customers want. That will give us a good opportunity to know their wants and we shall in future be able to serve them better."

"Go on," observed James Reynolds, dubiously.

"My scheme is this," persisted Frank. "Let us each Wednesday ask our customers if there is anything they want from S—— this week. Tell them that we are going over to-morrow with the large rig and if we can be of any service to them we shall gladly render it. Our plan should be to purchase what they want and bring back the receipted bill just as we get it. They will then see that they pay us just as much as and no more than they would to the merchant in S—— if they had gone themselves."

"Now, there is the Jones Fur Co., the S—— Furniture Co., Henry Farley, the harness man, and so on. Surely

we could arrange with these men and others for a discount off the regular price of the goods if we give them the exclusive trade of our customers in those particular lines."

The father began to see some logic in his son's plan and after further discussion of the project it was decided that Frank, on his next Thursday's trip should determine what he could do.

Arranged for 10 P.C. Commission.

The results of the scheme were better than anticipated. Frank arranged with the biggest merchant in the town—in lines which did not conflict with the general stock of the Reynolds store—for a 10 per cent. commission. One dealer was selected for furs, another for furniture; one for notions, novelties, etc.; a fourth for the more expensive boots and shoes, and so on. The goods were bought at the same price as each individual customer would have paid, and each customer received from Reynolds & Son the receipted counter check of the fur, furniture, or notion house in S. It saved them a trip to the town and the loss of the time.

What was of more importance, it kept the customers of Reynolds & Son from buying out of the village anything that could be bought in it. It kept the money circulating at home, which helped to build up the local district and to make the people happier.

Reynolds & Son probably received the greatest benefit. The rig had to go over every Thursday anyway. That meant one man's time, his dinner and feed for the horses. The 10 per cent. commission gave them enough to pay all expenses and a profit besides and they sold more goods from their own store.

Occasionally they ran into "bargains" in the department stores and often picked up some fancy goods for themselves which they were able to place on sale at an attractive profit. If they wanted anything for their own use from any of the stores in the plan, they secured the 10 per cent. commission which meant that much discount in such a case. If a customer was not pleased with the purchase, it was either taken into stock or exchanged on the next trip. But that seldom happened as care was taken in receiving instructions.

Load Going Both Ways.

Frank Reynolds observed one drawback to all this when the plan got working well. Villagers and farmers were greatly pleased with the service. That was plain because this trade had grown wonderfully and so had their own. But every Thursday morning the big two-horse wagon went out of the village empty. Here was waste motion and waste energy. Was there no remedy for that?

Following Wednesday evening, the young man went into the telephone office in the store with a list of names of all farmers on the route to S. who had rural phones. This was a representative conversation:—

"Good evening, Mr. Allan; this is Frank Reynolds speaking; just thought I would call you up to say that I'm going into town in the morning with the empty rig and to ask if there was anything you needed—it might save you a trip and I could take it along just as well as not."

The very first farmer spoken to wanted a milk pail and a plough point; and his wife wanted a sack of flour. A few more phone connections brought other orders, and next morning when the wagon rolled out of the village it contained some \$40 or \$50 worth of groceries, hardware and dry goods. The farmers were delighted. When delivering these goods Frank took orders to fill in town for some things for the women folk.

Mail Order Houses Get Set-back.

His entire theory had worked out splendidly and his father now blesses the day that brought his son into the business. The mail order houses are finding it mighty difficult to get any trade in that district. Personal service and the flesh and blood power of personal contact, following a close study of existing conditions, turned the trick.

• • •

In a New Ontario town a live general dealer accidentally hit upon a good

method recently that has hurt the entire trade of the mail order houses there. A woman customer came to him with a coat she had bought from the _____ Co. mail order house, Toronto. The catalogue showed it up in its best light and so she had sent down \$18 for it.

But her dream of a "bargain" was badly shattered. The coat was not what she had expected. It didn't fit her exactly and the cloth and color were not at all to her taste. So she brought it into the local dealer to effect a trade if possible.

The merchant looked it over and found that it was not nearly as good a coat as the kind he was selling at \$10 to \$12. He really didn't want it, he said,

and told the woman so. She persisted; and then a bright idea struck him.

"I'll allow you \$10 on a new coat," he offered and the offer was accepted.

That afternoon he placed a sample of his own coats in the window beside the one from the mail order house. On the latter appeared the original counter check from the big Toronto firm with the name of the woman turned down. This bill showed that \$18 had actually been paid for it. Then on a card appeared the following: "Mrs. _____ paid \$18 for this coat at (name of mail order house) Toronto. See what we are selling for \$10 and \$12."

This exemplifies the aggressive dealer who seizes the accidental opportunity to exclude from his own town the mail order house parasite.

Continued Strength Looked for in Tea Market

While Production In India Has Been More Favorable, Shipments Have Shown Decline—Ceylons Readily Purchased on London, Eng., Market—No Change in Price to Consumer Increases Consumption in Great Britain.

Reports from the East Indian tea growing districts, via London, England, give further evidence of the continued strength in the tea market. One report dealing with November conditions says:

"The weather up-country has been very favorable for production during the past month and judging from figures already received we estimate that the total Indian crop will appear from two to three million pounds ahead when the October figures are available. To counterbalance this, however, we have the news to hand that the shipments from Ceylon are about two million pounds short on the month and in all probability when the month's figures are published, Java will also show an appreciable shrinkage on last year's output.

"Russia alone has already this year taken four and a quarter million pounds more than last year to date.

"These various factors taken together with the depreciated stocks in London and the enhanced deliveries in the United Kingdom make the position appear very strong and we do not look for any break in the market for some time to come."

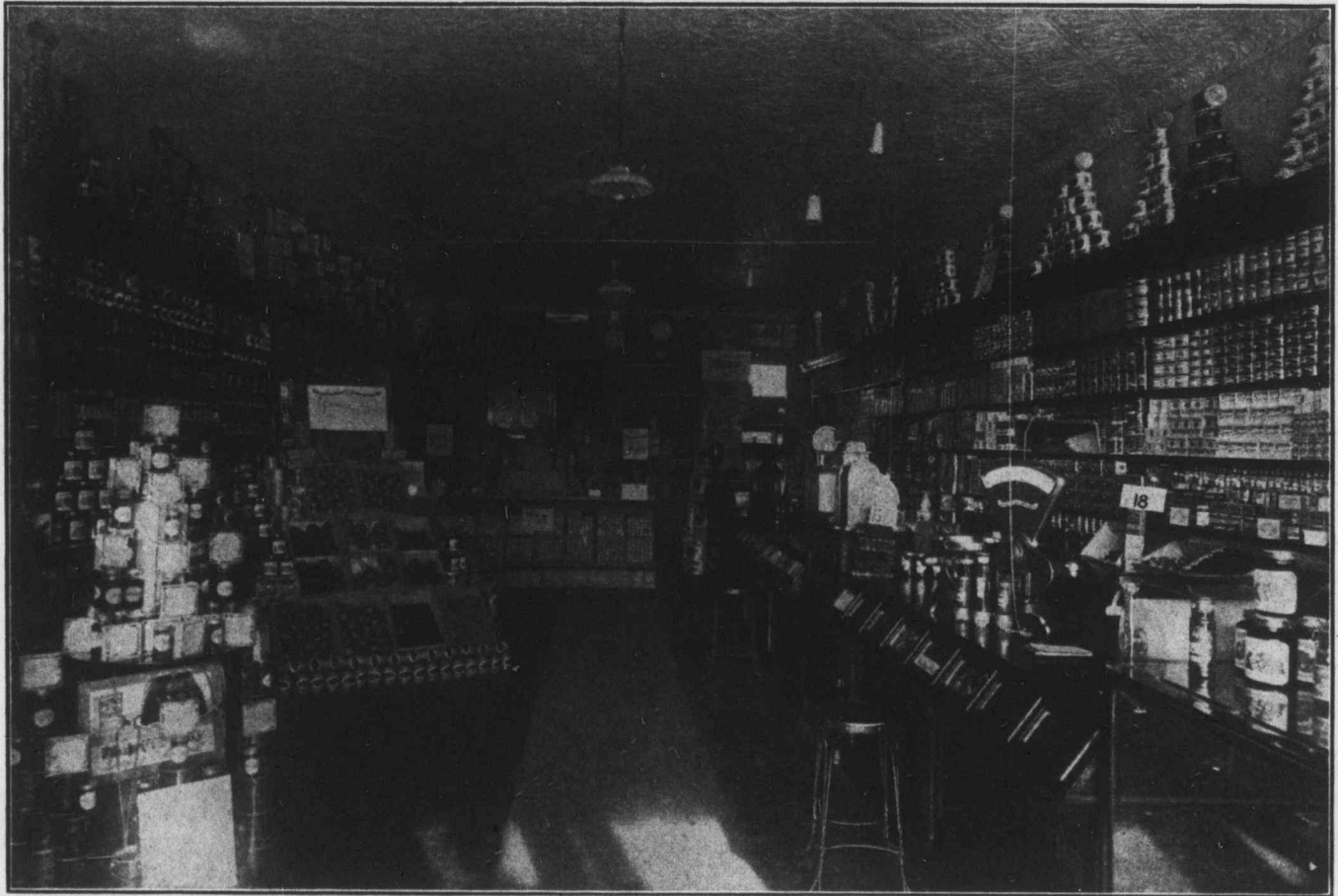
Another report says that "the offerings of Ceylon at London public auctions for November were 65,000 packages against 83,000 packages in the same month of 1912. The quality generally

was fair, and, as the totals offered each week were exceedingly small, the whole of the teas were readily taken at steady prices with here and there some advance."

Dealing with British consumption it adds:—"The demand has been maintained in a remarkable manner and, so far, there is no indication that the increased first cost is causing restricted use. The explanation is that there is no change in the prices asked from the consumers. All that has happened is that quality is doubtless in many cases somewhat inferior and distributive profits reduced. The increase in home consumption during the eight months expired of the financial year has fairly well justified the estimates of the Chancellor of the Exchequer when introducing his last Budget, which at the time were considered by most tea trade authorities to be too sanguine. The explanation may be found in the fact that, owing to the operation of the Old Age Pensions and the National Health Insurance Act, there is now always a certainty of money circulating amongst those who formerly were liable to be short of it, and as tea is, water excepted, the cheapest and most convenient of liquid beverages, the sale of it has, amongst the poorest of the population, been increased."

Absolute Knowledge of Progress of Business

The Methods of George Arnold, Toronto Grocer, For Knowing all About His Business With Little Work—Has Only Eleven Credit Customers and These Pay Every Month—Cash Register Takes Place of Bookkeeper—Stock-taking Every Three Months.



A good example of a bright, clean, inviting store. Note the display table on left: the pile of fruit, the pyramid display of flour, the pivoted bin fixtures, computing scale, coffee grinder and large cash register. This is Geo. Arnold's store at 924 Queen St. E., Toronto.

“WHEN I know where I'm at I can do more business.”

It is by this rudder that George Arnold, a young grocer at 924 Queen St. E. steers the ship of trade. Mr. Arnold was a traveler for E. W. Gillett & Co. until a couple of years ago when he decided to go into the grocery business.

Look at the picture of his store shown on this page and observe the large cash register between the two counters on the right. This is what supplies him with the concise knowledge that makes his recreation a pleasure and his slumber undisturbed. But more about this later.

The photograph shows neatness, cleanliness, and business aggressiveness. Note the attractive counter and shelf displays. The counters and lower shelves are fitted with modern patent pivoted bin fixtures thus utilizing a much greater percentage of possible display place

than usual, and at the same time keeping the goods free from dust in air-tight compartments.

Uses Tables for Showing Goods.

Mr. Arnold is a strong believer in display. Observe the attractively arranged table on the left on which appears canned goods; the banked up display of fruits back of it; the neat array of eggs towards the rear; the pyramid of flour which almost reaches the ceiling in the back right hand corner; the show case inside the door and the goods so invitingly arranged on the counter.

“The more the customer sees, the more she will purchase,” is a truism in the opinion of Mr. Arnold.

Here is one example:—Some time ago when he was purchasing soap, he suggested to the traveler that the remainder of the order be filled out with an assortment of toilet soaps. He bought

about five cases for the first time and placed them on a little display stand on the left. A neat show card entitled, “If you want a good complexion get a box of these toilet soaps, 25c,” was put on the display. In a few weeks the stock was down to about a case. The display and the salesmanship talk on the card had done the trick, again emphasizing the power in the hands of the live dealer to sell goods upon his own initiative.

Is the Customer a Good Judge?

In this store show cards are always prominent. Some recent ones read:—“Cape Cod cranberries and turkey make the ideal Christmas dinner;” “Choice dates—3 lbs. for 25c.;” “Crawford peaches canned in thick syrup, 2 cans for 25c.” The perversity of human nature one might say, or rather the unreliability of the average woman to make her own selections is well illus-

trated by an experience with the above mentioned canned peaches.

"I showed those peaches outside the door," said Mr. Arnold, "putting on a ticket reading '3 for 25 cents.' Scarcely any were sold. But when I brought them inside and used a ticket reading '2 for 25 cents,' they sold splendidly. Apparently because the peaches were shown outside, customers considered them of a cheap grade, the cans and labels being subject to the dust of the street. But when a neat display was made on that small table and the show card used the sales picked up nicely even at the higher price."

This also illustrates the present tendency of the housewife to do her buying more carefully with a view to greater cleanliness and better sanitary methods as opposed to cheapness. Mr. Arnold would prefer to sell all goods kept inside the store but as it is somewhat general in his district to show many outside he has practically been obliged to do the same.

How Credits Are Attended To.

Mr. Arnold's methods in looking after accounts are particularly appropriate now in view of the tendencies to tight money. His principles in this regard might be summed up as follows:—

(1)—Cash is demanded from every customer (apart from eleven) who comes into the store.

(2)—With all goods sent to phone customers (with the exception of the eleven), goes a C.O.D. counter check slip. This is made of red paper and marked in large type at bottom C.O.D. to distinguish from the regular white counter check slip given to a customer in the store.

(3)—Credit is given to very few (eleven in all) and these on a strict monthly basis.

In this way Mr. Arnold gets the money for all goods sold and is at no handicap whatever on account of delinquents or slow pays "getting in" on him. With every cash sale over the counter the customer gets a cash register receipt. A register receipt also goes out with every C.O.D. order. It is riveted on the upper left hand corner by a small riveting machine so that it cannot become detached from the C.O.D. counter check. Thus every customer gets a receipt and every sale is registered on the cash register.

What Cash Register Supplies.

This cash register is a large one with several keys and drawers. It takes the place of a bookkeeper and tells Mr. Arnold just where he is at always. It has an adding machine attachment which is very handy. The salesmen's keys are lettered of course, A, B, C and D, one for each and there are those marked

"motor, cash, cash slip, charge and received on account." Another row reads "Goods purchased, bills paid, expenses and total."

This makes it a simple matter to know at the end of each day the sales made by each clerk as well as the total for the day. The "charge" and "Rec'd on Acc't" keys show what the eleven credit customers purchase and the amount of money that comes in from them. The difference gives the outstanding indebtedness at any time. The "Goods Purchased" key is used more frequently in the Arnold store than in many others. Every invoice, no matter how large or small, goes through the cash register. When an invoice is paid it is checked over on the register. Outstanding liabilities, or what he owes, is the difference between the two. The "Expense" key is used, of course, to show running expenses — everything paid out for wages, light, fuel, insurance, delivery, etc. At the top of most cash registers there is given the total moneys received

strongly. It prevents dead-stock and therefore loss.

Besides the bin fixtures and cash register already referred to, Mr. Arnold has computing scales, electrically driven coffee grinder, a large display refrigerator and silent salesman among the fixtures.

Double Checks on Parcels.

Mistakes in delivery are prevented by a double check on all outgoing goods. Practically all goods are put up on a rear counter, the work being assigned to one clerk with the others helping in spare time. This system permits of clear space at the main counter for customers to do their ordering. By double checking all outgoing orders by the clerk who puts up the goods and by the driver who receives them, any shortage heard of can be easily traced.

George Arnold believes in early closing. Every night at 6.30, except Friday and Saturday, his doors are closed. He could, he says, keep open and probably do a little more business but he maintains that every man should be able to make a living without working all the time.

Grocers' Letter Box

Editor Canadian Grocer.—Will you kindly give us an address where we can obtain beans (lentils) and split peas (yellow)?

Berlin, Ont.

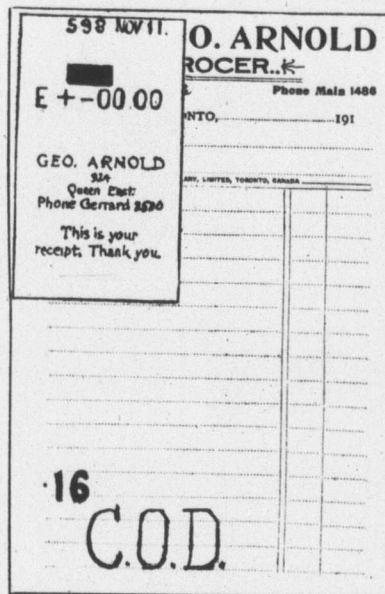
C. P. C.

Answer.—Lentils may be purchased from Chas. Ciceri & Co., corner Church and Colborne Streets, Toronto; split peas from Morrow & Co., 39 Front Street E., Toronto, and Lind Brokerage Co., Wellington Street, Toronto.

"With all due deference to certain people who claim that cold storage has nothing to do with the high cost of living, I believe that the cold storage system can be seriously abused and may very considerably affect the cost of living," says George Bradbury, M.P., for Selkirk, who is preparing a bill to introduce into the House of Commons at next session which will have for its purpose the regulation of cold storage plants.

THE LAST CALL.

Photographs and advertisements for Canadian Grocer's Christmas contests may be mailed up to December 31. There is time yet for any who wish to enter these competitions to send along the window pictures and newspaper advertisements. The contests promise to be lively—but the more the merrier.



This illustrates how Mr. Arnold attaches cash register receipt to all counter checks going out with C.O.D. orders.

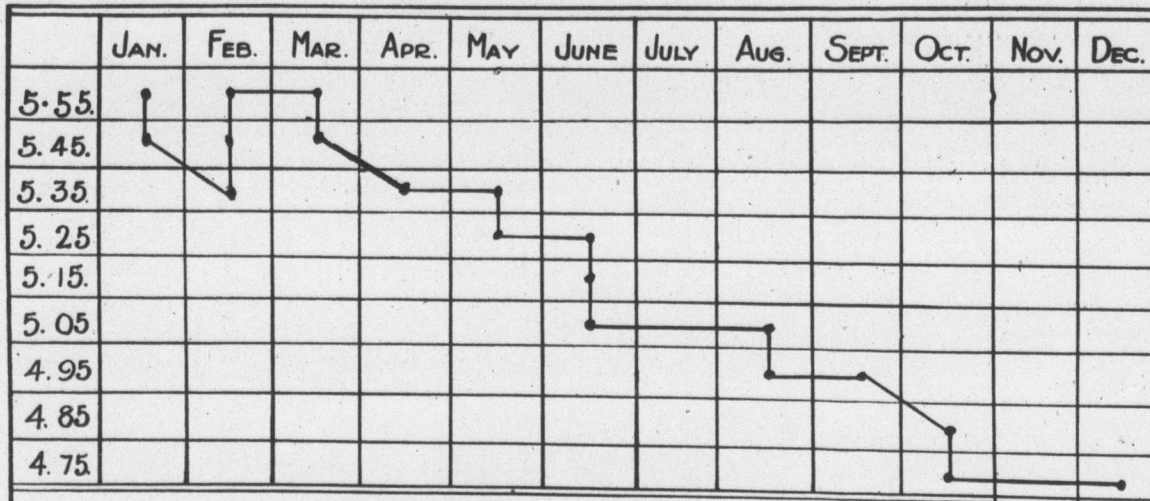
from cash sales. At the top of the Arnold register the total shows the amount of merchandise sold, both cash and credit.

By dividing the total cash and credit sales at any time by the expenses, he knows exactly what it is costing him to do business. Thus does the cash register serve as a complete bookkeeper for him. Here is an instance where it is worked to the fullest.

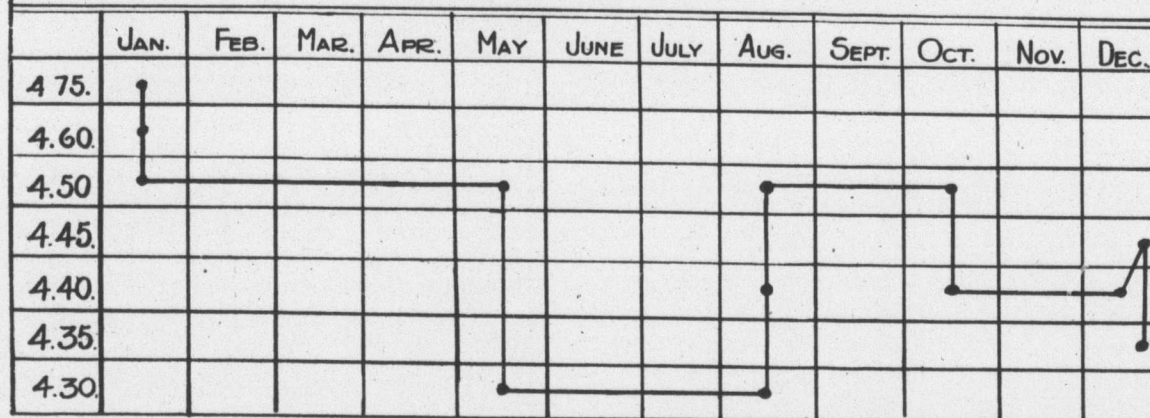
Inventory Four Times a Year.

Stock is taken in this store every three months. This keeps him in close touch with what money he is making and what lines should be pushed more

1912 SUGAR CHANGES



1913 SUGAR CHANGES



Canadian Grocer's sugar chart, showing changes in prices on Montreal market during past two years. This chart should be clipped out and kept on file by readers.

The "Downs and Ups" in Sugar

THE above chart shows the ups and downs of sugar on the Montreal market during the past two years. Some comparisons are interesting.

On January 1, 1912, standard refined sugar in Montreal was \$5.55 a cwt. On Jan. 1, 1913, the price was \$4.75 or 80 cents less. On Dec. 31, 1912, sugar had dropped to \$4.75 at which price it opened in Jan., 1913. The 1913 market has been similar to that of 1912 in that both have been, generally speaking, declining markets. Last year the total decline throughout the entire year was 80 cents on the hundred, while this past year it has been 40 cents, with sugar now at \$4.35. This is also 40 cents below the price existing a year ago.

The changes during 1913 have been exceedingly few in contrast with other years. Sugar opened at \$4.75 on January 1. Before the first month of the year had passed it declined 25 cents to \$4.50. Then came a long period of stationary price. Not until May was there a change. In that month, as readers will remember, it dropped 20 cents to \$4.30 on the inauguration of the new Canadian-West Indian treaty. Again for a long time—until August—the quotation remained unchanged at \$4.50 when the first advance of the year was recorded. It went up 10 cents on two occasions that month, first to \$4.40, then to \$4.50 due to reported strength in raws and the strong preserving demand.

In October occurred another decline of 10 cents and the price \$4.40 held good until early in December when, on account of an extra cartage consideration in Montreal (but not elsewhere), a 5-cent advance was made, to \$4.45. Since that however, the market declined 10 cents, bringing it down to \$4.35, the existing price to-day.

It is to be therefore expected that January 1, 1914, will be ushered in with sugar 40 cents per cwt. below corresponding date last year and \$1.20 below Jan. 1, 1912. The trade will recollect then in Sept., 1911, sugar reached the highest point in 22 years—\$5.85, which was \$1.50 per cwt. more than it is to-day.

Sugar is therefore another item which is not advancing in cost. It is a good food, is used in many ways and it should be pushed strongly at a fair profit in 1914.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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John Bayne MacLean - - President

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PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 26, 1913

THE OLD YEAR AND THE NEW.

The old year will presently belong to the past. We are standing at the gateway of another, which we trust, will be filled with bigger and brighter possibilities than any that have gone before. While it is undeniable that business in 1913 throughout the country has not gone ahead as rapidly as in others, yet when all is summed up and books are balanced, it is a safe prediction that the grocery trade will have no reason to complain.

