

THIS IS THE 1,349th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, OCTOBER 17, 1913

No. 42

A STITCH IN TIME

The old saying means nothing more nor less than doing the right thing at the right time.

At a cost of \$10,000 the Government made a special exhibit of fish and oysters to the Canadian Public. It was the newest and one of the most interesting things at the 1913 Canadian National Exhibition. A million people were surprised and educated as to the qualities of fish and oysters as food.

This was an enormous amount of free advertising for the retailer who handles fish and oysters. It is bound to affect your business favorably if you do your part. It remains for you to meet the demand created. And don't allow your competitor to skim the cream.

To do this successfully you must have the best.

But you have no time to make a special study. You need guaranteed goods. As Fish and Oyster specialists we looked after a portion of the exhibit. Our "Beacon Brand" goods were prominent. Our specialization and our brands protect your quality. Our exclusive position allows us to follow and inspect the fish and oysters from the water to your store.

"Beacon Brand" is the highest attainment of quality. They are not haphazard. They are the logical outcome of specialization.

It has paid our customers well. It will pay you.

Send a card to-day. It will bring our price lists and interesting information.

The F. T. James Co., Limited

Proprietors "Beacon Brand"

29 Church St., TORONTO



THE SIGN OF BEACON BRAND

THE CANADIAN GROCER

THE GREAT INTERCHANGEABLE FIXTURE

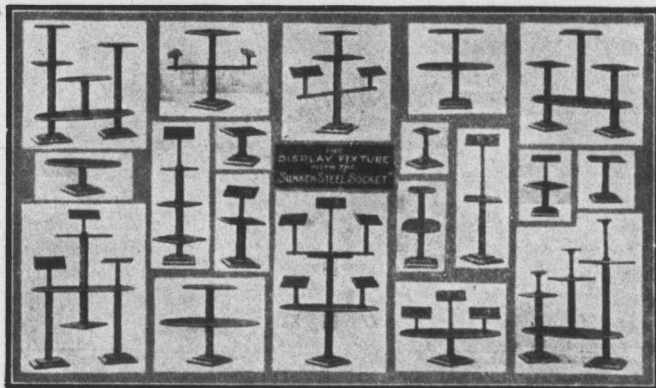
(Patented in United States and Foreign Countries)

The Fixture With "The Sunken Steel Socket"

ONKEN YOUNITS THE INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

There Are No Screws Screwing Into Wood

Sent on 30 Days' Trial (See Note Below.)



Some Sample Groupings Made with Set No. 20
For Grocery Store Window Trimming

Above shows in a very small way a few of the different groups and fixtures that can be made with the assortment of YOUNITS. In each case the fixtures are ABSOLUTELY RIGID and will hold all the merchandise placed on them. The fixtures are put together as you want them, either high or low or wide or narrow, in other words you put together a fixture just as you require it, and this is done very quickly, and remember you do so WITHOUT THE AID OF A TOOL; NOT EVEN A SCREW DRIVER.

There are 89 parts of YOUNITS that constitute the set No. 20 ONKEN Interchangeable Wood Window Display Fixture YOUNITS. All YOUNITS are made of thoroughly Kiln dried oak, and all metal parts are of cold rolled steel; all YOUNITS are accurately machined so they will fit right, and are interchangeable. When a number of YOUNITS are set together, they form a fixture that is positively RIGID and STRONG. With these 89 YOUNITS you can make HUNDREDS of standard and odd window display fixtures and easily more than 500 window trims, never making any two trims alike. The 89 YOUNITS are put up in a HARDWOOD HINGED-LID STORAGE CHEST. (Oiled Finish):

- Set No. 20 Large enough for two windows and inside store use. 89 YOUNITS \$35.00
- Set No. 20 1/2 Large enough for one window and inside store use. 50 YOUNITS \$21.00
- Set No. 114 Large enough for two windows and inside store use. 152 YOUNITS \$32.50
- Set No. 114 1/2 Large enough for one window and inside store use. 88 YOUNITS \$18.50

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, in a soft, mellow, waxed finish.

Storage Chest Each set is put up in a hardwood, hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large sized trims made with ONKEN YOUNITS sent FREE with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

Order Through Your Jobber or Direct. Satisfaction guaranteed, or you can return the set within 30 days and we will pay the return freight.

Send for Catalog. F.O.B., Hamilton, Ontario, Canada.

THE OSCAR ONKEN CO. 788 4th Ave., CINCINNATI, OHIO, U.S.A.

A Message from Overseas

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there — it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people. And dealers who handle the Codou delicacies appreciate this demand because it means steady profits.



Codou's

Macaroni, Vermicelli, Spaghetti, Fancy Letters

are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

ARTHUR P. TIPPET & COMPANY
AGENTS

Montreal

Toronto

NO EXPENSE BETWEEN DRINKS



Instantaneous Electric Water-Heater.

A money-maker for Small Stores, Restaurants, Lunch Counters or Hotels, where drinks are dispensed.

Can be attached to any electric light socket.

Much cheaper to operate than old style urns.

Water boils in 45 seconds.

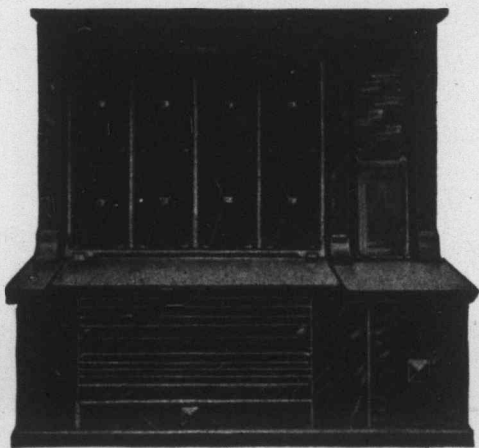
Capacity 3 quarts.

J. J. McLaughlin Limited

Toronto

Edmonton

The Barr Account Register Is Invaluable For Collections—Take It Into Your Business As “My Silent Partner”



BECAUSE the merchant will have protection for himself by always knowing how each account stands.

BECAUSE the merchant's last credit sale to customer is always a complete record of the customer's account to date.

BECAUSE the merchant may know with every purchase how nearly the customer has reached his limit of credit.

BECAUSE the merchant has fewer bad accounts and avoids arguments and disputes with his customers.

BECAUSE the merchant has more satisfied customers which increases trade and makes more money and greater profits.

BECAUSE the merchant saves bookkeeping, avoids mistakes, saves time—and time is money.

Make up your mind to install the **Barr Account Register**. You could not make a better investment—and the sooner you do so the better for your business—and you.

WRITE TO-DAY FOR MORE INFORMATION.

Barr Registers Limited, Trenton, Ont.

B. CANNON & Co., Ltd.
LINCOLN, ENGLAND

PURE GELATINES

Stocks:- Toronto, Montreal,
 New York.

SOLE AGENTS

FINEGAN & ELLIS
 506 Board of Trade Bldg.
 TORONTO

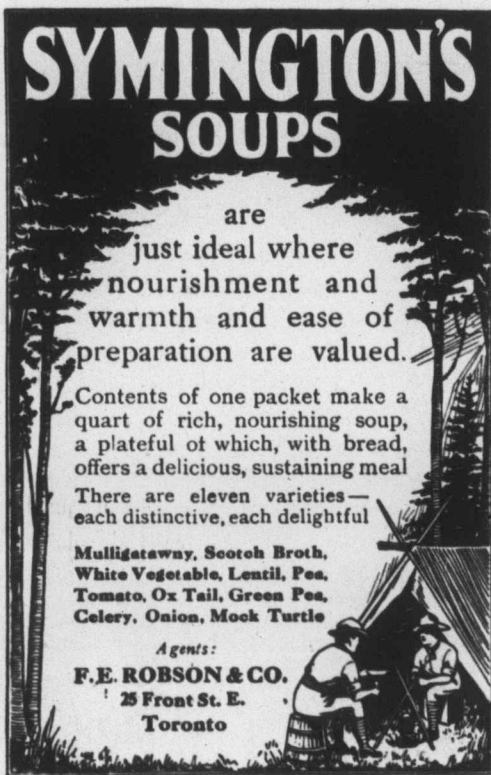
**SYMINGTON'S
 SOUPS**

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

Contents of one packet make a
 quart of rich, nourishing soup,
 a plateful of which, with bread,
 offers a delicious, sustaining meal
 There are eleven varieties—
 each distinctive, each delightful

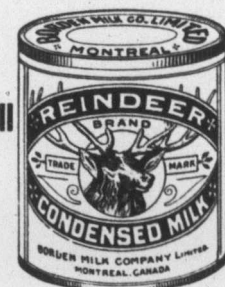
Mulligatawny, Scotch Broth,
 White Vegetable, Lentil, Pea,
 Tomato, Ox Tail, Green Pea,
 Celery, Onion, Mock Turtle

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



No hunting goods display
 is complete without con-
 densed milk. Be sure
 Borden's range of milk pro-
 ducts is included in your
 display. Borden's are the
 "leaders of quality."

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



*Do you sell real tomato
catsup?*

To sell a real genuine tomato catsup like the E.D.S. Brand is decidedly more profitable to you than selling a questionable brand. When selling the better catsup the customers are more than satisfied—they eat more and buy more.

E.D.S. Catsup is absolutely pure. Made from whole, ripe, sound tomatoes, best spices and granulated sugar.

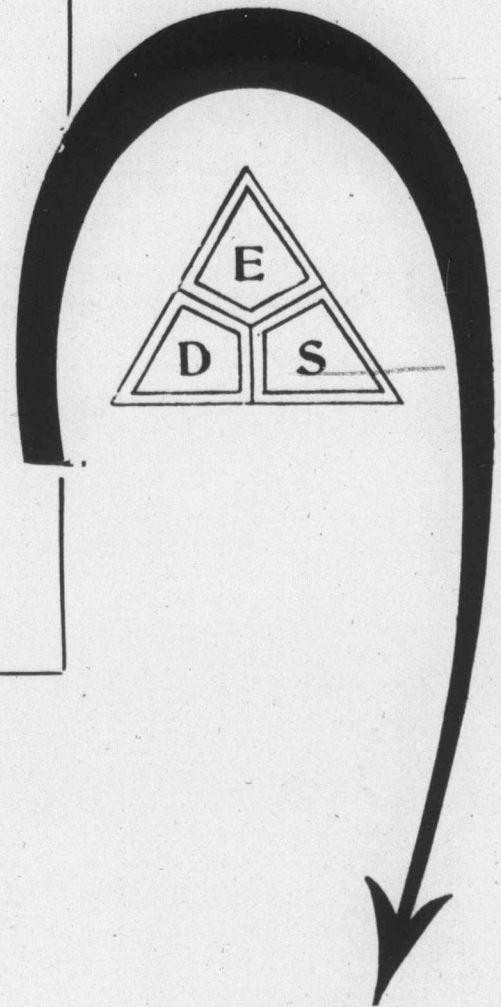
No preservative or artificial coloring used whatsoever.

Get your business on the higher *quality* plane and your sales will forge ahead.

E. D. Smith & Son, Ltd.

WINONA, ONT.

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





FANCY PEAS

You can make a far better margin of profit by selling the finer grades such as "Aylmer" Sweet Winkle Peas.

Aylmer Sweet Winkle Peas cost very little more than Standards this year.

In order to encourage the consumption of the finer grades—call the attention of your customers to Aylmer Sweet Winkle Peas.

Dominion Cannery, Limited
HAMILTON



White Swan

"Surity of Purity"



Benefit yourself by stocking and pushing goods of guaranteed merit. Good profits and a quick turn-over are two of the many excellent reasons why you should sell and recommend White Swan Specialties.

"Surity
of
Purity"

Order from your wholesaler or direct.

White Swan Spices & Cereals Limited, Toronto



Length, 425 feet.

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

Depth, 120 feet.

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

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

THE FRONTENAC BREWERIES

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

FRONTENAC BEER

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

THE FRONTENAC BREWERIES LIMITED, MONTREAL

A ROYAL TEA HOUSE

U. K. TEAS are put up mixed and black, in ½ pound packets; each case contains 30 lbs. Terms 30 days. Delivered in lots of 3 cases.

30 cent quality will cost you 22 cents
 40 cent quality will cost you 27 cents
 50 cent quality will cost you 31 cents

In one sense this may be said to be a Royal Tea House. The United Kingdom Tea Company, Ltd., London, England, hold Warrants of Appointment to H.M. King George V., and H.M. Queen Alexandra, H.R.H. the Duke of Connaught, and others of the Royal Family; and are, likewise, Tea Merchants to both the House of Lords and House of Commons. The Company's tea is regularly supplied in the hotels and restaurants of the London and North Western Railway Company, the Great Western Railway Company, the Great Northern Railway Co., and the Great Eastern Railway Co., in upwards of three thousand other hotels and institutions, in numerous clubs, colleges, schools and hospitals, and to many of the canteens and messes of the Army, as well as to thousands of customers all over the world. The directors are Messrs. C. E. Ayshford, C. V. Henderson, and J. H. Morphew, and the continued success of the house is primarily due to these gentlemen, supported, as they are, by a picked staff, like themselves, of practical men. A long list of gold medals and awards carried off at great exhibitions attest to the value of the Company's output. There are branches at Dublin and Bombay, and Continental depots at Paris, Vienna, Berlin, Milan, Bucarest, and Galatz, whilst agencies exist in almost every part of the civilized world.

Kirkwood & Sons 176 Dupont St., Toronto



It costs nothing to consult one of the jobbers who handle

ELGIN NATIONAL COFFEE MILLS

Let them tell you why your's should be an ELGIN NATIONAL

Write to-day for illustrated catalog:

MONTREAL—The Canadian Fairbanks Co. (and branches).
 TORONTO—Eby, Blain, Ltd.; E. B. Hayhoe & Co.
 HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
 LONDON—Gorman, Eckert & Co.
 ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
 WINNIPEG—Blue Ribbon, Limited (and branches); the Codville Co. (and branches).
 REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.
 SASKATOON—Campbell, Wilson & Adams, Ltd.
 EDMONTON, Alta.—The A. MacDonald Co.
 CALGARY—Campbell, Wilson & Home, Ltd., and P. D. McLaren, Ltd.
 VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

Made by

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



Banner Brand Jams

Genuine goodness in jams and jellies is the quality that induces customers to come back again and again.

If the deliciousness is there the dealer need not worry about the sales and profits.

Banner Brand Jams are as pure as fresh ripe fruit, pure apple jelly and the best granulated sugar can make them.

Put up in 2, 5 and 7-lb. gold lacquered tin pails, 30-lb. wood pails and 12-oz. glass jars.

New season's fruits now ready. Write us or get in touch with our nearest representative.

LINDNERS LIMITED

340 Dufferin St., TORONTO
 Phone Parkdale 2985

REPRESENTATIVES:

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick; W. H. Lyne Usher, Halifax, Nova Scotia and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; Western office at Winnipeg.



If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in

in many ways H.P. is unique, its flavor is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

WHY NOT SELL IT?

H.P. SAUCE

W. G. Patrick & Co., Limited, Toronto, Montreal, Vancouver.
E. D. Seaton & Co., Halifax, N.S.
The Midland Vinegar Co., Limited, Birmingham, Eng.



“Rideau Hall” Coffee

Old coffee drinkers will soon tell you that “Rideau Hall” coffee is the finest they have ever tasted. Send for trial order and get some of your coffee-drinking friends to pass judgment on it. It is the result of long experience in coffee blending—it is the coffee triumph of an expert.

Comes in one-pound and 25c tins.

Gorman, Eckert & Co., Limited
LONDON, ONTARIO

Western Selling Agents, Mason & Hickey, Winnipeg



Repeat - order Soups

Edwards' Soups are repeat - order soups. They are soups that please the grocer because they sell so quickly, soups that please the customer because they are so good. Edwards' Soups mean a brisk turnover because they are widely advertised and because your customers use them in the kitchen practically every day.

EDWARDS' SOUPS
DESICCATED

The soups with the dollars in them?

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

Write for full particulars of trade terms to

MONTREAL—Wm. H. Dunn, 306 St. Paul Street. (For Quebec & Maritime Provinces)
TORONTO—W. G. Patrick & Co., Limited, 77 York Street. (For Ontario and British Columbia). WINNIPEG—W. H. Escott Co., Limited, 181 Bannatyne Avenue (For Prairie Province).

Recommend “Cow Brand”
Soda to the Housewife



Whether she is a housewife of many or few moons she will appreciate the absolute reliability of this famous soda. It is pure, of great strength and the pronounced favorite of cooks everywhere.

Fill up your stock—Your jobber has it.

CHURCH and DWIGHT
Limited

Manufacturers
MONTREAL

“SOVEREIGN”

QUALITY

BRAND

QUALITY



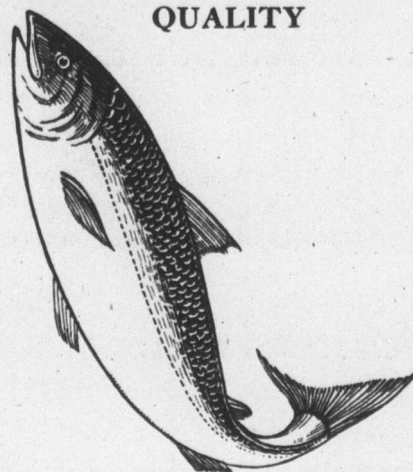
SALMON

QUALITY—NOT PRICE THAT SELLS

IT IS IMPORTANT THAT
RETAIL GROCERS
SHOULD STOCK

“SOVEREIGN” SALMON

Thereby assuring a strong and
healthy competition among
first class standard brands.



Anglo B.C. Packing Co., Ltd., Vancouver, B.C.

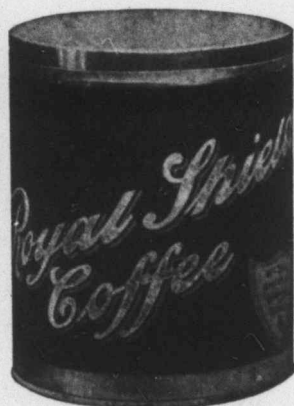
“FINEST GRADE OF SOCKEYE SALMON.”



Wholesale Grocers to the Western Trade

Located at the six most central points our wholesale houses
are enabled to serve the entire west promptly and well.

We are manufacturers of the Royal Shield Brand, which
represents the highest of perfection in the several lines —
teas, coffees, baking powder, jelly powder, extracts, etc., and
is sure guide to better profits, better service and better
quality for your patrons.



Campbell Bros. & Wilson, Ltd.
Established 1882
WINNIPEG

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

Campbell, Wilson & Strathdee, Ltd. REGINA
Campbell, Wilson & Adams, Ltd. SASKATOON

Wholesale Grocers and Importers

(Manufacturers of Royal Shield Goods)

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,

LIMITED



Berlin,

Ontario



REPRESENTATIVES:

Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.



BUY
"Redona" and "Matador"
SHELLED

ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulp.
Monument Buildings, London, England



THE MCGREGGOR PAPER BAG HOLDER.

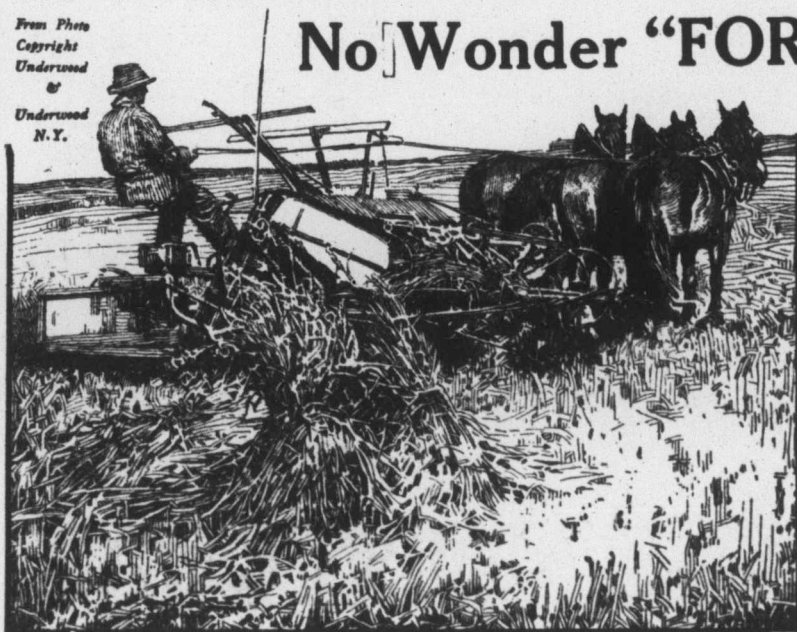
**HOLDS EVERY SIZE BAG
FROM 1/4 TO 10 LBS.**

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. MCGREGGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

From Photo
Copyright
Underswood
by
Underswood
N.Y.



No Wonder **"FORCE"** is so delicious

We pick the finest grades of *whole wheat* for "FORCE." We cook each grain with barley malt and roll it into a thin, crisp flake. No wonder people keep coming back for MORE!

"FORCE"
**TOASTED
WHEAT
FLAKES**

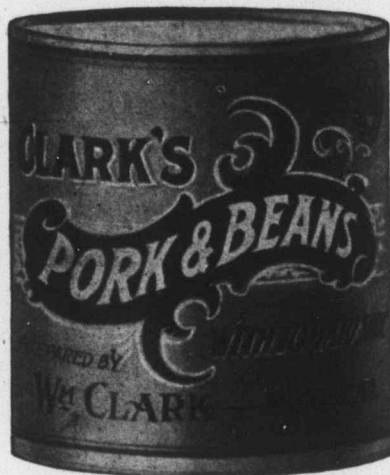
Made by THE H-O COMPANY, Hamilton, Ont.

FIGURE IT OUT

MR. GROCER---

How many cans of CLARK'S PORK AND BEANS can you sell for every one you sell of other brands? How much more profit, therefore, can you make by handling

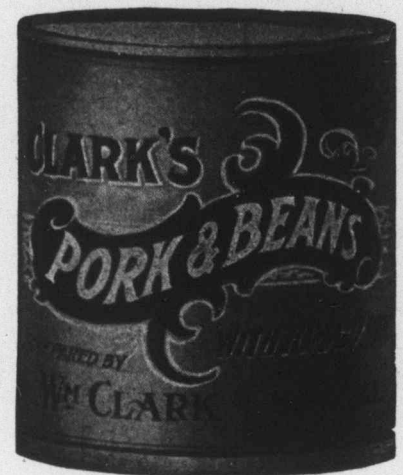
Clark's Pork and Beans



**SELL
WITHOUT EFFORT**

**SAVE
YOUR TIME**

**INCREASE
YOUR BUSINESS**



and give you the all-important reputation of keeping

ONLY THE BEST

W. CLARK, - MONTREAL

Gorman, Eckert Co., Ltd.

OLIVES

For quality of pack and beauty of package are unexcelled.

They add a tone to a Grocer's shelf.

Can be had from your wholesaler.

WESTERN DISTRIBUTORS
Mason & Hickey
Winnipeg

Branches — Regina,

Saskatoon,

Calgary,

Edmonton

Thousands of Dollars FOR YOU!

We are spending thousands of dollars every year to make consumers of

SHREDDED WHEAT BISCUIT

and that makes business for you. Some of this goes into sampling, the rest into magazines, newspapers, street cars and other forms of advertising. Shredded Wheat is the one universal staple breakfast cereal — always clean, always pure, always the same.

Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.

The Canadian Shredded Wheat Company, Limited



Niagara Falls, Ont.

Toronto Office:

49 Wellington St. East

8-95)

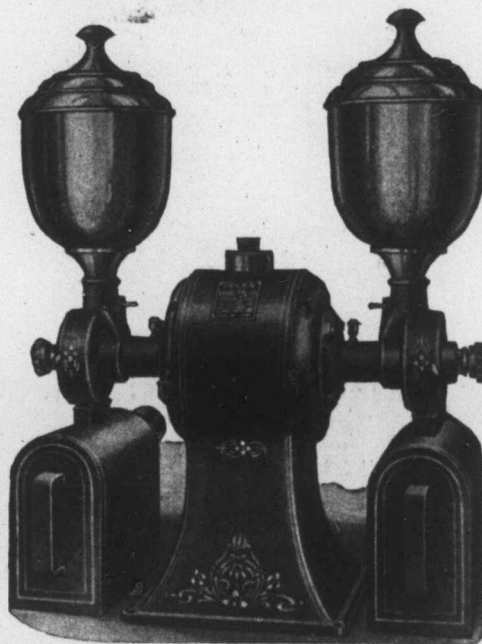
More Than Ever in a Class by Itself

One of our
12 new
models.

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

26 models
of electric
machines.

Makers of
Hand Coffee
Mills for
twenty-five
years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

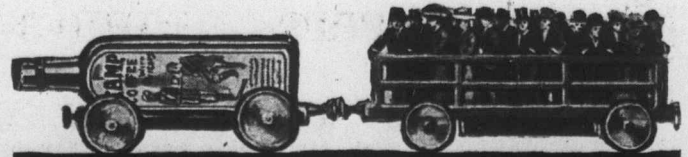
IT PAYS!

to push GIPSY Stove Gloss. Get a customer to try GIPSY; she will come back for more, and tell her friends where she bought it. GIPSY users are satisfied customers; and this satisfaction leads to sales of other good things you stock, besides

GIPSY Stove Gloss

HARGREAVES' (Canada) Limited
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan and Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avery, 118 Homer Arcade, Vancouver, B.C. Ask your jobber!



CAMP COFFEE

Pulls the Customers:

Let it pull them your way. The public like 'Camp' because of its fine flavour, and because it is simple and quick to prepare. For these reasons 'Camp' is frequently taken in preference to any other beverage, and at times when coffee isn't customary.

Thus, 'Camp' has a powerful 'pull' to the shopkeeper's advantage. 'Camp' carries a substantial profit—don't miss your share of the big trade in 'Camp.'

Makers: R. Paterson & Sons, Ltd.,
Coffee Specialists,
Glasgow.



Pure Malt Vinegar Sauces and Pickles



As surely as trade follows value so surely does business follow the dealer who stocks

PURNELL'S Malt Vinegar, Sauces and Pickles

Agents in all centres.

Purnell & Panter Limited
BRISTOL, ENGLAND

QUALITY TELLS ALL ALONG THE LINE.

RED RIDING HOOD BRAND



5 lb.
SLIP
TOP
CAN

5 lb.
SLIP
TOP
CAN

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta—W. H. Dunn, 396 St. Paul Street, Montreal.

Toronto—Lind Brokerage Co., 47 Wellington St. E. Ottawa—E. M. Lerner & Sons, 11 York Street.

British Columbia and Yukon—Kirkland & Rose, 312 Water Street, Vancouver.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

Wire us for prices on Currants.
We represent Mr. C. Ceroni, one of the best and most reliable packers in Greece.

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

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

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

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

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

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents, Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN
Box 1086, Regina
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

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

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

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 100, Willoughby-Summer Block, Saskatoon, Saskatchewan.

