

**PAGES
MISSING**

FEATURING—CHRISTMAS SELLING METHODS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

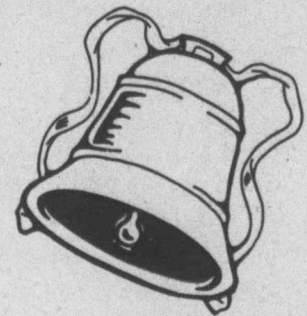
Vol. XXVIII

PUBLICATION OFFICE: TORONTO, NOVEMBER 27, 1914

No. 48



Pure Gold Jellies
Always the forerunner
of continued business



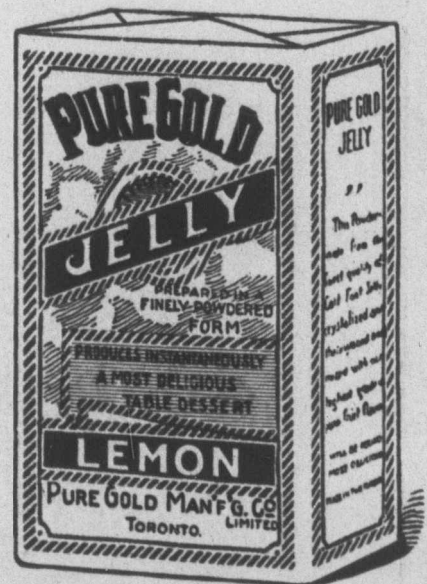
WHY?

Because Pure Gold Jellies are made up to a standard, not down to a price, even though the war has advanced raw materials.

Because automatic machinery protects the purity of Pure Gold products—exclusively handling them from raw material to filled package.

Because the memory of Pure Gold Quality lingers when prices are forgotten. Once sold, always sold.

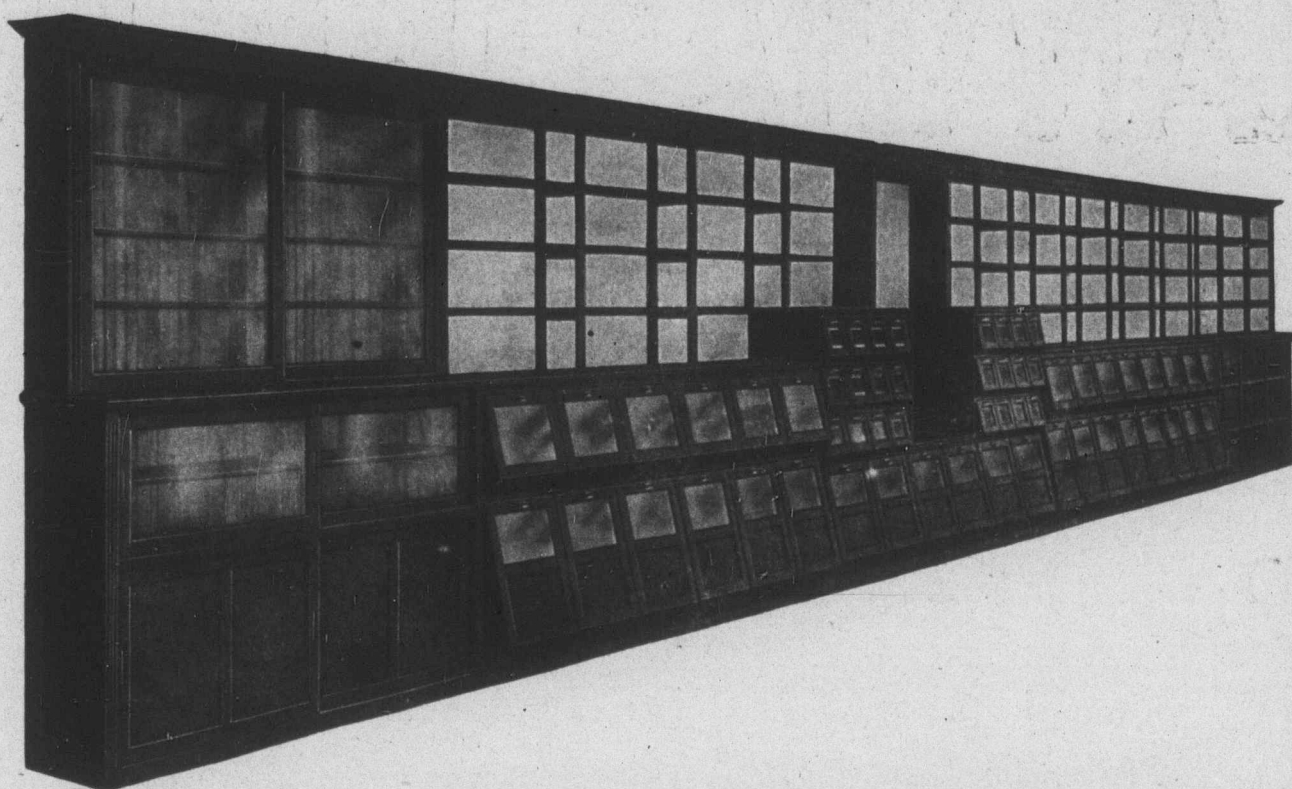
The Holiday and Winter social events create a steady demand. Increase your sales by putting in a "Pure Gold" Extract and Jelly Powder window now.



Extracts will sell well before the holidays

Pure Gold Manufacturing Co., Ltd.
TORONTO





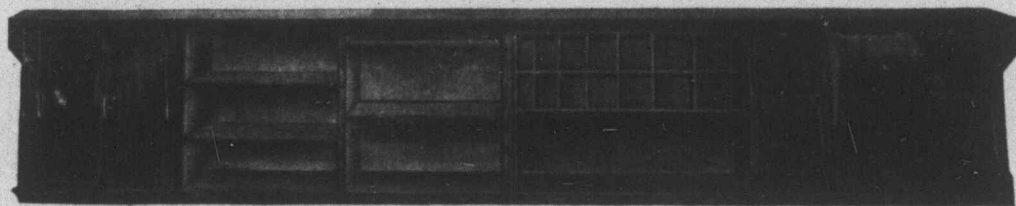
Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for 1/2-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

Let California's Climate and Sunshine Bring You Bigger Dried Fruit Sales

CALIFORNIA Dried Fruits are recognized the earth over as the world's choicest quality. The very climate and atmosphere bring the fruit to full, rich, impeccable maturity, and impart to it a delectable flavor. California's fame has drawn to its orchards the world's expert fruit-growers, who have linked their science with Nature and won for California Dried Fruits recognition as the world's choicest quality. But California's best quality is acknowledged everywhere as

GRIFFIN & SKELLEY DRIED FRUITS

Whether in Seeded or Seedless Raisins, in Prunes, Apricots, Peaches or Pears, they are always distinguished by their unvarying good quality, richness and fine flavor, and each retains indefinitely its freshness and original goodness. If you want to make the most out of this dried fruit season, get Griffin & Skelley lines on display now. In featuring the Griffin & Skelley lines you know you are pushing the BEST. Your nearest wholesale can supply you on short notice. Write him to-day.

A. P. TIPPET & CO.
AGENTS :: MONTREAL

**BEST INCORRODIBLE
TEA LEAD**

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

BAKING POWDER

If you are interested in Baking Powder please ask our best quotations on "Duchess" and "Connaught" brands, packed in one-pound tins.

JAMES HOSSACK & CO.

Manufacturing Chemists

622 ST. PAUL STREET, MONTREAL

Baking Powder, Jelly Powders, Essences

ARCTIC

FISH DISPLAY CASE

A Wonderful
Salesman



This handsome display case will help you sell your share of the \$35,000,000.00 worth of fish caught in Canadian waters. It is a handsome oak case, with three separate compartments, removable partitions, easily cleaned, sanitary. Popular price \$27 net.

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

John Hillock & Co., Limited
TORONTO

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

Your word of honor is given your customers when they ask you point blank if you can recommend a certain article. Why not always sell, and stock, only extracts that you know to be absolutely pure, of full and uniform strength, proven by 44 years of use by Canadian housewives?



Jonas' Extracts

Manufactured
Since 1870
by

HENRI JONAS & CO.

Montreal

'CAMP' pays Buyer and Seller alike!

No better Coffee Essence can be bought—or sold—since no better can be made.

'CAMP' please: your customers — ALWAYS 'CAMP' shows you a good profit. You do the 'summing up'—then ask your Wholesale House about supplies.

R. Paterson & Sons, Coffee Specialists, Glasgow

CAMP COFFEE



The Best Substitute for the Natural Fruit is

E. D. S. Jams, Jellies and Marmalades

—and yet, there is no real substitute for the E. D. S. Line. With the E. D. S. Line purity is always paramount, and so much stress is laid on Quality that the fruits are grown under special care in our own orchards or selected personally from neighboring orchards. Of course it is no problem to realize the most natural preserves produce the largest returns to the grocer.

Better make the E. D. S. Line the feature of **your** displays. Write for quotations to-day.

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.
A. P. ARMSTRONG	-	Sydney, N.S.



You can safely recommend the Borden Line

Borden's exacting regulations make it possible. Surely the fact that three generations of physicians and mothers have found it the safest and most satisfactory substitute for mother's milk, and that more babies are fed on it to-day than any other prepared infant's food, speaks well of its purity. For if Borden's is pure enough for babies it is pure enough and good enough for all the purposes of condensed milk.

Then get behind the Borden Line and make their purity, their quality, their reputation earn dividends for you. Get them in your window NOW. Feature them in your store TO-DAY.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL

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

CANADIAN GROCER



WE CAN SHIP ALL THROUGH THE COLDEST WEATHER

The Nugget Polish Co. Limited

9, 11 and 13 DAVENPORT ROAD - - - TORONTO, ONT.



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

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

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

Leitch Brothers' Flour Mills

LIMITED

Oak Lake

Manitoba

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

BLACK BLACKER GIPSY Stove Gloss

Intensely Black.

Order from your Wholesaler.

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

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

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Quebec and Ontario: C. H. Cole, 501 Read Buildings, Montreal; C. H. Cole, 33 Front St. East, Toronto.

Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:
Mr. Sidney Owthwaite, 501 Read Buildings,
Montreal.

McVitie & Price, Limited
EDINBURGH and London

Made in Canada

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

PARAFFINED, SANITARY

and made from CANADIAN pulp board.

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

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

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



We also manufacture paraffined Butter cartons.

RUDD PAPER BOX CO., LIMITED
Toronto

"Deliciously Pleasing"

Grocers handling "DISTIL" Coffee Extract never have to think of how their customers will take to it. The qualities of purity and flavor that have won for it 22 highest awards make customer satisfaction and repeat orders doubly sure.



"DISTIL" COFFEE

is acknowledged the finest grade coffee essence on the market to-day. The two flavors, Mocha and Java, ensure ample satisfaction for individual tastes. One trial of "DISTIL" means an all-year-round demand. Send through your order to-day.



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

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

THEY STAND ALONE



Goodwillie's
Pure Fruits

In Glass
are
highest
quality
packed

Agents:
**Rose
&
Lafamme**
Limited
Montreal
and
Toronto

You can get them from your Wholesaler

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality
Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer,
Druggist and Confectioner.

National Licorice Company
MONTREAL

CANADIAN GROCER



THE EVIDENCE OF QUALITY

CRANBERRY SAUCE

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

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

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

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

Dominion Canners, Limited

HAMILTON, ONTARIO



With the "long distance" eye
and
T & B
Myrtle
Cut



the tobacco of the old "water dog" and the "land lubber"—the tobacco that pleases the connoisseur in every walk of life, you are practically assuring the success of your tobacco department.

Look at the tobacco department proposition not only from the present viewpoint, but from the future. Tobacco is widely used, and some one is selling it. Is it you? Your trade uses it, so why not fill their orders?

Get Tuckett's Myrtle Cut from your wholesaler.

Tuckett Limited
HAMILTON, ONT.

Jackson's Real English Camphorated **Wax Polish**

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent
Double-Lidded, Air-
tight Tins.

5 SIZES.

Decorated enamel fin-
ish, Yellow, Blue and
Black.



**NO PAPER LABELS
USED.**

NO SOILED LABELS.

Will keep fresh and
good for any length
of time.

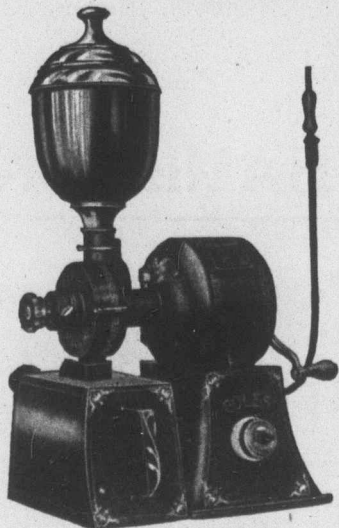
MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 430 Lougheed Building, CALGARY; W. B. BATE & CO., 173 King St. West, TORONTO, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.

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



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

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

Have you a copy of Catalogue 913C?

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

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

"SOVEREIGN"
SALMON



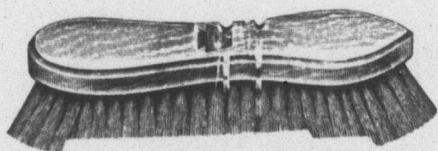
**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

PACKED BY

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

VANCOUVER, B.C.



The 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



Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers

LIMITED

MONTREAL

Tartan
BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

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

Our travelers have full information, or

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

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON



"EXTRA SPECIAL" ADVERTISING OFFER



In every tin of Epps' Cocoa or Cooking Chocolate there is a Coupon corresponding in value to the price paid for the tin—10c or 25c. The label panel of tins sent out from the factory before this scheme was started will be accepted as coupons. They have been specially marked.

EVER SINCE 1839 THOUSANDS OF DISCRIMINATING HOUSEKEEPERS ALL OVER THE WORLD HAVE USED EPPS' PREPARED COCOA WHICH CONTAINS AN ADMIXTURE OF ARROWROOT AND SUGAR MAKING A MOST DELICIOUS AND NOURISHING DRINK. . . EPPS' PREPARED COCOA WILL BE SOLD AS USUAL. BUT FOR THE BENEFIT OF THOSE WHO PREFER A PURE UNSWEETENED COCOA WE ARE INTRODUCING A NEW TIN WHICH IS NOW BEING SOLD BY ALL GOOD GROCERS.

AS A SPECIAL ADVERTISING OFFER we are giving a large box of Epps' delicious chocolates in return for Epps' Coupons, to the nominal value of \$3.00. The following Coupon will be accepted but **ONLY ONE FREE** Coupon will be allowed in making up the required value of \$3.00.

Have you stocked Epps's New Cocoa yet?

Send in your order to-day for 3 dozen (or more) and we will send you a box of Epps's Delicious Chocolates **FREE**

A new stock has just arrived of **EPPS'S Christmas Confectionery**

Samples sent on request

Cut out this Coupon NOW.

DO IT NOW.



PURE UNSWEETENED COCOA COUPON

We will send you free of charge a Handsome Gift of Epps's Delicious Chocolates (finest quality) in exchange for Coupons to the nominal value of \$3, taken from any tins of EPPS' PREPARED COCOA, EPPS' PURE UNSWEETENED COCOA, EPPS' COOKING CHOCOLATE and

When you have collected the requisite number of coupons, place them in an envelope, taking care to *enclose your name* (state Mr., Mrs., or Miss) and full address, fix stamp on envelope, and address it to—

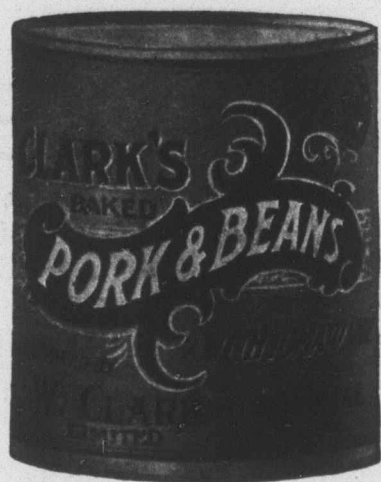
VALUE NUMBER **25** CENTS.

GIFT DEPARTMENT, FREDERICK E. ROBSON & CO.,
25, Front Street East, TORONTO, Ont.

COUPONS MUST BE SENT IN BEFORE JULY 31st, 1918 and will not be accepted if cancelled or defaced.

This advertisement will appear in the Leading Newspapers

CLARK'S PORK AND BEANS



MADE
IN
CANADA
BY A

CANADIAN FIRM

FROM
CANADIAN
PRODUCTS

W. CLARK, Limited, Montreal

JAPAN TEAS

FURUYA and NISHIMURA

BLACK JACK

**QUICK
CLEAN
HANDY**

¼-lb. tins—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

TEA LEAD

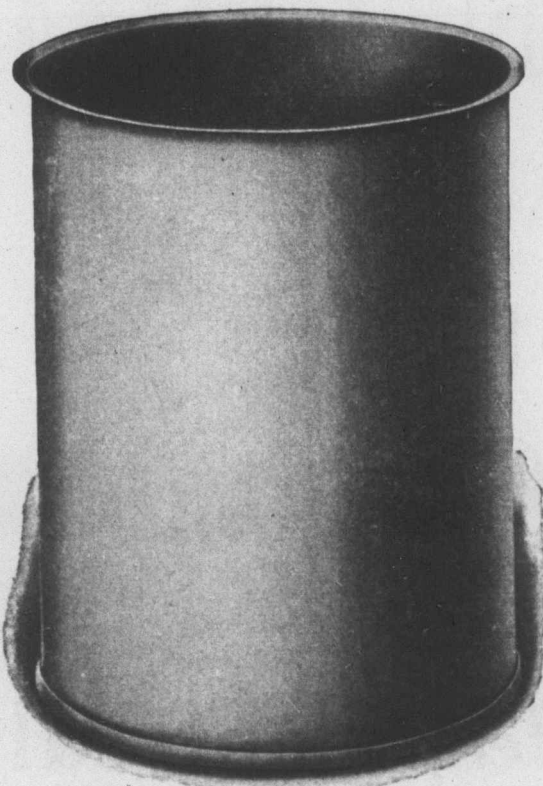
(Best Inconrodible)

Buy "PRIDE OF THE ISLAND" Brand
as extensively used for years past by most
of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: **HUGH LAMBE & CO., TORONTO**
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

St. Lawrence

Granulated

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

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



His wife makes such good coffee

She uses Symington's Coffee Essence—her grocer introduced this quick and easy way of making delicious coffee to her. He sells the regular supply to this home, as well as hundreds of others. The customers like it and he makes a good profit. You can get it from your wholesaler.

SYMINGTON'S

Regd Trade Mark

COFFEE ESSENCE

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec
—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winni-
peg—Messrs. Shalleross, Macaulay & Co.

THOS. SYMINGTON & CO., Edinburgh and London



LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and
sizes

Metal Bottle Capsules—any
size, color or stamping

Collapsible Tubes—plain or
colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Holiday Goods

Look at
These Lines

ARE YOU DOWN-HEARTED? NO!

BUSINESS IS AS USUAL

- 1,000 Cases PEACHES, 2's—
Heavy Syrup, BURLINGTON BRAND\$1.25 doz.
- 1,000 Cases WILLIAMS' No. 16 PREPARED MUSTARD—
Fruit Jar\$1.35 doz.
- 1,000 Doz. FINEST QUALITY "BROOMS"—
Fancy, from \$2.50 to.....\$5.50 doz.
Freight allowed up to 40c per 100 lbs.
- 1,000 Boxes BEVAN'S TABLE RAISINS and SHELLED ALMONDS—
14 lbs. and 28 lbs.
Raisins, boxes 22 lbs., packages 16 oz. and 8 oz.
- 1,000 Boxes GRIFFIN & SKELLEY "SEEDED" and "SEEDLESS" RAISINS—
Packages.
"Fancy," "Choice," "Thompsons."
- 1,000 Tapnet's FAMOUS "COMADRE FIGS."
Quality extraordinary fine.
All the above 1914 Crop.
Now in store.

To Arrive Shortly

1,000 Boxes "GREEK" and "SMYRNA" CLEANED SULTANA RAISINS,
Loose and 16 oz. packages.

We have also several other nice lines coming later.

LOOK FOR THEM.

What About Teas?

All our contracts have been filled.

We are receiving large lots every day.

WE CAN SUPPLY YOUR WANTS AT REASONABLE PRICES ALWAYS.

3,600 PACKAGES actually received into store once a month, and mostly sold and delivered, including JAPAN, CEYLON and CHINA BLACK.

Get in touch with us at all times, we can accommodate you.

Prices always reasonable. Satisfaction guaranteed.

L. CHAPUT, FILS & CIE, Limitée

Wholesale Grocers and Importers

MONTREAL

RICE

A Live Dealer is quick to take advantage of the unusual—to make capital of “interest” to increase sales. Here is a chance! During Advent (Nov. 29th to Dec. 24th) thousands of Canadians will eat no meat. What cheaper or better food could you offer a customer than—

MOUNT ROYAL RICE

Rice is the staple food of millions. It is used Summer and Winter, but December is the best month. Be sure to have a good stock. MOUNT ROYAL RICE is an economical, nourishing, tasty food — good for your customer, profitable for you. Our 12½ and 25-lb. bags are right for family use.

Order rice from wholesaler—

—We ship direct

Mount Royal Milling & Manufacturing Co.

D. W. ROSS COMPANY, Agents
MONTREAL

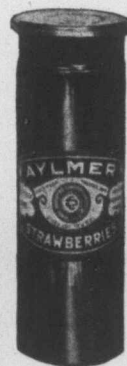
Absolutely Air-Tight and Always Secure

If the most prominent Canadian jam manufacturers think SECURITY as important an attribute to the quality of their products to necessitate Anchor Caps—what about your product? These manufacturers' lines are among the foremost in their class, and their unexampled growth is a sure indication of the dealer's and consumer's appreciation of SECURITY.

Why wait until your product is ousted from its rightful class, to a secondary place in the opinion and favor of the people? Get Anchor Cap SECURITY—NOW, and thereby lay the foundation for unprecedented growth. Ask us to send you catalogue and particulars to-day.



The Anchor Cap & Closure Corp. of Canada, Limited



Sudbury St. West, Foot of
Dovercourt Road, Toronto

Sudbury St. West, Foot of
Dovercourt Road, Toronto

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.

Established 1859.
GEO. STANWAY & CO.
 TORONTO
 Agents for Pritchard Rice Milling Co., Houston, Texas, Rices, Alexander Molasses Co., Cincinnati, for best grade Molasses, Phoenix Packing Co., California dried fruits.

Two Good Agencies Wanted for
 CITY OF OTTAWA
 (best of references)
Martin M. Walsh
 Care Canadian Grocer.

We are large buyers of
**Evaporated Apples and
 White Beans**
 Wire or write us.
**W. H. Millman
 & Sons**
 Grocery Brokers
 TORONTO

The Condensed Ads. in this
 Paper will bring good results

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

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

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

WESTERN PROVINCES.

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

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

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

W. H. Escott Co.,
 LIMITED
 Wholesale
 Grocery Brokers and
 Manufacturers' Agents
 Commission Merchants
 WINNIPEG REGINA
 CALGARY EDMONTON

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

COCKBURN-NOLAN CO.
 Limited
 Importers, Brokers and Commission
 Merchants
 Representing Pugsley-Dingman Co.,
 Limited, Canned Foods, Limited.
 312-314 Ross Avenue, Winnipeg.

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

WESTERN PROVINCES—Continued.

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

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

Ruttan, Alderson & Lound, Ltd.
 Successors to
RUTTAN & CHIPMAN
 Commission Brokers
 WINNIPEG. MAN.

BRITISH COLUMBIA.

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

NEWFOUNDLAND.

