

EXHIBITION NUMBER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, SEPTEMBER 17, 1915

No. 38

Palatable Economy

Official Washington is authority for the statement that oysters are the only food that have not advanced in price since the beginning of the war. This statement applies to Canada with the exception of the advance made necessary by the War Tax of $7\frac{1}{2}\%$, which went into effect Feb. 22nd, 1915.

In addition to there being no advance in the price of oysters, so far as the producer is concerned, there is this to recommend them: that the percentage of solids the present season will exceed that of previous seasons by from 10 to 18%. In other words, the retailer will receive a product with greater nutritive qualities without an additional advance, excepting that incurred by the War Tax. There will be no advance in price over that prevailing at the close of last season.

There has been a long period of non-supply, which lends to the return of a seasonable product a zest particularly appealing to the discriminating taste. The fact that the consumer can use this very palatable food with economy should contribute materially to increased consumption the present season.

We are exclusively oyster people, devoting our entire time and attention to this one thing we know best, which insures you a quality and efficiency which is unreasonable for you to expect from a house not dealing exclusively in oysters.

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada

CANADIAN GROCER



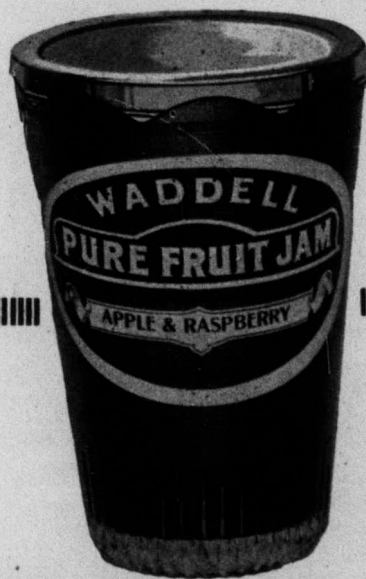
We Teach Your Customers How to Use Knox Gelatine

We publish recipes in our advertising that show women how to make most delicious desserts, puddings, salads, candies and other dishes by using *Knox Gelatine*. Your customers are reading these recipes. Be sure that when they come into your store they see *Knox Gelatine* on display, and the result will be more sales for you. We make them want *Knox Gelatine*; all you need do is let them know you have it.

It will pay you handsomely to increase your sales of *Knox Gelatine* because every package pays you a splendid profit, and it's a steady seller at all times.

CHARLES B. KNOX CO., Inc., JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada



*A Bigger Tumbler of
Better Jam at the
Usual Price—*

**WADDELL'S
PURE FRUIT JAM**

There never was any question of the definite advantages of such a combination of qualities. Grocers all over the country have proven by actual results that such qualities will bring larger sales and increasing sales to any grocer.

People cannot resist Waddell's Pure Jam, its flavor, its goodness, its quality. Already it is taking the

lead among the better quality jams as a sure trade-builder and profit-producer.

This Fall make sure of extensive sales and worthwhile profits by featuring Waddell's Pure Jams and recommending them to your customers. Your own wholesaler has the new pack on hand. Get him to supply you to-day, or write direct to

The Waddell Preserving Co., Sarnia, Ont.



Buy your Lantic Preserving Sugar in 10 and 20 Pound Bags

This insures your getting the same pure Cane Sugar of extra quality that you would get in the Lantic 2 and 5 pound Cartons. You can also get Lantic Sugar in 100 pound bags—either fine or coarse granulation as you prefer. Don't risk your Preserves. Make sure that they will turn out right by using Lantic Sugar.

LABELS FREE
Send your address and small Red Ball Trade Mark from bag or top end of carton and we will mail you book of 50 assorted Fruit Jar Labels, printed and gummed ready to put on.
The Atlantic Sugar Refineries Limited
MONTREAL

Sales Helps That Help Sales

Here are a couple of our series of newspaper advertisements—reduced in size—that have been appearing throughout the preserving season in the leading publications from coast to coast. They show what we have been doing all summer to boost the demand for

Lantic Sugar

They are practical sales helps that help sales. We hope you have profited by them, and are selling more Lantic Sugar than ever.

Keep up your stock of 2 and 5 pound cartons as well as 10, 20 and 100 lb. bags.

The Atlantic Sugar Refineries LIMITED MONTREAL



"I make sure that my Peaches and Pears will turn out right by using Lantic Sugar"

JAR LABELS FREE
— Send your address and small Red Ball Trade Mark from bag or top end of carton and we will mail you book of 50 assorted Fruit Jar Labels—printed and gummed ready to put on the jars.

"I prefer getting my Preserving Sugar in 10 or 20 pound bags. I can get Lantic Sugar in 100 pound bags also—or in 2 or 5 pound cartons.

"As long as the Red Ball is on bag or package, I know that the sugar within is absolutely pure cane sugar—unequaled in quality, granulation and sparkle.

"This is why I insist on having Lantic Sugar for my Pears and Peaches, and buy it in 10 or 20 pound bags in order to get the genuine cane sugar".

The Atlantic Sugar Refineries Limited Montreal

You've Got to Get MORE Sales

MEAGRE margins and slow moving lines soon end—well, you know where. You've Got to Get **MORE SALES.**

Window displays, thoughtfully arranged, may help some. Counter displays, special price cards and reminders may assist. Little attentions and better service will go a long way. But you have probably used all these advantages to their fullest extent.

QUALITY is what you need. That quality which gives your customers a new idea of deliciousness and satisfaction; that makes them want more of that kind of goods—and more often.

Two safe and solid groundworks of quality on which to build for bigger sales are—

THISTLE BRAND FISH

Haddies, Flaked Fish and Kippered Herring. They are known the country over for their wholesomeness, perfect freshness and fine flavor. The exactness and care in packing brings them to your customer's table with all the deliciousness they originally possessed.

CODOU'S MACARONI

is Macaroni in its finest and most delightful state. Made by those masters of culinary art—French experts. Only the choicest of Russian Taganrok wheat is used, which is conceded as the most desirable in the world for the purpose.

Little wonder that after once using Codou's, the housewife refuses all others.

You've got to get more sales—and here's the way to do it.

Order your supplies to-day.

Arthur P. Tippet & Company

AGENTS

MONTREAL, QUE.



Get Your Ledger to Prove

that Better Sales come only from better satisfying goods. The lines that win the enthusiastic confidence of your customers make a far different effect on your sales than those that merely pass muster.

BORDEN'S Milk Products

Win your customers' earnest enthusiasm in a way that means better sales for you. The Condensed Milk, Condensed Coffee, Condensed Cocoa, each have a separate place in the smooth and convenient working of the home that cannot be replaced by any other means.

Let this attachment for Borden Milk Products turn the tide of better sales for you.

Restock to-day.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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

SUN-KIST PRUNES

SUN-KIST Prunes are the kind which makes folks say, "I never knew that prunes were so good"—the kind they come back for—the kind you build business on and the kind you can always recommend. Only the best selection of the best prunes from the best district in California where the best prunes grow are good enough for the SUN-KIST Kind.

Wholesale distributors in every territory. ASK THEM

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

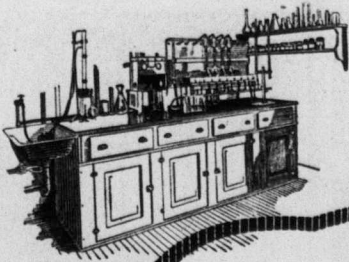
Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

CANADIAN GROCER

PURITY FLOUR

More Bread and Better Bread



CHEMICAL LABORATORY

PURITY FLOUR TALK No. 12. To the Proprietor and his Assistants.

AN ECONOMICAL FLOUR

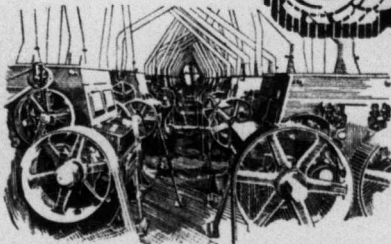
The reason that PURITY FLOUR goes farther than ANY OTHER FLOUR on the market is because of its absorptive qualities. The capacity of PURITY to take water enables the housewife to use less of PURITY and more of water in her baking.

PURITY is truly a "THIRSTY" FLOUR. It is milled from strong wheat. This quality of the wheat induces the absorption of a large quantity of water that will tighten up in the baking.

There is evident satisfaction in selling a flour which is actually the most economical on the market. The ULTIMATE and not the first cost determines the value of any commodity. It is especially true in the case of PURITY FLOUR. Do you carry this guaranteed flour in stock?

Main Offices: WINNIPEG, TORONTO, VICTORIA

GRINDING ROLLS



WESTERN CANADA FLOUR MILLS CO., LIMITED
MILLERS TO THE PEOPLE

Royal

Salad Dressing

MADE IN CANADA

*Always Ready
Always Right*

Lovers of tomatoes, and there are many of them, appreciate the delicious quality of Royal Standard Dressing.

A bottle in the house means the use of more sliced raw tomatoes, which is a most healthful, economical food.

Every last drop of Royal Salad Dressing is guaranteed to keep until used.

Stock up now and display Royal Salad Dressing with fresh, ripe tomatoes.

MADE ONLY BY
THE HORTON-CATO MFG. COMPANY
WINDSOR, CANADA

CANADIAN GROCER



Enjoyed at the Front and at Home

“AYLMER” BRAND JAMS

In whatever clime or at whatever occupation there is a smack of delicious goodness to “AYLMER” Brand Jam that wins to it steady friends.

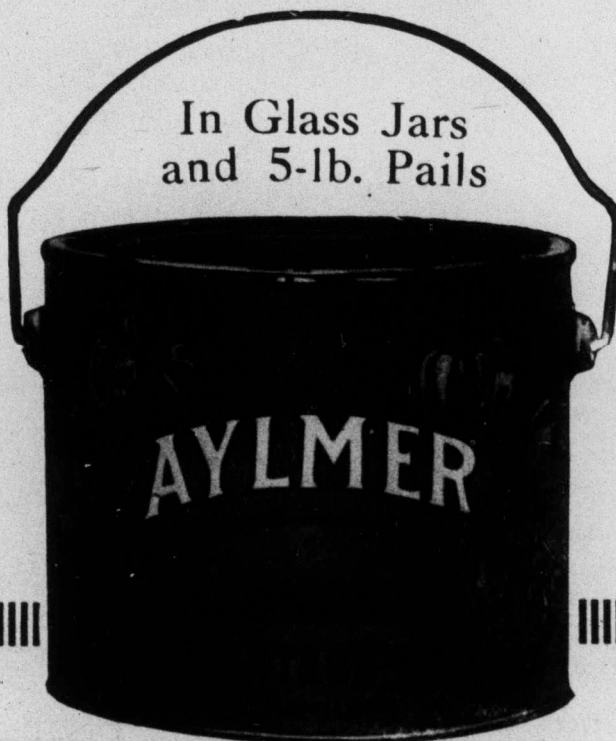
Ensure bigger and continued jam sales by getting “AYLMER” Brand into your displays prominently. Now is the time. Ask your jobber.

Dominion Cannery, Limited

HAMILTON, ONTARIO

Desired
by the
Soldiers

In Glass Jars
and 5-lb. Pails



Desired
by Your
Trade

A Manufacturer's Soliloquy

My business this autumn-winter must be speeded up—must go ahead 10 to 50 per cent.

The outlook is good—better than it has been for several years past.

The West has had a great crop—the greatest in its history.

In the East things are normal—prosperity reigns from Fort William to the Gulf of St. Lawrence.

All this sets the stage for big things in business.

It's up to me.

How am I to go about it?

So far as manufacturing is concerned, my factory is equal to all demands.

My goods are right—in regard to both quality and price.

This fetches me bump against this fact: I must SELL more and sell harder.

SELLING more—this is the crux of the whole matter.

Selling more means that my men must sell more and that I must add to my customers.

I can look after my salesmen; they can be speeded up. But what about customers?

I must get their ears—this first.

Then their hearts.

How can I do it?

Thanks be, there is The Canadian Grocer.

Without it, I'd despair.

With it, I see daylight.

I'll use it—to the limit of reason.

I'll use it in large spaces **every week**—that's one thing that seems as plain as a pikestaff.

And I'll use the big Fall Number for an insert—4 pages, 2 colors.

That will surely make a smashing hit.

The Fall Number of the Grocer is a sort of Old Home week. Everybody expects to meet every other body there. It's a gathering of the clans. A time and place for the blowing of one's horn.

Yes, I'll use that number of The Grocer, and all the others.

It's cheap. Any other way to get the ears and hearts of my grocery friends would be dear—and doubtful.

The Canadian Grocer—yes, most certainly.

By the way, I think I've heard that those Canadian Grocer chaps will write my copy free.

Some pretty good ads in the Grocer—better than I can write. I'll see about this.

Every one of my grocer customers can sell 10 to 50 per cent. more of my goods.

Then there are a lot of them that my men don't get calling on—too far away from railways.

Pretty good people, those country grocers. They serve a lot of people—country people—the richest in the land.

If I can sell more grocers more goods, I have my 50 per cent. increase.

I'll go to it.

Here, Miss —, take this letter to The Canadian Grocer:

Gentlemen,—Please quote me on a 4-page insert, 2 colors, in your Special Fall Number. The probability is that I shall have a page in every succeeding issue for the next six months at least, probably permanently.

Yours faithfully,

Now Miss —, get this letter off to-night.

CANADIAN GROCER

CLARK'S TOMATO KETCHUP

8 oz., 12 oz., 16 oz. Bottles, 1 Gal. Jugs,
5 Gal. Bottles

**NEW SEASON'S PACK
NOW READY**



Made from the finest red,
ripe, Canadian Grown
Tomatoes.

Perfect in color.

Unbeatable in quality.

Exquisite in flavor.

And above all, bears the
Clark guarantee of purity.
Contains no artificial color-
ing matter or preservatives.
Ingredients are specified on
label.

Get prices from your jobber or
write us.

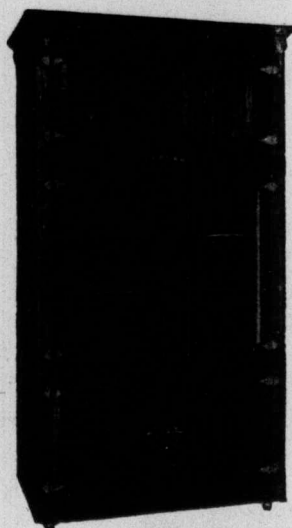
Selling prices are right. Your
margin is good.



W. CLARK, Limited, Montreal

Clark's

Your Safest Investment THE EUREKA



Safe—absolutely safe — against all loss from spoilage.

Safe against loss of customers receiving tainted food, or goods gone bad.

Safe against slow sales, for the Eureka gives you the opportunity to display goods so that they look fresh and are really fresh.

Safe against dwindled profits, and sore spirits when the month's balance is drawn up.

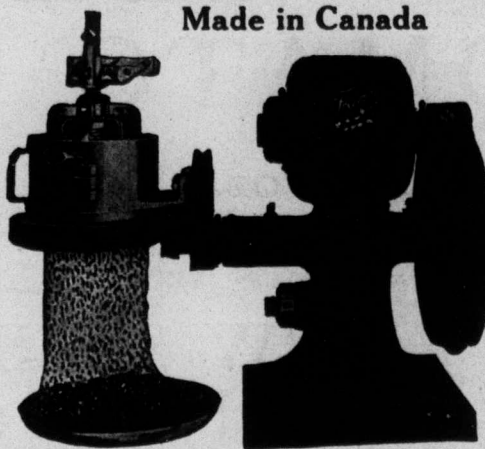
The Eureka is certainly your safest investment.

Write to-day for free, illustrated catalogue.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada



Write for a Copy of This Booklet

*Particularly if you are delivering
through a Merchants Delivery System*

It tells of the experiences of nine grocers—all patrons of a Merchants Delivery System. How they were dissatisfied with the service given them by the Delivery Company, and held a meeting to "talk over" ways of improving it. How Mr. Stevenson, the grocer who had just come to town, showed them that the fault instead of being with the Delivery Company was entirely their own, and although they were decidedly "put out" at first, the facts were so clear that they could not do other than agree with him. And then, how they acted on his suggestion, improved the service and incidentally saved themselves dollars yearly.

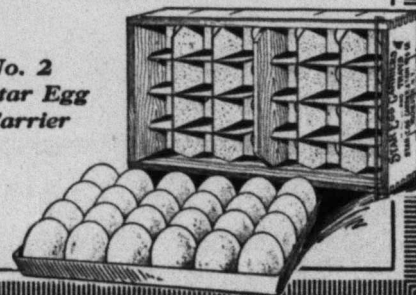
It deals with the very problems that no doubt are confronting you to-day, and it tells them in a brief and interesting way. Simply say: "Send us your Booklet No. 180." It will be mailed you promptly and there is no obligation whatsoever.

STAR EGG CARRIER & TRAY MFG. CO.

1500 JAY ST.

ROCHESTER, N. Y.

No. 2
Star Egg
Carrier



When Comparison
is made with any other
blue, the user quickly finds
there is just that extra quality
and greater effectiveness in OCEAN
BLUE that she has been looking for.

It is this "Out-of-the-Rut" quality
which finally pulls business for

**OCEAN
BLUE**

HARGREAVES (CANADA,) LIMITED,
33, FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon,
Calgary and Edmonton. For British Columbia and
Yukon: Donkin, Creeden & Avery,
117, Arcade Buildings, Vancouver, B.C.



**Indian Chief Brand
CLAMS**



They are the very best
clams offered for sale
in Canada to-day.

Put into the cans, sealed
up and processed
within a few hours
after being taken from
the clam beds, they
have no chance to lose
their flavor.

Order a case from
your jobber to-day.
You will find the price
right, and also you
will notice that your
customers will ask for
this brand again.

Shaw & Ellis, Pocologan, N.B.

AGENTS:

Montreal, R. B. Hall & Son. Ottawa, William Forbes.
Quebec, A. Francois Turcotte. Winnipeg, George Adam &
Co. Toronto and Hamilton, Walter S. Bayley. Edmonton,
D. J. McLeod & Co. Vancouver, H. C. Janion. Maritime
Provinces, Angevine & McLaughlin, of St. John, N.B., and
Truro, N.S.

**More Than Ever in a Class
by Itself**

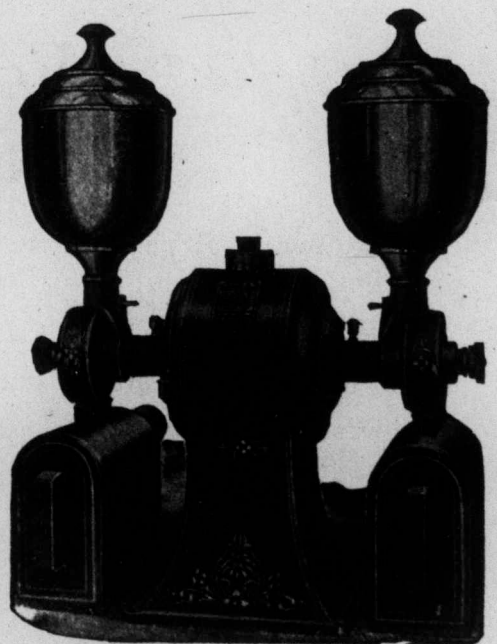
One of our
12 new
models.

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. Mewburn & Co., Calgary, Alta.



All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.



The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.



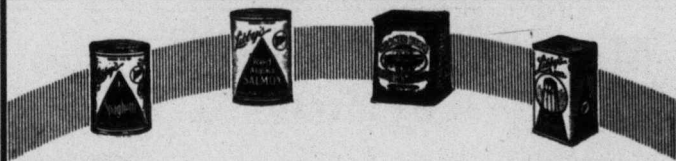
We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50¢ per 100 lbs.

Note these prices:

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

ORDER NOW.

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



Libby's Food Products

are known in all parts of the world as delicacies of high quality, and unusual flavor.

Libby's foods are "put up" where the best foods attain perfection. That is why people insist on Libby's.

Libby, McNeill & Libby, Limited
GUELPH, ONT.



BUY STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

BLACK JACK

**QUICK
CLEAN
HANDY**



TRY IT

**SOLD BY
ALL
JOBBER**

½-lb. tin—
3 doz. in case

The Finest Table Syrup on the Market—

The New

Crystal Diamond Cane Syrup

Put Up in Attractively Wrapped 2-lb. Tins

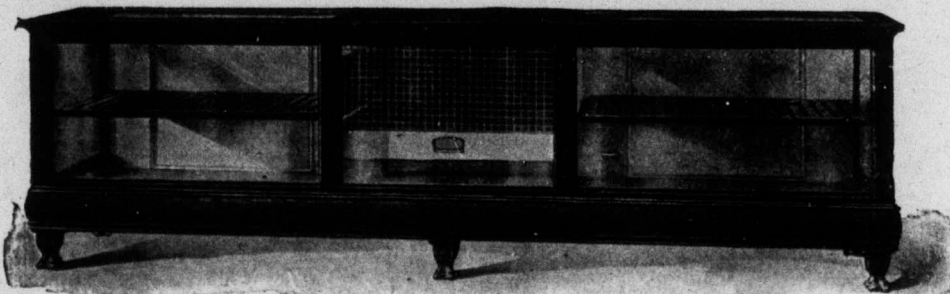
Women like to buy provisions from an Arctic Refrigerator
Silent Salesman—The goods look inviting

The dry cold circulating air of the Arctic show case is your assurance that "goods well displayed will be well sold," for they will be fresh, sweet and clean and will give absolute satisfaction.

You'll sell more perishable goods when you display them in an Arctic case.

Write for catalog and prices.

John Hillock & Co., Ltd.
TORONTO, ONT.



LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

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

We Sell only Goods of Guaranteed Quality

- Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

They like to come for Symingtons



the Coffee Essence that makes such delicious coffee without trouble, waste or delay; only boiling water need be added, and it's ready. Economical, too—40 cups of perfect coffee from one bottle.

SYMINGTON'S

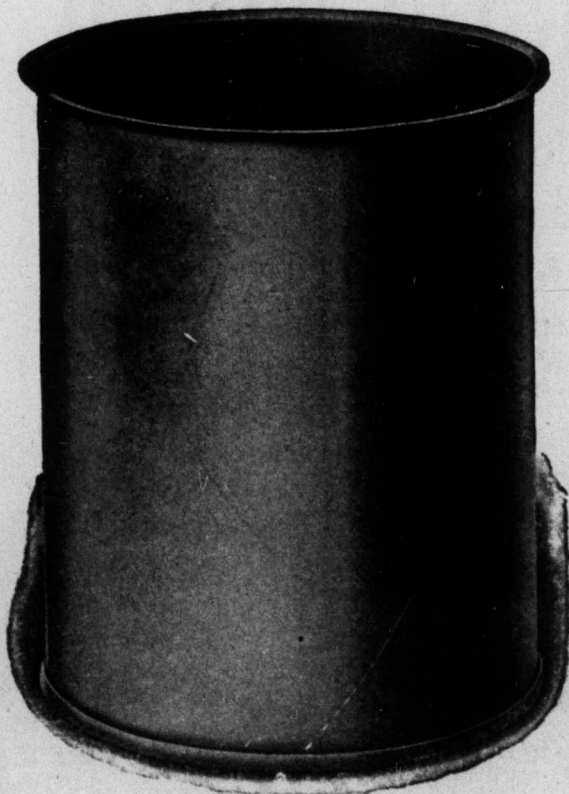
Reg'd Trade Mark

COFFEE ESSENCE

is a proven seller everywhere. The liberal profit makes pushing it worth while. Order from your wholesaler to-day.

THOS. SYMINGTON & CO., Edinburgh and London

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



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

**Praised by the
British Medical Press**

Wright's Coal Tar Soap has received glowing praise from the British Medical Press for its valuable antiseptic and hygienic properties.

**The Famous
English Nursery Soap**

For fifty years Wright's has been famous throughout England as the ideal Nursery and Bath Soap.

WRIGHT'S COAL TAR SOAP

sells at 15c a cake and yields an excellent profit. If you are not selling Wright's, send your order in now.

Manufactured by
**Wright, Layman &
Umney, Limited**
London, Eng.



Canadian Agents:
Harold F. Ritchie & Co.
LIMITED
10-12-14 McCaul St.
Toronto

Furnivall's
FINE
FRUIT
PURE JAM

Rich in that full, fresh, fruity goodness that only the choicest of fine fruits can give. Furnivall's has made jam a looked-for part of the daily diet.

The choicest of Furnivall's makes Jam more generally used. For bigger trade stock Furnivall's Pure Jams to-day.



**Furnivall-New
LIMITED**
Hamilton, Ontario

Agents: Ontario — MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal — W. S. Silcock. St. John, N.B. — MacLaren Imperial Cheese Co. Halifax, N.S. — MacLaren Imperial Cheese Co. Sydney, N.S. — A. E. Sheppard. Hamilton — Grocers' Specialty Co. Winnipeg, Man. — H. P. Pennock & Co. Calgary, Alta. — MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta. — Central Brokerage Co.

HERE ARE A FEW OF

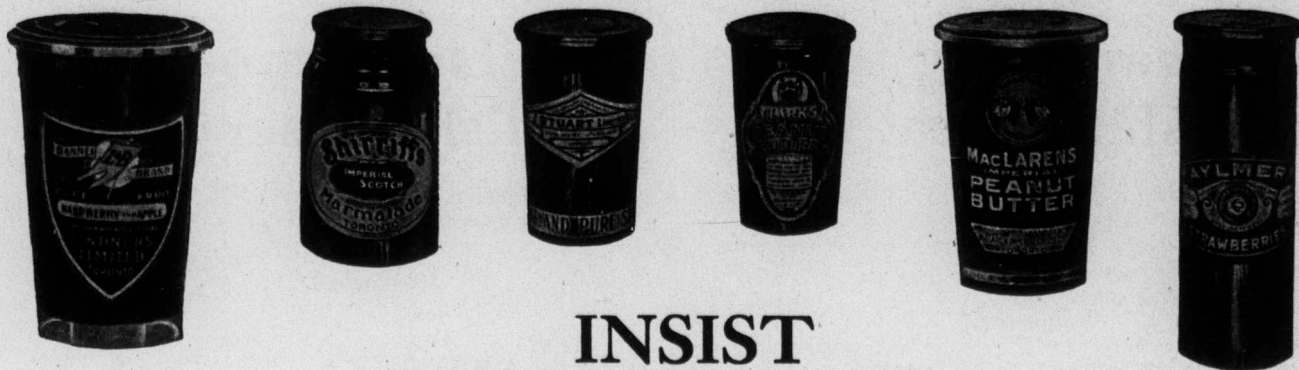
**McVitie & Price's
BISCUITS**

established favourites from the Old Country, which every grocer should stock:

- | | |
|----------------------------|---|
| DIGESTIVE. | "The Premier Biscuit of Britain." Finest wholemeal. |
| SCOTTISH ABERNETHY. | The Scottish favourite. |
| ACADEMY CREAMS. | Rich cream-filled short-bread biscuit. |
| CREAMY CHOCOLATE. | Chocolate biscuit filled with cream. |
| OSBORNE. | The standard Old Country biscuit, delightful flavour. |
| RICH TEA. | Popular Scottish tea biscuit. |
| SMALL PETIT BEURRE. | Fine butter flavour. |
| BELGIUM. | Rich shortcake. |
| BUNTY CREAMS. | Butterfly shape, cream sandwich, almond flavour. |
| BUTTERETTE. | Light short-eating cracker. |
| ROYAL SCOT. | Ideal tea or coffee biscuit. |

Recognized Official Agents in the following cities:—
Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

GENERAL CANADIAN REPRESENTATIVE:
**Mr. Sydney Owthwaite, 10 Vaudreuil St., St. Pauls
Street East, Montreal**



INSIST on Anchor Caps

To go along with goods of doubtful security on your shelves is leaving too much to chance. The condition of the times demands that you make as frequent turnovers as possible in the shortest space of time.