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

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

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

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

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co., 245-252 Princess St. Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave., Winnipeg, Man.
Grocery Brokers & Importers.
"Foster-Clarks Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

353-5 Cambie St., Vancouver, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.

WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY

We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference: The Bank of Montreal.

The CAMPBELL BROKERAGE CO.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street . Vancouver B. C.



STUHR'S

**GENUINE CAVIARE,
ANCHOVIES IN BRINE**

(Salted Sardels).

In Tins and Glasses.

"Please ask for our offer"

C. F. STUHR & CO., HAMBURG.



Oakey's

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

'WELLINGTON'

KNIFE POLISH

JOHN Oakey & Sons, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

NEWFOUNDLAND.

The CHAMBERLAIN-DOWNEY Company, Limited.

Wholesale Jobbers & Manufacturers' Agents.
Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign Lines.

TRACKAGE AND WAREHOUSE,
1214 Homer Street, Vancouver, B. C.

E. O. CORNISH

COMMISSION AGENT

Canned Goods a Specialty

821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD

Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.

We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.

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

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

COCO-BUTTER

At last the proper article discovered 100% pure. No odor. Never goes rancid. Vegetable Fat. More economical than Butter or Lard for all Cooking Purposes. Agents Wanted.

Colonia' Coco-Butters, Limited, Montreal

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make \$5.00 a week more during their spare hours. They will each make this additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

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 Prev.....

THE CANADIAN GROCER

JAPAN TEAS

FURUYA & NISHIMURA



JOHN DIAMOND

458 NORTH THIRD STREET, PHILADELPHIA, U.S.A.

— MANUFACTURER OF —

Shoe Blackings Shoe Dressings Laundry Blues
American Stick Blue Stove Polishes
Inks, Mucilage and "Ink-Out" Pure Petrolatum Pomades
Electric Paste Stove Polish

FOR SALE BY ALL FIRST CLASS JOBBERS IN CANADA




The Contents Will Stand the Test

Examine the contents of a jar of our jams and jellies and note the fresh, clean, natural smell of the carefully prepared fruits. This, however, is but a slight indication of the unvarying purity of

CAIRNS' SCOTCH JAMS

They have made their reputation for quality among Royalty and the best trade of the country. It pays you to sell the best goods—in jam let it be Cairns'.

 *We have supplied the table of Their late Majesties Queen Victoria and King Edward, and are now catering to King George V., by special command.*

Alexander Cairns & Sons

PAISLEY - - - SCOTLAND

Canadian Agents

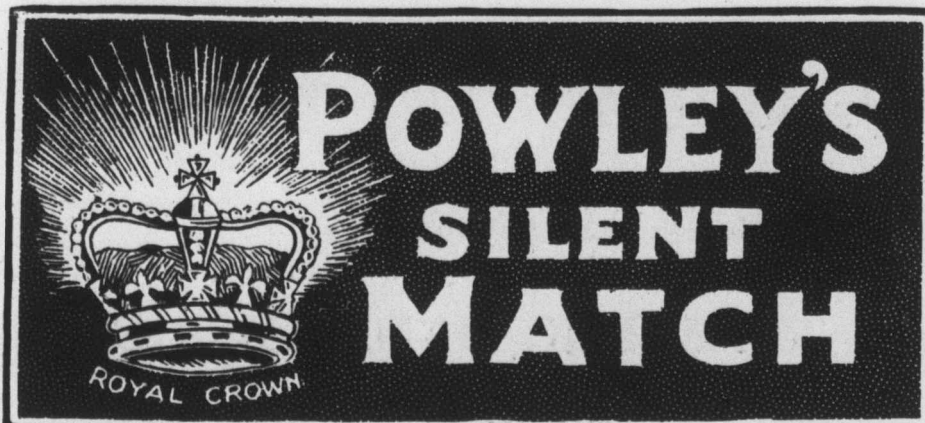
SNOWDON & EBBITT, Montreal, Quebec. Agents for British Columbia:
NELSON, SHAKESPEARE, WATKINS, LTD., Vancouver, B. C.

THE CANADIAN GROCER

St. Lawrence

Granulated

The best Sugar made 100% Pure Cane Sugar. Have you handled our 20 lb. and 25 lb. cotton bags? Neat and handy packages.



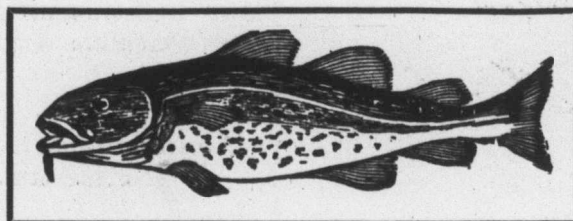
POWLEY'S MATCHES ARE GOOD MATCHES

Every Sale will please and bring the customer back for more.

Every Sale gives you 60% profit
Write or phone for more particulars.

The Geo. Powley Paper Co., Ltd.
62-66 JOHN ST. TORONTO, ONT.

Weather has been a little warmer of late. Still fish, especially Ocean Brand North Atlantic Products, have been moving freely.



Ocean Brand Haddies, Kippers, Bloaters, Fillets, stimulate sales in great shape. They are so rich in appearance, so delicate in taste.

For fish of all kinds ask us.

North Atlantic Fisheries Limited, Montreal

We have a fine fish book and five signs for you,

Tartan BRAND

THE SIGN OF PURITY

"TARTAN Salmon is the highest grade of fish packed. If you want a real trade winner, book up with our travelers for Fall delivery at the lowest price issued in many years.

TARTAN Brand Fruit and Vegetables as far as packed are the finest we ever opened.

Our travelers have full particulars of all fall goods, Mediterranean Fruits, etc.

TARTAN Brand Spices, Extracts, Jelly Powder manufactured by us of highest quality. Full assortment of Wagstaffe's Jam and Imperial Golden and Silver Grain Vinegar.

When in a hurry for goods, 'phone us and experiment with us. We are the original "quick shippers."

BALFOUR, SMYE & CO.,

Wholesale and
Manufacturing Grocers

HAMILTON

PURE STRAWBERRY JAM CHIVERS' QUALITY

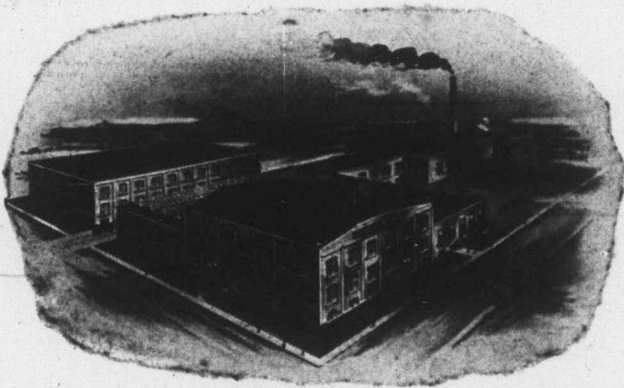
We are in a position to protect you for your requirements in Strawberry and other Jams, either immediate or future delivery, and can supply you with CHIVERS' QUALITY.

Do not buy the first jam offered you, thinking you will not be able to secure your supplies. We can protect you, and besides guaranteeing delivery we can save you money and give you CHIVERS' Quality.

Our bookings are quite heavy owing to the complete satisfaction given by CHIVERS' goods in the past. Get in touch with our travellers or write us direct and take advantage of our SPECIAL 1913-INTRODUCTORY OFFER ON CHIVERS' LINES.

FENWICK, HENDRY & CO.

Manufacturing Wholesale Grocers
KINGSTON, ONTARIO



The Home of

"Harvest Brand" Canned Fruits, Vegetables, Jams and Jellies

Located as we are in the heart of the fruit and vegetable growing district enables caring for the fruit and vegetables the day they are taken from the vines. This, coupled with a sanitary way of handling goods by skilled workmen and by the use only of steam jacketed copper preserving kettles, accounts for the high standard of "HARVEST BRAND" GOODS.

PLACE YOUR ORDER NOW.

FRETZ, LIMITED

Hamilton

Ontario

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of \$2 to any Address.

Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto



Last week we sold in Ontario alone:—



109,122 lbs. of **"SALADA"**

This is more than one-half of all the tea consumed in Ontario in the same time.

During the same week we sold in Quebec and the Maritime Provinces

40,134 lbs. of **"SALADA"**

This is equal to fifteen hundred chests of tea, and is one week's output in Canada alone.

In 1911 our increased sales over 1910 amounted to

1,090,589 lbs.

In 1912 our increased sales over 1911 amounted to

1,223,437 lbs.

This year our increased sales for the first forty-one weeks over the corresponding period of 1912 amounted to

801,263 lbs.

Can any reasonable person doubt the quality of "SALADA"? Is there any possibility of the "SALADA" business growing in this manner, after being before the public for twenty years, without superior quality being its foundation?

We can only judge of the future by the past.

"SALADA"

LONDON, ENG. 41 Eastcheap NEW YORK 100 Hudson St. BUFFALO 11 Terrace TORONTO 32 Yonge St. MONTREAL St. Paul St. BOSTON 34-35 S. Market St. CHICAGO 361 N. River St. DETROIT Shelby Block



Branches also in Pittsburg and Philadelphia





No Bitter Flavor To These

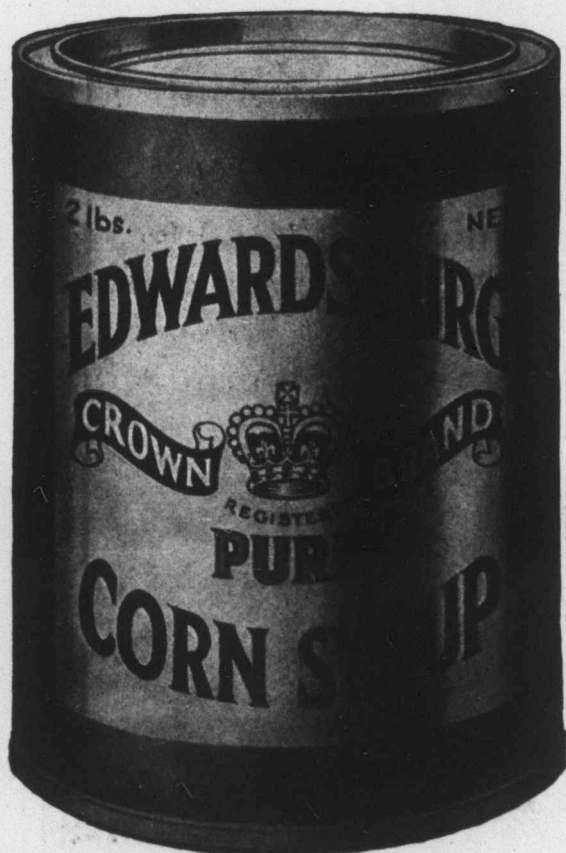
When you hear a housewife complain that the mustard is bitter you can rely upon it that it is neither

COLMAN'S or KEEN'S MUSTARD IN SQUARE TINS

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

Magor, Son & Co., Limited

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



Successful Sales

are those which are backed up with the right goods.

Crown Brand Corn Syrup

once sold to a Customer means repeat orders. You can particularly recommend CROWN BRAND to those of your customers who have growing boys and girls. Have you enough "CROWN BRAND" on your shelves?

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

The Creative Power of the Scientific Display

Modern Window to be of Use Must Have Those Qualities Which Actually Sell Things—An Attractive Display of Moose Jaw Firm Showing Christmas Goods—Arrangement of the Store Front.

Science in window trimming has reached an advanced stage in these modern times. There were few who ever doubted that window display was a force in selling. But until recent years the proper attention was not given to the scientific points in it.

This science is probably carried further in the Christmas window than in any other. Rivalry is always keen among each trade to have the best display in town. That is why, around Christmas no one thinks of putting in simply a box each of oranges, raisins and currants and letting it go at that. The passing public wouldn't look at it. There would be no creation of sales and that is the real test for every good window display.

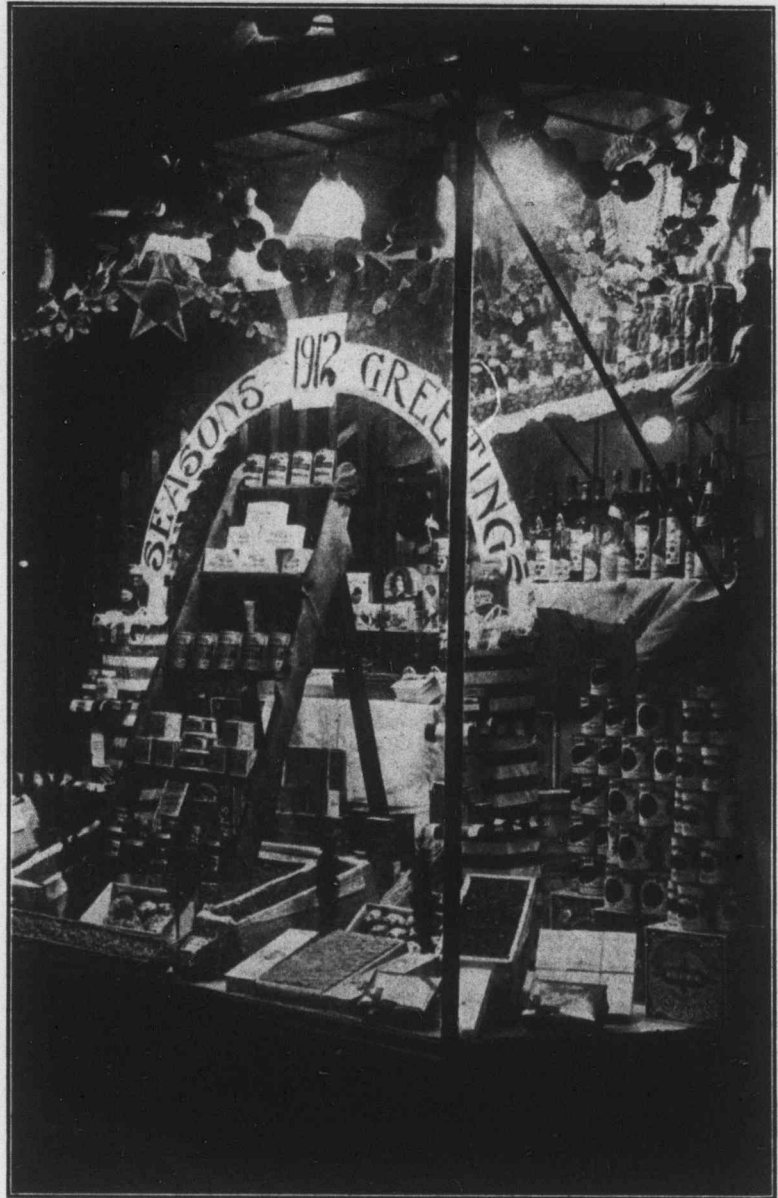
Instead, we have everyone striving to produce something that will make one stop to look, then to purchase and finally to tell his or her friends about it. That is the real goal that every trimmer should seek. That is scientific display.

Plenty of Display Space.

Between now and Christmas, The Canadian Grocer will show several splendid windows of Christmas goods. The one herewith is that presented last year to Moose Jaw, Sask., citizens by Kent & Brown. This firm have, to begin with, an unusual store front. A glance at the accompanying drawing indicates its construction. The firm believe in plenty of window display and arranged the front accordingly. There are two corner display windows running diagonally towards the door and one centre display case so that a person going into the store not only sees the goods in the front of the window, but all the way along. This is true no matter which aisle is used.

Varieties of Goods Shown.

The window itself is most attractive. It was trimmed by H. Crone. The cen-



A good selling Christmas window trim shown last December by Kent & Brown, Moose Jaw, Sask.

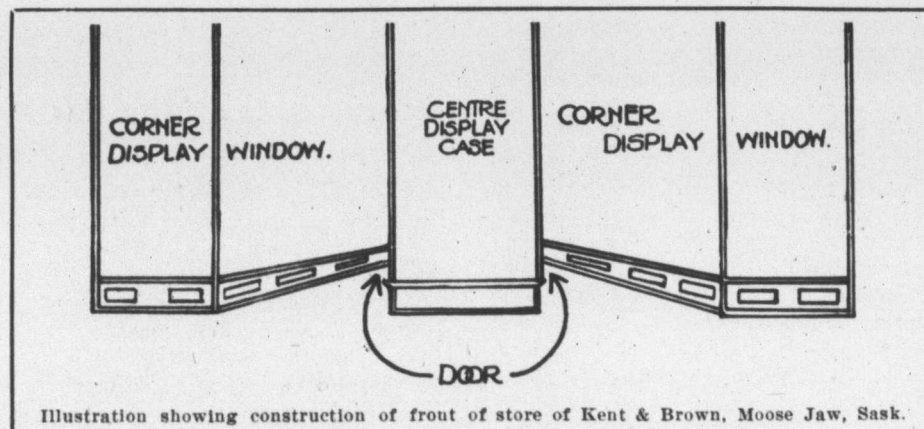


Illustration showing construction of front of store of Kent & Brown, Moose Jaw, Sask.

tral feature is a ladder laden with goods and topped by an archway. Christmas goods are shown on the steps, around the bottom, on a table and on shelving along the background. A close scrutiny discloses handsome boxes of confectionery; raisins and currants in small packages as well as all kinds of dried fruits in boxes; peels; fancy biscuits; canned and bottled fruits; olives; nuts; coffee in tins, etc.

The trim is well balanced on either side of the archway and the decorations are not too profuse to detract from the goods themselves. The whole display suggests quality in goods and refinement in service.

Methods of Introducing New Goods to Public

The Aim of Goodwins, Limited, Montreal, is to be First on the Market With Anything New and Worth While—This They Claim Gets the People Coming and Keeps Them Coming—These New Goods Are Not Only Stocked But Sold.

"The fact that a thing is new," states J. Bailey, manager of the grocery department of Goodwin's Limited, Montreal, is often enough to make people buy it, whether they know anything about it or not. The customer's curiosity needs only to be aroused; the desire for possession is created and a sale is made. But to sufficiently arouse this curiosity the salesman himself must be possessed of a fair knowledge of the goods shown in order to answer any questions which the customer may ask."

"Here for example," he continued, "is a new line of vegetables we have just shipped in. You notice that all are

cheese, and genuine Mexican fryoles. As this line is newer and one which the consumer has not the same opportunities to size up for herself, a little more salesmanship talk is required."

New Goods are Featured.

New goods and seasonable goods occupy a prominent place in Goodwin's store. The aim is to get customers into the habit of coming to look for what is new at all times, and also by displaying these goods to remind them of their seasonable needs. Practically all display tables are used for this purpose, so that a customer passing down an aisle is on every side confronted with

be the life of any store. We aim to be always ahead of the other fellow in getting things in, and this alone gives us some prestige. Any article that is handled exclusively by us is just that much of an advertisement. People can't get it elsewhere, and coming here for it, turn a large part of the rest of their trade here also. Generally a woman doesn't care much where she buys her sugar so long as she knows that it will be clean. Prices may swing her from one store to another if she is not a connoisseur of quality, but to get in first with something new and to keep her coming to your store for something new

CHEESE BULLETIN

Roquefort.....	0 45 lb.
Edam	1 10 ball
Oka	0 30
Pimento	0 15
Old Canadian.....	0 22 lb.
.....	
.....	

New Pack Tomatoes

2 for 25
1 45 dozen

PREPARED GINGER

Crystalized Chips 25c lb.
Young Stem Ginger 40c bottle

Samples of price cards used in the grocery department of Goodwin's, Ltd., Montreal, to feature new and seasonable goods. Cheese bulletin keeps prices always up-to-date.

in glass and put up in just as striking form as the finest bottled fruits. This bottle of cauliflower which shows the vegetable in perfect form is particularly attractive, and this one of carrots might readily be taken for quince preserved in syrup. Our list of these includes string beans, peas, carrots, cauliflower, Spanish pimentos, asparagus, fruit salads and others. One bottle where color combination alone creates a desire for possession contains mixed vegetables in which are included carrots, peas, turnips and green beans arranged in layers."

"To sell these the usual arguments applying to bottled and canned goods, namely quality, appearance, etc., together with a few facts about where such goods are made, and under what conditions are all that is necessary.

"But here is another line that we just got in—chili corne carne, rice with chili, spaghetti with chili, spaghetti with

goods which are particularly appropriate at the time.

Methods of Advertising.

To advertise such goods, Goodwins employ both price cards, which they run largely in plain black and white, and also newspaper space. The latter they use more particularly on Friday nights, running full descriptions of any new goods on hand and in many cases using illustrations. On Thursdays they publish simply a list of goods with prices, so as to catch the week-end trade. Friday is the big day in the store, therefore they advertise as many lines as possible for that day. Saturday, however, being a short day with no delivery after four o'clock, they do not want a rush, and so feature only a few lines giving full descriptions.

The Life of the Store.

"Our new goods," states J. Bailey, "are the life of our store, and should

usually means the holding of that customer's trade. The line of vegetables (just referred to) has been such a success that we intend ordering all our Christmas stock in that line. We sometimes have to specialize on a line of goods for a long time, but it is worth while in the end."

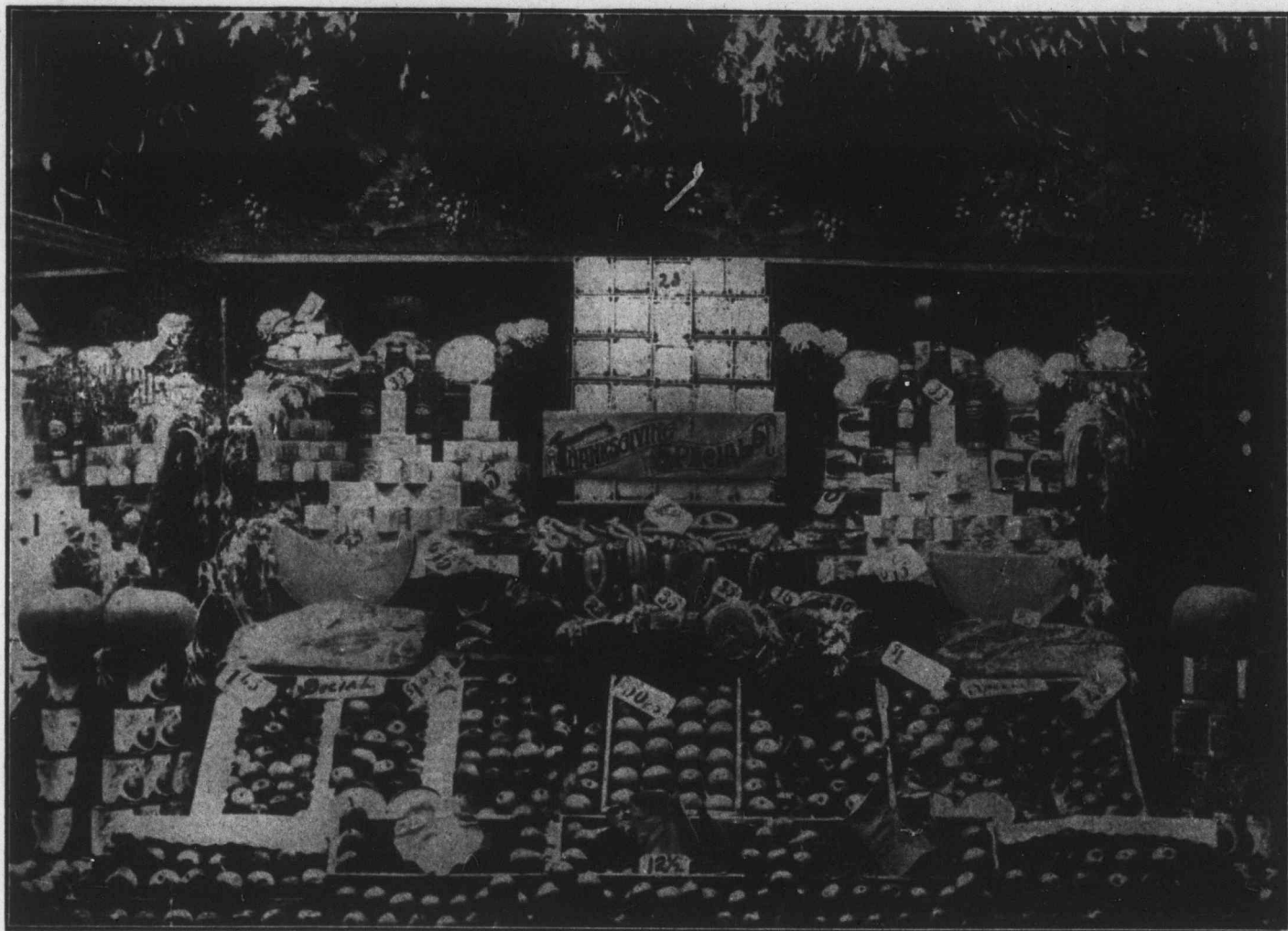
Grocers' Letter Box

Editor Canadian Grocer.—Can you advise me where I can procure "Philadelphia Cream Cheese?" Thanking you in anticipation.

Port Hope, Ont.

H. E. M.

Editorial Note.—The manufacturers of this cheese are S. W. Kennedy & Co., 28 South Water St., Philadelphia, U.S.A. All particulars may be secured by writing that firm.



Thanksgiving and Hallowe'en Displays

Thanksgiving and Hallowe'en are two important occasions in October for the retail grocer. The former presents splendid opportunities in the way of increasing trade by window display, while window display as regards the latter can be made effective from a publicity standpoint.

Thanksgiving is not only a time for giving thanks for a bountiful harvest, but it is also a time of feasting. The fatted calf is killed for the home coming of members of the family and friends. A good selling, appetizing window just now is therefore a strong attraction of trade.

Note the above display. This suggests a bountiful harvest. No doubt the original made the mouths of many onlookers water for the oranges, apples, honey, ham, sausage, cheese, preserved fruit, etc. It therefore includes the two essentials of all good Thanksgiving windows.

A window along these lines would prove effective for Hallowe'en. The addition of a couple of pumpkins cut out to imitate a face and a candle inside would improve the display from a Hallowe'en stand-point. Nuts, oranges, confectionery, are strongly associated with this season.

Any salesman with a little imagination will easily be able to work up a good Hallowe'en display which will get the people talking about the store.

Small Incidents That Cause Loss of Trade

Consumer Tells of Cases Where Dealers Lost Favor by Acts Considered Adversely—Where a Little Overcharge Prevented Him From Becoming Customer of One Merchant—An Error in Change—Drawing Power of an Act of Service.

Written for Canadian Grocer by a Consumer.

The consumer sometimes sees in her family grocer reasons for a little criticism. Every dealer anxious to maintain his trade would give a good deal to know just what his customers hold against him. In majority of cases these criticisms are but flimsy excuses that could easily be explained away, but the trouble is they are not always discovered in time to avert a loss. The customer doesn't always "open her heart" and say just why she doesn't now buy all her foodstuff necessities from the family grocer. She doesn't tell why on Saturday night she visits other grocery stores for this or that until finally she becomes a regular customer of the competitor.