T. A. MACNAB & CO.
 ST. JOHN'S - NEWFOUNDLAND
 MANUFACTURERS' AGENTS
 and COMMISSION MERCHANTS
 Importers and exporters. Prompt and
 careful attention to all business. High-
 est Canadian and foreign references.
 Cable address: "Macnab," St. John's.
 Codes: A, B, C, 5th edition, and private.

QUEBEC.

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

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

SAFETY FIRST!

Insure Your Income by Keeping Informed

on general business conditions that may affect the earnings of enterprises in which you are interested.

READ

The Financial Post (of Canada)

"THE CANADIAN NEWSPAPER FOR INVESTORS"

which presents weekly in popular form reliable information respecting investments and business affairs in Canada.

Single Copies, 10c.

Annual Subscription, \$3.00

DETACH HERE

The Financial Post of Canada,
143-153 University Avenue, Toronto.

Dear Sirs,—

Please enter me as a regular subscriber, commencing at once. I [an enclosing will forward] one dollar to pay for my subscription for first four months.

NAME.....

ADDRESS.....

(C. G.)

In Every Drop of MAPLEINE

we have put the quality that gives lasting and delightful flavor.

Order yours from

Frederick H. Robson & Co., 25 Front St. E., Toronto, Ont., Can.

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

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S KNIFE POLISH

WELLS-ZIP-ON



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



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

HERE'S HOW THEY WORK:

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

For Sale Everywhere by Jobbers.

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

Stock NOW for
Christmas Trade



**MUSTARD
CREAM
SWEET MUSTARD
PICKLES
and RELISHES**

—just the right nip of
tempting delicious-
ness to set off the
Christmas dinner.

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

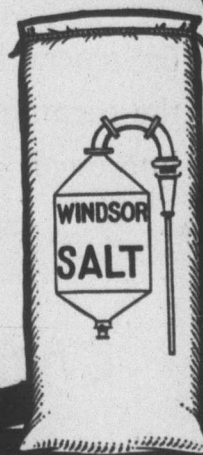


Mr. F. D. Lea has
joined our process-
ing staff as manu-
facturer of mus-
tards and mustard
relishes.

**WINDSOR
TABLE SALT**

is just clean, pure
Salt, refined to the highest
degree of purity, in the most
modern Salt works
on the continent.

**Canadian Salt
Co., Limited**
WINDSOR, ONT.



Furnivall's
FINE
FRUIT
PURE JAM

To consider the public's tastes and
pockets conscientiously; to take into
account your own future profit and busi-
ness expansion, is to invariably suggest
FURNIVALL'S—the Jams of ultra-
quality, purity and fine flavor. Your
first order is ready to pack. Shall we
ship to-day?



**Furnivall-New
LIMITED**
Hamilton, Ont.

AGENTS: Halifax, B. C.
Woodworth, 533 Robie
St.; St. John, N.B., W.
W. Chase, 79 Paradise
Row; Montreal, W. S.
Silcock; Ottawa, J. A.
Cote; Toronto, Dunn-
Hortop Co.; Fort Wil-
liam, W. F. Elliot; Win-
nipeg, H. P. Pennock &
Co., Ltd.; Edmonton,
Alta., Geo. C. Benjamin,
629 Fourth St.; Jack-
son's, Limited, Calgary;
Grocers' Specialty Co.,
Hamilton, Ont.

We take much pleasure in informing you that we have a full range of

JAPAN TEAS

now on spot, of the following well-known marks:—

Komachi, Basket-Fired Japan, in 80-lb. packages
Matchless Japan, in 25, 50 and 80-lb. packages
Earl of Minto, No. 1, in 25, 50 and 80-lb. packages
Earl of Minto, No. 1 (in Fancy Drop-Lid Tin), 25, 50 and 80-lb.
Earl of Minto, No. 2, in 80-lb. packages
Carnival, in 80-lb. packages.

We also have a full range of China, Indian and Ceylon Teas. Quotations and samples cheerfully forwarded on application.

When ordering Bulk Tea and Coffee, don't forget to order our favorably known "MELAGAMA."

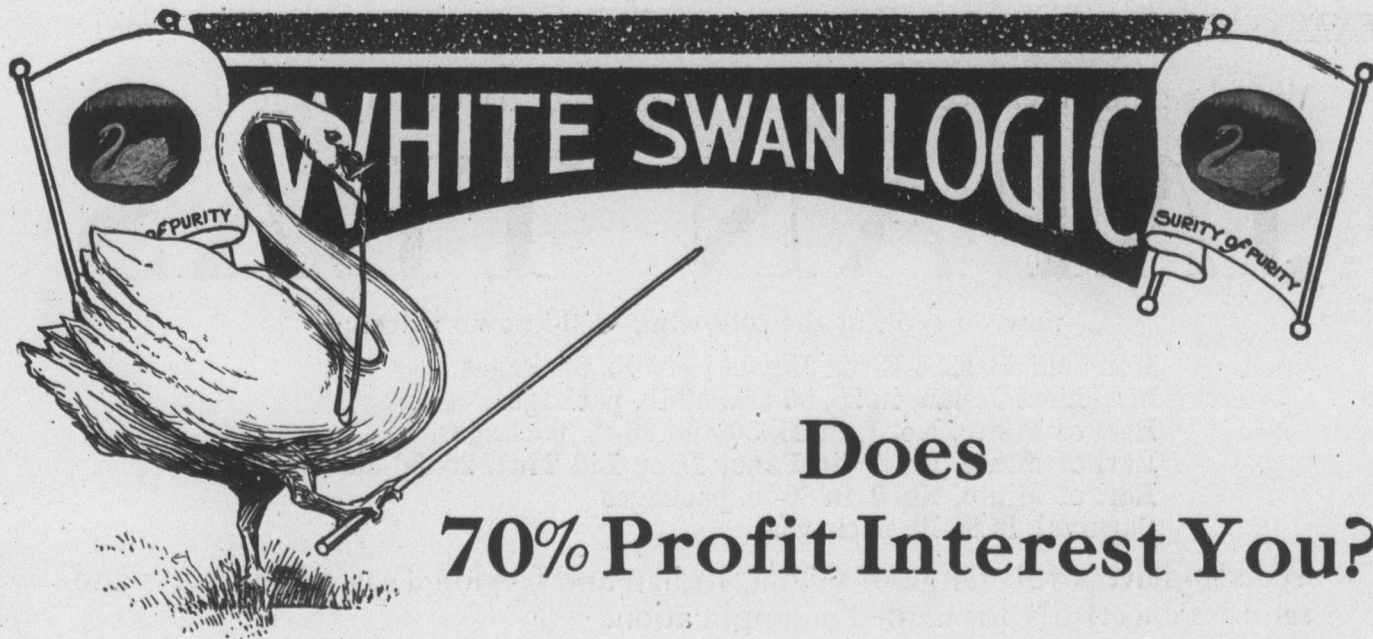
MINTO BROS., LIMITED
T O R O N T O

Most people insist upon having

CHASE & SANBORN'S **High-Grade Coffees**

If you don't sell them you are driving some good trade away from your store.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES



Does 70% Profit Interest You?

You have often had customers complain that they did not like that last Flour they got from you, because it did not bake up into the usual light loaves. The chances are the Flour was all right and the Yeast was all wrong.

We are all in business for the money we can make, and you know how much good it has done your trade every time you have introduced a new line that pleased your customers by giving entire satisfaction, as WHITE SWAN Yeast cakes always do—and a line that brings you in a Nett profit of 70%.

WHITE SWAN Yeast cakes are listed at \$1.20 per case of 3 dozen 5c packages, with a special quantity discount to retailers, reducing the cost to less than \$1.06 per case. We do not ask you to buy a large quantity all at once. You can keep your money in the Bank—purchase from your Jobber as you need it—save up your due bills, which are contained in every case, and when you have 10 sign and send to us, and we will see that you are supplied with 1 case absolutely free of charge. Save up 22, and we will redeem for 3 cases free. This means, Mr. Dealer, that every time you pay out \$1.00 for WHITE SWAN Yeast cakes you get in return an actual profit of 70 cents. Doesn't that make it worth your while to handle WHITE SWAN?

Also packed in small cartons containing 1 dozen 5c packages for trial orders at 45c. We will gladly mail a carton, all charges paid, to start you in on this co-operative plan.

We do not guarantee the sale, but we do guarantee the goods, and in every case there is a warranty protecting you against stale goods, because we could not afford to have bad Yeast on the market, and you could not afford to hurt your trade by selling anything but absolutely fresh stock. Remember we are not asking you to purchase a quantity—but we are giving you just the same price as though you purchased 25 cases outright.

This special bonus is absolutely irrespective of the regular discount to which jobbers are entitled, and applies to goods whether purchased through the Jobber or direct. Every full-sized case of three dozen packages contains a due bill, and there are no strings attached to the proposition.

Now, Mr. Business Man, we are supplying you with the best Yeast cakes on the market—we are looking after your interests as regards profits—we are protecting not only you, but your customers, against stale goods, and the possibility of failure in baking—believing that you will join with us in pushing the sale of WHITE SWAN Yeast cakes.

You know us—you know our methods—you know that "WHITE SWAN" is your "SURITY OF PURITY." And our money-back guarantee permits you to return at any time any WHITE SWAN Goods that are not found entirely as represented, or which prove unsatisfactory in any way.

Order from your jobber or direct.

White Swan Spices & Cereals, Ltd.
TORONTO



UNIFORMITY

The unvarying good quality made possible by skilful blending and constant watchfulness has been an important factor in the history of

"SALADA"

The consumer knows that whenever or wherever she buys a package of "SALADA" that her taste will not be deceived by any variations in flavour. Would not this reason alone give you full confidence to recommend?

THIS IS ONE VERY GOOD REASON WHY EVERY THIRD POUND OF "SALADA" TEA SOLD IN ONTARIO IS

"SALADA"

Montreal

TORONTO

London, Eng.

Don't Freeze

Your Profits



Catsup cannot be safely shipped in zero weather. Every frozen bottle is a dead loss.

Get your season's supply in now before the severe weather.

Order from nearest agent or direct.

Fretz Limited

Hamilton, Ont.

Amos B. Gordon Co., Toronto
A. A. Adams, - Hamilton

A "Eureka" Costs You NOTHING

Many grocers associate a refrigerator with a big slice cut from their bank balance. But you can separate that idea entirely from the Eureka. The Eureka really is never paid for—it pays for itself—and many times over within a short time.

The especial exclusive features of the Eureka—features you can find in no other refrigerator—replace your money in the bank within a few months. For over twenty-eight years the Eureka has been the safest and sanest dividend-paying investment hundreds of grocers and butchers have ever undertaken. Shall we send you complete catalogue by return mail? Write NOW.



**Eureka
Refrigerator
Company**

Limited

31 Brock Ave.
TORONTO

CANADIAN GROCER

KEEN'S OXFORD BLUE



It is no mere incident that by far the largest portion of to-day's washing is done with KEEN'S OXFORD BLUE. For three generations KEEN'S has been the paramount quality, and to-day's housewife will risk her clothes with none other than KEEN'S. KEEN'S quality never deteriorates.

Ask your nearest wholesaler to ship to-day.

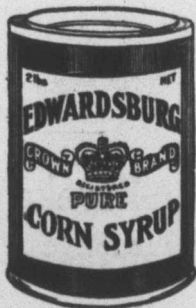
MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

The Grocer and "Made in Canada"



"Made in Canada" is not mere talk.

The "Made in Canada" Movement has a definite object — Canadian business for Canadians.

Get your share of the business this "Made in Canada" Campaign is sending to Grocery Stores.

You will surely be asked for CROWN BRAND CORN SYRUP — a pure food that is Made in Canada and well advertised.

CROWN BRAND CORN SYRUP

makes many delicious desserts and is much favored because of its low cost.

Stock it—Push it—Sell it.

The Canada Starch Company, Limited

Makers of the Famous Edwardsburg Brands

Benson's Prepared Corn, Silver Gloss Starch, Lily White Syrup, Etc.

Montreal, Cardinal

Toronto, Brantford

Fort William, Vancouver

CANADIAN GROCER

VOL. XXVIII

NOVEMBER 27, 1914

No. 48

Run a Series of Christmas Goods Windows

To Get Maximum Benefits From The Coming Great Festive Season a Display Every Week Is Advisable—Suggestion For a Basket Trim and One Showing Gift Suggestions.

ANY merchant who thoroughly believes in the place of the window as a business getter, will tell you that to secure the maximum amount of business from it, attractive selling displays must be shown and they must be changed frequently. Between now and Christmas the window should be made to work overtime—if that be possible. Too many grocers trim only one Christmas window. It is, of course, usually a splendid effort, and undoubtedly creates

a good deal of business. But it is not sufficient to get all the good out of the Christmas season. It does not induce the greatest number of people to open up their purse strings. So that from now on every dealer should give his attention to presenting as many windows containing Christmas goods as possible. There should be a new window every week at least.

This Christmas there is going to be considerable business done in the pres-

entation of foodstuff supplies to those who are not fortunate enough to possess the wherewithal to purchase their own. This in itself will mean a profitable trade for the merchant who shows himself capable of giving the proper service. One window might be given over to this about the middle of December. Sample baskets of fruit, jam, preserves, plum pudding, nuts, oranges, confectionery, canned vegetables, etc., etc., would be most appropriate to show. Show cards



A Christmas window trim of the circular stair model that required considerable time to construct. But doesn't it pay?



A Christmas display in which the tree is featured. This is a trim that would catch the eye of the children.

bearing suitable phrases such as "For a Needy Friend," or "For the Mother of the Boy at the Front." In some cases it would be advisable to place a ticket on the basket giving the total selling price.

Another week a display of goods that are suitable as Christmas gifts to friends could be presented. Too many people have the idea that from the standpoint of gifts the grocery store is not to be considered. However, this is not altogether the case. The dealer who has been accustomed to carry a few lines of high-class chocolates packed in dainty looking boxes will verify this. Boxes of candy constitute one of the old staples in the Christmas present line and a display in the grocery window will serve to show the customers and passersby that the most exacting orders in this line can be filled.

Boxes of cigars also make a splendid line to show in a display of this character. Too much of this business is inclined to go to the exclusive tobacco stores, because the grocer does not present his stock often enough. Much more of it can easily be secured by the grocer if he advertises sufficiently and displays the goods to advantage in the show window. The cigar is another gift item of the staple class. Let it be given a prominent place in the Christmas gift window. Once the wives and friends of the smokers know the grocer carries a stock of good cigars, he will get their business or considerable of it. It should

be remembered, too, that many women are averse to going into the tobacco store. They should be advised through

the window as well as newspaper advertising that it is unnecessary for them to do so.

Where the grocer carries a stock of crockery, glassware, and chinaware, these goods should also form a part of a "gift" window. The supreme effort, of course, comes for the Saturday preceding the holiday and in this it is the old-established custom to show a general arrangement of all kinds of Christmas lines.

MANY CIRCULARS ORDERED.

At time of going to press Canadian Grocer has received orders for no less than 3,350 circulars entitled "The Losing Side of the Mail Order Business," which appeared in our issue of November 6. Those who read that article will recollect that it gave the experience of a farmer who had been led to purchase from the mail order houses, but who found that at the end of 9 years his farm had depreciated in value no less than \$5,600, because he and his brother farmers of the district had passed up the home town. They bought their goods from the distant houses, and the town went flat. This depreciated the value of the man's farm.

Circulars are being distributed to readers at cost to be in turn sent out to farmer customers. There is a great opportunity here for publicity work on the part of every merchant. How many do you want?

REGINA GROCERS ORGANIZE.

Regina, Sask., Nov. 25.—At a recent meeting of the grocers here a grocers' section of the Retail Merchants' Association was formed, and officers were elected as follows:—Chairman, Chas. Biggs; vice-chairman, L. S. Spence; second vice, Geo. Milne; treasurer, Mr. Johnston; and secretary, J. White.

This is the first step taken by the Regina grocers towards organization, and the attendance was gratifying. Mr. Arden, organizer for the retail merchants, was present, and addressed the meeting. It was decided that the regular meeting of the grocers' section would be held on the second Monday of each month. Resolutions respecting the amendment of the city act, and the transients act, in so far as they affect the local grocers were passed, co-operating with the action already taken by the retail merchants.

Stirring Up Interest in Christmas by Advertising

Time Has Come When the People Must Begin to Purchase Again for the Great Day—Merchants and Newspapers Should Co-operate in Working up the Interest—Make the Advertising Create a Desire to Possess the Goods Advertised.

COME to think of it, we haven't been hearing much about Christmas so far this season. And yet Christmas will be here exactly four weeks from to-day. Do you realize this?

Why is it that we find such apathy among the general public with regard to the great holiday? This question can best be answered by asking ourselves what we have done to get the people thinking of Christmas. The newspapers have not been doing their usual good work in lining up the interest in it, no doubt because their energies are being bent towards presenting the latest news from the front. But it is true as well that the merchants themselves have not begun to realize the nearness of the day and it is surely up to them to get down to business right away and do all they can to create that Christmas feeling so necessary to good merchandising.

What better methods can be adopted than using the window to display the early arrivals of Christmas goods and the newspaper to tender suggestions about the lines that are here, the arrivals of which were at one time problematical. In the newspaper advertising this year so far as Christmas goods are concerned, the dealer who gets his copy in the earliest, and places his goods temptingly before the readers of the papers, stands to gain the most. The usual supplies of some goods have not come through and the average house-

wife knows this. She will be keenly on the lookout for the first announcements which inform her of the state of the markets and which answer the questions she wants to know about supplies.

In the accompanying newspaper advertising suggestion, this point is brought out, not strongly, but nevertheless forcibly enough to create a desire upon her part to secure the necessary

baking materials early for the Christmas dishes.

In writing the Christmas advertisement, the retailer should make it a point to hit upon as catchy a heading and as convincing an introduction as possible. The best advertising critics also advise strongly on describing the various lines advertised with a few informative phrases tending to create a

desire on the part of the reader to possess the goods described. Hence the statement, "Fine juicy raisins, large and clean," per lb.—c.," is much more valuable from a selling standpoint than just plain "Raisins, per lb.—c." A glance at the copy suggested in this advertisement illustrates the points we desire to make.

As to boosting the Canadian spirit, therefore, what better way than to run some good conversational and informative talks in the newspapers? One swallow doesn't make a summer, and one advertisement will not do the trick. Neither will the efforts of one merchant produce the thing most desired. The more Christmas advertisements that appear the greater will be the interest taken in the Christmas buying. So let everybody join in and help along the campaign.

In referring to his Christmas advertising and selling campaign of a year ago, a Western dealer laid great stress on the co-operation the newspaper of the town gave him and other merchants. A number of them got together, met the pro-

Choicest Christmas Goods From Many Lands

BECAUSE the British Fleet has solidly maintained the supremacy of the seas we are in a position to supply you as usual with our customary high-quality fresh food dainties from all over the world to grace the Christmas tables. Don't hesitate to Shop Early this year, for some of the usual autumn shipments did not arrive. Let us suggest a few of the leaders:

SULTANA RAISINS AND FIGS—The entering of Turkey into the war has disarranged shipments, but we secured our supplies prior to hostilities there. The raisins are fine and juicy, per lb. .c.; the figs are an exceedingly choice lot, per lb., .c.

CURRENTS FROM GREECE—Greece is the source of the world's supply, and although shipments were held up for a time, ours have arrived as before. Finest quality, per lb. .c.

ALMONDS, WALNUTS AND FILBERTS—For the Christmas baking every housewife wants sound, fresh nuts. Stale nuts are dear at any price but you can depend absolutely on the quality of our goods.

PEELS—Lemon, Citron and Orange, all good enough to stand your closest inspection. You will want them for your Christmas cake, and we would urge you to let us have your order as soon as possible.



For the Christmas Tree which so delights the youngsters we have many suggestions to offer. There is fresh candy of various kinds, chocolates in the daintiest of boxes at all prices, crackers, etc.

SEEDED AND VALENCIA RAISINS—We stock only brands of recognized merit and can confidently recommend them to you. Our finest Seeded sells at .c per carton, and Valentias at .c per lb.

MINCEMEAT—Tastily spiced and made in the most sanitary way by a reliable firm. Just the thing for the Christmas pie, per jar .c.

PLUM PUDDINGS—If you do not care to go to the trouble of making your own plum pudding we have a splendid selection in various sizes, made from choice fruits and baking materials. Per lb .c.

CIGARS—If your husband smokes, what better or more appreciative gift could you present him with than a box of cigars? A gift cigar must be a good one and from our large assortment you have a varied choice of some of the finest brands on the market. Ranging in price from \$.... per box to \$....

THE EARLIER YOU COME
THE BETTER THE SERVICE

JOHN SMITH & SON, 95 HARVEY ST. PHONE 101

Suggestion for a Christmas ad. Note the informative talks about each of the lines mentioned.

Getting the Calendar into Desirable Hands

Merchant Should Impress Patrons With Value of His Gift —
Excellent Idea is to Open a Register for Names of Those Desiring
to be Remembered, the List to Close at a Set Time—Another Plan
is to Give When Purchases Are Made on Stated Days.

DECIDING the method to be employed in the distribution of the new year calendar is almost as important as deciding whether or not the store is to follow the calendar policy. Starting at the point where the merchant has decided to give a date guide for the ensuing twelvemonth, comes the problem of getting the most good out of the expenditure decided upon; that expenditure will be decided by the style of the calendar and the number to be distributed—matters to be governed by the merchant in relation to the individual business.

One of the great difficulties with the complimentary calendar is that it is not likely to be appreciated. The custom has been carried so far and people get such a number that they are inclined to place little value upon them. They do not know the amount they cost the merchant and do not appreciate that each time he hands one out he is giving away real money. In fact, there are merchants who give calendars not because they expect to gain much by so doing but rather because people expect it of them, and they want to keep pace with the crowd.

There are many methods of distribution. The less value the merchant places upon his gift to the customer the less the customer will think of it. The one big idea should be to dispel the idea from the mind of the public that calendars cost nothing and that stores are seeking to give away as many as possible. If the customer can be impressed with the idea that the gift is one of value it will be appreciated the more.

It is this idea of impressing the public that has led to radical changes in calendar styles during the past few years. Many of those which are now distributed are real works of art and are a credit to the printing craft. Calendars are made more artistic to impress the public; this means a greater cost and the necessity for discrimination in distribution.

A Calendar Register.

One of the best suggestion that has been offered to the merchant to give the desired impression to the customer and at the same time gain other advantages is to open a calendar register. The merchant advertises that his register will be open up to a certain time, say the 10th of December, and that he will arrange

OUR CALENDAR FOR 1915.

Believing that our customers will appreciate a calendar which is at the same time a high-class work of art, we have this year arranged with one of the biggest producing firms in the country to supply us with a limited number of that beautiful work of (name of artist) the (title of picture).

Owing to the expense we have undertaken, and so that we may not be called upon to supply a number that would entail too much of a financial burden, we have arranged to open a register, and will reserve a copy for each person leaving their name with us before the 15th of December.

We wish to our many customers a happy holiday season.

**DAVID HENDERSON & SON,
Main Street.**

for a calendar for all sending in their names. The announcement can be made more impressive by a reference to the artistic features of the calendar with a short description and the name of the artist—these descriptions are usually given by the manufacturers. Even a better impression can be gained by intimating that the expense of the calendar is such that it is necessary to gauge the number required and that the order will be placed according to the number of names sent in.

Thus we have the customer impressed with the gift the merchant is to make him; we have him interested and looking forward to receiving it. Of course, the order probably is placed long before any reference is made to the registration of names, but the customer need not know this.

Then the advantages are more than the impression given. The merchant is in a position to refuse giving calendars to everyone asking for them. He can merely state that he only made arrangements to give to those whose names he had received. At the same time he can probably make a good friend of another customer by handing over one of his souvenirs with the explanation that he happened to have a few over and had reserved one for this particular person, despite the fact that his or her name had not been sent in.