Anything that tends to arouse the customer's confidence in the lines you carry is worthy of deep consideration.

People have come to know that goods sealed with Anchor Caps possess all the rich flavor and delicious goodness the maker intended. They know such goods

will always prove highly satisfactory. Naturally a strong preference for goods with Anchor Caps has grown up all over the country. People buy more goods more often when they know they are sealed with the positive security of Anchor Caps.

Why let uncertain seals keep bigger sales and better turnovers from you? Your wholesaler can supply you Anchor Caps on any goods you wish to handle.

INSIST on Anchor Caps to-day.

Anchor Cap & Closure Corporation of Canada LIMITED

Sudbury St. West, Foot of Dovercourt Road

TORONTO, CANADA



I SAY!

The Same Terms for all Retailers

There are no "cut prices"—no special discounts—no secret rebates to dealers on "Windsor" or "Regal" Salt.

Every Retail Grocer pays his jobber what all the others pay—and they buy only through the jobbers.

The price and the quality are guaranteed and upheld.

It is this strict adherence to quality which has built up the enormous demand for "WINDSOR" AND "REGAL" TABLE Salts. Practically everybody in Canada uses them. For the sake of some "cut price" (which may not be as much as the discount allowed a competitor) a Grocer has got to overcome the universal preference for "WINDSOR" AND "REGAL."

Can you do it—can you afford to try to do it—is it worth while—isn't it easier and more profitable to handle standard, reliable, one-price brands like

"WINDSOR" AND "REGAL" SALT

The Canadian Salt Co., Limited, Windsor, Ont.

Brushes for Every Household Use

"KEYSTONE" Bring the Customers

From shoe brushes to shaving brushes, through every other kind that can be used in the house.

But there is only one quality in all Keystone Brand Brushes, and that is the best we can make at the figure—the kind that will bring customers back for more.

For prices, etc., write
Stevens-Hepner Co., Limited
Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes



The Melagama Exhibit

THE Melagama booth in the Manufacturers' Building made a unique appeal to the 864,000 visitors who went to the Canadian National Exhibition to see and to learn. This booth, because of its size, imposing position and the attractiveness of its display, commanded the attention of the visitors. But this year the interest aroused was of a deeper and more sincere nature than that displayed in former years. This is due in no small part to the upheavals in the tea market during the past year. The fluctuations in price have had the effect of educating the public to a better appreciation of tea flavors and values. The majority of the visitors in other years were users of 30

and 35c grades; this year 40c grades were predominant, while there was a most noticeable increase in the users of the higher grades. This is significant and suggests a keener interest in tea qualities on the part of your customers, and is well worth anticipating.

Considerable interest was shown in Melagama Coffee, due to the new process in grinding this excellent coffee. A dust and chaff removing machine has been installed by Minto Bros., Ltd., which removes all the dust and chaff, which are responsible for the bitter flavor, leaving only the clean-cut grains and giving a pleasant, mellow flavor that is greatly appreciated by all coffee epicures. Mela-

gama Coffee is steel-cut, making a uniform and clean-cut grain. This improves the brewing, giving better quality in the cup.

Miniature sun umbrellas, made from the allied colors, red, white, blue and yellow, were given away at the Melagama booth, and were very popular with the visitors.

The exhibit should have a great influence on the buying of those who visited the Big Fair, and it will be well for you to prepare for it. Minto Bros., Ltd., report that a large number of grocers placed orders at the booth. Any further information about Melagama Tea and Coffee will be cheerfully furnished by Minto Bros., Limited, Front St. East, Toronto.

Manufacturers' Agents and Brokers' Directory

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

KEEP POSTED ON SUGAR

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

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

NEWFOUNDLAND.

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

QUEBEC.

W. J. McAULEY
Commission Broker

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

ONTARIO.

HENRI DE LEEUW
28 Front St. E., Toronto.
IMPORTER - EXPORTER
FOODSTUFFS
Connections all over the world.

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

W. H. Millman & Sons
Wholesale Grocery
Brokers
Toronto, Ontario
Prompt Service.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
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STIRLING & YOUNG
General Brokers Phone Main 4331
506 C.P.R. BUILDING, TORONTO
A Good Agency will receive personal attention.
Reference : : : Bank of Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. Box 1721.
Edmonton - - - - - Alberta

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

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

FRANK H. WILEY
Manufacturers' Agent
Grocery and Heavy Chemicals
Enquiries solicited for shipment from
Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

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

ADVERTISING.

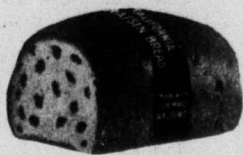
Advertising in a trade paper is simply stating openly who you are and what your business is. It is pointing out to the readers that you have something of service for them, a commodity of usefulness to profit both you and them. The only men who do not advertise are those who have nothing to offer. They are dead, even if they do not know it.

Want Ads.

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

Try it out

A WANT AD. IN THIS PAPER
WILL BRING REPLIES FROM ALL
PARTS OF CANADA.



Your customers like this kind of raisin bread because it is made with this kind of raisins



Mr. Grocer:

The enormous publicity campaign of the California Associated Raisin Company will increase the demand for both raisin bread and package raisins. You will get the greatest increase in sales if you sell

California Raisin Bread

Made With SUN-MAID Raisins and
SUN-MAID Raisins in packages

We are spending \$160,000 to increase our business by *first increasing yours*.

By means of a big, convincing, comprehensive campaign we are teaching the housewives of America to buy from you more California Raisin Bread and more Sun-Maid Raisins. Wholesale bakers also are going to advertise this bread. They will advertise *your package goods* because they will advertise *Sun-Maid Raisins*.

This selling campaign is just being started. You have seen the first full-page advertise-

ment in The Saturday Evening Post and The Ladies' Home Journal. Others will follow throughout the fall and winter. Altogether *nine full pages* will appear this season in The Saturday Evening Post and *two full pages* and *two half pages* in The Ladies' Home Journal.

And this is just the *national* part of the campaign, consuming only a minor part of the sum we are spending to make people buy a profitable specialty from you. Our local promotion work will help you specifically in your sales of raisins and raisin bread.

How To Get Maximum Results

This campaign of ours will make some money for you anyway—whether you identify yourself definitely with it or not. But it will help you much more if you sell raisin bread made according to our prize recipe so that your product can be known as "California Raisin Bread, made with Sun-Maid Raisins."

California Raisin Bread, made with Sun-Maid Raisins, is so delicious that it *advertises itself*—and it advertises Sun-Maid *package* raisins as well.

California Associated Raisin Co.

Home Office, Fresno, California

Hearst Building, Chicago
(81)

113 Hudson St., New York

Sell This Bread

Your wholesale baker can supply you with California Raisin Bread, made with Sun-Maid Raisins. We suggest that you get in touch with him at once on this—also ask your jobber about Sun-Maid package raisins. Send us this coupon—get the whole plan. Learn how you can make our huge investment bring more business.

Coupon

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins.

Grocer's Name

Street

City

MAIL THIS COUPON TO OUR NEAREST OFFICE

72

Robinson's "Patent" Groats

will start with the cool weather
to come in for its share of the
demand for a body-building food for
mothers, invalids, children.

Though it has a big all-year-'round sale, Robinson's "Patent" Groats sales are the largest during the Fall and Winter, owing to its greater strength and its heat-producing qualities.

Now is the best time to start in displaying and calling attention to this fine old English cereal. Introduce this food to mothers for themselves and their children. It is especially prescribed by eminent physicians for invalids and for those whose systems resent heavy foods, but who require body-building and strengthening nourishment.

Order your supply of Robinson's "Patent" Groats to-day. Display it.

Order from Your Wholesaler if Your Stock is Low

MAGOR, SON & CO., Limited

191 St. Paul Street W., MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

DOMINION OF CANADA

DEPARTMENT OF AGRICULTURE
FRUIT BRANCH

PEACHES—

HAVE YOU MADE THAT SPECIAL EFFORT
to sell more CANADIAN PEACHES?

If not, DO IT NOW; the peach season will soon
be over.

If your customers have all they need for their own use, a
reminder in the form of a poster that the RED CROSS
SOCIETY or the local HOSPITAL would appreciate a
few bottles of jam this winter, should sell more peaches.

CANADIAN GROCER

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TORONTO, SEPTEMBER 17, 1915

No. 38

Pepper and Pepper Shells

How Many Retailers Know What They Are Buying and Selling?—Story of a Consumer Who Made an Important Discovery—The Pepper Refused to Leave the Duster—What Was the Trouble?

Written for Canadian Grocer by H. F. Sterling.

HERE is a true story about pepper. It is a story which carries with it a very significant meaning to every retail dealer.

A good customer of a certain grocer in an Ontario town had been buying pepper from him ever since she had moved into the district, a couple of years ago. She, of course, bought other goods as well, but in so far as this article is concerned, pepper, and black pepper at that, is the line under discussion. It may, of course, have been that for a long time there was nothing the matter with the pepper, but of late the customer made a very important discovery. Pepper had recently been put into the pepper duster, but for some unaccountable reason it wouldn't shake out again. It seemed as if it were being used up in a remarkably rapid manner. Whenever the pepper refused to come out, more was put in, until finally the thing began to look like the bottomless pit, and so an investigation was made. The end of the shaker was opened—it was the variety that closed up with a cork—and the pepper emptied out on to a sheet of paper. The revelation was somewhat startling. Usually when one is placed in front of any quantity of pepper he begins to sneeze. This pepper, however, did not have this natural result. A closer inspection was made, and it was found that the pepper had congregated into large lumps, which would not separate unless pressed by the hand. There was, in fact, very little pepper taste to this stuff. It smelt and tasted woody. What was the trouble?

The pepper was finally sent to a spice manufacturer, and in a moment he pointed out that it was nearly all pepper shells. This is what the consumer in question was attempting to get through the pepper shaker to apply as a seasoning to the potatoes and meat. The same customer went into another grocery store and asked for some pure pepper.

KNOW WHAT YOU BUY.

In connection with the accompanying article it is interesting to note that recently one shipment of pepper shells from the United States into Canada amounted to no less than 50 tons. Of course it should be remembered that in Canada pepper shells are permitted to be used, but as they are cheaper in price than good pepper they are used to cheapen the ground article. Retailers ought to know what percentage and of what quality the pepper shells are.

A spice manufacturer recently told Canadian Grocer that not so long ago while in the United States he was offered spent cloves at any price he cared to name. In the United States spent cloves are not allowed by the food laws and it is quite likely that some of these find their way into Canada. Retailers should certainly KNOW what they are buying. Low price doesn't always make the cheapest goods.

The grocer did not have any in packages, but produced some from a can. He thought it was pure, and had no reason to think it wasn't. That was all he knew.

Do Retailers Really Know?

The question arises here as to how many retailers know what kind of pepper they are really buying. Of course, pepper may be "pure" and still contain some pepper shells. However, this certainly does not improve the quality.

It means that more pepper must be used to produce the same effect as would be secured by a real good, pure, high quality pepper. It will be realized by everyone that a customer who finds that she has been purchasing pepper shells for pepper is not going to have the same confidence in her grocer as before. Pepper is not an article which requires a great expenditure of money in a year, so that when a consumer does buy it she wants it to be good.

Does the retailer ever stop to think why it is that a salesman in pepper often offers him "pure" pepper ground at a less price than whole pepper? It undoubtedly costs money to grind whole pepper, and, therefore, why is it that it can be sold more cheaply ground than whole? As a traveller selling among other things pepper, and as one who is anxious to see the retailer deal only in the highest quality goods, I have had much experience in so far as this line is concerned. One time while I was in British Columbia a retailer asked me to quote him on whole and ground pepper. I, of course, quoted him a higher price on the ground. That man actually shook my hand and said that I was the first traveller who ever came into his store who had quoted him a higher figure on ground pepper than on whole. It is a very easy matter for a retailer buying pepper to ask for a price on both ground and whole, and he can easily see by the price on the former whether he is getting a pure, high quality pepper or not.

The Price is Forgotten.

Every retailer appreciates the fact that a customer who has purchased a poor quality of pepper never remembers the price she pays for it, but she always remembers the fact that the pepper itself was no good. As I noticed in an article in Canadian Grocer a few weeks ago, it is the dealer who purchases and

sells quality goods in every instance who is more sure of making an outstanding success in the grocery business. The man who caters to price—who buys the goods because they are cheap—is almost sure to have the cheap and shifting class of trade. He is the man who may get a few new customers in a year, but he is also the man who is pretty sure to lose more than he gets during that year.

If I were a manufacturer myself I would certainly spend every ounce of my surplus energy in urging the trade to purchase only the high quality goods; and if I were a retailer I certainly would

endeavor to sell only high quality goods, and know exactly what I am buying and selling. I would deal with the firm who dealt squarely with me, and gave me every dollar's worth of goods I paid for and who made no endeavors to deceive me by short weight, short packages or other methods which were not strictly honest. I would certainly know what I was buying. Every retailer is entitled to know whether he is getting pepper shells, ground in along with the pepper, or whether he is getting the absolutely pure, high-quality article. He should know, too, whether spent cloves are be-

ing palmed off on him instead of the clove with the original oil. If he doesn't know this, he in turn is going to deceive the consuming public, who place their confidence in him by purchasing his goods. Link up with that manufacturer who tells you straight what you're getting—whether it be pure, high-quality pepper or a mixture of ground pepper and pepper shells. Then there can be no deception. The manufacturer who keeps back something the retailer should know is not a safe man with whom to do business.

Careful Buying of Nuts This Year

With Crops Heavy in All Lines, There is a Possibility of Lower Prices Later on, Especially as the Demand Has Fallen Off—Opening Prices About the Same as or Lower Than Those of Last Season.

TAKEN all round, nuts will be much cheaper this year, and no difficulty should be experienced in getting supplies if shipping facilities are at all good. There is a possibility, however, that retailers will have the same experience this Christmas as they had last, as regards securing supplies of new shelled walnuts.

Walnuts require to be picked, cracked, and then must go through a long process of drying. If the latter operation is rushed, there is a danger of the nuts becoming mouldy. The reason for the delay last year was that the expert dryers were mostly at the war, and the work was done by women. If these have acquired sufficient experience, there may be no delay this year. It will be remembered that labor difficulties at Liverpool had something to do with the acute situation of last Christmas. A big demand comes from manufacturers of confectionery, who would like to get a supply of new stuff on the market for Christmas trade. Importers state that it will be necessary for them to use fresh-cracked nuts, as it will be impossible to get new stuff here in time for them.

Lower Prices on Shelled Walnuts

However, that's looking a long way ahead. The retailer is probably more interested in the nut situation to-day. At present, spot stocks of shelled walnuts are rather scarce, and are bringing fairly high prices for good stuff. No lower prices need be anticipated until the new crop is ready in November, which is due to arrive here early in December. Importers state that the price of new shelled walnuts will be about two cents lower than that of old stuff, and will be about four cents lower than last year.

The lower price is due to a very large crop in France. The quality is not better; in fact, the quality is not good at all, nor was it good last year. Many of the nuts sent to this country last winter were rejected, and are now, more or less, a little off. This is probably due to the incompetency of the driers, the expert hands, as stated before, having gone to the war.

An Important Line for Canada

The market for shelled walnuts is becoming an important one in this country. It is not many years since they were used only for topping chocolates. Now they are a necessity, and are found in every kitchen. Every drug store uses them for sundaes, and it is astounding the amount consumed in this manner. Women use them for sandwiches, salads, and in a multitude of ways. In other words, shelled walnuts, which were a luxury ten years ago, are now a staple line. Importers state that the trade in this line has doubled in the past five years in Canada, whereas it has increased little, if any, in filberts and nuts in shell. Also, the price has advanced with the increase in demand. Whereas ten years ago thirty cents was considered an outside price for the retailer to pay, he often pays as high as 45c now, to-day's price being close on 40c.

Good Crop of Almonds

The market on shelled almonds has opened about the same as a year ago, and the crop is a very good one. First shipments are being made this week from Spain. Tarragona almonds have opened almost identically the same as last year as regards quality, crop and cost.

Shelled pecans opened high as usual.

They are never cheap; there is not enough to allow them to be cheap. They go chiefly to the high-class trade. Where a manufacturing confectioner will place an order for 20,000 lbs. of shelled walnuts, he will order only a hundred pounds of shelled pecans. Their use is chiefly for decorating chocolates, and at that they are used only occasionally. Usually, shelled pecans retail for \$1 per lb. There will be plenty on the market this year, with no reduction in price as far as can be seen at present.

Filberts have opened this year on about the same basis as 1915, and the first shipment will be made from Sicily this week. Retailers will find prices about the same as last year, as from present appearances there is not a half cent difference in the cost.

Big Peanut Business

There has been a big drop in peanuts, and prices are lower in France, Java, Spain and in Virginia. In Virginia, prices are almost on a parity with import prices. The demand for peanuts has grown so much in recent years, importations now amount to over 3,000,000 lbs. per year. Peanuts are used for peanut butter, peanut brittle, salted peanuts, peanut bar, and the demand is almost constant in the primary market throughout the year. Orders are received every day in the week.

Brazil nuts are very dear, and are almost a negligible quantity when discussing the nut situation. While the demand is heavy in the United States, it is comparatively small here. The price has a lot to do with this; whereas the retailer can buy peanuts for 10c per lb., Brazils cost him 60c. The price makes

(Continued on page 49)

The Time to Sell Peaches

Good Trade in Store in This and Other September Fruits For Those Who Make the Best Displays—Fruit Season Will Help Boost the Turnover and Profits of Careful Dealer.



A fruit window suggestion showing careful and attractive arrangement.

WITH the exception of a few fruits, Canada is pretty well blessed this year with good crops. The peach and the plum season are now in full swing and the grape season will be on in a short time. Apples are going to be a short crop, but with a splendid crop of peaches, the retailer has a fine opportunity to urge upon the consuming public the necessity of laying by a big store for the coming winter.

The Power of the Display

The peach is an article that can be easily preserved, and it tastes just as good that way in the middle of winter as in the fresh state in the autumn. Now is the time for the retailer to sell peaches. The price is quite reasonable and the consumer is susceptible to suggestions. There is no question that the fine display of the retailer is the greatest silent salesman to-day insofar as fruit is concerned. The display has no rival as a

selling agent apart from personal conversation. It would, in fact, be very interesting to know just what quantity of peaches would be sold during a year if the consuming public were forced to purchase their supplies direct from the grower. It is the appetizing display in the grocery store window that sells the goods and the more fruit displayed, the more will be sold.

There are various methods for selling peaches. One thing, however, is certain to be of great assistance and that is the selling ahead of actual supplies. This is, of course, resorted to more in the smaller towns than in the larger cities where supplies are easily get-at-able.

"I always make it a point," stated a retail dealer in a Western Ontario town recently, "to sell ahead as much fruit as possible. Often I have orders for 40 and 50 baskets of peaches before I send my order to the wholesale fruit man. This means that I am sure of the sale

of that many baskets. Of course I always order quite a number more because I know that the window display is going to be a sure medium for the sale of many more. But you can readily see the fact that I have sold so many ahead is sure to assist me greatly in purchasing. It prevents any great amount of overbuying, and overbuying and the consequent waste is one of the greatest avenues of loss in so far as the sale of fruit is concerned."

Get What's Going

Every retailer is agreed upon the selling power of display in fruit. From now until the end of the season every dealer should make the very most out of his window. During times like these it is well known that the usual quantities of high-class luxuries are not being sold. Peaches, plums, etc., are cheap, and a most healthy and wholesome food. Now is the time to get all the business that's going.

To List Property Owners

Proposal of Saskatchewan Executive of the R.M.A.—Meeting in Moose Jaw to Hear Reports From Dominion Board Convention—Bankrupt Stock Problem.

MOOSE JAW, Sept. 14. — Important matters of interest to the retailers of Saskatchewan were discussed in the meeting of the Provincial Executive of the Retail Merchants' Association held here recently, at which J. L. S. Hutchinson, Provincial Treasurer, and F. E. Raymond, Provincial Secretary, of Saskatoon, were present. Their report as delegates to the Dominion convention was presented and endorsed and a hearty vote of thanks accorded to Mr. Hutchinson and Mr. Raymond for the work they had done.

The Executive also expressed itself as in complete accord with the resolution passed by the wholesalers of Regina in favor of the repayments of advances to farmers for their seed grain being extended over a number of years, and opposing the policy announced in the letter sent by J. Bruce Walker on behalf of the Government to farmers who have received assistance.

The proposal that an alphabetical list of property owners be got out by the Land Titles Office for the benefit of the retailers was again taken up, and it is intended to approach the Government with the object of this being done. They believe that this will be of assistance not only to the retailers, but also to the Government officials in carrying out their duties. They do not intend to ask for a free service, but anticipate that a reasonable sum will be charged for every search.

Handling Bankrupt Stocks

The executive is also trying to bring about the appointment of an official assignee or the establishment of a bankruptcy court whereby bankrupt stocks can be more equitably handled so that the interests of both the debtor and the creditor may be safely guarded.

A report was also made on the progress of the Retail Merchants' Mutual Fire Insurance Co. J. W. Black has now been placed in charge of the insurance end of the association. His duty is to check the policies for errors, see that policies run concurrently, and check rates, and the officials are anxious that retailers should take advantage of this section of their work, whether members or not.

The cost of re-registering execution was also discussed. Under the present law an execution must be renewed every two years, and it is felt that this adds very considerably to the costs and that when once a judgment is registered it

should stand until it is paid off. The opinion is that an execution should hold good as long as a judgment.

The amendment to the Exemptions Act passed at the last session was also under discussion. Mr. Raymond stated that he knew of one case where no less

than \$15,000 was covered by chattel mortgages, but that, under the amendment, this was practically wiped from under the merchant's feet, and this was only one out of a hundred on a similar basis. The merchants do not consider this a fair piece of legislation. They are always pleased to do a cash business, but they do not consider that the law should be retroactive, and many farmers have expressed the opinion that this amendment will not be to their advantage. The executive intends to take the matter up with the Government.

Credit Rating of Customers

Toronto Grocers Discuss This Question—Book For Members Proposed—Weekly Half-Holiday Year Round is Being Advocated.

TORONTO, Sept. 15.—(Special.)—The chief point under discussion at the regular meeting of the Grocers' Section of the Retail Merchants' Association of Toronto on Monday night was the question of a credit rating of customers. It has been felt for a long time by many merchants that some credit rating system should be devised whereby a retailer would know exactly whether to give a customer credit or not and how much and for how long a time. In fact, some of the sections of the Retail Merchants' Association have gone into this matter thoroughly, and claim that the benefits are great. For instance, nine furniture dealers in Toronto got together some time ago to provide a list of names of customers with their credit ratings. In a short time some 4,000 names were submitted to the head office of the R.M.A.

If the grocers desire to do a similar work they will be able to easily secure thousands of names with ratings, and they believe if these are published in a book for members it will be of great value in preventing credit losses. Some of the members think that for a small monthly fee this book can be gotten together.

The matter was referred to the executive, and will be reported on again at next meeting.

D. W. Clark brought up the question of a weekly half holiday the year round instead of only during the summer months. This met with considerable favor from the members present, and it may be that we shall see the grocers having Wednesday afternoon all over Toronto during the entire year. At the present time many of the grocers and other merchants of West Toronto close during the twelve months. A resolution to the effect that the association take up

this matter and decide one way or the other will be discussed at next meeting.

WATCHING THE FLIM-FLAMMERS

In an interview recently in Saskatoon, J. L. S. Hutchinson, Provincial Secretary and a member of the Dominion Board, said regarding watching "sharks," etc.:

"The Provincial office of the Retail Merchants' Association is continually being asked by the members of the Association throughout the Province for a report as to the standing or reliability of some concern by whom they have been approached for support in one way or another, but very often by being asked to subscribe a certain amount for services to be rendered or to float some scheme claiming for its purpose the betterment of the retail traders. In very many cases the association has found upon investigation that the merchants were well advised in referring to them, as had the merchants subscribed they would simply have been out of pocket whatever money they paid over, with no possibility of realizing anything from it. In other cases merchants have been persuaded to pay over their money and then when they found they were getting no results, have appealed to the Association for assistance. In other cases again many merchants subscribe to anything that comes along without referring to the Association at all, and as a result are out a considerable amount of money each year, which could be used to much better purpose.

"The country is overrun with plausible sharks and the 'easy marks' are their first victims. They appear to have the knack of knowing who these are. Every retail merchant should bear in mind that this association helps its members in this regard in every possible way."

The West Hard At It

Optimistic Report Received From Eastern Manufacturer — A Bountiful Harvest and Real Estate Conditions Righting Themselves—A Great Tourist Traffic—
Production the Watchword.

THE manager of a large Eastern Canada manufacturing establishment who is in the West, in writing the editor of CANADIAN GROCER, refers incidentally in the following terms to Western conditions and prospects:

"This is my first trip through to the Coast, and it has been an education to me. If you have not yet made the trip, it is a pleasure in store for you.

"One could not travel through the West, stopping off at the principal cities, as I have done, without being greatly impressed with the vastness of the country, and its wonderful possibilities, as yet undeveloped. In the past few months I have traveled from coast to coast, touching every province in the Dominion, and nowhere have I found them "harder at it" than right here in the West. It is true that the cities have felt the depression, and many merchants are suffering from an apparent lack of capital, caused no doubt by over-hasty expansion, resulting in high rents and a consequent abnormal cost of doing business, but it is to be hoped that is only temporary, and it looks as though general trade will be greatly relieved when the wonderful crop of 1915 is harvested. The ideal weather prevailing throughout the West during the past few weeks has removed any uncertainty as to the harvest being as bountiful as was anticipated, and any slight frosts that might occur now will only tend to harden the grain.