This article is written by a consumer. In it are mentioned a few things that have caused him to either not deal at all at a store or to give but part of his trade to the regular grocer. Probably in the instances cited, some readers may find things they have done which they ought not to have done; or have left undone those things they ought to have done. If so, the article may serve a useful purpose.—The Editor.

We had just moved into our new house in a new neighborhood in the suburbs of a large city.

In the evening I strolled down into the shopping district to see what the place was like. In the window of what appeared to me to be a rather pretentious grocery store there was a nice bunch of bananas. They looked tempting, and on enquiring the price, found the grocer sold them at 20 and 25 cents a dozen. I purchased a dozen of the 25 cent ones—my first purchase in the new district.

On going out, there was a box of oranges that attracted my attention momentarily, and just then two women passed me on the way to the counter.

"What are your bananas worth, Mr. —?" inquired one.

"Fifteen and twenty," replied the grocer.

Will you blame me if I have never since been in that store? Here was an opportunity for that dealer to secure a new customer. Because I was overcharged I felt that this would not be a safe place to deal. Probably had I become a regular customer the same treatment would have been accorded me as the others, but I am just mentioning this instance to show how simple it is to make an error by not seeing in a supposed transient a probable customer of the future.

Right, But Was It Good Policy?

Here is another instance which came to my observation recently which may

be of use to well-intentioned dealers who sometimes may bring down a little adverse criticism on themselves, which is liable to spread. Not that the dealer in this case wasn't perfectly right and within his proper limits. No one will say when he reads the incident that he was doing anything he should not do, but would he not have been better off had he simply called attention to the small error in the customer's favor, accepted an unappreciable loss and charged it up to advertising?

A neighbor relates the story. It seems that his wife went in to the grocery store to pay her bill. The grocer totalled it up: "Six-seventy-eight, please," said he.

The bill was receipted, and handed to the woman as she tendered a ten dollar bill. The grocer was about to make the change, when a thought struck him.

He looked at the duplicate bill and totalled it again. "Ah!" said he, "I believe I've made a little mistake. Would you mind letting me see your bill again? It's six-seventy-nine!" And the woman gave him the other cent. What would you have done?

Had the difference been 51, 21 or 11 cents there would have been abundant reason, but when it was but one cent and the error having been made by the dealer was there an excuse?

A Scale Out of Order.

Our little girl used to coax to go over to Mrs. J.'s store to buy something,

simply because Mrs. J. always handed out an ice cream cone.

Sense was stronger than sentiment in this case, however, and we were forced to overrule our daughter's whim. We weighed Mrs. J.'s sugar and her cheese and a few other bulk commodities, and discovered that either her or our scales were wrong. We found it much more profitable to deal elsewhere, and buy ice cream cones in the regular way.

The Importance of Service.

It appears to the writer that nothing counts more than service, good goods and fair dealing. The little things loom up large sometimes and either hold fast or lose the customer. Just another incident from a consumer's standpoint.

My wife wanted some rusks the other evening and our grocer didn't have them. It was late Saturday night, and raining. We walked along, past the two-priced banana store, to another grocery.

Did the grocer have rusks? No, the grocer was sorry he was just sold out, but if we would wait he would run across to another store where he thought they might have some.

"It is raining, and the street is muddy, and it may be possible that they haven't any, like ourselves. If you will wait here I'll just slip over and see."

It was thoughtful of him; probably he was too good-natured; but at any rate, being tired, we appreciated his kindness. He hurried back with the rusks, and said he hoped they would be all right.

Instead of going back to our regular grocer for Saturday's fruit and little extras, we bought them from the obliging dealer, who had already served us, and we have since found occasion to call there again.

Salesmanship is, after all, just service, and as Sheldon puts it, "He profits most who serves best." Show me a big and successful store and I will show you a store where service is the watchword, where service is the creed, and where service is the policy. Service spells success.

T. W. Robinson, founder of the big department store in Moose Jaw, Sask., has passed away. He was born in Newmarket, Ont., and went West in 1874.

How Other Grocers Do Things



PRIZE GOODS ON DISPLAY.

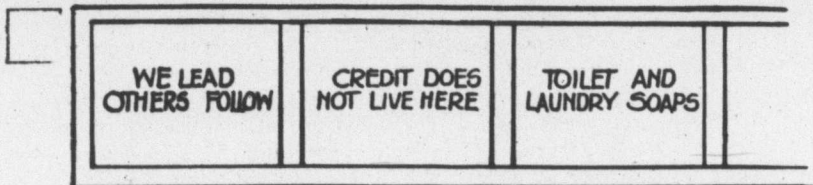
Taking advantage of the Fall Fair season and of the splendid showing of prize fruits and vegetables and the interest taken in them, A. Sterling, a Chatham, Ont., grocer, dressed a couple of windows accordingly.

In all there were fifty-one first prize red tickets, and two second prize blue tickets. The windows were a pretty sight, being filled with these prize winners of the West Kent Agriculture Show. Most luscious apples, pears, grapes, celery, cauliflowers, tomatoes, melons, pumpkins, squash, potatoes, eggplant, onions, cabbage, parsnips, red and green peppers, etc., were tastefully displayed, showing the passerby that Mr. Sterling was quick to stock the best available for his customers. He has only been in business for himself for less than two years but this idea of stocking quality goods has already helped him a great deal.

Editorial Note.—Two photographs of Mr. Sterling's windows were kindly sent to Canadian Grocer by a Western Ontario traveler, but it is to be regretted that reflections and color were such that they would not reproduce to show up the detail of the displays. It can, however, be seen that splendid use was made of a small window.

LONG FRAME FOR SHOW CARDS.

In front of the main counter and along the top shelf in the E. C. Matthews grocery store, Parliament St., Toronto, is a row of store mottoes and selling cards consisting of neatly written show cards in a long narrow frame. The drawing herewith gives an idea of this fixture. Each motto is in a separate compartment and as the fixture is bent a little downwards the customer has no difficulty in reading the inscriptions thereon. Each compartment opens at the rear so that changes of cards can be made as

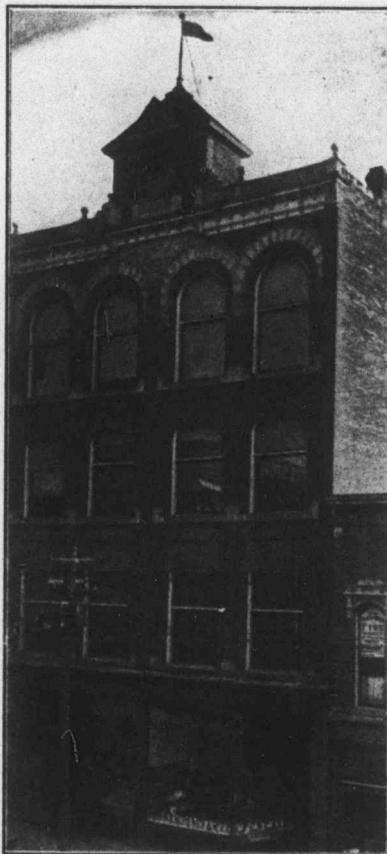


Drawing representing frame containing selling cards and mottoes.

desired, and each has a glass front. The frame is made attractively and adds to the appearance of the shelf. Mr. Matthews believes in having each card advertise his own store in some way or other.

STOREFRONT ON LETTERHEAD.

Jno. McCorvie & Son, Chatham, Ont., consider their store front a good asset.



Front of the Jno. McCorvie & Son store in Chatham, Ont.

The building in which their store is located is a high brick one of four storeys and cupola. It indicates strength and reliability. Jno. McCorvie & Son play

it up strongly in their letter heads and envelopes and consider it worth while. There are, of course, many stores which look well so far as the ground storey is concerned, but higher up do not present either a stable or attractive appearance. In cases of this kind it would not be policy to show on a letterhead more than the ground floor.

OPENING NEW STORE.

The big department store of F. R. MacMillan, Saskatoon, Sask., was recently opened under auspicious circumstances. Thousands of visitors were there and besides viewing the various departments, were entertained by an orchestra.

Cost of new building is estimated at \$275,000. It contains four storeys. The fittings throughout are of the deep red mahogany type. The show cases are of mahogany trimmed with black walnut. The grocery and provision department is on the third floor. An important part of the provision department is a handsome refrigerator of opalite glass and finished in mahogany.

A feature which applies to the building throughout is a system of signal lights so that at any moment the manager of a department, when required, may be instantly summoned by means of a private central telephone switchboard which forms part of the store equipment and establishes ready communication with all departments.

There are two standpipes to serve the building from basement to roof as protection from fire, each with an outlet on every floor, and each outlet equipped with hose and nozzle. A sprinkler system also runs throughout every department; under this system, when an excess of heat is caused, a wax melts in the sprinkler in the immediate neighborhood and the water being released is thrown against a circular disc, rebounding from which it descends upon the blaze beneath. There is also a fire escape at the rear of the building, access to which is obtained from the several floors through windows. The fire escape is not of the narrow ladder type, but it is a complete iron stairway. Fire-drill will be exercised among the store employees.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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THE THANKSGIVING GOOSE.

From all accounts the Thanksgiving turkey will be dear this year. Last year the holiday came later in October and even then turkeys were high in price, scarce in quantity, and not extra good in quality. Much the same situation prevails this year.

Turkeys are quoted around 22 cents, dressed, wholesale, on Toronto market, which will mean 26 cents per lb. or more retail. Last year they were from 23 to 28 cents wholesale. The supply this year will not be large owing to the early date of Thanksgiving. Turkeys should, however, ease off after the holiday.

With geese, it is different. Wholesale prices are from 13 to 15 cents, dressed, which are about same as year ago. They are in good supply and will likely find greater favor on the average consumer's table on Monday than the turkey. Spring chickens are 18 to 20, dressed, wholesale as compared 17 to 20 cents in 1912.

WESTERN HOGS TO COME EAST.

A few weeks ago the opinion of an Eastern packer was expressed in Canadian Grocer to the effect that before long Western Canada would be shipping hogs east. This opinion is now held by others and it is claimed that "before long" means before Christmas.

This is a very significant indication of the trend of Western agriculture towards more mixed farming. If hogs are shipped east this year it will be the first time in history. Whether or not, even the suggestion that such will likely occur shows the tendency of the prairie farmer to give less attention to the "mining" of the land and more to the raising of stock. Of late years hogs have advanced a great deal in this country. We used to export in great statistics and at the same time have plenty of cured meats to go round. But the increase in population in a greater proportion to the increase in the production of hogs, and the building up of Western Canada, has put a new face to the problem of supplying cured meats.

In place of exporting, eastern meats were sent west. Now we have the probability of western hogs being ship-

ped east. The new U. S. tariff, of course, may affect this but only when United States prices are higher than Canadian. An increase in the eastern supply would also have a bearing; but nevertheless it is true that the western farmer is changing his tactics, and it is more than a possibility that some Western hogs will come east before the end of the year.

At present the hog and hog product market is on the decline.

LIBELLING THE RETAILER.

"Libellous" is the only way to express the statement made in the following letter written to a Toronto newspaper:—

High Price; Short Weight.

Editor of The Star: While economists are debating the high cost of living, or the cost of high living, it is about time the public did a little investigating for themselves. Notwithstanding the high price of food, they will be surprised to know that most of the food-merchants in Toronto are only giving 14 and 15 ounces to the pound. This is a bare-faced robbery, and it is about time some of these people were exposed. Some of the poor people are getting it bad enough, what with the high rents and cost of food. Wake up, people. Buy a set of scales and get after some of these sharks.

CAVEAT EMPTOR.

The individual who signs himself Caveat Emptor has apparently discovered a "terrible" situation. Were it true it would have to be termed in stronger language. He says that most of the food merchants in Toronto are giving from 1 to 2 ounces short in every pound of goods they sell.

This would mean that 51 per cent. at least of the food dealers are either dishonest or their scales are out of order. Caveat Emptor intimates that they are dishonest. Such a statement given publicity through the columns of a paper widely circulated libels the retail grocery trade. It is untrue. Did not the paper that published it know it was untrue? If so, why did it not take steps to either give the other side of the question or refute the statements made.

Instead of that it allows an absolutely false impression to go to the consuming public with no responsibility other than an assumed name. Retailers have long since learned that they will get but little justice from the large daily newspapers. It is time that associations began wielding the club.

MAKING MAIL ORDER HOUSES PAY.

As already briefly intimated in this paper, the Retail Merchants' Association of Calgary, Alta., have instituted a campaign against what it considers existing evils. One of these is the distribution of mail order house catalogues at too low a license fee.

The merchants have asked that a by-law be passed correcting these alleged wrongs to home industry and have presented a petition to this effect to the local council. The part referring to mail order house catalogues is as follows:—

In section 15, clause 2—That \$20.00 be struck out and \$500.00 be substituted. We ask for this to protect the merchants against the indiscriminate circulation through express companies and others of mail order house catalogues, etc. The retail merchants of this city carry large enough stocks and of a sufficient variety at a reasonable price, to satisfy the needs of any customer, and in view of this it is necessary that

they should be protected against this unfair competition.

This is along the proper lines. So far as those goods sold in retail stores are concerned, home town merchants are entitled to the business. They pay heavy taxes, lend their support to the upbuilding of their town or city, and into the bargain extend more charity than any other class of trade or professional men. There is no good reason why large mail order houses should get a big share of a town's trade unless it pays it's just share to the upkeep of that town.

It is to be hoped that the Calgary merchants succeed in making the big mail order houses selling to Calgary consumers pay a substantial license for the privilege of coming in an outside market.

BUSINESS GOOD; MONEY NOT EASY.

While the grocery trade report business throughout Canada practically normal, there are a few clouds on the horizon which should cause the trade to stick pretty close to business for a time yet. The tight money situation has undoubtedly eased up to a certain extent for legitimate business since beginning of crop movement, but from a speculative standpoint is still hard to get.

In its last issue The Financial Post in making reference to the outlook says that the industrial and commercial situation for the time being is slightly cloudy. The steel mills have ahead of them a diminished list of orders, not altogether unusual at this season of the year, and at the same time are faced with falling prices.

Some of the largest factories, it adds, are having difficulty in respect of banking accommodation. At least one foodstuff concern as a result of competition appears to be facing another re-organization. The particular plant referred to is in the position of being able to produce but lacks the capital to give publicity to the commodities which it produces on the same extensive scale as its competitors. These are some of the immediate troubles. Unless business as a whole is kept within trading limits and does not run to capital expenditure a more serious state of affairs might easily arise.

In the meantime, the Post continues, there will be considerable business and following a period of economy such as the Dominion is passing through at the present time there will be a recovery, though not likely to be in evidence for some months. We cannot have easy money in Canada until conditions change in Europe, and when they do change and capital for investment is available it is not likely to be placed at as low rates as those of the last two or three years.

PARCELS POST NEXT YEAR.

The announcement made by Hon. Mr. Pelletier that the Parcels Post system would be in operation in Canada on the first of the year, does not come as a surprise, inasmuch as it had previously been announced that the system would probably be put into operation at the beginning of 1914. The start will be made simultaneously in all parts of the Dominion.

The Postmaster-General was silent on the score of the rates to be fixed. As this is the all-important question from the standpoint of the retail merchant, a further announcement from the Government will be awaited with keen interest. On the rates fixed for the local and national zones, depends the success of the system. If there is a sufficient margin between the rates for the national zones and those imposed in the local zones to provide the local dealer with protection against the aggressions of the mail order houses, then the system will prove a success.

Otherwise, it will ultimately prove a flat failure, for no measure which works an unfairness against the retailers can prove otherwise than detrimental to the country at large.

Hon. Mr. Pelletier's announcement will be awaited with interest.

TREND OF WHOLESALE PRICES.

According to a report from the Department of Labor at Ottawa, prices on necessities still rule high compared with year ago, although during September they were a shade under August.

The Department's index number of wholesale prices stood at 136.0 for September as compared with 136.2 in August and 132.7 September, 1912. The slight fall was due to lower prices for fresh fruits, vegetables and canned salmon, but some important advances occurred in eggs, fish, sugar, cream of tartar, jute, silk, anthracite coal, some building materials and starch.

In retail prices eggs, butter and coal were higher, but potatoes declined.

Since September closed there were declines in sugar, flour, late canned fruits and vegetables, and hogs and hog products. Prices are, however, well maintained in eggs and butter, corn products and fish.

DRIED FRUIT SHRINKAGE.

Dried fruits shrink, but how much? Almost every dealer has a different answer to this question. The Bureau of Chemistry of the United States is trying to determine the shrinkage by scientific methods.

Ten carloads of dried fruit are en route from Los Angeles to the principal cities of the East as part of extensive tests being conducted by the Bureau to obtain data for the drafting of regulations for the new weight law.

Close scrutiny is being made of the shipments to determine just how much shrinkage there is in transit.

New York and Washington are two of the cities to which the cars are en route. The shipments include dried peaches and prunes.

When the cars started from Los Angeles the exact weight of the contents was ascertained, and when they arrive at their destination they will be weighed again.

It is the aim of the Bureau to determine just what would be a "reasonable" shrinkage in interstate commerce, as provided in the weight law which will be in force next year in the United States.

Many persons are employed in making the experiments and more than \$15,000 will be spent for the work this year.

When all the data have been obtained regulations will be drawn.

EDITORIAL NOTES.

If the Thanksgiving turkey doesn't take more care of itself and grow faster, it will be superseded by the "Thanksgiving goose."

Some damage was caused by a fire in Mrs. J. Lane's grocery, Robinson St., Toronto, on Sunday. The "sulphur" tooth of the mice is blamed for it.

A Brantford report states that a swarm of honey bees flew into a grocery store there and attacked combs of honey. Why not? Didn't they make them?

The Specialty Man and the Retailers' Profit

Writer of This Article Tells Specialty Manufacturers How to Aid in Getting Retailer to Maintain Prices—They Should Tell Him the True Margin, He Says, and Give Him no Reason to Cut.

By Henry Johnson, Jr.*

SOME weeks ago it was my good fortune to be asked to a luncheon whereat all local members of a specialty manufacturers' association were assembled. I knew most of the men personally and regarded myself merely as an onlooking guest; but as the eats were gradually absorbed I realized that those fellows were going to stick me for a sort of speech as compensation for enduring my presence and paying for my lunch out of the general exchequer. So, as I did my best to get my share of the goodies—so that I might feel even with the game—I cast about me for something to say which might maybe "start something" for the general good.

Immediately it flashed upon me—brought to mind by the recollection of a recent call by a man who offered me something that was to pay me over 70 per cent. margin—he called it Seventy Per Cent. Profit, as they all do. It struck me that here was I, right in the midst of a set of arch-sinners against the retailer; and it was surely my opportunity to tell them a few plain truths for future pondering and careful future reference.

Maintenance of Retail Prices.

The general talk veered around to that much-discussed problem of how to maintain retail prices on advertised goods. The effort of each was to so "protect" his specialty that the retailer would always get the price for which the manufacturer intended the product to be sold. So, thinking it all out, I found the point of contact in this theme of perennial interest.

So, when it came time for the chairman to rise and state that "We have with us to-day," etc., I was prepared and talked about as follows:

Gentlemen: Of course you know without my saying so that I did not come prepared to talk. If you do not know it, you will know it before I have said very much. But as I have listened to your various talks about how to bring about that very desirable condition wherein each man's product will be sold at retail for the right price, and have heard so many of you discuss ways and means, laws, plans, schemes, etc., whereby you hope to accomplish what you are after, I have been forced to the conclusion that you are overlooking a very

important bet—your own opportunity to do what laws never can do for you; for you are surely overlooking such a bet every day.

Working on False Basis.

You, each and every one of you, as I am making bold to assert—"without undue fear of successful contradiction"—are steadily and daily misleading the retailer about his margins, and you are thereby continually tempting him to break down your prices. And how? By teaching him a false basis of the computation of margins.

If you tell a man that his margin—or "profit" as you persist in calling it—is greater than it is, you are always tempting him to put one over on his competitor by cutting just a little under the price you hope to have maintained. Only the other day a man told me I was going to make Seventy Per Cent. on his goods. Analysis showed me in a minute that my true margin on those goods would be Forty Per Cent and a fraction, so I was safeguarded from any false notions. But had I taken his word, without analysis, do you not see that I might be tempted to cut his prices? Might I not feel that I could easily do business for less than 70 per cent., thereby not only getting ahead of my competitor, but maybe doing a little for my customer in the way of reducing the excessive cost of his article?

Destroying Work Done.

Every time you give a merchant a false notion of the liberality of your margins, you pull down the structure of maintained prices which in other ways you are striving laboriously to build.

Every time you compute a merchant's margins on his COST you give that merchant a false idea of what his gross earnings will be.

And every time you give a merchant a false notion of your liberality, you TEMPT HIM to cut prices and thereby nullify a great part of your own work.

I know that each of you feels that the other fellow is swelling the merchant up and you are, therefore, afraid that if you state an honest margin to the merchant, and show him truly JUST what he is going to realize on your goods, your margins will not apparently compare favorably with those of other manufacturers and you will lose out. But have no fear of that, gentlemen. When you teach a man to figure properly, or when you start him on the way of figuring properly, you start that man to Thinking; and believe me, once you get a man

to THINK, your battle is really won. For after that, no smooth-tongued competing manufacturer's representative can mislead that merchant. He will know just how to do the figuring himself.

The other day a man offered me chewing gum on which I was to make 150 per cent. Could you blame me if I should conclude that I could afford to sell that gum not at 5c. the regular price, but at 4c. or even 3c.? No: you could not—and maybe I would do just that thing. But when I analyzed the figures and found that the true margin was only 66 2-3 per cent.—liberal as that margin was—I naturally thought that here was only a fair opportunity to make up on some of the 8 per cent. and 10 per cent. stuff I was handling. I thus resolved to keep all the margin myself; and I maintained the price.

Gentlemen: You, with your salesmen working out from this and other commercial centres all the time, have a wonderful opportunity to do some profitable educating. It may seem like a slow process, but I assure you from my own personal experience that not only is it NOT slow, but it is the most profitable and permanent way to build up your own clientele. For each man on your list who is taught that there are two ways to figure and that the INSIDE way is the safe way will prove to be your staunch and lasting friend; for the way you will then be teaching will be the TRUE way and TRUTH will always prevail.

A Sure Foundation Erected.

Be honest in your figures. Be really true to your good friends, the retailers, and you will never need Any Laws to protect your product from price-cutting. When the merchant once realizes that his margin is truly so narrow on the average that to cut is to invite disaster to himself, you have builded the sure foundation of educated and enlightened self-interest. Then your structure will be well-founded and it will stand.

We had a lively, profitable discussion. Most of the "boys" acknowledged that they had sinned—as all really bright men Will Frankly Acknowledge once it is pointed out to them—and they ended up by agreeing that I was right, my theories sound, and that they would work along those lines in future.

Thus I hope that another nail was driven into the coffin of that dead and gone practice of figuring margins on the COST and calling MARGINS profits!

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

Olives Decline Below Opening Figures

Prospects of Better Crop Than Last Year and Desire of Some Houses to Get Rid of Stocks the Reason Named—Drop Quite Substantial In Some Instances—Retailers Should Push Sales and "Clean up" Before New Year.

Some interesting situations have arisen in the olive trade from the standpoint of prices during the past month or two. Although the new Spanish crop is as yet somewhat uncertain, it is confidently believed that it will be a good one and that prices on new olives to be issued next month will not be as high as they were a year ago. Quotations received this week from a New York importer average 10 per cent. lower than in 1912.

Some time ago one firm which came on the eastern Canadian market during the present year dropped their quotations considerably below their prices ruling in the west. For instance the 5 oz. bottle of Stuffed Pimento which opened at \$1.00 a dozen a year ago was dropped to 95 cents. Some of the other sizes in Stuffed Pimento were also lowered, as well as a number in the Queen olive. The 10 oz. Queen was reduced from \$2.05 a dozen to \$1.85; the 16 oz. bottle of the same firm was marked down 5 cents from \$2.80; the 32 oz. from \$5.50 to \$4.80 and the 40 oz. from \$8.00 to \$5.75.

Prices Generally Lower.

Other olive manufacturers followed suit on Oct. 1 and now the retail trade is able to purchase olives in many instances at much below the 1912 autumn opening prices. One house quotes 5 oz. Manzanillas at 80 cents which were 90c before; 6 oz. at \$1.15 that were \$1.30; 8 oz. at \$1.35—a reduction of 10 cents on the dozen, and an 18 oz. bottle at \$2.35 which formerly were \$3.00.

While some houses were not overstocked on olives and found no occasion to drop prices—particularly since the new crop would not be marketed for another three months—apparently others were anxious to get rid of considerable stocks before the end of the year. This caused the somewhat general decrease in quotations.

Push Olives Now.

Retailers should study the olive situation from now to the end of the year. Because of the favorable prospects for the new crop, those who have stocks should see that they be strongly pushed from now on. While it is not likely that the new prices will go below those now ruling, it seems more than a probability that they will be under the opening figures issued in the late fall of 1912.

Olives are a splendid fall and winter food, they possess medicinal qualities that make them a good seller and being a wholesome food as well should be pushed with more vigor than usual. Every dealer should see that his stock of olives is pretty well cleared before January next.

MINIMUM PRICE ON ARROWROOT.

St. Vincent Growers Anxious to Build Up Industry—Stocks in Small Compass.

Kingstown, St. Vincent, B.W.I., Oct. 14.—At a general meeting of the St. Vincent Arrowroot Growers and Exporters' Association, held recently, the following resolution was unanimously passed:

Resolved—That the minimum price for estates arrowroot and other arrowroot for the balance of the 1912-1913 crop and the 1913-1914 crop shall on no account be lowered or raised below or above the minimum price of 3¼d per lb. fixed at the meeting of the Association on the 15th July, 1913.

This resolution was adopted after three hours of careful deliberation, and after it was ascertained on the declaration of individual growers and shippers that the total stock of arrowroot now in the colony does not exceed 1,200 barrels. All the points involved were discussed in a manner clearly demonstrating the fact that the Association exists with no object of cornering a product and demanding any unreasonable price, but purely to obtain a fair price for an article upon which the prosperity of this colony largely depends.

The growers and exporters of the St. Vincent arrowroot are confronted with a situation in the London market demanding the exercise of discretion and firmness. Last year the rise of prices for St. Vincent arrowroot in the United Kingdom, coupled with brisk trade, stimulated the enterprise of local exporters, and that market exercised an extraordinary power of attraction. In the eager rush to share in the unusual gratification of quick sales and fair profits in London, the producers and shippers overlooked the probability of a glut being thus produced; and the alluring bait was taken up regardless of consequences. As a result of this injudicious rush the

produce of large and small proprietors, and even inferior starches produced by the crudest methods by peasants, have found their way into the welcome hands of London brokers, some of whom were equally heedless of the unfavorable tendency. And whilst the London market is alleged to be overstocked, it is different with Colonial dealers. Three years of judicious advertising in leading periodicals in Canada have not been without value to the industry.