Another advantage is that the persons desiring calendars—the system need not apply only to regular customers—come to the store to give their names and they also have to come again when the delivery is made. This can be arranged by setting a date when the register is closed or by sending out advice by card when the shipment is received. Two visits to the store at the holiday season by persons, who must consider that they are receiving a favor from the merchant because they are getting something asked for, are likely to result in business.

Some Other Methods.

There are a number of other methods which can be employed to the same end—impressing upon the people the value of the calendar. Some merchants have adopted the policy of only giving calendars on certain days and then when a purchase of 50c or \$1 is made. This gets the distribution through largely at one time, and also brings business. The merchant also is able to gauge the value of his calendar appropriation in this manner.

Where the calendars are mailed there should be a letter of good wishes accompanying, but this is not a good method for the retailer to pursue, for the oftener he can get the people into his store the better.

When registration is not asked—and another advantage of the method might be mentioned in that it results in a valuable list of names for the retailer for mailing advertising material—it is advisable to send out an announcement stating that arrangements have been made to present a certain calendar, of which a description should be given, and expressing an invitation to call and secure one.

DRIED APPLE EXPORTS.

During the fiscal year ending March 31 last, Canada's exports of dried apples amounted to \$411,980, which was a gain over the preceding year of \$198,140. These were distributed as follows: Holland, \$244,205; Germany, \$102,949; the United Kingdom, \$25,877; United States, \$24,035; other countries \$14,914. The drop in the demand for dried apples on the European continent is going to change considerably the aspect of things before the end of the next fiscal year.

Advent Business Open to Aggressive Dealers

Now That Many Families Will be Abstaining from Meats on Certain Days Between Now and Christmas, the Grocer Has Splendid Opportunity to Sell Substitutes — Fish, Oysters, Macaroni, Baked Beans, Canned Vegetables, Canned Fish, and Rice Are All Nourishing Foods.

ADVENT season is with us again. In districts where it is observed on a more or less extensive scale, the grocer has a splendid opportunity to get a good slice of new business. Advent means that on Wednesdays and Fridays from now until Christmas, there will be no meat consumed by a great many families.

What foods will fill its place? That is the question which every dealer must ask himself. He must also lay his plans to sell as much of those lines as he possibly can. It may be that the butcher has been supplying a number of your customers with fresh meats. On the days mentioned for the next few weeks these people will come to you for foods to take their places. What will you offer them?

Fish is of course one of the first items that presents itself as a substitute for meats during the Advent season. It has long been associated with the Lenten and Advent days of abstention. Because of the fact that every grocer has not yet become acquainted with the money in a properly operated fish department, there are some who do not sell fish. While these should give it a fair trial during the present season, those who have a regular department and who are in a

position to fill the wants of the people in their own district should get after the fish business as strongly as possible. There are to-day refrigerator display cases which would be invaluable in the selling of fish. Dealers who have a fish department have long realized the value of display and for the smaller merchant a display case which he can easily handle and which at the same time shows the goods in a sanitary manner, it is almost a necessity to substantial sales and repeat orders.

Baked Beans Becoming Favorite.

Canadian Grocer asked the head of one family what lines he favored when meats were eliminated as a nourishing diet. Baked beans was one of the first mentioned. He pointed out that beans were most reasonable in price, they formed a tasty meal and as a nourishing food they stand high. Taking these selling points into consideration, any salesman can readily increase the sale of baked beans during Advent. Moreover baked beans must be a good meat substitute when this man through experience has given it a regular place on the bill of fare as he has done. During Advent therefore, the retailer should make it a point to feature this line prominently in his window and counter displays.

Macaroni as a Food.

Another food mentioned was macaroni. The two outstanding reasons were its nourishing qualities and its price reasonableness. It was a line, he pointed out, that the entire family liked, was readily prepared in many different ways and no one therefore ever tired of it. Macaroni, as the trade know, together with vermicelli, spaghetti, and the forty or more other products somewhat like it, are made from a hard wheat. Everybody appreciates the fact that wheat ranks high in body-sustaining qualities so that it is not difficult to convince one that macaroni is another splendid substitute for meat.

An Old Established Dessert.

In looking about for foods that supply a good amount of nourishment, rice was another line hit upon. Rice is of course naturally associated with the dessert department of the meal, but for a luncheon it was considered in the case of the man above quoted, as a first-class food. In fact, he said, his wife frequently featured it whenever it was decided upon as a part of the luncheon. In addition to that it received a regular place on the dessert list two or three times every week. Rice is the staple article of a
(Continued on page 31.)

Nutritious Advent Foods that Take the Place of Meats

No matter whether a man is engaged at physical or mental labor, he must have wholesome, nourishing foods. Now that Advent season is here meat diets will be replaced in many homes by others on certain days. Let us suggest to you this variety:

FISH—A food as nutritious as fish will stand a place on every man's table every week. During Advent we have a choice lot, and you can choose from a dozen or more varieties. Here are herring, ciscoes, Annan haddock, halibut, mackerel, smelts, salmon, bloaters, etc., all clean and of good quality. They range from ... to ... cents the pound. Our Oysters are shown only in sanitary containers, and when you consider you get them all meat and no water, they provide a cheap and healthy meal, per gallon in clean, sanitary oyster pails, ... c.

MACARONI—When you realize that Macaroni is made from hard wheat only, you can see that it must be a body-building food and one that will replace meat at any meal. Macaroni, too, is most reasonable in price, and because it can be made up into so many tasty dishes, it ought to find a regular place in your pantry. Have you ever tried Macaroni and Cheese? It makes a most delicious meal. Macaroni is only ... c per pound, done up in clean cartons.

BAKED BEANS — What is more tempting to place before the tired husband and the children than a steaming dish of baked beans in tomato sauce? They actually create an appetite where there is none. Beans form one of the staple army rations, because of their sustaining qualities and as a substitute for meat "they can't be beat." We carry three or four excellent brands in various sizes to suit different families. Per tin, and .. cents.

RICE—After all there are few desserts that will beat the old-fashioned rice, cooked with an egg or two. In fact, it is coming to be widely used as a luncheon dish, because while it takes up little room, a little of it keeps up the energies until the next meal. If you require, therefore, something plain and nourishing for luncheon, serve Rice and let it have a place in the dessert list regularly. In price it runs from cents the pound up to cents for the best.

You will be interested in the various lines of canned fish we handle. Note the display on the main counter and ask us about them over the phone.

A. H. HARVEY & SONS

At the corner of Bridge and James Streets. Phone 177

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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LIMITED

JOHN BAYNE MACLEAN, President.

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TORONTO, NOVEMBER 27, 1914

Discard the Petty Jealousies.

IT IS about time the retail trade discarded its petty jealousies in regard to mutual co-operation in the keeping down of bad debts and long accounts. In the larger centres where there are many merchants, where people move from place to place and change their grocers frequently, some sort of protective system should be devised to hold in check the people who are out to get something for nothing. One of the simplest ways of imparting efficient information is to call up the merchant with whom the new credit applicant dealt last, and while it is naturally to be expected that all necessary questions will be answered, it is generally known that some lack the common decency to comply with the request.

Here is an example: A grocer from whom a new customer had asked credit, first demanded the name of the last merchant where she had dealt. He called him up by phone to determine the advisability of complying with the request but was given the curt, ungentlemanly reply, "Oh, I wouldn't tell you anything about her if I did know."

That is not the cooperation one would expect from a business man. What the trade lacks to a large extent is just that brotherly, fellow-feeling which costs so little but which is a mighty big force in helping to evade losses and in injecting into the business a little extra joy and happiness.

The Retailer's Profits

A REPORT says that Ottawa is to adopt laws to prevent excessive prices. This is a fair example of the attitude adopted against the retail merchant who seems to be regarded as some sort of bandit. Where, we ask, is there to-day any complaint that prices are excessive? The complaint of the merchant is not that he cannot get higher prices for what he has to sell, but that he cannot in a great many cases get the old price for what is costing him more.

The law of supply and demand will rule trade with a firmer hand than any action that may be taken at Ottawa. To-day there are difficulties with supply that warrant higher prices in many lines but

on the other hand there is a weakening of demand and we venture to say that goods were never sold at closer profits throughout Canada than they are to-day in relation to their value. Weakening of demand has led to closer competition and adjustments are being made on the principle that the retailers price must suit the pocket; if the price of one article does not suit the purchaser he will take something else that meets his pocket.

Shop-at-Home Campaigns.

WHEREVER retailers as a whole are finding business a little on the quiet side, chiefly because so many may be sending to the mail order houses for their goods, they should get together on a vigorous loyalty campaign. In a propaganda of this character the home newspaper will be found always ready and willing to lend its best endeavors. If there is more than one newspaper in the town or city get the cooperation of them all and start a Shop-at-Home campaign. The newspapers will do all in their power to bring the people into the town during the day or week when the campaign reaches its culmination, and the retailers should do their part in advising the people through advertising and window displays what they have for sale.

A case in question comes from Galt, Ont., where recently there was held a "Shop-in-Galt" sale. The paper had been urging the people weeks before to come into Galt for the sale. The merchants advertised convincingly the goods they had to offer with the result that the campaign proved a most effective one. Folks came in for miles around and because practically every merchant endeavored to present his goods and store in the best possible light, the good people in the vicinity of that thriving town are better acquainted with the retailers and the goods they handle than they ever were before. They now know that Galt merchants are progressive and that from the standpoint of service and satisfaction they cannot do better elsewhere. Where the newspapers are loyal to their own communities and refuse to accept the mail-order house advertising, the merchants should be loyal to the newspapers and before they come to

the conclusion that advertising doesn't pay, it should be given a fair and just trial.

Try out a Shop-at-Home campaign and give the people reasons why they should deal at home.

The Tea Trade and the Pedlar

NOW that the tea market is pretty high, there is a temptation on the part of many retailers to keep an eye open for any cheap tea that may be passing around with a view to making some extra money on the deals. From information Canadian Grocer has received, however, great care should be exercised, as well as considerable thought in making any departure from the usual methods in looking after the tea trade.

A particular instance has come to our attention. In a certain Ontario town the retailers are complaining about a rather sudden depreciation in their sales of tea. The matter was investigated and it was discovered that with the recent changes in the price of many teas, an effort was made by many dealers to secure something that could be sold at the old figures, without regard as to whether they were standard blends or not, or whether they could be duplicated from time to time.

The trade should appreciate the fact that the public will not stand for any tampering with quality—that is the worth-while classes. While no one presents any objection to prices dropping, it is a different thing when the quality of the goods people have been accustomed to securing has been lowered. The majority of good consumers nowadays, who can at all afford it, will insist on quality even in the face of substantial advances in price. The pedlar therefore must not be given further opportunity to make inroads into the tea trade of the dealer. It is a fact that just as soon as a retailer begins to sell tea which he cannot imitate from day to day, week to week, and year to year in flavor and quality, he begins to play into the hands of the transient individual referred to. For the pedlar can sell just as good mixtures of blends as any retailer, and he can outdo him on price. Standard blends appear to be the only salvation of the dealer.

Cultivate the Country Trade

THERE never was a better time than the present for the hearty and systematic cultivation of the country trade. The facts are that the farmers have not suffered from the present financial stringency to any appreciable degree. During the last two decades the farmers have not secured any sudden wealth. At the same time the mortgage has been lifted from the majority of homesteads and the great proportion of farm holdings so improved that they are not the same class of farms as were the rule during the last quarter of the last century. The farm home is quite the rival of the better class of urban homes in both comfort and equipment. The farmer's table, while it may not yet be groaning beneath fancy dishes, has come to be about the best table at which any of us sit. This is as it should be, for should not the men and women who keep the nation going be a large sharer in the nation's most wholesome good things?

Hence the necessity of cultivating the country trade. For a couple of decades there has been a systematic effort to feed the hosts coming to our shores from other lands. Almost every day saw the open-

ing of a new corner grocery in every growing part of the city where builders and laborers were spending the high wages that were then the order of the day. It was right and proper that trade should be pushed in this direction and that the wants of the contractors in forest and mine and canal and railroad should be fully and quickly met. In the meantime the trade of the country people was somewhat neglected.

A New Syrup From Apples

EXPERIMENTS have been conducted by the Department of Agriculture, at Washington, D.C., as the result of which there has been an application made for a public service patent covering the making of a new form of table syrup from apples. In such seasons as the present, when there is such a heavy crop of apples in excess of the demand, a market of this kind for the fruit of poorer quality would be a great boon to the apple producer. In the United States it is proposed to make the process the common property of any cider mill which wishes to manufacture and sell apple cider syrup.

The new syrup, says the California Fruit Grower, one gallon of which is made from seven gallons of ordinary cider, is of clear ruby or amber color and about the consistency of cane syrup and maple syrup. Properly sterilized and put in sealed cans or bottles, it will keep indefinitely and when opened will keep under household conditions as well as other syrups. It has a distinct fruity aroma and taste of its own, which is described as being practically the same as the flavor of the syrup substance which exudes from the baked apple.

Editorial Notes

THE ADVENT of Advent opens up new avenues of trade to the progressive dealer.

CHRISTMAS IS drawing nearer. Are all your customers acquainted with the fact that it is only five weeks distant?

ONE GRAIN of sand does not make a seashore, and neither will one display of Christmas goods get all the Christmas trade that's going.

RUSSIA HAS started in early this year to secure her Christmas Turkey dinner. While it may be somewhat belated, that will make it all the more palatable.

IF THOSE ignorant agitators who are bewailing "excessive" prices do not stop, they will have all the merchants in the country thinking themselves millionaires.

NOW THAT France is in the market for Canadian potatoes, our old friends the "spuds" will likely have to buckle on their armor and take their place in the trenches confronting the enemy.

CALIFORNIA HAS produced a giant bean plant, the description of which sounds like the biggest specimen of the kind since the story of Jack and the Bean Stalk. This plant had one hundred and ninety-seven mature pods which contained six hundred and forty-three Lima beans and was the result of experiments for seed purposes. The weight of the beans was one pound and eight ounces, which is believed to be a record yield.

How Other Grocers Do Things



A Loyalty Campaign

Loyalty campaigns are being conducted in various towns and cities throughout the country and, in view of the character of the times, with a good deal of success. In Vulcan, Alta., the merchants and business men are co-operating with the newspaper of the town to conduct a campaign along the loyalty lines, this to culminate during the week commencing on Wednesday, Nov. 25. The newspaper there, for one thing, has printed cards bearing the loyalty cut as shown recently in Canadian Grocer, and some pithy matter calling attention to the campaign. This card has been sent out by the paper to all the people of the district, and reads as follows:

NEITHER EMPIRE NOR VIL-
LAGE

Can exist without loyalty. Are you loyal to your district, your home? You are invited to visit Vulcan during the week commencing Wednesday, November 25th, and we will show you how possible it is to be a satisfied trader in your own community.

We shall be glad to see you.

THE MERCHANTS AND BUSI-
NESS MEN
Vulcan.

• • •

As Mail Order Houses Did.

A farmer entered a store the other day in Bouleau, Sask., and began telling the proprietor who was showing him some goods, how he could buy the same things through a mail order house cheaper than from him. The merchant replied: "Perhaps you can, but if you will give me the same chance and pay me the same way I can sell just as cheaply as the mail order concern."

He added: "If you will make out a list of what you want and pay for it, I will give you the goods at exactly the same price as you can obtain them by sending away."

The farmer took the bluff and handed the merchant a list of his requirements which was totalled up by the latter and payment requested. The money was immediately handed over and placed in the till by the merchant. The farmer then moved aside and waited for his goods

but another customer came on the scene whom the merchant proceeded to wait upon. When his wants were supplied another came and was similarly treated. This was continued for some time till the farmer's patience began to be a little strained and approaching the counter enquired when his parcels would be ready as he was anxious to go.

To this query the merchant replied: "Oh, I have a week to put those things up and will do it when we are not busy. If you had sent to Winnipeg for this stuff you could not have received it before a week or ten days."

The farmer saw the point and was game and good-naturedly leaving the store he returned in a week receiving his purchases.

• • •

The Window as a Business Builder

It is all very well for the grocer to have fine window displays on special occasions such as Christmas, Easter, and Thanksgiving, but it is the merchant who has attractive selling trims during the intermediate periods as well, who wins out in the end. A good example of this class of dealer is D. D. Campbell, a grocer in Kelowna, B.C. The accompanying trim of packages of tea, coffee and other goods, and Okanagan Valley apples is illustrative of the brand of window display being regularly conduct-

ed in the Campbell store. The proprietor was formerly with another merchant in Kelowna, but about a year ago went into business for himself. He began with a turnover of \$2,000 per month and in twelve months time this has grown to \$7,000. To the attractiveness of the window he attributes a great deal of this increase.

• • •

Getting an Even Wall.

When E. Guillet took over his new premises at Cobourg, Ont., he found that there was a stairway leading to the floor above which cut off a front corner of the store and made it an awkward shape. Having plenty of floor space he decided to sacrifice a little space to effect, and so ran a partition back the full length even with the stairway, which gave an unbroken wall, against which his new fixtures made a much better appearance than could otherwise have been obtained. This space which was cut off was not wasted. It is a convenient handy storage room where goods which are likely to be called for frequently can be kept.



A GREAT BENEFIT.

The MacLean Publishing Co., Ltd.

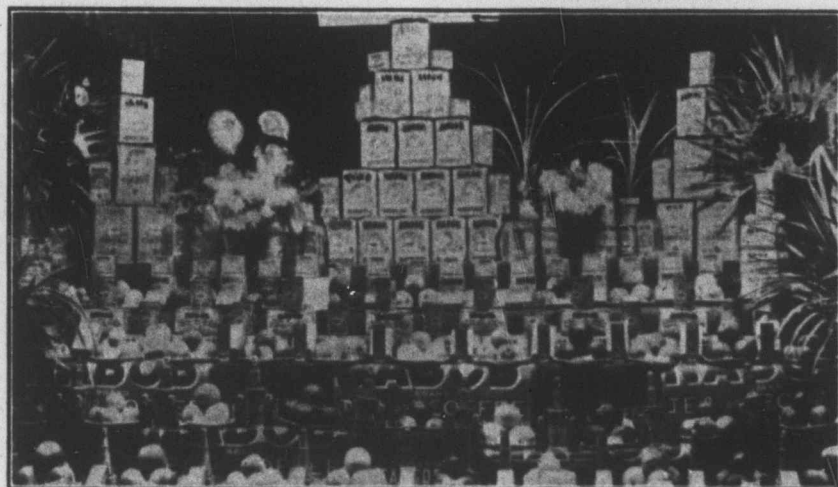
Dear Sirs:—As a newcomer to this country I can honestly say Canadian Grocer has been a great benefit to me, both as to ideas and general information.

Wishing it every success,

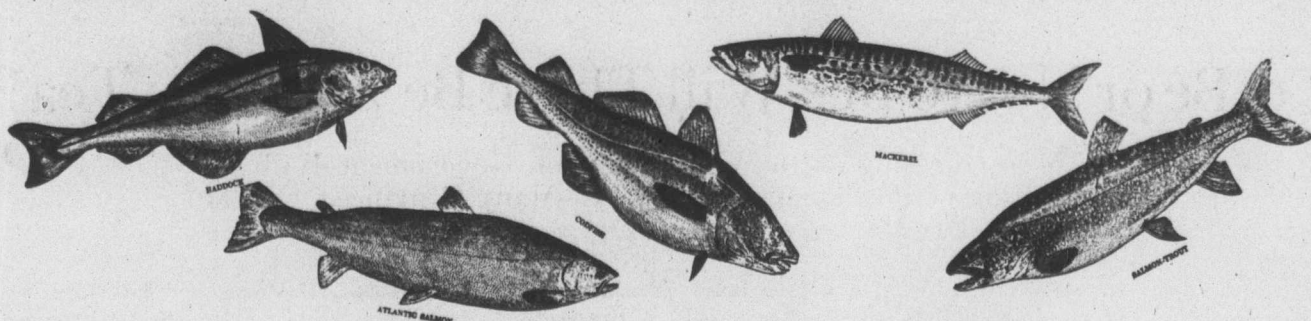
JAMES DUNCAN,

Hudson Bay Co.

Fort Qu'Appelle, Sask.



An attractive window trim shown recently by D. D. Campbell, Kelowna, B.C. The use of flowers and palms adds to the attractiveness.



Displaying and Selling Fish in Winnipeg Store

How the Fort Garry Market Conducts This Department—Fish Displayed Behind Glass—Storage For Winter Supply—Almost Thirty Varieties Handled.

QUITE conclusive evidence that the desire to economize on the part of many is bringing an increased demand for fish, is given by P. Diack, manager of the meat and fish department of the Fort Garry Market, Winnipeg. The past week Mr. Diack states, saw the biggest week's fish business done for almost two years. By this he means that the money received for sales of fish was larger than since the market opened, and when you consider that fish is selling at very low prices now, it will be seen that the number of sales must have been very large. There are, of course, reasons other than the present desire for economy, which are causing increased fish sales to come to the Fort Garry market. The fish display is exceedingly good and naturally creates a desire to buy.

Pointers for Display.

The only trouble with such a display is that it would tend to discourage many dealers, who could not afford the equipment which is here used. There are little schemes adopted by Mr. Diack, however, which even the smallest grocer could employ, and these would undoubtedly do much towards increasing his fish sales. Those grocers who have not yet established a fish department can get a great many valuable pointers by considering some of the methods Mr. Diack has adopted.

In the Fort Garry Market all the fish is behind glass. The various lines are laid out on white enamel platters, which, while not costly, cause the customer to realize that the fish are absolutely clean and in good condition. Ice is laid around the fish to keep them in the best of shape.

Boneless smoked herring, which Mr. Diack is finding a very ready seller, he is playing up prominently. Neat piles of this line are arranged on spotlessly clean plates, and a passer-by is naturally attracted, and in many cases enquires what those little fish are.

Making Two Profits Grow.

An ingenious scheme for making two profits where one formerly existed, has been adopted with Scotch pickerel herring. These used to sell for about 5c each. Now they are being boned and split in half. Each half is rolled around a dill pickle and is held in shape with a tooth pick. These rolls each sell for 5c. The one fish, therefore, brings 10c, less the cost of two dill pickles. Incidentally a very attractive dish is prepared—one which is bringing more custom than did the Scotch pickerel herring under the old arrangement.

There are dealers who are hesitating to handle fish because they consider there would be great trouble in this and considerable danger of loss. Mr. Diack was asked regarding these fears, and did not seem to think anything more than ordinary precaution is necessary to avoid loss with fish. A certain amount of trouble of course is unavoidable, but where profits are to be secured there is always some work.

Stores in Home-made Shed.

As illustrating how easy it is to keep fish, especially at this season, Mr. Diack showed where he himself built a sizable storage shed at the back of the store. This enables him to buy his frozen fish in very much larger quantities than would otherwise be the case. A somewhat better price is secured in this way, and in that shed, during the cold weather, the fish are kept in perfect shape. They can be brought into the store as needed. If sold before spring comes they will not deteriorate at all. This means of keeping fish evidently might be adopted by the dealers in smaller places. While they may not want to buy in as large quantities as does the Fort Garry market, they could get their various selections and keep them for an indefinite period.

Almost Thirty Varieties.

How many varieties of fish should be carried seems to be a question with many dealers. In the Fort Garry mar-

ket there are often about 28 varieties, smoked and fresh, on view. This is more than the average grocer could well handle. He should, however, be able to do well with salmon, halibut, boneless herring, Scotch pickerel herring, finnan haddie, and a number of other lines.

It is well, Mr. Diack thinks, to keep the case of oysters in the fish department. Many grocers, however, believe that to put this near the entrance of the store, where everyone passing in and out must see it, is a good plan. Certainly, this is the weather for oysters and bringing them prominently before customers brings many sales.