"The tourist traffic they tell me is greater than ever before. Everywhere one hears the most pleasing comments, especially from Americans, regarding our beautiful farming country and wonderful oppor-

tunities. This is all bound to have a direct bearing upon immigration, and the indirect benefits from such advertising cannot be calculated in dollars and cents.

"Speaking of general conditions, it appears to me that the marvellous optimism that pervades the West, must win out, especially as now there is a vast difference between "optimism" and "wild-catting." One has only to talk to the dealers as I have done, to learn that good, legitimate business is receiving more attention to-day than at any time in the past. The kind of attention that produces results. Real estate is taboo, and there can be no question but that the change is for the better. There is hardly a city but what has suffered a decrease in population, but this is only a natural sequence to the boom of a few years ago, and the situation will undoubtedly readjust itself in the near future—not too quickly it is to be hoped, because I feel there is more to be feared from an immediate revival of the old policy than from a continuance of the new. Let us rather gradually assimilate the new idea, and when the sub-structure of our business methods has been rebuilt and thoroughly established, then we can turn our attention again to expansion, and the result will be all that could be expected.

"'Production' just now is the watchword throughout the West, and it is to be sincerely hoped that the importance of that word will be so impressed upon the mind of every business man in Canada, that there will be no room for anything else for a long time but plain, hard, unadulterated 'work.'"

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

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

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COURT FAVORS PRICE MAINTENANCE

HERE have been numerous test cases from time to time in the United States on whether the manufacturer of a proprietary or patented article has the right to fix the price to the consumer or not. Some of these have resulted one way and some the other. Of late, however, it would appear that the courts of the United States are becoming more and more favorable to the price maintenance plan. This is evident by the recent decision of a Judge in the United States District Court at Chicago, who upheld the plea of The American Graphophone Co. against the Boston Store of Chicago, a large department establishment in that city.

The Boston Store had entered into an agreement with the Columbia Graphophone Co., selling agents for the American Graphophone Co., agreeing to maintain the established prices on phonograph records but instead of adhering to the contract the department store advertised and sold records priced at 65c and 75c for 35c. Suit was brought against them to compel them to stop the price cutting and the court, in substance, held that the manufacturer of a patented article has the absolute right to govern the price at which his product is to be sold to the consumer when such product is sold to the retailer under a fixed price contract. The court also declared that the Sherman law did not apply in such a case.

While this refers to a patented article there is no doubt that it will be considered a precedent in so far as a proprietary article put out by a foodstuff manufacturer is concerned. It recognizes the legality of a price-fixing agreement between manufacturer and retailer and upholds the theory that property in the form of patents constitutes a form of

monopoly which is authorized by law in the United States. Following as it does the recent decision in the Cream of Wheat case this decision is one that will further strengthen the position of the adherents of price maintenance and it is likely to have considerable bearing towards the passing of the Stevens' Bill at the next Congress which is purposely designed to legalize price maintenance.

MAIL ORDER EXPANSION

IN recent advertisements in the Toronto papers The Robert Simpson Co., Ltd., department store proprietors and mail order house, announced that they were erecting a new building in Regina, Sask., to look after their Western mail order business. This is a very significant thing for every retail dealer and particularly those in Western Canada to-day. Why is it that we see so many mail order houses expanding all the time while a great many retailers have a difficult job to show any advancement at times?

This question may be a fairly complicated one, but one thing is sure, and that is if the retail dealer goes after trade as strenuously and aggressively as the mail order house, he is not going to give the catalogue institutions much of a chance in so far as his customers are concerned. While it does not seem exactly right that a mail order house should draw large amounts of money from various communities all over the country without paying anything towards the maintenance of those communities, nevertheless it is legitimate business, and it is up to the retail merchants to counteract this so far as lies within his power.

The dealer, of course, of to-day has to be careful

to go after only that trade which will be profitable to him. The mail order house does business on a straight cash basis. While it is not absolutely necessary for ever retailer to do this, it is necessary that every dealer be very careful to whom he grants credit. Let him go after the trade that is absolutely sure and go after it strongly with good goods and fair prices, and he is bound to get his share of what is going.

THE RETAILER A NECESSITY.

THE Bureau of Markets of the United States has recently issued a report to the effect that middlemen are essential to the economical distribution of farm products. This contention has been put forward by Canadian Grocer for years. The idea that the farmer is going to sell as much fruit and produce direct to the consumer as if these goods went to the "corner" grocer is absurd on the face of it. It is an established fact that cannot be contradicted that people to-day buy largely what they see. The "sight-unseen" game may be played to a large extent in so far as real estate is concerned, but when it comes down to foodstuff it is tabooed.

Many people urge that business be done direct between the farmer and consumer but they do not give any thought whatever to the problem of getting into consumption large quantities of goods. People will no doubt purchase direct in this way to a certain extent but the majority of them are going to think twice before they send out to the farm for a pumpkin, a quarter's worth of turnips, a basket or two of peaches, etc. On the other hand they now see these goods in the retail dealer's window or store and they purchase them. The more there are shown the more will be purchased. It is pretty nearly a safe bet that not one-tenth of the farm produce would be sold to-day if there were no retail stores. It would almost mean that the produce and fruit farmer would have to go out of business.

The discovery of the Bureau of Markets of the United States while late, is nevertheless reassuring and should put a stop to a great deal of the nonsensical talk about people buying their goods direct from the farm.

POOR APPLE PROSPECTS

FROM all indications there has been no improvement in the growing apple crop situation. In Nova Scotia, according to the Department of Agriculture at Ottawa the crop will be rather poor in quality and probably will not average more than 30 per cent. of No. 1 apples. There has too been so much wet weather in Ontario that fungus growths have presented themselves which also tends to lower the quality. Fruit men believe that, taking Canada as a whole this year, it will be a record year from the standpoint of low production and poor quality.

In the counties north of Lake Erie and on Lake Huron and inland from there to York County the

crop is a very light one—30 per cent. of 1914 is the estimate. Many term the Western Ontario crop almost a complete failure. There may be a 20 per cent. crop of the fall and winter varieties but the quality, owing to the wet weather has been greatly reduced and there will be very little fruit of No. 1 quality leave that district. The crop bordering on Lake Ontario and north to Georgian Bay and Sharbot Lake shows up a little better than that of Western Ontario. East of Toronto to Cobourg the crop is represented as being about 40 per cent. of last year. East of Cobourg it is heavier and of better quality and should reach 50 per cent. of 1914. In Prince Edward County the estimate is now less than that quoted last month with scab developing rapidly in unsprayed orchards. Russets and snows are well loaded and making very good growth and where sprayed the fruit is clean. Naturally buyers have been active in this district and some sales have been made to Western buyers at \$2.50 to \$2.70 for No. 1's and 2's.

The district around Ottawa and east to the Province of Quebec does not show up much better than elsewhere in Ontario. In Quebec Province the apples are clean and well colored but the crop is light there as well. Conditions in the Annapolis Valley have not shown any improvement until recently when the weather has been more favorable to the coloring of the fruit. Fruit there is now sizing up fairly well and coloring rapidly. The local markets are being supplied with the early varieties and the demand is reported strong. The total crop is estimated at 80 per cent. of 1914 with about only 30 per cent. No. 1's. On the Pacific Coast the apple crop is generally light but it is ripening up well with perhaps less color than usual. In the Kootenay Valley of British Columbia there will also be less color than usual but the crop on the whole appears to be maturing well. There will be a smaller percentage of No. 1 fruits than usual, especially on the older trees. In the Okanagan Valley the estimate is slightly lower than reported last month. The quality however, has not depreciated.

EDITORIAL NOTES.

THESE ARE THE days when the grocer should bring summer drinks to the front.

* * *

AS A SILENT salesman for fruit the attractive, appetizing window display stands at the top.

* * *

THE CANADIAN peach has a flavor all its own. It has the flavor that makes one want more. Show him more.

* * *

THE MERCHANT who watches credits carefully is likely to be the man with the biggest bank account at the end of the year.

Cardwriting Made Easy

By R.T.D. Edwards

LESSON NO. 9.

NOW that the student has learned how to write a plain show card I think it advisable to give him something of a little more interesting character. I shall therefore present herewith the first lesson in Shading and Shade Mixing. This, when mastered, will enable one to make a very attractive card out of a plain black and white one and yet not render the card difficult to read. This sort of show card is what is called "fancy" but I term it a good sensible show card for a showing which is a little better than the usual variety.

The real use of shading is to make the lettering stand out in relief and also to take the plainness off a card. In the first place one should never have this shading stronger than the letter itself. This would make the card more difficult to read than if the shade was omitted.

Shade Should Not Touch Letter.

There is one very important point that must be remembered in the execution of the shade card. That is do not allow the shade to touch the letter. Ordinarily it must be kept about one-sixteenth of an inch from the strokes of the letter. The white space between the shade and the letter gives the letter the effect of standing out from the white board. See Fig. 1 as an illustration of this point.

In order that the student may learn the work by the easiest method, I have shown the use of the shade on the alphabets and figures as demonstrated in lessons 4, 5 and 6 in previous editions of this paper, I have two reasons for giving this class of letter to start the shadow work. The first is that by this time if you have been diligent in practising the work you should be able to make it better than the Roman alphabet shown in the last two lessons. The second reason is that it is easier to learn to shade a square face letter where no spurs are used than to shade a spurred letter. The lack of spurs makes the shading more of straight lines and large curves. Shading spurred letters is much more complicated on account of the short lines and curves required.

Before procuring with actual work it would be very



Fig. 1.

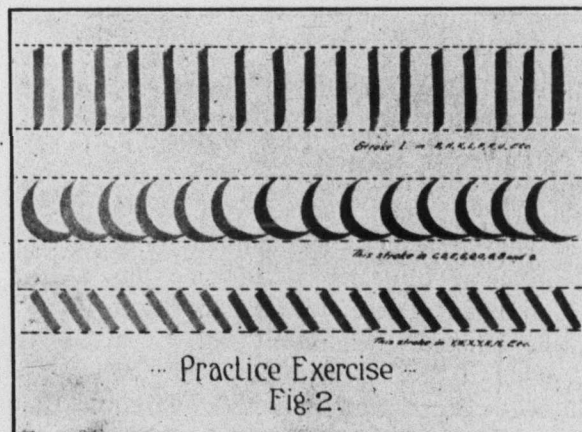
beneficial if you studied the chart thoroughly first. You will note that I have numbered the strokes on each letter. If you follow these numbers you will find that there will be less likelihood of you smudging

the work already done. Also note where two strokes are joined, I have drawn white lines across. This is not to be on the completed work but merely shows where the line should overlap.

The Lower Case Alphabet.

The shade on the "A" is composed of 6 complete strokes. Care must be taken with the finish of stroke 2. Be careful not to allow it to overlap on the black letter. Stroke 5 should be made quickly to get that free and easy swing.

It takes four strokes of the brush to make the shade



on "B." Stroke 3 is formed on some of the other letters and is one that should be practised often. The shading on "C" is made very quickly with two strokes of the brush. By lifting the brush properly at the finish of these strokes you eliminate having to retouch them.

"D" is a 6 stroke letter. Stroke 4 is found on many other letters; as stroke 3 of "E" and stroke 6 of "G." Lots of practice on the one will do much good. You are liable to have the same trouble with stroke 1 of the letter E as mentioned about stroke 2 of "A." Do not allow the shade to overlap on the letter.

The main thing in shading the "F" is to get strokes 1 and 4 to appear as one continuous stroke. "G's" shade is all composed of curved lines. A careful practice of all these curves will assist one in the making of other shades. It is absolutely imperative, especially on long stroke letters, to have the shade parallel with the letter. "H," "K" and "L" are letters where this applies.

The slant at the top of stroke 3 of the letter "K" is gotten by turning the handle of the brush to the right.

Stroke 3 and 6 of "M" are sometimes joined up with strokes 4 and 7 and made with two strokes instead of four, but for the beginning it is best to make them separately. The shade on the "N" is similar to that of

CANADIAN GROCER

the preceding letter. The down stroke will require much practice.

To get the fine lines at the beginning and finish of the shadow strokes on the letter "O," the brush must not be loaded too heavily with color. The shade on the "P" is made with four strokes while the "Q" requires five strokes.

Stroke 3 of "R" appears in other letters as stroke 1 of "S" and stroke 6 of "F."

No. 2 stroke of "S" needs lots of practice, as it is the only one of its kind in the alphabet.

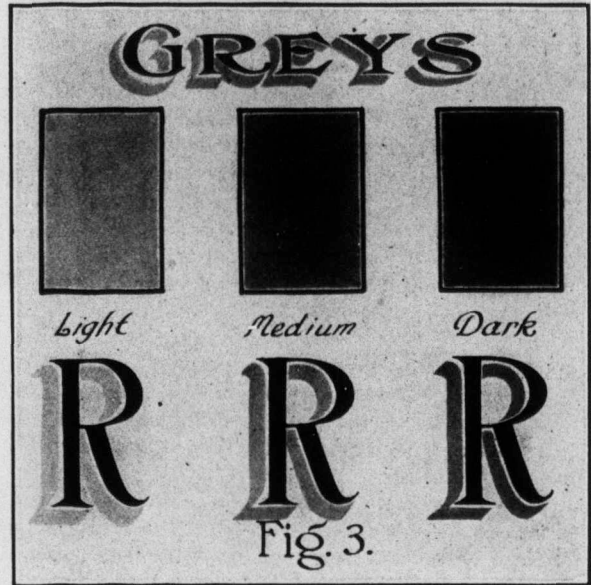
The shade on the "T" requires five strokes. Stroke 4 is the most difficult here. It must be brought down straight until the curved part of the letter is reached and then follow the tail of the letter. This can all be done without lifting the brush but it requires lots of practice. Stroke 1 of "U" is similar to that of stroke 4 of the letter "T" just described. The only difference is that it extends further to the right. The finish of stroke 2 of "V" must be done by turning the brush toward the left. The same applies to strokes 2 and 4 of "W." In order to make them successfully these will require much practice. The shade of the "X" is composed of 6 strokes. 1 and 5 and 2 and 3 must appear as continuous strokes. The five strokes of the "Z" must all be joined.

The Upper Case Shading.

The upper case lettering or making of the capitals has more straight lines than the lower case which makes the shadow easier to do; also the formation of some of the lower case letters is similar to that of the upper case and those will require no further explanation. I will just deal with the difficult points of the letters that differ to preceding ones.

Strokes 3 and 5 of the letter "A" must run parallel with hand stroke of that letter and must appear as one

continuous letter. Some writers make strokes 2 and 3 of the letter "B" two strokes each, but it is just as easy to make



Mixing the grey colors—light, medium and dark—is illustrated here.

each with one stroke of the brush. The wavy shade stroke No. 3 of the letters "E" and "F" require a lot of attention and can be used for a practice exercise. The shade of the "G" is made with five strokes; stroke 2 must be made quickly with one long sweeping stroke. It's start and finish must be pointed.

The start of strokes 4 and 6 of "M" are quite difficult and need much attention. They are made by turning the



brush to the right in order to get the point and as the wide part of the stroke is reached the brush is turned in the usual position. Stroke 4 of the letter "N" is of similar formation. Stroke 4 of "R" is sometimes not necessary.

Shading the Figures .

The figure "2's" shade is composed of five strokes. Note how stroke 2 ends abruptly. Stroke "3's" beginning is slightly curved and pointed.

The "3" is shaded with six brush strokes. Similar strokes to No. 4 is used in many other places in the alphabet and should be carefully practised.

The shadow on figure "4" is made with seven brush strokes. Stroke 1 must be made similar to those of 4 and 6 of the upper case "M."

Practice often stroke 2 of figure "5." This shade appears in many letters and figures. The main thing is to keep parallel with the top line of the figure. The three shade strokes of the "6" can be made very quickly. They seem to work in with the natural swing of the brush.

The all straight shade lines of the "7" need much practice. It is my experience that the straight lines are hard to master and need more practice than do the curved ones. The "8's" shadow is composed of all curved lines and should be easily mastered.

Stroke 3 of the "9" is the only straight shadow on this figure. To avoid the point of the lower stroke of this letter the lower edge of the brush must be lifted.

Chart No. 2 gives a good idea of how to go about the practice work. Rule the blank card out with guide lines to suit the length of the stroke you are going to practise and start with the letter "A." Make all the strokes belonging to each letter and perfect each one before proceeding with the rest.

Shade Mixing.

Shade mixing has become a very important part of show card writing and must be done with the greatest of

**Solid
Oysters**
40¢
per quart

This illustration shows effect of shading—an appropriate card just now.

**Suggestions
for the
Fall
Housecleaning**

Finished show card with shaded letters.

care. Shade mixed too dark will, when applied, detract from the lettering and shade mixed too light will not have the desired effect of making the lettering stand out. You must also have the color thick enough so as not to dry in blotches and not too thick to flow freely from the brush. Experience is the best and only way to learn. Formulas won't always pan out right. The most popular shading used to-day is grey, on account of it being a very inconspicuous shade. It can be mixed in many different tones, light medium, or dark. All these are mixed from black and white. Place the white in a small vessel and add the black very slowly until desired shade is reached. It must be stirred thoroughly so that all particles are well mixed. See Fig. No. 3 for three shades in use. There are other forms of grey such as "blue grey." This is mixed the same as the other with a small quantity of blue added. This gives a little more life to the show card. By adding a very little red to the plain grey gives you a good warm shading color.

These shades should be all kept ready mixed in good working order. Keep well covered when not in use and never let them dry out. Many minutes are wasted if new shading color has to be mixed every time it is needed. Other shades will be gone into in our next lesson.

If you wish to make shading a success you must keep your brushes in perfect condition—that is always flat pointed whether in use or not. The point of the sable must be all even. They must cling together and not split.

The accompanying cards give a fair illustration of the shading put into actual use.



THE EFFICIENT man is he who analyzes himself, striving continually toward an ideal—a standard—which embodies ultimate perfection. He is not satisfied with being adept in a few things, but must be proficient in all. He realizes that the underlying purpose of life is the formation of character, and so far as he succeeds or fails in this respect, the measure of his success lies. Therein, the lives of many of us fall short, for it is better to have aimed at a star and failed to touch the mark than never to have aimed at all.

* * *

FAILURE IS LARGELY a disease. When men begin to fear, begin to worry, begin to be haunted with a foreboding that they are going to fail, they invite the very condition they fear. It is a mental law that whatever is held in the mind becomes the life pattern, and the life processes build in accordance with the design held up to them.



Crowds in front of the entrance on one day of the great Canadian National Exhibition.

Co-operating With the Retailer

Manufacturers at Canadian National Help the Dealer to Sell More of Their Goods—Exhibits Offer Splendid Opportunities for Good Window Displays—Nearly a Million in Attendance—Healthy State of Business.

THE great National Exhibition of Canada for 1915 belongs to the past. With an attendance close on to a million people and greatly in excess of a year ago, it passed into history as one of the most successful on record.

One of the features of the Exhibition, as usual, were the splendid demonstrations and exhibits of Canadian food-stuffs manufacturers. In succeeding pages will be observed reproductions of a large number of these. While the Exhibition may be over, the effect of these exhibits and demonstrations upon the people of Canada will long remain. They mean that many new lines have been introduced to the general public and that the reputation of many well-known lines that have been on the Canadian market for years have been still further enhanced in the minds of the people.

The Time to Act

There is in this a splendid opportunity for the retail dealers. Looking over the succeeding pages he will see where a score or so of Canadian manufacturers have been co-operating with him in order to reach through him the ultimate consumer. This co-operation, if properly followed up by the dealer, will be very widespread, and it should be remembered

“that the flood, taken at its height, leads on to fortune.” Now is the time when this co-operation should be taken advantage of to the fullest extent.

It is needless to say that the exhibits of the manufacturers were exceedingly attractive. A glance over the illustrations shown in *Canadian Grocer* in the following pages will readily convince one of that. Manufacturers went to a great deal of expense to present their goods in the very best manner to the Canadian public, and they undoubtedly succeeded.

KEEP IT ON FILE

This is an issue that every reader of *Canadian Grocer* should keep on file for future reference. It contains views of the exhibits at the Canadian National Exhibition of some score of manufacturers all of whom went to a great deal of expense and care to present attractive showings. Each illustration shown in this issue contains some excellent display suggestions.

In each of these illustrations will be found an idea for a window display on the part of the retailer. The window is one of the most valuable salesmen in the retail store. Next to personal salesmanship it will undoubtedly sell more goods than any other medium, providing, of course, it is properly arranged. Retailers should certainly take advantage of the very attractive displays shown at the exhibition, and get all the good that is going from them. *Canadian Grocer* would strongly urge that as all of them cannot be used at the present time the retailers file this issue for future reference. They will become very valuable for future occasions.

Healthy State of Things

As stated above, the Canadian National Exhibition was another great success this year. With close on to a million visitors in twelve days it demonstrated the hold it has on the Canadian people. Not only that, but thousands of United States visitors were there, all of which demonstrates that in spite of this being a war year, business in Canada is going on as usual. No better gauge to a healthy and normal state of things could be presented than the magnitude of the Exhibition this year.

THE COWAN PRODUCTS

THE popularity and success of Cowan's cocoa and chocolate was indelibly impressed on all who visited the Cowan exhibit in the Manufacturers' Building at the Canadian National Exhibition.

This booth, one of the best patronized on the grounds, made a great hit with the youngsters by gifts of Cowan caps, toys and novelties, and there was scarcely a boy or girl on the grounds who was not the proud owner of one of these gifts. All this tends to make the Cowan products still more favorably known among the Canadian people. The Cowan Co. is one of our old-established

Canadian manufacturers who have continued for years to turn out reputable goods that are sold from coast to coast. Quality has, in fact, been the chief point in the Cowan success.

The Cowan lines were most effectively displayed, as will be seen from the accompanying illustration. Several new lines were also introduced. Among their lengthy string at the present time will be found maple buds and medallions, Queen's dessert, almond and filbert nut bars, Royal milk chocolate, Perfection Cocoa and Empire Breakfast Cocoa.

The wonderful success of the Cowan exhibit this year has no doubt been due

in no small degree to the striking national advertising campaign which features the dainty little Miss "Maiden" Canada, who typifies all that is best in Canadian-made cocoa and chocolate. The Cowan Co. is to be congratulated on their confidence in Canada and the sacrifices they have made to the Empire's cause during these trying times.

By their devotion to the interests of the retailer, as emphasized by their exhibit and their national advertising, the Cowan Co. is co-operating with the retailer in a way that means sure turnover for lines that will bring back the necessary repeat order.



The Cowan Co.'s exhibit—one of the busiest spots on the grounds.

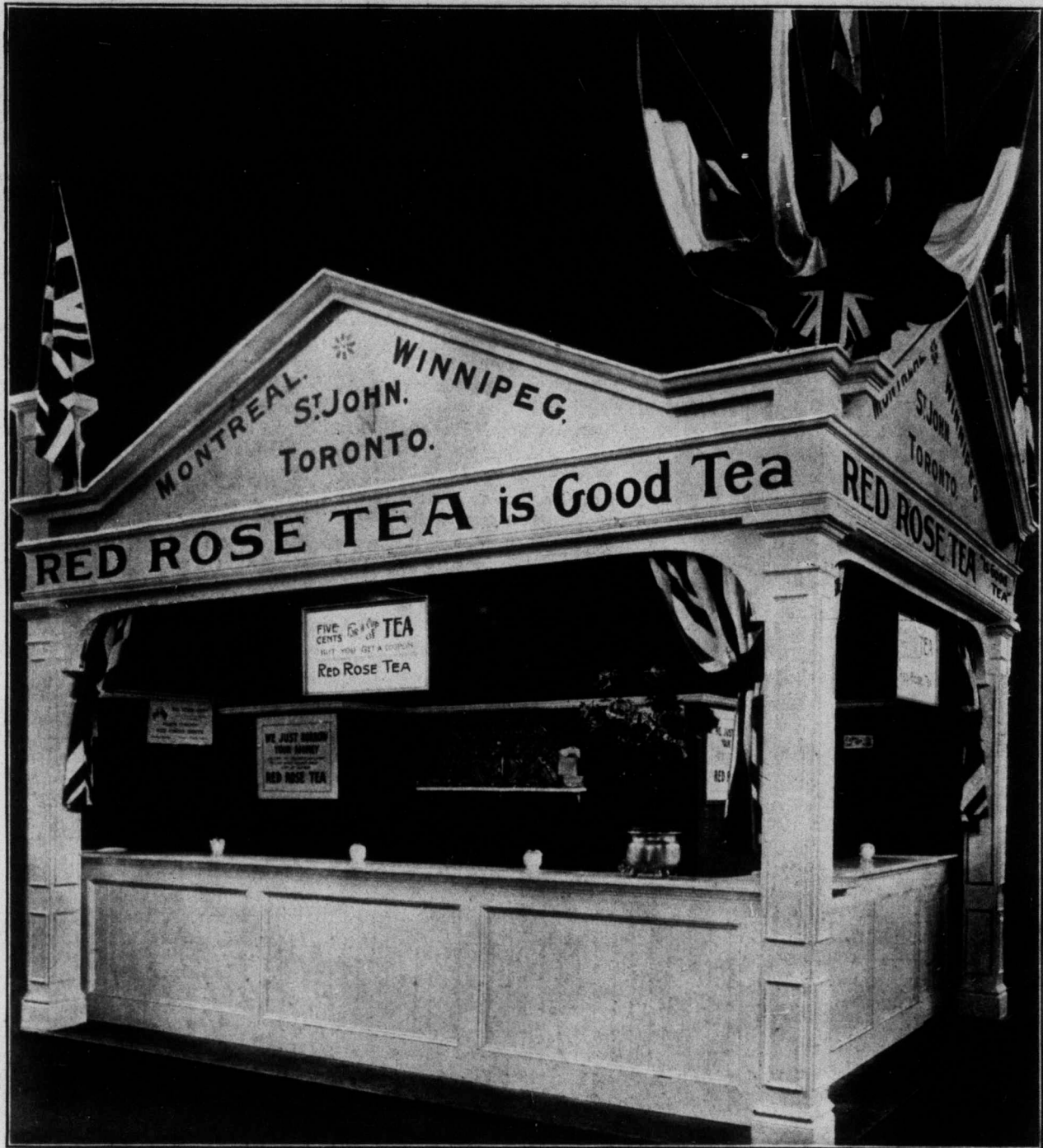


Exhibit of Red Rose Tea, which attracted the usual crowds of people.

RED ROSE TEA
NEARLY a Million People Saw the Exhibit That was a Salesman for the Grocery Trade—

Red Rose Tea.