GROCERY EXHIBITION.

Montreal Retail Grocers Have Food and Equipment Exhibit.

Montreal, Oct. 16.—(Special.)—The exhibition of groceries referred to in these columns some time ago is being held this week in the Armouries under the auspices of the Montreal Grocers' section of the Montreal branch of the R.M.A. of Canada.

The Executive Board is composed of G. A. Archambault, president; P. Filion, 1st vice-president; J. O. Pesant, 2nd vice president; Jos. Moquin, treasurer; R. Desautels, secretary, and Mr. E. Lanoue.

The Committee of Reception included the names of Nap Seguin, M. S. A. honorary president, G. A. Archambault, P. Filion, R. Desautels, J. D. Boileau, J. A. Dore, A. Laniel, R. Bernard, J. A. Sansregret, E. Bernier, L. Phaneuf, R. Gervais, H. Mailloux and P. Bernier.

The following firms were among those who exhibited:—Laporte, Martin & Cie., Montreal; H. J. Heinz & Co., Toronto, Ont.; Wm. Clark, Ltd., Montreal; National Cash Register, Montreal; Jas. Stewart Mfg. Co., Woodstock, Ont.; Lake of the Woods Milling Co., Montreal; D. S. Perrin & Co., Montreal; Walter Baker Co., Montreal; T. A. Lytle Co., Toronto; Forbes & Nadeau, Montreal; Gilmour Bros. & Co., Montreal, for Reckitt, Ltd.; Nugget Polish Co., Toronto; N. K. Fairbank Co., Ltd., Montreal; Imperial Ice Cream, Montreal; Borden Milk Co., Montreal; Toledo Scale Co., Montreal; Dominion Register, Toronto; Robert W. Hogg, Sherbrooke, Que.; Societe Francaise de Specialites Alimentaires, Montreal.

Victor M. Grab & Co., Chicago, Ill., have placed on the Canadian market a device for cutting string which is particularly designed for the grocery trade. This fastens on the shelf, counter or table, etc., and contains a sharp knife covered with a piece of metal. The string is drawn through a V-shaped opening and is cut by the knife.

LEMONS

By Blue Ruin

A grocery traveler is hard put to it when he turns to manufacture a book of epigrams.

This one was feeling somewhat sore the day Canadian Grocer came upon him, and he was persuaded, under pledge of secrecy to his identity to hand over his first finished volume, entitled "Lemons, by Blue Ruin."

To add to the combination of colors it may be added that this young man, one of the brightest of Canadian drummers, was turning black looks in the direction of his chief, and had a dark brown taste in his mouth, for whose relief Elbert Hubbard has recommended a certain brand of beef extract.

With a heavy grouch against being collector and traveler, this Poet of the Road has included some philosophic gems that should serve to temper his own mournful soliloquies. He says:—

"You are not salesmen, but collectors."

"Our motto is 10 per cent. all the time, and then some."

"Give a dog a bad name, then make him a grocery traveler."

"We never sold goods, but for advice how to sell them, apply to our Blue Ruin Department." (A particularly grouchy outburst.—Ed.)

"Travelers do not keep our office staff busy, we are busy writing out cheques for charity; travelers only annoy us."

"We know a good traveler by his collections, not by the orders he takes. We don't want orders." (Got 'em again, evidently.—Ed.)

"We expect travelers to buy tickets for concerts, cigars, etc., from our customers. Every traveler who spends during the week \$5.00, we reward by giving him \$2.00. Thus we save \$3.00." (Second spasm!—Ed.)

"We love our Saturday, but 'Oh, you lecture!'" (For note, see below.—Ed.)

"Lie and get orders; tell the truth and your rival gets them." (An affliction of the righteous in other lines besides groceries.—Ed.)

"Always tell your customer what you lose when you sell him a bill of goods, and he will buy from the other house, thus saving you money."

"If you are making \$50.00 per month from one of your customers, and he wants 15 cents discount, never allow the 15 cents, as a customer lost is 15 cents saved."

"Never telephone an order to us as we are too busy to take it. Telephone to some other house. We don't need the business."

"We hate to pay salaries as we need the money in our business. In any case you never earn it."

"An order shipped is worth two on the cancel file." (Now he is forgetting his own troubles and looking cheerful.—Ed.)

"Travelers will oblige us by walking as little as possible on the floors of the warehouse, thus avoiding the expense of wear and tear." (But not for long.—Ed.)

"We never mail statements; we deliver them. A stamp saved is worth two on an envelope."

"If our rivals give discount and get our business, they are dishonest." Be honest and your rivals will get the business."

"A grateful customer is a miracle: we have never seen a miracle."

"We have clerks who watch the clock and not their work. This habit has one advantage—the clerks keep the clock correct." (Sun's shining again.—Ed.)

"A disagreeable customer is always the best pay. Politeness pays; never 'cut' a price."

"Old age in man is honorable, in cur-rants it's maggots."

"Judging from appearances on earth the wicked suck oranges and are happy; the righteous lemons and are unhappy. In the next world both will probably suck ice. Better suck oranges and take chances." ('Sh! 'Sh!).

"A virtuous wife is a crown of glory to her husband. Some crowns are — ugly"

"Definition of a grocery traveler: one who knows the price of prunes but never has the price to buy them."

"No traveler has seen h—, but if curious ask our shipper a fool question when he is busy and he will raise enough h—, that you cannot look at it without wearing dark glasses."

"The more goods you sell, the more money we lose." (Heard something like that before.—Ed.)

"A broker is a man who sells fairy tales and delivers nightmares."

"A bank is an institution for the relief of the imported — and destitute — Scotch."

"A hospital is an institution where you are charged to have your friends say 'How natural you look.'" (Bet the firm paid his salary while he was there.—Ed.)

"A manager of a wholesale grocery is an ash barrel for travelers to dump their complaints."

Note.—The Saturday "lecture" is a time-honored institution, at which "the boys" are expected to put in an appearance. The firm calls it a "conference" for planning campaigns or discussing experiences, the only objection made is that it delays the hour when the traveler can say good-bye to his week's work.



MASON PHILOSOPHY.

I used to trade at Grocer Gregg's, and paid him heaps of cash for flour and cheese and germ-proof eggs and cans of succotash. But now he doesn't get my trade—that's why his bosom aches; I had to quit him, for he made so many small mistakes.

He'd send me stale and wilted greens when I had ordered fresh; he'd send me gutta percha beans, all string and little flesh. And when I journeyed to his store to read the riot act, three-score apologies or more he'd offer for the fact. That doggone clerk of his, he'd say, had got the order wrong; and always, in the same old way, he'd sing the same old song. He seemed to think apologies were all I should desire, when he had sent me moldy cheese or herrings made of wire.

And when his bill came in, by jings, it always made me hot; he'd have me charged with divers things I knew I never bought. Then I would call on Grocer Gregg in wrath and discontent, and seize him firmly by the leg and ask him what he meant. Then grief was in the grocer's looks, frowns came, his eyes betwixt. "The idiot who keeps my books," he'd say, "has got things mixed. I wouldn't have such breaks as these for forty million yen; I offer my apologies and hope you'll come again."

He'd often send the things I bought to Colonel Jones, up town, and I would get a bunch of rot that should have gone to Brown. And oft at home I'd wait and wait in vain for Sweitzer cheese; instead of that I'd get a crate of codfish, prunes or peas. And then I'd go to Grocer Gregg, and mutter as I went: "I'll take that merchant down a peg, and in him make a dent." He'd spring the same old platitudes when I had reached his den: "That vampire who delivers goods has balled things up again!"

Apologies are good enough, excuses are the same; but forty-seven are enough to tire one of that game. It's better far to shun mistakes, and do things right at first, than to explain your dizzy breaks till your suspenders burst.

—Walt Mason.

Current News of the Week

Quebec and Maritime Provinces.

J. B. Christie, grocer, Londonderry, N.S., sustained a fire loss recently.

Geo. P. Dalton, general merchant, Melrose, N.B., is succeeded by Leo. T. Lane.

Miss N. Jackson, general dealer, Upper Woodstock, N.B., has sold to Henry Cowan.

Burns & Hall, general merchants, Bathurst, N.B., have dissolved, T. M. Burns continuing.

The Canadian Sardine Co. factory, Chamcook, N.B., which has been closed for some time, is resuming operations.

F. H. Anson, managing director of the Atlantic Sugar Refineries, Ltd., says that the new refinery in St. John, N.B., will have the roof on by Christmas.

Ontario.

Thos. Bennett, grocer, Toronto, has sold to E. Curtiss.

Harry Ellis has opened a grocery stock in the Michie store, Fergus, Ont.

The Berkel-Freeman Slicing Machine Co., Hamilton, Ont., has obtained a charter.

W. Fowke, general merchant, Charlton, Ont., has been succeeded by Fowke & Gerrard.

The Galt Co-operative Society has been incorporated at Galt, Ont., with \$10,000 capital.

W. H. Pepler is opening a grocery store in Listowel, Ont. He was formerly in business in Hanover.

Andrew Kelly, president of the Western Canada Flour Mills of Winnipeg, has been in Toronto during the past week.

Telfer Bros., biscuit manufacturers, Collingwood, Ont., have almost completed the erection of their new factory in Toronto.

E. Maillaux and E. E. Parent have opened a grocery store and meat market at the corner of London Street and McEwan Avenue, Windsor, Ont.

The West Indies Produce Association have opened sales offices in the Bank of Hamilton Chambers, 2 Gould Street, Toronto. A. C. W. Horne is in charge.

A. M. Baynes and P. D. Davidson, formerly of the National Cannery Co. of Hamilton, have formed the Hamilton

Preserving Co. They have opened a factory at 119-121 Elgin Street, and will put up a larger plant in the spring of 1914.

John McCorvie, one of the grocers of Chatham, Ont., is a candidate for the mayoralty of that city for 1914. Mr. McCorvie served several years on the school board and the city council, and was a candidate for the chief magistrate's chair a few years ago, when he was defeated by a small margin.

Petitions from St. Thomas grocers and butchers asking for the passage of a by-law requiring closing of stores at 7 o'clock each evening, except Saturdays and days preceding holidays, have been sent by the City Council to the Assessment Commissioner for verification. If correct, the city solicitor will prepare a by-law. Under the proposed by-law the stores are not to open before 5 a.m.

J. Martin Lee, representing the O. T. Co., Limited, has recently arrived in Canada from London, England, on business matters connected with his firm. O. T. is an entirely new product on this market, its origin having been in Australia. It is used for adding to any kind of a drink for much the same reason as a meat sauce is added to meat or fish. Mr. Lee is now in Toronto. Arrangements have been made for the manufacture of this article in Canada in the near future.

Western Canada.

B. K. Ray, grocer, Winnipeg, has sold to E. H. Tucker.

C. A. Butler has opened a grocery store in Penticton, B.C.

David Todd, grocer, Winnipeg, is succeeded by J. A. Partington.

Stewart Tilton & Chas. F. Tease have opened a soap factory in Saskatoon, Sask.

Waddell & Co., general merchants, Humbolt, Sask., is succeeded by R. Burns.

A new seven-storey packing plant has been opened in Edmonton, Alta., by P. Burns & Co.

A pedlar was fined in Coleman, Alta., recently \$108, including costs, for selling without a license.

The Courtenay Condensed Milk Co., with capital at \$50,000, has been incorporated in Vancouver, B.C.

It is stated at the coast that Dominion Stores, Limited, have taken over

the Edgett grocery store in Vancouver, B. C.

Frank Crysedale, of Oshawa, Ont., has gone to Moose Jaw, Sask., to manage the grocery department for Allin & Co. Mr. Crysedale is a son of C. H. Crysedale, who until he sold his business a short time ago, was a grocer for more than 30 years.

R. R. Wilson of Campbell Bros. & Wilson, has returned to Winnipeg after spending about two months in the Old Country. While away Mr. Wilson, in company with Mrs. Wilson and their daughter, visited a number of points in Ireland and England, and also toured through Switzerland and France.

Letters to the Editor

Editor, Canadian Grocer.—Am afraid there is too much rubbish talked about fresh eggs. The average farmer takes a week to gather enough eggs to ship. It takes the next week to get them to market and on the consumers' tables. Are fourteen day eggs good enough for fresh if properly kept? I say they are. There are more eggs not gotten to market until they are thirty days old and there always will be. This refers to the average farmer's eggs, which mean about 90 per cent. altogether.

GORRIE & CO.

Haliburton, Ont.



To J. A. HENDERSON, John W. Bickle & Greening, Hamilton, Ont. Mr. Henderson was born in Toronto on Oct. 11, 1870, but since 1878 has been a resident of Hamilton. Beginning his business career as junior clerk with Brown, Balfour & Co., on October 1, 1886, he remained with them and their successors, Balfour & Co., and The Canada Grocers, Ltd., for 18 years. He entered the firm of Jno. W. Bickle & Greening as partner of the late F. B. Greening in 1904, and is now sole proprietor.

Advance in Coffees Expected: New Dried Fruits In

Green Coffees Up at Least 2 Cents—Old Crop Evaporated Apples Up — Pink Salmon Advances on Coast, but Wholesalers Keep Prices Same in Ontario—Quebec Slightly Higher.

MARKETS IN BRIEF

QUEBEC.
PRODUCE AND PROVISIONS—
 Hams and bacon dropped ½ cent. Hogs decline 25c per cwt. Butter much easier; no shipments yet across border. Eggs advance ½ to 1c.
FRUIT AND VEGETABLES—
 Cantaloupes, blueberries and Florida limes off market. Niagara grapes exhausted in few days. Green peppers up 50c, and red 70c. Spanish onions advance.
FISH AND OYSTERS—
 Wholesale dealers making special appeals for "oyster week." Ocean fish slow in coming owing to storms. Local dealers expect advance of 5 to 10 per cent. in prices on prepared, salted and pickled fish through U.S. tariff.
FLOUR AND CEREALS—
 Better demand of week ago for flour has ceased, owing to continued decline in wheat. Cornmeal and rolled oats weaker.
GENERAL GROCERIES—
 Salmon prices firmer. Sugar market still weak. Delivery in canned goods proceeding rapidly. Primary market on coffees being forced up, due to speculative influences. New crop Persian dates arrive, prices being easier. Prune market strong.

ONTARIO.
PRODUCE AND PROVISIONS—
 Bacon and hams decline ½c. Hogs down 25c per cwt. Butter and cheese easier. Eggs advance 1 to 2c; supply very light; storage selling freely. Honey declines ½c. Young turkeys scarce for Thanksgiving, and, with chickens, will be high.
FRUIT AND VEGETABLES—
 Peaches, grapes, pears very scarce. Cranberries and cantaloupes higher. Ontario and New Brunswick potatoes continue splendid quality. California fruit higher tendency.
FISH AND OYSTERS—
 Bigger demand for oyster week. Whitefish up to 15c. Small supply of lobsters coming.
FLOUR AND CEREALS—
 Demand for flour light, awaiting more definite feeling as to future prices. Cornmeal easier with decline in corn. Rolled oats likewise. Mild weather lessens demand for mill feeds.
GENERAL GROCERIES—
 Coffees continue to advance in primary markets. New table figs arrive, quoted at 12 to 12½c. Pink salmon advanced 15c case at coast. White peppers advance.

QUEBEC MARKETS.

Montreal, Oct. 16.—Wholesalers report collections to be getting better, and trade in certain lines becoming brisker, though a number of retailers are holding back orders and waiting till last call before close of navigation.

Clover leaf salmon prices now prevailing are: 1 lb. talls, \$1.90-\$1.95; flats, \$2.02½-\$2.07½; ½ lb. flats, \$1.22½-\$1.27½.

Candied peel prices are a little lower, lemons being 10-11½c; oranges, 11-12½c; citron, 15-16½c.

Wholesalers are busy delivering canned goods. It seems that those who followed previous advice and bought salmon earlier will save some money, as at present the undertone of market is decidedly strong.

There is a change to note in the price of Chinese starch. Owing to advance in cost of raw material, Chinese will now sell at \$4.80 per case, instead of \$4.00 as previously, or \$1.20 per dozen, instead of \$1.00 as heretofore.

SUGAR.—Although there is fair amount of business passing, yet dealers feel that quantity orders are not as frequent as might be, and the situation in general is weak. Of course, preserving season is over, but still the dropping off in business can hardly be accounted for

in this respect. Sugar market is always puzzling, still we do not think we will be far astray in saying that a further decline may be registered if present conditions prevail.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lump—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	5 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEAS.—Demand for all grades is brisk, and dealers seem to be laying in good stocks. Young Hysons seem to be in favor—that is, of course, speaking from a comparative standpoint of that class.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 25
Common	0 15	0 15
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 25
Pekoe Souchongs	0 20	0 25

Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 22
Spanish No. 1	0 12	0 12½
Virginia No. 1	0 19	0 13½
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—Continued speculation is forcing price up to higher levels at primary centres, but, of course, Canadian quotations remain unchanged. Business locally on all grades is well above average.

Coffee, Roasted—	Per lb.	Per lb.
Jamaica	0 21½	0 23½
Java	0 29	0 33
Maracaibo	0 21	0 23
Mexican	0 25	0 28
Mocha	0 28	0 29
Rio	0 19½	0 21½
Santos	0 20½	0 23

SPICES.—The usual good business is passing now that the pickling season is in full swing. Still there is nothing unusual to report about the market.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 15
Allspice, whole	0 12	0 15
Cinnamon, whole	0 20	0 25
Cinnamon, ground	0 17-0 18	0 20-0 25
Cinnamon, Batavia	0 25	0 35
Cloves, whole	0 25	0 30
Cloves, ground	0 18-0 23	0 28-0 30
Cream of tartar	0 18-0 21	0 27-0 30
Curry powder	0 18-0 15	0 25
Ginger, Cochin	0 18-0 15	0 18-0 21
Ginger, Jamaica, ground	0 15-0 18	0 22-0 25
Ginger, Jamaica, whole	0 22-0 25	0 22-0 25
Ginger, African, ground	0 16	0 16
Mace	0 75	1 00
Nutmegs, brown, 6½, 50c; 80s, 40c; 100s	0 35	0 35
Nutmegs, ground, bulk, 40c; 1 lb. tins	0 35	0 35
Pastry spice	0 10	0 25
Peppers, black, ground	0 10-0 14	0 17-0 20
Peppers, black, whole	0 18-0 20	0 18-0 20
Peppers, white, ground	0 15-0 23	0 27-0 30
Peppers, white, whole	0 25-0 28	0 25-0 28
Pickling spice	0 15	0 15
Tumeric	0 25	0 35

Salt, bulk—	
Bbls., fine	1 55
200s, per cwt.	1 10
50's, fine or coarse	0 45
Salt, bags—	
100 3s	3 00
60 5s	3 00
42 7s	2 90
30 10s	2 80
15 20s	2 70

MOLASSES AND SYRUP.—With cooler weather coming along business in molasses should increase. As it is, a fair number of orders are being placed, but as deliveries have all been made, these are only for small parcels.

Barbados Molasses—	Prices for Island of Montreal.
	Extra Fancy. Fancy. Choice.
Punchons	.44 .41 .39
Barrels	.47 .44 .42
Half Barrels	.49 .46 .44
For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.	
Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.	

Corn Syrups—	
Barrels, per lb. 5½c; ¼ bbls., 3½c; ¼ bbls.	0 04
Paills, 2½ lb., \$1.35; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 30
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ¼ doz. in case	2 75
Cases, 20 lb. tins, ¼ doz. in case	2 70
Maple Syrup—	
Pure, per 5½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c. per lb., or per gal	1 8c
Maple Sugar, pure, per lb.	0 10
	0 11

RICE.—The recent increase in price of Rangoons has stimulated buying considerably, dealers evidently having

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found it advisable to cover up lest any further rise take place. Market is active to a degree.

Rangoon Rice—		Per cwt.
"B," bags 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India bright		3 45
Lustre		3 55
Fancy Rices—		Per cwt.
Polished Patna		4 40
Pearl Patna		4 50
Imperial Glace		4 80
Syrikle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—		Per lb.
Bags, 224 lbs.	0 05½	0 05½
Half bags, 112 lbs.	0 05½	0 05½
Quarter bags, 56 lbs.	0 05½	0 05½
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05
Tapioca—		Per lb.
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

DRIED FRUITS.—New crop Persian dates are on the water now, and latest advices show that good time is being made in transportation. Prices are a little easier, pound packages being quoted at 7¼c.

California prune market is still unsettled, and prices are well maintained, while peaches and apricots on the coast are not meeting with any very great success.

Currants are a little firmer also, there having been a run on the cleaned stock lately.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 07½	0 08
Nectarines, choice		0 11
Peaches, choice		0 09½
Pears, choice		0 12½
DRIED FRUITS.		Per lb.
Candied Peels—		
Citron		0 17
Lemon		0 11
Orange		0 12
Currants—		
Amalias, loose	0 07½	0 08
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 08½	0 09
Dates—		
Dromedary, package stock, per pkg.	0 07½	
Fards, choicest		0 11
Hallowee, loose		0 05
Hallowee, 1-lb. pkgs.		0 06½
Figs—		
Finest, 6 crown, about 12 pounds.		0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced		0 14
50 to 60, in 25-lb. boxes, faced		0 13
60 to 70, in 25-lb. boxes, faced		0 12
70 to 80, in 25-lb. boxes, faced		0 08½
80 to 90, in 25-lb. boxes, faced		0 08
90 to 100, in 25-lb. boxes, faced		0 07½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscata, loose, 3 crown, lb.		0 07½
Sultana, loose		0 10
Sultana, 1 lb. pkgs.		0 11½
Valencia, old stock		0 04
Seeded, fancy		0 08½
Seeded, choice		0 09
Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.		

ONTARIO MARKETS.

Toronto, Oct. 16.—Prices are in uncertain condition just at present on verge of arrival of new dried fruits, nuts, etc. Among problematic questions that are causing discussion are prices that will rule on arrival of new crop prunes, effect on roasted coffees, of rapid and steady increases in primary markets, and conditions in fruit markets for Christmas supplies.

SUGAR.—There is impression that raws are very low; in fact, as one broker put it, "are skating on the bottom."

Decline in principal world markets of late was very rapid, as much as 30 cents per cwt. in Cubas from recent highest, say, from \$3.80 to \$3.48 duty paid. There have been some fluctuations in Europe, but low price thus far has been 9s. 3d. f.o.b. Hamburg, for October shipments; while futures, say, for May shipment, are quoted as high as 9s. 8d. On prompt, disparity in favor of cane sugars, New York basis, is over 40 cents per cwt. It will thus be seen that there are some strong features in situation, chief of which is very low prevailing price, as it is claimed and conceded in many quarters sugars cannot be manufactured below this basis with profit.

Nor is there any pressure to sell at present, and as refiners have not bought heavily for immediate future, any sudden changes for better in material conditions would no doubt bring about decided improvement all round.

Demand for refined is seasonably fair, with no change locally, and apparently none in sight. New Yorks have dropped to \$4.25, although there is some irregularity in quotations, a full ½ cent below recent highest.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags		4 50
20 lb. bags		4 60
2 and 5 lb. cartons		4 80
Beaver granulated, in 100 lb. bags		4 35
Extra Ground Sugars—		Per 100 lbs.
Barrels		4 35
50 lb. boxes		4 15
25 lb. boxes		5 30
Powdered Sugars—		Per 100 lbs.
Barrels		4 70
50 lb. boxes		4 90
25 lb. boxes		5 10
Paris Lump—		Per 100 lbs.
100 lb. boxes		5 25
50 lb. boxes		5 35
25 lb. boxes		5 55
Crystal Diamonds—		Per 100 lbs.
Barrels		5 30
100 lb. boxes		5 25
50 lb. boxes		5 35
5 lb. cartons		7 40
Crestal Dominos, cartons		Per 100 lbs.
Yellow Sugar—		7 50
No. 3		4 45
No. 2		4 35
No. 1		4 05
Barrels granulated and yellow may be had at 50 per cwt. above bag prices.		

MOLASSES AND SYRUP.—Demand still quiet and dealers looking to cooler weather before regular fall business sets in. Prices rule unchanged.

Syrups—		Per case.
2 lb. tins, 2 doz. in case		2 50
5 lb. tins, 1 doz. in case		2 85
10 lb. tins, ½ doz. in case		2 75
20 lb. tins, ¼ doz. in case		2 70
Barrels, per lb.		0 08½
Half barrels, lb.		0 08½
Quarter barrels, lb.		0 04
Pails, 33½ lbs. each		1 85
Pails, 25 lbs. each		1 35
Molasses, per gallon—		Per case.
New Orleans, barrels		0 27
New Orleans, half barrels		0 31
West Indies, barrels		0 28
West Indies, half barrels		0 30
Barbados, fancy, barrels		0 45
Barbados, fancy, half barrels		0 49
Maple Syrup—Compound—		Per case.
Gallons, 5 to case		4 80
¼ gals., 12 to case		5 40
¼ gals., 24 to case		4 80
Pints, 24 to case		2 70
Maple Syrup—Pure—		Per case.
5 gallon cans, 1 to case		1 25
Gallons, 6 to case		6 60
¼ gallons, 12 to case		7 25
Quarts, 24 to case		7 25
Pints, 24 to case		4 70
Maple Sugar—		Per lb.
Pure, per lb.		0 14
Maple Cream Sugar—		Per lb.
24 twin bars		1 80
40 and 48 twin bars		3 60
Maple butter, lb. tins, dozen		1 90

SPICES.—White peppers have advanced one cent a lb. for 5 and 10 lb. tins packages, and likely to go higher.

Celery is still dropping and now sells at 50 cents and even less. Not much change in any prices likely until new crops arrive.

	5 and 10 lb.		¼ lb.	¼ lb.
	Tins, pkgs.	doz.	tins.	doz.
Allspice	14-17	60-0 70	70-0 80	
Cassia	22-27	72-0 90	80-0 90	
Cayenne pepper	22-28	72-0 90	90-1 15	
Cloves	30-35	1 08-0 95	—1 08	
Cream tartar	33-35			
Curry powder	—35			
Ginger	22-27	65-0 85	75-0 95	
Mace	75-1 00		—2 75	
Nutmegs	25-30	90-0 00	1 60-2 50	
Peppers, black	19-22	67-0 75	80-0 90	
Peppers, white	28-29	95-1 10	1 10-1 20	
Pastur spice	20-27	65-0 95	75-1 10	
Pickling spice	14-18	75-0 00	75-0 00	
Turmeric	16-18			
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.				
Cardamom seed, per lb., in bulk		1 80	2 25	
Cinnamon, per lb.			0 10	
Cinnamon, Ceylon, per lb.			0 50	
Mustard seed, per lb., in bulk		0 10	0 12	
Celery seed, per lb., in bulk		0 50	0 60	
Shredded cocoonut, in pails		0 18	0 20	

NUTS.—Advices from California state that certain proportion of walnut crop will be discolored as result of hot waves, and will be put up under special brand names. Latest estimate of California crop is 12,500 tons of which 2,000 will be stained, and balance first class. Output will be less than last year.