ADVENT BUSINESS OPEN TO AGGRESSIVE DEALERS.

(Continued from page 27.)

great many people and the well-worn statement we found in the old Public school grammar of by-gone days, "The Chinese live chiefly on rice," stands good to-day. It is a cheap wholesome food, is a good keeper and so can be bought in quantities and requires little work in the preparation for a meal. All these talking points make rice a line that can be sold with little difficulty. In Advent it should be given a place and special displays or newspaper advertisements that may be part of the store's Advent selling campaign.

Canned vegetables and particularly tomatoes is still another feature Advent line. A plate of steaming tomatoes is appreciated about as much as anything by the family on a cold day. Canned tomatoes at 10 cents are cheap too.

By looking about the store every merchant will easily secure a list of nourishing lines that will form excellent substitutes for meats during the season upon which we have entered. His next and greatest task is to get them moving into the homes of customers. The salesman should at once be sharpened up on the selling talks, and a few displays, show cards and other selling wrinkles will do the rest.

To Be or Not to Be--Will There Be a Tax on Tea?

Tea Men Guessing as to What Dominion Government Will Do on Meeting of Parliament in January—Many Convinced, Others Are Not—Tea Market a Puzzle.

Montreal, Nov. 26.—(Special).—The chief topic among tea men is an anticipated duty on tea. So convinced are some that the Government will impose a duty next January, they have strengthened the market by their talk. Wholesalers, it is reported, are holding their stocks in anticipation of this duty, yet their faith in it does not induce them to buy. Wholesalers admit that tea will likely be taxed, and while they would not turn down business if it came along, they state that none of their customers have any chance of getting overloaded. Retailers are not inclined to overload with tea just now.

A Tax or No Tax.

On the other hand, stocks in Montreal are comparatively light, and even though there were strong indications that Parliament when it meets in January would place a tax on tea, it would be difficult for importers to take advantage of the situation, as it would take too long to get supplies through from Calcutta or Columbo, which are the only places where tea is cheap. Prices in London just now are almost prohibitive.

A prominent wholesaler, speaking on the possibility of a tax on tea, said: "I think the Government will have to put a tax on tea, as they cannot tax spirituous liquors further. To do so would have the effect of further reducing the consumption of liquors, and the Government would lose the revenue it is already getting. Liquors are something people can do without.

"If the Government wishes to be sure of a steady revenue, it must tax the necessities of life. Under the present economic conditions people are inclined to be careful and guarded in their purchases, and are satisfied with what are necessities; they eschew luxuries. Considering that a tax has been placed on liquor which has reduced consumption, and would be further reduced if taxed further, the Government I think will realize that they have got to tax something else. I don't say the Government ought to tax tea, because it is a necessity of life."

Another wholesaler said: "I have just been discussing the possibility of a tax on tea with a tea man. He thought the tax would be imposed when Parliament meets in January, and that it would either be five or ten cents per pound. I think it is doubtful whether

tea will be taxed; if it is taxed, I believe the tax would be five cents.

"A tax on an article of food like that is not popular, and the feeling among the trade is that something should be taxed, say incomes. I don't think a tax on tea would affect the consumption, and I don't think people are drinking less coffee. We did three months of business in both tea and coffee during August, so how can we expect to buy now? In England, the Government thinks tea is a good line to tax, because people drink the same amount whether it is taxed or not. There, they drink 10 lb. of tea per head, whereas here it is about 8 lb., and about 2 to 3 lb. of coffee per head. In the States the situation is reversed; they drink 10 lb. of coffee per head."

A tea broker said: "The Government has taxed coffee and whiskey, but have not secured the revenue. People have stopped drinking whiskey at 20 cents a glass. They are not taking their friends in to treat, and the result is they are staying away themselves. Now the Government has got to get after what Lloyd George calls 'the elusive teetotaler.'"

Market Difficult to Fathom.

The London market still remains high. On one hand there are several things to bring about a decline: on the other hand there are influences to keep the market firm. Some men have no faith in the market, and believe that the day is not far distant when prices will collapse. Another man says: "I never knew the tea business so dead. It is probably the lull before the storm. I think prices will go up." Nobody seems to realize what the situation is, and that is probably the reason why wholesalers are buying so little. While business in Japan particularly, was good last week, this week has been one of quietness. Undoubtedly the trade is still feeling the effects of the rush which occurred immediately following the outbreak of hostilities.

Factors which are tending to weaken the market in England are the sinking of the Emden, and the fact that the British Government have placed an embargo on tea to neutral countries excepting Spain and Portugal. This was done to prevent tea from India and Ceylon reaching the enemy. That British tea was going to Germany was apparent to anybody comparing the quantity of tea entering neutral countries, particularly

Holland, this year and last. This embargo will have the effect of reducing exports of tea from London to other countries, and should weaken the market. Apparently this has not occurred, as a Montreal broker who cabled London this week quoting a shade under market prices, was turned down.

This is surprising. It looks as though other conditions are influencing the market more than the embargo. Attention was drawn this week to the danger to the Suez Canal from Turkey. It is hardly likely that this would affect the tea market when war risks, following the sinking of the Emden, have dropped from 15 to 3 per cent.

STIRRING UP INTEREST BY ADVERTISING.

(Continued from page 25.)

prietor of the paper and organized a plan of campaign along concerted lines. Everybody agreed to feature two things in addition to their own goods in their newspaper advertising, namely—"shop at home" and "buy your Christmas goods early." The newspaper itself agreed to run an editorial or news item every day urging those two points and giving reasons why the people should remain loyal to their own community. "The effect of the campaign," he said, "was beyond our expectations. There was so much in the paper about "buying at home" and getting in on the ground floor with Christmas purchases that the people were almost completely won over."

This man's experiences bears out the contention that the more merchants talk about Christmas and their goods, the more will the people respond to the suggestions offered. Let everybody advertise. There's money in it if properly done.

ASSOCIATION OF FISH DEALERS PROPOSED.

A preliminary meeting of those interested in the fish industry was held recently in Montreal with the object of ascertaining the advisability of forming an association to take in the producing and distributing interests in Canada and Canadian coast waters. The meeting was called principally to hear the views of the largest dealers. The date of the next meeting has not yet been decided upon.

Indian Tribes Invade Stores of Macleod, Alberta

On Receipt of Treaty Money They Massed There to Spend It—
Pitched Their Tents on Outskirts of the Town—Stores Did a
Thriving Business For Some Days.

NOT many merchants in Canada experience the class of trade that visited Macleod, Alberta, recently, subsequent to the receipt of Treaty Money by the Indian tribes in the vicinity of that town. Approximately \$8,000 was paid by the Government to the Indians of two reserves and the braves flocked to Macleod to spend it. The following dispatch from that town gives these interesting details.

"The payment of treaty money on the Blood and Peigan Reserves was marked this year by a more than ordinary invasion of the town by members of these tribes.

"The Peigans received their money, some \$2,600, on Wednesday of last week, while the bloods were paid over \$6,000 on Thursday and Friday.

"On Friday the general march on the town from the Peigan Reserve was commenced, and on Saturday and Sunday the Bloods were pouring into the town. On horseback and in wagons and rigs of every description came the head chiefs with the minor chiefs and tribesmen and their families. Every available nook and corner was quickly taken up by vehicles, while the Farmers' Shelter was crowded to its utmost capacity.

Brought Tents With Them.

"As they came for a several days' stay, the Indians pitched their tents at the outskirts of the town and repaired there after the day's shopping was over. The town itself presented a very animated appearance during the stay of the Indians. The stores were crowded to suffocation, and at every turn one came across men, women and children wandering around, gazing with open-mouthed wonder at the gay display of goods. Several of the stores, notably the Hudson's Bay Co. and Reach & Co., make a special feature of the Indian trade, and in these two stores the crush of purchasers was very noticeable, the clerks being kept on the jump attending to their needs. The Hudson's Bay Store, the old trading post of the Indians, still continues to receive the lion's share of the trade, and this year was no exception. Inside this store thirty assistants were working at top speed, while several interpreters were constantly in attendance.

Store Manager at Council.

"As in former days, the head chief from each tribe and their minor chiefs held a council, to which R. L. Barnet, the manager of the Company, was invited. Without exception they all expressed

themselves as extremely well satisfied with the treatment received at the various stores in town. Following out the old custom, an excellent dinner was provided by this Company for all the chiefs.

"Reach & Co. did an enormous business. They supplied the Indians with refreshments and their store was constantly thronged with Indian buyers. Every department was busy. The smaller stores of the town also did well. Nearly every line of business got some extra trade. Macleod has always been looked upon with favor by the Indians from both reserves, as here they can obtain every description of goods required by them. In fact, this town fared better than it has for the past seven years.

"On the two reserves between \$8,000 and \$9,000 was paid out and a very large percentage of this money found its way into the pockets of the Macleod merchants."

COMPUTING SCALE INSPECTION. Late Regulations Appear in Official Government Paper Superseding Previous Ones.

Ottawa, Nov. 26.—There are some late regulations out in an amendment to the Weights and Measures Act, governing the inspection of computing scales, which will be of interest to the grocery trade. In fact in a recent issue of The Canada Gazette, the Weights and Measures regulations as established by Order-in-Council in December 1898 with various amendments authorized by Order in Council since that date are consolidated and notice is given that they supersede and cancel all former issues.

The regulations covering the inspection of computing scales are in part as follows:—

"Computing scales shall be verified both as to the accuracy of the weighing machine proper and also as to the accuracy of the money valuations.

"If the scale satisfies the conditions provided by this Order in Council for its special class, the computing chart shall be tested through a complete range of money valuations.

"The indicating line shall not exceed one thirty-second of an inch in thickness nor be distant from the chart more than one-sixteenth of an inch, or such that by shifting the eye to either right or

left, up or down, an appreciable error in the reading will result.

"A computing chart in which there is more than one figure of the same denomination in the same column or row at a given price per pound shall not be stamped.

"The lens or magnifying glass must be wide enough to give a clear view of at least three money value indicating lines in that column or row, showing the lowest price per pound.

"All money values up to and including 35 cents per pound shall give cent valuations, but there shall not be more than forty consecutive cent or other money graduations to the inch. Over 35 cents per pound the minimum space between consecutive money graduations shall not exceed 5-cent valuations. In every case the next money graduation above and below the value indicated by the indicating line must be distinctly readable."

After presenting a table showing how the readings of the scale shall be tested, there appears the following in reference to the scale itself and computing chart:

"If the scale and computing chart are both found correct, the machine shall be stamped, and the certificate shall certify to the correctness of both.

"If the scale is correct, but the computing chart incorrect within the provisions of these regulations, the chart alone shall be condemned by means of an adhesive or other rejection seal provided by the Department. If the owner or user objects to such labelling of the chart, then the machine shall be tagged and sealed with the usual rejection label, and its use forbidden.

"The provisions of this Order in Council shall apply to all computing scales submitted for original verification, but nothing contained herein shall affect the periodical inspection of computing scales submitted for re-inspection, but no such scale shall be reinspected after fundamental repairs, unless the chart is also made to pass inspection."

Jas. Epps & Co., cocoa and chocolate manufacturers, of London, England, are putting on the Canadian market, through their agents, F. E. Robson & Co., Toronto, a pure unsweetened cocoa, which will be in addition to Epps Prepared Cocoa.



The Clerks' Page



HE SOLD THE POTATOES.

A salesman who has been through the mill in a retail store tells of an interesting incident demonstrating the value sometimes of placing things in odd places. In this particular case a basket of potatoes was carelessly left on the counter by a clerk.

Several half-bushel baskets of the potatoes were on display, but a customer insisted on the clerk selecting "that particular one."

For some unaccountable reason he placed it on the counter, and in doing so was called to the phone. While talking there a second customer came up to the counter and ran into the basket of potatoes, of course. Could she have "one just like it." She certainly could. Another old lady came up and remarked about the fine looking potatoes and she ordered a basket. In came a man, coffee customer, and he commenced handling the potatoes and wanted "one just like it" sent home.

Well, the play kept up all the afternoon, but in the meantime the manager said, "Leave that basket potatoes right there." It was funny, because alongside of the basket appeared a show of dates, figs, jams, mince meat, etc.

Everybody was struck with the incongruity of the thing, yet this very incongruous situation sold that afternoon and evening up till 6 o'clock no less than nineteen baskets potatoes that positively would not have been sold (aside from the original one) except for the oddity of location.

"Now, what is the lesson that this teaches?" asks this salesman. "It shows us a vulnerable part of human nature and that all can reach that part and play to it successfully.

"To do this we are at times to get away from set rules. Not always such extremes as the potato stunt, which was purely accidental. Your first-class, highly trained, one-idea manager would have had the insulting thing removed immediately.

"But the man who ignored training and was many-sided, along with a humorous side—sold the potatoes."

SERMONS IN BRIEF.

Thinking will make a man of anything that walks.

• • •

Always take the short cut when it brings you to the same goal.

• • •

The young man with initiative is the man who does things differently.

• • •

It is in your own interest to watch the leaks of the store of your employer.

• • •

When you put your thinking cap on, you can see all sorts of improvements to be made.



THE ENCYCLOPEDIA

FOOD VALUE OF NUTS.

Among the most popular nuts of general use are almonds, Brazils, chestnuts, cocoanuts, filberts, hickory nuts, pecans, pistachio nuts and walnuts.

Nuts can be carried safely in winter by storing in a cool, dry place, but cold storage at a temperature just above freezing is the only sure method of preserving them during the summer and the only practical policy if the quantity is considerable.

Nuts contain a large amount of nutriment in highly concentrated form. They are composed chiefly of oil and proteids, though some varieties substitute carbohydrates (starch, sugar, etc.), as the principal component in place of fat. Their constantly increasing consumption augurs well for a better appreciation of their food value by all classes—they are no longer regarded merely as luxury, or as something to be eaten out of the hand at odd times. Sanatoriums are giving many patients nut products as the chief principle of their diets.

Nuts should be well chewed, and should be held in the same consideration as the meat or other substantial portion of a meal—not eaten as a delicacy after the stomach is already loaded with a heavy repast. To this latter practice is due much of their reputation for indigestibility. The skin of some varieties

is leathery and hard to digest, but cooking may often be advantageously employed to offset this condition—when almonds for instance are parboiled, the tough leathery skins peels off and the remaining kernel is easily assimilated. Drying must speedily follow the parboiling or loss of flavor will result.

Nut pastes and "butters" are rapidly growing in favor, both for home consumption and in confectionery manufacture. They are an agreeable and very desirable addition to the daily diet. They are bought and sold in small pots or glasses, as they are liable to become rancid if kept long after opening.

The composition of nuts and nut products has been studied at a number of U.S. agricultural experiment stations, and the following table summarizes the results of this work, the American data being supplemented in some cases by European analyses.

	Water	Protein	Fat
Almond	4.9	21.4	54.4
Almond paste	24.2	13.1	23.9
Beechnut	6.6	21.8	49.9
Brazil nut	4.7	17.4	65.0
Butternut	4.5	27.9	61.2
Chestnut (fresh)	43.4	6.4	6.0
Cocoanut	13.0	6.6	56.2
Cocoanut, desiccated ..	3.5	6.3	57.4
Filbert	5.4	16.5	64.0
Hickory nut	3.7	15.4	67.4
Paradise nut	2.3	22.2	62.6
Peanut	7.4	20.8	43.5
Pecan	3.4	12.1	70.7
Pistachio	4.2	22.6	54.5
Walnut	3.4	18.2	60.7

As protein and fat are two of the recognized valuable properties in foods the importance of the various nuts can be readily seen from the above table. Protein is the blood and muscle making property while fats are the heat storers.

Carbohydrates is another chief property of any food of great value and nuts, or at least many of them are fairly well supplied with them. "Carbohydrates" is the technical term for sugar, starches, fiber, etc., all of which are heat producing foods. The fresh chestnut for instance contains 41 per cent. of sugar. The walnut, the pecan, the almond, almond paste, the peanut the Brazil nut, etc., all contain a fairly good percentage of sugar.



Current News



Quebec and Maritime Provinces.

J. S. Benoit, grocer, Montreal, has sold to Wilfrid Brouillet.

P. Chairest has opened a new store at 1150 Lajoie Street, Montreal.

Frank Tarantour, general merchant, Quebec, P.Q., has registered.

Robt. R. Letson, grocer, Hartland, N.B., is succeeded by H. Scott Allbright.

Silas Huxley, of the Tamilkande Tea Co., Montreal, leaves for Bermuda this week.

A Laurendeau, Ltee., wholesale and retail grocers, Montreal, have obtained a charter.

D. E. Menard, grocer and miller, Menardville, Que., sustained a fire loss recently (insured).

Assets of the United Co-operative Stores, Limited, of Montreal, are to be sold on December 1.

A. G. Snowdon, Montreal, has taken the agency for the Roman Meal Co., with Canadian headquarters in Toronto.

The factory of the Rock City Cigar Co., at Levis, Que., has been destroyed by fire. The building was burned to the ground, as were all the outhouses in which three horses, an automobile and two other vehicles were destroyed. The loss is about \$25,000, covered by insurance.

Major Lumb, a traveling salesman for S. H. Ewing & Sons, Montreal, sails about November 28 for England to join his old regiment, the 8th Battalion Suffolk Regiment, Colchester. Last week, while on a trip through his Eastern Ontario territory, he said farewell to the trade—for a time only, it is to be hoped. Major Lumb's home is in Brockville, Ont., where he belonged to the local regiment there. While he is not altogether a young man, he expects to see active service on the European Continent. He has been in Canada for thirty or more years, but, speaking of England, he said: "It's the old nest, you know."

Ontario.

Neil MacMillan, grocer, Toronto, has disposed of his business.

L. M. Stanley, grocer, Chatham, Ont., is retiring from business.

D. W. Wilbur, grocer, Delhi, Ont., is succeeded by W. H. Wilbur.

T. Statham & Son, grocers and bakers, Acton, Ont., have sold to D. C. Russell.

Bercier Morris, grocer and butcher, Greenfield, Ont., is succeeded by Dougald McKinnon.

Serimshaw & Mills have opened a grocery business in Napanee, Ont., with a meat department as well.

P. C. Larkin, of the Salada Tea Co., left Toronto on Monday last for a tour of the American branches of the company.

Ernest Hubel, a grocer in Peterborough, Ont., has disposed of his business on Lake Street there to E. J. McDonnell.

The wholesale and retail merchants of Peterborough, Ont., will organize a company of Home Guards. Salesmen of the merchants are also interested in the movement.

J. A. Corriveau, general merchant, Drysdale, Ont., and who was also postmaster there for many years, passed away suddenly last Friday in his store.

McWilliam & Everist, Limited, wholesale fruit dealers and commission merchants, Toronto, have obtained a charter.

The Canadian Cereal and Flour Mills, Limited, have taken offices on the 14th floor of the Royal Bank Building, Toronto. H. T. Jamieson is the general man-

ager, W. J. Baker is the sales promotion and advertising manager, and John Kennedy the sales manager.

T. C. Mallory, grocer, St. Thomas, Ont., has purchased the grocery business of C. H. Jolliffe on Wilson Avenue. Mr. Mallory will discontinue his present grocery business on Scott Street.

James G. Cane was unanimously elected president of the Commercial Travelers' Association at the annual nomination meeting at St. George's Hall, Toronto. C. J. Tuthill, second vice-president, and Messrs. J. W. Clarkes, H. Dodgson, F. W. Davis, G. Everatt, F. G. Hector, W. Moore, F. W. Menzies, E. W. McTear, C. J. Silver, directors, were likewise honored as directors of the Toronto board. For first vice-president A. Cook and W. Moore were nominated, and Edward and Wm. M. Fielding were nominated for the office of treasurer.

Western Canada.

A. Greenstone, grocer, Brandon, Man., has sold to M. Shnyder.

The stock of the estate of J. H. Labrosse, St. James, Man., has been sold.

The general store of J. D. Munro, Eyebrow, Sask., sustained a fire loss last week.

H. O. Kirkham & Co., grocers, etc., Victoria, B.C., have opened a branch store near the corner of Government and Fort Streets.

S. G. Freeze, a grocer in Calgary, Alta., and an alderman there, as well is reported in the mayoralty field at the next municipal election.

The Standoff Trading Co. have opened a general store at Standoff, Alta., just opposite the upper portion of the Blood Reserve. They have built a new store on the site of the Standoff branch of the Hudson's Bay Co. The store will be under the management of R. N. Wilson.

MORALE.

It is a good old word—morale. Its origin is French; but, springing into popular use during these war times, it suggests to some the Spanish pronunciation, as in tamale—the similarity continues—meaning a mental state of full of "pep," zeal, hope and confidence. Taking it by and large, in war or peace, morale is a good word to pin in your hat.



E. F. HICKS,

A young salesman well known to the trade in Ontario, whose death was announced in a recent issue. He traveled for Jno. Sloan & Co., Toronto, prior to his demise.

NEW SERIES ON CARD WRITING

Canadian Grocer has completed arrangements for another splendid series of articles on card-writing. They are from the pen of R. T. D. Edwards, a card-writer of well-known ability in Canada and the first will appear in the near future. All those interested in the writing of display cards are urged to watch for the opening lesson in the series, for we can confidently state that it will prove to be the easiest, most practical and best that has ever been presented to the Canadian trade.

Because Mr. Edwards has ideas of his own with regard to card-writing, he is departing much from the beaten path in the preparation of the articles. He has adopted the simplest methods in the work, doing away with all "red tape" which worries and confuses the new student. The series will therefore not be the "lot for your money" brand, but simple, easily understood and readily followed lessons that can be turned into actual cards in a short time. Little time will be wasted by keeping the student at too much work on elementary lines and curves which so often become tiresome and non-interesting. In other words readers of this paper will be presented with straight, practical pointers on this all-important subject and will not be burdened with "dead wood" and novelty stunts which are to-day not recognized in up-to-date, modern merchandising.

From modern Roman figures, each article will be carried step by step demonstrating how to form each letter and figure with the least possible number of strokes and yet obtain the best results. There will be outlined Roman, brush stroke Roman and different styles of bold face lettering suitable for large cards, posters, etc.; all styles of pen lettering which forms a big section of modern card-writing will be given, including the uses of Round writing, Payzant, music pens, etc. There will be a readable, modernized Old English script type and the Bradley alphabet shown, and some modern lettering which Mr. Edwards has recently gotten together. Speedy forms of the alphabet will also be gone into thoroughly.

One feature of these articles is that each will contain the finished show-cards showing the effect of the lesson put into actual use. The cards will also be seasonable so far as they can be made applicable for business purposes in the succeeding month. Economical ways to use and mix colors properly along with many little kinks and wrinkles that help to simplify the work will be discussed.

One article will deal with the uses of cut-outs and their proper handling—how to make a silhouette and spatter drawings without any knowledge of drawing whatever. Shading will be described as all card-writers should have a knowledge of that feature of the work. There will be lessons on ornamental designs and illuminated caps and also on the best systems to use in the laying out of show-cards.

Air-brush work, with its dozens of different uses, will be gone into closely towards the end of the series. Shadow script lettering, the execution of air-brush design with the use of stencils, and drawings done solely with the air brush will be some of the features of the air-brush work.

In addition, the Edwards' series will include many minor details too numerous to mention here, but which will be taken up as the series proceeds and the proper time comes for their insertion. Clerks wishing to improve their usefulness and selling power, as well as dealers who believe in the power of the show-card as a silent salesman, should follow the series from beginning to end. The first lesson may be expected soon.



Buying Light as Yet in Christmas Fruit Lines

Hand to Mouth Policy May Result in Flurry at Last Moment and Advance of Present Firm Prices—Holiday Goods Have Helped Business to Some Extent—Sugar Steady and in Light Demand—Tea Continues at Top Figures.