Canadian grocer during the past week has secured from manufacturers and wholesalers the experiences so far as trade in the past twelve months is concerned and these will be dealt with in the first issue of the New Year. That they are generally favorable goes without saying. The grocery trade is probably the last in which any depression can be felt, particularly so far as staple goods are concerned.

Our Review Number next week will therefore be one in which every member of the trade will be interested. It will show actual conditions during the past year as reflected in the business of many manufacturers and wholesalers, and state what these firms expect during the year to come.

And now that the bells will presently be ringing out the old and in the new, the Canadian Grocer tenders the wish that all its readers will have a most happy, bright, and prosperous New Year.

WHAT TO DO IN JANUARY.

January is generally considered a somewhat slack month. But there is, nevertheless, plenty of work to be done. Whether Christmas comes or not, people must eat and so the grocer continues to exist.

One of the first things to consider with the New Year, is the stock of Christmas and winter goods yet on hand. Here a rapid inventory is necessary. If the supplies of plum puddings, dates, figs, nuts, etc., are still large, they should be pushed strongly and gotten rid of as soon as

possible. While price cutting should not be countenanced, yet there are certain goods which must be moved out while they are still fresh and while they will give satisfaction, even if a slight sacrifice below existing prices has to be conceded.

January, too, is the month in which many attend to their stocktaking. The inventory is a most important item in every merchant's yearly business. The simple facts as to volume of sales should not suffice. Stocks may be heavier; expenses may have been more and depreciation of large dimensions, so that a carefully prepared inventory only is of actual benefit.

There is plenty to be done during the first month of the year. Now is not a time to rest on the oars. There must be a thorough foundation laid for better business in 1914.

LIBELLING THE GROCER AGAIN.

There is a mighty crude joke depicted in the accompanying cartoon. This appeared in much larger size in a recent issue of Harper's Weekly and indicates what the trade has to contend with in so far as many short-sighted newspapers and other consumer mediums intended to attract the popular eye, are concerned. That a grocer should be caricatured as attempting to add the year in with the bill of goods is nothing short of a libel and Harper's Weekly must have a very low sense of humor to allow such a thing to go through.



Grocer to Assistant: "An' look here, always put the date so yuh can add it up wit' the rest o' the bill."

The same thing is happening—probably in a lesser degree of brazenness—almost every day among our large metropolitan dailies. Practically any one of these will print letters from "sore heads" who think the world owes them a living, providing these letters take a "knock" at the retail dealer. During the fruit season grocers were charged with selling peaches for 90c and \$1.00, which originally cost 15 cents a basket. On another occasion a letter appeared in a large city daily to the effect that grocers were practically all giving short weight.

Such libellous assertions should not be allowed to pass unchallenged. What the trade requires is someone who

THE CANADIAN GROCER

could give his time to following up alleged charges against retail dealers and who would expose the blackmailers. The National Canners' Association of the United States put this work in the hands of their secretary and during recent years the theory that canned goods are the cause of sickness, has been pretty well exploded. Papers across the line are now not so keen on printing stories of deaths caused by ptomaine poisoning through canned goods. They know it is altogether likely they will have to retract them.

A DETERMINED ASSOCIATION.

The grocers of London, Ont., have taken an advanced step in asking the city council for a by-law compelling all grocery stores to close every night of the week, Saturdays included, at 7 o'clock. The council has acceded to their request, as stated in last week's issue, and the by-law takes effect on Friday, Jan. 2, 1914.

Behind the move was, of course, the Retail Grocers' Association. This body of men has become quite a force in London in view of their "sticking-together" qualities. When a short time ago, they decided to secure, if possible, a compulsory half-holiday the year round, they went ahead as far as they possibly could. Just as soon as they were informed that no by-law could prevent a man keeping open during the day, they switched to early closing at 7 o'clock and stuck to it like glue until they got it.

This is just another evidence of what concerted action, concentrated on a particular end in view, will obtain. London grocers felt that grocery life should be a pleasure, even if it should, perchance, mean a few dollars short in the week's work—which the majority of them at least do not look forward to. Some of them who signed the petition believe they are making sacrifices. But we shall see what we shall see.

Early closing every week night, including Saturdays, has been a vexed question in a good many Canadian cities. That the grocers of the Forest City should take the bull by the horns in such a determined manner is deserving of much commendation.

A MEANINGLESS TRANSACTION.

There is no trick in the Housewives' League of the Household Economic Association of Toronto paying 19 and 20 cents for turkey and auctioning it off at 22 cents. Daily newspapers are attempting to make much of this but there is really nothing in it. Anyone who has a mind to, can buy a turkey at 20 cents per lb. and sell it at 22 cents, providing his existence and that of his community do not have to depend on the transaction.

These women are sadly misguided if they feel in their hearts they are demonstrating that the retailer is charging too much for turkey. They are doing nothing of the kind. They do not have to depend on the two cents margin for their living. They have no rent to pay, no taxes, no wages, no insurance, little fuel or light if any, and no delivery service to keep up.

In no instance is this League selling below wholesale prices. They quote geese at 16 cents which can be bought wholesale at 12 to 14 and chickens at 17 which are 14 to 15. They had eggs on Tuesday at 40 cents, but whether these were new lays or storage was not stated and butter at 29, which might have been bought anywhere from 24 cents up.

While these women will not sell much produce, considering the city's demand, yet they are competing with

legitimate retailers who pay their good money in heavy taxes to help keep up the city and country—and the civic authorities look placidly on.

EDITORIAL NOTES.

Happy New Year to all our Readers!

"The year is wearing to its wane
An' the day is fading fast awa'."

If in nothing else, in the matter of eggs at least, to the poor belong the "spoils."

Now that the Government has appointed a "High Cost of Living" Commission, we shall soon see all our ills dissolve.

In London, Ont., wherever two or three grocers are gathered together you can bet the conversation always deals with early closing.

Death is about the only thing one may be pardoned for putting off to the last minute. The list certainly does not include stock-taking.

When parcel post is with us, we may expect to see



the mail man carrying a load that would do justice to a farmer's wagon on market day.

Women of Toronto were going to refuse to buy eggs at more than 35 cents. The same individuals are offering them for sale at 40.

A successful laundry in St. Louis advertises itself as the slowest laundry in the city. One case where slow service pays—the exception, possibly, which proves the rule.

The recollection of quality remains long after the price is forgotten. This saying has become a proverb. But it might well be added: The annoyance of a cheap purchase lasts long after the satisfaction over the lowness of the price has passed away.

Isn't it a wonder that some of those cutters and "free



service" merchants, do not offer to shine a customer's shoes when he purchases shoe polish?

A Service Extraordinary That Was Refused

Woman Asked Grocer to Deliver To Her Basket of Apples Purchased at Another Store—Example of the Idea Some People Have of Consistency—A Business Experiment.

By Henry Johnson, Jr.*

HERE is the latest. I should like to know if you can beat it?

Comes a lady to the phone and orders 5 lbs. sugar, 1 head of lettuce and 1 basket of apples. She is not a steady customer; is very intermittent in fact; and she lives very much out of our regular delivery track. Yet, though slow, her credit is good, and she asks to have the goods sent charged. So far, so good.

In a few minutes she rings up and cancels the item of apples. Still very good—the remainder of the order will go out.

But now, finally, I am called to the phone because the girl clerk hardly feels competent to pass on the peculiar demand—or request? And this is the substance of the conversation:

Lady: Mr. Johnson, I wonder if you would be kind enough to have your wagon stop at Ames' on your way and fetch with my order a basket of apples they have there.

Johnson: But why should we get you those apples, Mrs. Janes? We have apples here. You ordered them and cancelled the order.

Lady: But your apples are 40c the basket and his are 35c., and he does not deliver less than 50c worth out here; so, as a matter of accommodation to me—you need not do it unless you want to, of course—I wish you would get them for me—he will charge them direct to me.

Johnson: Why, Mrs. Janes, leaving out all questions of our apples being worth 40c., as I know they are, and more worth 40c. than Ames' are worth 35c., I can hardly see the logic of our doing that kind of work for another merchant—especially as he does not care to do it himself for the price charged; and we are hardly in the business of supplying deliveries for other stores.

Lady: Well, of course you need not do it if you do not want to—and up goes the hook.

I take down the hook and call her number again.

Johnson: Did I understand, Mrs. Janes, that you wanted us to cancel the remainder of that order—you hung up so unceremoniously that I did not get that part of it.

Lady: Most decidedly, if you do not wish to be the least bit accommodating, I do not care to trade with you.

Johson: Say honestly and frankly, why do you not get your grocer to do those things for you? Where do you buy your groceries anyway—you certainly do not come here. Your entire account here last month—yes for two or three months, it was—was \$1.81.

Lady: And do you know why? Because I cannot get courtesy at your store.

Johnson: My dear madam, if that is what you call courtesy, you decidedly cannot get it here and we much prefer that you continue not to come here. We shall cancel the entire order and let some other fellow have the pleasure of serving you. We are much too busy to fuss with such trade here—and now I hung up the phone.

Now what do you know about that?

• • •

A man in a western town sent me a pamphlet a few months ago wherein he outlined at some length an experiment he was about to make in retailing groceries. This pamphlet seems to emanate from an established store, but it is not clear whether the store is newly established on this plan, or an old store about to change its methods. I suspect it is new; and I am curious to know what success it has met with so far. As the writer quotes me in one part of the pamphlet, it is my hope that this article may stir him up to give us further details of his later experience.

Here is an attempt to do away with unlimited, unsystematic deliveries and the abuses thereof. The theme is built around these words: "Cash or Credit; Irregular and Expensive, or Systematic and Low Cost Deliveries; Which and Why?" The introduction is an article quoted in full from Collier's Weekly—"The Housekeeper and the Market Basket; Being the Discoveries of a Practical Housekeeper." This quotation is followed by some detailed thinklets, well expressed, logical, fairly conclusive; and it cost money to get out the booklet. I wonder whether the trial has proved a paying venture; whether theory and practice are working hand in hand; or if the scheme has fallen through.

To Profit By Other's Experiences.

I see it must be a new store for this is how he starts to talk after quoting the long article:

"Being about to engage in the grocery business it was thought advisable to investigate different methods and profit by the experience of those who have made it a vocation for many years." He

has consulted trade papers; written to merchants; and "viewed the entire matter from the standpoint of the probable purchaser—one who said: 'I go to market. I pay cash and take my purchases with me when not too bulky, and I pay the same price others pay for the same goods, having them charged and having small purchases delivered, and it does not seem right to me. It seems there should be some store where the cash purchaser that saves the merchant the loss from unpaid accounts and the expense of the trivial deliveries should have the benefit of the saving, but so far I have not been able to find it.' It was decided to open a store of this kind and to this end the following facts and conclusions are presented."

Then follows a talk on Cash vs. Credit which is very sound as theory, but which seems to me weak on the side of actual experience, just as so many of those discussions appear to be—except in one particular. That is, the expense incident to running a credit business—the office expense; bookkeeping, itemizing accounts, correcting errors, etc. And here he seems to have hit some solid facts and deduced some indubitable truths. He lists these: "Expense of bookkeeping, expense of collecting, disputed accounts, forgotten charges, loss of cash discounts from jobbers, inability to take advantage of 'snaps' often offered by the wholesalers, owing to lack of ready money to pay for them—all of which losses the credit customer as well as the cash customer eventually stands."

Overstepping the Mark.

But he falls into the common error of overstating the possible saving to be effected to the customer through the cash-paying system when he states: "You will buy cheaper, saving from 10 to 20 per cent. on many articles." This is not actually untrue, because such saving can be effected on "many articles;" but the trouble is that the reader will be disappointed with the limited number of articles. And the question arises: Will the average purchaser forego the convenience of the present system for the sake of an AVERAGE saving of, perhaps, 2½ to 3 per cent? Maybe. I do not think the AVERAGE buyer will do it. The time of Thrift has not yet come to most of us and the few whom necessity compels to watch savings of 2½ to 3 per cent. on daily food supplies will not make up a very satisfactory clientele. But the proof of it all is in the demonstration. That is why I hope to hear again from this merchant.

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

How Other Grocers Do Things



"LOWER COST OF LIVING" WINDOW.

A St. Thomas, Ont., dealer recently secured some good advertising from a "Lower Cost of Living" window, not only from the people who passed his store, but from a local newspaper. The paper considered it of such importance that it ran the following item about it:

"J. R. Bennett, who has for the past nine months conducted a most successful meat market and provision store at No. 37 Wilson Avenue, has this week a very attractive window display and is being highly commented on by passersby. In the centre of the window is a large Buster Brown design, surrounded by the necessaries of life, such as sugar, canned goods, fruits and vegetables, all marked in plain figures, showing the difference in price (which is considerably less) to that of a year ago. A large printed sign in the window bears the following: "Resolved, that it is not the high cost of living, but "the cost of high living," and to say the least, there is a whole lot in the above lines, and should be fully digested by those continually kicking about the high prices prevailing on foodstuffs."

A London commercial traveler whom Canadian Grocer has to thank for sending this item, says in his letter: "The enclosed clipping shows how one of your subscribers, by following one of your suggestions, got a good free advertisement in the daily paper, besides attracting the attention and favorable comment of every passerby. It was a great boost."

Readers will remember the article in this paper a few weeks ago on "Lowering the Living Cost."

OPENING A NEW STORE.

The Hudson Bay Co. recently opened their large new retail store in Edmonton, Alta., and made the occasion a time for considerable publicity. In a page advertisement in an Edmonton paper the following editorial announced the opening:

"To-day will be marked down in the annals of history as an eventful one for the City of Edmonton. The

doors of Edmonton's Premier Store—The Big Store—were opened to the public. 'The Bay' transformed now presents what is without comparison the city's finest. Here you will find that everything has been done for your comfort and convenience. A new system has been installed which assures you of the best possible service and satisfaction.

The great buying power of the company, which supplies over two hundred trading posts and fourteen stores, such great institutions as the Company's branches in Calgary, Winnipeg, Vancouver and this city, are able to control the output of factories, and as all buying is done for cash, the company secures the lowest possible terms and customers reap the benefit. Our buying offices in London, Paris, Berlin, New York and Montreal enable us to be first in the field always with the changing fashions and in keeping well informed with the market conditions we are able to obtain for the benefit of our patrons the lowest prices by the advantage of better buying.

The cup of special values is filled to overflowing with goods of H. B. Quality, that are needed now and our additional space enables us to make a great display. The selection could not be better, all prices being lower than can be bought at any other establishment in the city."

WHAT IS A GROCER?

The early closing by-law for grocers passed by the London, Ont., City Council last week takes effect on Friday, December 26, the day after Christmas. There was some confusion amongst the shopkeepers as to the date when the by-law becomes effective, but City Clerk Baker stated to-day that one week from Friday would see it in operation. The Act distinctly states that the by-law shall come in force not earlier than one week after passing and not later than two weeks.

There is likely to be some difference of opinion as to the interpretation of the by-law.

It does not prevent general storekeepers, of whom there are several, from opening their places of business and selling dry goods or confectionery, or hard-

ware or anything quite different from groceries.

Of course there will be some arguments as to what groceries really are. The act does not make any pretense to explain this point, nor does the by-law. City Clerk Baker refuses absolutely to take any responsibility regarding the matter.

The Act in defining a shop says:

"Shop" shall mean a building, or portion of a building, booth or stall, where goods are offered for sale by retail, and barber's shops, but not where the only trade or business carried on is that of a licensed hotel or tavern, victualling house or refreshment house.

"Closed" shall mean not open for the serving of any customer.

"Nothing in this section or in any by-law passed under the authority thereof shall render unlawful the continuance in a shop after the hour appointed for the closing thereof, of any customers who were in the shop immediately before that hour, or the serving of such customers during their continuance therein.

"A shop in which trades of two or more classes are carried on shall be closed for the purpose of all such trades during the house in which it is by any such by-law required to be closed for the purpose of that one of such trades which is the principal trade carried on in such shop."

Catalogues and Booklets

From Hargraves (Canada), Ltd., 33 Front St. East, Toronto, has been received a copy of their waistcoat Pocket Diary for 1914. These diaries are splendidly got up with gilt edges and bound in limp roan leather. A special feature of the diary is an insurance coupon by which one may obtain £500 (\$2,500) accident insurance for the small sum of 12 cents. Readers may obtain a copy of this "Gibby" Waistcoat Pocket Diary by writing to the firm at the above address on their letterhead paper.

Preventing Dead Stock

Use Some End-of-Year
Ads. in the Newspapers
to Move Out Remainder
of Holiday Lines.

As the holiday season nears an end, every muscle should be strained to move out those goods which will become dead stock. The home town newspaper should be brought into requisition. After Christmas folks are usually somewhat "tight" with their money and they do not come to the store as frequently as one would wish. Reach them through printer's ink and give them attractive reasons why they should visit the store.

Here is shown a suggestion for an end-of-the-year ad. which might be used—or part of it—to good advantage by many dealers. Now that January is coming, strong persuasion must be used to keep the goods moving. Well written ads. in the newspapers are bound to produce results.

During recent years the retail grocery trade has been taking a much greater interest in newspaper advertising than ever before. The probable reason is that retailers are writing better copy, which is bringing in good results. It is, therefore, being found a good investment.

With the New Year upon us, why not decide on a strong, judicious newspaper advertising campaign during 1914. As does the large manufacturer set apart an appropriation to be spent on making the public more familiar with your store, your goods and your service. Some of them know now, but there are others willing to be shown.

Advertising keeps you on the map. It brings in new customers, holds the old, sells more goods and familiarizes the public with you and your store. That makes it an investment. Try it out carefully during 1914.

Every ad. writer should see that his copy is written with a view to making sales. A newspaper ad. that is an actual silent salesman must, therefore, not only attract attention. It must hold the customer's attention, create in him a desire to buy, and it must change that desire into action.

The mere filling of white space with any kind of type is a loss of money. It must be filled with good, strong, intelligent copy to produce the desired results.



End-of-Year Stock To Be Moved

Every housewife interested in good goods at medium prices should read over this list. As the year draws to a close we find some quantities of dried fruits and holiday goods still on hand. These we offer to firstcomers at prices that will appeal to you when you see the goods. Give us a call.

Dried Fruits

In this line are Malaga raisins, dates, figs, Valencia and Sultana raisins of just as good quality as those you had for your Christmas baking. Nice layer figs at, for instance, at 2 lbs. for 25 cents. These make splendid pie, which you will find a pleasing dessert for the family.

Dates help to make the Sunday cake taste better, and they are a healthy food. These you may now have at 9c the pound.

Plum Puddings

Only some 8 or 10 plum puddings were held over from the Christmas trade. These are daintily packed by reputable manufacturers, and will keep for a long time yet in your cellar. Better include one or two in your next order at 25 cents per pound.

Attractive Confectionery and Biscuits

If the children were not yet treated to holiday stockings, now is the time. We have a few of the various sizes left which may be had at — per cent. lower than prior to Christmas. In addition to these are a small quantity of attractive holiday boxes of candy and fancy biscuits at prices you will find attractive.

Wedding Presents

Some of your friends may be getting married the first month of the year. We stocked some very handsome chinaware, toilet sets, lamps, etc., in our chinaware department, and have a few attractive lines left. We are sure these will appeal to you both from standpoint of quality and price. Come in and look them over—you are under no obligation to purchase.

"Service" is our Watchword.

J. J. Jamieson & Co.

75 Water St

Phone 222

The Clerks' Page

By the Cub Reporter

MAKING PYRAMID DISPLAYS.

By Harold Haggan, Aylmer, Ont.

A good plan for window dressing which is being adopted in several grocery stores in Western Ontario is the pyramid display. A frame is made in the form of steps, each step being about fourteen inches high and slanting back, usually three steps in all. These are boarded over making a complete step or pyramid arrangement. Of course the whole plan is in the form of a triangle, the one side being even with the front show glass, but back from it about one foot, and the other side should be even with the other glass and set back about the same distance from it.

After this form has been built to fit the window, it may be covered with any kind of cheap cotton cloth, then with the aid of a few paper napkins, almost any kind of display may be made.

The step arrangement shows the goods to splendid advantage and that is what the people want who look at a window. They don't care to have to get on their tip toes to see some article that has been placed in behind some larger article which completely obscures it from view. They want to see all there is in the window without straining themselves.

A few cards placed in the window telling of the merit of some particular line of goods are never out of place. What a different meaning the two cards, "Dates 10c lb." and "Choice New Dates, 10c per lb," would have to the intending purchaser!

ENTER THE CHRISTMAS CONTEST.

Already several clerks have entered window displays in Canadian Grocer's window trimming contest. Why not you? If you live in a town under 10,000 population you enter Class B. and you do not compete with clerks and dealers in larger centres. Winner of first prize in each class will be given a prize of \$5.00; second prize is \$3.00 and third \$2.00—\$10 for each class and \$20 in all. If you still have your Christmas window in, have it photographed at once and enter it in the contest. As long as it is mailed to us by December 31 it will be eligible. Apart from any money

THE NEW YEAR RESOLUTION.

It is usual at this time of year to form good resolutions. It is also a usual thing for many of us to break them before the coming year gets well under way. Probably the trouble is that we make too many of them and cannot successfully control all.

But there is one good resolution for every clerk, at this the threshold of a new year. "Resolved that during 1914 my status as a real salesman will be improved." There it is.

We are living in an age of specialists. We have the eye, the ear, and the throat specialist among the doctors; the cost specialist in accounting; the specialist in poultry raising, in live stock farming, etc., etc. The retail trade will be greatly benefited by more specialists in selling. The clerk who concentrates on knowing all there is to be known about the particular goods he handles, and who studies the character of the customers of the store, is going to shape into a more efficient and a more enthusiastic salesman. No employer who has the interests of his business at heart could refuse to recognize the clerk's part in the improvement in business under such conditions.

As a clerk, then, let each of you make that one resolution and stick to it. The young man who can create business is the man the world wants today. So, with the New Year crowding close upon you, and with a long future staring you in the face—a future that depends on what you make it—it is, in the language of the street, "up to you."—The Cub Reporter.

transaction, the honor of winning will be worth considerable to you. Now that things are a little quiet, have the picture taken.

OBSERVATIONS OF THE CUB REPORTER.

A young man is often judged by his associations.

Squandering one's money is little short of a crime.

Good resolutions should be kept, not simply made.

Live to learn and you will learn to live.

Avoid extremes of heat and cold in food and drinks.

INTERNATIONAL CONFERENCE OPINIONS.

T. J. HARRISON, Shelbourne, Ont.—
I think that the oftener we get the retail grocers together for friendly discussions and the more we get to attend, the better for the trade.

NEW ONTARIO DEALERS INDIGNANT.

A Canadian Grocer representative who has lately been in Northern Ontario writes:—"The grocers in this section are quite indignant over the action of the government in prosecuting some members of the trade for selling goods purchased as pure, but which on analysis prove to be adulterated. They claim that in buying they stipulate for 'pure goods only.' If they receive anything else they are generally not in a position to ascertain if the goods are standard quality. They maintain that the producer or manufacturer should be proceeded against, not the retailer. They state they are looking to seeing this unfair and unjust prosecution of innocent dealers cease, except where the most ample evidence can be produced that the adulteration, if any, originated with the retailer."

Alleged High Cost of Living Mystery To Be Unravelled

Government Appoints Commission to Solve This Age Worn Problem—Relations Between Production and Marketing to be Investigated—The Personnel of the Commission.

Ottawa, Dec. 24.—Special. — Canada's alleged high cost of living problem is to be investigated by a commission composed of the following:

John McDougall, Commissioner of Customs.

C. C. James, Agricultural Commissioner and former Deputy Minister for Agriculture, Ontario.

Robert H. Coats, editor of the Labor Gazette and statistician of the Department of Labor.

The official statement given out by the Government regarding the enquiry was as follows:

"Representations have been made to the Government by the councils of several Canadian cities, and by other representative bodies and persons, urging that an enquiry be made into the increase in the cost of living in Canada, and into the causes which occasioned or contributed to such result. The Government considers that very important information on the subject may be obtained speedily and effectively by utilizing the services of permanent officials of the Government, whose training and experience have made them familiar with the matters in question. Accordingly they have directed that an effective enquiry shall be immediately made by John McDougall, Commissioner of Customs; C. C. James, Agricultural Commissioner; and Robert C. Coats, statistician of the Department of Labor. These gentlemen have been instructed accordingly and will enter upon their investigation with the least possible delay."