Spot supplies of all kinds light and prices steady. Primary markets strong.

In shell—	Per lb.
Almonds, Formigetta	0 15
Almonds, Tarragona	0 16
Brazil	0 22
Filberts, Sicily	0 20
Filberts, Barcelona	0 12½
Peanuts, green, per lb.	0 10½
Peanuts, roasted	0 12½
Pecans	0 14
Walnuts, Bordeaux	0 13
Walnuts, Genoble	0 16
Walnuts, Marbots	0 15
Walnuts, Cornes	0 13
Shelled—	
Almonds	0 40
Filberts	0 27
Peanuts	0 09
Pecans	0 08
Walnuts	0 32

TOBACCO.—The Imperial Tobacco Company, as intimated in last week's issue, has sent out a new price list with figures, showing an advance of from 5 to 10 per cent. on most brands of cut tobacco and cigarettes.

In the case of one brand the increase was: 1-12 packs., 5-lb. boxes, from .97 to \$1.03; in a second, ½-lb. tins, .83 to .91; 1-lb. tins, .82 to .89; 1-10 packs., 5-lb. boxes, .82 to .90; in a third, prices went up as follows: .81 to .87; .85 to .89; .82 to .87.

The advance in cigarettes was smaller, a box of 500 going up from \$3.00 to \$3.10; another of 600 from \$3.78 to \$3.90; a third from \$3.93 to \$4.12; a fourth from \$3.00 to \$3.07; a fifth from \$4.10 to \$4.20; and a sixth from \$4.00 to \$4.10.

DRIED FRUITS.—New crop table figs, 3 and 4 crown, arrived this week and sold at 12 to 12½ cents. Next shipment here shortly is quoted at 11 to 14 cents.

Valencia raisins are slightly easier, but Malagas firmer on reports from Spain that crop was much lighter than expected. Steamer with Persian dates will reach New York on Saturday. Prices on these will be rather easier.

Reports from California fix crop of

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prunes at 85,000,000 lbs., of which 75,000,000 has already been sold for shipment. Some packers who had sold heavily have bought back many carloads, particularly large sizes, which are expected to be very high. Larger sizes of late have been disappointing in Oregon, but improvement noticeable in California. Europe has stopped buying owing to advance in price.

Increase in California Muskatel raisins is looked for.

In California demand for new peaches, in spite of lower prices, is very light. However, with apple crop short and dried apples so high, trade in peaches expected to live up.

Apples, evaporated, new, per lb.	0 09	0 09%
Apples, evaporated, old, per lb.		0 08%
Apricots—		
Standard, 25 lb. boxes	0 16	0 18
Choice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 11	
Orange	0 12	
Citron	0 16	
Currents—		
Filiatras, per lb.	0 06%	0 06%
Amalas, choicest, per lb.	0 07	
Patras, per lb.	0 07%	0 07%
Vostizzas, choice	0 09	
Vostizzas, shade dried	0 10%	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08%	0 09%
Fards, choicest, 50-lb. boxes	0 07	0 07%
Package dates, per pkg.	0 06%	0 07%
Figs—		
Table figs, new, 3 and 4 crown	0 12	0 12%
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04%
Elems, figs, in boxes, according to size, lb.		0 08
Peaches—		
Standard, 50-lb. boxes	0 08%	0 08%
Choice, 25-lb. boxes	0 08%	0 08%
Choice, 50-lb. boxes	0 08%	0 08%
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	0 08	
Seeded, fancy, 1 lb. packets	0 09	
Seeded, choice, 1 lb. packets	0 08%	0 08%

COFFEE.—In last three weeks prices on Brazils and other low-priced coffees have made aggregate advance of 2 cents a lb., and on higher grades of at least 1 cent.; and market on green coffees still advancing, better class coffees going up in sympathy with others. Roasted coffees are likely to advance to pretty nearly same extent, many jobbers think. Owing to stocks on hand, however, increase not likely to come into effect on roasted for some considerable time. Early in season buying was light, but now they are forced to it, and 287,000 bags were sold in New York on single day, a record on option market.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricao	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicoory, per lb.	0 10	0 12

TEAS.—Market very firm, especially in Indians, which are likely to go still higher.

RICE AND TAPIOCA.—Prices are unchanged with demand slightly improved.

Rangoon, per lb.	0 05%	0 04
Rangoon, fancy, per lb.	0 05%	0 05%
Patna, per lb.	0 05%	0 06%
Japan, per lb.	0 05%	0 08
Java, per lb.	0 06%	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04%	0 06

White, per lb.	0 05%
Tapioca—	
Bullet, double goat	0 09%
Medium pearl	0 05
Seed pearl	0 05%
Flake	0 09%

DRIED VEGETABLES.—With new crop coming in more freely prices dropped again in Canadian beans. Forecast of these supplanting imported this year seems likely to be fulfilled as quality continues excellent.

Beans—		Per bushel.
Austrian H. P.	2 25	
Canadian, prime	90	
Canadian, extra H. P.	2 15	2 25
Yellow eyes	3 25	
Brown	2 75	
Peas, Canadian, per bushel	2 60	
Green, imported, bush.	2 60	
Barley, pot	3 10	
Barley, earl	4 75	

CANNED GOODS.

MONTREAL.—Delivery of canned goods from wholesaler to retailer is progressing rapidly. The trade have now thoroughly digested the opening prices in late fruits and vegetables announced last week. Reports from coast continue to show salmon strength, and market may advance shortly.

Toronto, Oct. 16.—Salmon prices though advanced on coast 25 cents for B.C. sockeyes, have not been raised by wholesalers yet. They state that retailers are well stocked and provided for for some time to come. As intimated last week, pink salmon has been advanced on coast also, as pack was light. Increase amounts to 15 cents a case.

Trade well satisfied with business to date not only in salmon but in fruits and vegetables and most look for record sales.

VEGETABLES.

Ontario and Quebec Prices.

Group A, per doz.	
2's Asparagus Tips	2 27%
2's Asparagus Butts	1 42%
2's Beets, Sliced, Blood Red, Simcoe	0 97%
2's Beets, whole, Blood Red, Simcoe	0 97%
2's Beets, Whole, Blood Red, Rosebud	1 27%
3's Beets, Sliced, Blood Red, Simcoe	1 32%
3's Beets, Whole, Blood Red, Simcoe	1 37%
3's Beets, Whole, Blood Red, Rosebud	1 62%
3's Cabbage	0 97%
2's Carrots	0 97%
3's Carrots	1 27%
2's Peas, Standard, sieve 4	0 82%
2's Peas, Early June, sieve 3	0 85
2's Peas, Sweet Wrinkles, sieve 2	0 87%
2's Peas, Extra Fine Sifted, sieve 1	1 27%
Gals. Peas, Standards	4 02%
Gal. Peas, Early June	4 12%
Gal. Peas, Sweet Wrinkles	4 27%
2's Spinach	1 77%
3's Spinach	1 77%
Gals. Spinach	5 30
Beans—	
2s, golden wax, midget, Arctic brand	1 15
2s, golden wax	0 85
2s, golden wax	1 22%
Gallon, golden wax	3 62%
2s, Refugee or Valentine (green)	0 85
3s, Refugee (green)	1 22%
2s, Refugee, midget, Auto brand	1 15
Gallons, Refugee	3 62%
(Group B is 2½c. doz less in each case.)	

FRUITS.

2's Black Cherries, pitted H.S.	1 62%
2's Black Cherries, not pitted H. S.	1 62%
2's Red, Ptd., Cherries, H.S.	1 62%
2's Not ptd., Red Cherries, H.S.	1 62%
Gals., Ptd., Cherries	8 62%
Gals., Not Ptd., Cherries	8 02%
2's Cherries, White Ptd., H.S.	1 62%
2's Cherries, White, Not Ptd., H.S.	1 62%
2's Black Currants, H.S.	2 27%
2's Preserved, Black Currants	2 27%
Gals. Black Currants, Standard	8 27%
Gals. Black Currants, Solid Pack	8 27%
2's Red Currants, H.S.	1 97%
2's Red Preserved Currants	2 27%
Gal. Red Currants, Standard	5 27%
Gal. Red Currants, solid pack	8 27%
2's Gooseberries, H.S.	1 77%
2's Gooseberries, Preserved	2 27%
Gals. Gooseberries, Standard	7 02%
Gals. Gooseberries, solid pack	8 77%
2's Pineapple, sliced, H.S. White Bahama	1 92%
2's Pineapple, graded, H.S. White Bahama	1 47%
2's Pineapple, whole, H.S. White Bahama	1 92%
3's Pineapple, whole, H.S. White Bahama	2 67%

2's Rhubarb, Preserved	1 62%
3's Rhubarb, Preserved	2 27%
Gals. Rhubarb Standard	3 62%
2's Strawberries, H.S.	1 62%
2's Strawberries, Preserved	2 27%
Gals. Strawberries, standard	7 62%
Gals. Strawberries, solid pack	9 77%
(Group B is 2½c. doz. less in each case.)	
Lawtonberries—	
2s, blackberries, H.S.	1 62%
2s, preserved	2 12%
Raspberries—	
2s, black, H.S.	1 62%
2s, black, preserved	2 12%
Gals., black, standard	7 62%
Gals., black, solid pack	9 27%
2s, red, H.S.	1 62%
2s, red, preserved	2 12%
Gals., red, standard	7 27%
Gals., red, solid pack	9 27%
Group B, 2½ cents less per dozen.	
Salmon—	
Fraser River Sockeyes—	
1 lb. talls, dozen	1 90
1 lb. flats, dozen	2 02½
1 lb. flats, dozen	1 22½
Northern River Sockeyes, dozen	1 90
Red Springs, dozen	1 80
Cohoos, dozen	1 45
Pinks, dozen	1 00

VEGETABLES.

Beans—	
2's Crystal wax	\$ 95
2's Lima	1 17%
2's Red kidney	97%
Cauliflower—	
2's	1 37%
3's	1 77%
Corn—	
2's	92%
2's Fancy	1 02%
Gals., on cob	4 62%
Parsnips—	
2's	97%
3's	1 17%
Pumpkin—	
2's	50
2½'s	72%
Gals.	82%
Gals.	2 27%
Sauerkraut—	
2½'s, Simcoe	92%
3's, Simcoe	97%
Gals., Simcoe	2 77%
Squash—	
3's	97%
Gals.	2 77%
2's Succotash	97%
Tomatoes—	
2's	97%
2½'s	1 05
3's	1 15
Gals.	3 25%
Turnips, 3's	97%
Apples—	
3's, Standard	97%
3's, Preserved	1 47%
Gals., Standard	2 42%
Gals., Preserved	4 02%
Blueberries—	
2's (Huckleberries) standard	1 47%
2's (Huckleberries) preserved	1 77%
Gals. (Huckleberries) standard	6 62%
Grapes—	
2's, white, Niagara, preserved	1 37%
Gals., white, Niagara, standard	3 27%
Lawtonberries, gals., standard	7 02%
Peaches—	
2's white, heavy syrup	1 27%
2½'s white, heavy syrup	1 77%
3's white, heavy syrup	1 87%
1½'s yellow, flats, heavy syrup	97%
2's yellow, heavy syrup	1 27%
2½'s yellow, heavy syrup	1 77%
3's yellow, heavy syrup	1 87%
3's pie, not peeled	1 62%
3's pie, peeled	1 27%
Gals., pie, not peeled	2 62%
Gals., pie, peeled	3 77%
Pie fruits, assorted, gals. (add 5 per cent.)	
Pears—	
2's Bartlett, heavy syrup	1 62%
3's Bartlett, heavy syrup	1 77%
2's Bartlett, heavy syrup	2 02%
2's Flemish beauty, heavy syrup	1 47%
2½'s Flemish beauty, heavy syrup	1 72%
2's Keiffers, heavy syrup	1 27%
2½'s Keiffers, heavy syrup	1 62%
3's Keiffers, heavy syrup	1 77%
2's light syrup, globe	97%
3's light syrup, globe	1 37%
3's pie, not peeled	1 27%
3's pie, peeled	2 62%
Gals., pie, not peeled	3 77%
Gals., pie, peeled	3 77%
Pineapple, sliced, 2's	2 00
Plums—	
2's, Damson, light syrup	87%
3's, Damson, light syrup	1 27%
2's, Damson, heavy syrup	97%
3's, Damson, heavy syrup	1 37%
Gals., Damson, standard	2 77%
2's, egg, heavy syrup	1 07%
2½'s, egg, heavy syrup	1 37%
3's, egg, heavy syrup	1 47%
2's, green gage, light syrup	97%
2's, green gage, heavy syrup	1 07%
3's, green gage, light syrup	1 37%
3's, green gage, heavy syrup	1 47%
Gals., green gage, standard	3 02%
2's, Lombard, light syrup	87%
3's, Lombard, light syrup	1 07%
2's, Lombard, heavy syrup	1 27%
3's, Lombard, heavy syrup	97%
2½'s, Lombard, heavy syrup	1 27%
3's, Lombard, heavy syrup	1 37%
Gals., Lombard, standard	2 77%

THE CANADIAN GROCER

MANITOBA MARKETS.

POINTERS—

- Coffees—Firmer.
- Sugars—Decline 10 cents.
- Maple Syrup—Weaker.
- Soda and Cream of Tartar—Up.
- Valencia Raisins—New crop prices.

Winnipeg, Oct. 15.—The business situation in West is now on sound, healthy basis and in all lines of trade there is seasonable activity—no boom, but a good substantial movement. The high quality of this season's crop is giving farmers a fair return for their labor and a large amount of money from crop returns is now in circulation. Collections are gradually improving.

There are some important changes to note in prices throughout the lists and they should be carefully examined.

Among articles not listed, tobaccos are higher and baking powders, cream of tartar and sodas are all stiffer in price.

SUGARS.—A reduction of from ten to fifteen cents per cwt. on sugar was hardly expected but is now in effect. There is still a good demand for this commodity but not as strong as at beginning of month.

	Per cwt.
Sugar, Eastern—	in bbls.
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, Western—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 90
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.	

SYRUPS.—A slight error in figures on ten and five pound tins of corn syrup is corrected in the list below. Maple syrups are a little easier being down \$1.00 per case of 24 quarts.

Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, 1/2 doz. in case	2 77
Cases, 10-lb. tins, 1/2 doz. in case	2 75
Cases, 5-lb. tins, 1/2 doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
Molasses—	Per gal.
Barbados	0 65
New Orleans	0 35
Maple Syrups—	Per case.
Imperial quarts, case 2 doz.	5 20
Imperial 1/2 gals., 1 doz.	4 75

DRIED FRUITS.—First of new season's crop of Valencia raisins is now to hand. Prices are easier. Business in dried fruits should now begin to show improvement especially as both apples and oranges are high in price.

Apricots—	Per lb.
Choice	0 16 1/2
Standard	0 15
Slab	0 11 1/2
Currants—	
Dry clean	0 07 1/2
Washed	0 07 1/2
1 lb. package	0 05 1/2
2 lb. package	0 11 1/2
Figs, Cooking—	
Choice, boxes	0 06 1/2
Half boxes	0 05 1/2
Half bags	0 05 1/2
Nectarines	0 11 1/2
Prunes, in 25-lb. boxes—	
90 to 100	0 06 1/2
80 to 90	0 05 1/2
70 to 80	0 07 1/2
60 to 70	0 05 1/2
50 to 60	0 10 1/2
40 to 50	0 12
Raisins, Valencia—	
Fancy, off stalk, 28s. per box	2 30
4 crown layers, 28s. box	2 40
4 crown layers, 14s. box	1 25

4 crown layers, 7s. box	0 65
Raisins, Sultanas—	
California	0 09 1/2
Smyrnas	0 14

COFFEES AND TEAS.—Although no change is yet announced locally a stiffening up of prices in coffee is anticipated at no distant date. Prices are now the lowest in a long period.

Coffee—	Per lb.
Rio, No. 5, green	0 12 1/2
Rio, roasted	0 17 1/2
Santos, green	0 15
Santos, roasted	0 21
Chicory, per lb.	0 11 1/2
Teas—	
China, blacks, choice	0 25 0 40
India and Ceylon, choice	0 32 0 49
Japans, choice	0 35 0 45

NUTS.—Shelled almonds are 3 cents per lb. and Sicily filberts have advanced 1 1/4 cents. An advance in Brazils is not improbable.

In shell—	Per lb.
Almonds, Tarragona	0 16 1/2
Brazils	0 19
Filberts, Sicily	0 12 1/2
Peanuts, Jumbos, roasted	0 15
Peanuts, choice, roasted	0 11
Pecans	0 22
Walnuts, Grenoble	0 16
Walnuts, Marbot	0 13 1/2
Shelled—	
Almonds	0 41
Walnuts	0 31

BEANS.—The only line of beans on market are Austrian hand picked which are quoted at \$2.65 per bushel. There is much interest in the Ontario crop, prices on which should be announced shortly.

Beans—	
Austrian, hand picked	2 65
Peas—	
Split peas, sack, 95 lbs.	3 85
Whole peas, bushel	2 75
Barley—	
Pot, per sack 95 lbs.	3 45
Pearl, per sack 95 lbs.	4 75

SASKATCHEWAN MARKET.

By Wire.

Regina, Oct. 15.—Markets this week are steady. New prices on Eastern canned goods have been received, and are among the most interesting topics in the trade. Starch has advanced 1/4c and 1/2 c, due to strength in United States corn prices. Eggs are firmer, and flour lower. Prices on new dried fruits are gradually drifting in, and are eagerly awaited. Prunes are likely to be high as well as California raisins. Valencias, however, are below opening prices year ago.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22 1/2 0 23
Butter, creamery, per lb.	0 30 0 31
Corn, standard, per 2 dozen	2 05 2 10
Cheese, per lb.	0 16 0 16 1/2
Eggs, per dozen	0 30 0 31
Lard, 5's, per case	8 25 8 33
Lard, 10's, per case	8 15 8 23
Lard, 20's, each	8 05 8 15
Lard, 30's, each	2 65 2 85
Flour and Cereals—	
Cornmeal, 24s. 67 1/2c; 29s. \$1.20-\$1.25;	
10-10s, \$2.55-\$2.75; 49s. \$1.35; 98s	2 44
Flour, 24s. \$2.85-\$3; 49s. \$2.80-\$2.95; 98s	2 75 2 90
Rolled oats, 10-8s. \$2.35-\$2.36; 20s. 25-26c; 40s. 99c-\$1.00; 50s	2 05 2 10
General—	
Coffee, ground, Rio	0 17 1/2
Evaporated apples, per lb.	0 09
Dried peaches, 25s	0 09
Dried peaches, 10s	0 08
Raisins, muscatels, 50s	0 08
Raisins, muscatels, 25s	0 08 1/2
Potatoes, per bushel	2 09
Beans, Ontario, per bushel	2 05
Beans, Hungarian, per bushel	2 45
Raisins, seeded, per lb.	0 06 1/2 0 05 1/2
Rice, per cwt.	4 35 4 40
Sugar, standard, gran., per cwt.	5 27
Sugar, yellow, per cwt.	4 87
Starch, standard, per case	2 80
Canned Goods—	
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 00
Tomatoes, standard, per dozen	2 85
Salmon, Sockeye, 4 doz. case	7 80

Starch—	
Laundry, 1s	0 08 1/2
Corn, 1s	0 07 0 08 1/2

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Oct. 15.—There are several changes to report in market. Fall business is encouraging, particularly the province trade. Crops have been good, and collections slightly better. Cornmeal is firm and rolled oats show steadiness. Flour is lower; the provision market steady, with pork a little higher, and lard easier. Vegetables are plentiful, with heavy exportations, particularly in potatoes. Opening prices have been received on late vegetables and fruits, and all are lower in price.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 20 0 22
Bacon, roll, per lb.	0 16 0 16 1/2
Bacon, American clear, per bbl.	25 50 27 50
Pork, domestic, mess, per bbl.	29 50
Butter, dairy, per lb.	0 25 0 25
Butter, creamery, per lb.	0 25 0 25
Cheese, new, per lb.	0 14 1/2 0 15
Eggs, in case, 29-30c; henery	0 32 0 34
Lard, compound, per lb.	0 11 1/2 0 11 1/2
Lard, pure, per lb.	0 15 1/2 0 15 1/2
Flour and Cereals—	
Buckwheat, W., grey, per bag	2 75 2 85
Cornmeal, gran., \$5.50; bbls., \$3.85; bags	1 85
Flour, Manitoba, per bbl.	6 25
Flour, Ontario, per bbl.	5 60
Rolled oats, per bbl.	5 40
Oatmeal, standard, per bbl.	5 95
Fresh Fruits and Vegetables—	
Lemons, Messina, box	3 50 4 00
Potatoes, barrel	1 50
Sugar—	
Standard granulated	4 60
United Empire	4 50
Bright yellow	4 30
No. 1 yellow	4 10
Paris lumps	5 75
Molasses, Barbados, fancy	0 38 0 39
Currants, 1s, per lb.	0 07 1/2 0 08
Raisins, California, seeded	0 08 1/2 0 09 1/2
Rice, per cwt.	3 60 3 70
Beans—	Per bushel.
Canadian white	2 35 2 40
Austrian	2 50 2 55
Yellow eye	3 75 3 80
Canned Salmon—	Per 4 doz. case
Pinks	4 25 4 75
Cohoos	7 40 7 60
Red spring	8 25 9 25
Canned Fruits and Vegetables—	
Beans, baked	1 30 1 35
Beans, string	0 85 0 87 1/2
Corn, dozen	0 92 1/2 0 95
Peas, No. 4	0 82 1/2 0 85
Peas, No. 3	0 85 0 87 1/2
Peas, No. 2	0 87 1/2 0 90
Peas, No. 1	1 27 1 30
Peaches, 2's, dozen	1 30 1 32 1/2
Peaches, 3's, dozen	1 95 1 97 1/2
Raspberries, dozen	1 97 1/2 2 00
Strawberries	1 97 1/2 2 00



Following items are from Canadian Grocer of October 20, 1893:—

“Potatoes are a little scarce. Car lots are being purchased at 50c per bag on the track. Jobbers are selling delivered at 62c.”

“A well known grocer is reported to have sent 50c to New York to find out how to keep butter from becoming strong at this season of the year, and received the following reply: ‘Eat it.’”

FLOUR and CEREALS

Easier Feeling in Flour and Cereals

Continued Decline in Wheat and Corn is Cause
—Export Demand Awaits Market Reaching
Rock Bottom — Mild Weather Hard on Mill
Feeds.

Quietness reigns in flour, cereal and mill feed markets. In former, this is due to lessened export demand on account of falling wheat prices and heavy shipments from Black Sea with favorable reports from Argentine. Snow's report placed winter wheat total for world at 524,149,000 bushels, and spring, 257,760,000, a total of 781,909,000, or 40,253,000 bushels more than last year. Shipments to Europe in addition were 14,160,000 bushels for week, compared with 12,708,000 one year ago. Again, world's shipments to Europe since July 1 were 265,336,000, compared with 235,992,000 last year (taking Argentina since first of January in each case.) On Toronto exchange on Wednesday of this week, December wheat reached within 1 cent of lowest last year, while in Chicago, December wheat closed at 85, or 9 cents less than year ago; and in Winnipeg at 80c, or 8½ less than on same date last year.

This situation, viz., steadily falling market, made large purchases out of question, retailers looking for further drop. Prices, however, are still unchanged, as almost same conditions apply to winter wheat flour as to Manitoba.

MONTREAL.

FLOUR.—Late last week demand for both local and country account had improved but conditions with constant decline in wheat, became less healthy in tone and export demand dropped off.

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

CEREALS.—Easier feeling reported in all cereal markets, although shipments of corn are still far behind orders. Argentine is well liked and selling around 79 cents. This will tend to keep prices down.

Cornmeal—	Per 98-lb. sack
Kiln dried	2 60
Softer grades	2 50
Rolled Oats—	90s, in jute.
Small lots	2 22½
25 bags or more	2 12½
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 98-lb. sack	2 40

MILL FEEDS.—Open weather has had effect on mill feeds and bran and shorts are far easier than for many weeks past. If conditions continue, quotations will soon be reduced.

Mill Feeds—	Car lots, per ton
Bran	22 00
Shorts	24 00
Middlings	26 00
Wheat moulee	28 00
Feed flour	34 00
Feed cornmeal, per cwt.	1 85

TORONTO.

Flour.—Business very quiet in flour as buying is confined chiefly to immediate demand. All are waiting until wheat appears to have reached bottom. Export demand quiet for same reason.

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

CEREALS.—Recent declines in cornmeal have forced easier feeling on market in spite of shipments being very slow and long overdue. It is felt, however, improvement will soon take place and many look for cornmeal to ease off. One miller stated that prices of corn were only one-eighth higher than year ago, but cornmeal more than one-eighth, so he thought it due in few weeks for slight decline. Argentine corn is invading States and this tends to bring down prices, and mild weather also has effect. Few weeks ago corn was almost 20 cents above last year, but on Wednesday this had fallen to 14¼ cents for December.

Rolled oats are also easier and some millers are selling at \$2.10 instead of \$2.12½. Demand, however, keeps very steady and portion of mills working night and day.

Cornmeal, per 98 lb. bag—	
Kiln dried, 25 bag lots	2 20
Rolled oats, per 90 lb. sack, in jute—	
Small lots	2 22½
25 bags to car lots	2 12½
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.	
Rolled Wheat—	
50 lb. boxes	1 45
100 lb. barrels, small lots	2 80
100 lb. barrels, 5 bbl. to car lots.	2 70
Split peas, 98 lb. bags	3 00

MILL FEED.—Drop in corn and continuance of mild weather have knocked all firmness out of feeds and many sales are being made at 1c to 2c below quota-

tions. If weather keeps warm long all are due for a drop.

Mill Feeds—	Car lots, per ton.
Bran	22 00
Shorts	24 00
Middlings	26 00
Wheat moulee	28 00
Feed flour, per bag	1 70

WINNIPEG.

FLOUR AND CEREALS.—As forecast in Grocer during past two issues flour prices are easier. There are no other changes to note. There is good domestic and some export demand.

Flour, Manitoba Wheat—	Per bbl.
Best patents	5 50
Second patents	5 00
First clears	4 20
Low grade	2 90
Jute bags, 10 cents less.	3 10
Cornmeal, 98s	1 95
Rolled oats, 80s	1 65
Oatmeal, granulated, 98s	2 15
Wheat granules, bale, 16-60	3 25

BRAZIL COFFEE'S BIG LEAD.