Office of Publication, Toronto, Nov. 26.

THE question may be considered at this time as to whether there will be enough holiday fruits to supply the trade until Christmas; the reply is another question as to whether the public will make anything like the usual demands. With most fruits arrived there is an improvement noted in business but comparatively the buying is light and a hand-to-mouth policy is displayed. If demand develops later present firm prices are likely to advance and some orders may go unfilled. The situation is very uncertain. Valencia raisins are very short and there are already sales being made within the trade which is unusual at this stage. Figs have also advanced and prunes, currants and dates are firm.

With the Emden removed better supplies of tea have arrived in England, but the price remains without reaction. The feature of the week was the poor quality of the Indian supplies, evidently the result of delays in making shipment. England has cut off supplying Europe but this has not helped. At present high prices are due to advances in India and Ceylon. There is considerable talk about the possibilities of a war tax and while there has been some high buying the usual attitude is to be careful while prices are so high.

The sugar situation shows little change. In Canada refiners are keeping price up in accordance with their statement that they are grinding costly raws and the demand is very light, indicating that both the trade and consumers still have supplies. When lower prices may be expected is a matter for speculation. The New York situation shows little change unless it is that things have become more settled on a basis which it is believed will hold for some time. The needs of France and England are not thought to be sufficient to take the market higher for some time unless there is another rush to get supplies.

Coffee remains strong. Pepper should ease soon and cream tartar also. New shelled almonds are considerably lower. One line of condensed milk has been reduced 15c case.

Montreal reports a little more interest in the flour situation, but conditions are generally continuing very dull. Domestic demand is very weak and export business is out of line, although the call is strong. Canadian wheat is higher priced than American. With a cold weather demand for mill-feeds, prices have firmed and millers are beginning to refuse orders for straight cars, using this demand as a lever for flour sales. Cornmeal shows a reduction of 10c a sack.

Strictly new-laid eggs are practically off the market so far as dealers are concerned. The price is nominally around 50c, but the statements made by a Toronto firm that it is doubtful if a case of strictly new-laid stock could be had in the city. Fresh eggs are offered, but candling usually reveals them to be hold-overs and no better than storage stocks. Export demand has eased owing to poor condition of American shipments having given the business somewhat of a black eye; more interest is expected shortly.

Spanish onions being shipped back to London is an interesting feature of the vegetable market. The price is advancing rapidly. It is evident that the war department is making reservations for the use of the army.

The Ottawa report that France is looking for Canadian potatoes would indicate the probability of a higher market as shipment would be made from New Brunswick and Delawares practically control the price basis.

New California navel oranges have arrived. The first shipment is slightly later than usual owing to new standards of quality. The crop is reported as being large and prices should be about as low as last year. New crop lemons are coming freely and there appears to be no indication of a shortage. Apples continue firm.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Feed prices are firm.
Flour business improved.

PRODUCE AND PROVISIONS—

Eggs advance to 45c.
Provisions show weakness.
Poor quality butter in.
Live ducks and geese sell.

FISH AND OYSTERS—

Cod and haddock scarce.
Halibut plentiful.
Shell oysters quiet.

FRUITS AND VEGETABLES—

Apples remain firm.
Oranges slightly dearer.
Florida and Mexican oranges in.
Lemons a little cheaper.
Potatoes in good demand.

GENERAL GROCERIES—

Grenobles will be late.
No sultanas coming in.
Most nuts in but are high.
Guaranteed peas hard to get.
Talk of duty on tea.
Coffee slightly cheaper.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Cooked hams 1c cheaper.
No new laid eggs available.
Butter and cheese are steady.

FRUIT AND VEGETABLES—

New Navel oranges in.
Spanish onions back to England.
French demand may send potatoes up.
Lemons now coming freely.

FISH AND OYSTERS—

Herring only fresh fish.
Bloaters and kippers scarce.
Demand for frozen fish good.

FLOUR AND CEREALS—

Demand still dull.
Cornmeal 10c cheaper.
Mill feeds up \$1.00.
Straight cars of feed not sold.

GENERAL GROCERIES—

Sugar and tea strong and steady.
Shelled almonds much cheaper.
Peas scarce and up 10c.
New fruits going to trade.
Raisins and figs are advancing.

QUEBEC MARKETS.

Montreal, Nov. 26.—With stocks of new fruits and nuts in, more activity is noticed around the wholesale houses, and a better feeling exists. One wholesaler says things are good when circumstances are considered. Another reports a distinct improvement after a long period of quietness. Some retailers are delaying their purchases with the hope of securing better prices nearer Christmas. While nuts have opened high, there is such a scarcity in some lines, very much lower prices seem unlikely, especially with so many buyers holding off ready to jump in early in December.

Important changes which retailers should note are an advance in new-laid

CANADIAN GROCER

eggs to 45c, with a further advance coming; a slight cut in meat prices, a drop in lemons, and an advance in oranges. Spanish onions are a little higher, while prices were shaded slightly. Grenobles are liable not to arrive for Christmas, while Sultanas are said to be missing altogether.

There are a number of minor changes. California loose muscatels have advanced 1/4c in sympathy with Valencias, and are now quoted 8 1/2c. Sicily filberts have advanced 1/2c to 12 1/2c to 14c. Clean Filiatra currants, loose, advanced 1/4c to 7 1/2c. Valencia raisins are up 1c, in sympathy with primary markets.

Evaporated winter apples are now in stock, selling at 8 1/2c to 9c.

Some French vegetables in tins have arrived, and are welcome, as stocks are low, and many tables would have been deprived of luxuries this Christmas, which only the rich can afford. They include mixed vegetables, mushrooms and string beans. Supplies of olive oil and pate de foie gras also arrived.

SUGAR.—There was no change in sugar this week. The trade would not have been surprised had a decline taken place, owing to the weak state of the New York market. Sales of refined to France have almost ended, and raws are not in demand at 3c. Sugar is being sold in Canada hand to mouth, dealers evidently having no confidence in the market. Refiners do not predict whether a decline is likely to take place or not. They merely state that no decline is in sight, but that one might take place any moment.

One of the refiners made the interesting statement this week that the raws they are using now cost more than the price of refined to-day. It has already been stated that refiners are losing money at the present price. When they bought it looked as though raws would go still higher.

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

DRIED FRUIT.—Valencia raisins have been advanced from 1c to 1 1/4c since opening. No new Sultanas seem to have arrived yet. Stocks of new currants are plentiful, and are bringing around 7-7 1/2c. There are no old stocks left. First direct shipment of dates has reach-

ed New York, and prices on second shipment, due in ten days, have not yet been named. Brokers state that trouble with Turkey will raise the price of both figs and dates. Some New York importers have withdrawn prices on figs. A Montreal importer states that there will be no new Sultanas on account of the war in Turkey, and that Californias or old crop will have to be depended upon.

Item	Per lb.
Apples, best winter	0 08 1/2
Nectarines, choice	0 11
Peaches, choice	0 09 1/2
Pears, choice	0 13
Apricots	0 15

Item	Per lb.
EVAPORATED FRUITS.	
Apples, best winter	0 08 1/2
Nectarines, choice	0 11
Peaches, choice	0 09 1/2
Pears, choice	0 13
Apricots	0 15
DRIED FRUITS.	
Candied Peels—	
Citron	0 18
Lemon	0 11 1/2
Orange	0 11 1/2
Currants—	
Amalias, loose	0 07 1/2
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07 1/2
Filiatras, packages, new	0 08
Dates—	
Dromedary, package stock, per pkg.	0 10
Fards, choicest	0 11
Hallowee, loose	0 06
Hallowee, 1-lb. pkgs.	0 07 1/2
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11 1/2
70 to 80, in 25-lb. boxes, faced	0 10 1/2
80 to 90, in 25-lb. boxes, faced	0 10
90 to 100, in 25-lb. boxes, faced	0 09 1/2
Raisins—	
Malaga table, box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60
Muscatais, loose, 5 crown, lb.	0 08 1/2
Sultana, loose	0 12
Valencia, new	0 08 1/2
Seeded, fancy	0 10
Seeded, choice	0 09 1/2

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

RICE.—There is a marked firmness in English markets. The Indian crops are reported to be somewhat short. This would affect principally the Patna grades, and a shortage will possibly mean a firmer feeling. There are no other changes locally.

Item	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 80
"C.G."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 75
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).

Item	Per lb.
Imported Patna—	
Best, 224 lbs.	0 08
Half bags, 112 lbs.	0 08 1/2
Quarter bags, 56 lbs.	0 08 1/2
Velvet head Carolina	0 09 1/2
Sago, brown	0 06
Tapicos—	
Pearl, lb.	0 05 1/2
Seed, lb.	0 05 1/2

MOLASSES.—Market is quiet. The demand is hand to mouth. Good stocks are held. There is no immediate indication of an advance.

Item	Island of Montreal.	Fancy.	Choice.
Barbadoes Molasses—			
Punchons	.38	.36	.36
Barrels	.41	.39	.39
Half barrels	.43	.42	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal. Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Item	Per lb.
Corn Syrups—	
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2
Pails, 3 1/2 lbs., \$1.95; 25 lbs.	1 45
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, 1/2 doz. in case	2 90
Cases, 20 lb. tins, 1/4 doz. in case	2 85
Maple Syrups—	
Pure, per 1/4 lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10

COFFEE.—Recently large jobbers issued a new price list containing slight reductions in price. The following are new:—Jamaica, 23 to 24c; Java, 33-34c; Maricaoibo, 22-25c; Mocha, 29-31c; Rios, 17 to 20c.

Item	Per lb.
Coffee Roasted—	
Bogotas	0 26
Jamaica	0 23
Java	0 30
Maricaoibo	0 22
Mexican	0 27
Mocha	0 29
Rio	0 17
Santos	0 21
Chicory, per lb.	0 10

NUTS.—Retailers will probably be disappointed with Grenoble walnuts this year, as they have been delayed. Some wholesalers, realizing situation, have already advised their customers with whom they contracted for end of November, that shipments will not arrive until late in December, possibly too late for the Christmas trade. Some importers, however, claim that their shipments will be in next week, and these will be first on market. There are few on the primary markets, and transportation difficulties are being experienced. The 1914 crop of shelled walnuts will come on to the market at 45c wholesale, which is fairly high compared with last year, but if further supplies come through well, will be less than 40c. Importers claim there is only a small margin even at this price. Filberts are opening 1 1/2c higher than a year ago, and Montreal prices have advanced 1/4c. Shelled almonds are considerably dearer. Local houses have been inclined to hold off with the hope that prices would be easier. Americans have been doing same. As lower prices do not seem likely, there will probably be a scramble for nuts early in December.

Item	Per lb.
Grenobles, new	0 15 1/2
Tarragonas, new	0 15
Marbots, new	0 12 1/2
Shelled walnuts, new, per lb.	0 35
Shelled almonds, 28-lb. boxes, per lb.	0 45
Sicily filberts	0 12 1/2
Pecans, large	0 18
Almonds	0 21
Brazils, new	0 15
Peanuts, No. 1, 1 1/2c; No. 2	0 09 1/2
Peanuts, No. 3	0 09 1/2
Canadian chestnuts	0 12

SPICES.—Prices are slightly higher on pure ground black and white pepper—23c to 24c and 32c to 33c respectively. Wholesalers state that they are getting 60c lb. for cream of tartar, and very little demand at that. Importers of pepper state that they see no reason why prices should go down now.

Item	5 and 10-lb. boxes.	1/4-lb. pkgs. dozen.	1/4-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 72-0 90	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochin	0 18-0 23		
Ginger, Jamaica	0 20-0 25	0 90-1 05	0 95-1 10
Mace	0 85-1 10		
Nutmegs	0 30-0 35	1 05-1 20	1 10-1 25
Pepper, black	0 25-0 34	0 90-0 90	0 90-1 00
Pepper, white	0 32-0 33	1 05-1 10	1 10-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 95-1 15
Pickling spice	0 20-0 25	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22		

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

Cardamon seed, per lb., bulk	2 00
Carraway—	
Canadian	0 12
Dutch	0 20
Cinnamon, Ceylon, lb.	0 60
Mustard seed, bulk	0 18
Celery seed, bulk	0 35
Cayenne chillies	0 25
Shredded cocoanut, in pails	0 20

CANADIAN GROCER

DRIED VEGETABLES.—The bean market has a firmer tone this week. Business which went at \$2.30 seems to have taken up all orders available, and it is not likely wholesalers will be able to buy more at that price. It is possible, however, that farmers might come forward with their stocks, and bring the price down again. Beans are being sold this week at \$2.40, but there is little anxiety to buy. Brokers complain that they cannot get peas fit to guarantee, otherwise there is a good demand for good boilers, selling to wholesalers around \$2.55. There are plenty of peas, but they cannot be guaranteed, and Montreal must have peas guaranteed to boil. Pea soup is more popular in Quebec Province than bean soup. Some people think that the poor quality of peas will help to keep the bean market firm.

Beans—	
Hand picked, per bushel	2 85
Canadian, white, per bushel	2 65
Yellow, per bushel	3 25
Yellow eyes, per bushel	3 25
Lima, per lb.	0 08
Peas, Imperial green, per bushel	0 08½
Peas, white soup, per bushel	2 60
Barley, pot, per abg	3 60
Barley, pearl	4 60

CONFECTIONERY.—Importers state that no restrictions are placed now on exportation of confectionery by British Government. The difficulty is not in getting shipments, but in getting the goods manufactured in England. Prices on toffee are up 20 per cent., and the demand is so good, stocks are cleared out almost on arrival. In Old Country chocolate much competition is being experienced from Canadian manufacturers, and it is more difficult to sell.

ONTARIO MARKETS.

Toronto, Nov. 26.—The arrival of new fruits has created a better demand amongst the wholesale grocers, but it should be remembered that this is the season when there is usually very heavy buying for the Christmas trade. Comparatively speaking, the disposition seems to be to wait. The idea seems to be to buy closely from hand to mouth and to steer clear of futures. To a large extent this also applies to the wholesalers themselves. However, retailers are not likely to find any advantage. Under the existing circumstances, with the shortage of imported lines, prices are not likely to be reduced, and rather the contrary seems the probability, for if there is a scurry for supplies in the last couple of weeks, not only is there likely to be higher prices, but there may be many who will be unable to get their orders filled. Already there is buying amongst the wholesalers themselves at comparatively high prices. Figs and Valencia raisins are particularly strong, but currants, dates and prunes are also in a better position. Collections are reported as fair in the country and backward in the city.

Tea has maintained its strong position, despite fair supplies from India and Ceylon, which were expected to relieve the situation. Poor quality Indians are the latest feature of the London market. Continental supplies have also been cut off by England, but the strain has not eased. Sugar remains steady, and very dull in Canada. New York reports steady conditions, with the prospects that a basis has been arrived at for the first Cuban supplies.

Borden's condensed milk has been reduced 15c a case for the baby size. Phosphorous silient matches cannot be manufactured after the first of the year, but the trade will be given an opportunity to clean up stocks on hand.

TEA.—The London market this week has maintained its position. Japans are unavailable in primary markets. Chinas continue firm. The whole situation shows continued strength. London had rather been expected to ease with supplies coming forward after the capture of the Emden; but the unexpected happened when prices strengthened at primary sources, and to-day strength is chiefly at markets in India and Ceylon. The action of the British Government in cutting off Continent, in an evident effort to keep supplies from Germany, might also have been expected to have brought about some reaction. However, the only feature of market was that Indian teas offered were of unusually poor quality. This was probably due to fact that shipments were delayed, and tea soon loses quality if held up at this time of year. There is some speculation to be noted in trade on account of talk of a war tax, and buying is a little more active on this account, but generally there is shown hesitation at prevailing high prices, and a tax imposed at this time would produce immediate revenue on account of small supplies on hand throughout country.

SUGAR.—The week has shown little change in the sugar situation in Canada or in world markets—unless it might be that conditions in general have taken more definite shape. Evidently in this country trade is still well supplied, and waiting for lower prices before buying, while consumers also appear to be well stocked and curbing consumption. How long prices will remain up is problematical; certainly the consumption, or rather consumer buying, cannot be making very heavy inroads on the present raw stocks, which the refiners claim cost them so dear.

Indications from New York are that buyers can rest assured as to prices on the present basis until the Cuban crop is largely distributed. From report of Willett & Gray, it is noted that France has taken 65,000 tons so far, and has evidently still got 235,000 tons to buy.

Great Britain is reported as still having sufficient supplies until May, 1915, and requiring over half a million tons to October, 1915. It is estimated that Java, Cuba and the States will be able to meet the demands, and that present prices will be likely to hold unless there are flurries in the buying and attempts made to divert interest temporarily. Germany is reported as encouraging the use of molasses in stock food, and thus diverting about 75,000 tons. Great Britain has opened the sugar embargo to the extent of allowing all purchases prior to date of legislation to enter.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
25 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 66
100 lb. boxes	7 56
50 lb. boxes	7 66
Paris Lump—	
100 lb. boxes	7 66
50 lb. boxes	7 66
25 lb. boxes	7 86
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71

Yellow Sugars—	
No. 1	6 41
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

DRIED FRUITS.—Practically all new fruits have now arrived—that is, that may be expected to arrive. Prices have been readjusted, and old stocks are practically out. Christmas buying should be active, but the policy of hand-to-mouth supplies is delaying demand. In some lines there is a shortage, and with a development of business of anything like usual proportions there is likely to be a flurry for supplies at the last moment, which will result in prices going up and in some orders not being filled. Price tendencies do not seem to permit of lower prices. Advances on figs, for example, have been 1c lb., and for Valencia raisins considerably more. In fact, Valencia raisins are to-day being sold in the trade at 8c, which is an unusual circumstance at this season. New apricots are firm, although the price has eased off from the old basis. New dates will be here shortly, and they will be higher in price. Prunes are generally strong, with an upward tendency.

Apricots—	
Apples, evaporated, per lb.	0 06
Standard, 25 lb. boxes	0 10
Choice, 25 lb. boxes	0 12
Candied Peels—	
Lemon	0 13
Orange	0 13
Citron	0 19
Currants—	
Filiatas, per lb.	0 07½
Amalaa, choicest, per lb.	0 07½
Patras, per lb.	0 08
Vostzazas, choice	0 09½
Cleaned, ½ cent more.	
Dates—	
Fards, choicest, 12-lb. boxes	0 09½
Fards, choicest, 60-lb. boxes	0 09
Package dates	0 07½
Hallowees	0 06
Prunes—	
20-40s, California, 25 lb. boxes	0 13½
40-60s, 25 lb. boxes	0 12½
50-80s, 25 lb. boxes	0 12
60-70s, 80 lb. boxes	0 10
70-80s, 80 lb. boxes	0 09½

CANADIAN GROCER

80-90s, 50 lb. boxes	0 09	0 09%
90-100s, 50 lb. boxes	0 07%	0 08
25-lb. boxes 1/4c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07%
25-lb. boxes 1/4c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08%	0 09 1/2
Seeded, fancy, 1 lb. packets	0 10	0 10 1/2
Seeded, choice, 1 lb. packets	0 09 1/2	0 10
Seeded, choice, 12 oz.		0 08 1/2
Seedless, 16 oz. packets	0 11	0 11 1/2
Seedless, 12 oz. packets		0 10

NUTS.—Demand is a little better for holiday trade. New almonds have arrived, and shelled have dropped to 42c-44c. New filberts should be here during the week. Brazils are a trifle firmer, but both these and peanuts would have been much higher now had it not been for the war cutting off European markets.

In Shell—		Per lb.
Almonds, Tarragona	0 17 1/2	0 20
Brazils, medium, new	0 11 1/2	0 12 1/2
Brazils, large, washed, new	0 13	0 15
Chestnuts, Beck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12 1/2	0 13 1/2
Peanuts, hand-picked, roasted	0 10 1/2	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble		0 17 1/2
Walnuts, Bordeaux		0 14
Walnuts, Marbots		0 15
Shelled—		
Almonds	0 42	0 44
Filberts		0 35
Peanuts	0 10 1/2	0 11 1/2
Pecans	0 58	0 60
Walnuts	0 48	0 50

SPICES.—Conditions show little change. Cream of tartar may be expected to ease further after present stocks are moved. New arrivals of lower-priced supplies will be here in a short time. Peppers continue firm, but quotations should ease before long when additional supplies come forward. Herbs are scarce and dear, a continuation of former conditions.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 15
Allspice, whole		0 15
Cassia, whole	0 21-0 26	0 21-0 26
Cassia, ground	0 14-0 16	0 21-0 26
Cinnamon, Batavia	0 36-0 40	0 36-0 40
Cloves, whole	0 28-0 33	0 28-0 33
Cloves, ground	0 18-0 22	0 28-0 33
Cream of tartar	0 25-0 35	0 25-0 35
Curry powder		0 35
Ginger, Cochin	0 14-0 17	0 28-0 33
Ginger, Jamaica, ground	0 17-0 20	0 28-0 33
Ginger, Jamaica, whole	0 24-0 27	0 24-0 27
Ginger, African, ground		0 15
Mace	0 80-1 05	0 80-1 05
Nutmegs, brown, 64s, 52c;		0 30
80s, 42c; 100s		0 30
Nutmegs, ground, bulk, 45c;		0 50
1 lb. tins		0 22-0 25
Pastry spice	0 12-0 16	0 20-0 22
Peppers, black, ground	0 12-0 16	0 20-0 22
Peppers, black, whole		0 30-0 33
Peppers, white, ground	0 15-0 24	0 27-0 30
Peppers, white, whole		0 27-0 30
Pickling spice		0 15
Turmeric	0 18-0 20	0 18-0 20

BEANS.—Conditions for beans continue firm, although variation in quality has slightly increased the price range. Demand for peas is strong, and price has been advanced. Blue peas are going abroad, and white peas are finding a strong market in Quebec when quality is good and boiling qualities can be guaranteed.

Beans—		Per bushel.
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08 1/2	0 09
Peas, blue, Canadian, per bush.	3 00	3 10
Peas, whole, white, per bush.	3 00	3 10

COFFEE.—The market is firm, with prospects that prices may be advanced. Mochas are particularly strong, and Brazilians have taken a firmer tone owing to interruptions to traffic.

Coffee—		
Standard Old Govt. Java	0 32	0 33
Plantation Ceylon	0 32	0 34
Java	0 33	0 35

Arabian Mocha	0 33	0 36
Guatemala		0 32
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicory		0 14

RICE.—There is no change in this market. Demand continues fair. Tapioca is inclined to be a little easier on the resumption of traffic from the East on a better basis.

Rice—		
Rangoon, per lb.	0 03 1/2	0 04
Rangoon, fancy, per lb.	0 04 1/2	0 05
Patna, per lb.	0 05 1/2	0 06
Japan, per lb.	0 05 1/2	0 06
Java, per lb.	0 05	0 05 1/2
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06 1/2
White, per lb.		0 06

Tapioca—		
Bullet, double goat		0 10 1/2
Medium pearl	0 06	0 07
Seed pearl	0 06	0 07
Flake		0 10 1/2

SYRUPS.—Demand for syrups continues weak, somewhat weaker, in fact. Open weather is not conducive to strong demand in this department. There is a fair demand for molasses, but volume is never large on this market. Prices for syrups show no sign of change, and for molasses the market is likely to hold until there are new arrivals in February, and it is unlikely that there will be an important change then, so long as sugar maintains its present position, and this is now predicted so far as raw market is concerned.