Grocers will agree that they will derive the greatest benefit from the exhibit which connects their stores with it. National Exhibition tied itself more closely. And what exhibit at the great Toronto National Exhibition tied itself more closely to the grocery stores than did Red Rose Tea?

Nearly a Million people—some of them your customers—saw the demonstration of Red Rose Tea. Thousands of

these people stopped and had a cup of tea—they said it was “Good Tea.”

Every one who stopped was pleased and went away with a new appreciation of the excellence of Red Rose Tea. The cup of tea they received had a new taste, a better flavor and a more satisfying quality than they had found in other teas—the firm say this result is obtained by blending the choicest hill-grown Indian-Assam Teas with Ceylon.

Every one was charged 5c a cup for the tea and this is a new feature that should gladden the heart of every grocer, for every cup of tea drunk at the Red Rose Tea booth means a sale of Red

Rose Tea. With every cup of tea a coupon good for 5c on a purchase of Red Rose Tea in your store, was given out.

This is just one of the ways in which The T. H. Estabrooks Co., Ltd., co-operate with the dealer in pushing the sale of Red Rose Tea.

The demonstratoin, the giving of the coupon that will bring the customer into your store to buy, the persistent and consistent advertising, the “square deal policy,” are a few of the features that sum up the success of Red Rose Tea. The booth at this exhibition is just a tangible evidence of the efforts of this firm to help the dealer in a way that will bring a profit into the dealer’s pocket.

HOW TO DISPLAY OLIVES AND CATSUP.

THE exhibit of Club House olives and catsup by Gorman, Eckert & Co., of London, in the Manufacturers' Building, was arranged with the more particular purpose of demonstrating to visiting dealers the striking possibilities of window display. The grocer very often finds that it is a difficult problem to give to these lines the publicity that is so necessary in interesting the consumer. Some will say, "There is so little that is suggestive in a bottle of olives," or "How can we arrange a catsup display that will be decidedly attractive?" The high standard of the goods explains of course why customers generally ask for them, but the object of all merchandising should be the creation of more frequent sales.

The grocer has to study the means at his disposal by which he can link up pre-eminent quality with the full power efficiency of his selling equipment. The use of his windows can be made the big gun in any campaign with that object in view. When the grocer says to his display man, "Jim, stick a bunch of these olives in the window; they're great stuff for the picnic season—and, let me see, work in a box or two of prunes and some

soap," Jim proceeds to bunch things in such a way that a customer having a fondness for olives, seeing the display, doesn't have his taste encouraged thereby, nor does it arouse any interest whatever with the general public.

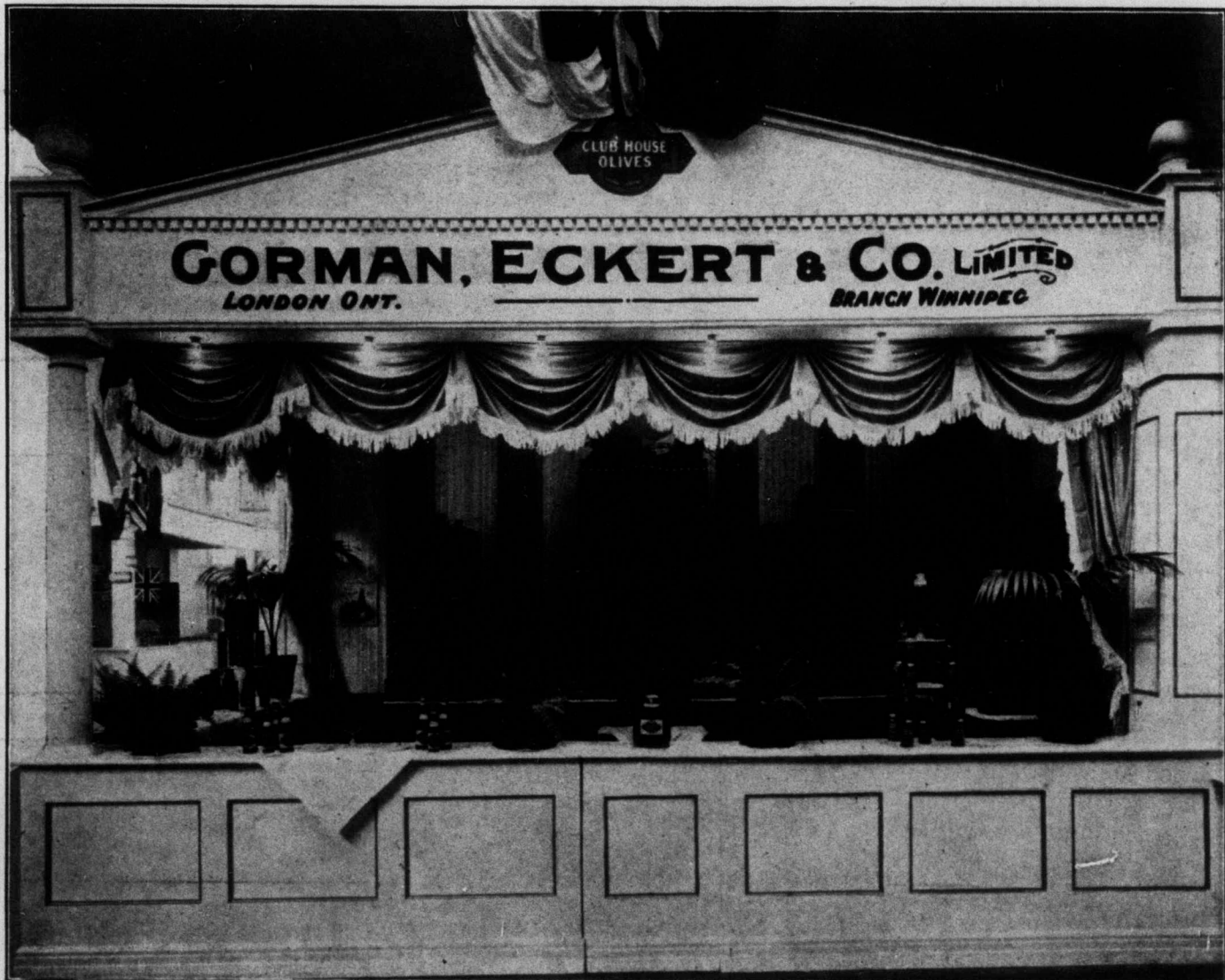
Here is the point—in his window displays the grocer must draw a distinct line between the delicacies and the domestic utilities. If it is not possible to run an exclusive window on olives and catsups, they may always be effectively combined with other lines, suitable for the picnic or holiday season, or even for general table consumption. It is not inferred that inappropriate groupings are the rule in grocery store windows, but the trimmer is very often tempted to sacrifice attractive effect to promiscuous expediency with the most unsatisfactory results.

The illustration of the Gorman-Eckert display shows a number of units, each built up by the use of intersecting glass shelving. The largest of these units does not occupy more than three square feet of floor space. Each succeeding section of a unit has its glass base and can be arranged in hollow squares, semi-circles, triangles or other forms. In fact, the method of grouping is almost

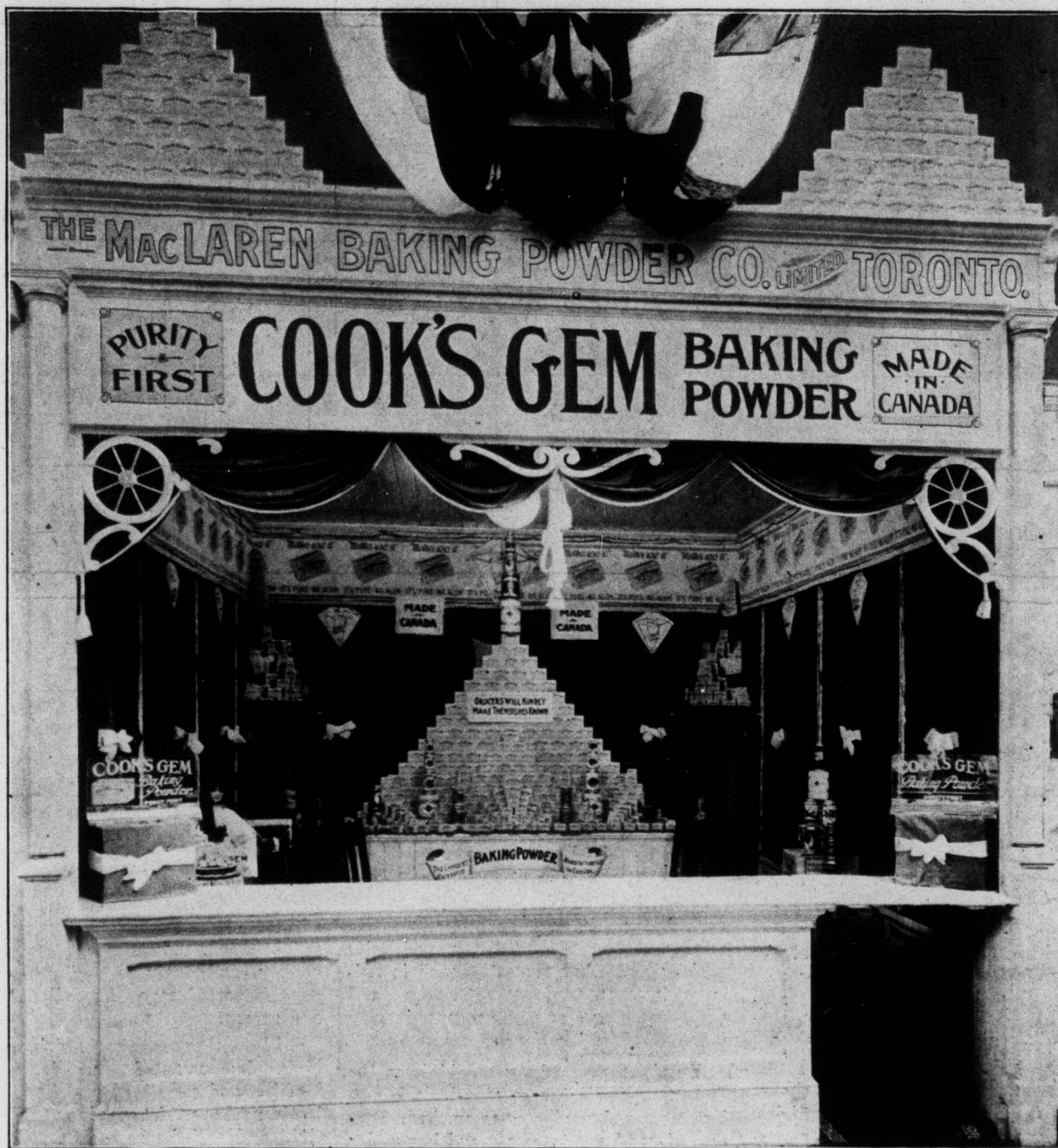
unlimited, and the amount of space used for the purpose may be regulated to a nicety—either for an entire window or to fill in with a display of other lines. The display here illustrated is not too large for any ordinary window and would still leave plenty of space for the introduction of other delicacies. It demonstrates also how different sized bottles, from four ounces to a gallon, may be used in working out different effects, and without necessitating the use of any larger stock than should be carried in a store catering to average trade.

Club House Catsup, produced in the famous Leamington district, is a processed article, put up under the most sanitary conditions, and will keep indefinitely in any climate. Its quality, in every way, measures up to the high Gorman-Eckert standard.

The display was one that every aggressive merchant or window trimmer could view with enthusiasm. It not only contained several ideas in effective display, but was uniquely representative of "Club House" brand of olives and catsup—a brand which means definite standard of quality. This is the first essential of the line, and no sacrifice has been considered too exacting to secure its permanence.



This exhibit of Gorman, Eckert & Co., was one of the most valuable as a window display assistant for the retailer.



The unique exhibit of The MacLaren Baking Powder Co., Ltd., which made many new friends for Cook's Gem.

COOK'S GEM BAKING POWDER.

EVERY lady attendant at the Exhibition who passed the unique exhibit of Cook's Gem Baking Powder, received a free sample. From the standpoint of the retail dealer, this is very significant. It means that in thousands and thousands of Canadian homes this popular-priced, absolutely pure, "no alum" baking powder has been and is being tested. No firm would go to this trouble and expense to introduce their Baking Powder into the homes of thousands of Canadians if they did not have full confidence in their product.

Together with the free sample went a coupon for five cents off the purchase price of a twenty-five cent package of Cook's Gem Baking Powder. This means that from one end of Canada to the other there is going to be a big call for Cook's Gem. Its merit is bound to be a big creator of demand. The idea of the MacLaren Baking Powder Co. in placing Cook's Gem on the Canadian market was to give the people of Canada a baking powder equal to, if not better, than anything made in either Canada or the United States

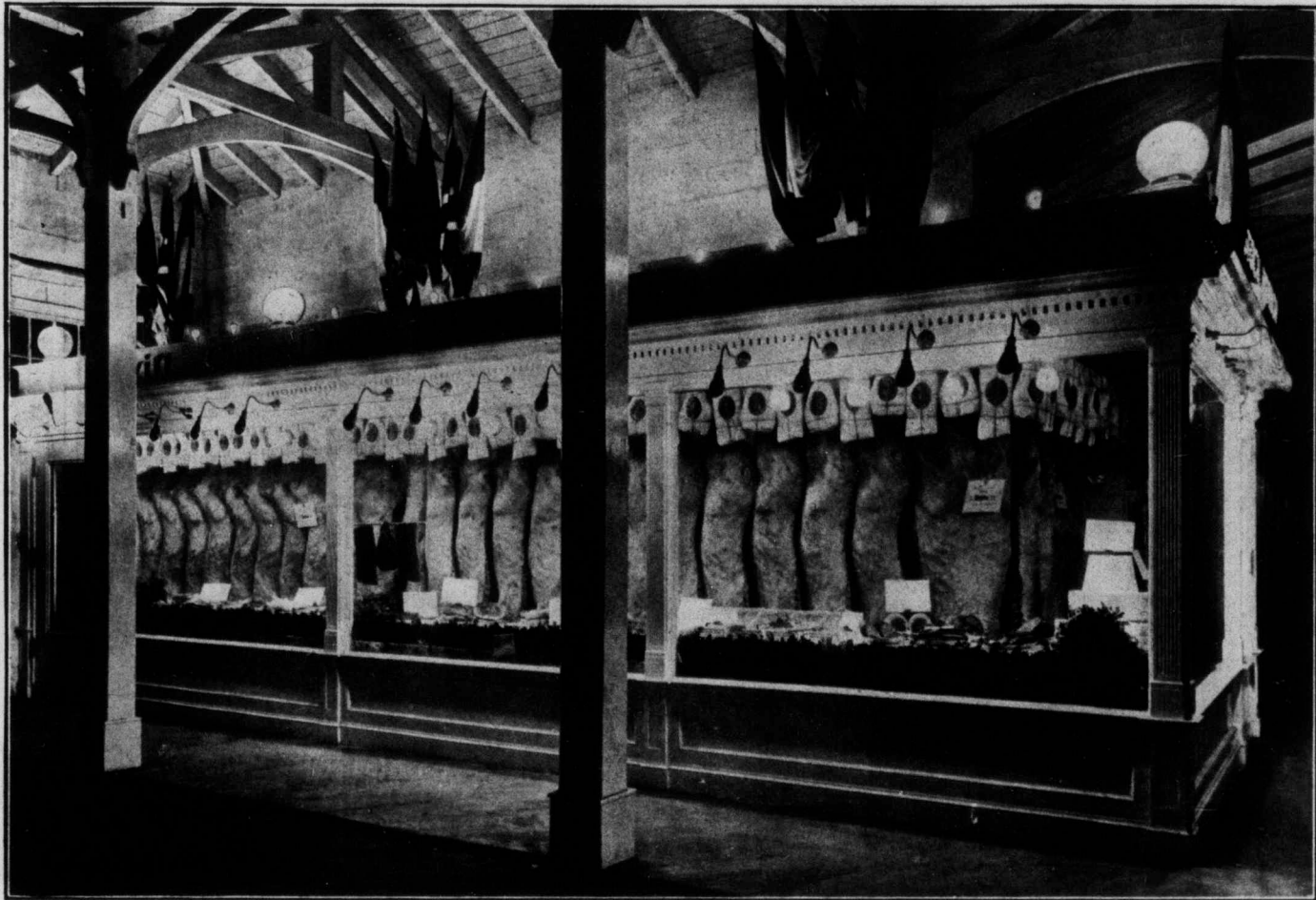
markets at a popular price. The goods can absolutely be relied upon as pure, and they contain no alum. Cook's Gem is made in a factory of a most up-to-date character in Toronto. The package is one of the most attractive on the market, which means a great assistance to the retailer in his counter, shelf and window displays. The company has been more than pleased with the reception by the ladies who have tried Cook's Gem Baking Powder since getting samples at the Exhibition, and who have since gone out of their way to point out how pleased they were.

The retail trade was present at the exhibit in the Manufacturers' Building in large numbers, and everything was done to make them feel comfortable. Large numbers placed retail orders with the company, and several jobbers outside of the city as well. Up to date the company have received substantial orders from the trade in almost every important city and town in Canada from Halifax to Vancouver.

A word should be said about the booth itself. As will be seen from the accompany-

ing illustration it was one of the most unique at the Exhibition, and different from anything else ever shown there. This naturally secured a great deal of attention for it. Canadian retailers who did not attend the Exhibition should realize that a great number of their customers did, and there is no doubt that Cook's Gem will be a line that a great many of them will want in the future, after having tried it in their own homes. It is sure to be a leader in its line in a very short time, judging by the way it has been praised by the Canadian housewife.

The MacLaren Baking Powder Co. intend opening an office and warehouse in Montreal to look after Eastern business. The president of the company is A. F. MacLaren. A. W. Hugman is vice-president and managing director. Mr. Hugman has been connected with the baking powder business for 23 years, and is thoroughly acquainted with all its branches. Percy Whatmore is secretary-treasurer, and C. W. Sheppard is sales manager. Every grocer, too, should remember that the MacLaren Baking Powder Co. are the largest exclusive baking powder manufacturers in Canada.



This exhibit of The Swift Canadian Co., Limited, was one of the most educative on the grounds.

SWIFT'S "PREMIUM" PRODUCTS

ABOVE the ordinary was the exhibit of the Swift Canadian Co., Ltd., in the Dairy Building at the Canadian National Exhibition. It was of a highly educational character. It carried a message with a meaning to every consumer and dealer who viewed it. Not only were "Swift's Premium" Hams and Bacon and Brookfield Sausage shown amid the most attractive and appetizing surroundings, but the course of manufacture, with their ingredients, was interestingly displayed.

In the first place there was the fresh ham and bacon belly trimmed as they are in the factory for "Premium" products. The choice centre of the bacon belly was displayed, trimmed out ready for the curing and showing the waste. This means that only the tenderest and most wholesome part of the whole piece is used. Especial care is always taken in the selection. "Swift's Premium" hams and bacon are from Canadian hogs, prepared in Canadian plants, and what is of great importance, every package has the Canadian Government Inspection Seal of approval.

Then as to the curing. The story of this stage of the manufacture of "Swift's Premium" bacon was told in

the exhibit of pure white sugar and Canadian salt. Each piece is completely covered in these ingredients and allowed to remain there untouched for a definite period; and when removed, each is uniform in that tenderness, flavor and wholesomeness that mark so prominently "Swift's Premium" products.

A unique part of the exhibit was the demonstration of how "Swift's Premium" smoked products are smoked. Several pieces hung from a metal bar under which were sticks of wood over an imitation fire. The wood comes from Canadian forests. Hours are spent over slow-burning fires to give that palatable tang that characterizes "Premium" products.

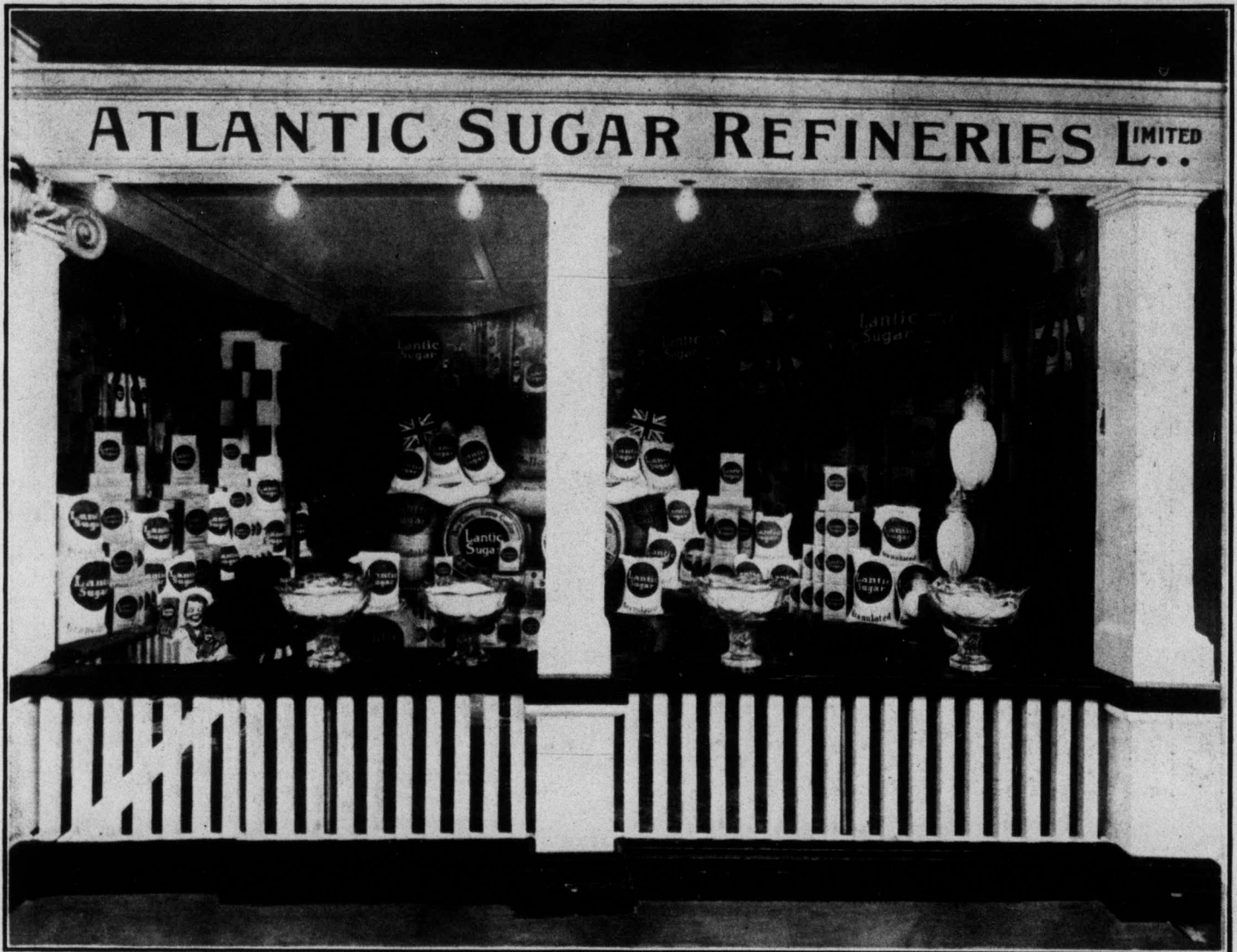
The ingredients of Brookfield Sausage—one of the best and most favorably known in Canada to-day—were also exhibited. Choice, sweet and most appetizing cuts of loin trimmings were shown. When it is considered that only one-half pound is taken from each hog, it demonstrates the care exercised in the manufacture of Brookfield Sausage. It means, too, that thousands of hogs must be killed in each of the plants of the Swift Canadian Co., Limited, each year to provide for the big and ever-growing de-

mand. The spices for Brookfield Sausage were there also. These include pure white table salt of highest quality, pure white pepper only and of the highest quality, and finely ground pure, wholesome imported sage of a delicious flavor and aroma.

Still another section of this unique exhibit demonstrated Swift's "Silverleaf" brand pure lard both in bulk and in tin packages. These tins are new, airtight and each bears the Canadian Government stamp, "Canada Approved."

In addition to these, Swift's Cotosuet Shortening was most attractively displayed, and there was an exceedingly appetizing exhibit of a few of the summer specialties including Premium Cooked Ham, Tongue, Bologna, Frankfurters, Cervelat and Ashland Cooked Specialty, all both sliced and in the piece. The background of the display was composed of choice cattle and lamb carcasses.

Every retailer must see the great value of such a display from an educative standpoint. It was viewed by thousands of people and is sure to mean actual dollars and cents to the retailer who cooperates with the Swift Canadian Co. by displaying and pushing sales of Premium Products.



The Lantic Sugar display in the Manufacturers' Building, which was the centre of crowds all the time.

LANTIC SUGAR

WITHIN a comparatively short time Lantic Sugar has become a household word in Canada. The exhibit of the Atlantic Sugar Refineries, Ltd., in the Manufacturers' Building at the Canadian National Exhibition added thousands of new friends for this high-grade sugar. The exhibit was a most attractive one on the main aisle, and during the two weeks of the big exposition welcomed stream after stream of people.

The display showed the many different lines of Lantic Sugar, as well as the different styles of bags and barrels, cartons and cotton bags. The Sailor Boy and the Red Ball were in evidence everywhere. Lantic Sugar was shown in large

attractive glass jars, both in the standard grain and fine. This fine granulation is one of the features of Lantic Sugar, and it should be used as one of the chief talking points in selling it over the counter. But grocers who prefer the standard granulation can get both at the same price. Still another feature that every dealer should be acquainted with is the fact that Lantic Sugar is 100 per cent. pure, and only the best possible sugar cane is used. It is made by the most modern machinery for sugar refining that can be procured in the world, and the machinery that makes the cartons also fills them with Lantic Sugar. It is never touched by human hands. From a sanitary standpoint, therefore,

sugar in the cartons and cotton bags is the ideal way for the dealer to sell it.

There is no chemical or coloring matter used in the manufacture of Lantic Sugar.

All these things were demonstrated to thousands of Canadian women in attendance at the Exhibition. From the standpoint of the retailer this is very significant. It shows the co-operation the Lantic Sugar people are giving the dealer to make it easier for him to sell the sugar. It means, too, that there will be thousands of new customers for Lantic Sugar if Canadian retailers will display it prominently in their stores. Every dealer should take advantage of this co-operation immediately.

ACETAR, THE MODERN VINEGAR



Display at Canadian National Exhibition.

INCREASED PROFITS; SATISFIED CUSTOMERS

FREE FROM FUNGUS GROWTH

CRYSTAL CLEAR

ROBIN HOOD PORRIDGE OATS

"In the original sanitary round package"

On the market only a year and a half, yet their sale is already enormous. They are now firmly established as the consumers' favorite, because the demand is increasing daily. Our extra quality and the delicious flavor have been appreciated by the public, as also have the advantages of the sanitary round package, and our valuable premiums of Wm. Rogers & Sons' silverware given in exchange for coupons in the family size packages.