The commission will gather data in regard to the correlated questions of agricultural production, the marketing of the products, the part played by middlemen, cold-storage warehouses, etc. in increasing prices, comparative food prices in Canada and in foreign countries, etc.

Who Commissioners Are.

The Commissioner of Customs, Mr. McDougall, has been in the service for a great number of years. His work in the department has brought him closely in touch with prices as well as with the sources from which supplies of the imported foodstuffs are drawn. C. C. James, since giving up his position as Deputy Minister of Agriculture in Toronto, has acted for the Dominion Government in arranging with the Provinces for the expenditure of the Federal grant in aid of agriculture. He has

been a close student of Canadian agricultural conditions of production. His work has also made him familiar with the facts in regard to the depopulation of rural Canada and its bearing upon the present situation in regard to high living cost.

Mr. Coats, for a number of years editor of the Labor Gazette, for some time past has been conducting a departmental investigation into various aspects of the cost of living. In 1910 he published a report on wholesale prices in Canada from the year 1890 and he has printed subsequent reports bringing the information up-to-date; the index number of wholesale prices which has been the object of much interest lately, is a feature of these reports.

Editorial Note. — It is to be hoped that this commission will not fail to consult the retail trade when collecting its information. So much has been said about the retailers' part in the distribution problem, and so many false impressions have gone abroad concerning his alleged profits, that the minds of a great many of the consuming public are unfairly prejudiced against him. It would seem advisable for retail associations to suggest to this commission that representatives be given an opportunity

to be heard. If no evidence is publicly given, then retail representatives should be interviewed by these men.

FREIGHT CHARGES MAY BE INCREASED.

A condition that threatened confusion and delays in the shipment of goods to and from the larger cities of Canada has been averted by the agreement of the railway companies to continue the present system indefinitely. This is the second extension of time, as the original notice set the termination of the old arrangement for October 1.

Wholesale grocers regard this as the main point won, in view of the evidence laid before the Railway Commission at Ottawa that the present facilities were absurdly inadequate. Even with the cartage companies, the railways and wholesalers working in harmony, a jobber declared this week that manifests have on occasions been on hand two months before the shipment itself was located in the yards.

There is a general expectation that the present rates of \$60 per ton for handling freight will be revised in an upward direction owing to the companies' claims that they are paying the cartage concerns more than they are receiving from the consignees. This is where the retailer will be mainly interested, for he may be forced to augment his percentage for freight in figuring out his "costs of doing business" just as he has those of salaries, rent, delivery, taxes, and advertising: a constantly increasing encroachment upon his net profits.

A BOY'S REMARKS TO HIS STOMACH

After Christmas.

Whats the matter with you—ain't I always been your friend?
Ain't I been a pardner to you? All my pennies don't I spend
In getting nice things for you? Don't I give you lots of cake?
Say, stummick, what's the matter, that you had to go and ache?

Why, I loaded you with good things yesterday; I gave you more
Potatoes, squash and turkey than you'd ever had before!
I gave you nuts and candy, pumpkin pie and chocolate cake—
And last night when I got to bed you had to go and ache!

Say, what's the matter with you? Ain't you satisfied at all?
I gave you all you wanted; you was hard just like a ball;
And you couldn't hold another bit of puddin', yet last night
You ached mos' awful, stummick; that ain't treatin' me just
right!

I've been a friend to you, I have; why ain't you a friend of
mine?
They gave me castor oil last night because you made me whine.
I'm awful sick this mornin', and I'm feelin' mighty blue,
Bezo you don't appreciate the things I do for you!

Salmon Production in 1913 Best in B.C.'s History

Total of 1,353,901 Cases Packed—This Was Almost 400,000 More Than Last Big Run and More Than 400,000 Above Last Year—Value Less Per Case Than Usual, Although it Totals Nearly \$8,000,000.

The high cost of living so far as canned goods is concerned received a considerable jolt this past season when the prices as compared to last year took a momentous tumble. With that the trade is quite familiar. Canned salmon is sure during the coming winter to be one of those lines that the retail grocer will push to those of his customers who are desirous of living more economically. Salmon, for instance, marked at 20 cents which last year was 28 and 30 ought to be a sufficiently strong magnet to attract a good many of the middle classes throughout the winter.

Decline Follows Better Supply.

The cause of this decline has been dealt with already in these columns. It followed the dictation of supply and demand. So far as production of canned salmon in British Columbia is concerned, the season of 1913 surpassed all history. While the cause has already been known, the extent of the increase in production has recently been made public in extended form.

A glance at the accompanying table shows that in 1913 the total production of B.C. salmon was 1,353,901 cases, considering 48 one-pound talls as the standard case. Four years ago in 1909—which was the year of the last big run—the total is shown to be only 967,920 cases or nearly 400,000 cases short. Last year the total pack was but 948,965 cases which means more than 400,000 less. The year that came nearest to 1913 was 1901 with a pack of 1,236 cases.

Thus is seen in concrete form the most striking reason for the decline in salmon this year.

Value Somewhat Less Per Case.

It is estimated, however, that the value of the pack, though of enormous proportions is less per case than usual. This is attributed to the large run and to

the strong competition of the Puget Sound Canneries in the United States, which packed the large quantity of over 2,500,000 cases.

The value of the British Columbia pack is placed as follows:—

Variety.	No. of cases.	Value.
Sockeyes	972,178	\$6,562,201.50
Red Springs	37,433	224,598.00
White Springs	3,616	10,848.00
Chums	77,965	194,912.50
Pinks	192,887	530,439.25
Cohoos	69,822	296,743.50
Total	1,353,901	\$7,819,742.75

Third Industry in B.C.

The salmon industry is one of the greatest in the Pacific Province being surpassed only by mining and lumbering. The year 1913 was the year of the quadrennial run so that a large pack was anticipated. Nevertheless in the northern districts the catch was somewhat of a disappointment and, it is stated, several canneries operating there closed the season with a loss. The Fraser River canneries started in poorly with high prices being paid for the fish. It was then thought that another poor run was inevitable. But about mid-season the run took on greater proportions and kept up until the middle of October for sockeyes, and practically for another month for Chums, Pinks and Cohoes.



Following items are from Canadian Grocer, Dec. 29, 1893:—

“The first consignment of salt was received this week by the Tor-

onto Salt Works, from the new salt wells at Windsor, Ont.”

Editorial Note. — The Toronto Salt Works is to-day, as 20 years ago, engaged in the salt business.

“Representative salt men of Western Ontario met in London, Ont., recently to discuss the interests of the salt industry. There were present: John Rainsford, Clinton; Wm. M. Gray, Seaforth; Mr. Webster, Moretown and Thomas Carter, Sarnia.”

Editorial Note.—Some familiar names will be recognized by at least the “Old Guard” in the trade to-day.

“The Dominion Commercial Travelers’ Association held their annual dinner at the Windsor Hotel in Montreal on Thursday evening last. A good deal of the success was due to the fact that the following gentlemen had the arrangements in hand:—F. Birks, G. L. Cains, J. H. Clerk, F. S. Cote, E. H. Copland, W. H. Callahan, J. T. Dwyer, F. X. de Grandpre, M. E. Cavis, A. Elliott, I. Friedman, C. Gurd, Fred Hughes, P. S. Lassonde, E. D. Mareeau, J. H. Morin, W. McNally, T. L. Paton and A. A. Mason, whilst special praise is due to the indefatigable efforts of the secretary, Mr. H. W. Wadsworth, who greatly helped to make the dinner the success it was.”

Editorial Note. — The same association on Monday night last, held its 1913 annual banquet.

O. W. Robbins, grocer and butcher, Hamilton, Ont., has sold to Stephens & Wood.

BRITISH COLUMBIA SALMON PACK, SEASON 1913.

	Sockeyes.	Red Springs.	White Springs.	Chums	Pinks	Cohoos	Total Cases.
Fraser River District	684,596	3,573	49	22,220	9,973	11,648	732,059
Skeena River District	52,927	23,250	3,186	66,045	18,647	164,055
Rivers Inlet District	61,745	594	2,097	3,660	68,096
Naas River District	23,574	2,990	152	2,987	20,539	3,172	53,423
Outlying Districts	149,336	7,017	229	52,758	94,233	32,695	336,268
Grand total							1,353,901

PACKED BY DISTRICTS PREVIOUS YEARS

	1912.	1911.	1910.	1909.	1908.	Cases. 1901.
Fraser River	173,921	301,344	223,148	567,203	877,136	990,252
Skeena River	254,258	254,410	222,035	140,739	114,085	126,002
Naas River	137,697	65,684	39,720	40,990	32,725	14,790
Rivers Inlet	71,162	101,066	129,398	51,014	83,122	66,840
Outlying	359,538	226,401	147,900	127,330	60,392	38,182
Totals	996,576	948,965	762,201	967,920	167,460	1,236,156

Mail Order Houses and the Newspapers

Editorial Arouses a Great Deal of Discussion on Subject of Vital Importance to the Retail Merchant—Metropolitan Newspapers Circulated at Low Rate Carry Mail Order Advertising—A Word For the Trade Press.

SOME time ago an editorial appeared in this paper in which the statement was made that mail order interests held stock in certain metropolitan newspapers.

The editorial pointed out that the newspapers carried the advertising of the mail order houses to all sections of the country and went on to say:

"The trade of these houses has grown enormously in these cities where these dailies circulate, but in the other cities and smaller places where there are good local newspapers, they have not made the same gains, because the local newspapers are well edited and are loyal to their local merchants and refuse to carry the advertising of the big city store. The only way in which the big dailies can make headway is by cutting their prices. They get \$3 to \$5 a year in Montreal, Toronto and Winnipeg, but sell in other cities at 50c to \$1 a year. This does not pay for the white paper on which these newspapers are printed, but the heavy deficits are made up by subsidies through big advertising contracts and in other ways, and by the low postal rates. The merchants and newspapers outside of these three big centres should get together and insist that no newspaper should have the privilege of the mails which has a lower subscription price outside than in the centre in which it is published or which sells at less than the cost of the paper used."

This editorial created a wide degree of interest. Not only have many retail merchants realized for the first time that the mail order menace has been fostered in this way, but the newspaper press of the country has become aroused. The newspaper published in the smaller city or town, with a circulation largely local, has a double interest in this matter. The invasion of the cut-rate metropolitan daily threatens the circulation of the local newspaper. But it does more than that. It carries mail order advertising broadcast and thus threatens the local merchant who is the mainstay of the local newspaper.

That this phase of the situation is being recognized, is evidenced by the comments which have appeared in the daily and weekly press.

The Port Elgin Times says, in part, under the caption, "Unfair to small retail merchants."

"The smaller retail merchants throughout the country are at an unfair disadvantage under the present postal arrangements. Because they are subsidized by the big mail order houses, some of the metropolitan dailies are selling their newspapers at outside points at a mere fraction of what the white paper costs. As these advertising sheets go through mails at newspaper rates, it simply means that the government is circulating the advertising literature of the big department stores practically free of charge. Already the mails are almost clogged with these advertising sheets and the situation is becoming steadily worse. The mail order dailies do not actually interfere with the circulation of local newspapers except selling an unfair standard of newspaper values. The unfairness is in a greater degree to the retailers. The effort of some local newspapers to give their town merchants a fair show by refusing to carry department store advertising is offset by the unfair advantage which the postal department gives to the 'dollar' dailies. We believe that the suggestion of the Drygoods Review that the big dailies be forced to charge the same subscription price in the country as in the city, would provide a proper and adequate remedy. This is a matter which should receive the serious attention of the retail merchants in their association."

This is typical of the attitude adopted by the newspapers throughout the country on this vitally important problem.

The Value of the Trade Papers.

It is also evident that the value of the trade press is fully recognized by the daily press. The one great object of the trade paper is to serve the best interests of the trade to which it applies, to work for the advancement of the merchant, to help him in his daily problems, to show him what others in his particular line of business are doing. It follows that the trade press has been a staunch advocate of the value of advertising for the merchant and has thereby influenced many to a course which has brought them increased business.

The good work of the trade press is encolized in the St. Mary's Journal, as follows:

"Few people realize the value of good trade newspapers to the whole community. It is wrong to imagine that advertisements monopolize the columns of the average Canadian trade paper. Yet the advertisements alone are worth

many times the subscription price to the progressive retailer. The trade paper not only contains valuable information in regard to prices and trade conditions, but it is the apostle of good merchandizing, the breeder of live ideas which make for prosperity in the communities in which it circulates. For instance in the advertising field, the trade journalist, who understands the science of advertising and appreciates its value, passes his ideas on to his readers. And he is doing more to educate the retailers of Canada to the value of judicious publicity than any other single agency."



When you purchase a box of figs and see marked on it, "This box contained 11 pounds net when packed," do you take it for granted that the weight is still 11 pounds, and sell it as such?

A retail grocer remarked the other day: "I bought 5 boxes of those figs just before Christmas and paid for 11 pounds net weight in each. When I turned the first box out and weighed it, the scales were tipped at 9¼ lbs. Others were about the same. The shortage was from 1 to 1¾ lbs. These figs were selling at 15 cents a pound which meant if I hadn't weighed them I would have got about 27 cents less than I anticipated."

The figs cost him 10½ cents; 11 lbs. at 10½c. meant a cost per box of \$1.15½. Only 9¼ lbs. could have been sold. At 15 cents this would have been about \$1.39 or a gross margin of only 24 cents. In percentage it would be about 18—a very small gross margin on a line such as figs.

The trouble of course was that considerable moisture had dried out of the figs since they were packed. But if this grocer hadn't taken the precaution to weigh them, see the loss it would have meant. Figs costing what the above did should be sold for 18 or 20 cents.

This matter of weighing and checking up goods is an important one. Quite a nice salary could undoubtedly be saved in a year if it were properly attended to.

Building Up Trade in Provision Department

Methods of Other Dealers As Found by "The Man in Search of New Ideas"—Slicing Bacon and Wrapping it to Attract Attention—Part Played by Meat Slicer and Refrigerator.

"Let me take you to another store where the customers demand the 'Best in the land'—and out of it as well," remarked the Man in Search of New Ideas for Canadian Grocer early one afternoon this week, as his friend of a fortnight ago came up smiling for a second Provision Counter expedition.

We took a car there, entered and walked to the provision counter.

"He's busy, so we won't bother him for a minute or two; we'll just watch."

In a white apron, leaving little to be seen of his ordinary suit, the man behind the counter was turning the wheel of the meat cutter, one of those nicely adjusted machines that turn out any degree of thinness or thickness your customer desires; a machine that makes a pleasure out of the tiresome work of slicing bacon, in the way that certain brands of soap are supposed to transform wash day.

Slicing and Wrapping Bacon.

He sliced on until several pounds lay piled up and then he took parchment paper, laid it on the white, clean, scales, and began to cover it with those slices, not spread out flat as in the other store, but slightly overlapping. When a pound was on, covering 12 inches of paper, he folded it up flat in three folds, so that the parchment separated each section; and in this parcel, 4 inches wide, he returned it to the refrigerator, ready to be brought out when the customer ordered it. A few packages lay upon the marble counter for inspection.

"Do you put up all your bacon that way?" we inquired as he looked up in answer to our scrutiny.

"Yes, those are the orders; all bacon must be treated in that way," he replied. "It looks fresh and inviting in the parchment paper and you can keep it in that, and use one section without the rest sticking."

The two stores had hit on the weakness of the ordinary method.

"And you are keeping ahead of the game?"

"Yes, I use any lull like this to cut up a couple of backs, one on top of the other, which saves time and gives me about 20 lbs. ahead."

Refrigerator on the Counter.

We glanced at the Counter Refrigerator. It was of glass, so that the con-

tents could be seen plainly. The ice was in the top. Some stores use a variety where the ice is in the centre section, visible also. It all helps—this impression of well-preserved and cool stock. This refrigerator has four sections, for cooked ham, for tongue, for backs, and sliced bacon.

"You couldn't get along without your cutter?"

"If I hadn't it, it would take four men to do the work," he answered.

Doing the work of four men is certainly some labor saving. And at that the man behind the counter looked like a ready worker.

Special Display of Cream Cheese.

In the centre of the marble counter, was a small stand also of marble, with a surface about 15 or 18 inches across, and the width of the counter. It had a back as well. This was arranged with small packages of cream cheese, and it astonishing when you get them together, just how many there are. A few had price tickets, 10, 15 or 25 cents. These were as an auxiliary to the big cheese in the usual circular glass holders. The display looked suggestive and should be worth a number of purchases. Most of the time the stand is embellished with cress or other greens and a small back of bacon cut in two is set alongside it, or a pound or two of a special brand of sausages done up in parchment paper. The rest of the cheese is at the other end of the counter or behind, and altogether nine varieties are kept, all of which are being called for constantly. This, remarked my friend, was one of the most complete exhibits of cheese he had ever seen in a grocery.

The shelves behind were piled with tins, more varied than in Store No. 1, for not only were there canned tongue, etc., but salmon and vegetables, fruits and all the others in a canned goods category.

Two Brands of Sausages.

We asked him about the sausages. He keeps two varieties, a 20-cent, and a 35-cent, the latter being the package goods, and as it so happened, the same brand as the Brantford firm mentioned a few weeks ago. For both the demand is excellent, so we have not yet solved the question of one or more brands of sausages.

The managers of the store have seen best to separate eggs and butter, so as

we wanted to pay another visit we contented ourselves with a few questions to one of the partners.

One Line of Creamery.

"You keep dairy and creamery?"

"Both. We sell a good deal of dairy, but most of creamery and nearly all one special line that we have tried for years and can depend on."

"How did you get through the egg shortage?"

"We had not much difficulty. We have people bringing in fresh laid regularly and that kept us in stock. If we could not get from people we had tested, why we were 'out' of fresh laid, that is all. But they are coming far more plentifully now. For cookers, we have a contract with the storage men, and their eggs, of course, are guaranteed. We send our eggs out in one- or two-dozen sized cartons."

And as the head of the firm is a very busy man we said good-bye at this point and journeyed down towards a store near the market, kept by Mr. Provan for 30 years, although two of his tried assistants, are running it now by themselves.

Specialty of Butter and Eggs.

This firm has a business that is unusually widely extended covering nearly every outlying section. This has been the natural outcome of the spreading out of the business section and the enforced migration of residents towards the rim of the wheel of population.

Butter and eggs are among the specialties of this firm, and quality service in all cases has enabled them to secure and maintain their grip on hundreds of homes.

Their system is almost a duplicate of the one we mentioned before. They sell nothing which they cannot guarantee.

This firm do much of their own storage of eggs in a local warehouse, but supplement, by a contract for the season, with cold storage packers.

No Eggs Over 60 Cents.

This idea of retaining the confidence of customers was carried out to rather an unusual extent on one point.

"We never sold fresh laid eggs at over 60 cents a dozen," we were informed. "If we could not get them to sell for that, we did not buy or sell them."

Current News of the Week

Quebec and Maritime Provinces.

W. Paquette, grocer, Montreal, has sold to Mrs. Agnes Lapointe.

Jas. A. Fenwick, general merchant, Millstream, N.B., died recently.

B. A. Greer, grocer, St. John, N.B., sustained a fire loss recently—partially insured.

The Consumers Fish & Cold Storage Co., Yarmouth, N.S., has been granted a Federal charter to carry on a general fishing business, canning, cold storage, etc. W. S. Sweeney, of Yarmouth, is one of the incorporators, the others being Boston and Gloucester, Mass. men. Capital is placed at \$50,000.

A daring attempt at a hold-up occurred at the village of Cedar Rapids, Que. H. Schacter, who keeps a general store, was counting the day's takings, when Peter Karchafsky, it is alleged, walked in with a revolver in each hand, and threatened to murder the storekeeper if he did not hand over \$200. Two brothers of Schacter's who were at the back of the store, ran in and overpowered the man and held him until the village constable arrived. The accused man was brought to Montreal on the morning train and pleaded not guilty before Judge Leet to a charge of attempted robbery with threat to kill.

Ontario.

R. J. Phillips, grocer, Athens, Ont., is selling out.

Geo. Snipher, grocer, Ottawa, is succeeded by S. Goodman.

L. W. Sovereign has opened a grocery store in Listowel, Ont.

H. M. Stoutenberg has opened a grocery store in Collingwood, Ont.

Levi Bruegeman, grocer, Waterloo, Ont., is succeeded by M. Wettlaufer.

A. L. Pinard, of A. L. Pinard & Sons, grocers, Ottawa, died last week.

F. W. Love, general merchant, Thornloe, Ont., has sold to P. McQuigan, of Brantford, Ont.

The Kawneer Manufacturing Co. Toronto, store front designers, have obtained a provincial charter.

James Melley has opened a grocery store in Renfrew, Ont., in the premises known as the "Mac Adam Grocery."

Henri de Leeuw, merchandise broker, Front St. E., Toronto, has gone to Halifax, N.S., on a business and pleasure trip.

James Wells, who has been conducting a grocery business in London, Ont., has gone to Port Elgin, Ont., where he has opened a store.

Pollocks, Ltd., general merchants, Arnprior, Ont., have obtained a charter.

A deliveryman employed by Harry G. MacDonald, grocer, Sorauren Ave., Toronto, has been arrested charged with holding C.O.D. receipts to the amount of about \$50.

Geo. W. Ecklin, of London, Ont., formerly a grocer at Ridgeway and Dungannon, Ont., died suddenly on Monday. He was employed in the office of D. S. Perrin & Co.

James Haskett, who for years conducted a retail grocery business in London, Ont., and sold to Summers Bros., about a year ago, will start on the road the first of year in the interests of Holbrooks, Limited. He will do Western Ontario.

J. Howard Simpson, president of the Simpson Co., wholesale grocers, Guelph, Ont., has been appointed director of the Waterloo Mutual Fire Insurance Co., of Waterloo, in place of the late Thomas Gowdy, who was a director for 38 years. A number of names were submitted, but Mr. Simpson was the unanimous choice of the Board.

James Patton, who was formerly sales manager of the Canadian Cereal and Flour Mills, Ltd., Toronto, will shortly move to Montreal, where he will take up his new work on the sales staff of the St. Lawrence Flour Mills, Limited. Mr. Patton has had considerable experience, having previous to his connection with the Canadian Cereal Co., been in the service of the Ogilvie Flour Mills Co., Ltd., in the Maritime Provinces.

Western Canada.

A. H. Pye, grocer, Brandon, Man., is succeeded by E. Milward.

W. J. Reid, general merchant, Canora, Sask., has sold to D. Sanford.

T. J. Lancaster, general merchant, Bowden, Alta., is succeeded by A. W. Murphy.

Edmonton Grocery & Produce Co., Edmonton, Alta., have sold their grocery stock to H. H. Cooper & Co.

Fire caused damage to the grocery store of A. I. Blais, Frank, Alta., recently.

Cluff & Wright have had their grocery store at North Battleford, Sask., remodelled.

It is reported that more than \$35,000 of the allotment of \$50,000 stock has been subscribed for in Moose Jaw, Sask., for the starting of the railway men's co-operative store there.

Staff Gatherings

Quite a unique banquet was tendered in the private banquet room of the Robert Simpson Co., Toronto, on Friday last by Jno. Hewitt, the general sales agent of the Canadian Shredded Wheat Company to the sales department and office staff. Special prominence was given to the table decorations which were in white and gold, large yellow "mums" predominating. Each guest received large bows of the same flower and hand painted place cards.

Jas. Traverse, sales manager of the Shredded Wheat Co., Niagara Falls, N. Y., was guest of honor. Fred Mason, general manager, Niagara Falls, N. Y., was unavoidably detained, and could not attend. The toast list was very extensive, and was as follows:

The King.

The Canadian Shredded Wheat Company.—Proposed by Mr. Patterson. Responded to by Mr. J. Hewitt.

The Shredded Wheat Company.—Proposed by Mr. W. C. Jones. Responded to by Mr. Fred Mason.

The Sales Department.—Proposed by Mr. W. J. Wilcox. Responded to by Mr. Jas. Traverse.

Boys on the Field.—Proposed by Mr. J. H. Duke. Responded to by Mr. W. P. Hewitt.