Syrups—		Per case.
2 lb. tins, 3 doz. in case		2 55
5 lb. tins, 1 doz. in case		3 00
10 lb. tins, 1/2 doz. in case		2 90
20 lb. tins, 1/4 doz. in case		2 85
Barrels, per lb.		0 05 1/2
Half barrels, lb.		0 04
Quarter barrels, lb.		0 04 1/2
Pails, 3 1/2 lbs. each		1 85
Pails, 2 1/2 lbs. each		1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 26	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
1/2 gals., 12 to case	4 70	5 40
1/4 gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 Gallon cans, 1 to case	6 45	6 80
Gallons, 6 to case	6 50	6 80
1/2 gals., 12 to case	6 55	7 25
1/4 gals., 24 to case, in glass	7 30	7 35
Pints, 24 to case	4 00	5 00
Maple Sugar—		
Pure, per lb.		0 12 1/2
Maple Cream Sugar—		
24 twin bars		1 80
40 and 48 twin bars		3 00
Maple butter, lb. tins, dozen		1 90

CANNED GOODS.

MONTREAL.—Wholesale grocers are busy filling orders of canned goods, which were placed months ago. Little new business is coming in, orders now being hand to mouth.

MANITOBA MARKETS.

Winnipeg, November 25.—Xmas trade at present time is quite satisfactory—or rather, it would be satisfactory were the wholesalers in a position to fill orders. The snow and the cold weather seem to have stimulated business to a considerable extent. Perhaps it has not made as much difference to the grocery trade as to some others, but in the West especially when one line benefits, all benefit. The difficulty in getting some

lines required for Xmas business will, it is expected, be over in a week, and then dealers may look for prompt delivery of their orders.

SUGAR.—There has, as was expected, been a drop here of from 20 to 30c on sugar. Eastern sugar is now quoted at \$7 while British Columbia is put on a new basis of \$6.70. There is, moreover, an expectation that sugar will go still lower. After that, however, the market will probably be steady, for with such a further decrease the Canadian product will be on a footing more nearly related to New York raws, when the war tax of 70c is considered. This week there has been an improvement in both the refined and raw market in New York. Some slight advances have been made there in the last few days, and it seems likely that further slight advances will follow.

Sugar, Eastern—		Per cwt. in sacks.
Extra standard granulated		7 00
Extra ground or icing		6 80
Powdered		6 80
Lump, hard		7 45
Montreal yellow		6 10
Sugar, Western Ontario—		
Sacks, per 100 lbs.		5 95
Barrels, 50 lbs., per cwt.		6 00
Bales, 20 lbs., per cwt.		6 05
Powdered, barrels		6 30
Powdered, 50s		6 95
Powdered, 25s		6 70
Icing, barrels		6 60
Icing, 50s		6 85
Icing, 25s		7 00
Icing, pails		6 95
Cut loaf, barrels		6 70
Cut loaf, 25s		6 95
Cut loaf, 50s		7 30
Sugar, British Columbia—		
Extra standard granulated		6 70
Bar sugar		6 85
Icing sugar		7 05
Powdered sugar		6 85
H. P. lumps		7 55
Yellow		6 05
B. C. Cane Syrups—		
2 lb. tins, 2 doz. to case, per case		3 60
5 lb. tins, 1 doz. to case, per case		4 00
10 lb. tins, 1/2 doz. to case, per case		3 75
20 lb. tins, 3 tins to case, per case		3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		
Molasses—		Per gal.
Barbadoes		0 53
New Orleans		0 34
Maple Syrups—		Per case.
Imperial quarts, case, 2 doz.		5 40
Imperial 1/2 gals., 1 doz.		5 55
New, pure, 1/4 gal. case		9 00
New, pure, 1/2 gal. quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—Evaporated apples have dropped 1c during the week. Currants remain steady—also dates, with the exception of fards, which are down 10c. All foreign fruits and nuts have been very largely delayed owing to transportation difficulties. It was expected these would be on the Winnipeg market by now, but heavy storms on the Great Lakes have materially delayed all boats carrying these lines. There seems every reason to expect delivery during the coming week—and this, after all, will leave ample time for retailers to secure the cream of the Xmas trade.

Apples, evaporated, new, 50's	0 06%
Apples, evaporated, new, 25's	0 07
Apricots, choice, 20's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11 1/2
Currants—	
Dry clean	0 06%
Washed	0 10
1 lb. package	0 08 1/2
2 lb. package	0 19
Vostizzas, 1 lb.	0 10 1/2
Dates—	
Hallow, loose, per lb.	0 06
Hallow, 1 lb. pkgs.	0 06 1/2
Fard dates, 12-lb. boxes	1 00

CANADIAN GROCER

ALBERTA MARKETS.

By* Wire.

Edmonton, Nov. 26.—New fruit is arriving in good quantities and of excellent quality. Christmas trade is looking better. Tea is firmer; prunes steadier; but sugar market is weak and uncertain. Owing to the Ontario bean crop being short and not of extra good quality, beans grown in the Ashcroft district, in British Columbia and Japan are gradually coming in. Probably they may only last for a few months, but Japan beans are of fine quality, and quoted at \$2.80 to \$3.20. Little change is noticed in the Edmonton district during past week. Cheese is higher at 17c to 18c. Ontario beans declined to \$2.80. Potatoes are 50c to 55c per bushel. Sugar (granulated) is down to \$7.30 to \$7.40, and yellow is \$6.65. Canned goods remain firm, and lemons have increased to \$7.

Peaches—	
Standard, 25-lb. boxes	0 06½
Choice, 25-lb. boxes	0 07½
Choice, 10-lb. boxes	0 08½
Raisins, Valentias—	
Fine selected	2 35
Four crown layers	2 45
Raisins, Sultanas—	
California bleached	0 10½
Raisins, Muscatels—	
3 crown loose, 50's	0 08½
3 crown, loose, 25's	0 08½
Choice, seeded, lb.	0 09½
Extra fancy seeded, lb.	0 09½
12-oz. packages, fancy	0 08
12-oz. packages, choice	0 07½
Prunes, in 25-lb. boxes—	
80 to 100	0 07½
80 to 90	0 08½
70 to 80	0 08½
Choice, 25-lb. boxes	0 08½
80 to 70	0 08½
60 to 70	0 09½
40 to 50	0 10½

TEAS AND COFFEES.—No price changes whatever to record. It is not thought the new tax which the Imperial Government has placed upon tea will have any effect regarding price in the West. The demand is somewhat smaller than it has been. On the other hand, there seems every reason to look for more steady ordering during December, January and February.

Coffee—	
	Per lb.
Rio, No. 5, green	0 13½
Rio, roasted	0 16½
Santos, green, No. 4	0 15½
Santos, roasted	0 22½
Chicoiry, per lb.	0 07

Teas—	
Japan—	
Choicest basket, fired	0 40
Choicest, pan fired	0 40
Very fine, pan fired	0 35
Medium, pan fired	0 30
Common, pan fired	0 25
India and Ceylon—	
Souchongs	0 30
Pekoe Souchongs	0 35
Pekoe	0 40
Broken orange and orange	0 40
China—	
Fine Keelung	0 50
Good Packlung	0 35
Common moning	0 25

BEANS.—As was indicated last week, the Canadian market depends largely upon the export demand. This is continuing heavy, and Ontario dealers as a result are increasing rather than decreasing their prices. In consequence there has come an advance of 10c in three-lb. pickers F.O.B. Winnipeg. Foreign hand-picked beans have declined, on the other hand, being now quoted at \$3.30, which is more on a level with the Canadian beans. California Lima beans are being quoted in bag lots at \$8.25, and 8½c in less than bag lots.

Beans—	
Foreign, hand-picked	3 30
Canadian, hand-picked	3 40
5-lb. pickers	2 85
California Lima Beans—	
Bag lots	0 08½
Less than bag lots	0 08½
Barley—	
Pot, per sack, 96 lbs.	3 00
Pearl, per sack, 96 lbs.	4 15
Peas—	
Split peas, sack, 96 lbs.	3 75
Whole peas, bushel	2 50

RICE AND TAPIOCA.—Patna rices may be expected to advance before the arrival of the new crop, which will not reach here until next April. Siam and Japan rices have not changed in price for some time. It is hard to predict when the change will come, but general impression is that this change will be in an upward direction.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05½
No. 2 Japan, per lb.	0 05
Siam, per lb.	0 04½
Patna, per lb.	0 06½
Carolina, per lb.	0 06
Sago, pearl, per lb.	0 06½
Tapioca, pearl, per lb.	0 06

Produce and Provisions—	
Cheese, per lb.	0 16½
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1, 26c; No. 2,	0 21
Cheese, per lb.	0 17
Lard, pure, 3's, per case	7 95
Lard, pure, 5's, per case	7 90
Lard, pure, 10's, per case	7 80
Lard, pure, 20's, each	2 53

General—	
Beans, Ontario, per bushel	2 80
Beans, Japan, per bush.	2 80
Coffee, whole roasted, Rio	0 18½
Evaporated apples, 50's	0 08
Potatoes, per bush.	0 50
Rolled oats, 20's	0 79
Rolled oats, ball	3 25
Flour, 98's, \$3.55-\$3.65; rolled oats, 80's	2 50
Rice, per cwt.	4 50
Sugar, standard gran., per cwt.	7 30
Sugar, yellow, per cwt.	6 65
Canned Goods—	
Apples, cans, case	1 50
Corn, standard, per two dozen	2 05
Peas, standard, 2 dozen	2 16
Plums, Lombard	2 25
Peaches	3 25
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per dozen	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	9 00
Colhoes, 1's, \$5.75; pumpbacks, 1's	4 35
Fruits—	
Lemons	7 00

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Nov. 26.—There are few market changes to record this week. Business is quite brisk. The closing of the river has caused a little decline in trade in northern parts of the city but up to the ceasing of navigation business was good. Christmas trade looks bright. Local firms are profiting by the army remount depot and garrison men here making an extra demand on many staples. There is interest in the tea market; local supplies are very fair. Dealers are unable to say anything about sugar tendencies. Molasses are up slightly, stocks being average. Oatmeal is lower. Barrelled beef is high at \$28.50 to \$29. Pure lard has advanced to 13c and 13½c. Dealers are buying little more than needed in dried fruits, expecting lower rates early in the New Year. Raisins are firm, eggs steady, with supplies fair.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 20
Bacon, roll, per lb.	0 17
Beef, barrel	28 50
Beef, corned, 1 lb.	3 15
Pork, American clear, per bbl.	27 00
Pork, domestic, per bbl.	28 00
Butter, dairy, per lb.	0 26

Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16½
Flour and Cereals—		
U'mmeal, gran.	6 90	6 90
Cornmeal, ordinary	1 90	1 90
Flour, Manitoba, per bbl.	7 85	7 85
Flour, Ontario	6 85	6 85
Rolled oats, per bbl.	7 00	7 00
Oatmeal, standard, per bbl.	7 25	7 25
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	7 00
Oranges, Val., case	4 00	5 00
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 90	7 00
United Empire	6 80	6 90
Bright yellow	6 70	6 80
No. 1 yellow	6 40	6 50
Paris lumps	8 00	8 25
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 08	0 08½
Rice per cwt.	4 50	5 00

ONTARIO APPLES IN THE WEST. Care Should Now Be Taken to See That Cars are Well Heated.

Although shipments have fallen off considerably of late, owing undoubtedly to the colder weather, reports from Western Canada indicate that that market is still being largely supplied with Ontario apples. Shippers in the east should now make full allowance for zero weather beyond the Great Lakes when shipments are contemplated and cars will require to be well heated. There would still appear to be a good demand for Ontario apples if they can be got through at reasonable cost.

Calgary reports recently two cars of spys at \$4.50 to \$5. There were three cars from British Columbia and none from Washington. The former market is practically sold out. Several cars from Ontario arrived on private orders.

Regina reports twelve cars of Ontario apples for the week with British Columbia shipments very light.

Edmonton reports light shipments with only eight cars for the week, two of which were from Ontario. Ontario barrels retail as follows:—Spys \$5.50, Snows \$6, Kings and Greenings \$4.50 and \$4.50 to \$4.75 for other varieties, with No. 2's 50c under.

FINEST EVER READ.

That Canadian Grocer's Fall Sales Number of October 30 was appreciated in the United States as well as in Canada is evidenced by this extract from a letter of a New York subscriber, Chas. O. Elliott, the manager of the coffee department of J. B. Greenhut Co., one of the big grocery stores of that city:

"I was pleased to get the Fall Sales Number of Canadian Grocer. This number is a great work of art as well as of commercial ideas. I have handed it over to the manager of the store, who is giving it special attention. It's certainly the finest I ever read in the trade paper line. Success to you and The Grocer."



Fruit and Vegetables



Onions Go Back to England; New Navel Oranges

Spanish Stocks Sent to London, Evidently for Army Needs — California Oranges Later, But of Better Quality; a Big Crop— Potatoes Will Be Dearer as France Makes a Demand for Supplies — Apples Continue Firm.

MONTREAL.

FRUITS.—Despite the fact that navigation closes this week, apple market remains firm. Prices on some lines are slightly higher this week, and a decline in brands like Fameuse, McIntosh Reds, and Spys is unlikely. Oranges are slightly dearer, while Messina Verdelli lemons are cheaper, probably because new crop is due. Cranberries are quoted from \$6 to \$7, and only experience a fair demand as yet. New grape fruits are bringing \$3 per box. Malaga lemons are now on market, quoted \$4.50 to \$5. Florida and Mexican oranges are being offered at 3.25 per box.

Apples—	
Baldwins, No. 1, bbl.	3 50
Spys, No. 1, bbl.	3 75
Russets, No. 1, bbl.	3 25
Greenings, No. 1, bbl.	3 50
Fameuse, No. 1, bbl.	5 00
McIntosh Reds, No. 1, bbl.	4 50
No. 2, all varieties, 50c less per barrel.	
Bananas, crate	2 00
Cranberries, bbl.	6 00
Grapefruits, Jamaica, case	3 00
Grapes, Malaga, keg	5 50
Lemons—	
Messina Verdelli extra fancy, 300 size.	4 00
Malaga, 420 size	4 50
Oranges—	
Cal. Valencia, 150-176-200-216	4 50
Cal., 100-126-150-288 size box	4 25
Florida, 126-150-176-200-216	3 25
Mexican, 126-150-176-200-216-250	3 25

VEGETABLES.—The principal demand is for potatoes, which are still quoted 65 to 75c per bag. Spanish onions are dearer this week because of scarcity, being quoted at 3.50 per case, an advance of 50c. Hothouse tomatoes, which have shown considerable weakness for past few weeks, are expected to be firmer from now on. This week's quotations are 15 to 18c. An advance took place in price of American beans from 3.00 per basket, to \$3.50 to \$3.75. A further advance is anticipated. Demand is experienced for cabbage, which are quoted 50c per doz., or \$1.25 bbl. There is fair call for carrots 50 to 75c.; also for cauliflowers, which are scarce at \$1.75 to \$2.00. The demand for celery has fallen off; \$3.00 per crate is being asked. Leeks are going well at \$1.50 doz.

Artichokes, bag	1 25
Beans, American, basket	3 00

Beets, bag	0 75
Cabbage, per dozen	0 25
Carrots, bag	0 50
Cauliflower, dozen	1 75
Cucumbers, doz.	1 80
Celery, crate	3 00
Leeks, doz.	1 80
Lettuce, head, per box	1 75
Curly lettuce, per box	1 25
Onions—	
Spanish, per case	3 50
Spanish, per 1/4 case	2 00
Red, 75-lb. bags	1 25
Parsnips, bag	0 50
Parsley, doz. bunches	0 15
Peppers, green, 3 1/2 qt. basket	0 25
Potatoes—	
Montreal, bag	0 65
Potatoes, sweet, Jersey, hpr.	1 75
Spinach, Montreal, in boxes	0 50
Turnips, bag	0 75
Tomatoes, hothouse, lb.	0 15
Watercress, doz.	0 40

TORONTO.

FRUIT.—First shipment of new California Navel oranges arrived first of week and are being sold at \$3.75 and \$4. This price is commanded by fact that shipment is exclusive. Later arrivals should cause price to go down at once. Next week basis should be down about \$1.00. Reports from California are to the effect that the crop is a large one, almost as large as last year and prices should be about same. First arrivals this year are later than last, owing to agreement of growers as regards condition of fruit for marketing. Valencias are still being offered and there are also Floridas. South American shipments were delayed too long and were not satisfactory. Apples continue firm. Boxes are selling at \$1.25 for Kings and Spys with others down to 75c. New coconuts are in at 4.50. Canadian grapes are about done and Tokays also; price of latter is up to \$2.50. Valencia oranges are cheaper with the navels on market. Lemons are easier, there being plentiful supplies now coming forward.

Apples—	
Wagners	2 50
Greenings	2 25
Kings	2 50
Baldwins	2 00
Spys	2 75
Seeks	2 25
Canada Reds	2 25
Snows	3 00
No. 2s, 40-50c less.	
Bananas, per bunch	1 80
Coconuts, sack	4 00
Cranberries	6 25

Grapes—	
Canadian, 6-qt. bkts.	0 16
Tokays	0 20
Malaga, barrel	4 50
Malaga, fancy, barrel	6 00
Oranges—	
Florida	2 50
California, late Valencias	3 00
California navels	3 75
Lemons, Messinas	3 25
Lemons, California	4 50
Limes, per 100	1 25
Pears—	
California, box	3 25
Canadian, late varieties	0 25
Pineapples, Porto Rico, case 10	4 00
Grape fruit	3 00

VEGETABLES. — Spanish onions which were brought back to Canada from England are now being shipped back again. Such is the demand on the other side of the water presumably as the result of war purchases. Prices have gone up accordingly. Spanish are quoted at \$3.50 with the prospects of going to \$4 by the end of the week. Potatoes are firm and should France take a supply as is indicated the prices would be higher as exports would be from district from which large portion of supply is drawn. Demand for vegetables is quiet but should pick up again when the cold weather has had time to have its effect.

Beets, Canadian, bag	0 50
Cabbage, Canadian, dozen	0 35
Carrots, bag	0 25
Cauliflower, doz.	0 75
Citrons, doz.	0 45
Cucumbers—	
Slicing, hothouse	1 50
Medium pickling sizes	0 35
Celery, California, case	3 00
Mushrooms, per lb.	0 70
Water Cress, 11 qt. basket	0 50
Onions—	
Spanish, big crate	3 50
Can., 75-lb. bags	1 25
Green peppers, basket	0 75
Potatoes, Delaware	0 80
Potatoes, Canadian, bag	0 70
Parsley, basket, 11-qt.	0 30
Pumpkins	0 10
Tomatoes, hothouse, lb.	0 15
Turnips, bag	0 40
Sweet potatoes, hamper	1 50
Squash, Hubbard, doz.	0 75
Lettuce, box	2 00
Parsnips, Canadian, bag	0 65
Persimmons, California, crate	2 50
Pomegranates, doz.	0 75
Pomegranates, crate	3 00

WINNIPEG.

FRUIT.—In common with many other lines, the fruit trade has benefited by (Continued on page 43.)

Advent Bringing a Good Demand for Frozen Fish

Colder Weather Has Helped Business in Several Departments—
Cod and Haddock Are Scarce in Montreal — Short Supply of
Kippers and Bloaters in Toronto, and Herring Only Fresh
Variety Offered.

MONTREAL.

FISH AND OYSTERS.—A scarcity of cod and haddock is being felt owing to stormy weather, but prices remain the same. Good supplies of halibut arrived this week; price unchanged. Now that weather has turned cold, inquiries are coming in more for frozen fish, and demand for all kinds is improved. The Canadian season for lobsters having opened, prices have declined. Last week they were quoted at 25c; this week lobsters are down to 22c. Dealers state that they do not expect lower prices. There is a fair demand for shell oysters, but demand is not as big as it was at the same period last year. Bulk oysters are in big demand, and quality is good.

TORONTO.

FISH AND OYSTERS.—Frozen supplies now arriving freely and business has shown marked improvement. Cold weather puts grocer in a position to handle larger stocks with the result that sales are pressed stronger and then too there is a tendency to consume more fish when the temperatures are low. Smoked lines are not quite so active and oysters are not going very fast. Fresh herring are the only variety of fresh stock being received. Lobsters are about over for the season as they cannot be secured in cold weather. Bloaters and kippers are scarce and it is likely that prices will be advanced in a few days.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08
Haddies, 16-lb. and 30-lb. boxes, lb.	.07½	.08
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.09	.12
Herring, Casco	1.30	1.20
St. John bloaters, 100 in box	1.30	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	1.20	1.20
Smoked boneless herrings, 10-lb. box	1.20	1.20
Kipper herrings, selected, 60 in box	1.40	1.25-1.00
Smoked salmon, per lb.	.25	.25
Cascoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	.20	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-13	.12-13
Red, sockeyes, per lb.	.10-11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.08-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.06½-.08	.07-.08
Market codfish, per lb.	.06-.06½	.07-.08
Steak codfish, per lb.	.06-.06½	.09
Canadian soles, per lb.	.05	.05
Blue fish, per lb.	.16-17	.15
Smelts	.11	.12

DRIED AND PREPARED FISH.

Dried codfish, medium and large, 100 lb.	7 00	7 00
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	6 00
Dressed or skinless codfish, 100-lb. case.	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs. per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs. per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons.	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 80	1 65
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 60
Best scallops, imp. gallon	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 25
Sealed, best standards, quart cans, each.	0 50
Sealed, best select, quart cans, each	0 80

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00
Malpeque, shell oysters, selected J.A.P., per bbl.	7 00	10 00
Malpeque, shell oysters, C.C.L., bbl.	11 00
Clams, per bbl.	6 00
Mussels, per bbl.	6 00
Live lobsters, medium and large, lb.	2 00
Rolled lobsters, medium and large, lb.	0 32
Winkles, bush.
Little Necks, per 100	1 25

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 12	0 11
Haddock, fancy, express, lb.	0 05½	0 07
Steak cod, fancy, express, lb.	0 07	0 08-0 09
Market cod, per lb.	0 06
Flounders, fancy, express, lb.	0 08	0 08
Gaspe salmon	0 14
B. C. salmon	0 18
Herrings, per 100 count	2 00
Herring, lb.	0 07
Mackerel, per lb.	0 09
Sea bass, per lb., black.	0 14	0 15
Carp	0 09
Smelts, lb.	0 12	0 12

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10½-.11	.10
White fish, small tullibee, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-11	.12
Dore, dress or round, lb.	.09½	.09-10
Pike, dressed and headless, lb.	.07-.07½	.07
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 50
Salmon, B. C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00
Sea trout, Labrador, bbls., 200 lb.	12 00
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00
Mackerel, N.S., half bbls., 100 lb.	7 00
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 10	3 40
Lake trout, 100-lb. kegs	6 00
Quebec sardines, bbls.	5 00
Quebec sardines, half bbls.	2 75
Tongue and sounds, per lb.	0 07½
Scotch herrings, imported, half bbls.	8 00
Holland herrings, imp'ted milkers, hf bbls	7 00
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochlynne herrings, box	1 35
Turbot, bbl.	14 00

WINNIPEG.

FISH.—The below-zero weather has had an exceedingly stimulating effect on trade in this line. The demand has been very large for practically all lines. Another happy result of the exceeding frost is the freezing over of the lakes. This will mean that full supplies of winter-caught lake-fish, such as whitefish, trout, pickerel, pike, gold eyes, etc., will be on the Winnipeg market next week. These will be quoted at the prices now listed. There has been no change in price during the week.

Fish—		
Whitefish, per lb.	0 09
Pickerel	0 08
Trout	0 12½
Gold eyes	0 05½
Jackfish	0 04
Halibut	0 12
Frozen halibut	0 09½
Salmon	0 15
Frozen salmon	0 11
Fresh cod	0 10
Fresh smelts	0 11
Oysters, per gal.	2 75

Shell oysters, per cwt.	2 00
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12½
Bloaters, per box	1 50
Kippers, per box	1 75
Lake Superior herring	0 03½

FRUIT AND VEGETABLES.