ROBIN HOOD PORRIDGE WHEAT

"The most delicious Wheat food ever made"

Is the choicest portion of the wheat berry — granulated, sterilized and then packed in our original sanitary round package. Makes a very tasty and healthful porridge and is delightful served as a pudding, hot or cold. It is made from the finest Western Canadian Wheat by Canadians, for Canadians, and retails at 15c.

ROBIN HOOD MILLS, LIMITED

Moose Jaw and Calgary

THE BORDEN MILK EXHIBIT

AN exceptional cleanness and whiteness has become, year after year, significant of the display of the Borden Milk Co. in their booths at the Toronto Exhibition. This was again the case this year, but if anything the exhibit was more interesting than ever. This year there were more waitresses than formerly, each attractive in a white waist and cap, and fitting in very well with the scheme of decoration, which was blue and white. The crowds that paid attention to the talk from those behind the booth every hour of the day were testimony enough to their eagerness to learn some of the advantages of evaporated and condensed milk. The Borden Milk Co. gave the public every opportunity to prove the advantage of using their pro-

ducts themselves. Many orders were taken as a result of this campaign during the two weeks. Many housewives who came to the booth are already regular users of the evaporated and condensed milk and they could learn from the waitresses a number of ways of using the product that they did not know before. These were embodied in a recipe book. For those who had not already tasted the products and who had not heard very much about them, the trial in the cup of coffee was sufficient to induce many to place orders.

It is, of course, in the interest of grocers, as was pointed out to any of the trade who happened to call and look at the exhibit, that they should handle these products, because they will induce a good section of the public to use condensed

and evaporated milk instead of ordinary milk; this would therefore bring the grocers a good deal of trade which is now going to the milk man. The same argument was put up to housewives, and also the argument that it would be just as advantageous and cheaper to use the product instead of ordinary milk.

An attractive feature of the exhibit was the souvenirs that were given away; these were in the form of penny banks, fans, pencils and bookmarks. The way in which these different articles disappeared in two weeks shows very plainly the number of people who had called and who were interested enough to stay for a few minutes and be taught the uses and advantages of the products of the Borden Milk Co., Ltd.



Attractive display of the Borden Milk Co. of both Borden's and St. Charles' Condensed and Evaporated Milks.



The Reindeer Coffee exhibit, where so many tasted this delicious coffee.

REINDEER COFFEE

THE exhibit of the Reindeer Coffee, which is another product of the Borden Milk Co., shared in the approbation and in the attention of the crowd which passed through the Manufacturers' Building at the Exhibition for the last two weeks. The stall, which was a corner one, was attractively gotten up, the design being in a chocolate brown color and white. Tins of Reindeer coffee were pyramided, and there were waitresses there to give you a sample if so be you had not heard of the coffee before, and to tell you all about its advantages and why you should drink it. The explanations were particularly lucid and convincing. This coffee has a good deal

to recommend it, in as much as the milk and sugar are already added to the product, so it is far more handy than using an essence, adding boiling water and then bothering with milk and sugar. In the case of the "Reindeer" all that is necessary is to pour out a little of the product and add boiling water; the product is then complete and had the milk in it right at the start. This is more advantageous in the way that it is more handy, and this method of doing things is cheaper, and a strong point was made of this when the subject was talked of to those who were attracted by the exhibit. It is quite evident from the number of people who did stay and have a word with the waitresses at the Rein-

deer exhibit that the product is gaining in popularity and is exceptionally widely known. As a little reminder of their visit to their booth featuring Reindeer, the public were given souvenirs and some little banks for money; these latter were exceptionally appreciated, and the fact that a number of them were given away during the two weeks shows the multitude of people who called got reacquainted with the people behind the Reindeer coffee exhibit. The whole booth was exceptionally spick and span in appearance, and calculated to be very inviting to anybody who wanted a cup of what was being offered. Messrs. Dunn-Hortop, Ltd., Board of Trade Building, Toronto, are local selling representatives.



The booth showing Kellogg's Toasted Corn Flakes is always a big attraction at the Canadian National Exhibition.

THE SWEETHEART OF THE CORN

THE worth-while impressions that stamp themselves upon the minds of those attending the National Exhibition are what contribute largely to its success each year, and it is safe to say that, among these, the memory of a visit to the booth of the Kellogg Toasted Corn Flake Co. is a pleasantly lingering one with thousands of people.

The "Sweetheart of the Corn" is a prominent feature. She is, in fact, a national character. Her charming countenance beamed broadcast as the representative of this vastly nutritious breakfast food. Retail grocers all over Canada will undoubtedly reap great benefit from the aggressive publicity policy which worked the two weeks of the Fair.

This included the distribution of souvenir containers and sample packages, as well as the serving of dishes of Corn-

flakes and cream to crowds of people daily. The booth was indeed a popular resort.

Kellogg's Toasted Corn Flakes are a purely Canadian product, manufactured in a thoroughly modern plant with a capacity of 2,500 cases a day, in London, Ont.

T. M. Sibbald, 109-111 George street, the Toronto agent, was in charge of the exhibit.



The attractive exhibit of scales, meat slicers and cheese cutters of the Brantford Computing Scale Co., Ltd.

BRANTFORD SCALES, MEAT SLICERS AND CHEESE CUTTERS

THE main claim, over and above its outstanding worth, that the Brantford Computing Scale Co. make to the grocers' patronage is that all products are not only assembled, but are actually manufactured in Canada.

The Exhibit at the Toronto Exhibition this year made this very plain. On both walls of the exhibit which as a corner one and an exceptionally attractive one, there were displays pointing out to grocers and whoever might read that the scales and slicers and cheese cutters were all made in Canada and that a grocer, by buying one of the Brantford Computing Scales products, was

keeping the money in Canada and helping to put it back in his own pocket. It was not going out of the country. The whole mechanism of the manufacturing of the products of the Brantford Computing Scale Co. was done, from beginning to end in Canada.

The particular and peculiar virtues of the scales are well known. Agate bearings, no springs and a capacity which will suit any business, large or small—these features are too well known to the trade to need any explanation. The photograph herewith will show the exceptionally fine exhibit which the Brantford Computing Scale Co. put out. It was in charge of Mr. Thomas Ferguson. Upwards of 20 different machines were shown of all varieties and of all

shapes and sizes. A special feature of their exhibit was a meat slicer with a direct motor drive. There have been slicers before this driven by a motor, attached to the machine by a band but in the case of this particular machine you have only to press a button and the motor does the rest. Another special feature of the exhibit is the new cylinder scale.

With regard to the scales the value of the computing scale does not need any pointing out. Any grocer who has given his weighing problem any consideration whatever will find in the Brantford, the answer to his questioning. There is a Brantford scale for every grocer whether he is large or small and whatever his requirements are.



The booth where Domestic Shortening was demonstrated to thousands of Canadian women.

DOMESTIC SHORTENING

THE "Domestic Shortening"—better than butter—cheaper than lard—display was one of the daintiest in the Manufacturers' Building at The Canadian National Exhibition. A glance at the counter in the accompanying illustration will show why this was the case. This was tastefully decorated with various kinds of delicious biscuits and dainties in which was used "Domestic Shortening." The biscuits were attractively shown on plates covered with pretty doilies and were very appetizing indeed. These, together with the cakes

and other dainties, were all baked right in the booth in the electric stove shown in the corner. Thousands of housewives from all over Canada were asked to sample them, and hundreds of orders were taken for "Domestic Shortening," these being placed through the retail dealers.

All this means that wherever the grocer makes a display of "Domestic Shortening" he is sure to be able to create a large demand for it. It should be remembered that the chief selling points are that "Domestic Shortening" is **better than butter** and **cheaper than lard**.

What housewife is there who will not see the reasonableness of these two big considerations? These two slogans are not merely the invention of the selling force of the Harris Abattoir, but are the result of actual tests. By featuring them in your displays and in your personal conversation with your customers new demand is bound to be created for this high-grade shortening that is rapidly gaining a great reputation all over Canada. Every retailer should at once take advantage of the far reaching demonstrations conducted by the Harris Abattoir at the National Exhibition.

HARRIS ABATTOIR PRODUCTS

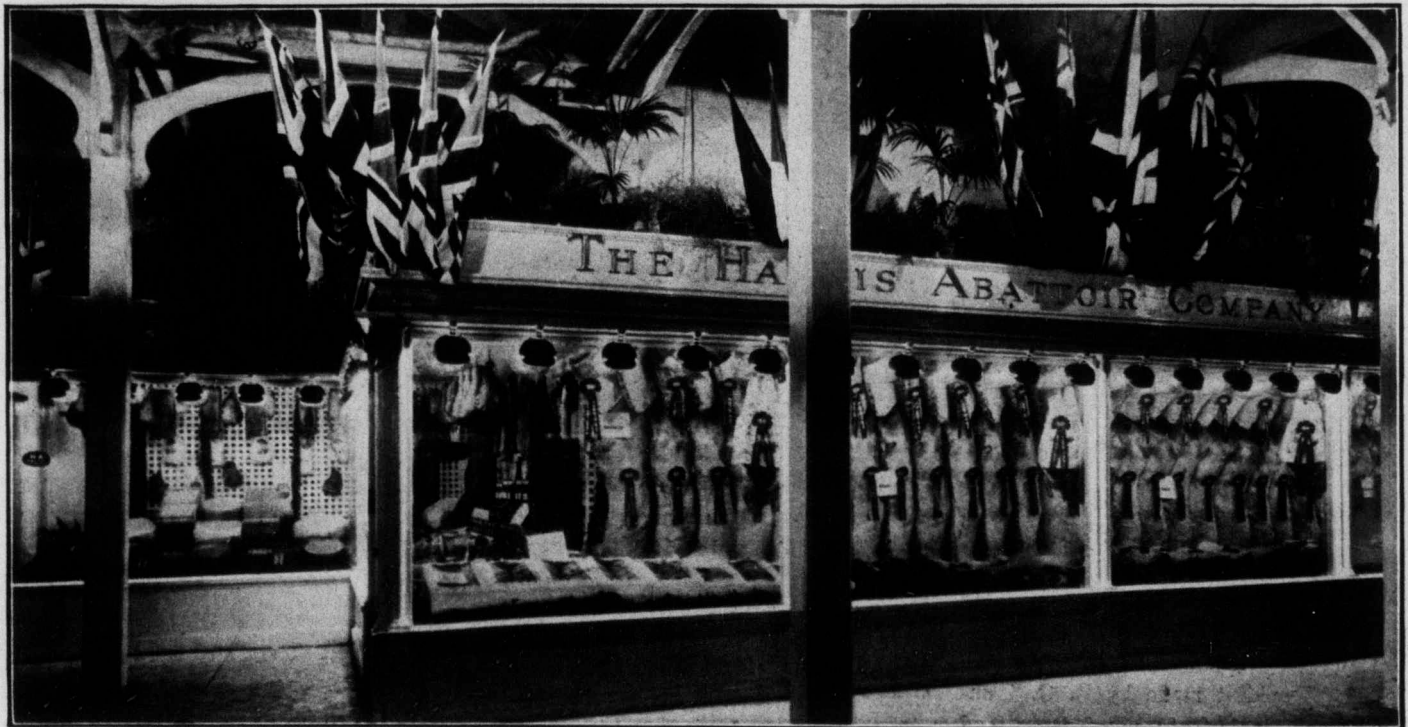
THERE was no more appetizing display at the Canadian National Exhibition than that of the Meat and Dairy Products of the Harris Abattoir in the Dairy Building. It certainly made the mouths of thousands of visitors water as they stopped to view the attractive display of meat carcasses, chickens, butter and eggs, and the handsomely

hibition, in the capturing of first prize for the best thirty dozen eggs in cartons. This award was given them for eggs that were the best in freshness, size, cleanliness and packing. This is just one evidence of the character of the opportunities that this reputable firm have to offer to the retail trade.

There are many Canadian dealers inclined to limit the number of meat pro-

course the famous Domestic Shortening. They are all lines that have been tried and tested for years and because of their wide sale in Canada they have certainly proved winners in Canadian households.

The Harris Abattoir plant at West Toronto is equipped with the most modern machinery and is operated in the most modern way. All of the "H. A." products are packed and put up in the most



The handsome Harris Abattoir exhibit of meat and dairy products in the Dairy Building.

adorned hams, bacon, sausage and other meat products.

The Harris Abattoir Co. is one of the old established Canadian meat packers. They have been in the business for many years and have attained a high perfection in the art of curing, packing and making ready for sale in the most acceptable way their various products.

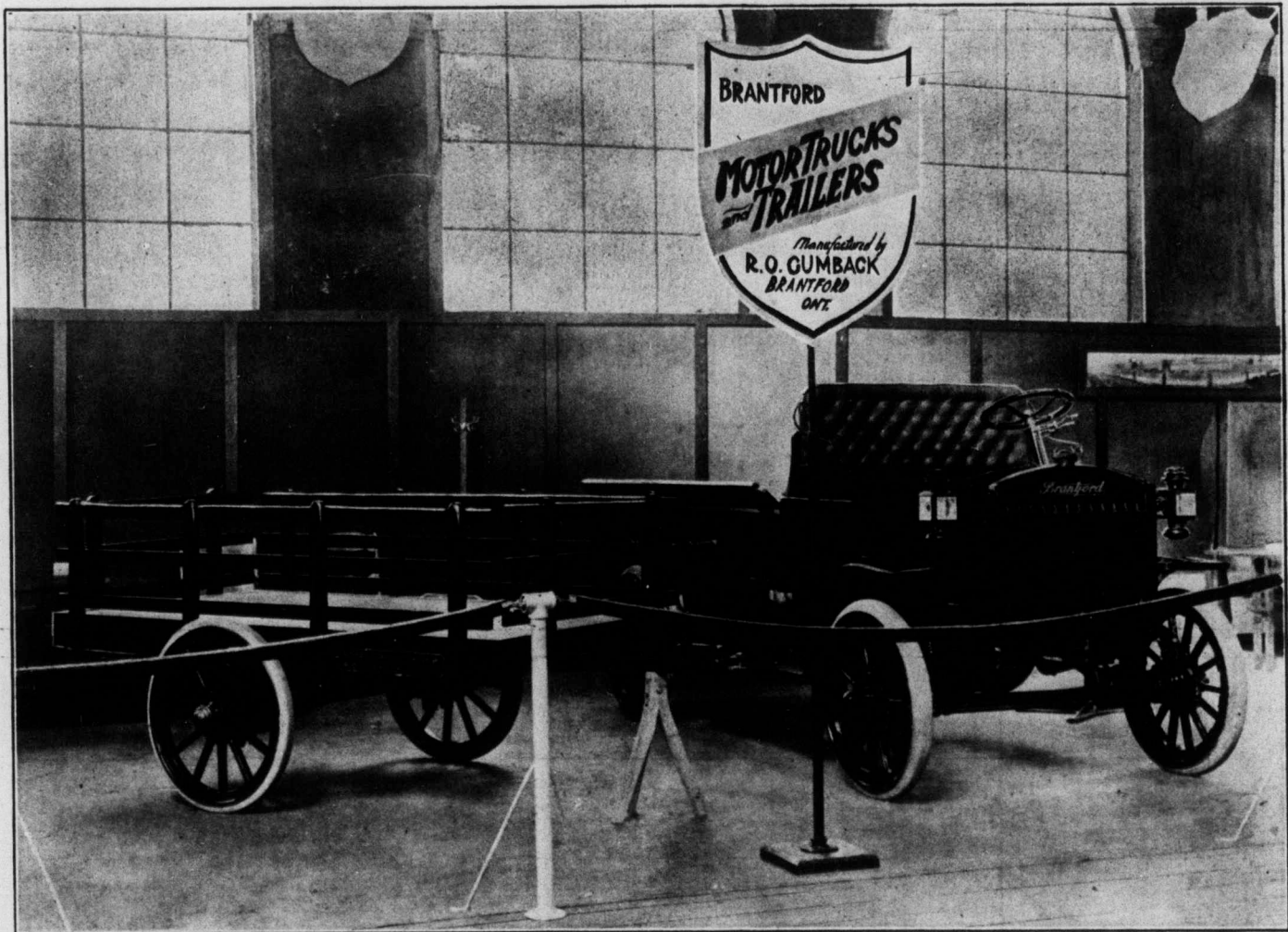
The Harris Abattoir Co. won quite a distinction at the Canadian National Ex-

hibition, in the capturing of first prize for the best thirty dozen eggs in cartons. This award was given them for eggs that were the best in freshness, size, cleanliness and packing. This is just one evidence of the character of the opportunities that this reputable firm have to offer to the retail trade.

There are many Canadian dealers inclined to limit the number of meat products they keep for sale. This display of the Harris Abattoir Co. showing the great variety of appetizing meats forcibly suggested the possibilities of the dealer who extends the varieties carried to include a large number of meat lines.

In the extension of his Provision Department no dealer can go wrong on connecting up with the "H. A." Brand of Meat Products, butter and eggs in cartons, sausage, chickens, lard and of

sanitary surroundings and every care is taken to turn out goods that will please the public and bring back the order without which no manufacturer or grocer can succeed. The dealer who displays and pushes the sale of "H. A." products is backed by manufacturers who have the reputation for quality, efficiency, cleanliness, skilled experience, and who have a reputation of long standing.



Display of Brantford Trucks which attracted the attention of a great many merchants.

BRANTFORD TRUCKS AND TRAILERS

THE exhibit made by R. O. Cumback, manufacturer of Brantford Motor Trucks, in the Transportation Building, was of especial interest to every business having a delivery problem calling for reliable and speedy service. It consisted of two units—a standard model H one-ton-maximum truck, and a new trailer adapted to any car, but one which will see its greatest demand among the owners of Ford cars. By the use of this trailer a man may apply his car, without impairing its appearance, to the purposes of his business, thereby converting it into a more practical investment, if he did not formerly look at it in that light. In short, a trailer is a delivery truck which may be coupled to a car by use of a very simple attachment.

The Brantford trailer shown at the National Exhibition was equipped with two thirty-two inch wheels on adjustable ball bearings and 2½-inch clenched tires.

It may be built in two sizes, from 800 to 1,000 lbs., and from 1,200 to 1,500 lbs. Tops are made to suit the purchaser.

Many grocers have asked themselves the question: "To what service may I put my Ford car during these hours of the day when it is not being used for pleasure?" The answer is the Brantford trailer. It has been designed particularly to meet the requirements of the business which has some hauling to do, but not enough to warrant the purchase of a motor truck. On the other hand, it may be used to increase truck capacity. They may be loaded to their specified limit; are so easy running that the extra power required can be easily supplied and the additional cost of installation for store or warehouse is most reasonable. The manufacturers will furnish to Ford or other car owners a suitable coupling attachment.

The Brantford motor truck, also a unit in the exhibit, has earned a great reputation for itself. Speed and reli-

ability are the great essentials in a truck, and the Brantford is being used with entire satisfaction in lorry, express, passenger bus, general delivery, and many other special kinds of work. While the car shown has a maximum capacity of one ton, the manufacturers are equipped to build two and three-ton trucks to meet heavier requirements.

One user of the Brantford in speaking of its service says: "We average about 50 miles a day in the summer, and it has gone through roads impassable for other trucks." Another user states that he is carrying from 20 to 22 passengers daily over the hills about St. Thomas. Many other reliable statements are available, and an appreciable fact is that upkeep costs have been very low. One man has had a car for three years and the outlay has not exceeded \$50.

The Brantford truck is filling a definite purpose and filling it well. Write R. O. Cumback, Brantford, for further interesting particulars.

ROMAN MEAL

THE exhibit of Roman Meal occupied a very strategic position at one of the main entrances to the grandstand. Here the public was invited to partake of Roman Meal Porridge, Roman Meal Nuggets, Roman Meal Bread and Roman Meal Buns, Gems, Cookies, etc., and at no time during the entire Exhibition were the demonstrators idle. The public simply clamored for Roman Meal products and kept the demonstrators on the jump.

Dr. Jackson was invariably the centre of an interested group to whom he pointed out the great benefits to be derived from using Roman Meal as the

basis of the provisioning of the body. Roman Meal has wonderful health-giving properties derived from the different grains from which it is compounded, and the way these grains are milled.

The first product put out by the Roman Meal Co. was Roman Meal, but now this firm has another product called Roman Meal Nuggets, which are becoming very popular and present a new avenue of profit to all dealers who push them.

Roman Meal Nuggets are made from Roman Meal, but are ready cooked, thus giving a ready-to-serve cereal which has great health giving properties. They may be eaten with milk or cream, in soups,

or from the pocket as a light luncheon.

Thousands of people were introduced to Roman Meal products in the right way. They saw the goods. They tasted them when they were properly made and they heard Dr. Jackson explain what health-giving properties these foods contain, and what benefits can be derived from their daily use.

Dr. Jackson has left no stone unturned to make Roman Meal a success, and the demonstration at the Canadian National Exhibition is just one of the many put on by this firm throughout the country. Roman Meal has been an outstanding success and well warrants any merchant's attention and co-operation.



Exhibit of the Dr. Jackson's Roman Meal and other products, where thousands of people were served.



Display of Queen Quality pickles, catsup and pure spirit and cider vinegar by Taylor & Pringle Co., Owen Sound. At right, Wm. Taylor, President; left, his son, Chas. D. Taylor, Vice-President; rear, Geo. D. Pringle, traveling salesman.

QUEEN QUALITY PICKLES

NO better evidence of the distinct merit of a line can be had than that experienced by Taylor & Pringle Company, Limited, of Owen Sound, manufacturers of Queen Quality Pickles and Vinegar. It was the first year they had shown at the National Exhibition. Their Exhibit was in the Manufacturers' Annex—under the grandstand. It had only been in place a few hours on opening day when the entire lot was sold. It was a most gratifying incident for an initial appearance and speaks volumes for the reputation of the line.

The display was in the form of a pyramid, topped with a bronze bust of Queen Victoria, in whose reign the Queen Quality brand had its origin. The bottles, very attractively arranged, were representative of the full lines—Sweet, Mixed and Chow Pickles; Gherkins, To-

mato Catsup, Universal Sauce, Worcester Sauce, French Mustard, Salad Dressing, Concentrated Refined Cider, Apple Juice, Spirit and Cider Vinegar. There were also pails of bulk pickles as well as casks of vinegar.

During the two weeks of the Fair thousands of people had an opportunity to learn the significance of Queen Quality. Samples were distributed freely and undoubtedly grocers all over the country will reap very material benefit. People did not hesitate to express their high opinion of these goods. Indeed, on one occasion, a party of Americans, passing through the building, stopped in front of the booth and were promptly served. So delighted were they that they placed an order with Mr. Pringle. "We have nothing like these at home," remarked one of the ladies. All of which would indicate that when the grocer hands Queen

Quality goods over the counter he may assure his customer that there is nothing of a medium grade in this line. Taylor & Pringle have been in business for thirty years and they know how. The standard has to be high to meet exacting demand, and for this reason the Queen Quality brand is winning all along the line. Thousands of people who visited the Fair became acquainted with it and are going to ask their grocers for it. Queen Quality goods are sold all over Canada.

The display, though complete so far as Pickles, Catsup, Vinegar and Sauces were concerned, was not fully representative of Taylor & Pringle Company's enterprise. Though their head office is in Owen Sound, they have branch factories in Sault Ste. Marie and Sudbury, and throughout these districts they have established a great reputation for their ginger ales and soda and mineral waters.

SHARP'S "KREEMY" TOFFEE.

"KREEMY" at the Exhibition— with the sight of it everybody was delighted. Why, they could not keep their hands off it. Thousands of people (men, women and children) had the opportunity of tasting the many different flavors in which Sharp's "Kreemy" Toffee is made. Some people were exceedingly pleased with Sharp's "Numints," which is a very rich Caramel Toffee and delicately flavored with mint; others preferred the Rhum and Honey pieces, the Kreemy Rolls, the Russian pieces, the Mello pieces and Golden Pats.

Eight thousand three hundred and twenty (8320) of the 5c "Kreemy" bars were sold from the exhibit to the visitors from all parts of Canada and this in addition to the liberal demonstration is bound to result in a large demand for Sharp's "Kreemy" Toffee and other Toffee Specialties. Sharp's Toffee is different to ordinary toffees as it is free chewing, excellent in flavor and always leaves a lingering taste for more.

Sharp's Kreemy is a food as well as a confection as it is made from rich cream, sugar and butter, etc., by a special patent process which renders it easily digestible and very nourishing.

Sharp's "Kreemy" Toffee is manu-



The exhibit where so many people got acquainted with Sharp's "Kreemy" Toffee.

factured at Maidstone, England, by Edward Sharp & Co. (Exclusive manufacturers of "Kreemy" Toffee).

The exhibit was arranged and conducted by their agents The Harry Horne Co. of Toronto.

PEAK FREAN'S BISCUITS.

PEAK FREAN & CO., biscuit manufacturers, London, Eng., received a great deal of credit and many words of praise for the very attractive exhibit of their high class biscuits at the Canadian National Exhibition.

Over 200 varieties of their biscuits were displayed in the exhibit and thousands of people who have formerly used their biscuits in the Old Country, were exceedingly pleased to have the opportunity of pointing out their favorite biscuits from among the different varieties. Numerous Canadians were also pleased to view the various tasty varieties which are now being sold by most all the good class grocers.