Delivery and Shipping Department.—Proposed by Mr. F. Ingram. Responded to by Mr. T. Knight.

Toastmaster.—Mr. J. Hewitt.

At 2.30 the guests were tendered an automobile drive around the city.

In the evening the salesmen attended "The Glad Eye" at the Royal Alexandra, representatives from the Maritime Provinces, Quebec, Ontario and the North-West Territories being present.

At the company's office before luncheon the sales and office force presented the general sales agent, John Hewitt with a tangible token of their high esteem and good will in the form of a handsome kodak, Mr. Hewitt responding in very appropriate terms.

Presentation was made on Friday to Miss J. Herron by the field force of a travelling bag as a token of their esteem and regard for her uniform courtesy and kindness to them.

Small Rush Orders Before Xmas; Sugar Easier

Travelers Being off Road Gave Firm Chance to Get Ahead on Stock Taking—Decline in Raw Sugar in New York Makes Market Uncertain—Tarragona Almonds Decline in Montreal.

MARKETS IN BRIEF

QUEBEC MARKETS.
PRODUCE AND PROVISIONS.—Market flooded with poultry, weather conditions blamed for poor stock; cheaper prices looked for in poultry. Butter and Eggs continue firm.
FRUITS AND VEGETABLES.—Valencia oranges, 420 size advance 50c; navels decline 25c. All lines moving out well.
FISH AND OYSTERS.—Oysters, Malpeques shell down \$1.00. Smelts up 1 cent lb., and lobsters 2 cents. Haddock, No. 1 green, down ¼ lb. Gaspe herring up 50 cents barrel. Easier prices looked for owing to large stocks and slackness of trade.
FLOUR AND CEREALS.—Domestic market featureless. Export trade depended upon to keep mills running full time. Mill feeds in great demand.
GENERAL GROCERIES.—Tarragona soft shelled almonds down 1c lb. French sardine season almost total failure; higher prices expected. Cheaper sugar looked for just now.

ONTARIO MARKETS.
PRODUCE AND PROVISIONS.—Fresh laid eggs drop 5 to 9 cents, selling at 45 and 46. Storage unchanged, as stocks are very low.

Pure lard declines ¼ cent. Hogs advance 10 cents. Butter very firm.

FRUITS AND VEGETABLES.—New strawberries 95 cents per box. Oranges easier, about 25 cents per case lower. Lemons down to \$3.50-\$3.75 and good future supply assured. Potatoes about 5 cents easier; sweet in hampers down 25 cents.

FISH AND OYSTERS.—Finnan haddock and No. 1 smelts scarce. Lack of snow in Western Canada lessens supply of whitefish.

FLOUR AND CEREALS.—Millers feeling full effect now of discrimination in ocean freight rates against flour. New demand in States for mill feeds to fatten Canadian cattle. Advances looked for in near future.

GENERAL GROCERIES.—Business of small rush orders at last hour preceded Christmas. Attending only to city business and mail orders, wholesalers delved into stock taking. Decline in raw sugar market makes situation uncertain. Prices in list showed scarcely a perceptible variation over last week.

barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.
 Corn Syrup—
 Barrels, per lb., 3¼c; ¼ bbls., 3¼c; ¼ bbls. 0 04
 Pails, 38½ lbs., \$1.85; 25 lbs. 1 35
 Cases, 2 lb. tins, 2 doz. in case 2 80
 Cases, 5 lb. tins, 1 doz. in case 2 85
 Cases, 10 lb. tins, ½ doz. in case 2 75
 Cases, 20 lb. tins, ¼ doz. in case 2 70
 Maple Syrup—
 Pure, per 8½ lb. tin 0 75
 Pure, in 15 gal. kegs, 8c. per lb., or per gal 1 00
 Maple Sugar, pure, per lb. 0 10 0 11

DRIED FRUITS.—The demand here although not what it was two weeks ago is still keeping up remarkably well. Repeat orders have been received for most lines but in some instances they could not be filled owing to stocks having been wiped out completely. Prices have, however remained unchanged.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 09
Nectarines, choice	0 11
Peaches, choice	0 10½ 0 13
Pears, choice	0 13 0 14
Apricots	0 16 0 20

DRIED FRUITS.		Per lb.
Candied Peels—		
Citron	0 16½ 0 17½
Lemon	0 10
Orange	0 11
Currants—		
Amalias, loose	0 07
Amalias, 1-lb. pkgs.	0 07½ 0 08½
Filiatras, fine, loose	0 06½ 0 07
Dates—		
Bromedary, package stock, per pkg.	0 07½
Fards, choicest	0 11
Hallowee, loose	0 08
Hallowee, 1-lb. pkgs.	0 07½
Figs—		
Finest, 6 crown, about 12 pounds	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.	
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 11½ 0 13
50 to 60, in 25-lb. boxes, faced	0 10½ 0 11½
60 to 70, in 25-lb. boxes, faced	0 09 0 10½
70 to 80, in 25-lb. boxes, faced	0 08½ 0 09½
80 to 90, in 25-lb. boxes, faced	0 08 0 09
95 to 100, in 25-lb. boxes, faced	0 08 0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75 6 00
Muscateles, loose, 3 crown, lb.	0 08½
Sultana, loose	0 10
Lower grades Sultana, 1 lb. pkgs.	0 11
Valencia, new	0 06½ 0 07½
Seedling, fancy	0 10½
Seedling, choice	0 10
Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.		

QUEBEC MARKETS.

Montreal, Dec. 24.—The only outstanding feature on the local market for past week was number of repeat orders which were received for seasonable lines. The demand this season has been so heavy that some of the local houses report they are unable to fill some orders owing to stocks having been completely exhausted. Staple lines are also in good demand at present and from appearances it looks as if the retailers had neglected these and given all their attention to specialties with the result that stocks have been reduced considerably. Collections are not quite so good as they have been but this may be accounted for owing to the Christmas rush which the retailers are at present taking care of.

Report has been received by local dealers to effect that the first season of French sardine fishing has been almost an entire failure with the result that imported stocks are not plentiful. It is thought that higher prices will come as a result. Orders placed by Montreal house in some cases cannot be shipped, while the best one firm could do was to send along 8 per cent. of the amount ordered.

SUGAR.—A report from Cuba has been received stating that the yield there this year will be over two and a half million tons. This is based on British weight or 2,240 pounds to the ton. They also report that the weather is favorable for harvesting. This report, no

doubt, has had something to do with the easy feeling which exists in sugar. The raw material is cheaper and although we have had a reduction of ten cents within the last two weeks some local wholesalers look for still cheaper prices. The demand locally has not changed since last issue, there being a steady demand in evidence. Fancy sugars are not quite so much in demand although there is considerable business passing in that line.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 35
20 lb. bags	4 45
2 and 5-lb. cartons	4 65
Second grade, in 100 lb. bags	4 20
Extra Ground Sugars—	
Barrels	4 75
50 lb. boxes	5 05
20 lb. boxes	5 15
Powdered Sugars—	
Barrels	4 75
50 lb. boxes	4 85
25 lb. boxes	4 95
Paris Lump—	
100 lb. boxes	5 10
50 lb. boxes	5 30
25 lb. boxes	5 40
Crystal Diamonds—	
Barrels	5 15
100 lb. boxes	5 30
50 lb. boxes	5 40
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 40
No. 2	4 40
No. 1	4 00
cwt. above bag prices.	

MOLASSES AND SYRUPS.—No change has taken place on the local market nor is there any likelihood of there being any for some time to come. Prices remain unchanged with a quiet, but steady, business passing.

Barbados Molasses—	Prices for Island of Montreal.
	Extra Fancy. Fancy. Choice
Punchons	.44 .41 .39
Barrels	.47 .44 .42
Half Barrels	.49 .46 .44
For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.	
Carload lots of 20 punchons or its equivalent in	

NUTS.—There is a decline of one cent in soft shelled almonds, Tarragona. It is said that this has been a re-adjustment of prices, stocks and conditions generally warranting the change. Apart from this change there has been nothing resembling a feature to report.

Shelled walnuts, per lb.	0 34
Shelled almonds, 28 lb. boxes, per lb.	0 39 0 40
Finest filberts	0 13 0 13½
Brazils	0 22½
Pecan	0 20
Almonds	0 20 0 21½
Walnuts	0 19 0 20
Peanuts	0 13
Peanuts (G)	0 09

DRIED VEGETABLES.—The demand is quite seasonable for this time of year with prices remaining unchanged.

Beans—	Per bush.	Per lb.
Hand picked, per bush.	2 40	2 50
Yellow, per bush.	2 25	2 35
Yellow eyes, per bush.	2 75
Lima, per lb.	3 25
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	2 50
Barley, per bag	3 00

RICE AND TAPIOCA.—There is no change in this market from last week. The demand is only seasonable with the same prices ruling.

THE CANADIAN GROCER

Rangoon Rice—	Per cwt.
"B," bags, 50, 100 and 250 lbs.	3 30
"B," pockets, 25 lbs.	3 40
"B," pockets 12½ lbs.	3 50
"C.C.," bags 50, 100 and 250 lbs.	3 20
"C.C.," pockets 25 lbs.	3 30
"C.C.," pockets 12½ lbs.	3 40
India bright	3 45
Lustre	3 55
Fancy Rices—	Per cwt.
Polished Patna	4 40
Pearl Patna	4 60
Imperial Glace	4 90
Sparkle	5 10
Snow, Japan	5 30
Ice drips, Japan	5 45
Crystal, Japan	5 10
Carolina head	7 10
Imported Patna—	Per lb.
Bags, 224 lbs.	0 05½
Half bags, 112 lbs.	0 05½
Quarter bags, 56 lbs.	0 05½
Velvet head Carolina	0 09
Sago, brown	0 04½

TEAS.—The demand still keeps up for both Ceylons and Indias while Chinas could stand a little stimulation. Prices remain unchanged from last week.

Japans—	
Choicest	0 40
Choice	0 35
Fine	0 30
Medium	0 25
Good common	0 18
Common	0 15
Yamashiro	0 15
Ceylon—	
Broken Orange Pekoe	0 30
Pekoes	0 20
Pekoe Souchongs	0 20
Garden ground	0 15
India—	
Pekoe Souchongs	0 18
Ceylon Greens—	
Young Hysons	0 24
Hyson	0 22
Spanish No. 1	0 12½
Virginia No. 1	0 13½
Gunpowders	0 18
China Greens—	
Pingsuey gunpowder, low grade	0 14
Pingsuey gunpowder, pea leaf	0 20
Pingsuey, gunpowder, pinhead	0 30

COFFEE.—The demand for coffees is very consistent and the market is featureless with the same prices ruling.

Coffee, Roasted—	
Bogotas	0 27
Gautemala	0 26
Jamaica	0 24
Java	0 32
Maricaoibo	0 25
Mexican	0 27
Mocha	0 30
Rio	0 22
Santos	0 22
Chicoory, per lb.	0 10

SPICES.—The demand is much the same as in previous weeks with prices remaining unchanged.

	5 and 10 lb.	¼ lb.	¼ lb.
	Tins, pkgs.	doz.	tins, doz.
Allspice	14-17	60-70	70-80
Cassia	22-27	72-90	80-90
Cayenne pepper	23-28	72-90	90-1 15
Cloves	30-35	1 08-0 85	1 08
Cream tartar	27-33	1 00	1 00
Curry powder	1-35		
Ginger	22-27	65-85	75-85
Mace	75-1 00		2 75
Nutmegs	25-30	90-0 00	1 60-2 50
Peppers, black	18-20	67-0 75	80-0 90
Peppers, white	28-29	95-1 10	1 10-1 20
Pastry spice	20-27	65-0 95	75-1 10
Pickling spice	14-18	65-0 00	75-0 00
Turmeric	14-18		
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			
Cardamom seed, per lb., in bulk	1 80	2 25	
Carraway—			
Canadian, per lb.	0 10		
Imported, per lb.	0 15		
Carraway, per lb.	0 12		
Cinnamon, Ceylon, per lb.	0 80		
Mustard seed, per lb., in bulk	0 10		
Celery seed, per lb., in bulk	0 30		
Shredded cocoanut, in pails	0 18		

ONTARIO MARKETS.

Toronto, Dec. 24.—"Merry Christmas resounded along the Street as Wednesday brought to close all ante-holiday trade. In justice of lack of volume of sound, not reflecting any want of cordiality among workers of 1913, it must be confessed that on Tuesday and Wednesday many a busy chair had that vacant look, while partner, manager,

stenographers and city travelers jostled with wives and sisters through feverish shopping crowds caught on last lap with anxious gaps in lists of friends that must not be passed by. The staff, that was left, attended to rush orders that surely could be filled in couple of hours—more than usual it seemed this Christmas season of short buying.

SUGAR.—Situation in New York further decline of Cuban raws on Wednesday of 5 cents, from \$3.30 to \$3.15. Planters are unable through financial needs to keep out of market until drop in duty on March 1, and it is likely any decline owing to reduced tariff will be disconnected before that time. Refined continues unchanged as stocks are sufficient to supply present light demand and many factories are closed. Locally business is very quiet and raw fluctuations do not tend to improve buying.

Extra Granulated Sugars, Montreal Refined—	Per 100 lbs.
100 lb. bags	4 40
20 lb. bags	4 60
2 and 5 lb. cartons	4 70
Second grade granulated, 100-lb. bags	4 25
Nova Scotia refined, 100-lb. bags	4 30
Western Ontario refined, 100-lb. bags	4 30
Extra Ground Sugars—	
Barrels	4 25
50 lb. boxes	5 00
25 lb. boxes	5 20
Powdered Sugars—	
Barrels	4 60
50 lb. boxes	4 80
25 lb. boxes	5 00
Paris Lump—	
100 lb. boxes	5 15
50 lb. boxes	5 25
25 lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100 lb. boxes	5 15
50 lb. boxes	5 25
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 3	4 25
No. 2	4 15
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

NUTS.—Business particularly in walnuts and almonds, in shell and unshelled, and pecans and filberts in shell is reported to have been satisfactory, higher prices apparently have little effect on these Christmas commodities. Supplies were quite sufficient for all demands and prices during past week, with lists sent out by most firms two weeks ago, were left unchanged.

In shell—	Per lb.
Almonds, Tarragona, new	0 17
Brazils, medium	0 21
Brazils, large, washed	0 23
Chestnuts, peck	1 75
Filberts, Sicily, new	0 12
Peanuts, green, per lb.	0 08½
Peanuts, roasted	0 10
Pecans	0 10
Walnuts, Bordeaux	0 13
Walnuts, Grenoble, new	0 16
Walnuts, Marbots	0 14
Shelled—	
Almonds	0 41
Filberts	0 27
Peanuts	0 11
Pecans	0 50
Walnuts, new	0 34

DRIED FRUITS.—For similar reason that applied to nuts and with no travelers outside in Province, prices were kept by most wholesalers unchanged. There was tendency to firmness in peels but stocks here were heavier than in Montreal it would seem and advance of couple of weeks ago remained unaltered.

Apples, evaporated, new, per lb.	0 08
Apples, evaporated, old, per lb.	0 08
Apricots—	
Standard, 25 lb. boxes	0 15½
Choice, 25-lb. boxes	0 18
Fancy	0 22
Candied Peels—	
Lemon	0 10½
Orange	0 11½
Citron	0 15½
Currants—	
Filiatras, per lb.	0 06½
Amalas, choicest, per lb.	0 07
Patras, per lb.	0 07½
Vostizzas, choice	0 08
Vostizzas, shade dried	0 10½
Cleaned, ¼ cent more.	
Dates—	
Faris, choicest, 12-lb. boxes	0 08½
Faris, choicest, 60-lb. boxes	0 08
Package dates, per bag	0 07½
Hallowees	0 06
Figs—	
3 crown layers	0 10
4 crown layers	0 10½
5 crown layers	0 11½
6 crown layers	0 12½
7 crown layers	0 14
Fine pulled	0 14
Natural figs, in bags, lb.	0 05
Comadre figs, in taps, per lb.	0 05½
Prunes—	
30-40s, Oregon, new crop, 25 lbs. boxes	0 13
30-40s Californias, 25 lb. boxes	0 14
40-50s, 25 lb. boxes	0 12½
50-60s, 25 lb. boxes	0 11½
60-70s, 50 lb. boxes	0 10½
70-80s, 50 lb. boxes	0 09½
80-90s, 50 lb. boxes	0 08½
90-100s, 50 lb. boxes	0 07½
25 lb. boxes ¼c more.	
Peaches—	
Standard, 50-lb. boxes	0 08½
Choice, 50-lb. boxes	0 09
Choice, 25 lb. boxes ¼c more.	0 08½
Raisins—	
Sultana, choice, new	0 08
Sultana, fancy, new	0 10
Valencia, new stock	0 06½
Seeded, fancy, 1 lb. packets	0 10
Seeded, choice, 1 lb. packets	0 09½
Seeded, choice, 12 oz.	0 08
Seedless, 16 oz. packets	0 09½
Seedless, 12 oz. packets	0 07½

COFFEE.—Announcement last week that new coffees would be no higher than last year, in spite of almost frantic efforts of Brazilian growers to bull market by reports of serious shortage, coming regularly for weeks past,—is confirmed this week by advices from London and New York. London letter states that recent Santos rise has been checked in face of increase in world's visible supply for October of 889,000 bags, and new crop estimated of one to one and a half million bags in excess of last year. In addition, deliveries from Brazil are larger than before and reports from interior indicate that large quantity is still on hand. Trade in England is reported short and eager to buy but supplies are ample. In New York trade is buying slowly owing to uncertain market and speculation in Brazil coffee and rubber. Crops that has been referred to already in Canadian Grocer. For all easier feeling in Brazils milds continue very firm.

Coffee, Roasted—	
Bogotas	0 27
Gautemala	0 26
Jamaica	0 24
Java	0 32
Maricaoibo	0 25
Mexican	0 27
Mocha	0 30
Rio	0 18
Santos	0 22
Chicoory, per lb.	0 10

TEAS.—Reports continued to come of shortages in Indias and Ceylons and no relief in that direction is anticipated. Whatever decline has occurred this month on London market was due to poor quality offered.

DRIED VEGETABLES.—Bean market continues easier this week in spite of few shipments coming in. Quotably, however, market shows no change.

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Beans—	Per bushel.
Canadian primes	2 00
Canadian, extra H. P.	2 25
Yellow eyes	3 00
Brown	2 50
Lima	0 07 1/2
Peas, Canadian, per bus.	2 80
Peas, green, imported, bus.	2 80

MANITOBA MARKETS.

POINTERS:—

White Beans—Advance 10 cents.
Walnuts, Shelled—Advance 3 cents.
Valencia Raisins—New crop cheaper.
Winnipeg, Dec. 24.—The year now fast drawing to a close has on the whole proved satisfactory. There has been a large volume of trade, although both buyers and sellers have been cautious. Holiday trade in the past week was fair, but hardly up to retailers' expectations. Collections are at present good, and there is no uneasiness as to the future. In fact, business has a more confident tone than prevailed a month ago.

There is considerable adjustment of prices going on just now. Several lines of canned meats are going up. All lines of nuts are dear, and will be dearer. Dried fruits are generally firm, and likely to be high next year.

SUGARS.—The sugar market seems to have steadied down to where no changes are anticipated in the immediate future. There is a good consumptive demand.

Sugar, Eastern—	Per cwt. in bbls.
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 85
Sugar, B.C.—	
Extra standard granulated	4 85
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.	

SYRUPS AND MOLASSES.—

Corn Syrups—	Per 100 lbs.
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, 1/4 doz. in case	2 77
Cases, 10-lb. tins, 1/2 doz. in case	2 76
Cases, 5-lb. tins, 1/2 doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2 lb. tins, 2 doz to case, per case	2 85
5 lb. tins, 1 doz. to case, per case	3 20
10 lb. tins, 1/2 doz. to case, per case	3 00
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 45
New Orleans	0 33
Maple Syrups—	Per case.
Imperial quarts, case 2 doz.	5 20
Imperial 1/2 gals., 1 doz.	4 75

DRIED FRUITS.—Evaporated apples are scarce and 3 cents higher than a year ago. All California dried fruits are also higher. Valencia raisins, on the other hand, are plentiful and much cheaper. Prunes are a short crop, and are high, with every prospect of going higher. Peaches, although at a reasonable figure now, are likely to be in brisk demand and dearer.

Apricots—	Per lb.
Extra choice	0 15 1/2
Choice	0 15
Standard	0 17
Slab	0 15
Currants—	
Dry clean	0 07 1/2
Washed	0 07 1/2
1 lb. package	0 25 1/2
2 lb. package	0 17 1/2
Figs, Cooking—	
Choice, boxes	0 06 1/2

Half boxes	
Half bags	0 06 1/2
Nectarines	0 11
Prunes, in 25-lb. boxes—	
90 to 100	0 08
80 to 90	0 08 1/2
70 to 80	0 09
60 to 70	0 09 1/2
50 to 60	0 10 1/2
40 to 50	0 12
Raisins, Valencias—	
Valencia selects, 28s	1 92
Valencia selects, 14s	0 94
Valencia, layers, 28s	1 90
Valencia, 14s	0 97
Raisins, Sultanias—	
California	0 12
Smyrnas	0 12
Raisins, Muscatels—	
3 crown, loose, 50s	0 07 1/2
3 crown, loose, 25s	0 08 1/2
Choice seeded, package	0 09
Extra fancy seeded, package	0 10

TEAS AND COFFEES.—

The coffee market has a weak undertone, and a decline in Rios and Santos is looked for. The past year has shown a decided advance in prices of low-grade teas. The top grades have been steady. All through the West black teas have to a great extent supplanted the greens.

Coffee—	Per lb.
Rio, No. 5, green	0 14
Rio, roasted	0 15
Santos, green	0 16
Santos, roasted	0 21
Chicory, per lb.	0 11 1/2
Teas—	
China, blacks, choice	0 25
India and Ceylon, choice	0 32
Japans, choice	0 35

BEANS.—

As intimated in last review, white beans have advanced. Up to present there has, on account of mild weather, not been an average demand.

Beans—	
Austrian, hand picked	2 65
3 lb. picker	2 35
Peas—	
Split peas, sack, 96 lbs.	2 85
Whole peas, bushel	2 75
Barley—	
Pot, per sack 96 lbs.	3 45
Pearl, per sack 96 lbs.	4 75

NUTS.—

Nut prices are generally high and a further advance of 3c per lb. on shelled walnuts is announced. Brazils are so scarce as to be practically off the market.

In shell—	Per lb.
Almonds, Tarragona	0 17
Filberts, Sicily	0 12 1/2
Peanuts, Jumbos, roasted	0 14
Peanuts, choice, roasted	0 11
Pecans	0 22
Walnuts, Grenoble	0 18
Walnuts, Marbot	0 13 1/2
Shelled—	
Almonds	0 41
Walnuts	0 33
Chestnuts, per lb.	0 20

PRODUCE AND PROVISIONS.—

The demand for cured meats keeps up well, and trade in all lines of produce is satisfactory. Heavy hams are 1/2 cent down. Creamery butter steady; dairy butter, 1c to 2c cheaper. Lard, eggs and cheese steady.

Cured Meats—	
Hams, per lb.	0 15
Shoulders, per lb.	0 14
Racon, per lb.	0 21 1/2
Long clear, D.S., per lb.	0 13
Mess pork, bbl.	27 00
Lard—	
Tierces, per lb.	0 13
50 lb. tubs	6 57
20 lb. pails	2 78
3 lb. tins, cases	8 40
5 lb. tins, cases	8 32
Butter—	
Creamery, per lb.	0 30
Dairy, per lb.	0 22
Cheese—	
Ontario, large, per lb.	0 15 1/2
Ontario, twins, per lb.	0 15 1/2
Eggs—	
Good eggs	0 30
Fresh gathered	0 35

FISH AND POULTRY.—

Holland herring are down 5 cents cheaper. Poultry prices are generally a little lower. Poultry trade is not as yet up to average holiday business.