The Department of Commerce of the United States reports the following imports of coffee for the year ending June 30, 1913:—

	Pounds.	Per Ct. Total.
Brazil	639,262,011	74.0
Columbia	89,684,514	10.4
Venezuela	49,671,060	5.8
Gen. Am. States	32,172,524	3.7
Mexico	26,121,439	3.0
Europe	9,112,643	
East Indies	7,559,765	
West Indies	4,110,032	3.1
Other Asia and Oceanica	4,083,462	
Other countries	1,353,307	
Total	863,130,757	100.0
Exports coffee	3,944,139	

Net imports	859,186,618
From Hawaii	2,149,875
To Hawaii	71,573
Net from H'w'i	2,078,302
Net from Porto Rico	773,626
Total	862,038,546
Shipments to Philip-pines	1,202,474

Net imports to U.S.	860,836,072
Net imports 1911-12	845,714,479
Net imports 1910-11	842,388,943

FRUIT & VEGETABLES

General Advances Recorded in Fruit Prices

Nearing End of Season—Apples, Cantaloupes, Bananas, Cranberries and Oranges Are Higher—New Brunswick Potatoes a Shade Higher—Turnips, Beets and Carrots Lower.

MONTREAL.

GREEN FRUITS.—Niagara grapes, cantaloupes and blueberries are practically off market, as are St. Lawrence apples and Florida limes. Other lines coming in slowly but sufficient to maintain prices almost unchanged.

Apples, Canadian, per bbl.—		
Alexanders and other Falls, No. 1....	5 00	6 00
No. 2s, all grades, 75-¢ less than No. 1s.		
Bananas, crate	2 00	2 75
Cranberries, Cape Cod, bbl.	8 00	9 00
Grapes, Tokay, 25-lb. box	2 25	2 50
Grapes, Niagara, 6-qt. bkt.	0 24	0 27
Grapes, Red Rogers, 6 qt. bkt.	5 00	5 00
Lemons, Verdelli, case	3 50	3 50
Oranges—		
Jamaicas, 125s to 250s	3 00	3 00
Late Valencias	7 00	7 50
Pears, Gifford, Canadian, 11-qt. bkt.	0 50	0 50
Pears, Gifford, Canadian, 8-qt. bkt.	0 30	0 30
Pears, Oregon, box	5 00	5 00
Pears, Bartlett, Can., per bbl.	3 25	3 25
Pears, Bartlett, Can., per bbl.	6 00	6 00
Pears, Winter, 11-qt.bkt.	0 50	0 50
Peaches, Freestone, 11-qt. bkt., No. 1....	0 50	0 50
No. 2	0 40	0 40
Peaches, Freestone, 6-qt. bkt. No. 1....	0 30	0 30
No. 2	0 25	0 25
Peaches, Crawford and Elberta, California, box	1 25	1 25
Plums—		
Blue, Canadian, 11 qt. bkt.	0 60	0 60
Yellow, Canadian, 11 qt. bkt.	0 40	0 40
Green gages, Canadian, 11 qt. bkt.	0 40	0 50

VEGETABLES.—Canadian cucumbers are almost done but Americans expected soon. Advance in green peppers of 50 cents and red are up 60-70 cents. Spanish onions advanced 25-50 cents a case as supplies of late have been very scarce.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Corn, per dozen ears	0 50	0 50
Cucumbers, per dozen	0 15	0 15
Egg plant, basket of 12	0 75	0 75
Garlic, per lb.	0 10	0 10
Onions—		
Spanish, per case	3 25	3 50
Spanish, half case	1 75	1 75
Red Danvers, 75-lb. bag	2 00	2 25
Peppers, green, 11-qt. bkt.	1 00	1 00
Peppers, red, 11-qt. bkt.	1 50	1 50
Potatoes—		
Green Mountains and Quebecs, per lb.	0 01	0 01
Potatoes, sweet, per bbl.	4 50	4 50
Potatoes, sweet, Jersey, hpr.	1 50	1 75
Turnips, Quebec, bag	1 25	1 25
Tomatoes, 11-qt. bkt.	0 35	0 35
Tomatoes, box 33 lbs.	1 00	1 50

TORONTO.

GREEN FRUIT.—When a fruit commission dealer is seen walking leisurely along street during noon hour, it is sure sign that business is slackening. In about ten days, wholesale marketplace will be deserted, as peaches, grapes, plums, pears, etc., will be over for year.

Prices generally were higher this week, including apples, bananas, cranberries, cantaloupes and oranges. Snow apples were coming in fairly freely and went at 3.50-4.00 barrel for fine hand-picked. When spies reach market fancy prices are predicated. Niagara grapes

were scarce, and concords, in large quantities, sold easier at 20-22½. Peaches were scarce, as were plums and pears.

Among imported fruits bananas jumped on retreat of peaches. Cranberries advanced to \$8.50 a barrel and promise to be higher. Oranges also are up as season is near end. Limes will soon be off market as their run is summer one.

CANADIAN.

Apples—		
Snows, hand picked, bbl.	3 50	4 00
St. Lawrence, bbl.	3 25	3 75
Wealthy, bbl.	2 75	3 25
Cooking, bbl.	2 25	2 75
Snows, St. Lawrence, etc., bkt.	0 30	0 35
Crabs, bask., 40-60c; bushel	1 40	1 40
Grapes—		
Concord, basket, 6-qt.	0 20	0 22½
Niagara, basket, 6-qt.	0 22½	0 27½
Cantaloupes, basket	0 40	0 60
Cantaloupes, crate	0 50	0 70
Peaches, large basket	0 35	0 55
Peaches, small basket	0 20	0 25
Pears, Bartlett	0 35	0 40
Plums, green, blue	0 30	0 40

IMPORTED.

Apples, Jonathans, case, fancy, \$2.50; extra	2 75	2 75
Bananas, per bunch	1 75	1 91
Cranberries, bbl.	8 07	8 50
Cranberries, box	3 00	3 25
Grapefruit, Jamaica, case	5 00	5 50
Grapes, Tokay, case	2 25	2 50
Grapes, Malaga, case	5 00	6 00
Oranges, California Valencias	6 00	6 25
Limes, box of 100	0 75	1 25
Lemons, Verdelli	4 75	5 00
Peaches, California	1 25	1 25
Pears, California, ½ case, \$2.25; case....	4 00	4 00
Plums, California	1 50	2 00
Quinces	0 65	0 65

VEGETABLES.—Tomatoes look lonely on market these days but prices remain down owing to local distribution. Potatoes continue of good quality, with New Brunswicks having shade in price on Ontario's this week, in face of impending shadow of U. S. demand. Corn is getting very scarce and good ears brought 17 cents. Cauliflower is fairly plentiful at \$1.10 a dozen for large sizes. Turnips are coming in, and beets and carrots fairly plentifully in bag lots at 90 cents.

Beets, Canadian, per bag	0 90	0 90
Cabbage, case	1 00	1 00
Carrots, Canadian, bag	0 90	0 90
Cauliflower, dozen	1 10	1 10
Squash, bbl.	1 50	1 50
Sweet potatoes, hamper	0 90	0 90
Potatoes, Ontario, per bag	0 90	0 95
Potatoes, New Brunswick, bag	0 90	0 95
Sweet potatoes, bbl.	4 25	4 25
Parsley, bkt.	0 30	0 40
Green peppers	0 25	0 30
Red peppers	0 30	0 40
Citron, bkt., 20 to 25c; crate, each.	0 06	0 07
Corn, dozen	0 15	0 17
Cucumbers, Canadian, basket	0 30	0 45
Egg plant, basket of 12	0 30	0 40
Gherkins, 6-qt. basket	0 75	1 25
Mushrooms, per lb.	0 75	0 75
Onions—		
Spanish, crate	3 00	3 25
Silver skin, pickling, bkt.	1 50	1 75
Large cooking, bag	1 50	1 75
Celery, domestic, doz.	0 20	0 25
Tomatoes, Canadian, basket	0 25	0 30
Tomatoes, bushel	0 45	0 45
Tomatoes, green, basket	0 20	0 20
Turnips, bag	0 50	0 50
Vegetable marrow	0 15	0 25
Water cress, domestic, 11-qt. basket.	0 50	0 60

WINNIPEG.

FRUITS AND VEGETABLES.—Potatoes are generally down 5 cents per bushel and market is heavy and over supplied. Peaches and plums are nearly finished. Ontario grapes firm and reported scarce.

Apples, box	2 25	2 25
Apples, Ontario, bbl.	5 00	5 25
Cranberries, Cape Cod, bbl.	10 00	10 00
Potatoes, loads	0 35	0 35
Potatoes, car lots	0 32	0 35
Tokay grapes, case	3 00	3 00
Ontario grapes, basket	0 38	0 38
Grape fruit, Florida, case	7 00	7 00
Cocoanuts, dozen	1 25	1 25
Washington plums, crate	1 00	1 25
Washington peaches, crate	1 25	1 25
Washington pears, crate	3 50	3 50
Bananas, per bunch	2 50	3 50
Californian lemons, crate	10 00	10 00
Messina lemons	7 50	7 50
Valencia oranges	6 50	7 00
Evaporated cranberries	3 50	3 50
Imported honey, box	5 50	5 50
Ontario tomatoes, basket	0 75	0 75
Ontario pears, basket	0 75	0 75
B. C. crab apples, basket	2 25	2 25
Valencia onions, 140-lb. crate	3 75	3 75
Spanish onions, 40-lb. crate	1 75	1 75

OYSTER RECIPES

The following are tested recipes for oysters that might be passed along to customers:—

Fried Oysters.

Take one pint large oysters and cover with rolled cracker crumbs seasoned with salt and pepper. Let them stand half an hour and then roll again in meal. Fry brown in deep olive oil, lard or butter.

Philadelphia Fry.

Take one pint large oysters, dry and dip in a rich mayonnaise dressing. Dip them in cracker crumbs and then again in the dressing, rolling them a second time in the cracker crumbs. Fry brown in deep olive oil, lard or butter. Do not handle the oysters more than you have to and be sure to have your fat or olive oil very hot.

Oyster Pot Pie.

Put one pint oysters, with cup of water, into saucepan. Put on stove and heat slowly, adding one tablespoonful of butter, one tablespoonful of sherry, salt and cayenne. Thicken with a little flour and allow to cook six minutes, stirring gently. Have ready light biscuit dough, cut into small squares, drop them in and boil until they are cooked through. If preferred, this dish may be baked in the oven, with a top crust.

PRODUCE & PROVISIONS

Bacon and Hams Down: Butter Easier: Eggs Up

Further Decline in Hogs to \$8.25 in Toronto — Products Drop Half a Cent as Result—Cheese Down ¼ — Few Turkeys, but Plenty of Geese for Thanksgiving.

This week's market in provisions is truly a declining one. Drop in hogs, repeated once again, has carried hams and bacon down ½ cent in every case. Butter is easier; cheese is ¼ cent lower, and honey, subdued at last by buyers' frigid attitude, took another descent. Eggs alone upheld dignity of provision market, and were firmer, decidedly firmer, to extent of couple of cents. Tariff so far has not influenced this market appreciably, for hogs and eggs and even butter are higher in United States, and supply of butter on hand at present is ten million pounds above this time last year.

View expressed in Canadian Grocer last week that West would be shipping hogs to East before Christmas is confirmed this week by another large packer.

"Shipments West have ceased," he said, "and in very short time we will be forced to bring in hogs from Western provinces. Only limit to this would be in case Western United States packers find it profitable to ship Canadian hogs South, in which case supply to go East would be cut off pretty well. Of course, it is conceivable that Eastern farmers will give us larger supply, but not likely. This reversal of conditions between ourselves and Western Canada is result of Western farmers going into stock-raising more extensively—a very gradual movement—instead of mining land with wheat crops. Years ago some rough cattle came down here, but were not what we wanted, and since then no shipments of any account have been made."

Following were transactions on Toronto Produce Exchange on Monday of this week:

BUTTER.—Dairy, 50 B. market print, 23½c, sold; reamery, 20 B. prints, finest pasteurized, 26½c, f.o.b., sold; 20 B. solids, finest past, 27c, not sold; 25 B. prints, finest past, 26½c, sold; 20 B. solids, May, 26c, not sold; 50 B. solids, June, 26½c, not sold.

EGGS.—400 crates st. e.c., f.c., 28½c, not sold.

CHEESE.—50 light, Sept. 1913, 13½c, not sold; 26 light, Sept., 1913, 13¼c, sold.

MONTREAL.

PROVISIONS.—Continued decline in hogs has brought drop in hams and bacon of ½ cent in nearly all lines. Pure lard is a little easier.

Hams—		Per lb.
Light, under 12 lbs.	0 20	
Medium, 12 to 20 lbs.	0 19½	
Large, 20 to 40 lbs.	0 19	
Bacon—		
Plain, bone in	0 23½	
Boneless	0 26	
Peameal	0 26	
Hacon—		
Breakfast	0 20	0 21
Roll		0 17
Shoulders, bone in		0 16
Shoulders, boneless		0 16½
Cooked Meats—		
Hams, boiled	0 30	0 30½
Hams, roasted		0 31
Shoulders, boiled		0 27
Shoulders, roasted		0 28
Dry Salt Meats—		
Long clear bacon, 50-70 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	30 00	
Heavy short cut clear	30 00	
Clear fat pork	28 00	
Clear pork	26 50	
Lard, Pure—		Per lb.
Tierces, 375 lbs. net		0 14½
Tubs, 50 lbs. net		0 14½
Boxes, 50 lbs. net		0 14½
Pails, wood, 20 lbs. net		0 14½
Pails, tin, 20 lbs. gross		0 14½
Cases, 10-lb. tins, 60 in case		0 15
Cases, 3 and 5-lb. tins, 60 in case		0 15½
Bricks, 1 lb. each		0 15½
Lard, Compound—		
Tierces, 375 lbs. net		0 10½
Tubs, 50 lbs. net		0 10½
Boxes, 50 lbs. net		0 10½
Pails, wood, 20 lbs. net		0 11
Pails, tin, 20 lbs. gross		0 10½
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb. each		0 12½
Hogs—		Per cwt.
Live, f.o.b.	8 75	9 00
Live, fed and watered	9 10	9 25
Dressed	13 25	13 50

BUTTER.—Owing to recent warm spell and consequent improvement in grass, market eased somewhat, and prices at country points dropped a shade. Offerings have been large and easiness expected to result in decline if present conditions continue.

Enquiries have been made for creamery from States, but no shipments reported yet, prices being about 1 cent too high. Stocks here are 28,500 packages heavier than year ago. Receipts from May 1 to October 9 have been 387,867 packages, compared with 375,291 in 1912. No shipments are being made West, different situation from year ago.

Butter—		Per lb.
Creamery prints, fresh	0 29½	0 30
Creamery solids	0 23	0 29½
Dairy prints or solids	0 23	0 24
Separator, prints or solids	0 23	0 24

EGGS.—Warm weather, as in butter, has had effect on egg business, which is not as brisk as week ago. Tone on local market, however, is slightly stronger, with reduced supply, and prices average 1 cent higher than week ago. American tariff will not affect trade for some time,

as prices are higher here than in United States.

Eggs, case lots—		Per dozen.
New laid	0 38	0 39
Selects		0 32
No. 1s		0 28
No. 2s		0 24
Splits		0 23
New laid eggs, in cartons		0 40

CHEESE.—Market continues fairly easy and prices are about ¼c to ½c lower. Demand from England has been pretty heavy, and this expected soon to counteract slight drop in prices. One hundred boxes were exported to Austria last week, and exports generally were higher than for some time, although about 1,000 boxes less than year ago.

Cheese, White or Colored—		New.	Old.
Large	0 14	0 15	0 16
Strong		0 16	0 17
Twins		0 15½	0 16
20 lb. new	0 15	0 15½	0 16
Stilton			0 17

HONEY.—Easier feeling as result of steady supply, but prices are unchanged yet.

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

TORONTO.

PROVISIONS.—Light hams dropped ½ cent to 20; medium and large followed suit and bacon was inclined to be even easier this week. Hogs are down to \$8.25, 25 cents below last week, and 50 below two weeks ago. So far, United States tariff changes have not affected hog prices or situation here as quotations are higher in Canada than across line, unlike cattle conditions.

Hams—		
Light, per lb.		0 20
Medium, per lb.		0 19½
Large, per lb.	0 10	0 19
Bacon—		
Plain, per lb.		0 23½
Boneless, per lb.	0 25	0 25½
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 16	0 16½
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15½
Cooked Meats—		
Hams, boiled, per lb.		0 29
Hams, roast, per lb.		0 30
Shoulders, boiled, per lb.		0 23½
Shoulders, roast, per lb.		0 23½
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	23 50	25 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13½	0 14
Tubs, 50 lbs., per lb.	0 14	0 14½
Pails, 20 lbs., per lb.		0 14½
Pails, 3 and 5 lbs., per lb.		0 15½
Bricks, 1 lb., per lb.		0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 50 lbs., per lb.	0 10½	0 10½
Pails, 20 lbs., per lb.	0 10½	0 11

THE CANADIAN GROCER

Hogs—		
F.O.B., live, per cwt.	8 25	
Live, fed and watered, per cwt.	8 60	
Dressed, per cwt.	11 75	12 25

BUTTER.—Market inclined to be easier after advance of week ago, result of slight reaction as prices are now regarded as rather high. Toronto market also influenced by drop in Montreal. New Zealand butter has reached Vancouver and from now on will hold field there as it is well-known dealers will pay 2 cents at least more for it than Eastern as it is all fresh grass butter, while other is storage. It is not believed it will come farther East and small shipments are being made from here to prairie provinces. Supply is more plentiful lately owing to mild weather. Some purchases have been made by U.S. dealers for future delivery, however, as supply there now is ample, 10,000,000 lbs. above corresponding date last year. Situation in Canada may be altered from another point if export of milk and cream should assume large proportions owing to being placed on free list. At present there is enough over there. Dealers are still chary of discussing tariff influences, preferring to wait until situation works itself out more definitely.

Butter—		
Creamery prints, fresh	0 27	0 29
Creamery solids	0 25	0 26
Dairy prints, choice	0 22	0 24
Dairy solids	0 20	0 22
Separator prints	0 23	0 25

EGGS.—It may safely be stated that most eggs in stores these days are storage. Few are coming along and all bring fancy prices, fresh laid selling retail at 40 to 45 cents. As result, storage eggs are selling freely and at 2 cents above last year at this time. Selects have gone up 1 cent; new laid in cartons show some advance, and even No. 2's and splits have become very valuable at 24 cents, increase of 2 cents in each case. No eggs are being sent over to States; few are being bought for Western account, but most large dealers there buy in spring in Chicago and store. Prices now at Chicago are several cents below Toronto market, but Canadian duty prevents importation to any extent, although a few carloads were brought in last year and sold, it is believed, at a loss.

"Egg market has not been in healthy condition for long time," complained a dealer to Canadian Grocer. "We have had no market except locally; nothing to States or England or West. Merely transfer of stocks from one Eastern point to another."

Eggs, case lots—		Per dozen.
Selects	0 31	0 32
Selects, new laid, in cartons	0 34	0 36
Fresh gathered	0 27	0 28
No. 2's	0 24	
Splits	0 24	

CHEESE.—Lighter demand in Old Country made cheese easier this week. "In fact it has been too high all summer," said a buyer. "There is lots of old cheese, 1912, still on hand." Prices

for new average $\frac{1}{4}$ c less than last week.

Cheese—		
Old, large	0 14%	0 15
Old, twins	0 15	0 15%
New, large	0 14	0 14%
New, twins	0 14%	0 14%

HONEY.—Market broke this week with continued heavy supply. Buyers are pretty well stocked up and are selling fine clover in barrels as low as 9 cents. One Ontario dealer disposed of most of 1,000 dozen lot of comb at \$2.40, and fine clover at that. Tin lots are down also around 10 cents.

Clover, bbls., per lb.	0 09	0 09%
60, 30-lb. tins, per lb.	0 10	
10, 5-lb. tins, per lb.	0 10%	
Buckwheat	0 07%	
Comb	2 25	2 75

POULTRY.—Early Thanksgivings are hard on poultry trade and geese will supplant turkeys almost entirely this year. Dealers reported very little demand up to middle of this week for poultry and few young turkeys are offering. These will sell at about 22 cents wholesale, which will bring price to consumer over 25 cents, not an inviting prospect for grocer. Geese are coming in freely and can be had, dressed, from 13 to 15 cents, so that at 20 cents, profit is assured. Lot have been ready several weeks but holding off for Thanksgiving. Spring chickens will be high, around 18 to 20 cents wholesale, but supply is good.

Frozen Stock—		Per lb.
Turkeys, dressed	0 24	0 25
Fresh Stock—		Live.
Broilers, spring	0 13	0 15
Ducks, spring	0 12	0 15-0 18
Fowl	0 10	0 12
Chickens, spring, lb.	0 18-0 20	
Geese	0 10-0 11	0 13-0 15
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 14-0 18	0 16-0 18

WINNIPEG.

PRODUCE AND PROVISIONS.—In dairy produce, butter and cheese are unchanged but prices are firm and further advances probable. Lard has advanced and eggs are still on up grade. Cured meats are in good demand and unchanged.

Cured Meats—		
Hams, per lb.	0 19	0 21%
Shoulders, per lb.	0 15%	0 15%
Bacon, per lb.	0 20%	0 22%
Long clear, D.S., per lb.	0 13%	0 13%
Mess pork, bbl.	28 00	

Lard—		
Tierces, per lb.	0 13	
50 lb. tubs	6 63	
20 lb. pails	2 70	
3 lb. tins, cases	8 40	
5 lb. tins, cases	8 32	

Butter—		
Creamery, per lb.	0 28	0 30
Dairy, per lb.	0 23	0 25

Cheese—		
Ontario, large, per lb.	0 18	
Ontario, twins, per lb.	0 16%	

Eggs—		
Good eggs	0 25	
Fresh gathered	0 35	

SPLENDID HARVESTING WEATHER.

David Williams, of the MacLean Publishing Company's Western staff, writes from the centre of the great wheat growing district of Sask:

"The weather conditions here lately have been about all that could be desired, and farmers are getting their threshing done in fine shape. Grain,

especially wheat, is pouring into the elevators, and is being loaded into cars over platforms at an unprecedented rate.

"The quality is also excellent. One large buyer told me to-day they were getting far more No. 1 than anything else. Owing to the splendid prairie roads this fall the task of hauling is not nearly so heavy as it has been the last two years, and grain growers who have to bring produce long distances are finding the roads a boon. So far there does not appear to be much evidence of crop shortage. The only drawback is the low price. Wet and damp grain is practically unknown this fall. The effect upon general business is not very marked yet, but there is an improvement, and much confidence is felt for the immediate future. Another great advantage of the fine weather is the fact that farmers are getting on with their fall plowing rapidly, the ground being in excellent shape for it. This goes a long way if other conditions are favorable to ensure a large crop next year. The past two falls were unfavorable for plowing owing to the wet weather and the early heavy frosts."



Overweight has been dealt with many times in this column but here is a case where dealers should be careful in not giving over measure.

Many of the so-called half pint, pint and quart paper pails hold more than the supposed quantity. Every time, therefore, such a pail is filled, over-measure is given. If this occurs, very often it will be seen that substantial losses will pile up during the year.

The importance of giving exact weight and measure and no more is readily seen. Once or twice would make little difference but when it occurs with every other sale, there is little wonder that net profits at the year end are not what had been anticipated.

CATALOGUES AND BOOKLETS.

Campbell Bros. & Wilson, Winnipeg, with the affiliated Western houses, have just issued a finely illustrated booklet, dealing with the Royal Shield Brand of goods which they manufacture. Pictures show the conditions under which the goods are made, and a good deal of information about the various lines is given.

FISH AND OYSTERS

Cooler Weather Needed for Oyster Week

Fish Sales Expected Between Oct. 20 and 25 if Temperature Drops—Tariff Influence Credited in Montreal—Whitefish up 3 Cents in Toronto—A Few Lobsters Arriving—Catches Small at Coast.

MONTREAL.

FISH.—Dealers here are of opinion that U.S. tariff will mean increase all around in prepared, pickled and salted fish between 5 and 10 per cent. On account of bad storms ocean fish have not been coming along in as good shape as hitherto, but this is only temporary interference.

Prices are firmer owing to tariff but hardly quotably so yet.

Fresh Fish—	
Bluefish, per lb.	0 15
Carp, 100 lb. boxes, per lb.	0 10
Cod, market, 250 lb. cases, per lb.	0 05
Dorco, 100 and 150 lb. cases, per lb.	0 11
Flounders, per lb.	0 06
Frogs legs, large, per lb.	0 50
Frogs legs, small, per lb.	0 25
Haddock, per lb.	0 05
Halibut, per lb.	0 12
Herring, per 100 fish, large.	3 00
Mackerel, 1/4 lb. fish, each.	0 15
Perch, dressed, per lb.	0 09
Pike, dressed, per lb.	0 08
Salmon, B.C., per lb.	0 13
Salmon, Gaspe, per lb.	0 18
Steak cod, per lb.	0 07
Smelts, per lb.	0 12
Sword fish, per lb.	0 09
Trout brook, per lb.	0 25
Trout, lake, per lb.	0 11
Turtles, small, per lb.	0 13
Whitefish, per lb.	0 12
Shell Fish, Fresh—	
Clams, per barrel	7 00
Crab meats, per gal.	2 50
Lobsters, live, per lb.	0 30
Lobsters, boiled, per lb.	0 32
Oysters, bulk, standards, per gal. \$1.50;	
Selects	1 80
Oysters, solid meat, standards, per gal., \$1.80; selects	2 00
Oysters, Cape Cod, shell	9 00
Oysters, Malpeques, shell	10 00
Periwinkles, per bushel	2 50
Prawns, per gal.	2 00
Scallops, per gal.	2 75
Shrimps, per gal.	2 00
Frozen Fish—	
Haddock, per lb.	0 04
Herring, per 100 fish	1 80
Pike, per lb.	0 06
Smelts, fancy, per lb.	0 13
Smelts, No. 1, per lb.	0 08
Salmon, fancy, Spring, per lb.	0 14
Salmon, Gaspe, per lb.	0 15
Salmon, Qualla, per lb.	0 07 1/2
Whitefish, per lb.	0 07
Prepared Fish—	
Boneless fish, 20 lb. boxes	0 06
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07
Cod, pure, 3 lb. box, per lb.	0 15
Cod, boneless strip, 30 lb. box, lb.	0 14
Cod, shredded, box of 2 doz.	1 80
Cod, skinless, per 100 lb. box	6 00
Cod, dried, per 100 lb. bundle.	6 50
Pollock, dried, per 100 lb. bundle.	6 00
Salted and Pickled Stock—	
Cod, green, ordinary, per 200-lb. bbl.	9 00
Cod, green, white napes, per 200-lb. bbl.	9 50
Haddock, No. 1 green, per 200 lbs.	7 00
Herring, Gaspe, No. 1, 1/2 bbls., \$2.75; bbls.	5 00
Herring, N. S., per 1/2 bbl.	3 00
Herring, N. S., per bbl.	5 50
Herring, Holland, per keg, 75¢; per 1/2 bbl., \$5.00 to \$6.00; per bbl.	9 00
Herring, Labrador, 1/2 bbl., \$3.25; bbl.	5 75
Herring, Scotch, keg of 12 lbs. net.	7 00
Mackerel, No. 1, 20 lb. kits, \$1.75, 1/2 bbl., \$7.00; bbl.	14 00
Salmon, Labrador, 1/2 bbl., \$8.00 to \$9.00, bbl.	15 00
Trout, lake, eggs	7 00

OYSTERS.—Mild weather has had effect of lessening demand last couple of weeks but cooler wave expected for Oyster Week, Oct. 20 to 25. Wholesalers are preparing for increased demand and urging on retailers to take advantage of publicity of last few weeks

to push goods. One wholesaler has issued following statement to customers: "Every hotel, cafe, dining room and buffet in the country will celebrate 'Oyster Week' by giving its clients special serving of oysters. Oysters are a wholesome and nutritious food. We have recipes that would show you twenty different ways to serve oysters. Oysters are also brain food; this has already been demonstrated. Eat oysters, the celebration week, 20th to 25th."