(Continued from page 42.)

the cold weather. Especially is this true in the country, farmers evidently being able to get into town more often than formerly. There have been no price changes of any importance struck during the week. Malaga grapes are now coming on the market and navel oranges, it is expected, will be here in a day or two. These will probably open at \$4.

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

VEGETABLES.—California head lettuce is now being received in good quantities, and the price has dropped to \$1 per dozen. Onions are very scarce—Valencias being very hard to secure. These have advanced to \$4.25. Sweet potatoes are in demand, but are practically off the market. They can only be available in small quantities from now on. Quotations on these remain the same.

Celery, B.C.	0 06
Head lettuce, California, per doz.	1 00
Onions—	
California, 100-lb. sacks	1 75
Valencia, per case	4 25
Parsley, per doz. bunches	0 40
Sweet potatoes	4 50
B. C. celery, per case	5 00

FRUIT CONTRIBUTIONS DESIRED.

Canadian Grocer has received a letter from The Vegetables Products Committee of London, Eng., asking for contributions of fresh or preserved fruit for distribution among the warships of Britain in the North Sea. During the past two or three weeks, it is pointed out that some 900 cases and barrels have been despatched to the fleet as well as to army corps and military hospitals, and these have been highly appreciated. Anyone interested should get in touch with The Vegetable Products Committee, Alderman's House, Alderman's Walk, London, England. E. Jerome Dyer is the Hon. Secretary.

G Produce and Provisions G

Strictly New Laid Eggs Practically Off Market

Trade Price Nominally 50c in Toronto, But They Could Be Sold at \$1.00—Delayed Stocks Sold as New Laid Are No Better Than Store Eggs—Cheese Stocks Are Lightest in History of Country and Prices Will Remain High—Provisions Move a Little Better.

MONTREAL.

PROVISIONS.—Business being done is only in small lots, and slightly weaker feeling was noticeable early in week when packers shaded prices to help business along. Medium hams were quoted at 17c and large at 16c. Backs, plain, bone in, were dropped to 22c, and boneless to 24c. Boiled hams were dropped a cent, to 25c. Clear fat pork is reported scarce, and firmer following a demand in Chicago from the French Government. Despite the cheapness of cotton oil, the lard market shows signs of stiffening. Prices are the same as a week ago. Hogs, dressed, abattoir killed, are quoted at \$11.50 to \$11.75.

Hams—	Per lb.
Medium, per lb.	0 17
Large, per lb.	0 16
Backs—	
Plain, bone in	0 22
Boneless	0 24
Peameal	0 25
Bacon—	
Breakfast, per lb.	0 19
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16½
Cooked Meats—	
Hams, boiled, per lb.	0 25
Hams, roast, per lb.	0 30
Shoulders, boiled	0 27
Shoulders, roasted	0 28
Dry Salt Meats—	
Long clear bacon, 50-75 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
Barrelled Pork—	Per bbl.
Heavy short cut mess	29 00
Heavy short cut clear	29 00
Clear fat pork	29 00
Clear pork	27 00
Lard Pure—	Per lb.
Tierces, 350 lbs., net	0 12¾
Tubs, 50 lbs., net	0 13½
Boxes, 50 lbs., net	0 13
Pails, wood, 20 lbs. gross	0 13½
Pails, tin, 20 lbs., gross	0 12¾
Cases, 10-lb. tins, 60 in case	0 13½
Cases, 5 and 5-lb. tins, 60 in case	0 13½
Bricks, 1 lb., each	0 14
Lard Compound—	
Tierces, 375 lbs., net	0 09½
Tubs, 50 lbs., net	0 10
Boxes, 50 lbs., net	0 10
Pails, wood, 20 lbs., net	0 10¾
Pails, tin, 20 lbs., net	0 10¾
Cases, 10-lb. tins, 60 in case	0 11
Cases, 5 and 5-lb. tins, 60 in case	0 11
Bricks, 1 lb., each	0 12
Hogs—	
Dressed, abattoir killed	11 50 11 75

BUTTER.—No price changes have been made, but market continues firm. Receipts continue small, and are expected to drop off shortly to almost nothing. What is coming in now is fodder butter, and not good. A decline took place in the United States, which prevents ex-

portation from Canada; still, situation remains good on both sides of border.

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

CHEESE.—No changes have taken place, and a fair demand is experienced both domestic and export. Export business is fast drawing to a close, and the stocks carried over in Canada will be the smallest in many years.

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

EGGS.—The feature of the produce market this week was an advance in the price of new laid eggs from 42 to 45c, with prospects of a further advance. This advance took place in spite of fact that export demand from England has ceased. The arrival of heavy shipments of Russian eggs in England caused this dropping off in export demand.

Eggs, case lots—	
New laid	0 45
Selects	0 32
No. 1s	0 29
Splits	0 23

HONEY.—The market remains unchanged and featureless.

Honey—	White Clover	Buckwheat
Barrels	per lb.	per lb.
Tins, 60 lbs.	0 11½	0 08½
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17-0 18	0 14-0 15

POULTRY.—A good demand is being felt for live ducks and geese, and very little demand for dressed stock. This has resulted in prices of live stock jumping to those of dressed, which is 12 to 13c. for ducks, and 10 to 12c for geese. The turkey market showed no improvement this week, there being little demand, and lots of poor stuff coming. Fancy turkeys are worth 14 to 15c dressed. There is a fair demand for chickens at low prices. The large amount of stock keeps prices down, and outlook is not bright.

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

TORONTO.

PROVISIONS.—Business has shown some improvement of late and is comparatively satisfactory under the existing circumstances although it could not be said to be brisk. Cooked hams have been shaded down further in price and the quotations are generally easy. The market for hogs which gained some strength during past couple of weeks has reacted and quotations show a decline of 30c under the price level of a week ago. Lard continues easy.

Hams—	
Light, per lb.	0 17 0 17½
Medium, per lb.	0 16½ 0 17
Large, per lb.	0 15½ 0 16
Backs—	
Backs, per lb.	0 21 0 22
Boneless, per lb.	0 22 0 23
Pea meal, per lb.	0 23 0 24
Bacon—	
Breakfast, per lb.	0 18 0 19
Roll, per lb.	0 14½ 0 15
Shoulders, per lb.	0 13½ 0 14
Pickled meats—1c less than smoked.	
Dry Salt Meats—	
Long clear bacon, light	0 14½ 0 15
Cooked Meats—	
Hams, boiled, per lb.	0 23 0 24
Hams, roast, per lb.	0 24 0 25
Shoulders, boiled, per lb.	0 20 0 21
Shoulders, roast, per lb.	0 20 0 21
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	27 00 29 00
Lard Pure—	
Tierces, 400 lbs., per lb.	0 11½ 0 12
Tubs, 60 lbs.	0 11½ 0 12½
Pails	0 12 0 12½
Tins, 5 and 5 lbs., per lb.	0 12¾ 0 13
Bricks, 1 lb., per lb.	0 13½ 0 13¾
Lard Compound—	
Tierces, 400 lbs., per lb.	0 09½ 0 09¾
Tubs, 50 lbs., per lb.	0 09½ 0 10
Pails, 20 lbs., per lb.	0 09¾ 0 10½
Hogs—	
F.O.B., live, per cwt.	7 45
Live, fed and watered, per cwt.	7 75
Dressed, per cwt.	11 00 12 00

BUTTER.—Butter market is quiet without change in prices. Situation tends to be easier with New York market off 1c to 2c and little immediate chance of export. However, there is still interest in this direction and dealers look for business a little later. Receipts are falling off with nothing more than sufficient for immediate demands. Proportionate deliveries of dairy butter should now be larger as compared with creamery, as cheese factories have pretty well closed down.

Butter—	
Creamery prints, fresh made	0 29 0 31
Separator prints	0 27 0 28
Dairy prints, choice	0 26 0 27
Dairy, solids	0 22 0 24
Bakers	0 18 0 20

CANADIAN GROCER

CHEESE.—Stocks of cheese are reported as being very low. This indicates firm market at present figures for some time. Cheese factories are now closed and make is practically over for season. There will be some late cheese but not enough to have an influence. There is very little old cheese available.

Cheese—		
Old, large	0 17½	0 17½
Old, twins	0 17½	0 18
New, large	0 16½	0 16½
New, twins	0 16½	0 16½

EGGS.—There is practically no price to-day for strictly new laid eggs. Nominally quotation is 45c to 50c a dozen, but as one dealer puts it, the price might as well be made \$1.00. There are no new laid eggs being offered strictly speaking. There are some odd dozens being received but hens lay very poorly at this time of the year and few of these eggs get to market. Stock which is claimed to be strictly new laid can be secured but it will not stand the tests. The indications point to holding on part of poultrymen with idea of taking advantage of high prices but it is questionable if these eggs are as good as best store eggs and in some cases they certainly are not. The situation generally is firm with purchases still being made for export. Export business, however, is not so good as it was. American eggs seems to have been given a black eye in the trade on the other side from fact that shipments have been made without re-candling. Some supplies have been secured too, from Russia, but these are light and indications are that the demand will again turn to Canada.

Eggs, case lots—	Per dozen.
Strictly new laid, in cartons	0 45 0 50
Selects	0 33 0 34
Straights	0 29 0 30
Trade eggs	0 25 0 26

POULTRY.—Arrivals of poor quality poultry are heavy with result that there is a big range in prices. Poor stuff does not seem to have a strong demand at any price and prices scale down to point where poultry becomes a very cheap food. However, it seems that price is not a matter of consideration with the majority. The difference in prices would indicate that farmers are making a mistake in marketing their birds in such poor shape. Prices quoted are Toronto wholesale selling basis and 1c to 2c should be deducted from this to estimate the buying basis.

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

WINNIPEG.

PROVISIONS.—There is a strong feeling in all pork products, resulting probably from the run not being as good as was expected, either in quantity or quality. Prices seem certain to hold firm. In fact, advances both in

cured meat and lard may reasonably be looked for.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	23 00
Lard—	
Tierces	0 11
Tubs, 60s	6 75
Pails, 20s	2 32½
Cases, 5s	7 12½
Cases, 3s	7 20

BUTTER.—Little change is noted here. The market continues firm, but there seems no immediate probability of an advance.

Butter—	
Creamery, Manitoba	0 30
Dairy	0 25
Cooking	0 19

CHEESE.—Stocks in the East are still short, quite a heavy export demand being experienced. This has strengthened the market in the West, but no advance to offset the decline which came so unexpectedly two or three weeks ago has as yet taken place.

Cheese—	
New, large	0 16½
New, twins	0 17½

EGGS.—Still no eggs from Western Canada are being sought for exportation. As a result there is an ample supply and advances will hardly come at once.

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

POULTRY.—Receipts are now coming large, demand, on the other hand, being considerably smaller than in former years. The only way to stimulate the demand apparently is to keep the prices down, and for the time being at least, quotations are low.

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

Letters to the Editor

Editor Canadian Grocer:—I think a campaign should be started now by merchants all over the Dominion to educate customers to pay every 30 days, and leave no balances.

There are enough balances over the Dominion to wipe out all retailers' debts.

A rubber stamp with something impressive would help stimulate the campaign. Surely if the shoe dealers and other stores can get cash down, we should get it in 30 days.

What could be used on a rubber stamp to impress and not offend? I would suggest: "After Jan. 1, we kindly request our customers to settle accounts in full every 30 days leaving no balances."

Or how would this do: "Owing to present conditions and demands of whole-

salers and manufacturers we earnestly ask our customers to settle accounts in full every 30 days."

Here is another: "We would be pleased if during the present conditions you could find it convenient to aid us by paying accounts in full every 30 days"; and so on.

I would like to hear some opinions on this from others.

ONTARIO GROCER.

SITUATION IN POULTRY.

Canada is anticipating an over supply of poultry this fall. Demand is weak, for the reason that fowl is looked upon as a luxury by the average people—and they are not seeking luxuries at the present time. Coupled with this is the fact that the price of feed is so high that farmers will not be inclined to fatten and there is likely to be a glut of poor quality stuff on the market shortly after the cold weather sets in and drives "the chickens home to roost."

This looks like a good time to extend the Canadian export trade. Last year the United States shipped something like a million dollars' worth of poultry to England and Canada about five thousand dollars' worth. Surely this state of affairs could be changed. Ten years ago Canadian shipments of poultry were ten times as much as they are to-day.

The Fish Trade Gazette and Poultry Chronicle of England has this to say about the situation: "A difficult time is temporarily in store for the trade. It is impossible that Servia, Hungary and Austria should send us their ordinary supplies of turkeys, etc., for the Christmas trade. Italy will also be handicapped—to what extent remains to be seen; but her chief customer of old—next to this country—has been Germany. The French and Russian supplies will also be affected. Russia can only export, however, through Archangel, and the calling up of practically all of the men in France will upset business in Normandy." A statement of sources of supply follows:

	1913.
Russia	£344,665
Belgium	9,300
France	142,256
Italy	77,296
Austria-Hungary	96,733
China (exclusive of Hong Kong, Macao and leased territories)	51,715
United States	211,429
Other foreign countries	17,973
Canada	1,533
Other British possessions	1,640

However, if Canada is to play a part in the export poultry trade and in supplying the Christmas table of the English family, it will have to be with better stock than has been coming in. It is a great mistake for farmers to figure that it is cheaper to sell poor stuff rather than feed.



Flour and Cereals



Little Better Tone to Flour; Feeds in Demand

Montreal Sees a Slightly Improved Interest — Cold Weather Makes Demand For Mill Feeds and Full Cars Are Being Refused to Force Sales of Flour—Rolled Oats Firm But Cornmeal Easier.

MONTREAL.

FLOUR.—Local trade in spring wheat flour is a little more active than it has been for some time, probably because of close of navigation. There is no change in the market, but there is a firm feeling. The tone of the winter wheat market is firm owing to the fact that offerings from Ontario millers are somewhat limited.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car lots. Small lots.
Fancy patents	6 00 6 25
90 per cent., in wood	5 50 6 00
90 per cent., in bags	2 50 2 60
Straight roller	5 70 5 90
Blended flour	5 75 6 25

CEREALS.—Much depends on weather how market for rolled oats will be affected, but feeling is very firm under an increased demand both for domestic and export.

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

FEEDS.—Business in feeds has become so good that one mill has instructed its travelers in Ontario only to accept orders for mixed car lots of bran at \$25, shorts at \$27, and middlings at \$30. Prices all round are up, and millers are asking these prices with confidence.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	32 00
Wheat moulee	30 00
Feed flour	40 00
Mixed chop, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	3 00
Oats, chop, ton	38 00
Barley chop, ton	38 00
Feed oats, cleaned, Manitoba, bush.	0 65

TORONTO.

FLOUR.—Situation continues with little change. Stocks still are indicated as being heavy and demand shows little interest. Prices have not changed and some new development is looked for before any important alteration.

Closing of lake and rail shipping routes has not caused sufficient change to alter values. There is practically nothing doing in export trade for Canada. There is a good demand but the prices are not being brought high enough to create interest. United States millers have the advantage here as wheat is cheaper on that side of the line. Deliveries of wheat for export continue good in Canada but there is still some difficulty in getting ocean space. Mills are working shorter hours and sales of flour are being influenced by action of makers in refusing to ship anything but mixed cars feeds being used as a lever to secure flour sales.

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

CEREALS.—Colder weather has not as yet had effect in demand for winter cereals but there should be an improvement here in near future. Rolled oats continue steady and firm but there is an easier tendency for cornmeal, which is shaded off 10c bag.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	5 50
Corn flour, 98 lbs.	2 80
Cornmeal, yellow, 98 lbs.	2 55
Graham flour, 98 lbs.	3 00
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 25
Oatmeal, granulated, 98 lbs.	3 25
Peas, Canadian, boiling, bush.	2 90
Peas, split, 98 lbs.	5 00
Rolled oats, 90-lb. bags	3 37 1/2
Rolled wheat, 100-lb. bbl.	3 75
Rye flour, 98 lbs.	3 00
Wheatlets, 98 lbs.	3 75
Whole wheat flour, 98 lbs.	3 75

MILL FEEDS.—Arrival of winter weather has brought out buyers of mill feeds and result has been firmer prices. Close of navigation has also been a factor here. Mills are not working full time, and, with prospects for a shortage of feeds if this continues, millers are taking advantage of circumstances and

are refusing orders for straight cars. This attitude has been taken by a number of big mills since middle of month.

Mill Feeds—	Mixed cars, per ton
Bran	25 00
Shorts	27 00
Middlings	30 00
Wheat moulee	30 00
Feed flour, per bag	1 95
Oats—	
No. 3, Ontario, outside points	0 60
No. 3, C.W., bay ports	0 80

WINNIPEG.

FLOUR AND CEREAL.—Cold weather has stimulated business. Especially is this true with rolled oats now in heavy demand. Locally the mills manufacturing this product are working to capacity, and even so are finding difficulty in turning out a sufficient supply. There have been no changes in price. Orders for flour are steady. It is not expected that any change in this line will come.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 90 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

SUGAR COMPANY'S STATEMENT.

Halifax, N.S.—The net trading profit of the Acadia Sugar Refining Company for the year ending September 30th amounted to \$332,086, including \$26,796 brought forward from the preceding year. The net trading profit in 1913, including \$24,286 brought forward, was \$176,690.

The dividends paid during the year on the preferred and ordinary shares amounted to \$149,893, and after payment of \$27,213 interest on loans and \$7,300 directors' remuneration a balance of \$182,193 is carried forward to credit of profit and loss account which now totals \$257,140.

The company's land, buildings and plant at Richmond, Woodside and Moncton are valued at \$1,636,723.

The stock of sugar on hand is valued at \$1,060,625. Trade debts due to the company are \$257,139.

WE'LL SELL
TILLSON'S OATS
 FOR YOU

Methodist ... will be ...
 found the present gift to ...

That's My Boy!

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

TILLSON'S OATS

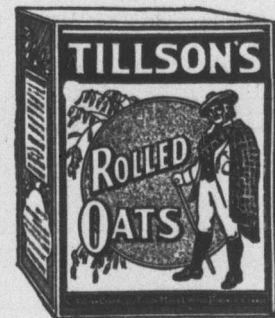
Friday Night is Gift Night

If you present a package when our agent calls, **YOU WIN A DOLLAR.** Watch for our cans and tins.

RAINBOW FLOUR MAKES GOOD BREAD

Canadian Cereal and Flour Mills, Ltd.

... who wanted it. They will be treated in the same way as the "Tillson's Oats"



↑
 I'm an
Outside Salesman

I'm one of the many *outside salesmen* Tillson's have working for you. I'm talking up Tillson's every day to thousands of housewives and urging them to come buy of you.

I'm the →
Inside Salesman

I'll stay in your store anywhere you put me. I'll greet every customer and politely remind her of her old friend Tillson's Oats. She knows me and will buy Tillson's Oats when she sees me. So give me a place on your counter or in your window. I'll do the rest.

Mr. Retailer:

Do you realize the way your window invites the Public to enter your Store? Many merchants having valuable Window space, do not take advantage of the opportunity to increase their sales by displaying seasonable goods.

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

Canadian Cereal & Flour Mills, Ltd.
 TORONTO, ONTARIO

Century Salt

Pure,
even
crystals

This is the evidence of the extreme care taken in the refining and packing of Century Salt. The salt that is best for table or dairy. Every store should handle Century. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT CO. Limited
SARNIA - ONTARIO



Big Profits with this Irresistible Confection

Don't get the impression that the biggest thing about Chocolate Turkish Delight is its irresistible flavor. The unusually large profit it affords is equally important. Coupled together, could any other confection offer you better advantages for easy profits?

Write to-day for first order.

Oriental Produce Co., Montreal

Christmas is incomplete without the fragrance of

7-20-4 Cigars

Their mild blend and rich aroma give added pleasure to the day. Wherever happiness or good-fellowship abound there you'll find 7-20-4 cigars.

Sherbrooke Cigar Co.
Sherbrooke, Que.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

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

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

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

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal-Dime	\$ 0 85
" 14-lb.	1 40
" 6-oz.	1 85
" 14-lb.	2 85
" 12-oz.	3 85
" 1-lb.	4 80
" 3-lb.	13 60
" 5-lb.	22 35

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00

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

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack ...	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

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

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/4'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, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 5's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35

Study the Consumer's Present Frame of Mind

Never before in the history of your store have you had to face just similar conditions to what you are up against now, and remember it is the man who thinks and looks ahead a bit right now who will most surely hold his trade. Your customers, as you know, are in just that frame of mind that makes them determined now more than ever to get the very best quality value for their money. Admittedly this is a fact.

Now then, you surely would not look around for the poorest, smelliest grade of butter you could buy because it was cheap? Do you think you are any safer when you buy anything that is called tea as long as you can sell it for 30c? Now is the time to think, look ahead, ponder these things a bit, realizing now more than ever that in order to hold your customers' trade and good-will you require to give them the best possible quality of tea that you can buy; tea that you are willing to drink yourself in your own home. If so, may we suggest that you make a comparison of the different teas you are handling? Try them in your own home. When you do we know that you will recommend Red Rose Tea, the tea that has been kept the standard of quality for twenty years.

A tip on the side, Mr. Grocer

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

PRICES:

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

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

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



Men who know
real pipe
satisfaction

invariably prefer Canada's mild and most tongue-satisfying blends—**MASTER MASON** and **ROSE QUESNEL**.

Quick sellers wherever offered, and grocers find they secure unusual results with the Rock City Lines when the chewing tobacco is also used in conjunction—



KING GEORGE'S NAVY and **ROYAL CROWN.**

WRITE TO-DAY.

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

A store convenience — costs little — gives big service



THE MCGREGOR PAPER BAG HOLDER.

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

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

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

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes	0 87
Milk medallions, 5-lb. boxes	0 87
Chocolate wafers, No. 1, 5-lb. boxes	0 81
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 81
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 87
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 87
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

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

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

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

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

Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each 1/4 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 60
"Regal" Coffee and Milk, each, 2 doz.	4 60
"Reindeer" Cocoa and Milk, each, 2 doz.	4 60

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38
ENGLISH BREAKFAST COFFEE.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

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

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retail.
1s, 1/2s, Grd.	25	30
1s, 1/2s, B. & G.	32	40
1s only, B. & G.	35	45
1s, 1/2s, B. & G.	38	50
Packed in 30 and 50-lb. cases.		
Terms net 30 days prepaid.		

(MINTO COFFEE (Bulk))

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25
Packed in 25 & 50-lb. tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 25
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

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

—but Western Canadians prefer the better quality



So many producers get the idea that the thousands in Western Canada only use the cheaper lines, and consequently they make no attempt to develop this vast and growing market.

It is true a number will still continue to buy the lowest grade on the market—but Western Canadians as a rule prefer the better quality. Any grade of goods is high in the West, but the difference between the highest and lowest is so small that Western Canadians consider it infinitely better to secure the higher grade. Don't imagine there is no field for your product in the West because of its high quality—for the better the quality the more it will be appreciated. The Nicholson & Bain army of trained salesmen seem to have a particular knack of successfully placing high-grade goods on the Western market. Write us to-day.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver.