Fish—	
Codfish	0 10
Halibut	0 12
Pickarel	0 08
Salmon	0 14
Trout	0 12 1/2
Whitefish	0 05 1/2
Oysters—	
Imperial gallon	2 25
Large tins, 4 1-6 gals.	10 60
Cured—	
Holland herrings, keg	0 60
Holland herrings, keg	0 65
Salt mackerel, kits	2 75
Poultry (live)—	
Chickens, per lb.	0 12
Turkeys	0 15
Geese	0 10
Ducks	0 12
Poultry (dressed)—	
Fowl, per lb.	0 13
Chickens, per lb.	0 16
Turkeys, per lb.	0 20
Ducks, per lb.	0 18
Geese, per lb.	0 14

FLOUR AND CEREALS.—There is a fair domestic demand, but millers are not pushing sales. The export trade is quiet.

Flour, Manitoba Wheat—	Per bbl.
Best patents	5 30
Second patents	4 60
First clears	4 20
Low grade	2 90
Jute bags, 10 cents less.	3 10
Cornmeal, 98s	1 85
Rolled oats, 80s	1 80
Oatmeal, granulated, 98s	2 30
Wheat granules, bale, 16-60	3 25

FRUITS AND VEGETABLES.—

Christmas trade in green fruits has been quite satisfactory. Oranges and lemons are easier.

Florida grape fruit, case	5 00	6 00
Apples, box	2 50	3 25
Apples, Ontario, bbl.	5 00	6 00
Cranberries, Cape Cod, bbl.		10 50
Potatoes—		
Farmers' loads, per bushel	0 65	
Car lots	0 60	
Malaga grapes, kegs	6 50	8 00
Cocoanuts, dozen	1 25	
Washington pears, crate	3 25	
Bananas, per bunch	2 50	3 00
Californian lemons, crate		9 00
Messina lemons	6 50	7 00
Evaporated cranberries		3 50
Imported honey, box		5 50
Valencia onions, 140-lb. crate		3 75
Navel oranges, case	3 25	3 75
Japanese oranges, case	0 60	0 70

SASKATCHEWAN MARKETS.

By Wire.

Regina, Dec. 24.—Business is reported fairly brisk and prospects seem good for January, as many merchants have not stocked heavily on account of fine weather prevailing. Markets remain steady, but there is a general advance in all lines of nuts. Celery (California) is \$7 case; cauliflower is \$3 case; head lettuce, \$1 dozen wax and green beans, \$2 box. Bell peppers are 15 cents (lb.). Mal. grapes are \$6.50 to \$8; cream of tartar has advanced 6 cents. Almonds, whole, are 18 cents; filberts, 16 cents, and walnuts, 17 cents per lb.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 21
Butter, creamery, per lb.	0 30
Cheese, per lb.	0 16
Eggs, per doz.	0 34
Lard, 5's, per case	8 55
Lard, 10's, per case	8 35
Lard, 20's, each	2 70
Flour and Cereals—	
Cornmeal, 24s, 67 1/2c; 28s, \$1.20-\$1.25; 10-10s, \$2.55-\$2.75; 40s, \$1.35; 90s	2 44
Flour, 24s, \$2.85-\$3; 40s, \$2.80-\$2.95; 90s	2 75
Rolled oats, 10-2s, \$2.35-\$2.35; 20s, \$2.55; 40s, \$1.00; 80s	2 85
Dried Fruits—	
Apricots, choice	0 19
Coffee, whole, roasted, Rio	0 19
Currants, gulf cleaned	0 08 1/2
Figs, natural 6's	0 05
Evaporated apples, per lb.	0 08 1/2
Dried peaches, 25s	0 09
Dried peaches, choice, 35s	0 09 1/2
Prunes, 70-80, 25s	0 08 1/2
Raisins, muscatels, 50s	0 08 1/2
Raisins, muscatels, 25s	0 08 1/2

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NOVA SCOTIA MARKETS.

By Wire.

Halifax, Dec. 24.—Despite slight stringency in money markets, local grocery dealers report Christmas trade brisk. Roads have been in fairly good condition for travel, and large numbers of town customers came in to purchase supplies. There has been no important price changes during past week. There was shortage of beans, but arrival of two carloads has relieved situation. Prime are selling at \$2.30 and hand-picked \$2.40. Canadian onions are scarce and quoted at \$2.25 bag. Standard granulated sugar is selling at \$4.50. New laid eggs are becoming more plentiful and prospects are brighter for easier prices. Poultry is in good demand, turkeys selling at 30 cents and geese 25 cents per pound retail.

Apples—		
Graevesteins, No. 1, bbl.	5 00	5 00
Graevesteins, No. 2, bbl.	3 00	3 50
Beans, h.p., per bush.	2 50	2 50
Beans, yelloweye, bush.	3 50	3 75
Eggs, new laid, per dozen.	0 32	0 32
Molasses, fancy Barbados, gal.	0 35	0 35
Onions, Can., per bag.	1 85	1 85
Potatoes, P.E.I., bush, 50c; N.B. & N.S.	0 50	0 50
Pork, American, clear, bbl.	27 00	27 00
Raisins, new Valencia, per lb.	0 07 1/2	0 07 1/2
Sugar—		
Standard gran., cwt.	4 60	4 60
Bright yellow, cwt.	4 40	4 40

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Dec. 24.—Market is particularly quiet, with no changes of consequence. Business is especially bright, and dealers are pleased with big run on Christmas staples, fruits, nuts, etc. Poultry is plentiful, with turkeys at 26c to 28c. Heavy sales beef at 12c to 14c. Valencia oranges down from \$5.50 to \$5.75, to \$4 to \$5.50. Eggs remain scarce, and are selling at 30c to 32c case for storage. They are 40c to 45c at Fredericton. Butter is about same. Fine weather for Christmas shopping is bringing out large crowds, and big sales recorded.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 19
Beef, barrel	23 75	25 00
Pork, American, clear, per bbl.	27 00	28 00
Pork, American, mess, per bbl.	27 00	28 00
Butter, dairy, per lb.	0 25	0 26
Butter, creamery, per lb.	0 23	0 21
Cheese, new, per lb.	0 15 1/2	0 15 1/2
Eggs, in case, 35c; hennery.	0 45	0 55
Lard, compound, per lb.	0 11 1/2	0 11 1/2
Lard, pure, per lb.	0 15 1/2	0 15 1/2
Flour and Cereals—		
Buckwheat, W., grey, per bag	3 25	3 50
Corncmeal, gran.	5 50	5 50
Corncmeal, ordinary	1 80	1 80
Flour, Manitoba, per bbl.	6 25	6 25
Flour, Ontario, per bbl.	5 25	5 25
Roll'd oats, per bbl.	5 40	5 40
Oatmeal, standard, per bbl.	5 95	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	1 40	1 80
Sugar—		
Standard granulated	4 50	4 50
United Empire	4 40	4 40
Bright yellow	4 30	4 30
No. 1 yellow	4 00	4 00
Paris lumps	5 65	5 65
Molasses, Barbados, fancy	0 38	0 38
Currants, ls, per lb.	0 08	0 08 1/2
Raisins, California, seeded	0 08 1/2	0 10 1/2
Rice, per cwt.	3 80	3 70
Beans—		
Canadian white	Per bushel	2 35
Yellow eye	3 50	3 55
Canned Salmon—	Per 4 doz. case	
Pinks	4 00	4 25
Cohoos	6 00	6 25
Red spring	7 25	9 00

CANNED GOODS.

FRUITS.

Apples—		
3's Standard	1 07 1/2	1 07 1/2
3's Preserved	1 47 1/2	1 47 1/2
Gals., Standard	3 02 1/2	3 02 1/2
Gals., Preserved	4 02 1/2	4 02 1/2
Blueberries—		
2's (Huckleberries) standard	1 47 1/2	1 47 1/2
2's (Huckleberries) preserved	1 77 1/2	1 77 1/2
Gals. (Huckleberries) standard	6 52 1/2	6 52 1/2
2's Black Cherries, pitted H.S.	1 92 1/2	1 92 1/2
2's Black Cherries, not pitted H.S.	1 52 1/2	1 52 1/2
2's Red, Ptd., Cherries, H.S.	1 92 1/2	1 92 1/2
2's Not ptd., Red Cherries, H.S.	1 52 1/2	1 52 1/2
Gals., Ptd., Cherries	8 52 1/2	8 52 1/2
Gals., Not Ptd., Cherries	8 02 1/2	8 02 1/2
2's Cherries, White, Not Ptd., H.S.	1 92 1/2	1 92 1/2
2's Black Currants, H.S.	1 92 1/2	1 92 1/2
Gals. Black Currants, standard	2 27 1/2	2 27 1/2
Gals. Black Currants, solid pack	5 27 1/2	5 27 1/2
2's Red Currants, H.S.	8 27 1/2	8 27 1/2
2's Red Preserved Currants	2 27 1/2	2 27 1/2
Gal. Red Currants, standard	5 27 1/2	5 27 1/2
Gals. Red Currants, solid pack	8 27 1/2	8 27 1/2
2's Gooseberries, H.S.	1 77 1/2	1 77 1/2
2's Gooseberries, Preserved	2 02 1/2	2 02 1/2
Gals. Gooseberries, standard	7 02 1/2	7 02 1/2
Gals. Gooseberries, solid pack	8 77 1/2	8 77 1/2
Grapes—		
2's white, Niagara, preserved	1 37 1/2	1 37 1/2
Gals., white, Niagara, standard	3 27 1/2	3 27 1/2
Lawtonberries, gals., standard	7 02 1/2	7 02 1/2
2's Pineapple, sliced, H.S. White Bahama	1 92 1/2	1 92 1/2
2's Pineapple, grated, H.S. White Bahama	1 47 1/2	1 47 1/2
2's Pineapple, whole, H.S. White Bahama	1 92 1/2	1 92 1/2
3's Pineapple, whole, H.S. White Bahama	2 47 1/2	2 47 1/2
Peaches—		
2's white, heavy syrup	1 27 1/2	1 27 1/2
2 1/2's white, heavy syrup	1 77 1/2	1 77 1/2
1 1/2's white, heavy syrup	1 87 1/2	1 87 1/2
2's yellow, heavy syrup	1 27 1/2	1 27 1/2
2 1/2's yellow, heavy syrup	1 77 1/2	1 77 1/2
3's yellow, heavy syrup	1 87 1/2	1 87 1/2
3's yellow, whole, heavy syrup	1 52 1/2	1 52 1/2
3's pie, not peeled	97 1/2	97 1/2
3's pie, peeled	1 27 1/2	1 27 1/2
Gals., pie, not peeled	2 52 1/2	2 52 1/2
Gals., pie, peeled	3 27 1/2	3 27 1/2
Pie fruits, assorted, gals. (add 5 per cent.)
Pears—		
2's Bartlett, heavy syrup	1 52 1/2	1 52 1/2
2 1/2's Bartlett, heavy syrup	1 77 1/2	1 77 1/2
3's Bartlett, heavy syrup	2 02 1/2	2 02 1/2
2's Flemish beauty, heavy syrup	1 47 1/2	1 47 1/2
2 1/2's Flemish beauty, heavy syrup	1 72 1/2	1 72 1/2
3's Flemish beauty, heavy syrup	1 97 1/2	1 97 1/2
2's Keiffers, heavy syrup	1 27 1/2	1 27 1/2
2 1/2's Keiffers, heavy syrup	1 52 1/2	1 52 1/2
3's Keiffers, heavy syrup	1 77 1/2	1 77 1/2
2's light syrup, globe	1 77 1/2	1 77 1/2
3's light syrup, globe	1 37 1/2	1 37 1/2
3's pie, not peeled	97 1/2	97 1/2
3's pie, peeled	1 27 1/2	1 27 1/2
Gals., pie, not peeled	2 52 1/2	2 52 1/2
Gals., pie, peeled	3 77 1/2	3 77 1/2
Pineapple, sliced, 2's	2 00	2 00
Plums—		
2's Damson, light syrup	87 1/2	87 1/2
3's Damson, light syrup	1 27 1/2	1 27 1/2
2's Damson, heavy syrup	97 1/2	97 1/2
3's Damson, heavy syrup	1 37 1/2	1 37 1/2
Gals., Damson, standard	2 77 1/2	2 77 1/2
2's egg, heavy syrup	1 07 1/2	1 07 1/2
2 1/2's egg, heavy syrup	1 37 1/2	1 37 1/2
3's egg, heavy syrup	1 47 1/2	1 47 1/2
2's green gage, light syrup	97 1/2	97 1/2
2's green gage, heavy syrup	1 07 1/2	1 07 1/2
3's green gage, light syrup	1 37 1/2	1 37 1/2
3's green gage, heavy syrup	1 47 1/2	1 47 1/2
Gals., green gage, standard	3 02 1/2	3 02 1/2
2's Lombard, light syrup	87 1/2	87 1/2
2 1/2's Lombard, light syrup	1 07 1/2	1 07 1/2
3's Lombard, light syrup	1 27 1/2	1 27 1/2
2's Lombard, heavy syrup	97 1/2	97 1/2
2 1/2's Lombard, heavy syrup	1 17 1/2	1 17 1/2
3's Lombard, heavy syrup	1 37 1/2	1 37 1/2
Gals., Lombard, standard	2 77 1/2	2 77 1/2
2's Rhubarb, preserved	1 52 1/2	1 52 1/2
3's Rhubarb, preserved	2 27 1/2	2 27 1/2
Gals. Rhubarb, standard	3 52 1/2	3 52 1/2
2's Strawberries, H.S.	1 92 1/2	1 92 1/2
2's Strawberries, preserved	2 27 1/2	2 27 1/2
Gals. Strawberries, standard	7 52 1/2	7 52 1/2
Gals. Strawberries, solid pack	9 77 1/2	9 77 1/2
Lawtonberries—		
2's Blackberries, H.S.	1 92 1/2	1 92 1/2
2's preserved	2 12 1/2	2 12 1/2
Raspberries—		
2's black, H.S.	1 92 1/2	1 92 1/2
2's black, preserved	2 12 1/2	2 12 1/2
Gals., black, standard	7 02 1/2	7 02 1/2
Gals., black, solid pack	9 27 1/2	9 27 1/2
2's red, H.S.	1 92 1/2	1 92 1/2
2's red, preserved	2 12 1/2	2 12 1/2
Gals., red, standard	7 27 1/2	7 27 1/2
Gals., red, solid pack	9 52 1/2	9 52 1/2

VEGETABLES.

Ontario and Quebec Prices.

2's Asparagus Tips	Group A, per doz.	2 27 1/2
2's Asparagus butts	1 42 1/2	1 42 1/2
2's Beets, sliced, Blood Red, Simcoe	0 97 1/2	0 97 1/2
2's Beets, whole, Blood Red, Simcoe	0 97 1/2	0 97 1/2
2's Beets, whole, Blood Red, Rosebud	1 27 1/2	1 27 1/2
3's Beets, sliced, Blood Red, Simcoe	1 37 1/2	1 37 1/2
3's Beets, whole, Blood Red, Simcoe	1 37 1/2	1 37 1/2
3's Beets, whole, Blood Red, Rosebud	1 82 1/2	1 82 1/2
Beans—		
2s, golden wax, midget, Arctic brand	1 15	1 15
2s, golden wax	0 85	0 85
3s, golden wax	1 27 1/2	1 27 1/2
Gallon, golden wax	3 82 1/2	3 82 1/2
2s, Refugee or Valentine (green)	0 85	0 85

3s, Refugee (green)	1 25 1/2	1 25 1/2
2s, Refugee, midget, Auto brand	1 15	1 15
Gallons, Refugee	3 52 1/2	3 52 1/2
(Group B is 2 1/2c doz. less in each case.)		
Beans—		
2's Crystal wax	\$.95	\$.95
2's Lima	1 17 1/2	1 17 1/2
2's Red kidney	97 1/2	97 1/2
3's Cabbage	0 97 1/2	0 97 1/2
2's Carrots	0 97 1/2	0 97 1/2
3's Carrots	1 27 1/2	1 27 1/2
Cauliflower—		
2's	1 37 1/2	1 37 1/2
3's	1 77 1/2	1 77 1/2
Salmon—		
Fraser River Sockeyes—		
1 lb. tails, dozen	1 85	2 00
1 lb. flats, dozen	2 07 1/2	2 12 1/2
1/2 lb. flats, dozen	1 27 1/2	1 32 1/2
Northern River Sockeyes, dozen	1 90	1 90
Red Springs, dozen	1 90	1 90
Cohoos, dozen	1 45	1 45
Pinks, dozen	1 00	1 00
Sardines—		
Domestic, quarters, case	3 75	3 85
French, quarters, case	14 00	15 00
Norwegian, quarters, case	8 00	11 00

EQUALIZING PAPER BAG PRICES.

United States Firms Make Change By Advancing Some Sizes and Reducing Others.

Many years ago, says the Paper and Trade Journal of New York and Chicago, the then manufacturers of paper bags formulated a list price per thousand bags of each size, based on the basis of the weight of paper used in each size bag. During the past twenty-five years, however, due to the diversified uses to which paper bags have been adapted, there have been changes in the thickness of the paper used in the majority of sizes, with the result that there has been an absolute lack of proportion in the list prices of the various sizes.

The trade in so-called grocers' bags is so peculiar that the grocers specialize on certain sizes. The butchers, bakers, delicatessen stores, fruit and vegetable stands each have their own sizes, and the manufacturers have made the weights of paper to meet the demand of these special trades, with the result that one class of consumers is discriminated against in favor of one or more of the others.

To equalize the selling prices of paper bags in all the sizes, based on the cost of paper, etc., the various manufacturers have decided to equalize the list prices, advancing some of the sizes, reducing others, and making no change in some.

All orders now unfilled for prompt shipment will be filled at the list now prevailing, but all shipments after January 1, 1914, will be charged by the various manufacturers on the basis of the following price list:

	per 1,000	Per 1,000
1 ounce	\$0.90	7 pound... \$4.80
2 " "	.95	8 pound... 5.10
1/4 pound	1.00	10 pound... 5.80
1/2 pound	1.20	11 pound... 6.40
1 pound	1.60	12 pound... 6.80
2 pound	2.10	14 pound... 8.60
3 pound	2.50	16 pound... 9.20
4 pound	3.10	20 pound... 10.30
5 pound	3.60	25 pound... 11.40
6 pound	4.40	30 pound... 12.20
35 pound 14.10

FLOUR and CEREALS

Flour Feeling Full Force of Freight Rate Blow

Ontario Millers Report Culmination of Discrimination in Favor of Wheat Across Ocean in Almost Dead Condition of Export Market—Heavy Demand Keeps Mill Feeds Firm.

Figures are to hand of phenomenal movement of wheat last week during season of navigation just closed, an advance over last year of close to 50 per cent. One railway alone carried 77,709 cars, against 55,401 during 1912, an aggregate of over 108,000,000 bushels. This was accomplished by co-operation between the railways and lake freighters, as total number of cars in use fell far below 50 per cent. increase. While financial conditions forced early shipments, filled up elevators and lowered prices compared with last year, movement of money back to farmers has proved an immense benefit, and those who were able to hold their wheat expect to realize fine brand of interest on waiting game, as Canadian output has turned out to be little ahead of last year, and cable this week reported estimate of world's crop as 108.9 per cent. of last year's production, most of increase covered by Canada's crop. Approach of holiday early this week added naturally to quietness of flour market. Settlement of question of abolition of duty on United States wheat and flour, as proposed by Grain Growers' deputation, is awaited with more than eagerness.

MONTREAL.

FISH.—Demand from large buyers is quite limited, with result that there is considerable export business passing. Demand for home consumption is only of hand-to-mouth nature, as buyers seem to be ordering in small quantities. Some enquiries were received from across the water earlier in week, and it is reported that 25,000 sacks were sold for December-January shipment. Bids were also received which were lower than price bid for previous sales, but millers were disposed to accept in order to keep their mills running full time. Exports for week from St. John and Portland were 16,312 sacks, as against 31,486 for corresponding week one year ago.

Manitoba Wheat Flour—		Small lots, in bags, per bbl.	
First patents	5 40		
Second patents	4 90		
Strong bakers'	4 70		
Flour in cotton sacks, 10 cents per barrel more.			
Winter Wheat Flour—		Car lots,	Small lots,
Winter Wheat Flour—			
Fancy patents	4 60	5 00	
90 per cent.	4 30	4 50	
Straight roller	4 10	4 30	
Blended flour	4 60	4 80	

CEREALS.—Demand locally is not consistent owing to changeable weather, with result that past week has been rather quiet, with same prices ruling.

Cornmeal—		Per 96-lb. sack
Kiln dried	2 40	
Softer grades	2 05	
Rolled Oats—		90s, in jute.
Small lots	2 22½	
25 bags or more	2 12½	
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—	100-lb. bbls.	
Small lots	2 85	
Hominy, per 96-lb. sack	2 40	2 75

MILL FEEDS.—Business passing on local market is very brisk owing to colder weather prevailing. Quite a demand has been in evidence from American buyers, and a goodly number of enquiries have been received by local dealers, but as demand for home consumption is quite sufficient to take care of stocks no export business is reported. Prices remain unchanged from last week.

Mill Feeds—	Car lots, per ton
Bran	21 00
Shorts	23 00
Middlings	26 00
Wheat moulee	27 00
Feed flour	34 00

TORONTO.

FLOUR.—Again quiet demand must be reported for flour. Local miller stated this week that export business is practically dead except for filling earlier orders.

"We are virtually shut out of European market owing to culmination of effect of discrimination in freight rates against flour and in favor of wheat by ocean transport companies. At first, with no new wheat moving, we did not feel it, and we were filling orders received earlier in season, but once Canadian wheat began to move freely and was augmented by supplies from Argentine and Russia placed English millers in better position in flour market than Canadians, using our own wheat, but wheat that came over at cheaper rate than our flour. Thus export trade in flour has been nearly wiped out."

Locally business is limited to small orders and offers for large quantities run as low as \$5.10 and even \$0.00, for all the gradual rise in wheat. Little Ontario wheat is being milled either, as farmers in presence of rising prices for cattle prefer more than ever to hold for feeding.

Manitoba Wheat Flour—		Small lots,	Car lots,
First patent	5 30	per bbl.	per bbl.
Second patent	4 70	4 50	5 00
Strong bakers'	4 50	4 30	4 60
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—		Small lots,	Car lots,
Fancy patents	4 70-4 90	per bbl.	per bbl.
90 per cent.	4 50	4 40	4 40
Straight roller	4 40	3 90	4 00
Blended flour	4 80	4 35	4 35

CEREALS.—Market this week has been dull but as stocks in hands of retailers are believed to be low business is expected to pick up after first of year. Prices are unchanged.

Barley, pearl, 96 lbs.	4 60
Barley, Dutch pearl, 96 lbs.	4 50
Barley, pot, 96 lbs.	3 90
Buckwheat flour, 96 lbs.	4 25
Buckwheat grits, 96 lbs.	4 50
Corn flour, 96 lbs.	3 00
Cornmeal, yellow, 96 lbs.	2 35
Graham flour, 96 lbs.	2 60
Hominy, granulated, 96 lbs.	2 90
Hominy, pearl, 96 lbs.	2 80
Oatmeal, standard, 96 lbs.	2 47
Oatmeal, granulated, 96 lbs.	2 47
Peas, Canadian, boiling, bush.	2 25
Peas, Chili, boiling, per lb.	0 06
Peas, split, 96 lbs.	3 65
Rolled oats, 90 lb. bags	2 25
Rolled wheat, 100 lb. bbl.	2 85
Rye flour, 96 lbs.	3 00
Wheatlets, 96 lbs.	2 95
Whole wheat flour, 96 lbs.	2 85

MILL FEEDS.—New situation is being created in bran and middlings, and to less extent in shorts by exportation of Canadian cattle to States, according to local jobbers. Not only are fattened cattle crossing but lean brands and even calves. These will be fattened in U.S. on Canadian mill feeds. In last few weeks demand, on this account, to great extent, has run up into many carloads weekly and carried bran to \$22 and made middlings firm at \$25. Shorts are quoted variously at \$23 and \$24. Millers are looking for advances in near future.

Mill Feeds—	Car lots, per ton.
Bran	22 00
Shorts	23 00
Middlings	25 00
Wheat moulee	27 00
Feed flour, per bag	1 60

Canada's agent at Birmingham, England, reports to the authorities at Ottawa that one of the largest London firms in the box shoo trade, who, among other connections, do a big business in India and Ceylon with users of tea chests, hold the view that Canadian poplar is well suited for this purpose and that a large trade can be done provided that satisfactory arrangements can be made for the shipment of regular supplies upon a competitive basis. Possibly, material otherwise wasted could be used.