TORONTO.

OYSTERS.—With about ten degrees lower average temperature than has ruled past three weeks public will be ready to respond to extra exertions of dealers during Oyster Week, Oct. 20 to 25. Unfortunately, perhaps, weather has been mild and oyster "habit" as result has not been so strongly entrenched but present week opened much more favorably and with help of campaign that has been carried on much larger sales are expected than for corresponding week in 1912.

One wholesaler has addressed special Oyster Week letter to his customers, opening as follows:

"All over America this week (Oct. 20-25), practically every jobber, producer and retailer is going to feature oysters. The idea is to make oysters an everyday food—their proper place on the bill of fare. In unity there is strength. Make your campaign with the other dealers. To enable you to boost your sales we will on request furnish you with a neat little circular to give each of your customers—real, live, logical and authoritative reasons why they should buy our oysters," etc.

Reports continue to come of steadily increasing business among retailers this year.

FISH.—Continued scarcity has advanced whitefish to 15 cents a lb., but salmon trout is coming in steadily. Few lobsters were brought in this week, selling at 45 cents a lb. Frogs legs are in same class at 65 cents, few dealers carrying them.

Frozen Fish—		
Roe shad, weight 3 lbs., each.	1 00	1 25
Whitefish, per lb.	0 10	0 15
Fresh Caught—		
Blue fish, lb.	0 18	
Frogs legs, lb.	0 65	

Haddock, per lb.	0 06 1/2	0 07
Halibut, per lb.	0 11	0 12
Herring, per lb.	0 08	0 08
Lobster, live, lb.	0 45	0 45
Lobster, boiled, lb.	0 45	0 45
Mackerel, weighing 1 1/2-3 lbs., each.	0 15	0 25
Pickerei, yellow, per lb.	0 12	0 12
Pike, per lb.	0 08	0 08
Salmon, B.C., per lb.	0 15	0 16
Steak cod, per lb.	0 09	0 09
Trout, per lb.	0 11	0 12
Whitefish, per lb.	0 15	0 15
Flounders	0 08	0 08
Smoke—		
Fillets of haddie	0 12	0 12
Finnan haddie, per lb.	0 08	0 08
Kippers, new, box of 40 and 50.	1 30	1 30
Bloaters, box of 60	1 30	1 30
Digby herring, per bundle.	0 90	0 90
Prepared—		
Cod, quail on toast	0 07 1/2	0 07 1/2
Cod, steak	0 08 1/2	0 08 1/2
Cod, Imperial, 25 lb. pck.	0 07	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers	0 85	0 85
Mixed	0 80	0 80
Herring, Labrador, bbl.	6 50	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	2 25	2 25
Oysters, bulk—		
New York counts, gal.	2 00	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Shells, bbl.	8 00	8 50
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX.

FISH.—Fresh fish is in fairly good supply, but local demand is light. Weather during past week has been favorable for fishing operations along coast, but catches are small. Cod and haddock are principal fish now being taken. Halibut continue scarce. Last Friday some large mackerel were taken, run being much later than usual. There is bigger demand for smoked fish. Movements in salt fish trade continue quiet. Small cargoes continue to come along, and no active trading is expected until weather becomes cooler.

WINNIPEG.

FISH AND POULTRY.—Market is short in poultry and unless there is marked difference in the next few days there will be high prices for Thanksgiving day birds. In fish, halibut is up 1 cent. Oysters are in good demand.

Fish—	
Codfish	0 10
Halibut	0 12
Pickerei	0 08
Salmon	0 14
Trout	0 12 1/2
Whitefish	0 08 1/2
Oysters—	
Imperial gallon	2 25
Large tins, 4 1-6 gals.	10 80
Cured—	
Kippered herrings, box	1 75
Holland herrings, keg	0 72
Salt mackerel, kits	2 75
Poultry (live)—	
Chickens, per lb.	0 16
Turkeys	0 14
Geese	0 10
Ducks	0 10

AN AGE OF SPECIALTIES

If you are convinced beyond question that to obtain any product that you were handling from a particular source would afford you that particular product at the minimum cost, quality considered, and that that source would ensure to you an unsurpassed service, under all conditions, and would also contribute to your prestige through that most effective of all mediums, "A satisfied customer," you would obtain that product from that particular source.

There was a time when Jobbing houses practically controlled the sale of many products to the Retailer that the Retailer is now supplied with almost exclusively by the Manufacturer or Houses confining their operations to that particular line.

It is an age of specialties. The Public have become so exacting that it is necessary that people specialize in respective lines that some one may be reliably informed. In turn the Retailer is called upon to assemble the results obtained by these specialists, and in that way deliver to his patrons the maximum of efficiency.

We are an exclusive oyster house, and the only one in Canada. We devote our entire time and attention to this one particular item of commerce.

We are sincere when we claim that we have the best proposition obtainable in this line.

Claims of superiority are common, and consequently prove nothing, but a trial shipment will either prove or disprove our claims.

Let us have your enquiry.

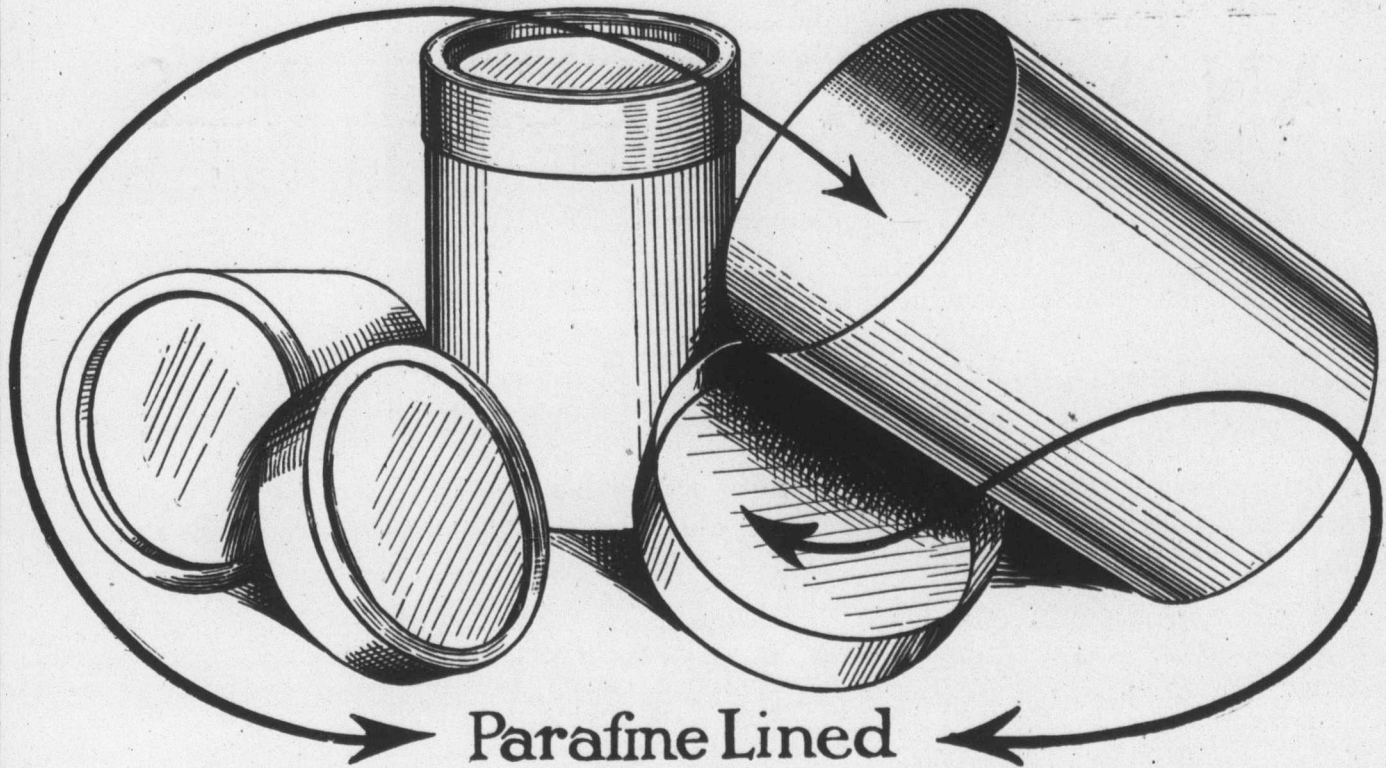
CONNECTICUT OYSTER COMPANY

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada

See Page 42 and Outside Back Cover



EFFICIENCY

THE EMPIRE CONTAINER will do more for efficiency than any other package for the delivery of liquids.

The EMPIRE will deliver liquids containing acids, as there is no metal for the acids to work on, nothing to rust or corrode. This container solves the problem of the delivery of liquids.

The position in which this package may be, even upside down, does not lessen its efficiency. It will not leak.

Prices F.O.B. Factory, Sombra, Ontario:

Half Pints	\$12.00	Per Dozen
Pints	14.00	"
Quarts		"

Jobbers' enquiries solicited.

CONNECTICUT OYSTER COMPANY

Exclusive Selling Agents

50 Jarvis Street

Toronto, Canada

See Page 41 and Outside Back Cover

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal-Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$3.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75

In Tin Boxes—

No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lb.	7 25
No. 17, 5-lb.	14 00

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.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ¼ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.

The King's Food, 2 doz. in case, per case, \$4.80.

White Swan Barley Crisps, per doz., \$1.

White Swan Self-rising Buckwheat Flour, per dozen, \$1.

White Swan Self-rising Pancake Flour per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.

White Swan Flaked Rice, \$1.

White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.

Aylmer Jams. Per doz.

Strawberry, 1912 pack	\$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry	2 00
Raspberry and currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, seedless	1 05
Gooseberry	1 85
Grape	1 65

Marmalades.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 90	0 95
Black currant	0 05	0 05
Raspberry	0 09	0 05

14's and 30's per lb.

Strawberry	0 13
Black currant	0 12
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz..	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ¼'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz..	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. box.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, cocoa-nut, cream, in ½-lb. packages, 2 doz. in box, per doz..

Chocolate Confections—per lb.

Maple buds, 5-lb. boxes ..

Milk medallions, 5-lb. bxs.

Chocolate wafers, No. 1, 5-lb. boxes ..

Chocolate wafers, No. 2, 5-lb. boxes ..

Nonpareil wafers, No. 1, 5-lb. boxes ..

Nonpareil Wafers, No. 2, 5-lb. boxes ..

Chocolate ginger, 5-lb. bxs.

Milk chocolate wafers, 5-lb. boxes ..

Coffee drops, 5-lb. boxes ..

Lunch bars, 5-lb. boxes ..

Milk chocolate, 5c bundles, 3 doz. in box, per box. ..

Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box ..

Nut milk chocolate, ¼'s, 6-lb. boxes, lb.

Nut milk chocolate, ¼'s, 6-lb. boxes, lb.

Nut milk chocolate, 5c bars, 24 bars, per box

Almond nut bars, 4 bars, per box

EPF'S.

Agents—F. E. Rebeon & Co. Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.

Smaller quantities

JOHN P. MOTT & CO'S.

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

Elite, 10c size (for cooking) dozen

Mott's breakfast cocoa, 2-doz. 10c size, per doz.

Nut milk bars, 2 dozen in box

" breakfast cocoa, ¼'s and ½'s

" No. 1 chocolate

" Navy chocolate, ½'s ..

" Vanilla sticks, per grs. 1 00

" Diamond chocolate, ¼'s ..

" Plain choice chocolate liquors

" Sweet chocolate coatings

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinqueme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ¼-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

THE CANADIAN GROCER

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz....	\$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz...	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz....	4 75

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

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30
Presentation (with tumblers) 28c per lb.	

MINTO BIOS.

MBLAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ¼	0 32	0 40
1 and ⅓	0 37	0 50
Packed in 30's and 50lb. case.		
Terms—Net 30 days prepaid.		

FLAVORING EXTRACTS. SHIRRIFF'S

Quintessential.

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

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

CRESCENT MFG. CO.

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

GELATINE.

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

CLARK'S PORK AND BEANS

IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN, LIMITEE.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs.... 5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Brown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 00
Cs. 12 3 lb. bars, lb.	0 10½
Cs. 50 ¼ lb. pieces, cs.	3 75
Cs. 50 1 lb. sq. pieces, cs.	4 50
Cs. 50 1 lb. long pieces, cs.	4 50
Cs. 200 300 grs. pieces, cs.	12 00
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 200 grs. pieces, cs.	7 50

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

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

Motts Golden Russett—

Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal. Imported Peas "Soleil"

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

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

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

INFANTS' FOOD.

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

COMPOUND.

N. K. FAIRBANK CO., LTD.	
Tierces	0 10½
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10½
Tins, 20 lbs.	0 10½
Cases, 3 lbs., 20 to case.	0 11½
Cases, 5 lbs., 12 to case.	0 11½
Cases, 10 lbs., 6 to case.	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case)	\$1.90	\$1.80
2 lb. glass (1 dz case)	3.20	3.00
4 lb. tin (1 dz case)	5.50	5.35
7 lb. tin (½ dz case)	8.60	8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 ½ dz case)	\$1.60	\$1.55
2 lb. glass (1 dz case)	2.80	2.70
4 lb. tin (1 dz case)	4.80	4.65
7 lb. tin (½ dz case)	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 45
Per jar	
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI C. F. CATELLI CO., LIMITED.

Hirondelle Brand 1 lb. pkgs. Loose

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½

Catelli Brand.
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose) 5½
30 lb. cases, 1 lb. packages 6
Terms, Net 30 days.

D. SPINELLI CO., Registered. Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case 7 6½
Spinelli Brand.

Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose) 5½
30 lb. cases, 1 lb. pkgs. 9
Terms—Net, 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 90
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 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80
Weight 8 lbs. to case. Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	

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

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

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

RICHARDS PURE SOAP.

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

FELS NAPTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$ 5.00
Five cases or more	4 95
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.	
1-16 gall. doz.	\$ 2 00
¼-gall. doz.	6 00
½-gall. doz.	10 50
1 gall. doz.	19 20
1-16 gall., gross lot	20 80

To the Grocery Trade

We are now established in our new warehouse situated on the corner of Church St. and the Esplanade, and with improved facilities and larger space, we feel confident that we can serve you better than it was possible to do in our old building, where we were very much crowded for room. We solicit business, which will have our very best attention.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Church Street and Esplanade
TORONTO

THE CANADIAN GROCER

"SOCLEAN."

THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size\$4 50
 40c Pail, formerly 50c, 2 doz. in case (8 lbs.) 7 20
 75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.).... 6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz. 1 40
 5 lb. tins, 1 and 2 doz., crates, per doz. 3 90

STARON.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry....	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs.....	06½
48 lbs., No. 1 white or blue, 4 lb. cartons07
45 lbs., No. 1 white or blue, 3 lb. cartons07
100 lbs., kegs, No. 1 white.	06½
200 lbs., bbls., No. 1 white.	06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	07½
48 lbs., silver gloss, in 6-lb. tin canisters08
36 lbs., silver gloss 6-lb. draw lid boxes08
100 lbs., kegs, silver gloss, large crystals07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	07½
40 lbs. Benson's Enamel (cold water), per case....	3 00
20 lbs. Benson's Enamel (cold water), per case....	1 50
Celluloid—boxes containing 45 cartons, per case.....	3 00
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	07½
40 lbs. Canada pure corn starch06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH. Ontario and Quebec.

Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.06
 Acme Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06½
 First Quality White Laundry—
 3-lb. canisters, cs. of 48 lbs .07
 Barrels, 200 lbs.06½
 Kegs, 100 lbs.06½
 Lilly White Gloss—
 1-lb. fancy cartons, cases 30 lbs.07½
 6-lb. toy trunks, lock and key, 3 in case08
 6-lb. toy drum, with drumsticks, 2 in case..... .07½
 Kegs, extra large crystals, 100 lbs.07
 Canadian Electric Starch—
 Boxes containing 40 fancy pkgs., per case 3 00
 Celluloid Starch—

Boxes containing 45 cartons, per case 3 00
 Culinary Starches—
 Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .06
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07½
 "Crystal Maize" Corn Starch—
 1-lb. pkts., boxes of 40 lbs. .07½
 (20-lb. boxes ¼c higher than (40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., \$4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz., per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
 No. 1's, 95c per dozen.
 Individuals, 45c per dozen.
 Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
 Clear soups, in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.
 Case of ½-lb., containing 120 packages, per box, \$3.00.
 Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 50
 5-lb. tins, 1 doz. in case ... 2 85
 10-lb. tins, ½ doz. in case. 2 75
 20-lb. tins, ¼ doz. in case. 2 70
 Barrels, 700 lbs. 3½
 Half barrels, 350 3¼
 Quarter barrels, 175 4
 Pails, 38½ 1 85
 Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 85
 5-lb. tins, 1 doz. in case... 3 20
 10-lb. tins, ½ doz. in case. 3 10
 20-lb. tins, ¼ doz. in case. 3 05
 (5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.
 Quebec, per case\$ 1 85
 Ontario, per case 1 90
 Manitoba, per case 2 30
 Saskatchewan, per case.... 2 60
 Alberta, per case 2 70
 British Columbia, per case 2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.
 Quebec & Ontario, per case 2 60
 Manitoba, per case 3 00
 Saskatchewan, per case ... 3 20
 Alberta, per case 3 30
 British Columbia, per case. 3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.\$ 0 90
 Pint bottles, 3 doz., cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
 Cases of 3 dozen \$1 90
 H. P. Pickles—
 Cases of 2 doz. pints.... 3 35
 Cases of 3 doz. ½-pints.. 2 25

STOVE POLISH.

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

NUGGET POLISHES. Doz.

Polish, Black and Tan 0 85
 Metal Outfits, Black and Tan 3 65
 Card Outfits, Elack and Tar 3 25
 Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s... 45
 Black Watch, 12s 45
 Bobs, 5's and 10's 39
 Bully, 6s 44
 Currency, 6½s and 12s 39
 Stag, 5 1-3 to lb..... 39
 Old Fox, 6 lb. boxes 40
 Pay Roll Bars, 7½s 60
 Pay Roll, 7s 59
 War Horse, 6s 42
 Plug Smoking, Shamrock, 6s, plug or bar 45
 Rosebud Plug, 7s 50
 Empire, 6s and 12s..... 44
 Ivy, 7s 50
 Starlight, 7s 50
 Cut Smoking — Great West
 Pouches, 6s 50
 Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO. East of Wina'peg.

	Wholesale R't'l
Brown Label, 1s and ½s	.25 .30
Green Label, 1s and ½s	.27 .35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30 .40
Red Label, 1s and ½s ..	.36 .50
Gold Label, ½s44 .60
Red-Gold Label, ½s55 .80

LUDELLA CEYLON TEA.

Orange Label, ½s 24 .30
 Brown Label, ½s and 1s. .28 .40
 Brown Label, ¼s 30 .40
 Green Label, ½s and 1s .35 .58
 Red Label, ½s 40 .60

MELAGAMA TEA. MINTO BROS.

45 Front St. East.
 We pack in 60 and 100-lb. cases.
 All delivered prices.

Wholesale R't'l

Brown Label, 1-lb. or ½ .25 .30
 Red Label, 1-lb. or ½... .27 .35
 Green Label, 1s, ½ or ¼ .30 .40
 Blue Label, 1s, ½ or ¼. .35 .50
 Yellow Label, 1s, ½ or ¼ .40 .60
 Purple Label, ¼ only... .55 .80
 Gold Label, ¼ only70 1.00

JAMS AND JELLIES. T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case \$1.00 per doz.; No. 2 tins, 2 dozen in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, \$7 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c. per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c. per pail; 30 lb. wood pails, 7 1-4c. per lb.
 Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.30 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb.
 Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 1 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SEICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$6 90
 List Price.

"Shirrif's" (all flavors), per doz. 6 90
 Discounts on application.

YEAST.

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

The West is full of Activity



Everything is life in the Western country—the country of glimmering gold wheat, the granary of the world. Every day new blood is added, new demands show up for Eastern products, new channels for your goods. Are you going to take advantage of the growing West or allow others to step in ahead?

We offer our services in marketing your products—the service of a well trained and efficient staff, who call on the wholesalers throughout the entire West. We offer our warehouse facilities at the five main distributing points. Can you do better when we guarantee sales? Write to-day.

NICHOLSON & BAIN, Wholesale Commission Merchants
and Brokers

HEAD OFFICE:

WINNIPEG, MAN.

BRANCHES: REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

Fresh Pork Sausages

September marks the opening of the Sausage Season. Cooler weather and renewed work demand something tasty for breakfast.

Nothing can be more so or more economical than Fearman's Star Brand Fresh Pork Sausages.

Let us book you for a regular daily or weekly shipment.

F. W. FEARMAN CO.

LIMITED

HAMILTON

Established 1854

We Are Busy Packing

our 1913 stock of

UPTON'S KETCHUP

a most delicious
appetizing condiment.

Have You Tried It?

Get our prices and put in
a stock before frost comes.

Order early. Do it now.

THE T UPTON CO., Ltd.

Sales Dept.

St. Catharines, Ont.

Factory at

Hamilton, Ont.

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

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145-449 University Ave., Toronto

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

APPLES

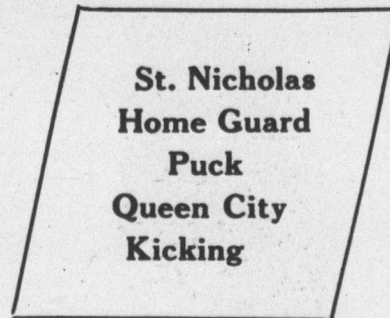
Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.

Owen Sound, Ontario

Remember

when ordering your
Lemons that



are the brands that always give the best satisfaction.

J. J. McCABE

Agent

Toronto, Ont.

ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

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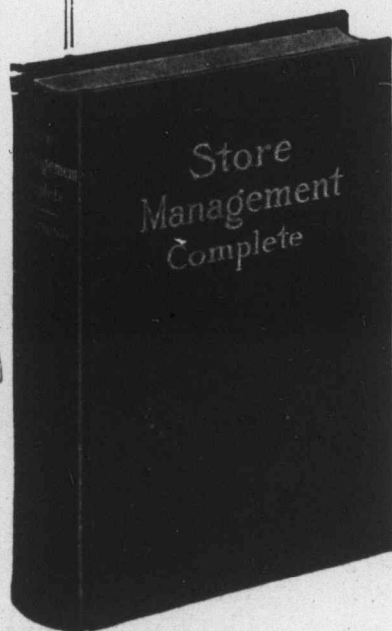
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MacLean Publishing Co.

143-149 University Avenue

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Now Arriving New Fruit
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 New Figs due daily
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 Oysters Haddies Fillets
 Fresh, Frozen and Salted Fish

White & Co., Limited

TORONTO

HAMILTON

Wholesale Fruit and Fish

Fancy Florida

GRAPE-FRUIT

Heavy, Bright, Juicy Fruit—All Sizes.

MALAGA GRAPES

This year's crop is showing very fancy quality, and prices are reasonable.

DOMESTIC ONIONS

The crop is away short, and prices will be higher. Now is the time to buy RED GLOBES or YELLOW DANVERS.

Put up in 75-lb. bags.

The House of Quality.

HUGH WALKER & SON

Established 1861

GUELPH

and

NORTH BAY

Give Her Better Quality

Get in right with the housewife by selling her Chinese Starch, for by so doing you give her the acme of quality and fullest quantity. "Chinese" is the only starch with two oils; one perfumes the linen, the other makes the iron slip. Stock and sell "Chinese."

OCEAN MILLS, MONTREAL

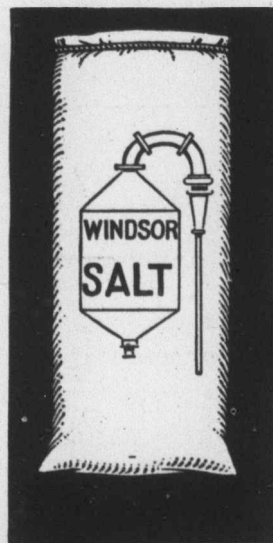
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16 oz.
to the
pound
—not 12.

Only
starch
with
2 oils.



Ninety-nine
people out of
a hundred in Canada use
WINDSOR
Table Salt. Isn't it better
for you to make ninety-
nine sales, than
only one?



EVERY POUND OF
ANCHOR BRAND FLOUR

has character in every ounce

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

The most searching analysis and tests make uniformity certain.

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

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

Standard Prices—Worth More.

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

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba



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

JOHN P. MOTT & CO.

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HALIFAX, NOVA SCOTIA

A Proposition That Is Worth While

One that will fill your spare time with congenial work—bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

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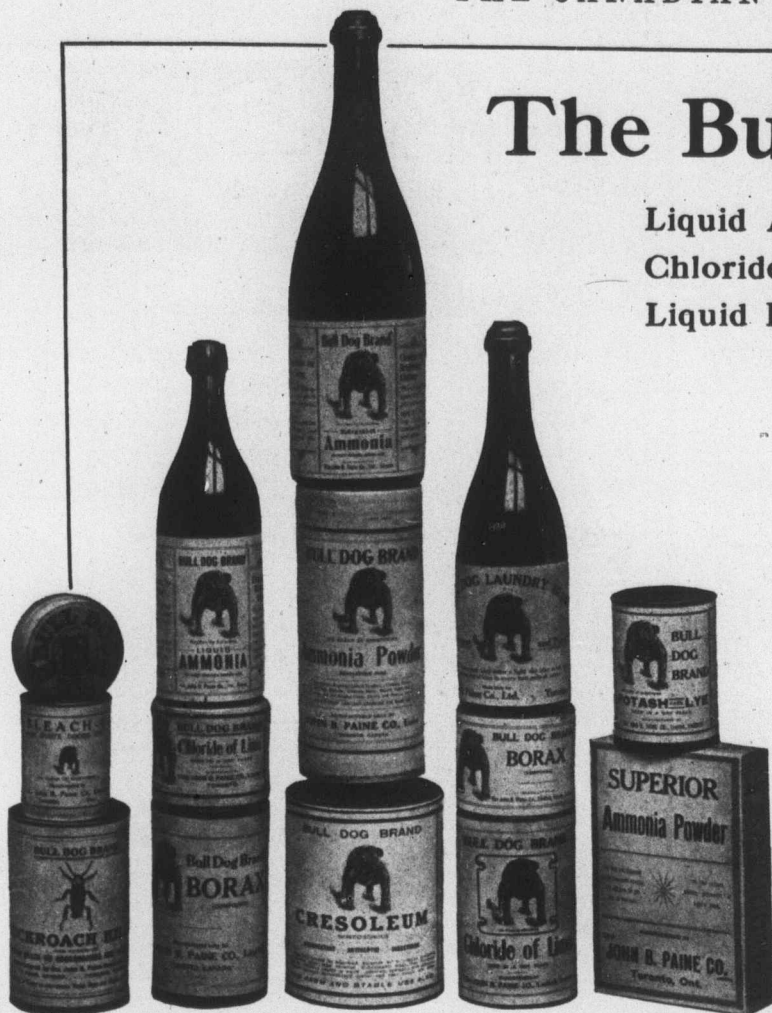
MacLEAN PUBLISHING COMPANY

143-149 University Avenue,

:-:

TORONTO, CANADA

The Bull Dog Family



Liquid Ammonia
Chloride of Lime
Liquid Blueing

Borax, Lye,
Cresoleum
(For Disinfecting)

The Bull dog family, widely known among the good housewives of Canada, is the great sales-promoter for the grocer. It covers so many daily needs of the household that at least one of them could easily be included in "every order of groceries delivered."