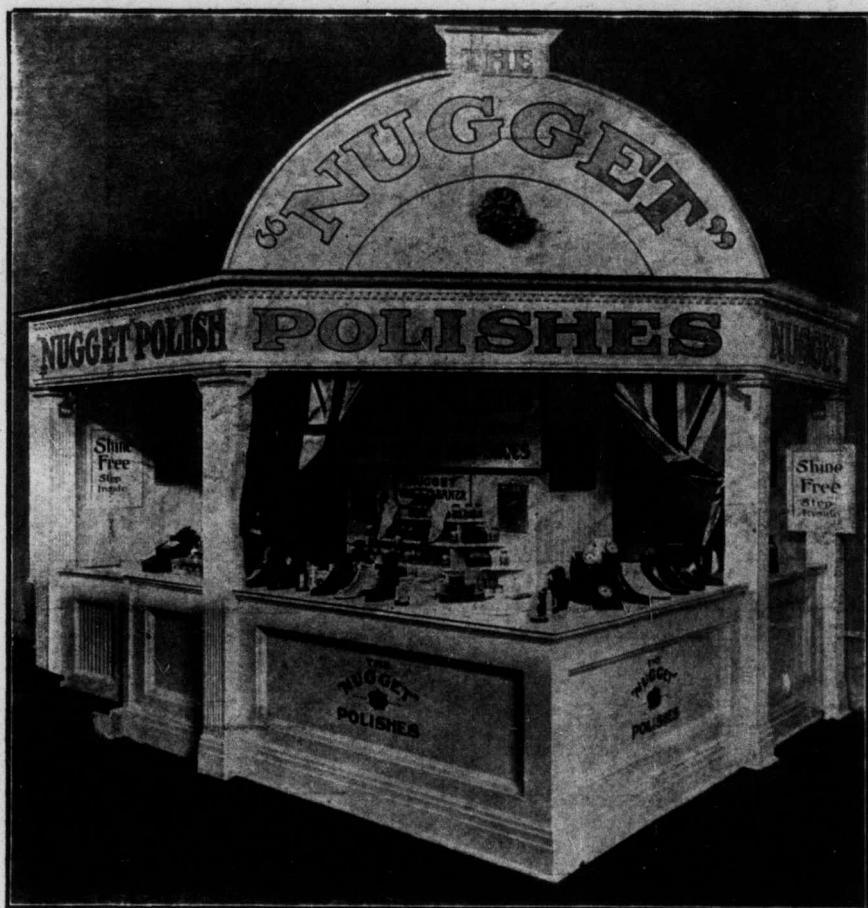
They all freely admitted that there was no biscuit they had ever tasted that was so pleasing and satisfying as that shortcake bearing the letters "P. F." as well as the sandwich and puff biscuits.

It is only three years since these biscuits have been offered for sale to the Canadian people, but during that time they have firmly appealed to the tastes of most particular people throughout Canada.

This exhibit was arranged and conducted by The Harry Horne Co., the Ontario agents for the firm.



Appetizing display of Peek Frean's English Biscuits.



Booth in the Process Building showing results when Nugget Polishes are used.

NUGGET POLISH

THE exhibit of Nugget polishes convincingly impressed upon the public the merit of this polish. Boots of black and boots of tan showed what a perfect shine Nugget gave to these shoes, while the white shoes were proof conclusive of the unique merits of Nugget white cleaner, which will not give a glossy shine, but just that shade of dull white which is so much to be desired.

Nugget polishes have many excellent features. Some of them exclusive.

"Nugget" polishes are water-proof.

"Nugget" polishes are frost-proof.

"Nugget" polishes will not soil the clothing.

"Nugget" polishes will not dry out in stock.

The Nugget Polish Co. are introducing a new polish called "Nugget Dark Brown." This polish is especially suitable for military boots, but will also find a large market for civilian use. The first shipment of this polish went to the Dardanelles for the Australian troops, and is now very popular with all branches of the service. The demand is so great overseas that it will be impossible to supply this polish to the Canadian trade until about October 15th, and those wishing to be sure of their stocks of this polish should book up at once. First come, first served.

"Banner Brand" Jams and Jellies



"BANNER" BRAND JAMS are a food, Pure, Wholesome, Delicious and Nourishing, and can be served at a moment's notice.

"BANNER" BRAND is the Best line in Jams and Jellies for the Grocer to recommend and handle—Satisfaction for the Customer—Profit for the Dealer.

You're safe in pushing

"BANNER" BRAND JAMS

LINDNERS LIMITED

306 Ross Ave., WINNIPEG

340 Dufferin St., TORONTO

REPRESENTATIVES:
H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.



CURRENT NEWS OF WEEK



Quebec and Maritime Provinces

Jules Rivet, grocer, Montreal, died recently.

Carle & Cie, grocers, Montreal, have registered.

Wm. Oliver, general merchant, Cowansville, Que., was burnt out recently.

Brian M. Moran, a general merchant in Chatham, N.B., for many years, passed away recently.

Rickner & Co., manufacturers of canned fruits, pickles, etc., Montreal, Que., have registered.

Lords Co., general merchants, sustained a fire loss in their Carleton Point store, P.E.I., recently.

A fire occurred at the store of P. A. Longpre, 259 St. Margaret street, Montreal, on Sunday afternoon, doing considerable damage to stock.

The Canada Maple Exchange, Ltd., have taken up new quarters at 22 Vallee street, Montreal, where they have a four-storey fire proof building.

Treffle Bastien has been elected 1st hon. vice-president of the Chamber of Commerce, North End, Montreal. This body was organized last week.

A large quantity of canned goods, cheese and dried fruits was damaged in a fire at the premises of the Canadian Importing Co., 720 St. Paul street, Montreal, on Thursday, Sept. 9. The damage was about \$5,000.

Christophe Messier, Longueuil, Que., died last week. He began commercial life in the grocery store of Messrs. Dupras, Montreal, afterwards becoming proprietor. He was mayor of Delorimier before that municipality was annexed to Montreal.

Henry Gatehouse, wholesale and retail dealer in fish, oysters, game, poultry, eggs, vegetables, etc., 346 to 352 Dorchester street, west., Montreal, died at his residence on Thursday, Sept 9, in his seventy-first year. Prior to coming to Montreal he was engaged in business at Cowansville, Que., and in Stratford, Ont. He had been in business at Montreal for twenty-five years.

O. Lacroix, a retail dealer in Quebec, P.Q., was one of the exhibitors at the Provincial Exhibition held there recently. He had a fine display of wines, liquors and groceries and was awarded the gold medal for this. He also had a display of raw leaf tobacco for which he was awarded a silver medal. Wm. Clark, Ltd., packers of meats in glass, etc.,

and W. D. MacLaren, baking powder manufacturers, co-operated with Mr. Lacroix and each were awarded a gold medal.

C. E. Trotter, employed by L. O. D'Argencourt, won the first prize, a Brantford computing scale, given by the Montreal Grocery Clerks' Union, for the best window display in a recent competition, while H. Foisy, employed at Croquette's, 391 Roy street, Montreal, won the second prize, a plate glass tray in mahogany frame, given by Controller Hebert. A free commercial course in both languages will be given members during the coming season.

Ontario

R. J. Thompson, grocer, Toronto, has sold to W. Kellett.

Thos. J. Leahys, grocer, Kingston, Ont., has sold to Ren Lee.

James Owen, grocer, Bowmanville, Ont., has sold to W. B. McMurtry.

C. W. Reynolds, general merchant, London, Ont., has sold to J. D. Reynolds.

S. J. Miller & Co., grocers, Toronto, are succeeded by S. J. Miller & Co., Ltd.

Snelgrove & Waddington, general merchants, Murillo, Ont., have sold to Jessie Linn.

Miss Bertha Thompson is opening up as a grocer at corner of Head and Robinson streets, Simcoe, Ont.

Frank Heasman opened his new grocery store in New Liskeard, Ont. this week. It is attractively equipped with a number of new fixtures.

Among the visitors to Toronto from London during the Exhibition were Thos. Shaw, chairman of the Grocers' Section of the Retail Merchants' Association of Ontario, and E. J. Ryan, another members of the London Association.

The Retail Merchants' Association of Simcoe, Ont., presented a petition to the council of that town recently, asking for an increased license against the transient trader as the present by-law is looked on as inadequate. The matter has not yet been decided but is looked on favorably.

Western Canada.

J. G. Hamilton, general merchant, Wilcox, Sask., is succeeded by M. J. Connor.

Dreidger & Abrams, general merchants, Osler, Sask., have moved to Menon.

R. J. Logan, of Logan & Kemp, general merchants, Ashville, Man., died recently.

The warehouse of Western Distributors, Ltd., Saskatoon, Sask., was destroyed by fire recently.

Stock of Gebbie & Young, general merchants, Sovereign & Wiseton, Sask., has been sold to A. Boegel.

Mr. Fleming, who has been engaged in the general store business at Hudson Bay Junction, Sask., is moving his stock of goods to the Lac Vert district, and will open a general store two miles from the Lac Vert post office. In addition, he will also go in for sheep-raising.

At a recent meeting of the grocers of the Fairview and Kitsilano sections of Vancouver, B.C., steps were taken to better the credit situation in their business. Over thirty firms were represented and although no definite action was taken it was decided to prepare a letter for publication in the press pointing out the present unsatisfactory credit conditions. Most of those present were of the opinion that a strictly cash business should be carried on until financial conditions improve. Another meeting is to be held soon, by which time the majority of the other grocers in the city will have been consulted. If the idea gains favor amongst a majority of grocers throughout the city it is quite probable that it will be made the subject of action by the central body, the Retail Grocers' Association of Vancouver.

CAREFUL BUYING OF NUTS THIS YEAR

(Continued from page 20.)

the demand for peanuts, as the majority of people are of the middle class or poor.

Will Buy Carefully

Retailers, wholesalers and importers will be buying nuts with more care this year than ever before, as there is uncertainty regarding prices for the future. Importers state there is no likelihood of lower prices on new shelled walnuts until after Christmas, but the crops of most nuts are so heavy, prices are likely to do anything. Most dealers anticipate a big drop in prices after Christmas. Another important factor this year is that the public are not buying nuts as freely as they did in other years. This applies to both shelled and nuts in shell, especially to filberts and almonds,

Tomatoes and Corn Firm and Higher

Smaller Crop and Export Demand the Reasons — Another Drop of Ten Cents in Sugar — No Auction for Teas in London on Monday — Molasses Soaring in the East — Wet Weather Adversely Affecting Ontario Beans.

Office of Publication, Toronto, Sept. 16, 1915.

IT appears from present indications that canned goods, meaning canned vegetables more particularly, are going to be dear in Canada this winter. Last week the price of tomatoes was raised and they now sell to the trade at a higher price. It will be remembered by readers of this paper that we have shown from time to time increasing firmness in the canned goods situation, particularly with reference to tomatoes, and the present prices contrast oddly with those which obtained two months ago—when they were some 20c a dozen lower. The reason is apparently a shortage and also that there has been quite an export demand which continues even to-day. Consonant with this comes a firmness in corn; this too is to be scarce and dear. There are two or three reasons for it; the first is that there has been a reduced acreage this year; secondly, manufacturers have closed down many plants, some through lack of capital and others because of holdover; and thirdly, the crops have been unfavorable. All these three causes and others have contributed to a firmness and an advancing market in corn and at present—although things may pick up later—the crop is only a small percentage of what it was last year at this time. It has, of course, to be remembered that last year's corn crop was early, considerably earlier than this, and that this year it may yet come up to last. Nevertheless, the indications so far are that we are going to have a small crop and this will mean a scarcity and consequently high prices. This same scarcity in canned vegetables will be the part of canned salmon too. It is reported that some grades are short; prices are firm and fairly high and it is rumored that there are to be some advances.

Since our last report on the sugar situation, the weakness in New York led to a drop and a sympathetic drop here of 10c during the last week. This makes the second decline in two weeks. The first time, it will be remembered, was when the new arrangement came into force which cut down the wholesalers rebates. The second decline, however, was simply the result of the weaker market. This has now steadied somewhat and there is no reason why lower prices should be expected immediately.

QUEBEC MARKETS

Montreal, Sept. 15.—The trade in Montreal—or at least a portion of it—apparently made an error when it refused to buy molasses last spring when the market was low. There seemed to be a feeling that the planters in Barbadoes were bluffing, and that they would deliver the goods sooner or later at lower prices. That the goods were never delivered is unfortunate for the Province of Quebec, where the people have a palate that is very fastidious, and is accustomed to nothing but the very best in the way of molasses. That the people of this province will be compelled to eat choice, or a mixture of fancy and choice, seems inevitable. The market advanced another 2c per gallon this week, bringing the price on the island of Montreal to 57c. It begins to look as if 60c will be paid for molasses after all. Wholesalers admit their stocks are low, and that they are not likely to last until the new crop comes

in next March. The latter, fortunately, is a good crop from all appearances, but that does not improve the present situation.

The second fact of importance is that sugar declined again, almost immediately after the 10c drop was made following an agreement between the wholesale trade and the refiners. The second drop, also one of 10c per bag, was due to a weakening in the raw and refined market in New York. When New York refiners declined 25c per bag, the Montreal refiners followed. What the exact cause of this decline was is hard to say. There is apparently lots of sugar and plenty in perspective, as the crop will be a good one in Cuba, although not gathered until December. Anything might happen before then, but still it is showing up well.

Minor changes this week include an advance of 2c in Gruyere cheese, which now sells for 37-39c; Brazil nuts on spot advanced 1c; clay pipes advanced 15c a

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Rolled oats easing off.
No further decline in feeds.
Weaker market for Ontarios.
Flour business improves slightly.

PRODUCE AND PROVISIONS—
Advance in certain egg prices.
Cheese and butter markets firm.
Pure lard market steady.
Scarcity of bacon being felt.
Advance in live turkeys.

FRUIT AND VEGETABLES—
Apples scarcer and dearer.
Musk melons will finish soon.
Few new fruits coming in.
Good cabbage worth 50c doz.
Nice celery being offered.
Head lettuce arriving cheaper.

FISH AND OYSTERS—
Three fast days this week.
Hullbut and haddock scarce.
Lake fish in abundance.
Salmon, east and west, plentiful.
Lobster scarce, jumps to 32-35c.
Oyster demand improving.

GENERAL GROCERIES—
Advance of 2c in molasses.
Sugar drops a further 10c bag.
Dried fruits situation interesting.
Nut buyers holding off.
Canned tomatoes quoted at 97½c.
Dried peas ease off considerably.
Spot Brazil nuts advance 1c.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Future prices uncertain.
Depend on crop movement.
Mill feeds firm.
Little doing in cereals.

PRODUCE AND PROVISIONS—
Butter firmer and higher.
Same applies to eggs.
Easier tone to lard.
Cheese prices shaded.
Honey down one cent.

FISH AND OYSTERS—
Oysters sell well.
Lake fish in demand.
Hullbut is scarcer.
Opening of smoked season.
Lobster scarce and high.

FRUIT AND VEGETABLES—
Potatoes suffering rot.
Apples show weather effect.
Most berries through.
Plums are lower.
Cucumbers have good demand.
Oranges shaded slightly.

GENERAL GROCERIES—
Sugar down another dime.
Tomatoes and corn higher.
Mediterranean fruits may suffer.
Seedless and seeded cleaned up.
No change in tea.

box, and are now 90c a box; canary seed went up 1c, and is now 10-11c; French wines went up 15c gallon on account of prohibition of export. Spirit vinegar is firm, due to difficulty in securing spirits. It would not be surprising to see vinegar 25c a gallon before long. Rolled oats are easy, sales being made at \$2.60 per bag and \$5.40 per barrel. Packages are quoted at \$4 per case, for delivery end of this month.

SUGAR.—The trade was somewhat

CANADIAN GROCER

surprised to learn towards end of last week that a further decline had taken place in the price of sugar. This occurred within two days of drop made necessary on account of an agreement between refiners and wholesalers. The second decline, which like the first was one of 10c per cwt., was caused more by a weakening in the market. On that day, raws weakened considerably, and refined in New York dropped 25c. It is possible, as many dealers had been waiting for an adjustment of prices before buying, that many were caught. However, refiners state that the volume of business placed before the second decline took place was not heavy.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 45
20 lb. bags	6 55
2 and 5-lb. cartons	6 75
Yellow Sugars—		
No. 3	6 30
No. 1	6 05
Extra Ground Sugars—		
Barrels	6 80
50 lb. boxes	7 00
25 lb. boxes	7 20
Powdered Sugars—		
Barrels	6 60
50 lb. boxes	6 80
25 lb. boxes	7 00
Paris Lump—		
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Dominoes—		
Barrels	7 05
100 lb. boxes	7 15
50 lb. boxes	7 25
25 lb. boxes	7 45
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—There is a distinctly easier feeling here for common stuff—tea that is too common for most people to use. Ceylons remain firm for better grades, but weak for common grades. Talk of England imposing a further duty on tea has caused a renewal of duty talk among the tea importers here.

DRIED FRUITS.—The demand is mostly for Californias for fall, and prices are lower in proportion to any Mediterranean fruits. They are reasonable, although the market on Californias is firmer than when opening quotations were named. Wholesalers expect to be compelled to buy figs, bleached raisins and Sultanas from California; in fact, some wholesalers have bought. The demand for seedless is expected to be much bigger than ever on account of Valencias being so high. Valencias are expected to cost 12c for selected, and 12½c for 4-crown layers, which price is considered prohibitive by the trade. There are many who do not believe Valencias will figure much on this market this year. Some shippers in California have withdrawn prices on fancy bleached Thompson and on Thompson seedless. There is a fair demand for prunes, and futures are steady. A further advance of 2c on Sultanas took place this week in Montreal, bringing the price for loose up to 14c, and for 1-lb. packages to 15c.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09
Apples, choice winter, 50-lb. boxes	0 08½
Apricots	0 15½
Nectarines, choice	0 1½
Peaches, choice	0 10
Pears, choice	0 13½

DRIED FRUITS.		
Candied Peels—		
Citron	0 20 0 21
Lemon	0 13½ 0 14
Orange	0 13½ 0 14
Currants—		
Amalias, loose	0 07½
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07½
Filiatras, packages, new	0 08
Vostizas, loose	0 09
Dates—		
Dromedary, package stock, per pkg.	0 09
Fards, choicest	0 12½
Hallowec, loose	0 08
Hallowec, 1-lb. pkgs.	0 07½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10
80 to 90, in 25-lb. boxes, faced	0 09½
90 to 100, in 25-lb. boxes, faced	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.50; 5-crown cluster	3 60
Muscatsels, loose, 3-crown, lb.	0 09
Sultana, loose	0 14
Sultanas, 1-lb. packages	0 15
Cal. seedless, 16 oz.	0 09
Seedless, 12 oz.	0 08½
Fancy seeded, 12 oz.	0 09
Choice seeded, 12 oz.	0 08½

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

NUTS.—Wholesalers state that spot stocks of shelled walnuts are selling cheaper than new. Prices on new crop are said to be comparatively high just now, but wholesalers believe that, as the crop is a fairly large one, prices will come down later. They are, therefore, delaying their buying until later in the season. It is the general belief that a reaction will take place in about a month's time. To delay buying seems to be the attitude of the retailer, wholesaler and the importer. This applies more or less to all kinds of nuts. Prices on spot stocks of Brazil nuts have advanced 1c per lb. to 13-14c.

Almonds, Tara	0 17 0 18
Grenobles, new	0 15½ 0 16½
Marbots, new	0 13½ 0 14
Shelled walnuts, new, per lb.	0 35 0 37
Shelled almonds, 28-lb. boxes, per lb.	0 37 0 38
Sicily filberts	0 13 0 14
Filberts, shelled	0 24
Pecans, large	0 20 0 21
Brazils, new	0 13 0 14
Peanuts, No. 1, French	0 07
Peanuts, No. 1, Spanish	0 08½

MOLASSES.—About the same remarks apply to this market as were made last week, only the market is stronger than ever. As was expected, local wholesalers have again advanced their prices, and are now asking 57c for fancy and 48c for choice on the Island of Montreal. It is believed that stocks being carried by wholesalers here are not large enough to carry them through the season; it is expected that mixed molasses will make its appearance on the market very soon. It is stated that not a single puncheon of fancy molasses remains on the Island of Barbadoes.

Barbadoes Molasses—	Price for	
	Island of Montreal.	Choice.
Punchoons	0 57	0 48
Barrels	0 60	0 51
Half barrels	0 62	0 53

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

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 04½
Pails, 5½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ¼ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—		
Barrels, lb., 4½c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 60

SPICES.—Sage is still going up, and liable to go up until none can be bought. Prices are 400 per cent. higher than they were several months ago. Dealers are quoting 50c, whereas they quoted 15-20c some time ago. Other lines continue about the same.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lbs.
Allspice	0 16	0 23
Cassia	0 22	0 29
Cayenne pepper	0 28	0 35
Cloves	0 28	0 35
Cream tartar—45-55c.	1 05	0 35
Ginger, Cochin	0 22	0 29
Ginger, Jamaica	0 23	0 31
Mace	1 00-1 15	0 31
Nutmegs	0 80	1 00
Pepper, black	0 40	0 75
Pepper, white	0 23	0 29
Pastry spice	0 30	0 37
Pickling spice	0 22	0 29
Turmeric	0 14-0 16	0 22
	0 21-0 23	0 22

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

Cardamom seed, per lb., bulk	2 00 2 50
Caraway—		
Canadian	0 13
Dutch	0 16 0 18
Cinnamon, China, lb.	0 14½ 0 16
Mustard seed, bulk	0 19 0 23
Celery seed, bulk	0 36 0 46
Cayenne chillies	0 35
Shredded cocoanut, in pails	0 18½ 0 22
Pimento, whole	12-15

RICE.—This market looks strong. Imported rices are still out of the question, and will be for some time.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 90
"C.C."	3 80
India bright	4 00
Lustré	4 10

Fancy Rices—	
Imperial Glace	5 20
Sparkle	5 60
Crystal	5 00
Ice drips	5 30
Snow	5 20
Polished	4 10
Pearl	4 60
Mandarin, Patna	4 30
Java Onyx	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna.	Per lb.
Bags, 24 lbs.	0 06½
Half bags, 112 lbs.	0 06½
Quarter bags, 56 lbs.	0 06½
Velvet head Carolina	0 09 0 10
Sago, brown	0 06½ 0 07
Tapioca—	
Pearl, lb.	0 07 0 07½
Seed, lb.	0 07 0 07½

COFFEE.—Prices are low; business is fair, which conditions are likely to continue as long as the war lasts. With Germany and Austria out of the market, other countries are well stocked. Chicory is scarce and dear.

Coffee—		
Plantation Ceylon	0 32 0 34
Java	0 35 0 40
Arabian Mocha	0 34 0 37
Guatemala	0 26 0 28
Mexican	0 25 0 28
Maricaoibo	0 22 0 24
Jamaica	0 22 0 24
Santos	0 19 0 22
Rio	0 16 0 18
Chicory	0 14

DRIED VEGETABLES.—The trade here is anxiously awaiting the arrival of some accurate information on what has happened to the crop of beans in Ontario. Some people go so far as to state that the beans have become rusty, and are being used as a fertilizer. In the meantime the market here is strong, with very few Canadian beans offering on the market. What are being offered are Michigan beans, for which fancy prices are being paid. New peas are coming in more freely now, and it is now known that the crop in Quebec Province is an exceedingly good one. Prices have

CANADIAN GROCER

eased off at least 25c per bushel. There is no change in splits quotations.

Beans—		
Canadian, 3-lb. pickers, per bushel.....	3 45	3 75
Yellow eyes, per bushel	4 00	4 00
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	3 65	3 65
Peas, split, bag, 98 lbs.	5 50	5 50
Barley, pot., per bag	3 00	3 30
Barley, pearl, lb.	0 05	0 06

CANNED GOODS.—Packers announce that they have stopped the further sale of Red Spring salmon, which has been withdrawn from the market at the coast on account of scarcity.

Sockeye 1915 pack to date, on the Fraser River, is a disappointment (about 30,000 cases), which means that packers will be able to make only about 50 per cent. delivery on foreign contracts, and all are being packed in halves. Since the opening of the season, canners on the Fraser River have been paying fishermen 40c each for Sockeye salmon, and high prices for other varieties, and last week prices for Sockeye advanced to 50c and 55c each. This brings the cost of raw material up pretty high. Adding the cost of tins, cases, labels, labor, and overhead expenses to this, it will be seen that the price of Sockeyes is liable to be high. The Sockeye season is about over.

The price to fishermen for Cohoes is high, and up to date only a few have been canned. It is too early to say much about the pack of this variety, as the main run usually comes a little later in the season. There is considerable foreign demand for Cohoes in ½-lb. flat tins, and for this reason most packers have made preparation for ½'s only.

The run has been fairly good for pinks. From the point of cost it might be said that Pinks are one of the best food values of all varieties, providing, however, they are caught in very cold water. Pinks caught in warm water are not desirable at any price.

Prospects for tomatoes, corn and peas are said to be unfavorably reported on, and there is likelihood, some wholesalers say, of the pack being the shortest on record for some years. In the case of beans, crops are reported in bad condition. Whilst the acreage is larger than in past years, hundreds of acres have been flooded, and those that will be harvested are reported to be of poor quality.

The apple crop, taking Ontario throughout, is not a good one. Probably, Montreal wholesalers say, not over twenty to twenty-five per cent. of last year's crop will be marketed, consequently evaporated apples will command high prices. Up to the present prices are not available.

The new season's canned blueberries have been placed on the market at \$1 per doz. for 2-lb. tins, and \$4.75 for gallon tins. As to the rest of the new canned fruit and vegetables, little can be learned, and no idea can be given

when prices will be named—there may be no opening prices at all this year. The price of tomatoes to the retailer is to-day generally 95c, and wholesalers state that they could not buy to-day for less than 97½c, Montreal. Canned peas, beans, and corn are being quoted here at around 87½c.

Salmon, Sockeye—		
1 lb. talls, cases 4 doz., per doz.....	2 52½	
1 lb. flats, cases 4 doz., per doz.....	2 72½	
½ flats, cases 8 doz., per doz.....	1 57½	
Five cases or more, 2½c doz. less than above.		

ONTARIO MARKETS

Toronto, Sept. 16.—The chief things of interest this week in Toronto are the decline in sugar of ten cents and the canned goods situation. The decline in sugar came two days after the other decline, which was resultant from the new arrangement limiting wholesalers' profit. The second "dime" decrease was solely on account of weakness in the primary market, part of which has since recovered. This makes sugar, however, on the basis of \$6.51 in Toronto. Further declines are not expected at the moment.

The canned goods situation is interesting if only on account of the contrast it affords. Two months ago canned tomatoes were sold at 75 cents net, laid down to retail trade. Price, after last week's advance, is now 97½c. Some advance! And it looks as if still higher prices will be seen. Corn and peas are firm, too—but, for details, read our canned goods market report.

Eggs advanced a cent this week, partially on account of an export demand being resurrected again. It will be remembered that some months ago Canada was exporting a bunch to England and then suddenly stopped. We have begun again now, and there is a good market in the Old Country because they can't get as much dairy produce as they would like from Denmark. Butter is also firmer this week. Honey, by the by, was a cent lower on a continued poor demand.

For some unknown reason there was no Indian auction in London on Monday last. This was totally unexpected. It is not a holiday and there was a lot of tea awaiting auction. So far no explanation has come through. Anent the tea situation, it is interesting to speculate on the effect of the British Budget on the tea tax. A number of people seem to think the tax will be increased eight cents a pound. We shall see.