FRUIT & VEGETABLES

New Strawberries Arrive; Oranges Easier

Imported Berry Started at \$1.00 and is Now 90 Cents Per Box—
Drop of Almost 25 Cents in Oranges and Good Business—Lemons
Down 25 Cents and Promise to Remain There.

MONTREAL.

GREEN FRUITS.—Local market has been very active this last week handling Christmas orders. All lines have been moving exceptionally well but prices have remained steady, only advance being in Valencia oranges, 420 size, which jumped 50 cents and are now quoted at \$4.75. Mexican oranges, 126, 150 size, have been reduced 15 cents and are now quoted at \$2.35, while California navels are now ranging from \$3.25 to \$3.50.

Apples—	
Baldwins, Greenings and Russets, No. 1's	5 00
Baldwins, Greenings and Russets, No. 2's	4 25
Spies, Greenings, etc., No. 3's	2 75
Mackintosh Reds	7 00
In boxes	2 75
Mackintosh, No. 2	6 00
King	5 00
No. 2s, all grades, 75¢ less than No. 1s	7 00
Fameuse, bbl.	8 00
Spies, No. 1	6 00
Spies, No. 2	4 50
Bananas, crate	2 00
Cranberries, bbl.	8 50
Cranberries, box	3 00
Almeria grapes—	
Extra fancy heavyweights	6 50
Fancy, heavyweights	6 00
Medium quality, for immediate use	5 50
California grapes, per keg	4 50
Grapefruit, Jamaica, case	4 25
Lemons—	
Extra fancy, 300 size	4 50
Fancy, 300 size	4 00
Oranges—	
Valencias—	
420 size	4 75
714 size	5 50
Floridas, 150-176-200	3 50
Mexicans, 126-150-176-200-216-250	2 35
California navels, 126-150-176-200-216-250	3 25
Pears—	
California Nellis, box	4 00
California Nellis, half box	2 25
Pineapples—	
24 size	4 50
30 size	4 00
36 size	3 75

VEGETABLES.—Business passing on local market this last week has been very quiet but steady. Prices have not shown any change and demand can only be termed of hand-to-mouth nature.

Cabbage, per doz.	0 25	0 30
California celery, crate	5 75	6 50
Cucumbers, Boston, doz.	1 75	2 25
Egg plant, crate, 2 doz.	5 00	5 00
Garlic, per lb.	0 10	0 10
Onions—		
Spanish, per case	3 00	3 00
Spanish, half case	1 75	1 75
Red Danvers, 75-lb. bag	2 50	2 50
Peppers, green, 11-qt. bkt.	1 50	1 50
Peppers, red, 11-qt. bkt.	1 50	1 50
Potatoes—		
Green Mountains and Quebecs, bag	0 90	1 00
Potatoes, sweet, per bbl.	4 25	4 25
Potatoes, sweet, Jersey, hpr.	1 25	1 25
Turnips, Quebec, bag	1 00	1 00
Tomatoes, hothouse, per lb.	0 20	0 20
California wax beans, crate	6 50	6 50
California string beans, crate	7 00	7 00
Brussels sprouts, quart	0 25	0 30

TORONTO.

GREEN FRUITS.—Latest bid for Christmas trade is a box of imported strawberries. These at end of last week were being quoted at \$1.00 a box (price of individual berry not computed), and early this week this has been reduced to 90 cents. A few grocers have begun to

handle them, and two or three hotels and a couple of restaurants. While most of us will continue to look at them from afar for months to come, it sounds good, anyway, like summer coming forward to answer winter's cue, and Canadian Grocer and its readers welcome them to its list of fruits.

Oranges are rather easier this week, and \$2.75 for California navels for medium sizes is ruling price. Some of the smallest are quoted at \$2.50, and largest at \$3.00. Southern California fruit is coming in plentifully now, and Northern is nearly over. If those smudge pots do their duty, orange situation will be very satisfactory for months to come.

General run of Floridas are also easier, going down to \$2.50 and even \$2.25. But while, as announced last week, supply of these is tapering off, and will be over in a week or so, there are one or two special brands that jobbers intend to bring out for months to come, as late, in fact, as they did last spring. They are quite prepared to compete with navels, and these brands are selling for same price as best navels now. Acquaintance of some grocers with Floridas is limited to ordinary shipments, which do not come up to navel quality, and thus have injured reputation of that State's products. This competition will be an interesting factor of market during winter months and in early spring.

Apples are in same position as one week ago, when local market was said to be dead as result of farmers bringing quantities in. Export demand, however, keeps up, and most wholesalers are holding stocks of winter apples for firmer local market or exporting.

Lemons are selling at \$3.50 and \$3.75 for extra fancy, drop of about 25 cents during week. Several jobbers state that market is likely to continue in about same position for some time, if California frost-fighters get in their good work. This situation was predicted as far back as October, in Fall Special of Canadian Grocer. Supply of lemons is improved owing to movement into United States, where tariff rate has been lowered 85 cents a case, and shipments come into Canada via New York in bond.

Spies, hand picked, barrel	4 00	5 00
Other varieties, winter apples, No. 1s	2 50	3 00
Other varieties, winter apples, No. 2s	2 00	2 50

IMPORTED.

Apples, Jonathans, extra fancy, \$2.50:

extra	2 75
Bananas, per bunch	1 65
Cranberries, long keepers, box \$3.75, bbl.	9 75
Grapefruit, Jamaica, case	4 00
Grapefruit, Florida, case	4 50
Grapes, Almerias	6 50
Grapes, hot house, lb.	7 50
Oranges—	
California navels, 126's-216's	3 00
California navels, 216's-250's	2 75
Floridas, best grades, 126's-200's	3 00
Floridas, best grades, 200's-216's-250's	2 75
Mexicans	2 00
Limes, box of 100	0 75
Lemons, Messina, 300's, new	3 50
Pineapples, Floridas	3 50
Pomegranates, doz.	4 00
Strawberries	0 90

VEGETABLES.—Potatoes, owing to small demand, are inclined to be easier this week, Delawares selling at \$1.05, although some wholesalers are asking \$1.10. Kiln-dried sweet potatoes are down 25 cents a hamper to \$1.25. Market otherwise is same as last week.

Beets, Canadian, per bag	1 00
Brussels sprouts, quart	0 20
Cabbage, case	1 25
Carrots, Canadian, bag	0 85
Cauliflower, dozen, large	1 00
Celery, domestic, doz.	0 30
Squash, bbl.	1 00
Pumpkins, New Brunswick, per bag	1 00
Potatoes, New Brunswick, per bag	1 00
Sweet potatoes, kiln dried, hamper	1 25
Mushrooms, per lb.	0 75
Onions—	
Spanish, crate	3 00
Large cooking, bag	2 00
Tomatoes, hothouse, lb.	0 25
Turnips, bag	0 50

A bulletin has been issued in unusually attractive style under authority of the Federal minister of Agriculture on the Maple Sugar industry of Canada. This bulletin goes fully into the subject of syrup and sugar making, describing clearly the necessary equipment and its operation, and gives useful information on marketing. An interesting section describes the making of maple vinegar and the collection and preparation of sugar sand which constitute two valuable by-products of sugar making. To show the appearance of sugar and syrup of different grades, plates of samples of each are presented in natural colors. This work which is designated "The sugar making industry in Canada," will be sent free to those who apply for it to the Publications Branch of the Department of Agriculture at Ottawa.

WELCOME ITS WEEKLY VISIT.

St. John, N.B., Dec. 17, 1913.

MacLean Publishing Co., Ltd.

Dear Sirs:—We enclose subscription to the Canadian Grocer covering year ending August 31, 1914. We always welcome the weekly visit of this paper, its make-up is bright and has numerous hints and items of interest to the grocery trade.

GILBERT BENT & SON.

St. John, N.B., Dec. 17, 1913.

PRODUCE & PROVISIONS

Fresh Eggs Down; Poultry Easier; Lard Drops

On Toronto Market Fresh Laid Eggs Decline 5 to 9 Cents, but Storage Are Steady—Liberal Supply of Poultry Makes Turkeys Easier and Chickens Decline 1-2 Cents—Compound Lard Up ¼ Cent in Montreal.

As fresh laid eggs have been carrying on most of the sensational upward movements in market last couple of months, they are first to start on downgrade again so far as Toronto is concerned, and Montreal is likely soon to follow suit. Drop in past week has been more marked than advance ever was, falling from 50—55 cents to 45—46, decline of 5 to 9 cents per dozen. A few on the Street were getting 50 cents where they got as high as 60 two weeks ago, but these were quite a minority. Mild weather has strengthened pullets in meritorious resolve to relieve conditions, and unless it becomes very cold they will bridge over gap until older birds start in January. This would keep prices down and perhaps make them a shade lower.

Storage eggs, on other hand, are where they were last week, that is, from 9 to 12 cents below fresh laid even as they are now. This is considered sufficient difference to keep storage firm under present conditions, for stocks will live up to predictions and be cleaned out by beginning of year. At present, storage men are content to fill contracts made months ago, some, it is said, at 28 and 29 cents. Those who have none, are forced to import at about 31 cents, or 32 net, and are losing money on transaction.

Both in Montreal and Toronto supplies of poultry were very plentiful at end of last week and just before Christmas, and prices were easier on turkeys and dropped on chickens.

MONTREAL.

PROVISIONS. — Feature of local market during past week was increase of ¼ cent per pound in compound lard. Quite a demand is noticeable for smoked meats and approach of holiday season is credited with this. Fair trade continues in all lines for this season of year. A good supply of lard is on hand and is sufficient to fill requirements, and demand is reported to be quite steady. There is quite a demand for small lots of hogs.

Hams—	Per lb.
Light, per lb.	0 19
Medium, per lb.	0 19½
Large, per lb.	0 18

Sacks—	Per lb.
Flour, bone in	0 29½
Bonemeal	0 28
Peasmeal	0 28

Bacon—		
Breakfast	0 20	0 21
Roll		0 17
Shoulders, bone in		0 16
Shoulders, boneless		0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 28½
Hams, roast, per lb.	29	0 30
Shoulders, boiled		0 26
Shoulders, roasted		0 27
Dry Salt Meats—		
Long clear bacon, 60-70 lbs.		0 15½
Long clear bacon, 90-100 lbs.		0 14½
Flanks, bone in, no. smoked		0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	30 00	
Heavy short cut clear	30 00	
Clear fat pork	28 00	
Clear pork	28 50	
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	0 14½	
Tubs, 50 lbs. net	0 14½	
Boxes, 50 lbs. net	0 14½	
Pails, wood, 20 lbs. net	0 15	
Pails, tin, 20 lbs. gross	0 15	
Cases, 10-lb. tins, 60 in case	0 15½	
Cases, 5 and 5-lb. tins, 60 in case	0 15½	
Bricks, 1 lb. each	0 16	
Lard, Compound—		
Tierces, 375 lbs., net	0 10½	
Tubs, 50 lbs., net	0 10½	
Boxes, 50 lbs., net	0 10½	
Pails, wood, 20 lbs., net	0 11	
Pails, tin, 20 lbs., gross	0 11	
Cases, 10-lb. tins, 60 in case	0 11½	
Cases, 5 and 5-lb. tins, 60 in case	0 11½	
Bricks, 1 lb. each	0 12½	
Hogs—	Per cwt.	
Live, f.o.b.	9 10	9 15
Live, fed and watered	9 25	9 35
Dressed, abattoir killed		13 25
Dressed, country	12 50	13 00

BUTTER.—Local conditions remain unchanged from last week with possible exception of supplies received being lighter than usual which has strengthened market somewhat. Last year at this time New Zealand butter was being received but there are no shipments recorded to date which accounts for decrease in receipts. A report issued this week states that since May, total decrease in butter receipts is 8,881 packages. Demand locally is quite steady with prices remaining unchanged.

Butter—	Per lb.
Creamery prints, fresh	0 31½
Creamery solids	0 30
Dairy, prints or solids	0 25
Separator, prints or solids	0 24½

EGGS.—Conditions in this market remain practically unchanged from last week. As stated then, supplies on hand are none too plentiful and it is thought we will have to depend entirely on American centres after middle of next month, providing, of course, the new production is not sufficient to take care of demand. This is not thought likely as hens refuse to lay in cold weather and as we have not had any cold weather to speak of up till the present, it is almost certain that it will come next month for a few weeks' stay. Local receipts since May show an increase over last year of 4,317 cases, but increased population has taken care of those. Prices remain unchanged and a good steady demand is in

evidence for small lots to fill actual wants. In view of small stocks on hand and curtailment of consumption it is not thought that there will be any change in present prices until new production starts in.

Eggs, case lots—	Per dozen.
New laid	0 55
Selects	0 38
No. 1's	0 34
No. 2's	0 28
Splits	0 25

CHEESE.—Stocks on hand are very small, in fact they are smallest in years and holders are none too anxious to sell in view of strong feeling existing on London market for Canadian cheese. Receipts to date are short 193,174 boxes of last year's figures. Demand locally is very steady and prices remain firm.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong		0 16-0 17
Twins	0 12½	0 15
20 lb. new	0 15-0 16½	
Stilton		0 27

POULTRY.—As is usual, farmers and live poultry dealers in country have held their stock until last minute fishing for big prices with result that they are now flooding market with them and prices, of course, are bound to take a tumble. Local dealers are quoting prices as given below, but, as one firm said, they are not sticking to them and it is thought that before end of week prices will take quite a tumble. Farmers who have held their stocks will find it rather hard to dispose of them unless they are finest stock as supplies to be had allow buyers to pick and choose. Produce merchants have been compelled to send tons and tons of this stock into cold storage. Demand, of course, is very active with turkeys and chickens in great demand. Turkeys, as usual, are headliners.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22-0 24	1 25
Broilers, per pair		1 50
Ducks, milk fed	0 16-0 18	0 22-0 24
Ducks	0 13-0 15	0 14-0 17
Fowl	0 11-0 12	0 17-0 18
Geese	0 10-0 12	0 13-0 14
Turkeys, spring	0 15	0 20-0 24
Turkeys, old Tom	0 15-0 16	0 18

HONEY.—Demand for honey continues steady for small lots and as supplies on hand are not large prices remain unchanged.

Honey—	White Clover	Buckwheat
Barrels	per lb.	per lb.
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 09½
Tins, 15 lbs.	0 12½	0 09½
Comb, 13-14 oz. section	0 20	0 15-0 16
Tins, 5 and 10 lbs.	0 13	0 10

TORONTO.

PROVISIONS.—After declines last week, pork products have been quiet for

last few days, backs showing sign of firming. Since drop was made hogs have advanced slightly so that if fair demand pork products are not at all sure of retaining present figures. But as every buyer says, hog market is a gamble these days (and weeks and months). Pure lard, which has been easing up for some weeks, was dropped a few days ago to 14 cents. Only reason assigned for its continuing up this long in face of decline in hogs have been light supplies. Hogs are up 10 cents to \$8.25-\$8.35.

Hams—		
Light, per lb.	0 18½	
Medium, per lb.	0 18	
Large, per lb.	0 17½	0 18
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	\$ 24	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 19	
Roll, per lb.	0 15½	
Shoulders, per lb.	0 14½	
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15	
Long clear bacon, heavy	0 14½	
Cooked Meats—		
Hams, boiled, per lb.	0 27	
Hams, roast, per lb.	0 28	
Shoulders, boiled, per lb.	0 21	
Shoulders, roast, per lb.	0 22	
Barrelled Pork—		
Heavy mess pork, per bbl.	23 00	25 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 14	
Tubs, 60 lbs., per lb.	\$ 14½	
Pails, 20 lbs., per lb.	0 14½	
Tins, 3 and 5 lbs., per lb.	0 15½	
Bricks, 1 lb., per lb.	0 15½	
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10½
Pails, 20 lbs., per lb.	0 10½	0 11
Hogs—		
F.O.B., live, per cwt.	8 25	8 35
Live, fed and water, per cwt.	8 50	8 60
Dressed, per cwt.	11 75	12 00

BUTTER.—Supplies of fresh creamery coming in steadily have kept prices from advancing this week, although market is firm and cold weather may cause advance any day.

Butter—		
Creamery prints, fresh made	0 31	0 33
Creamery prints, storage	0 28	0 29
Creamery solids, storage	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids,	0 20	0 22
Separator prints	0 26	0 29

EGGS.—With decline of nearly 10 cents in fresh laid this past week relation between storage and former has reached an interesting position. As has been stated, storage stocks are now very light, few who have any caring for contracts only and not disposing of even few case lots to late comers, while Chicago market remains firm at 27 cents and prevents importation of any to sell below 33 or 34 cents in competition with these supplies of Canadians that are holding out to end of year with Marathonic endurance. Storage selects still command 36-37 cents.

Eggs, case lots—		
Strictly new laid, in cartons	Per dozen.	
Storage, selects	0 45	0 46
Storage, No. 1 stock	0 36	0 37
No. 2's	0 33	0 34
Splits	0 27	0 28

CHEESE.—Wholesalers declare they are making no profit on cheese at current local market quotations, but keep it like some grocers keep bread and sugar, as an "obligement to customers." Export demand is being maintained, however, and small stocks at Montreal will tend to make prices firmer.

Cheese—		
Old, large	0 16½	
Old, twins	0 15½	
New, large	0 14½	
New, twins	0 15	

HONEY.—Demand for small packages continues steady and prices are unchanged this week.

Clover, bbls., per lb.	0 09½	0 10
60, 30-lb. tins, per lb.	0 10	0 10
10, 5-lb. tins, per lb.	0 11	0 12
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 40	2 75

POULTRY.—Puzzle of supply of poultry in farmers' hands has been solved: "the ayes win it." There was a good supply and prices were not helped any by discovery. Turkeys were quite plentiful and in face of good demand showed no signs of advancing. Public, for some reason or other, weather conditions probably, have put off buying this year until last few days before Christmas so that enormous business has been crowded into four days before the holiday. Chickens, as indicated in last week's review, declined as stocks were heavier than demand, which went strongly to more aristocratic, once-a-year-treat, bird, the turkey. As result, many sold wholesale at 13 and 14 cents, while best milk-fed could be secured at 15 cents. Geese and ducks followed expectations and remained firm to close, as supplies were light.

Looking over prices for past month it will be seen that turkeys declined at least 3 cents, and chickens 3 to 4 cents, and policy advised in these columns of holding off for drop in market has been vindicated.

There is one factor that probably is not taken into consideration sufficiently in looking for slumps in poultry and other lines of produce: decline of commission business. Some time ago these jobbers could wait in offices for supplies to come in; often expecting plentiful array they would move earlier shipments off steadily at easy prices, fearing they would be deluged later on—a condition that might or might not work out. But, of late, consignments are steadily dropping off, and instead, all parties outside farmers and general merchants, await definite offers before selling. Result is that supply is more or less regulated, and arrangements made, as has been done this year, to turn good portion of excess stocks into cold storage, to retain bottom in market.

Fresh Stock—		
Broilers, spring	Live.	Dressed.
Ducks, spring	0 11-0 12	0 14-0 16
Fowl,	0 10-0 11	0 12-0 13
Chickens, lb.	0 12-...	0 13-0 15
Geese	0 10-0 12	0 12-0 14
Turkeys, spring	0 15	0 19-0 20
Turkeys, old Tom	0 14	0 16-0 18

TO AID EARLY BUYING.

"Buy your groceries early and help the popular movement of early closing." This is an advertisement placed by the Retail Grocers' Association of London, Ont., to help the early buying movement now that the stores will close at 7 o'clock.

Association News

At the annual general meeting of the Kelowna, B.C., Merchants' Association held recently, the following officers were elected for the year 1914:

President, K. F. Oxley, grocer; vice-president, G. A. McKay, druggist; secretary, C. H. Jackson; directors, A. M. Dalgleish, hardware; J. Ball, dry goods; Jos. Casorso, butcher; G. S. McKenzie, grocer; R. F. Morrison, hardware.

The Ontario Travellers' Association, London, Ont., completed the election of officers last Saturday when a large poll was counted, with the result that H. W. Lind, London, was elected first vice-president, and C. W. McGuire, second vice-president. H. P. Rennie was elected president at a previous meeting by acclamation, and with the other officers elected on nomination day was installed.

CALENDARS FOR 1914

The 1914 calendar of Connors Bros., fish packers of Black's Harbor, N.B., has been received. It is of large size, the length being about 28 inches and the width 18 inches. The figures are over an inch deep—the variety one likes to see in a good old-fashioned kitchen calendar. The illustration shows an attractive grouping of the canned products of Connors Bros. in their original labels, with a green shamrock background.

The calendar of Henri de Leeuw, grocery broker, Toronto, is an attractive one on a blue-tinted mottled paper. The illustration presents an Old Country flavor with its Dutch windmill, canal, dock and sail boat. The central figure is a gaily attired, Dutch country lassie carrying heavily laden baskets of many colored presents. "What Day Iss," printed on the mottled paper over the list of months completes a most attractive little Dutch calendar.

Canadian Grocer acknowledges a pretty little calendar from Geo. Nicholson, a Winnipeg retail grocer, depicting the old cradle story, "This Little Pig Went to Market." Emblematic of the New Year, is shown a baby in its mother's arms—the dawn of a new life. The illustration is on clear white paper edged with light pink. This again is in white paper edged with purple.

FISH AND OYSTERS

Large Catches of Cod, Halibut and Haddock

Brisk Oyster Trade Expected Next Ten Days — Smelts Up 1 Cent, and Lobsters 2 Cents in Montreal — Finnan Haddie and Whitefish Scarce in Toronto.

MONTREAL.

FISH.—Rush of trade for Advent is passed now and volume of business has been disappointing in many quarters, due to weather conditions. A quiet period is expected now in most lines until after New Year sets in. In frozen fish lines it is known good-sized stocks are held, and it is felt if slackness of trade lasts a little longer than expected, and in view of late Lent, market might see easier prices. Reports from East show that catch of cod, halibut and haddock has been large, and it is expected from now until some future time, as demand will be slow, good-sized stocks will accumulate. In salt, pickled and prepared fish, trade is of hand-to-mouth character, and, although supplies are not heavy, prices have tendency to remain the same. Same thing will apply to smoked and canned fish.

Demand is rather brisk for bulk and shell oysters, bulk and shell clams and live lobsters. Large quantities are expected to be handled this week and the following, with probable exception of lobsters, which have been advanced a couple of cents. The other last named lines keep at about same figures. This is deviation from rule of past years.

Shell Fish, Fresh—	
Clams, per barrel	9 00
Lobsters, live, per lb.	0 25
Lobsters, boiled, per lb.	0 25
Oysters, bulk, standards, per gal. \$1.40	
Selects	1 70
Oysters, solid meat, standards, per gal., \$1.70; selects	1 90
Oysters, Cape Cod, shell	9 00
Oysters, Malpeques, shell	8 00
Periwinkles, per bushel	2 50
Prawns, per gal.	2 00
Scallops, per gal.	3 00
Shrimps, per gal.	2 00
Frozen Fish—	
Haddock, per lb.	0 04½ 0 05
Halibut, per lb.	0 09 0 10
Herring, per 100 fish	1 50 1 70
Pike, per lb.	0 07 0 08
Smelts, fancy, per lb.	0 12 0 13
Trout, per lb.	0 11 0 12
Smelts, No. 1, per lb.	0 09 0 10
Salmon, fancy, Spring, per lb.	0 14 0 15
Salmon, Gaspe, per lb.	0 15 0 16
Salmon, Qualla, per lb.	0 07½ 0 08
Whitefish, per lb.	0 11 0 12
Prepared Fish—	
Boneless fish, 20 lb. boxes	0 05 0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07 0 08
Cod, pure, 2 lb. box, per lb.	0 10 0 11
Cod, boneless strip, 20 lb. box, lb.	0 10 0 11
Cod, shredded, box of 2 doz.	1 80
Cod, skinless, per 100 lb. box	6 50 7 00
Cod, dried, per 100 lb. bundle	7 00
Follock, dried, per 100 lb. bundle	6 00
Salted and Pickled Stock—	
Cod, green, ordinary, per 200-lb. bbl.	9 00
Cod, green, white napen, per 200-lb. bbl.	9 50 10 00
Haddock, No. 1 green, per 200 lbs.	8 00
Herring, Grape, No. 1, ¼ bbls., \$2.75; bbls.	5 50
Herring, N. S. per ¼ bbl.	3 00
Herring, N. S., per bbl.	5 75
Herring, Holland, per keg, 75c; per ¼ bbl., \$5.50 to \$6.50; per bbl.	9 00 10 00
Herring, Labrador, ¼ bbl., \$3.25, bbl.	5 75
Herring, Scotch, keg of 12 lbs. net, \$1.25 to \$1.35; ¼ bbl.	7 50 8 00
Mackerel, No. 1, 20 lb. kits, \$2.75, ¼ bbl., \$7.00; bbl.	12 00
Salmon, Labrador, ¼ bbl., \$5.00 to \$5.00, bbl.	14 00 15 00

Trout, lake, kegs	7 00
Smoked Fish—	
Haddies	0 07½ 0 08
Fillets of haddie	0 10 0 11

TORONTO.