Bull Dog Ammonia is the greatest purifier and cleanser of the age.

Ask your jobber for special price in five and ten case lots.

THE
J. B. Paine Co.
LIMITED
Toronto

65 Pearl, Toronto
225 Lemoine, Montreal

Hundreds of Successful Business Men—

read the Facts, Statistics, Forecasts, etc., published each week in

The Financial Post

Are you watching the Money Market and General Business Conditions?

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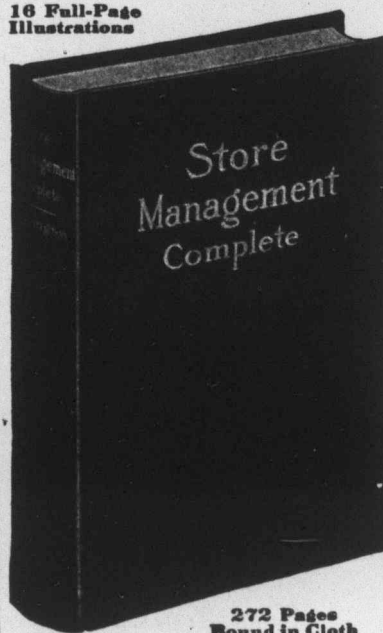
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"The Canadian Newspaper for Investors"

TORONTO CANADA
Offices--Montreal, Toronto, Winnipeg, Regina, Vancouver, London, Eng., Chicago, New York.

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY FRANK FARRINGTON

A Companion Book to Retail Advertising Complete

\$1.00 POSTPAID "Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample: CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

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Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co. TORONTO



Knowing dealers take delight in recommending and selling Century Table Salt.

because they know it is pure, that it always satisfies and fills all household requirements from the table to the dairy. Moreover, Century Salt not only serves the customers' best interests; it pays the dealer a good profit and builds up sales.

THE DOMINION SALT CO., LIMITED
SARNIA, ONT.

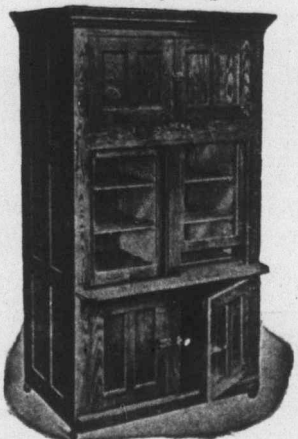
EUREKA

REFRIGERATORS

fill the requirements of the modern store

The experience of over a quarter of a century is behind the manufacture of Eureka Refrigerators. All the most modern improvements for perfect refrigeration on strictest sanitary principles are embodied in the **Eureka**.

Before buying secure one of our catalogs containing prices and explaining in detail the workings of the **Eureka** dry cold circulating air method.



Eureka Refrigerator Co., Limited
54 Noble Street TORONTO

Montreal Representative
JAMES RUTLEDGE, Tel. St. Louis 3076

Distributing Agents, Walter Woods & Co., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon



Superlative Quality Consistently Maintained

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

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

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

St. George Evaporated Milk, 4 doz. in case \$3.60
Princess Condensed Milk, 4 doz. in case.. 4.50
Banner Condensed Milk, 4 doz. in case... 5.25

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



It is to the advantage of the individual user of Paper Bags to study carefully the Bag situation. By close comparison of the important features of Paper Bags of different makes, you will be convinced that the

Continental Germ-Proof Grocery Bags

(with reinforced Automatic Opening Square Bottoms) are without equal. Send a trial order to the nearest Distributor.

Satisfaction guaranteed by the Manufacturers:

THE CONTINENTAL BAG AND PAPER COMPANY, LIMITED

OTTAWA ONTARIO

DISTRIBUTORS:

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

BUSINESS MEN.

By Paul Jones.

The man who has the ability to select good men is bound to succeed, as it is his foresight in getting together a certain class of men of character and brains that enables him to build up a successful business.

One man of business capacity can accomplish much, but his sphere is limited. To do a large and profitable business he must have an assembly of men of force and intelligence, for departmental managers worthy of the name, whose duty it is to make such departments a success. He must have confidence in them and give them free rein to accomplish their ends, as no department managers of ideas can do justice to the house or themselves if they are handicapped by intrusion from their employers. If they are not competent to handle the situation in an intelligent and careful way, it is the privilege and duty of the employers to replace them with men of capacity, but not to treat them with other than respect while holding an important position.

To get such men it is quite necessary to pay them according to the position and their ability. Be big and broad enough to recognize any successful improvement which they may make, and assist them with encouragement, so they may have respect for the house and for you.

Men of character are usually sensitive and fair; treat them like men, not as servants. Broad-gauged business men are always open for suggestions, whether it comes from the man of ideas or the humblest in their employ. No man is so great that he cannot learn something daily from circumstances and the world at large.

If you are a success, train your men according to your ideas. If only fairly successful, do not think you are humbling yourself by being open to suggestions. Success is an assembling of little things, the concentration of thoughts, no matter from whence it comes.

Business passes through a transition period nearly every ten years, and in order to keep abreast with the times one must watch carefully and well such conditions and, when necessary, change his methods to conform to the times, or he, too, like many others, will be relegated to the past.



The High Cost of Living.

Everybody is blaming somebody else for the high cost of living, but the butcher seems to be the "goat" who has the most explaining to do. It is a good thing for the butcher that he is physically fitted to stand a lot of abuse.

The grocer can at least point to the staple advertised goods that have not advanced a cent in price, while everything else has gone higher and higher.

JELL-O

has always sold at the same price—and, by the way, there is nothing else so fine at anything like the price.

The Jell-O flavors are *pure fruit* flavors, and a Jell-O dessert can be made in a minute.

No wonder Jell-O is "America's most famous dessert."

THE GENESEE PURE FOOD CO., Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



King Oscar Brand

By Special Royal Permission

The Famous Norwegian Sardines packed by Chr.

Bjelland & Co., Stavenger, Norway.

The quality and deliciousness of these sardines is well known to consumers everywhere. The demand is already established and a widespread publicity campaign is making more sales for the dealer.

King Oscar Sardines are an all-year-round seller. Are you prepared to supply the demand?

J. W. Bickle & Greening

(J. A. Hendersen, Canadian Agents)

Hamilton, - Canada

EXTRACTS

The **STERLING BRAND** is the acme of perfection in extracts. You make no mistake in recommending it to your customers.



Every dealer should have a complete list of the Sterling lines of food products. They appeal to the tastes of the majority, thereby bringing custom and increasing profits.

The

T. A. Lytle Co., Limited

Sterling Rd., Toronto

MINCEMEAT

Now is the time to place your order for this popular Fall and Winter delicacy. **STERLING BRAND** is known for its exceptionally high quality.

"Made in Canada" tobaccos that are popular with Canadians.

"Master Mason" Smoking

"King George's Navy" Chewing Plug

"Rose Quesnel" Smoking

These tobaccos are made of specially selected and cured leaves of a high quality tobacco.

The high quality of these tobaccos is backed up by extensive advertising.

Every store with a tobacco department should handle these leading tobaccos.

Rock City Tobacco Co., LIMITED

QUEBEC

WINNIPEG

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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III. A Sales Campaign—How to Start It	IX. An Analysis of Current Advertising
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Pacific Coast Halibut and Salmon

FRESH AND FROZEN

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

**The Canadian Fishing
Company, Limited**
VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

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

Quality and Service Unsurpassed

Back Rowat's

*with your selling
powers and your
pickle business
will forge ahead.*

Best pickles, years of experience in preparing and packing, reliable business methods and prompt deliveries have served to satisfy our customers who girdle the globe.

Rowat & Co.
Glasgow, Scotland

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



BRUNSWICK

BRAND

FINNAN HADDIES

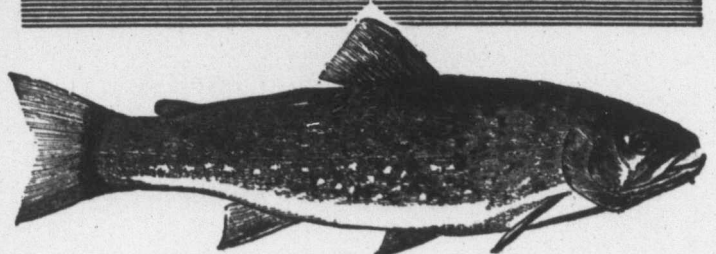
Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connor Bros' Brands you sell goods that are trade winners.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.

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





RICHARDS QUICK-NAPHTHA CUTS OUT THE RUB, RUB, RUB

Wash day with the ordinary laundry soaps has always been and always will be a case of rub, rub, rub, with dire effects on the housewife and the clothes.

With "Richards Quick-Naptha Soap" the labor is almost eliminated, the clothes come out cleaner and whiter, and in a much shorter time. "Quick-Naptha" is increasing its popularity every day throughout the Dominion—the sales show it. The price is only 5c, leaving a margin of profit for you of 26½%.

THE BEST LINES FOR FIVE CENTS "Richards Pure"—"Richards Quick-Naptha"

These two lines represent the height of perfection in wash day requisites. They give the housewife 100 per cent. satisfaction in economizing her time, her labor, the wear on her clothes, and also cutting down her actual soap expense.

These are the best Five Cent lines on the market—in fact they are the best laundry and cleaning soaps at any price.

Your wholesaler has them.



NOW IS THE TIME TO ORDER YOUR
FALL SUPPLY OF

BRUSHES

Such lines as Stove Brushes, Scrubs, Dandy and Horse Brushes, Stable Brooms, etc., will soon be in great demand. Place your order now and be sure to buy the **Keystone Brand**.

Stevens-Hepner Company
Limited
PORT ELGIN, ONT.

We have them

Giant

Prince

Globe

Beaver

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.
HAMILTON and WINNIPEG

OATMEAL CRACKERS

Other Telfer Lines:

Vanilla Wafers
Reception Wafers
Graham Wafers
Peerless Soda Crackers
Peerless Cream Sodas

There's a something about
Telfer's Oatmeal Crackers
that just seems to suit all
tastes. They please the
adult as well as the child.



Perfection of baking and
the full nutty oatmeal
flavor combine to produce
a tastiness in Telfer's Oat-
meal Crackers not found
in others.



Your customers will like
Telfer's Oatmeal Crackers
because they are always
crisp and fresh, being
packed in airtight con-
tainers. Send for sample
order.



Telfer Bros.,

Limited

Collingwood, Ont.

BRANCHES:

Toronto	Winnipeg
Hamilton	Fort William
Brantford	Edmonton

Why The Advertiser Succeeds.

¶ Why is it that during the last few months, when money was admittedly tight, the manufacturers who advertised the most felt the pinch the least?

¶ And how is it that now, when the circulation of money is less restricted, the manufacturers who felt the pinch the most will be the last to experience relaxation and relief?

¶ The same wisdom and foresight which prompts a manufacturer to advertise will naturally guide him in forming his whole selling and general business policy, and, like a good general, he is prepared for every contingency and emergency.

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

¶ He had faith in his product, and his own faith manifested in a public way, inspired confidence in the minds of his prospective customers. His name and his manufactured product became synonymous with good service and satisfying quality. The public became acquainted with the merits of his line and familiar with its outstanding features.

¶ Consequently, when conditions were normal, he secured a liberal share of business and received first consideration when purchases were made.

¶ When money tightened and business was curtailed, he continued to get the lion's share of what was going. When purchases were carefully considered the advertised line received first attention and usually secured the order.

¶ And now that the financial tide is coming back, the advertiser is getting the biggest slice of the business melon, simply because during those cloudy days of curtailment, his advertising message had been studied and absorbed at a time when the public mind was most receptive.

¶ It pays to advertise if your line is good, and it pays to buy advertised lines, because they are invariably satisfactory. The general public have long been educated to believe that advertised goods are best. Can't you see that you are laboring, not only under a handicap, but under a cloud, if your product is not advertised? Publicity dispels the cloud of suspicion and removes the handicap.

¶ You'd better hop on to the band wagon right away. Hopping on now, when the prospects for big business are so bright, will be not only timely, but extremely profitable.

Rate Card and full information gladly furnished.

Canadian Grocer

Only weekly Grocery paper published in Canada.

143 University Avenue

TORONTO, ONTARIO

If you are looking for
quality in spices

Order

Hugman's

Sure

RED BAKING POWDER
ROSE EXTRACTS
JELLY POWDERS

are also top-notchers.

Orr & McLain, Winnipeg
are our Western Agents

A. W. Hugman,
Limited
MONTREAL

HIRONDELLE

(Swallow Brand)

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

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

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

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg.
Toronto, Can., Agent for Province of Ontario

"YOUNG-TOM" WASHING POWDER for washing clothes, floors, dishes, windows, etc., performs a maximum of service with minimum labor. It does not injure the hands.

"PURITY" LAUNDRY SOAP, a cake soap for those who prefer soap in the lump form. Gives splendid satisfaction.

UNCLE TOM TAR SOAP. A perfect shampoo soap and a boon to roughened complexions and hands. Fragrant and soothing. A most pleasing adjunct to the bath.

GLYCERINE PUMICE, a soap which thoroughly cleanses the hands with out injury to the skin.

PURE OLIVE OIL SOAP. The purest soap made. A splendid cleanser and a toilet delight for particular people. Wash the Baby with Pure Olive Oil Soap.

We also make Liquid Olive Oil Soap, Liquid Olive Oil Shampoo, and Liquid Tar Shampoo.

**Young-Thomas
Soap Co., Ltd.**

Regina, Sask.

"Young-Tom"
Washing Powder
and Soaps

are good sellers and profit-makers because they do the work.

Order a stock to-day
—the prices are right.



Raise your profits by keeping down the dust

Sell your customers the leading sweeping compound, that disinfects, lays dust and does a host of other things that make sanitation possible in the home as well as in the store.

ANTI-DUST

DOES THE WORK



Try it in your store and see how nicely it works, then tell your customers about it.

For Attractiveness of
Tin and Quality of
Powder You Can't Beat
ANTI-DUST.

Sapho Mfg. Co., Limited
MONTREAL

CLASSIFIED ADVERTISING

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

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

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

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

TO LET

TO LET—ABOUT 1,000 SQUARE FEET in warehouse with railway siding; bright private office, two phones; in centre wholesale district. Apply Postoffice Box 566, Winnipeg.

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

MISCELLANEOUS

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

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

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.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smud duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Butter, Ltd., King and Spadina, Toronto. (tf)

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.

ADDING TYPEWRITERS WRITE. ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 184, Stair Building, Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using. We'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

EGRY BUSINESS SYSTEMS ARE DEvised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

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.

MOORE'S NON - LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada. WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

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

IT'S PURE

Tell the Trade

MAPLEINE

is listed in Westfield's Book of Pure Foods.

Order of Your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario. Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co. SEATTLE. - WASH.



Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

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.

143-149 University Ave., Toronto

Buyers' Guide

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples.
Ingersoll, - - - - - Ontario
Established 1866.

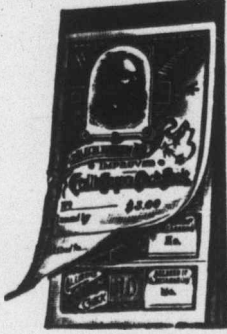
FRUIT PULPS
Bitter Oranges and Peels
F. KESSELL & CO. 7-8, The Approach
London Bridge, London Eng.

Credit Selling and Getting the MONEY!
Credit business is as good as cash trade if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

COMTE'S COFFEES
The profits please the dealer. The quality pleases the customers. We want more agents. Write.
Augustin Comte & Co., Limited
P.O. Box 2963, MONTREAL

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

ALLISON'S COUPON BOOKS
Just give him a \$10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10.00; no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.
Manufactured by
ALLISON COUPON CO.,
Indianapolis, Indiana U.S.A.



GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

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

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$
Add to your pile by diminishing the old credit accounts owing you. Too much credit is bad and puts a premium on bad accounts.
WE CAN GET BACK YOUR MONEY
If you will only authorize us to do so. Can collect anywhere. Our organization is big.
Special Forms Will be Mailed You on Request.
The Nagle Mercantile Agency
Westmount, Montreal, Que.
\$\$\$



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.


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

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

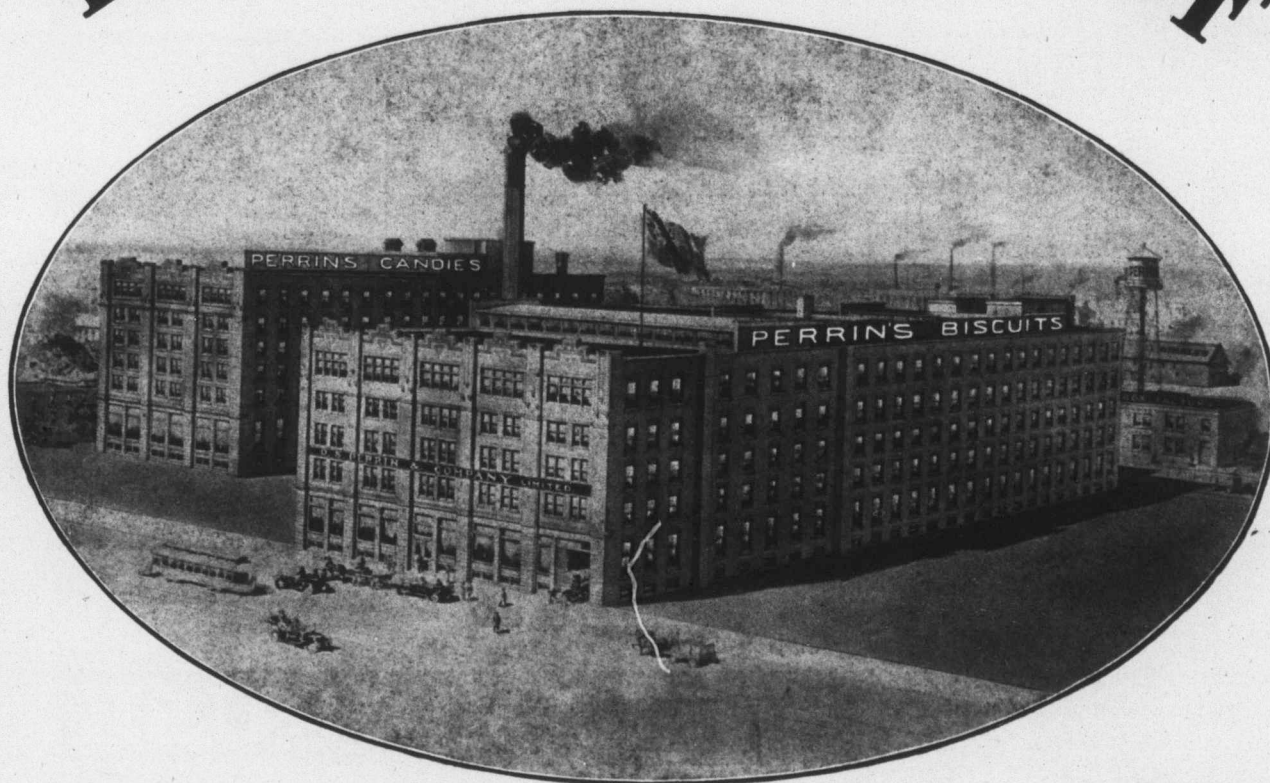


D. & J. McCallum
Perfection Scotch Whiskey
One of the most widely advertised Scotch Whiskies of the day. McCallum's Perfection Scotch is distinctive in flavor, and is noted for its mellowness of age. It does not have that "smoky" taste of most Scotch whiskies.
Stock McCallum's Perfection
WM. E. MCINTYRE, LIMITED
General Agent
23 WATER STREET ST. JOHN, N.B.

Wonder-Shine Cleans Without Rubbing
Cut Glass as well as Silver, Gold, Plated Ware
Absolutely guaranteed non-injurious, and saves much disagreeable labor in a home.
The new popular 10c package is a seller.
3 and 6 doz. cases, doz.80c
25c size, 1 and 3 doz. cases, doz.... 2.00
In counter display boxes, with show cards.
Now is cleaning time.
Counter display boxes are silent salesmen. All wholesalers, or direct to
STUART & FOSTER, Limited
owning and operating (Wonder-Shine, Ltd.)



THE NEW HOME OF



PERRIN'S BISCUITS

LONDON

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First and Still the Best

PUT YOUR ACCOUNTING TROUBLES UP TO US

You can learn, without cost or obligation on your part, just where and how your profits may be increased and what leaks and losses are draining your business of net earnings. Unless we find you need

THE
With Only One Writing
McCaskey
System
The End of Drudgery

in your business, we shall not ask you to buy. If you do need the McCaskey System, we'll tell you so and show you where and why. There are a few businesses that cannot use The McCaskey System with profit. If yours is one of these, we shall be very frank and tell you so.

Make use of this opportunity to learn something more about handling accounts. We have collected information from thousands of sources that you will find extremely profitable to you. Put your accounting troubles up to us. Let us show you in figures based on your own business how you can add to your profits.

If we recommend the use of The McCaskey System to you it will be for one or all of the following purposes:

- Saving time in handling accounts.
- Keeping every account posted up to the minute.
- Making it impossible to forget to charge.
- Preventing misunderstanding with customers over their accounts.
- Preventing errors in accounts.
- Improving your collections.
- Protecting you against loss of insurance in case of fire.
- Placing an automatic credit limit on each customer.

Remember, unless we are convinced that you really need The McCaskey System we shall not urge you to buy. We'll put the proposition up to you.

The advice we give is free. Write to-day—and for your convenience use the coupon.

THE
Dominion Register Co.

TORONTO LIMITED ONTARIO

Trafford Park, Manchester, Eng.
Melbourne, Australia

The Largest Manufacturers of Carbon Coated Salesbooks in the World

DOMINION REGISTER CO., Limited
TORONTO, CANADA

Gentlemen:—Without obligating myself, I'm willing to learn how I can increase my profits.

Name

City State

Business (C.G.)

Your Thanksgiving Window

should be entered in Canadian Grocer's window display contest.

The holiday comes on Monday. When you open up the store Tuesday, call in the best photographer and let him take a picture.

All photographs must be mailed not later than Monday, Oct. 27. That gives everybody plenty of time.

Remember the prizes are \$5, \$3 and \$2, respectively for each of the two classes. Class A includes all centres over 10,000 population and class B all under. Twenty dollars in prizes are given altogether.

On the back of the photograph or on separate sheet, give simple description of how window was constructed and who dressed it.

The judging will be done from the standpoints of Selling Power, Attractiveness and Originality. Selling Power comes first because that is the real test of all window displays.

When picture is taken, make sure the photographer does not stand too far away. Tell him you want *one* window only and *not* the store front.

The Editor, The Canadian Grocer
143 University Ave. **TORONTO**

Stock Extracts That Sell Easily

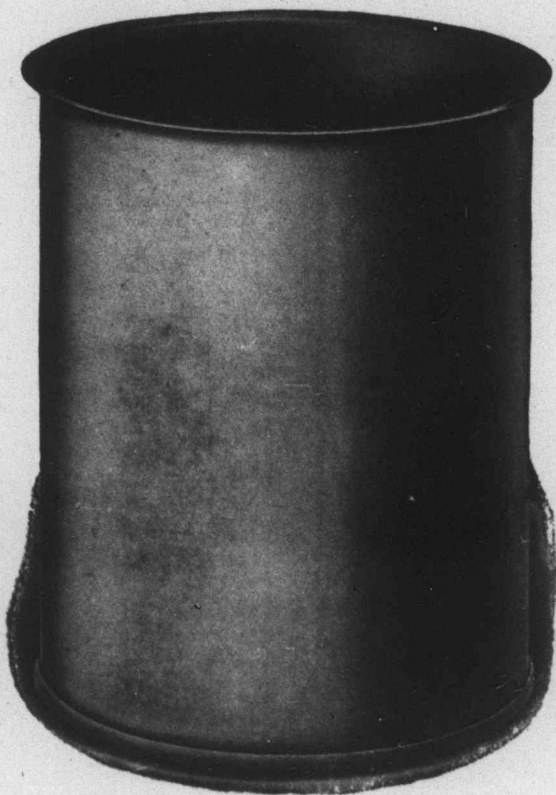
A MONG housewives, Shirriff's True Vanilla enjoys a high reputation for quality. On that account it is easy to sell. And its sale grows larger every month.

Shirriff's True Vanilla is manufactured by our own special process from Mexican vanilla beans. It is aged until its flavor, bouquet and strength are unsurpassed.

There is a good margin of profit for you in selling Shirriff's True Vanilla.

Shirriff's True Vanilla

Imperial Extract Co.
Matilda Street, Toronto



Sanitary Cans

"The Can of Quality"

Tomatoes, Peaches, Pears,
Plums, Apples.

Enamel Lined Cans for Straw-
berries, Raspberries, Beets.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

OYSTER WEEK

Oct. 20th to Oct. 25th

BUT



The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

you can extend it throughout the entire winter if you start it right by handling oysters that are satisfactory to the user the first time they are bought.

By making a special effort to get your trade started using oysters next week you are doing them a good turn, for oysters are more economical than other meats, and economy to-day is the household slogan.

You too are going to come in for your share of the business that otherwise would go entirely to the meat shop. Oysters pay well, so why not start your patrons when the rest of the trade start theirs. All push at once.

Help start the big Oyster Wheel a-rolling. Get your shoulder to the wheel to-day, and advise us as to your requirements. Get our proposition in detail.

There is nothing better grown than the four-year-old northern grown stock we are shipping.



CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST.

TORONTO

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