SUGAR.—All prices are again down ten cents. This decline came soon after we went to press last week, and was solely the result of the weakness in the primary market, to which our own market was sympathetic. Part of the primary weakness has been recovered. Business is ordinary here and shows no feature. It is felt, however, all round that

there will be no further easiness in the situation.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 51
20 lb. bags	6 61
10 lb. bags	6 66
2 and 5-lb. cartons	6 89
Nova Scotia refined, 100-lb. bags	6 41
New Brunswick refined, 100-lb. bags	6 51
Extra Ground Sugars—	
Barrels	6 91
50 lb. boxes	7 09
25 lb. boxes	7 21
Powdered Sugars—	
Barrels	6 71
25 lb. boxes	7 11
Crystal Diamonds—	
Barrels	7 16
100 lb. boxes	7 26
50 lb. boxes	7 36
Cartons (20 to case)	7 91
Cartons (50 to case)	8 41
Crystal Dominoes, cartons	7 91
Paris Lumps—	
100 lb. boxes	7 26
50 lb. boxes	7 36
25 lb. boxes	7 56
Yellow Sugars—	
No. 1	6 11
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—There is little news to report as to the market tone because, for some inexplicable cause, no Indian auction was held on Monday in London, even though there was no announcement as to a postponement or abandonment of the customary sale. London sends, however, little but bearish information on common grades, the auctions doubtless being affected by the accumulation of Indias and Ceylons. Medium and better grades are holding up more respectably. Speculation is rife as to the effect of the Budget which will soon be down, in about ten or fifteen days now. It is freely urged by some authorities that tea will suffer an increase in tax of eight cents. This will, of course, not affect us here in Canada. In this market there is little new. Teas seem to have moved freely Exhibition weeks.

DRIED FRUITS.—The crop of seedless raisins is already pretty well sold up and prices are advanced on those obtaining at the opening. There is, moreover, a strong feeling in all quotations on spot stuff. Higher prices yet will doubtless obtain. New muscatel crop looks about average, and there will not likely be any new prices on these. Old crop seeded are pretty well sold off and will be off the market by the end of the month. Peaches continue low, with little business.

On account of California showing big disposition to sell apricots, there is an easier feeling in these, though no big buying is going on. There is an easier tone to prunes and prices are shaded a trifle on 40's and 60's for October delivery. Few offerings are to be had for September shipment and these are at fully 4¼. The deadlock between the packers and Californian growers is hampering demand at the Coast a good deal. All advices continue to point to a strong market in currants. The Greek Government's retention of part of the crop, French and Dutch buying, and damage to the crop by adverse weather are all factors which will pull the crop down to shorter extent still and so present levels.

CANADIAN GROCER

though very high, will be sustained, it is thought.

Apricots—		
Standard, 25 lb. boxes	0 13 1/2	0 15
Choice, 25 lb. boxes	0 15	0 15 1/2
Apples, evaporated, per lb.	0 08	0 08 1/2
Candied Fruits—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 23
Currents—		
Filiatras, per lb.	0 09 1/2	0 10 1/2
Amalas, choicest, per lb.	0 10	0 10 1/2
Patras, per lb.	0 10 1/2	0 11 1/2
Vostizzas, choice	0 12	0 13
Cleaned, 1/2 cent more.		
Dates—		
Fards, choicest, 10-lb. boxes	0 09 1/2	0 10
Fards, choicest, 50-lb. boxes	0 09	0 09 1/2
Package dates	0 08	0 08 1/2
Hallowees	0 07 1/2	0 07 1/2
Prunes—		
30-40s, California, 25 lb. boxes	0 14 1/2	0 15
40-50s, 25 lb. boxes	0 12 1/2	0 13 1/2
50-60s, 25 lb. boxes	0 12	0 12 1/2
60-70s, 50 lb. boxes	0 10 1/2	0 11 1/2
70-80s, 50 lb. boxes	0 09	0 09 1/2
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07 1/2	0 08
25 lb. boxes, 1/2 cent more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07 1/2
25 lb. boxes, 1/2 cent more.		
Raisins—		
Valencia	0 11	0 11 1/2
Seeded, fancy, 1 lb. packets	0 10 1/2	0 10 1/2
Seeded, choice, 1 lb. packets	0 09 1/2	0 10 1/2
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11 1/2	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—The warm weather is hampering demand in all lines and making this quiet season quieter even than usual. There exists some doubt as to what the Tarragona almond crop is like. Some operators cable that it is worthless, but till confirmation arrives this is not regarded as authentic. No special feature to the market here.

In Shell—		
Almonds, Tarragona	0 17 1/2	0 18
Brazils, medium, new	0 13	0 15
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12 1/2	0 13 1/2
Peanuts, hand-picked, roasted	0 11	0 11 1/2
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 15
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 38	0 40
Filberts	0 25	0 26
Peanuts	0 11	0 11 1/2
Pecans	0 05	0 06
Walnuts	0 38	0 40

SPICES.—There is more activity demonstrated here in spices than for some weeks. A revival in peppers, black and white, is apparent, and values have correspondingly stiffened a little. We do not alter our prices, however; the advance is covered by our quotations. Gingers and cassias are still firm. Sage lacks in interest a little, though there has been some demand last week. Nutmeg shows but a hand-to-mouth call at present.

Spices—		
Allspices, ground	0 10	0 10 1/2
Allspices, whole	0 15	0 15
Cassia, whole	0 21	0 22
Cassia, ground	0 14	0 15
Cinnamon, Batavia	0 27	0 28
Cloves, whole	0 28	0 29
Clives, ground	0 18	0 19
Cream of tartar	0 25	0 26
Curry powder	0 30	0 31
Ginger, Cochin	0 15	0 16
Ginger, Jamaica, ground	0 18	0 19
Ginger, Jamaica, whole	0 22	0 23
Ginger, African, ground	0 14	0 15
Mace	0 30	0 31
Nutmegs, brown, 64s, 82c; 80s, 62c; 100s	0 30	0 31
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 22	0 23
Pastry spice	0 22	0 23
Peppers, black, ground	0 14	0 15
Peppers, black, whole	0 19	0 20
Peppers, white, ground	0 19	0 20
Peppers, white, whole	0 35	0 37
Pickling spice	0 18	0 19
Turmeric	0 18	0 19

RICE.—There is no change to record in this market. Buying is of the usual steady variety and prices at this writing show no alteration.

Rice—		
Rangoon "B." per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07 1/2	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07 1/2
Seed, per lb.	0 07	0 07 1/2
Sago, brown, per lb.	0 05 1/2	0 05 1/2

TORONTO

CANNED GOODS.—There is another advance in price of canned tomatoes and they are now selling at around 97 1/2c net, delivered Toronto. This is a high price in comparison with some levels that have obtained, but it looks as if it will go higher yet. There has been a fair export demand and this, coupled with the short pack, has made prices firm and higher, and will continue to further that tendency. The same applies to corn. This is both scarce and high. The reasons are, in the main, three: (1) There is this year a reduced acreage. (2) There is a shortage of factories, and (3) Unfavorable crops. The crop of corn so far is only a fraction of what it was last year. Last year's came earlier, of course, and there is time for this year's to pick up and equal that of 1914, but it is not likely it will. Corn, therefore, will likely be higher. There is no change in the peas situation, except that buying is strong.

As to salmon, both sockeye and cohoes are short and an advance in the latter is freely rumored.

MANITOBA MARKETS

Winnipeg, Sept. 16.—Business is improving. Country trade is excellent, and there is a marked improvement in city business. The fact that the Western crop is now made, and is the biggest and best yet, is putting heart into things. On the whole, there is more genuine optimism in Western business circles to-day than at any time since the outbreak of war.

Wheat prices have improved during the week, but are unsettled and likely to go lower. Generally it is considered that 80c at the lake head is all that may be expected, but with wheat threshing at 30 to 50 bushels to the acre, there should be good money in this year's crop.

As regards prices, sugar is 10c per cwt. lower, and there is a general advance in currants, due to war conditions. There are some changes in produce, fruits and vegetables.

A general speed up in all lines in the West is now in order.

SUGAR.—Sugar shows a decline of 10c in all lines. This is a little unexpected, and may be only temporary, being due to new arrangement between

wholesalers and refiners. There is a first-class demand and good supply.

Sugar, Eastern—		
Standard granulated	7 05	Per cwt.
Extra ground or icing, boxes	7 90	In sacks.
Extra ground or icing, bbls.	7 70	
Powdered, boxes	7 70	
Powdered, bbls.	7 50	
Hard lump (100-lb. cases)	8 00	
Montreal, yellow, bags	6 65	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	7 00	
Halves, 50 lbs., per cwt.	7 15	
Bales, 20 lbs., per cwt.	7 91	
Powdered, 50s	7 45	
Powdered, 25s	7 80	
Icing, barrels	7 75	
Icing, 60s	8 00	
Icing, 25s	8 95	
Cut loaf, barrels	7 85	
Cut loaf, 50s	8 10	
Cut loaf, 25s	8 35	
Sugar, British Columbia—		
Extra standard granulated	7 00	
Bar sugar, bbls.	7 15	
Bar sugar, boxes	7 40	
Icing sugar, bbls.	7 35	
Icing sugar, boxes	7 00	
H. P. lumps, 100-lb. cases	7 85	
H. P. lumps, 25-lb. boxes	8 10	
Yellow, in bags	8 60	
Corn Syrup—		
2s, per case 2 doz.	2 75	
5s, per case 1 doz.	3 13	
10s, per case 1/2 doz.	3 01	
20s, per case 1/4 doz.	3 63	
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	3 75	
5-lb. tins, 1 doz. to case, per case	3 50	
10-lb. tins, 1/2 doz. to case, per case	3 50	
20-lb. tins, 3 tins to case, per case	3 25	
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		
Molasses—		
Barbadoes	0 53	Per gal.
New Orleans	0 34	
Maple Syrups—		
Imperial quart, case, 2 doz.	5 40	Per case.
Imperial, 1/2 gal., 1 doz.	5 55	
New, pure, 1/2 gal. case	9 00	
New, pure, 1/2 gal. quarts, case 2 doz.	9 70	
New, pure quart bottles, case 2 doz.	9 75	
Butter, No. 1 creamery, lb.	0 25	

DRIED FRUITS.—A sharp advance in currants is the feature of the dried fruit market. War in the East and difficulty in getting supplies through will likely bull prices further in all Mediterranean lines.

Apples, evaporated, new, 50's		
Apricots, choice, 25's	0 08 1/2	
Apricots, choice, 10's	0 12	
Apricots, choice, 10's		
Currants—		
Dry clean	0 08 1/2	
Washed	0 09	
1 lb. package	0 09 1/2	
2 lb. package	0 18	
Vostizzas, bulk	0 11	
Dates—		
Hallowee, loose, per lb.	0 09	
Hallowee, 1-lb. pkgs.	0 07 1/2	
Fard dates, 12-lb. boxes	1 25	
Peaches—		
Standard, 25-lb. boxes	0 06 1/2	
Choice, 25-lb. boxes	0 07 1/2	
Choice, 10-lb. boxes	0 07 1/2	
Raisins, Muscatels—		
3 crown, loose, 25's	0 09 1/2	
3 crown, loose, 50's	0 09	
Raisins, Sultanas—		
Corinthian Giants	0 13 1/2	
Superfine	0 12 1/2	
Finest	0 10 1/2	
Fine	0 10 1/2	
Prunes, in 25-lb. boxes—		
90 to 100	0 09 1/2	
80 to 90	0 09 1/2	
70 to 80	0 10	
60 to 70	0 10 1/2	
50 to 60	0 11	
40 to 50	0 11 1/2	
Table Laver Figs—		
7-crown, 5-lb. boxes, per lb.	0 15 1/2	
5-crown, 10-lb. boxes, per lb.	0 15	
4-crown, 10-lb. boxes, per lb.	0 13 1/2	
3-crown, 10-lb. boxes, per lb.	0 15	
3-crown, 10-lb. boxes, per lb.	0 12 1/2	
Glove boxes, per doz.	1 00	
Cooking figs, taps, about 5 lbs., lb.	0 74	
Cooking figs, choice naturals, 28-lb. bags	0 07	0 07 1/2

RICE AND TAPIOCA.

Rice and Tapioca—		
No. 1 Japan, per lb.	0 08	
No. 2 Japan, per lb.	0 04 1/2	
Sia, per lb.	0 03 1/2	
Patna, per lb.	0 07 1/2	
Carolina, per lb.	0 08 1/2	
Sago, pearl, lb.	0 06 1/2	
Tapioca, pearl	0 06	0 06 1/2

DRIED VEGETABLES.

Beans—		
California, hand-picked, per bushel	4 30	
Three-lb. pickers	5 65	

CANADIAN GROCER

California Lima Beans—	
Bag lots	0 07½
Less than bag lots	0 06½
Barley—	
Pot, per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 98 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 90

BRITISH COLUMBIA MARKETS (By Wire)

Vancouver, Sept. 16.—Business is improving. There are no changes in prices this week.

Wholesale grocers and flour and feed dealers report a demoralized condition of their business in flour and wheat owing to the recent sensational fall in prices, when flour dropped first seventy-five cents and then fifty cents per barrel in the course of one week. Retailers are holding back their purchases in expectation of further decline and what little they are buying is only the small quantity for which they receive orders day by day.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 31
New Zealand cubes	0 36½
New Zealand brick	0 37
Cheese, per lb., large	0 19
EGGS—	
Local fresh	32 c
Extra selected	28 c
Vancouver Island	32 c
Lard, 3's, per case	8 55
Lard, 5's, per case	8 47
Lard, 10's, per case	8 40
Lard, 20's, each	2 73

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	06 c
Beans, Lytton	06½ c
Cream of tartar, lb.	50 c
Cocunut, lb.	18½ c
Cornmeal, ball	83 00
Evaporated apples, 50's	09 c
Flour, best patents, bbl.	6 30
Lemons, box	3 75
Potatoes, per ton	18 00
Rolled oats, ball of 80 lbs.	3 45
Onions, lb.	½ c
Oranges, box	2 75
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 35
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; almonds	0 42
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 50

CANNED GOODS.

Apples, gals., 6/case	\$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoos, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 10c; Apples, lb.	09 c
Fruits, 70-80, 25's, lb.	10 c
Currants, per lb., 8½c; Raisins, seeded, lb.	10 c
Peaches, per lb.	06 c
White figs, per lb.	05 c

ALBERTA MARKETS (EDMONTON) By Wire.

Edmonton, Sept. 16.—Business is good and collections are fine. Farmers are getting money and country stores are collecting bills. Outlook for beans is promising, the supply from Ashcroft, B.C., relieving the situation. Lard and cheese advance both ¾c, and sugar has declined 10c. Rolled oats has dropped to a basis of \$2.15 for bale. Canned vegetables are advancing, and jobbers' stocks of 1914 pack are rapidly depleting. Flour is \$2.90 for first grade patents, and local is \$2.80. All cereals

are down, including grain, flour, barley, rye and buckwheat.

PRODUCE AND PROVISIONS—

Cheese, new, lb.	0 18½	0 19½
Butter, creamery, per lb.	0 30	
Butter, dairy, No. 1, 22c; No. 2	0 17½	
Eggs, dozen	0 27	
Eggs, No. 2	0 20	
Lard, pure, 3's, per case	8 40	
Lard, pure, 5's, per case	8 35	
Lard, 10's, per case	8 25	
Lard, pure, 20's, each	2 70	

General—

Beans, Ontario, per bushel	3 90
Beans, Japan, per bush.	3 30
Coffee, whole roasted, Rio	0 15
Evaporated apples, 60's	0 10
Potatoes, per bush.	0 25
Rolled oats, 20's, 80c; 40's	1 60
Rolled oats, ball, \$2.15; 80's	1 75
Flour, fancy patents	2 90
Flour, seconds	2 80
Rice, per cwt.	3 90
Sugar, standard gran., per cwt.	7 65
Sugar, yellow, per cwt.	7 25

Canned Goods—

Apples, gals., case	1 60
Corn, standard, per two dozen	2 05
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 80
Salmon, sockeye, 4 doz. talls, case, 1s	9 70

SUBMARINE ACTIVITY IN THE MEDITERRANEAN

There have been some despatches recently to the effect that the enemy has been busy with submarines in the Mediterranean, particularly in the neighborhood of the Straits of Gibraltar. If these rumors be correct, it is an anxious time for anybody who has fruits or nuts on order. Many consignments of currants, some of almonds, and other things are known to have left their point of shipping. These would have been bought at a time when prices were considerably lower than they are now. If the boats carrying them were to be torpedoed and the goods lost, the consignees would have to cover by buying again, when the market is higher. This, in itself, would be a factor in the price situation. The purport of this is to point out that for those who can, now is the accepted time to buy fruits and nuts and Mediterranean stuffs.

Cohoos, 1's, \$5.85; humpbacks, 1's	4 35
Fruits—	
Lemons	4 50

ALBERTA MARKETS (CALGARY) By Wire.

Calgary, Sept. 16.—Since last report there have been two declines in rolled oats, making them \$2.15 and \$2.55. On Tuesday sugar dropped 10c. Storage eggs are being drawn on freely at \$8.25 a case. New-laid are 30c per doz. California grape fruit is practically over, and Florida is not expected for some time. Heavy frosts on Saturday and Sunday did a lot of damage to garden crops and unripe grain. Business in city is fair.

General—

Beans, small white Japan, lb.	0 06½
Flour, No. 1 patent, 95's	2 90
Rolled oats, ball	2 55
Rolled oats, 80c	2 15
Rice, Siam, cwt.	4 00
Potatoes, new, per bush.	0 45

Sugar, pure cane, granulated, cwt.	7 65
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 18	0 17
Butter, No. 1, dairy, lb.	0 22	
Eggs, new laid, doz.	0 30	
Eggs, storage, case	8 25	
Lard, pure, 3s, per case	8 55	
Lard, pure, 5s, per case	8 50	
Bacon, smoked backs, per lb.	0 19	
Bacon, smoked bellies, per lb.	0 21	

Canned Goods—

Tomatoes, 3s, standard, case	2 65
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 25
Tomatoes, gals., case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Lobster, ½s, per doz.	2 65
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 50

Dried Fruits—

Evaporated apples, 50s, per lb.	0 09½
Peaches, choice, 25s, per lb.	0 07½
Apricots, choice, 25s, per lb.	0 13
Pears, choice, 25s, per lb.	0 14

Fruits and Vegetables—

Blackberries	2 00
Blueberries, Ont., basket	2 20
Cantaloupes, crate	5 00
Grapefruit, Cal.	5 00
Oranges, case	5 75
Lemons, case	6 25
Peaches, case	0 90
Tomatoes, 4-basket crates	0 70

NEW BRUNSWICK MARKETS By Wire.

St. John, N.B., Sept. 16.—Interest in flour market is still keen locally, and dealers are looking for still lower quotations. Buying is considerably improved, but there is much holding off awaiting further turn in market. No change since last week. Changes looked for in sugar are now effective, and since the arrangements, Standard is \$6.50. Provision market is firmer, American pork being \$24.25 to \$26. Corned beef, 1's, is higher at \$2.90 to \$3.35. Pure lard is 13c to 13½c. Molasses is still holding firm, and higher quotations are expected. Dairy products are firmer. Eggs advanced to 23c and 24c. Butter is about same as last week. All vegetables are easier, with plentiful stocks.

Produce and Provisions—

Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	24 25	26 00
Butter, dairy, per lb.	0 20	0 22
Butter, creamery, per lb.	0 25	0 27
Eggs	0 23	0 24
Lard, compound, per lb.	0 11½	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese, new	0 15	0 15½

Flour and Cereals—

Cornmeal, gran.	5 75
Cornmeal, ordinary	1 85
Flour, Manitoba, per bbl.	6 60
Flour, Ontario	5 95
Rolled oats, per bbl.	7 25
Oatmeal, standard, per bbl.	8 00

Fresh Fruits and Vegetables—

Apples, bbl.	3 80	4 00
Lemons, Messina, box	4 50	
Oranges, Val., case	4 00	5 50
Potatoes, bushel	0 60	0 70

Sugar—

Standard granulated	6 80
United Empire	6 40
Bright yellow	6 30
No. 1 yellow	6 10
Paris lumps	7 00
Lemons, Messina, box	3 70
Beans, hand-picked, bush.	3 70
Beans, yellow eyes, per bush.	3 80
Canned pork and beans, per case	2 60
Molasses, Barbadoes, gal.	0 52
Cream of tartar, per lb., bulk	0 52
Currants	0 09½
Rice, per cwt.	4 25

W. R. Finn, grocer, Medicine Hat, Alta., who has been carrying on a grocery business on Princess Avenue, has moved on to North Railway Street, and is now in his new stand, opposite the C. P. R. depot.

Thro' Other Spectacles

Another Valorization Scheme?

From Simmons' Spice Mill.

THE prospects of a large crop and the loss of the German and Austrian markets by the war embargo have led the Brazilian Government and its State of Sao Paulo to resort again, it is reported, to the so-called valorization plan for the protection of their coffee planters. Despatches from Rio de Janeiro, reflected in articles published in other pages of this number of The Spice Mill, say that at the request of Sao Paulo, the Brazil Congress has ordered an issue of about \$97,000,000 paper currency, half of which is to be used in buying and withdrawing from the market a large part of the new coffee crop, up to 4,000,000 bags. The first valorization, following the record high crop of 1906-1907—23,800,000 bags—caused a continuous disturbance of the coffee trade for five years, though there is no gainsaying the fact that for a time its operation seemed to be the salvation of the coffee interests of this country. Of course, no second coffee valorization scheme can be participated in directly by anyone in this country, as was the case with the first. When something like Brazil's plan was proposed last year for the relief and protection of our cotton growers, officers of our Government who advocated the plan were reminded of the Sherman Act suit, brought during the operation of the first coffee valoriza-

WAR OFFICE BUYING CHEESE

Montreal, Sept. 16th — (By Wire)—Purchasing agents of the British War Office have completed extensive orders for cheese spread over the last three months. All orders on hand have been filled and the great bulk of the shipments made. Reports of big purchases have been heard which are officially described as grossly exaggerated both as to the extent of purchases and future shipments. Evidence that certain interests were ignored in purchasing which was done in original markets may be an endeavor to enhance prices. Total war purchases to date are small in proportion to increased visible supply.

tion scheme, against agents and representatives of Brazil, and the proposal dissipated into thin air.

The coffee trade in general in this country want no repetition of their ex-

perience with valorization, and Brazil's depressed financial condition would hardly seem to be able to stand the extra burden of this vast issue of paper notes.

Making the Bookkeeper Responsible

Second Talk of a Series on Business Management, Prepared for the Readers of Canadian Grocer by Robert O. Holmes.

IN "Talk No. 1" last month I dealt with the subject "Backbone in Account Collecting" and told how one merchant who was looked upon as the leading merchant in his town, was put out of business because he did not have backbone enough to insist on the settlement of accounts. There are a good many merchants who do not like the idea of looking after the accounts personally. I have found that where the business is large enough to warrant the employment of a bookkeeper that it often pays to make the bookkeeper responsible for the collection of outstanding accounts.

Of course it will always be necessary to supervise the work very carefully but you do not necessarily appear in the matter before your customers. No matter how tactful a merchant may be, he is bound to find difficulty when it becomes necessary to exert pressure on a slow-pay customer who thinks that he knows you well enough to be allowed to pay when he likes, unless you can make the transaction appear as a part of the store system over which you have no control. When a debtor of this class appeals to you personally—and when are you free from such appeals?—you are then in a position to say:

"Well, it's this way, Mr. Blank, I've made my bookkeeper absolutely responsible for all accounts and under the circumstances I can't in fairness to him interfere. You had better see him and give him as much as you can now and arrange for the balance."

This cuts the ground from under his feet. The stand you have taken is a fair and logical one. He cannot appeal from it and neither can he take offence. The latter is an important point, while it is essential that the books should be kept clean, it is equally essential that the merchant should avoid trouble or unpleasantness with customers.

But if it is often advisable for a merchant to remain in the background in the matter of collections, he should always be very much in the forefront in the matter of the regulation of credits.

The supervision of credit is equally as important as a collection system. A

slow-pay customer cannot do you out of your money if he does not get on your books in the first place. From my experience I would strongly advise that, when an account is opened, the amount should be marked in the ledger which you consider this account should not be allowed to exceed. And keep to it. If this were done we would not find the books of so many merchants filled with accounts quite out of proportion to the means of the debtors. Bills have a truly astonishing rapidity for mounting up. When an account is started, neither the seller nor the purchaser has any intention of allowing it to grow to large proportions; at least the honest purchaser has no such intention. But as time goes on it creeps up until the total astonishes both the seller and the purchaser. When a debt reaches the stage where it is beyond the means of the purchaser to settle it within a reasonable time the work of scoring it off becomes a laborious one for the debtor and a decidedly aggravating and sometimes embarrassing situation for the creditor. In many cases customers when their accounts become too large to pay will start going to other stores for supplies. They may not be intentionally dishonest, but merely passively lacking in moral ballast. They dread to face the merchant while the bill is still running, and thus, following the line of least resistance, transfer their custom to the opposition store and often pay cash for their purchasers from the latter merchants.

Therefore, limit all accounts and state that limit when each account is opened.

Secondly, I would urge that a statement be rendered every week or month, and let it be early in the month. Good payers like to have their account rendered regularly. It is doubly necessary that accounts should be rendered regularly to slow-pay customers. This is the only way to keep them spurred up to the necessity of settling.

Thirdly, always give an invoice or counter check at the time of purchasing.

In talk No. 3, next week, I will deal with another phase of account collecting.



FRUIT AND VEGETABLES



Apples Scarce, Inferior and Dear

Rains Have Affected Quality Seriously—A Rot is Making Itself Felt—Most Berries Now Done
—Beets and Celery Considerably Lower — Canadian Fruits Selling Better
Than California Stuff—Slight Easiness in Valencia Oranges

MONTREAL

FRUIT.—Apples are going to be scarce and dear this year—that's the way the market looks this week. Supplies of Alexanders and St. Lawrence are arriving, with supplies of Wealthys expected in this week. Peach apples are still on the market, selling for \$3.75. Alexanders are not so dear, bringing \$3 to \$3.50 for No. 1's. St. Lawrence are quoted at \$3 to \$4.50 for various grades. Blueberries are practically done; there may be a few more, but they are gradually disappearing. Blue grapes, which have commenced to come in, are selling at 25c for small baskets. Musk melons will finish this week. Those anywhere near being fairly good are selling for 3.50 to 7.00. For late Valencia oranges are asking 5.50. There are no new fruits on the market this week, and very little change in quotations.