FISH.—Weather during past week has been cool enough to suit most dealers, and trade has been good. There is still a scarcity of whitefish, owing mainly to lack of cold and snowy weather in Western Canada, whence much of supply comes from during winter months. This scarcity is likely to continue for several weeks at least. Finnan haddie, for which demand has been heavy last few weeks, is also hard to get, owing, however, to large shipments continuing to United States through change in duty. No. 1 brand of smelts, which are used mostly in this province, are scarce, as 70 per cent. of catch is reported as No. 2's.

While not much seems to be expected from talk of "United States fish trust" controlling output in Lake Erie, there is a feeling in some quarters that fishermen, at least, are more or less organized, so that prices are higher than they were in former years. Rising prices of fresh meat have improved fish business, according to wholesalers.

Oyster trade, while good, would be improved by keen weather. Appetite for this dish is induced more readily by a few degrees lower temperature ordinarily than is required for fish. Brisk business is looked for from now on.

Frozen Fish—	
Roe shad, weight 3 lbs., each	1 00 1 25
Whitefish, per lb.	0 12
Sea herring, large, each	0 02½ 0 10
Halibut	0 09 0 10
Salmon, Qualla	0 09 0 10
Salmon, Cohoe	0 12
Trout, per lb.	0 10
Eels, per lb.	0 11
Fresh Caught—	
Blue fish, lb.	0 14 0 16
Frogs legs, lb.	0 65
Haddock, per lb.	0 08
Herring, per lb.	0 07 0 08
Lobster, live, lb.	0 45
Lobster, boiled, lb.	0 45
Mackerel, weighing 1¼-3 lbs., each	0 15 0 25
Perch, lb.	0 06 0 07
Pickered, yellow, per lb.	0 12
Pike, per lb.	0 08
Salmon, B.C., per lb.	0 15 0 20
Smelts, per lb.	0 12
Steak, cod, per lb.	0 09
Flounders	0 06
Smoked—	
Ciscos, basket	1 25
Fillets of haddie	0 12
Finnan haddie, per lb.	0 09
Halibut, 25 lb. boxes, per lb.	0 20
Kippers, new, box of 40 and 50	1 25
Rloaters, box of 60	1 25
Digby herring, per bundle	0 75
Digby fillets, 10 lb. boxes	1 30
Prepared—	
Shrimps, 1 gal. cans	1 25
Shrimps, 2 gal. cans	2 40
Shrimps, 4 gal. cans	4 60
Cod, quail on toast	0 07 0 07½
Cod, steak	0 09½
Cod, Imperial, 25 lb. pck.	0 06 0 07

Salted and Pickled—	
Holland herring, milkers, 85c; mixed	0 75
Herring, Labrador, bbl.	6 25 6 50
Herring, Labrador, half barrel	3 50
Herring, sea, pails	1 25 1 50
Mackerel, pail	2 25
Oysters, bulk—	
New York counts, gal.	2 00
Extra selects, gal.	1 90 1 95
Straights, gal.	1 65 1 75
Oysters, Shell—	
Malpeques, bbl.	11 00 12 00
Torbays	11 00 12 00
Rockaways	8 50 9 00
Blue Points	8 50 9 00
Oyster Bay counts	8 00 8 50

Letters to the Editor

CARTAGE ADJUSTMENT.

Editor Canadian Grocer.—We have always held that it was unfair that the retailer in towns and villages where there was no wholesale house, should be called upon to pay cartage charges at both ends.

The wholesaler delivers his goods to the retailer in his own town or city, free, possibly two or three miles from the wholesale house, whereas the station may only be a ¼ mile, or ½ mile from the warehouse, and yet he calls upon the retailer in another town, who pays railroad freight, and cartage in his own town, to also pay the cartage from the wholesale warehouse to the station. This has always been unfair.

We are pleased to see that there is a prospect of the retailer in towns and villages having this unjust charge removed.

In a recent article you speak of "Cartage Elimination being a Greatly Involved Question." To me it is exceedingly simple. The manufacturer should pay the cartage on his raw material from railroad to factory and on his manufactured goods from factory to railroad; the wholesaler should pay cartage on his goods from railroad to warehouse and from warehouse to railroad when shipping; the retailer should pay cartage on his goods from railroad to his retail store, and then from his store to the home of the consumer. This arrangement seems to me exceedingly simple, and eminently just.

W. C. FORMAN.

Ingersoll, Ont.

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White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
 The King's Food, 2 doz. in case, per case, \$4.80.
 White Swan Barley Crisps, per doz., \$1.
 White Swan Self-Rising Pancake Flour, per doz., \$1.
 White Swan Wheat Kernels, per doz., \$1.50.
 White Swan Flaked Rice, \$1.
 White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.

Almyer Jams, per doz., \$2.15.
 Strawberry, 1913 pack, \$2.15.
 Raspberry, red heavy syrup, 2.15.
 Black Currant, heavy syrup, 2.00.
 Red Currant, heavy syrup, 1.50.
 Peach, white, heavy syrup, 1.50.
 Pear, Bart., heavy syrup, 1.77 1/2.

Jellies.

Red Currant 2.00
 Black Currant 2.20
 Crabapple 1.65
 Raspberry and red currant 2.00
 Raspberry and gooseberry 2.00
 Plum Jam 1.50
 Green Gage plum, stoneless 1.65
 Gooseberry 1.65
 Grape 1.65
 Marmalade 1.50

Pure Preserves—Bulk.

5 lbs. 7 lbs.
 Strawberry 0.60 0.95
 Black currant 0.60 0.95
 Raspberry 0.60 0.95

Strawberry 0.15
 Black currant 0.15
 Raspberry 0.15
 Freight allowed up to 25c per 100 lbs.

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ROYAL BAKING POWDER.

Royal—Time \$0.95
 1/4-lb. 1.40
 6-oz. 1.95
 1/2-lb. 2.65
 12-oz. 3.85
 1-lb. 4.90
 3-lb. 13.60
 5-lb. 22.35

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 1-oz. tin, 55c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, \$1.20 per doz.; 12-oz. tin, \$1.60 per doz.; 16-oz. tin, \$2.25 per doz.; 3-lb. tin, \$5 per doz.; 5-lb. tin, \$9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.
 Borwick's 1/4-lb. tins \$1.35
 Borwick's 1/2-lb. tins 2.35
 Borwick's 1-lb. tins 4.65

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Cartons—
 No. 1, 1-lb., 4 dozen \$2.40
 No. 1, 1-lb., 2 dozen 2.50
 No. 2, 5-oz., 6 dozen 0.80
 No. 2, 5-oz., 4 dozen 0.85
 No. 3, 2 1/2-oz., 4 dozen 0.45
 No. 10, 12-oz., 4 dozen 2.10
 No. 10, 12-oz., 2 dozen 2.20
 No. 12, 4-oz., 6 dozen 0.70
 No. 12, 4-oz., 3 dozen 0.35
 In Tin Boxes—
 No. 13, 1-lb., 2 dozen 3.00
 No. 14, 8-oz., 3 dozen 1.75
 No. 15, 4-oz., 4 dozen 1.10
 No. 15, 2 1/2-lb. 7.25
 No. 17, 5-lb. 14.00

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6-oz. tins \$0.75
 12-oz. tins 1.25
 16-oz. tins 1.75

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Keen's Oxford, per lb. \$0.17
 In 10-lb. lots or case 0.16
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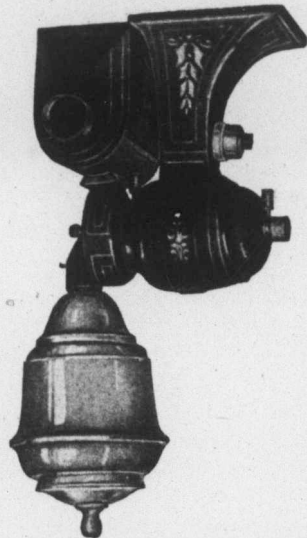
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What Are You Doing to Earn More—Be More?

The great body of those holding subordinate positions to-day are using only twenty-five per cent. of their real energy and ability, and a large number of them realize it, but do not understand how to get out of their rut.

Each month, Dr. Marden, the greatest of optimistic writers, contributes to MacLean's Magazine an inspiring, helpful article addressed to just that class of employees, ambitious young men and women workers who are anxious to get ahead, who are determined with all their might to be somebody, to do something, to become exceptional employees.

The writer aims to touch the highest springs of such employees' aspirations, and no one, after reading Dr. Marden's articles will fail to put forth fresh and better-directed efforts to forge to the front. Dr. Marden's purpose, however, is by no means to make his readers dissatisfied with their lot, but rather with themselves for not getting more out of the part assigned them in life.

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Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections— Per lb.	
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 95
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg. In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb. 0 35 10c tins, 3 doz. in box, dozen 0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Parnoc, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria. Elite, 10c size (for cooking), doz. 0 90 Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 65 Nut milk bars, 2 dozen in box 0 80 Nut milk breakfast cocoa, ¼'s and ½'s 0 36 Nut milk No. 1 chocolate 0 30 Nut milk Navy chocolate, ¼'s... 0 26 Nut milk Vanilla sticks, per gr. 1 00 Nut milk Diamond chocolate, ¼s 0 24

Nut milk plain choice chocolate liquors 20 39 Nut milk sweet chocolate coatings 0 20

WALTER LAKER & CO., LTD.

Premum No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼ and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼ and ½-lb. cakes, 6-lb. boxes, 32c lb.; Arto sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 26c lb.; Falcen cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved— Per case	
Eagle Brand, each 4 doz.	5 60
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 75
Clover Brand, each 4 doz.	4 75
Evaporated (Unsweetened)—	

St. Charles Brand, small, each 4 dozen	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee & Milk, each 2 doz.	5 00
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ¼-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30
Presentation (with tumblers) 28c per lb.	

MINTO BROS.

MELAGAMA BLEND.

Ground or bean— W.S.P. R.1.	
1 and ½ 0 25 0 30	
1 and ¼ 0 33 0 40	
1 and ⅓ 0 37 0 50	
Packed in 30's and 50-lb. case.	
Terms—Net 30 days prepaid.	

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2½ oz. (all flavors) doz.	2 30
4 oz. (all flavors) doz.	3 50

California Navel Oranges

Remember, we are the leaders in high-class Navel Oranges.

For Xmas and present selling, quality and color perfect. Also Florida, Mexican and Jamaica Oranges.

Fresh car Cocoanuts.

White & Co., Limited

TORONTO and HAMILTON

RUSH ORDERS

If you find you are short in

**Oranges
Malaga Grapes
Nuts Figs Dates
Bananas or Grape
Fruit**

Phone or wire in your orders to us, we will ship by return train.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

ESTABLISHED 1861

Guelph and North Bay

WE thank you for the business you gave us during the closing year and wish you Happiness and Prosperity in the year to come.

F. W. FEARMAN CO.
LIMITED

Curers of the Star Brand Hams and Bacon.

HAMILTON

MINCE MEAT

It is impossible to make anything better than

**Wethey's
"Home-Made"**

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

J. H. WETHEY, Limited
St. Catharines, Ont.

These tobaccos are backed by extensive advertising

They make for quick and easy selling—the customers come in ready to buy.

“ROSE QUESNEL”

Smoking Tobacco — A really GOOD CANADIAN Smoking Tobacco. Sweet — Fragrant — Pure.

“KING GEORGE”

Navy Plug Chewing Tobacco— In a class by itself. Delicious and non-irritating.

Rock City Tobacco Co., Limited
QUEBEC

HIRONDELLE
(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg., Toronto, Can., Agent for Province of Ontario. Tees & Perse, Limited, Agents for the Western Provinces.

5 oz. (all flavors) doz.	4 50
8 oz. (all flavors) doz.	6 50
16 oz. (all flavors) doz.	12 00
32 oz. (all flavors) doz.	22 00
Discount on application.	

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at \$1.50)	12 50
16-oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20.)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARR'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats. 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 5, 1 doz. in case	4 10
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—	Per case.
5c cases, 6 doz.	\$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40

Chocolate—Unsweetened—

10c cakes, boxes 2 doz.	0 90
	Per lb.
½ lb. cakes, boxes 6 lbs.	0 32
Cocoa—	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—	Per lb.
1 lb. tins, whole or ground, ca., 30 lb.	0 33
2 lb. tins, whole or ground, ca., 30 lb.	0 32

Cream of Tartar—	Per doz.
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40

Custard Powders—

10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—	
10c bottle	1 00
2½ oz. bottle	2 30
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00

Flour—Potato—

Cases 2 doz.	1 20
Icings, Prepared—	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.L.—	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90

	Per lb.
¼s, tins, boxes 12 lbs.	0 36
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—	Per doz.
Cases 2 and 4 dozen.	0 90
Shaker Table Salt, free running,	
	Per case
cases 2 doz., case	1 80

“GOLD MEDAL” BRANDS COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 40
5c pkgs., cases 50s	1 90

“KING” NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	2 50

“KOLONA” BRAND CEYLON TEA.

	Per lb.
25c black, green or mixed, 1 lb.	0 20
25c black, green or mixed, ½ lb.	0 21
30c black, green or mixed, ½ and 1 lb. pkgs.	0 24
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed.	0 35
60c black, green or mixed.	0 42
80c black, green or mixed.	0 55

	Per doz.
“Meat of Wheat” Breakfast Food, cases 2 doz.	1 45
“Wheat-Os” Breakfast Food, cases 2 doz.	1 45

“Piccaninny” brand pancake and

LAPORTE, MARTIN, LIMITED. Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case 5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork, 50 qts., case	8 00
50 pts., case	5 00
La Savoureuse “Claret Crown,” 100 pts., case	9 00
St. Nicholas Champenoise Corks, 50 qts., case	7 50

CASTILE SOAP.

“Le Soleil,” 72 p.c. Olive Oil,	
Cs. 25 11 lb. bars, lb.	0 60
Cs. 200 3¼ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 00
Cs. 50 ½ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 gra. pieces, cs.	7 75
Cs. 100 300 gra. pieces, cs.	6 00
Cs. 200 300 gra. pieces, cs.	12 00

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	3 75
Apple Juice, 24 pts.	4 50
Champagne de Pomme, 24 p.	5 90
Motts Golden Russett,	
Sparkling Cider, 12 qts.	4 90

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By Special Royal Permission.

These zesty Norwegian Sardines hit the popular taste wherever they are introduced. Being widely advertised the dealer has little trouble in making the initial sale, and the first sale makes for more sales. The people enjoy the deliciousness.

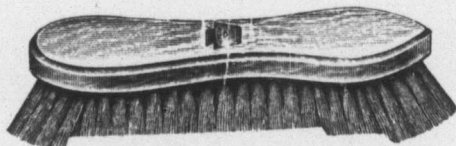
Ask your wholesaler.

CANADIAN AGENTS

J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON, CANADA



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

Scrubbing Brushes

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

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

\$OUPS

with dollars in them.

Edwards' Soups are the soups that soon turn into dollars. They're widely and forcefully advertised and they're on the way to being sold the moment you take them out of the case. And customers who buy Edwards' Soups on the strength of the advertising, buy them again and again on the strength of the quality. There's a handsome profit on the sales. Keep a sharp eye on your stock.

EDWARDS' DESICCATED SOUPS

"The Soups with the dollars in them."

Edwards' desiccated Soups are made in three varieties: Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

MONTREAL:—Wm. H. Dunn, 396 St. Paul Street.

TORONTO:—W. G. Patrick & Co., Limited, 77 York Street.

WINNIPEG:—W. H. Facott Co., Limited, 181 Bannatyne Avenue.

\$SALES\$

COME TO THE



TRADE MARK

DEALER

BECAUSE CONSUMERS
KNOW THAT

Anything That's



TRADE MARK

Is Safe To Buy.

H. J. HEINZ COMPANY
PITTSBURGH



OUR NEW TUMBLER HAS WON

such instantaneous SUCCESS that we have been swamped with orders — more than we ever dreamed of.

Our capacity is now being doubled and orders will be filled promptly after the New Year.

Till then we will have to apologize for any delays. We are doing our best to fill orders on time and are just catching up with the deluge of business which the NEW TUMBLER won for us.

The TUMBLER is bound to win more sales for you as it appeals to the economical housewife. The tumbler will make the sale, BUT THE QUALITY of the jams, jellies and marmalades will bring her back for more.



“L and B” Banner Brand is a strong repeater for “it’s mighty good jam” and a “mighty good seller.”

Remember we lead and others follow.

We thank you for your co-operation in making this new Tumbler line such a success, and wish you a happy and prosperous New Year.

LINDNERS LIMITED

340 Dufferin St.,

TORONTO

Phone Parkdale 2985

REPRESENTATIVES

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; Lyne Usher, Halifax, Nova Scotia, and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; Western office at Winnipeg.

Sparkling Cider, 24 pts..... 4 75
 Sparkling Cider, 36 splits..... 4 90
 Extra Fins, 100%..... 16 00
 Apple Vinegar, 12 qts..... 2 40
 These prices are F.O.B. Montreal.
 Imported Peas “Soleil”

Per case
 Sur Extra Fins, 40 Flacons, cs...\$10 00
 Sur Extra Fins, 100 ½ cs..... 15 50
 Extra Fins, 50 1 kilo, cs..... 14 50
 Extra Fins, 100 ½ kilo, cs..... 15 00
 Tres Fins, 100 ½ kilo, cs..... 13 50
 Fins, 100 ½ kilo, cs..... 11 50
 Mi Fins, 100 ½ kilo, cs..... 11 00
 Moyens No. 1, 100 ½ kilo, cs..... 10 00
 Moyens o. 2, 100 ½ kilo, cs..... 9 50
 Moyens No. 3, 100 ½ kilo, cs..... 9 00

MINERVA PURE OLIVE OIL.
 Case—
 12 litres..... 8 00
 12 quarts..... 6 00
 24 pints..... 6 50
 24 ½ pints..... 4 25
 Tins— Gall.
 5 gals. 2s..... 2 00
 2 gals. 6s..... 2 05
 1 gal. 10s..... 2 10
 2s, ½ gal..... 2 50

CANNED HADDIES “THISTLE” BRAND.

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

INFANTS’ FOOD.
 Robinson’s patent barley, ¼ lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson’s patent groats, ¼-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BOAR’S HEAD LARD COMPOUND.
 N. K. FAIRBANK CO., LTD.

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

F. O. B. Montreal.
 MARMALADE SHIRRIFF BRAND.
 “SHREDDED.”

1 lb. glass (2 doz. case).....\$1.90 \$1.80
 2 lb. glass (1 doz. case)..... 3 20 3 30
 4 lb. tin (1 doz. case)..... 5 50 5 25
 7 lb. tin (¼ doz. case)..... 8 60 8 25

“IMPERIAL SCOTCH.”
 1 lb. glass (2 doz. case).....\$1 60 \$1 55
 2 lb. glass (1 doz. case)..... 2 80 2 70
 4 lb. tin (1 doz. case)..... 4 80 4 65
 7 lb. tin (¼ doz. case)..... 7 75 7 50

MUSTARD.
 COLMAN’S OR KEEN’S.

Per doz. tins
 D. S. F., ¼-lb..... 1 40
 D. S. F., ½-lb..... 2 50
 D. S. F., 1-lb..... 5 00
 F. D., ¼-lb..... 0 85
 F. D., ½-lb..... 1 45

Per jar.
 Durham, 4-lb. jar..... 0 75
 Durham, 1-lb. jar..... 0 25

VERMICELLI AND MACARONI
 C. B. CATELLI CO., LIMITED.
 Hirondelle Brand.

1 lb. pkgs. Loose.
 Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases..... 7 5%
 Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each.. 7% 7

Marguerite Brand.
 Same assortment as above... 5% 6
 Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each 7 5%

Catelli Brand.
 Vermicelli, Macaroni, Spaghetti, 5 10, 30 lbs. (loose).. 7%

30 lb. cases, 1 lb. pkgs..... 6
 Terms, Net 30 days.

D. SPINELLI CO., Registered.
 Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets, 30 lb. case..... 7 5%

Spinelli Brand.
 Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)..... 5% 5

30 lb. cases, 1 lb. pkgs..... 5
 Terms, et 30 days.

JELLY POWDERS.
 JELL-O.
 Assorted case, contains 2 doz..... 1 80
 Straight.

Lemon contains 2 doz..... 1 50
 Orange contains 2 doz..... 1 80
 Raspberry contains 2 doz..... 1 80
 Strawberry contains 2 doz..... 1 80
 Chocolate contains 2 doz..... 1 90
 Cherry contains 2 doz..... 1 80
 Peach contains 2 doz..... 1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.
 Assorted case, contains 2 doz..... 2 50
 Straight.

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

SOAP AND WASHING POWDERS.
 SNAP HAND CLEANER.

3 dozen to box..... 3 00
 6 dozen to box..... 7 20
 30 days.

RICHARDS PURE SOAP.
 5-case lots (delivered); \$4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap.
 GENUINE. Packed 100 bars to case.
 FELS NAPHTHA.

Prices—Ontario and Quebec:
 Less than 5 cases.....\$ 5 00
 Five cases or more..... 4 95

STARCH.
 THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS
 and
 BRANTFORD BRANDS.

Boxes Cents
 Laundry Starches—

40 lbs. Canada Laundry..... .06
 40 lbs., Boxes Canada white gloss 1 lb. pkgs..... .06%
 48 lbs., No. 1 white or blue, 4 lb. cartons..... .07
 48 lbs., No. 1 white or blue, 3 lb. cartons..... .07

100 lbs., kegs, No. 1 white..... .06%
 200 lbs., bbls., No. 1 white..... .06%
 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs..... .07%
 48 lbs., silver gloss, in 6-lb. tin canisters..... .08
 36 lbs., silver gloss 6-lb. draw lid boxes..... .08

100 lbs., kegs, silver gloss, large crystals..... .07
 28 lbs., Benson’s satin, 1-lb. cartons, chrome label..... .07%
 40 lbs. Benson’s Enamel (cold water), per case..... 3 00
 20 lbs. Benson’s Enamel (cold water), per case..... 1 50

Celluloid—boxes containing 45 cartons, per case..... 3 00
 Culinary Starch.

40 lbs. W. T. Benson & Co.’s prepared corn..... .07%
 40 lbs. Canada pure corn starch.. .06

"TARBOX BRAND" CHEMICALLY TREATED DRY DUSTING MOPS

Need no re-treating before or after washing—the treatment lasts as long as the Mop lasts. The coarse dirt and lint can be shaken out—every particle of dust sticks—until washed out with hot water and soap.

After washing the Chemical exudes just sufficient dampness for efficient dusting. No oil or oil polish to grease or smear floors or furnishings. May be used on walls and ceiling without the least danger of staining.

They leave painted and polished surfaces with the "sheen" so much appreciated by particular housekeepers on waxed floors.

Round, Flat, Circular, Triangular and Brush-shapes—In styles to please all.

"Tarbox Brand" may not be classed or compared with oil-soaked mops—(few women want their floors oiled every day, if ever). These goods are prepared for the daily dusting—**Dry Dusting** and leave the floor dry, not mucked.

Quick Western shipments may be obtained from
Walter Woods & Co., Winnipeg, Man.
McLennan, McFeely & Co., Vancouver, B.C.