“SHELL” BRAND

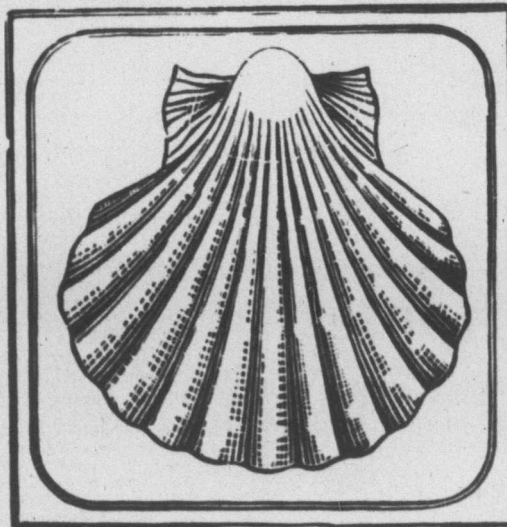
(“La Coquille”)

Genuine Imported French Castile Soap

✻
The Standard of Purity

✻
**Has the largest sale
of any Castile Soap
in the Dominion.**

**For sale by all
wholesale houses.**



A Pure Oil Soap

✻
**This soap is especially
manufactured
by**

**Messrs. Couret Freres
Marseilles, France
for
Messrs. Estrine & Co.**

P. L. MASON & CO., Toronto, General Agents

Link up your displays with our extensive Billboard and Magazine advertising campaign of

KING OSCAR

Brand

SARDINES

A good window or counter display of these high-quality, attractively-packed sardines is sure to get the attention of the buying public.

The combined effect of publicity and display will result in easy sales and good profits for you. Try it.

John W. Bickle & Greening

(J. A. Henderson)

HAMILTON

CANADA

Cash In on the "Made-in-Canada"

MOVEMENT

by handling one of the most popular and profitable cleaners on the market, made right here in Canada—

DIAMOND CLEANSER

Has never been equalled as a quick, economical cleaner at a popular price. Perfectly odorless and will not hurt the hands.

Costs \$3 a case of forty-eight cans Sells at 3 for 25c. or 10c a can

A single case thus affords you an excellent profit. But most grocers prefer it in five-case lots at \$2.85, thus ensuring a still larger profit. Your jobber is ready to supply you.

STEPHENS, WELCH & CO.

7 Ossington Ave. Toronto



Evaporated Apples

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

O. E. Robinson & Co.

Ingersoll, Ontario

GELATINE.

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

W. CLARK, LIMITED,
MONTREAL.

Compressed Corned Beef, ¼, \$1.75; 1, \$3.00; 2, \$5.50; 6, \$17.00; 14, \$45.00.
Roast Beef, ¼, \$1.75; 1, \$3.25; 2, \$6.25; 6, \$18.00.
Boiled Beef, 1, \$3.25; 2, \$6.25; 6, \$18.00.
Jellied Veal, ¼, \$1.75; 1, \$3.25; 2, \$5.00; 6, \$18.00.
Corned Beef Hash, ¼, \$1.75; 1, \$2.25; 2, \$3.35.
Beefsteak & Onions, ¼, \$1.75; 1, \$3.00; 2, \$6.00.
Cambridge Sausage, 1, \$3.00; 2, \$5.00.
Boneless Pigs' Feet, ¼, \$1.75; 1, \$2.50; 2, \$5.00.
Lambs' Tongues, ¼, \$2.50.
Sliced Smoked Beef, Tins, ¼, \$1.80; 1, \$2.90.
Sliced Smoked Beef, Glass, ¼, \$1.50; ½, \$2.00; 1, \$3.00.
Tongue, Ham and Veal Pate, ¼, \$1.30.
Ham and Veal Pate, ¼, \$1.20.
Potted and Devilled Meats, Tins—Beef, Ham, Tongue, Veal, Game—¼, 50c; ½, \$1.00.
Potted Meats, Glass—Chicken, Ham, Tongue, ¼, \$1.50.
Ox Tongues—Tins, ¼, \$2.75, 1, \$6.00; 1½, \$9.00; 2, \$10.50.
Ox Tongues—Glass, 1¼, \$10.00; 2, \$12.00.
Mincedmeat—Hermetically sealed tins, 1, \$1.25; 2, \$1.95; 3, \$3; 4, \$4; 5, \$5.
In Pails, 25 lbs., 8c. lb.
In Tube, 45 lbs., 7½c. lb.
In Glass, 1, \$2.25.
Plum Pudding, 1, \$1.90; 2, \$2.40.
Clark's Peanut Butter—Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.35.
Clark's Peanut Butter—Pails 24 lbs., 15c. per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.95; 16 oz., \$2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1.00; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, \$1.00; 3, \$1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1.00; 3, \$1.15.
Fork & Beans, Plain Flats, 1, 60c; 2, \$1.00; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.
Ammonia Powder— Per case.
50 cases, 6 doz. \$2 50
10 cases, 3 doz. 2 50
5 case lots, freight prepaid, Ontario points .. 2 25
Baking Powder— Per doz.
"Anchor"
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
2¼ lb. tins, cases 1 doz. 4 50
5-lb. tins, cases 1 doz. 8 40
Chocolate—Unsweetened—"Anchor"
10c cakes, boxes 2 doz. 0 90
Cocoa—"Anchor" 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—"Anchor" Per lb.
1 lb. tins, whole or ground, cs., 30 lb. 0 36
2 lb. tins, whole or ground, cs., 30 lb. 0 35
Cream of Tartar—

"Anchor" Per doz.
2 oz. pkgs., box 4 doz. \$ 0 90
3 oz. pkgs., box 3 doz. 1 85
¼ oz. pkgs., box 4 doz. 1 75
½ oz. pkgs., box 4 doz. 3 50
1 oz. tins, box 4 doz. 3 75
1 oz. tins, box 2 doz. 6 00

Flavoring Extracts—"Anchor"
20c bottle \$ 1 15
½ oz. bottle 2 50
4 oz. bottle 4 00
8 oz. bottle 7 50
16 oz. bottle 14 40
32 oz. bottle 28 80
80 oz. bottle 60 00

Flour—Potato—"Anchor" Per doz.
Cases 2 doz. 1 20
Icings, Prepared—"Anchor"
10c pkgs., cases 3 doz. 1 00
Mustard, D.S.F.—"Anchor"
50c tins, boxes 4 doz. 0 50
10c tins, boxes 4 doz. 0 95

Per lb.
¼s. tins, boxes 12 lbs. 0 40
½s. tins, boxes 12 lbs. 0 89
1s. tins, boxes 12 lbs. 0 38
Rice, Special Grain—"Anchor" Per doz.
Cases 2 and 4 dozen 0 90
"Anchor" Brand Per case.
Shaker Table Salt, free running, cases 2 doz., case. 1 60

"GOLD MEDAL" COFFEE.
Whole or Ground— Per lb.
¾ lb. tins, cases 30 lbs. 0 37
1 lb. tins, cases 30 lbs. 0 36
2 lb. tins, cases 30 lbs. 0 35

"GOLD MEDAL" ROLLED WHITE OATS.
Per case.
25c pkgs., cases 12 pkgs. 2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.
5c pkgs., cases 50s 1 90
5c pkgs., cases 100s 3 75
10c pkgs., cases 3 doz. 3 50

"KOLONA" CEYLON TEA.
Per lb.
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 - Oa" Breakfast Food, cases 2 doz. 1 45
Per doz.
"Piccaninny" pancake and buckwheat 1 00

LAPORTE, MARTIN, LIMITED, MONTREAL. Agencies.
BASIN DE VICHY WATERS.
L'Admirable, 50 qts., case. 6 00
Efficace 6 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.
La Savoureuse, 100 pts., case. 10 00
CASTILE SOAP.
"Le Soleil," 72 p.c. Olive Oil.
Cs. 25 11 lb. bars, lb. 0 10½
Cs. 200 3¼ lb. pieces, cs. 5 50
Cs. 12 3 lb. bars, lb. 0 11

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 08½
Box, 25 lb., loose 0 08

MINERVA PURE OLIVE OIL.
Case—
12 litres 8 00
12 quarts 7 00
24 pints 7 50
24 ½ pints 5 00
Tins—
20s, ¼ gal. 3 00



What Better Than Paterson's Worcestershire Sauce

to give added zest and pleasure to the Christmas meal? Just the right touch of delicious goodness to ensure you heavy sales.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 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.

Headquarters for Fish

Listen, Mr. Grocer—

Have you got a Fish Department? If you have not, you are overlooking the handling of a line that pays you a margin of 30 to 50 per cent. profit. Here are a few of our specialties that sell themselves if properly displayed:

- Finnan Haddies** **Haddie Fillets**
- Bloaters** **Kippers**
- Fresh Smoked Gold Eyes**
- Salt Cod** **Salt Herring**
- Salt Mackerel**
- Fresh Bulk Oysters**

Will you write us for prices to-day?

The Winnipeg Fish Co., Ltd.
Winnipeg, Man.

Every Day is Dusting Day



More and more women are learning to dust the cleaner, easier, more sensible way, using

I O C O
Liquid Gloss



MADE IN CANADA

Dry dusting merely scatters the dust. A dust-cloth moistened with Ioco Liquid Gloss gathers up all the dirt, and leaves a clean, disinfected, and polished surface.

Ioco Liquid Gloss is needed almost daily in every household. We are pushing its popularity throughout the Dominion with extensive advertising in all leading magazines.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five gallon lithographed tins; also in barrels and half barrels. For terms and prices, write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

Fresh Pork Sausage

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

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

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

FISH

**For Breakfast
For Luncheon
For Dinner**

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

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

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

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

WHITE & CO., LIMITED
Wholesale Fruit and Fish
TORONTO and HAMILTON

The Sherer Grocery Counter MADE IN CANADA

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

Sherer-Gillett Co., Chicago, Ill. Regina, Sask., Canada, December 1st, 1913.

Dear Sirs:-

We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

BIGGS BROS.
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

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.

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins

D. S. F., ¼-lb.	\$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63

Per jar.

Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

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

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	\$ 0 90
List Price.	

JELL-O.

Assorted case, contains 2 doz 1 80	
Straight.	

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

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50	
Straight.	

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

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

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

FELS NAPTHA.

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.....	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.06%
48 lbs. No. 1 white or blue, 4 lb. cartons07¼
48 lbs., No. 1 white or blue, 3 lb. cartons07¼
100 lbs., kegs No. 1 white .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 canisters08¼
36 lbs., silver gloss 6-lb. draw lid boxes08¼
100 lbs., kegs, silver gloss, large crystals07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07¼
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 00

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07%
40 lbs. Canada pure corn starch06¼
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06%
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. .07¼	
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%

Lilly White Gloss—

1-lb. fancy cartons cases 30 lbs.07%
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08¼
Kegs extra large crystals, 100 lbs.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starch—

Boxes containing 45 cartons, per case	3 00
---	------

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs..	.06¼
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07%
"Crystal Maise" Corn Starch—	
1-lb. pkts., boxes of 40 lbs..	.07%

(20-lb. boxes ¼c higher than 40's.

UNCHANGED!

From Coast to Coast the price on

WETHEY'S CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO
ADVANCE.

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

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO

NEW DATES

First steamer due November 20th. Advises of
future shipments very indefinite. Let us have your
order at once.

NEW 1914 CROP NUTS

Filberts—have arrived. Our prices very reasonable.
Almonds—to arrive this week.

Shelled Almonds—have arrived—prices much lower.

Brazils—very low—let us quote you.

Walnuts—Grenobles—on the way—due any time.

We buy only finest quality in nuts as in everything
else. This means you get your full weight in good
nuts—not a quarter shells and sweepings.

Let us have your NUT ORDER. Our prices will
be right.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S
“Elite”
Chocolate

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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

“Made in Canada”

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

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

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

Buyers' Guide

Write us for New Price List of **WINDSOR SALT**

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

Dr. JACKSON'S **ROMAN MEAL**

Made in Toronto
ROMAN MEAL CO.
MONARCH ROAD

"TRENT LOCK" **EGG FILLERS**

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

Sell Fence Posts to your Farmer customers.

For Prices apply to the
Lakebourne Farms Limited
Brighton, Ont.

SUCHARD'S COCOA

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

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
**Irish Grocer, Drug, Provision and
General Trades' Journal**

If you are interested in Irish trade.

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

STORAGE IN OTTAWA

BOND AND FREE
Direct Railway connection. Car distributing. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St.,
Ottawa.

Mathieu's Nervine Powders



are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation — *Nervine Powders* — is rapidly winning its way.

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

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

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

HOLLAND RUSK

No other food product compares with *Holland Rusk*. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



The
CONDENSED AD.
PAGE
WILL INTEREST YOU

Grocery Advertising

By Wm. Borsodi

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

PRICE, \$2.00.

ALL ORDERS PAYABLE
IN ADVANCE

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

This is the Market Place of Progressive Grocers Throughout Canada

Use this page for making your wants known. You will find it most productive of replies, not replies written merely out of curiosity, but from parties genuinely interested in your proposition. Use it when you require a competent manager, salesman or a clerk for your store, when you want to dispose of second-hand fixtures, etc., or to sell or buy a business. Try it out. Send along your advertisement right now, someone will look down these columns next week for just such a proposition as you have to offer.

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

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

HAVING A LARGE WAREHOUSE WITH room for storage and an organization with travellers covering all of Canada, are open for one or two agencies that will go with our line, grocery sundries. Apply Box 64, care of Canadian Grocer.

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

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

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

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

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

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

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

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

WANTED

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

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

FOR SALE

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

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

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

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

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

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock \$5,500.00, turnover \$1,500.00 per month. Living rooms above store. Reply to Box 67, Canadian Grocer Toronto.

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

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

STORE TO RENT OR LEASE—TWO-storey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining

town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Percee, Sask.

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

AGENCIES WANTED

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

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

What Do You

Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-153 University Ave.

TORONTO

Place Your Christmas Window in the Contest

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

Selling Power, Attractiveness and Originality

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

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

The Prizes

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

The Christmas Ad. Writing Contest

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

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO

*Fresh meat sausages
are very wholesome
and economical.*

Now is the time to order a regular supply of the high quality

**Schnieder's
Country Pork, Weiner
and Bologna Sausages**

There's quality and deliciousness in every ounce. Nothing like them for boosting provision sales and profits.

"Twelve Varieties"

**J. M. SCHNEIDER & SONS
LIMITED
Berlin, Ontario**

Apples

We will pack
**10,000
barrels**

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

LEMON BROS.
Owen Sound, Ontario

NEW

**St. Nicholas
Puck
Queen City
Kicking
Messina Lemons**

ARE ON
THE WAY

J. J. McCABE
Agent
Toronto

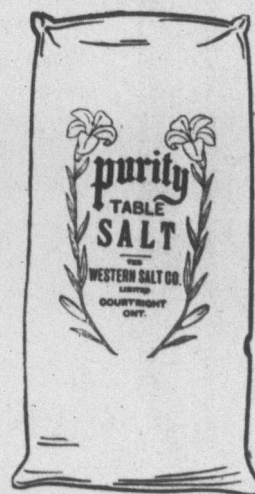


— the enthusiasm of the women who use Wonderful Soap is your surest guarantee of better, heavier sales. For bigger profits, push Wonderful Soap to-day.

Guelph Soap Co.
Guelph, Ont.

No Advance In Prices

"PURITY" Salt will, for the present, remain the same as before the war, although jute sacks, of which large quantities are used for salt, have advanced nearly 100 p.c., and unless conditions improve shortly, it will almost be impossible to get them at all. We would urge our customers to specify



barrels in place of sacks wherever possible.

We have a large stock of salt on hand and can ship promptly.

The
WESTERN SALT CO.
LIMITED
COURTRIGHT, ONTARIO



**No Advance
in Price—No
Alteration
in Quality.**

Retail Selling Prices:

GREEN LABEL 30c. Per lb.
BLUE " 35c. "
RED " 40c. "
GOLD " 50c. "

**Dickeson's Tea is the
BEST Tea.**

YES! Still selling at exactly the same price as before the war broke out—and no reduction in the standard of quality, either! Here is a tea which is meeting with an enthusiastic reception everywhere—*first* because of its unrivalled strength and purity, *second* because of its rare flavor and quality, and *third* because it has not advanced in price since the war broke out. Hundreds of housewives all over Canada are showing their appreciation of Dickeson's patriotic attitude by buying this fine Old Country Favorite. The demand is growing—growing—growing! The tea that's *easy* to sell these days is—

DICKESON'S TEA
"The Beverage of the Old Country."

Write to any of the following Dickeson's Agents:—

TORONTO
Frederick E. Robson Co.
HAMILTON
C. G. Walker & Co.
OTTAWA
H. N. Bate & Sons, Ltd.
WINDSOR
G. Clair Bliss, Detroit, Mich.

ST. JOHN, N.B.
E. T. Sturdee.
QUEBEC
A. Francois Turcotte.
WINNIPEG
W. Lloyd Lock & Co.
AMHERST, N.S.
Morrison's, Ltd.

RICHARD DICKESON & CO., Limited, London, Eng. (Established 1649)



Pertinent Questions for the Grocer

Our automatic machines parcel sugar for you at

1/2c for a 2-lb. Carton, or
1 1/4c for a 5-lb. Carton.

Can you pay for clerk's time—paper bags—and twine—and do it at that price yourself?

And do you actually get 50 2-lb. or 20 5-lb. packages out of every 100 pounds of sugar?

How do the paper bags compare with the REDPATH Cartons for attractiveness—for quick service—for safety in delivery?

Which are your customers likely to prefer, the bags or the up-to-date, convenient

Redpath

2 lb. and 5 lb. Cartons?

CANADA SUGAR REFINING CO.
MONTREAL Limited

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We Stand Behind Our Advertising

You can depend on the Quality of the Goods we offer. During the forty years we have been in business, we have always given Quality, Right Prices and Service—that is why we have many friends.

May we have the pleasure of dealing with you? You will find that we put the proper spirit in our transactions.

Will you not make up a small trial order from the following list and let us prove to you that we deserve your confidence?

MALAGA TABLE RAISINS

“CONQUEROR” Cluster,

The very best offered.

“EMPRESS” Cluster,

A table raisin of real merit.

“DUCHESS” Brand,

The everyday seller.

These three brands are put up in cases of 20s, 1-lb. bundles. Each package is wrapped in sanitary paper, and each bundle is inclosed in individual carton boxes. The ideal package for your better class trade.

Three Good Sellers:

“Royal Buckingham,”

“Extra Dessert,”

“Connoisseur Cluster,”

In 5½-lb. flat boxes, and 22-lb. square boxes.

WHOLE NUTS

Pecan Jumbo

Filberts

Tarragona 1914

PEANUTS

Special price.

A real, genuine offer. Get our prices for:

“Coon,” “G,” and “Bon Ton,”

you will find them really low.

No sale considered complete until you're entirely satisfied.

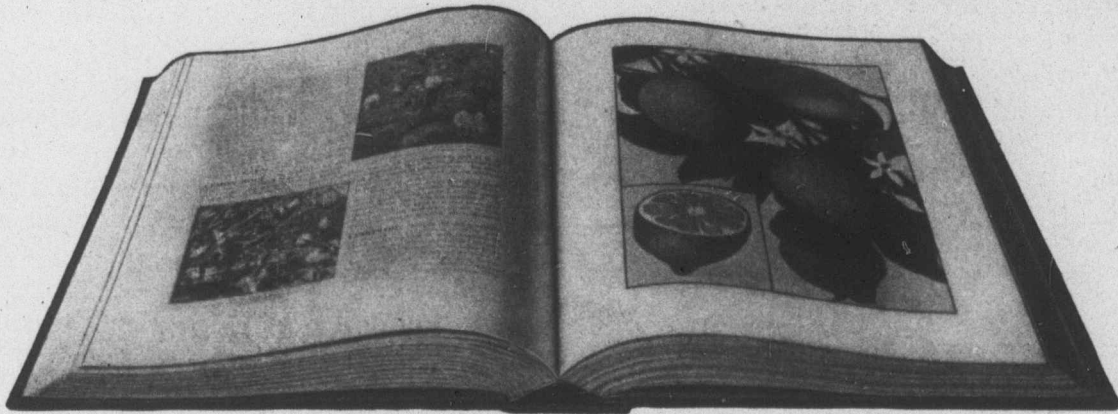
Laporte, Martin, Limitée

568 St. Paul St., Montreal

THE GROCER'S ENCYCLOPEDIA

A VERITABLE CONSULTING LIBRARY

A Most Appropriate Christmas Gift



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

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

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

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

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

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

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

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

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

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

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

Send your order to BOOK DEPARTMENT,

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

CANADIAN GROCER

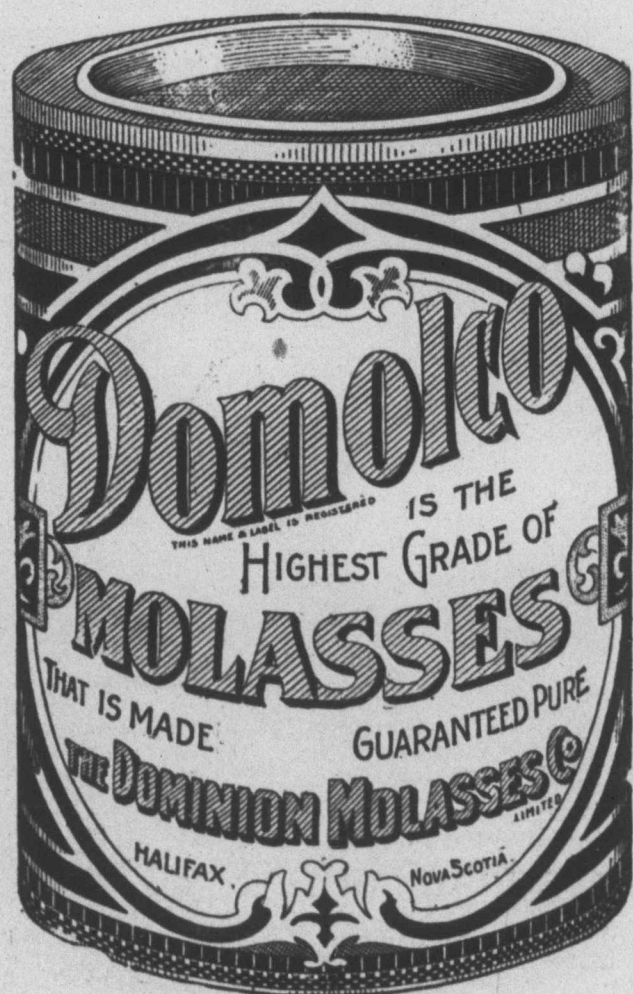
**We make it good;
its friends make it famous**

Domolco is a superior Molasses, made from an extra fine quality of cane sugar grown on the little tropical island of Barbadoes. It is carefully refined and purified—a healthy and economical food. It has the character and quality which instantly appeals to old and young. Makes a delicious dessert — excellent with hot biscuits, muffins, waffles, etc.

DOMOLCO

Is put up in attractive, sanitary, lever-top tins—the most sanitary, convenient, and profitable method of handling. The quality and purity is absolutely guaranteed. Contains no glucose. Extensive consumer advertising has created a big demand. Profits are good. Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.
HALIFAX, N.S.



Note the
registered
Label
Guaranteed
pure Cane
Molasses
Extensively
advertised

Distributors for Manitoba and Saskatchewan:
Messrs. The W. H. Escott Co., Limited, Winnipeg.

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste
 Ready to Mix with the Flour
 Delicious for Puddings
 Excellent for Pie-crust
 Unexcelled for Mince Meat
 Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

- (1) It contains no skins, moisture, or impurities.
- (2) You should use one-third to one-half less in weight than you would of raw suet.
- (3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.
- (4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.
- (5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.
- (6) It makes the best flavored Pie Crust and Cakes.
- (7) It is the best and most economical fat for frying, as it can be used over and over again, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)
- (8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; no preservatives are used, and it is guaranteed absolutely pure.



For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd.	Montreal	C. G. Walker & Co.	Hamilton
Smith Brokerage Co., Ltd.	St. John, N.B.	Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary, Saskatoon and Vancouver.	
J. W. Gorham & Co.	Halifax, N.S.	A. W. Huband	Ottawa
O. N. Mann	Sydney, N.S.	C. E. Disher & Co.	Vancouver, B.C.
Mitchell & Whitehead	Quebec	F. C. Nivin	Victoria, B.C.
The Lind Brokerage Co.	Toronto		

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England