Manufactured by
TARBOX BROS.
TORONTO

AGENCIES: Vancouver Edmonton Montreal
Glasgow, Scotland Leeds, England



The illustrations show our new design of Circular and Triangular Mop construction. The neatest, strongest and most up-to-date Dusting Mop construction on the market. Practically indestructible.

This line is a business builder, customers return bringing their friends. We are not putting our expense all into advertising, but into the goods to the advantage of the consumer where it is appreciated.

Retail List.

01 Flat Mop, per doz.	\$6.00
02 Flat Mop, per doz.	9.00
03 Round Mop, per doz.	9.00
04 Round Mop, per doz.	12.00
Circular Mop, per doz.	12.00
Triangular Mop, per doz.	15.00
Dustless Floor Polishers (Brush Shape)	
No. 1, 10 inch Head, per doz.	18.00
No. 2, 14 inch Head, per doz.	24.00
Hand Dusters	9.00

Flat Mops are to use in any Mop Stick, all the others have their own 52" Handles. These prices are retail and base from which jobbers can allow 40% F.O.B. shipping point.

D. & J. McCALLUM
PERFECTION
SCOTCH WHISKEY

is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited
23 Water Street, St. John, N.B.
GENERAL AGENT

Helps Keep Bananas in Cold Weather

Here is a Banana Hoist and Hanger that saves heavy lifting and helps keep Bananas in good condition in cold weather, with a

Hall Banana Hoist

You can swing up a bunch of Bananas high up to the ceiling at night where it's warmer and Bananas keep better. Automatic lock holds bunch at any point. Ask your jobber or send 50 cents for sample.

Hall Mfg. Co.
Monticello, Iowa.



Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, Ontario.

Established 1886.

FRUIT PULPS

of all kinds

Bitter Oranges for Marmalade. Peels in Brine.

F. KESSELL & CO.

7-8 The Approach
London Bridge, London, Eng.

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL
COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced

"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

AGENTS

COCO-BUTTER

Here's a line that will prove profitable. It is 100% pure vegetable fat; never goes rancid. More economical than butter and lard, and IT IS LIKED.

COLONIAL COCO-BUTTER LIMITED
MONTREAL

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited

Trenton, Ontario, Canada

WRITE TO

10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision
and General Trades' Journal

If you are interested in Irish trade.

MAUREL & DUNAN

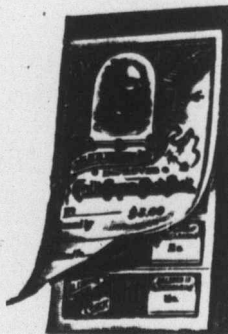
Established 1872

Specialize in BEST QUALITY OLIVE OIL
For Table use First Class Agents Required.

Address Cables
NICE, FRANCE Maurel-Dunan
Nice

ALLISON COUPON BOOKS

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



Allison Coupon Books cost but a trifle, and save what they cost many times over. You CAN run a credit business without them, of course, but you CAN'T AFFORD it. For sale by the jobbing trade everywhere. Manufactured exclusively by

ALLISON COUPON CO.,

Indianapolis, Indiana U.S.A.

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of
BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

HOLLAND RUSK

The many ways in which it can be served make it a quick seller—a fast repeater. Keep it where your customers can see it, and watch the sales grow.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



RICE'S SALT

"The Pure Table and Dairy Salt"

Rice's salt has won its spurs from its absolute purity and uniformity. Once you introduce Rice's your customers will come to you for it again. It brings them back.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd., Clinton and Goderich Ont

John Duncan & Co.
Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

CLASSIFIED ADVERTISING

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

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.

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

WANTED

WANTED — EXPERIENCED WHOLESALE Grocery Travellers, for a long established house; live connection necessary. Apply stating territory covered, length of connection, salary wanted, age, married or single. Box 41, Canadian Grocer.

TO LET

TO LET—STORE AND BASEMENT 22 x 50 feet. Up-to-date, good locality, Town of Sudbury. Good railroad and mining centre. Population about 7,000. Apply S. Vannier, Sturgeon Falls, Ont.

MISCELLANEOUS

CLERKS! CLERKS! LEARN SHOW CARD writing—quick and easy. Write for samples and catalog free. 144 page book on show card writing, also 2,000 adv. phrases, \$1.00, postpaid. W. J. Hillock, Box 225, Moosomin, Sask.

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

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

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

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

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

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

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 20 Alice Street, Toronto.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Don't be satisfied with selling ordinary Pot and Pearl Barley—

Ordinary barley will not give that high degree of quality or satisfaction to the customer, or the good profit and good selling satisfaction to the dealer. Why then bother with the ordinary? Get a stock of the real John MacKay Medicated Pot and Pearl Barley, the Standard of the World.



Every bag bears the name John MacKay, with the Highlanders' Head. Accept no other. Order from your wholesaler or direct. Every bag guaranteed or your money back.

John Mackay, Ltd.
Bowmanville, Ont.

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

CIGAR EXCELLENCE BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

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

Splendid Washing

value scarcely describes what Fels-Naptha soap means to women if directions are followed.

And then there is no need at all for hot or boiling water. Little wonder that Fels-Naptha is such a favorite with your women customers?





The touch finale to the New Year's Dinner

Whether it be a fruit, lobster or cold meat salad it requires the true finishing touch imparted to it by

ROYAL Salad Dressing

Salads are fast becoming part of the daily diet in Canada and Royal Salad Dressing is fast becoming an indispensable part of the daily salad. Its really fine flavor is irresistible. Push Royal Salad Dressing in the Winter as well as during the other seasons. Suggest it for the New Year's Salad. It's always good, always fresh. It is profitable.

Sold by

The Horton-Cato Mfg., Company
WINDSOR, ONTARIO



To the many new customers of "DISTIL" Coffee Essence throughout Canada and to the trade generally we extend the Season's Joyous Greeting

A British delight for over 25 years

Order direct from
The Harry Horne Co.,
Toronto,
or
Leadley, Limited,
Winnipeg.

Agents wanted for Vancouver, Montreal and St. John. Correspond with The Harry Horne Co.



22 prize medals for quality.

THE DISTIL MFG. CO.,

LIMITED

London, Eng.

(20-lb. boxes ¼c higher.)
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH. Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.06
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs.06½
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs.07
Barrels, 200 lbs.06½
Kegs, 100 lbs.06½
Lily White Gloss—
1-lb. fancy cartons, cases 30 lbs.07½
8 in case07½
5-lb. toy trunks, lock and key,
6-lb. toy drum, with drumsticks,
8 in case08
Kegs, extra large crystals, 100 lbs.07
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 cartons, epr case 3 00
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs.06
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs.07½
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs.07½
(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.
Chinese starch, 48, 1 lb., per cs., \$4.80;
Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.90.

**SOUPS—CONCENTRATED.
CHATEAU BRAND.**
Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato. No. 1's, 95c per dozen. Individuals, 45c per dozen. Packed 4 dozen in a case.
SYMINGTON'S SOUPS.
Quart packets, 9 varieties, doz. 0 80
Clear soups, in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.
Case of 1-lb., containing 60 packages, per box, \$3.00.
Case of ¼-lb., containing 120 packages, per box, \$3.00.
Case of 1-lb. and ¼-lb., containing 30 1-lb. and 60 ¼-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.
THE CANADA STARCH CO., LTD.
CROWN BRAND CORN SYRUP.
2-lb. tins, 2 doz. in case 2 80
5-lb. tins, 1 doz. in case 2 85
10-lb. tins, ½ doz. in case 2 75
20-lb. tins, ¼ doz. in case 2 70
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 3½
Quarter barrels, 175 lbs. 4
Pails, 38½ lbs. 1 85
Pails, 25 lbs. each 1 35
LILY WHITE CORN SYRUP.
2-lb. tins, 2 doz. in case 2 95
5-lb. tins, 1 doz. in case 3 00
10-lb. tins, ½ doz. in case 3 00
20-lb. tins, ¼ doz. in case 3 05
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.
Quart tins (wine measure), 2 doz. in case, per case 4 70

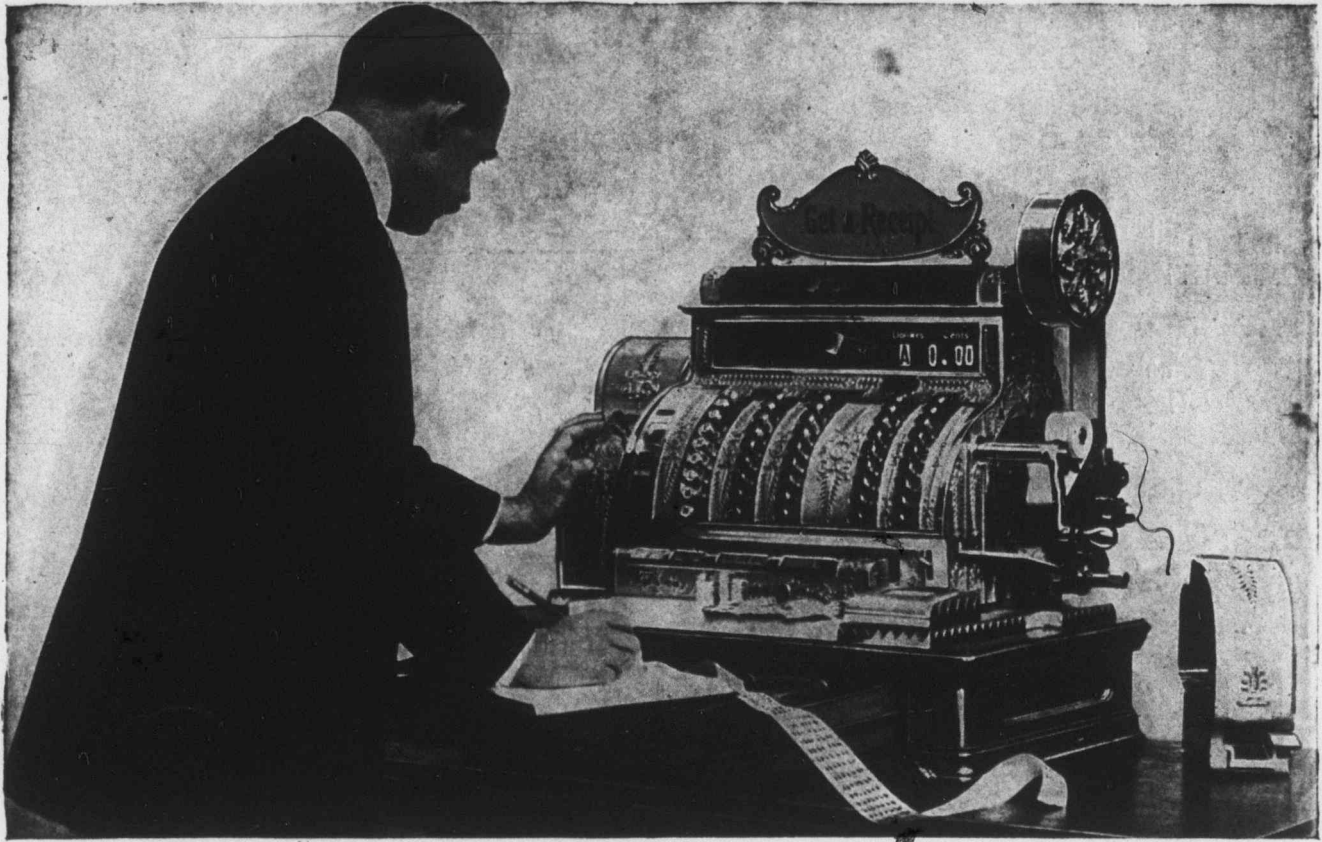
**MOLASSES.
THE DOMINION MOLASSES COMPANY, LTD.**
Gingerbread Brand.
2s, Tins, 2 doz. to case.
Quebec, per case \$ 1 85
Ontario, per case 1 60
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70
British Columbia, per case 2 40
DOMOLCO BRAND.
2s, Tins, 2 doz. to case.
Quebec and Ontario, per case 2 60
Manitoba, per case 3 00
Saskatchewan, per case 3 20
Alberta, per case 3 30
British Columbia, per case 3 10

**SAUCES.
PATERSON'S WORCESTER SAUCE.**
½-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz. 1 75
H. P.
H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints. 3 25
Cases of 3 doz. ½-pints. 2 25
**STOVE POLISH.
JAMES DOME BLACK LEAD.**
6a size, gross \$ 2 40
2a size, gross 2 50
NUGGET POLISHES. Doz.
Polish, Black and Tan 0 85
Metal Outfits, Black and Tan. 3 65
Card Outfits, Black and Tan. 3 25
Creams and White Cleanser. 1 13

**TOBACCO.
IMPERIAL TOBACCO COMPANY OF CANADA.**
Chewing—Black Watch, 6s 45
Black Watch, 12s 45
Bobs, 5's and 10's. 30
Bully, 6's 44
Currency, 6¼s and 12s 30
Stag, 5 1-3 to lb. 30
Old Fox, 6 lb. boxes 40
Pay Roll Bars, 7¼s 50
Pay Roll, 7s 50
War Horse, 6s 42
Mug Smoking, Shamrock, 6s, plug or bar 45
Rosebud Plug, 7s 50
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 50
Cut Smoking—Great West
Ponches, 8s 30
Regal Cube Cut, 9s 70

**TEAS.
THE SALADA TEA CO.**
East of Winnipeg.
Wholesale R't'l
Brown Label, 1s and ½s.25 .30
Green Label, 1s and ½s.27 .35
Blue Label, 1s, ½s, ¼s, and ¼s
¼s30 .40
Red Label, 1s and ½s36 .50
Gold Label, ½s.44 .50
Red-Gold Label, ½s.55 .80
LUDELLA.
In 30, 60 and 80 lb. cases.
Black, Green or Mixed.
Blue Label, 1s 0 20
Blue Label ½s. 0 21
Orange Label, 1s 0 23
Orange Label ½s. 0 24
Brown Label 1s and ½s. 0 28
Brown Label ½s. 0 30
Green Label 1s and ½s. 0 30
Red Label ½s. 0 40

Profits Increase When Guessing Ends



The day of running a grocery store by guesswork is past. Formerly, the grocer guessed what his trade might want—what stock to carry—the business done each day—guessed that he was making money.

The up-to-date grocer knows what his trade requires—what goods to have on hand, and uses a National Cash Register in his store. This enables him to run his business on figures and facts.

The modern grocer, by using a National Cash Register, has put an end to guesswork in his business—runs his store on system—is increasing his profits.

Use a National Cash Register in your store—put an end to guesswork in your business and your profits will increase. Write for proof.




The National tells him at any time just how his business stands—the amount of his cash sales, charge sales, money received on account and money paid out. It tells him just how hard each clerk is working.

The National Cash Register Company

285 Yonge St.

Toronto

Canadian Factory, Toronto

To you  
 and yours

The manufacturers of the McCaskey One-Writing Account System extend to their many patrons and the trade generally the heartiest well wishes of the season. A big

1914

for you all.



Double Register with
Electric Recorder and Cash Till

Manufacturers of the McCaskey Account System.
The Dominion Register Co., Ltd.
 Toronto, Ontario
 Trafford Park, Manchester, England



**Every
Household
Has Use for
Arrowroot!**

Day by day hundreds of people are learning the wonderful food properties of St. Vincent Arrowroot. Large manufacturers of biscuits and chocolates find that their products which contain this popular food are the choice of consumers.

ST. VINCENT ARROWROOT

can be made up into so many and so delightful dishes that its popularity is easily explained. Medical science is loud in its praises of St. Vincent Arrowroot as a dish for infants and invalids, because it is so strengthening and easily digested.

You have but to acquaint your trade, Mr. Grocer, with the fact that you have St. Vincent Arrowroot and you can be sure of a steady sale. There's good money in it, too.

Write the Secretary for information and samples

**St. Vincent Arrowroot
Growers' and Exporters'
Association**

KINGSTOWN, - ST. VINCENT, B.W.I.

AGENTS: Wallace Anderson, 49 Wellington St., Toronto
 L. H. Millen, Hamilton, Can.

Quality Counts

DO YOU KNOW THAT
OUR

BROOMS

ARE MADE TO BRING
REPEAT ORDERS, AND
THEY DO.

TRY THEM!

Walter Woods & Co.
Hamilton and Winnipeg

Huntley & Palmers English Biscuits

A good line of biscuits is bound to bring the class of trade you are looking for.

Three good lines which are splendid sellers.

H.P. Shortcake, H.P. Puff Sandwich,
H.P. Popular (40 lb. Kegs)

We also have just received a fresh shipment including the following quick selling lines.

Acorn
Alaska Wafers
Arctic Wafers
Boudoir
Butter Cake
Breakfast
Carmencita, asst.
Cinderella
Concert
Pantomime
Chocolate Mxd.
Coronation
Creamy Fingers
Cracknel Toy
Crusoe
Creamy Choc.
Dessert
Digestive, Rich
Dinner
Finger Shortbread
Good Luck

Grosvenor
Henley
Littlefolk
Macatoon, Italian
Monarch
Nursery Rhymes
Olive
Orkney Shortbread Asst.
Oriental Creams
Pantomime
Petite Beurre
Puff Sandwich
Phillipine
Plantation
Rataffas
Reading Shortbread
Regatta
Shortcake
Tea Rusks
Universe
Popular (kegs)

Fenwick, Hendry & Co.

Manufacturing Wholesale Grocers
KINGSTON, ONTARIO, CANADA

TO THE COFFEE & TEA TRADE



Use Fancy Paper Bags
Adolph Kraut Co.
57 Warren St. New York.

BUY
"Redona" and "Matador"
SHELLED

ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England



THE MCGREGOR PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG
FROM 1/4 TO 10 LBS.**

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. MCGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

NATION'S

SPECIALITIES

Egg Powder
Custard Powder
Jelly Powder
Health Saline

Agents required where
not already represented

**E. J. NATION & CO.,
LIMITED**

Bristol, England

APPLES

Before purchasing write
for our quotations on the
famous **Georgian Bay**
apples. We will be pack-
ing from five to ten thous-
and barrels.

LEMON BROS.

Owen Sound, Ontario

New Year Greetings

To our customers.
The profits and
general satisfac-
tion given by "St.
Nicholas" lemons
is one of the plea-
sant features of
Yuletide,

Franc Tracuzzi
Messina, Italy.

J. J. McCabe, Agent
Toronto, Ont.

German Mustard



"Duesselderfer Senf"

Absolutely the
best. Unrival-
led by any
French or Eng-
lish mustard. A
fast seller. Put
up in cases con-
taining two
dozen crock.

Ask your wholesale dealer or write to

Canadian Product & Importing Co.
Berlin - Ontario

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the
management of a store so that not only the greatest sales
but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be
to hold trade. The money-back plan. Taking back goods.
Meeting cut rates. Selling remnants. Delivering goods.
Substitution. Handling telephone calls. Rebating railroad
fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't
worth the price return it and get your money back.

**Technical Book Dept., MacLean Publishing Co.,
TORONTO**

RENNIES

SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.

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Business Development

¶ Do you ever feel that your present occupation prevents the development of your business talent?

¶ Many a young man is engaged in office or store clerking. Owing to the nature of the business, he has but a narrow range in which to exercise his talent. He cannot relinquish his position to seek one giving better opportunities and paying a larger salary. To do so would be to give up his only source of revenue, and someone may need his support. Yet it is imperative that he increase not only his business, but also his salary.

¶ We will solve the problem for you. We have need of part time salesmen. Men who can devote spare hours to our work and make as much, and in many cases, more money than they can from their regular occupation. Many of these men we develop into regular road men with a high salary. Do you feel that there are latent forces in you, waiting for an opportunity to assert themselves? If so, we want you to let us show you how to discover them. Write at once for the particulars.

MacLean Publishing Co.,
143 University Ave.
Cir. Dept. **TORONTO**

Canadian Grocer
Wishes Its
Friends
A Very Happy and Prosperous
New Year

A Table Delight for Old and Young

Jelly, as a sweet at luncheon
or dinner, is unsurpassed—if
it is Chivers.'



FLAVORED WITH
RIPE FRUIT JUICES

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

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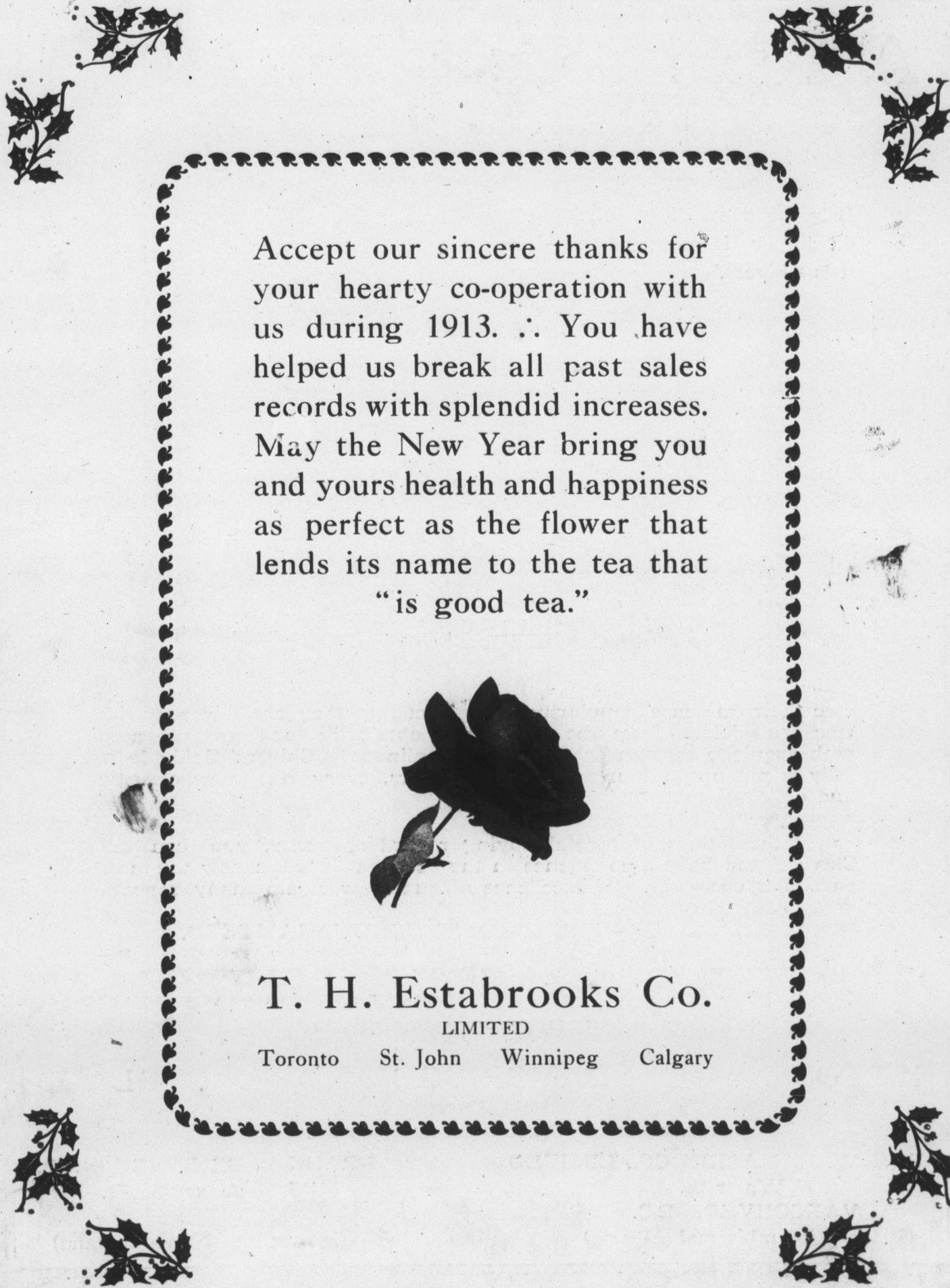
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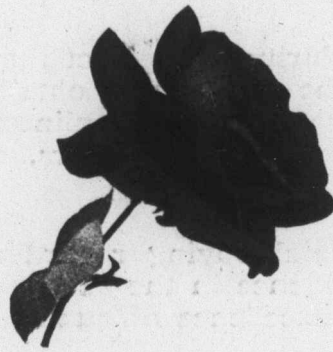
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