Apples—		
Alexanders, No. 1's,	3 00	3 50
Peach, No. 1's	3 00	3 75
St. Lawrence	3 00	4 50
Bananas, bunches	2 00	2 25
Blueberries, Saguenay, 16-qt. boxes	1 10	1 10
Grapefruit, 46-54-64-80-96	3 50	4 00
Grapes, Belgium hothouse, lb.	1 00	1 00
Grapes, Cal., crate, 4 baskets	2 00	2 00
Grapes, Delaware, 6-basket carriers	1 75	1 75
Lemons—		
Messina, 300 size	3 25	3 50
Vendilla	3 75	3 75
Limes, box	1 25	1 25
Musk melons, doz.	5 00	6 00
Oranges—		
Valencia, Cal., late 126-250	6 00	6 00
Jamaica, 196-200-216	4 00	4 00
Pineapples, 18-24 and 30-36	3 00	3 00
Peaches, preserving, basket, 11-qt.	0 50	0 50
Peaches, box	1 25	1 25
Peaches, crate, 6 baskets	1 50	1 75
Pears, new, box	2 75	3 00
Pears, 11-qt. basket	0 60	0 60
Plums, preserving, basket, 11-qt.	0 50	0 50
Plums, table, box 4 baskets	1 75	1 75
Cantaloupes, box of 45	2 75	3 50
Apricots, box	2 00	2 00
Watermelons, each	0 40	0 50

VEGETABLES.—New sweet potatoes came on market this week, and are being offered at 2.00 per hamper. The demand is slow. Oyster plant, with the oyster flavor, used for soups, etc., is being offered at 60c-1.00 per doz. Cabbage can be bought anywhere from 20-50c, but good cabbage costs 50c doz. Red cabbage, which is not arriving over-ripe, is costing the retailer 50c doz. Cauliflowers are bringing 1.50 to 1.75, but there are some selling as low as 1.00 per doz., some at 50c, but not very good quality. Celery can be bought as low

as 40-55c, but good stuff costs 1.50 per doz. There is some nice celery on the market, and lots arriving. Onions are bringing 1.40 per bag of 70-75 lbs. Head lettuce came on the market cheaper this week. The quality is not very good, as it has been eaten up by grasshoppers. Many vegetables have suffered from this pest in Quebec. Gentleman corn is bringing 20c doz., while Evergreen is costing 10c. There is a slight advance in spinach to 75-1.00 per box. It is inclined to be scarce. ?

Beets, bag	0 75	0 75
Beans, wax, Montreal, per bag	0 60	0 75
Beans, green, Montreal, per bag	0 35	0 50
Cabbage, red, doz.	0 40	0 40
Carrots, bag	0 75	0 75
Cauliflower, Canadian, doz.	1 50	2 00
Celery, Montreal, doz.	0 50	0 50
Corn, doz.	0 06	0 18
Cucumbers, fancy, doz.	0 10	0 10
Egg plant, doz.	0 50	0 50
Leeks, bunch	0 5	0 5
Head lettuce, doz.	0 25	0 50
Onion, 3 doz.	0 50	0 50
Onions—		
Montreal, bag	1 40	1 40
Parsnips, bag	1 00	1 00
Parsley, Canadian, doz. bunches	0 15	0 15
Peppers, 11-qt. basket	0 40	0 80
Potatoes—		
Montreal, new, bag	0 65	0 70
Sweet, hamper	2 00	2 00
Radishes, doz.	0 10	0 10
Rhubarb, hothouse, doz.	0 15	0 20
Spinach, Canadian, box	0 75	0 80
Turnips, bag	1 00	1 00
Tomatoes, Montreal, box	0 50	0 50
Pumpkins, doz.	1 00	1 00
Squash, doz.	1 00	1 00
Vegetable marrows, doz.	0 50	0 75
Watercress, Canadian, doz.	0 35	0 40

TORONTO

FRUIT.—There are some Canadian grapes on the market now, nice quality stuff, for 25 to 30 cents. Californian stuff gets lots of business still, though price is a trifle stiffer, and is up a quarter.

Canadian pears are cheaper and are getting better demand than Californian stuff at this writing. Thimbleberries have disappeared. Valencias are a trifle easier and a quarter lower, on an easier demand. Currants, black and red, show little change. They are getting done now, though. Peaches, Canadian stuff, are turning out a plenty and are selling at reasonably low levels. Their quality seems to have kept up pretty well. Apples, which are of poor quality show no price change. They seem to go bad very quickly and quality is altogether

very mediocre. Lemons are a trifle off so far as demand goes though old prices obtain still. Apricots show no change, but have small demand. Quality of many fruits seems to be only second; the heavy rains, it is said, have played havoc and have induced a sort of rot which takes place soon after picking.

Apples, new, bbl.	3 20	3 50
Apples, 11-qt. basket	0 25	0 30
Apples, crab	0 20	0 25
Apricots, 11-qt. basket	0 35	0 45
Bananas, per bunch	1 35	1 50
Blueberries, 11-qt. basket	1 00	1 35
Cocoanuts, sack	4 00	4 25
Currants, red, box	0 02	0 08
Currants, black, 11-qt. basket	1 00	1 40
Cantaloupes, Can., 11-qt. basket	0 30	0 50
Grapes, Cal., case	2 10	2 50
Grapes, crab, 6-qt. basket	0 20	0 25
Oranges—		
California Valencia	5 00	5 75
Lemons, new, Messina, box	3 50	4 00
Limes, per 100	1 50	1 50
Peaches, Can., 11-qt.	0 30	0 60
Peaches, Can., 6-qt.	0 20	0 35
Peaches, Georgia, 6 basket	2 00	2 25
Pears—		
California, Bartlett, box	2 75	3 00
Canadian, 6 qts.	0 25	0 35
Plums, Canadian, large basket	0 20	0 25
Plums, box	1 25	1 75
Watermelon	0 35	0 40

VEGETABLES.—Potatoes still show up poor, in quality. The continued rains do not make the state of affairs any better, and it looks as if we will have poor quality stuff right along. New Brunswick stuff and Ontario have both suffered. Prices are unchanged, with an even demand maintained. Cucumbers are up a nickle on a rising demand. Celery is again very cheap now and we quote 30 to 35 cents. Beets are down considerable too. Vegetable marrow is stiffer and five cents higher, 35 cents being outside price and the one at which most is sold. Canadian onions in baskets are now getting better business and we quote 40 to 50 cents therefor. The rest of the list is pretty well unchanged. Business has not been brisk in the vegetable end of the market this last week; fruits have had the trade. Poor quality characterizes a number of crops, same being result of the indifferent and so changeable weather. It is not that the weather has been wet; it is the fickleness that has been so injurious.

Beets, hamper, doz. bunches	0 25	0 30
Beets, new, Canadian, bag	0 70	0 75
Beans, wax, basket	0 40	0 45
Cabbage, new, doz.	0 30	0 45
Cauliflower, hamper	1 00	2 00

(Continued on page 59.)



FISH AND OYSTERS



Opening Week in Smoked and Pickled Fish

Summer Having Taken Unto Itself Wings, Fall Season Begins—Demand in Toronto Still for Lake and Fresh Stuff, However—Weather is Hot and Fall Has Not Really Arrived—Oysters Keep Up the Good Sale—Lobster and Halibut Scarce and High.

MONTREAL

FISH AND OYSTERS.—This is the opening week of the fall season in all kinds of fresh, pickled, smoked, and prepared lines. Wednesday, Friday and Saturday are the fall Ember Days in the church, which means there are three fish days. This, in conjunction with the Jewish holidays, ought to be a stimulant to trade. Already, on account of the demand, some dealers claim they will be short in some lines, particularly halibut from the West, which will not arrive this week as freely as was expected. It is stated that Jog-fish has made its appearance on the haddock fish banks, which will reduce production. Thus, for two of the most important fresh fish lines there will be a shortage. On the other hand, lake fish is arriving in abundance, and is selling at steady prices. Salmon, east and west, is in good supply, and selling at nominal prices. Large quantities of green codfish are supposed to go into consumption now, and this is the starting week for distribution; also for pickled herrings and Labrador salmon. Lobster continues scarce, and is selling to-day at exorbitant prices—32-35c lb. Oysters, bulk and shell, are improving in demand and quality, and with prospects of cooler weather, good trade will certainly result.

TORONTO

FISH AND OYSTERS.—Fish men say they had a good time during the Exhibition, and did a record business. There was a lot of fish eaten at the Exhibition itself. Sword-fish made its appearance to the general public, not having been much sold generally before. Lobster, owing to the demand keeping up so through the last couple of weeks, is up at a high level, and shows no sign of coming down again. Lake fish is still very scarce and prices which have obtained for the past two or three weeks show no signs of alteration. Salmon, to offset this, however, is finding a ready market at easy prices, both the Eastern and Western levels being low. Oysters have kept up pretty well the good send-

off they had a couple of weeks ago, though the hot and clammy weather is not a boost agent. Halibut from the West is both late and short in arriving, and ten cents is being asked and readily gotten. Smoked and pickled lines begin to come into their own again now with this week, fall having been supposed to commence now. Dealers report most business in fresh stuff, however, particularly in lake fish. There are no appreciable alterations in price.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.08½
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.08-.09
Haddies, fillets, per lb.	.12	.10
Haddies, Nicobe, boneless, per lb.	.09½
Herring, Ciscoe, per lb.	.18
St. John bloaters, 100 in box	1.20	1.10
Yarmouth bloaters, 60 in box	1.20
Smoked herrings, medium, box	.18
Smoked boneless herrings, 10-lb. box	1.40
Kipperd herrings, selected, 60 in box	1.25	1.25
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12
Red, Cohoes or silvers, per lb.	.08½-.09	.11
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.09½-.10	.09-.10
Halibut, eastern, chicken, per lb.	.09-.09½	.12
Mackerel, bloater, per lb.	.07½-.08	.08
Haddock, medium and large, lb.	.04½-.05	.05
Market codfish, per lb.	.08½
Steak codfish, per lb.	.05½-.06	.08
Canadian soles, per lb.	.08
Blue fish, per lb.	.15-.18
Smelts	.09
Herrings, per 100 count	2.00
Round pike	.06-.06½
Grass pike	.08

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lbs.	6 50	7 60
Dried hake, medium and large, 100 lb.	5 50
Dried pollock, medium and large, 100 lb.	5 00
Dressed or skinless codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

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

CLAMS, MUSSELS AND SHELL FISH. CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	12 00
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	7 00	8 00
Live lobsters, medium and large, lb.	0 32	0 50
Little necks, per 100	1 25	1 50
Soft shell crabs	2 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11½-12½	12-13
Haddock, fancy, express, lb.	5-5½	6
Mackerel, each	18-20	18
Steak, cod, fancy express, lb.	5½-6	6
Herrings, Gaspareaux	8
Flounders	5	12

Salmon, Western	15-16	17-18
Salmon, Eastern	16-17	17-18

FRESH LAKE FISH.

Carp, lb.	0 09
Pike, lb.	0 08	0 07
Brook trout	0 22	0 25
Perch, lb.	0 05	0 07
Suckers, lb.	0 05	0 05
Whitefish, lb.	0 12	13-14
Herrings, per 100	3 00
Lake trout	0 10	12-13
Dressed bullheads	0 12
Eels, lb.	0 09	0 08
Frogs, medium, lb.	0 25	0 20
Frogs, large, lb.	0 40	0 45
Dore	11-12

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.06½-.09	.07-.08
Whitefish, small tullbees, lb.	.05½-.06	.04-.05½
Lake trout, large and medium, lb.	.08	.10
Dore, dress or round, lb.	.08	.08-.13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.06½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	19 00
Salmon, Labrador, bbls., 200 lbs.	13 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Herrings, Labrador, bbls.	1 75	2 00
Herrings, Labrador, half bbls.	6 00	6 25
Lake trout, 100-lb. kegs	3 25	3 25
Quebec sardines, bbls.	6 00	6 00
Quebec sardines, half bbls.	3 50
Tongues and sounds, per lb.	0 07½
Scotch herrings, imported, half bbls.	8 00
Holland herrings, imp'td milkers, hf bbls	8 00
Holland herrings, imp'td milkers, kegs.	0 85	0 85-1 00
Holland herrings, mixed, half bbls.	7 00
Holland herrings, mixed, kegs	0 85	0 75-0 95
Lochfyne herrings, mixed, kegs	1 25
Turbot, bbl.	14 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbl.	7 00	8 50

WINNIPEG

FISH AND POULTRY.—There is little to report in these lines, but steady demand and steady business. Poultry raisers expect to secure a good share of the fall business, and doubtless there will be less demand for imported stuff than has hitherto prevailed. There is nothing doing here as yet in oysters.

Fresh salmon	0 15
Fresh halibut	0 09
Pickered	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 09
Finnan haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goldeyes, dozen	0 50

Poultry—	
Live—	
Fowl	0 11
Roosters	0 09
Chickens	0 15
Turkeys	0 12
Ducks	0 14
Ducklings	0 12
Geese	0 10

FOR SALE

FOR SALE—FINE CLOVER HONEY, Ap-
ply L. Livesay, Cainsville, Ont., R. R. 2,
17-24



PRODUCE AND PROVISIONS



Butter and Eggs Advance

Easier Feeling in Cheese—Buying For Storage Has Kept Market Up—Eggs For Export to England—Butter Situation Stronger—Honey Prices Easier on Slower Demand.

MONTREAL

PROVISIONS.—There have been no changes in meat prices, and the market for live hogs continues firm, both here and in the West. Sales of abattoir fresh-killed are being made at \$13.25 to \$14.25 per cwt. There has been an advance in the price of bacon, which is attributed to scarcity, and the good demand. Lard is in good demand, and the market is steady.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Bacon—		
Plain, bone in	0 24	
Boneless	0 25	
Peameal	0 25	
Bacon—		
Breakfast, per lb.	0 22	
Roll, per lb.	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
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—		
Heavy short cut mess	26 00	Per bbl.
Heavy short cut clear	26 00	
Clear fat backs	27 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 12	
Tubs, 50 lbs. net	0 12½	
Boxes, 50 lbs. net	0 12½	
Pails, wood, 20 lbs. gross	0 12½	
Pails, tin, 20 lbs. gross	0 12½	
Cases, 10 lbs., tins, 60 in case	0 12½	
Cases, 3 and 5-lb. tins, 60 in case	0 14	
Bricks, 1 lb., each	0 14½	
Lard, Compound—		
Tierces, 375 lbs., net	0 09½	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 09½	
Pails, wood, 20 lbs., net	0 10½	
Pails, tin, 20 lbs., gross	0 10½	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 3 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	
Hogs—		
Dressed, abattoir killed	13 50	14 00

BUTTER.—On account of keen competition between local wholesale and export houses, a stronger feeling prevailed at country boards last week, the prices paid being almost a cent higher. Dealers expect even greater demand for butter later on, when buying begins for future requirements.

Butter—	
Finest creamery	0 20
Dairy prints	0 20
Dairy, solids	0 24
Separator prints	0 25
Bakers'	0 21

CHEESE.—The market had a much stronger feeling at the end of the week, and prices at country boards advanced over a cent as compared with prices paid

the previous week. The cause for this firmness is difficult to explain.

Cheese—		
Old make	0 18	
New make	0 14	0 15
Stilton	0 17	0 18

EGGS.—The local demand continues good, but the demand for exports has fallen off. Wholesalers have advanced their quotation on Selects to 28c, and on No. 1's to 24c.

Eggs, case lots—		
Stamped	0 28	
Selects	0 28	
No. 1's	0 24	
No. 2's	0 19	0 20

POULTRY.—Another Jewish holiday falls on Sept. 30, and will continue until Oct. 1. There will be a demand for all lines. There have been few live turkeys coming in, and an advance has taken place. The demand during the Jewish holidays has been up to average, stocks being fairly well cleaned up. A demand will be felt this week for roosters and spring chickens.

Poultry—		
Frozen stock—		
Large roast chicken	0 28	0 28
Fowl, small	0 15	0 15
Turkeys, fancy	0 25	0 25
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 19
Roasting chicken, 3-3½ lbs., each	0 23	0 23
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	0 40
Squabs, Philadelphia, pair	0 70	0 70
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 15	0 15
Turkeys	0 19	0 20
Ducks, old	0 14	0 14
Geese	0 09	0 10
Ducklings, 3 lbs.	0 14	0 15
Broilers	0 17	0 18

Receipts in Montreal

Receipts of butter, cheese and eggs in Montreal are:

	Boxes	Boxes	Cases
Week ending Sept. 11, 1915...	12,594	61,576	11,517
Week ending Sept. 12, 1914...	11,524	59,943	5,053

TORONTO

PROVISIONS.—There are no alterations in prices this week. Breakfast bacon is a trifle easier and demand seems to have fallen off some in all meats, even though the weather continues hot enough for cooked stuffs to be a good buy. Lard is easy again, on a smaller demand, momentarily.

Hams—		
Light, per lb.	0 15½	0 19½
Medium, per lb.	0 15½	0 19

Large, per lb.	0 14½	0 15
Bacon—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 25	0 25
Pea meal, per lb.	0 25	0 27
Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15½
Shoulders, per lb.	0 14	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 13½
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 25	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	25 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11¼	0 11¼
Tubs, 50 lbs.	0 11¼	0 11½
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12	0 12½
Bricks, 1 lb., per lb.	0 12½	0 13½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09½	0 10
Tubs, 50 lbs., per lb.	0 10½	0 11
Pails, 30 lbs., per lb.	0 11	0 11½
Hogs—		
Dressed, per cwt.	11 75	11 75
Live, per cwt. off cars	8 85	8 85

BUTTER.—Butter shows an advance of a cent all along the list this week, and in the case of dairy the range is tightened a trifle, 28c being asked and easily gotten. Demand has suddenly spruced up a bit, and stocks are none too heavy. There has been some export going on at that. Butter has been at reasonable levels all summer, but there are not wanting those who say that fall will see appreciably higher prices. Creamery is worth 26c to 27c at country points, with a firm demand.

Butter—		
Creamery prints, fresh made	0 29	0 30
Separator prints	0 28	0 29
Dairy prints, choice, lb.	0 25	0 28
Dairy solids, lb.	0 21	0 23
Bakers'	0 22	0 23

CHEESE.—Prices remain unchanged, though they are somewhat easier, and likely, it looks, to be more so. It will be remembered that we recently advanced quotations. It appears, however, that there is a lot of demand for storage, particularly for Montreal holding, and that when this falls off prices will sag some.

Cheese—		
New, large, per lb.	0 14½	0 15
New, twins, per lb.	0 15	0 15½

EGGS.—There are not as many eggs coming in as there were, and prices have advanced about a cent this week. Dealers are paying 19c or 19½c in the country, and this is meaning a price here for No. 1 new-laid of 23c to 24c. Quality

CANADIAN GROCER

is now much better than it was. There is considerable buying for export to Great Britain, this trade having come back again after quietness. Demand here keeps up, but with the export call supplies are harder to get.

Eggs—		
Specials (in cartons), doz.	0 25	0 27
No. 1s (straight new laids)	0 23	0 24
No. 2	0 17	0 18
Cracked	0 15	0 16

POULTRY.—Fowl is a cent easier, with little buying demand. Broilers are down a cent too, notwithstanding a good call for Jewish holidays. Old turkeys are wider in range, top price being now 17 cents; this is being gotten for good quality right along. Ducklings remain unchanged at 11c to 12c. Demand has been brisker, particularly from the Jewish fraternity, as it has been their New Year celebration.

HONEY.—Prices are down a cent, and we quote buckwheat in tins at 7c, and the rest of the list on that basis. Demand is fair to average just now.

Buckwheat, tins	0 07
Strained clover, 50-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.

Eggs are getting scarce and have advanced in price. Guaranteed new-laid eggs may soon be expected to be dear. Cheese is firm, and has registered an advance. Lard has scored another decline. Hams and bacons easier.

The butter market shows little change. Creamery butter is due to advance, but dairy butter is expected to be a little easier during the fall months.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light	0 12	
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	22 00	
Lard—		
Tierces	0 17	
Pails	2 52	
Cases, 5s	7 72	
Cases	7 80	

BUTTER.—

Creamery	0 26	0 27
Best dairy	0 16	0 22
Cooking	0 12	0 15

EGGS.—

Eggs—		
New laid	0 18	0 19

CHEESE.—

Cheese—		
New, large	0 16	
New, twins	0 16½	
Manitoba	0 13½	

FRUIT AND VEGETABLES

(Continued from page 56.)

Carrots, new, bag	0 30	0 35
Celery, doz.	0 25	0 30
Corn, doz.	0 10	0 15
Cucumbers—		
Canadian outdoor, basket	0 30	0 35
Egg plant	0 40	0 60
Onions—		

Can., baskets	0 40	0 50
American	0 85	0 95
Spanish, case	3 00	3 25
Green peppers, basket	0 25	0 35
Peppers, red	0 60	0 75
Green peas, Can.	0 25	0 35
Potatoes, Ontario, new, bag	1 75	1 80
Potatoes, Jersey sweets	0 80	0 85
Potatoes, N.B., Delawares	0 75	0 80
Parsnips, 11 qt.	0 25	0 30
Parsley, basket, 11-qt.	0 25	0 35
Tomatoes, Canadian, 11-qt.	0 20	0 25
Tomatoes, Canadian	0 15	0 20
Turnips, 11-qt. basket	0 70	0 75
Vegetable marrow	0 25	0 35

WINNIPEG

FRUITS AND VEGETABLES.—Native vegetables are now plentiful, with the exception of corn and cucumbers, of which the crop is almost a failure. New potatoes are selling at 40c per bushel. The market is well supplied with preserving fruits, which are at reasonable prices. They will hardly go cheaper, and are attractive lines at this season.

Fresh Fruits—		
Valencia oranges, case	5 75	6 00
California lemons	5 00	5 50
Washington apples	2 00	3 25
Cocoanuts, dozen	1 00	1 00
Peaches, case	0 90	1 00
Plums, case	0 90	1 00
Bartlett pears	2 25	2 25
Tomatoes, 4 in case	0 80	0 80
Bananas, bunches	2 50	3 50

VEGETABLES.—

Vegetables—		
Beets, per lb.	0 01	
Mint, per dozen	0 20	
Radishes, per dozen	0 10	
Onions, per dozen	0 10	
Cabbage, per lb.	0 01	
Parsley, dozen	0 15	
Peppers, per basket	1 00	
Mushrooms	0 50	
Carrots, per pound	0 01	
Head lettuce, dozen	0 40	
Cucumbers, per dozen	0 80	
Rhubarb, per lb.	0 01½	
Cauliflower, per dozen	0 80	
Spinach, per lb.	0 03	
Asparagus, dozen	1 25	
Garlic, lb.	0 40	
New potatoes, bushel	0 40	
New beans, pound	0 03	
New peas, lb.	0 05	
New turnips, bushel	0 60	

LAW TO STOP DISCRIMINATION

A discussion of an interesting character has been started in Kansas regarding the provisions of the "anti-discrimination and unfair trade act," passed by the last legislature of that state. For instance, some authorities hold that under the law it will be illegal for grocers to give special discounts to preachers, a practice that is universal. The law says:

"Any person, firm or corporation, foreign or domestic, doing business in the

state of Kansas, and engaged in the production, manufacture, distribution, sale or purchase of any commodity in general use, that shall, intentionally, for the purpose of destroying competition, discriminate between different sections, communities or cities of this state, by buying at a higher rate or selling at a lower rate any such commodity in one section thereof, than is charged or paid for such commodity in another section, community or city, after equalizing the distance from the point of production to the factory, for distribution, and freights therefrom, shall be deemed guilty of unfair discrimination."

MERCHANT BECOMES POST-MASTER

E. J. Cody of Embro, Ont., has received official notification from Ottawa of his appointment to the position of post-master there. Mr. Cody has been a general merchant in Embro for over 40 years and is one of the town's most respected and public-spirited citizens. He is a past president of the North Oxford Conservative Association, and had been clerk and treasurer of the municipality for 35 years. Mr. Cody is the father of Ven. Archdeacon Cody of Toronto.

BIG SALE OF RAISINS

The California Associated Raisin Company is reported to have received an order for 750 tons of muscat raisins from the British Government. The shipment will be forwarded at once by San Francisco and the Panama Canal to British ports. The price paid was \$50,000. This is the second sale in two weeks. The first order was for 300 tons. This will tend to further firm up raisin prices at the coast.

The employees of Wagstaffe's, Limited, Hamilton, Ont., presented a wrist watch to Arthur Sherman and a gold signet ring to Robert Killop, two of their associates who have joined a machine gun battalion.

NOTE THIS

Mr. Grocer:—The Niagara Fruit Growers are running this bulletin (changed weekly)

FRUIT BULLETIN

Note the Government's Advertising telling you about Canadian Crawford Peaches. You should see your Grocer at once and put down an extra supply of Niagara Peninsula Grown Fruits. This year quality is extra fine for canning. Fruit means good health.

in 250 newspapers to help you sell fruit. See your customers and rush your orders for Niagara Peninsula grown fruits.



FLOUR AND CEREALS



Future of Flour Uncertain

Will Surplus Export Wheat Be Moved or Will It All Be Thrown on Domestic Markets? — A Question That Future Must Decide—Markets Easy at Recent Declines — A Weakness in Rolled Oats Markets

MONTREAL

FLOUR.—Prior to and following the decline in the price of flour, business was quiet, being of the hand to mouth kind, and in most cases was lacking altogether. Following the second decline business has picked up somewhat; to use the millers' own term, "retailers are nibbling." Few cars of new Ontario flour have arrived yet, and what has come in is inclined to be soft. The very best old Ontario flour is said to be bringing 6.00 to 6.25 per bbl., and 90 per cents. 5.00-5.25 per bbl. Prices on Manitobas are unchanged. At the lower range of values, the demand from foreign buyers has increased for all grades, and prospects are rather encouraging for a continued good demand from this source.

Manitoba Wheat Flour—		Per bbl. of 2 bags	
First patents	5 85	
Second patents	5 35	
Strong bakers	5 15	
Flour in cotton sacks, 10 cents per barrel more.			
Winter Wheat Flour—		Car	Small lots.
Fancy patents	5 50	5 75
90 per cent., in wood	5 00	5 20
90 per cent., in bags	2 10	2 25

CEREALS.—The rolled oats market shows further weakness on account of the lower prices ruling for oats, as prices have declined a further 5c to 10c per bbl. Retailers should be able to buy now at 2.60-2.65 per bag. The demand continues small. Orders as stated before, are being taken for packages at 4.00 per case, October shipment.

Cornmeal—		Per 98-lb. sack	
Gold dust	2 45	2 80
Unbolted	2 15	
Rolled Oats—		90's in jute.	
Small lots	2 65	2 70
25 bags or more	2 50	
Packages, case	4 00	
Rolled oats in cotton sacks, 5 cents more.			
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.			
Rolled Wheat—		100-lb. bbls.	
Small lots	3 80	
Hominy, per 98-lb. sack	2 75	
Corn flour, bag	2 60	
Rye flour, bag	3 25	
Barley, pot	3 00	

FEEDS.—Despite the drop in prices all the way down the list which occurred last Tuesday, business continues very brisk. It is claimed that supplies are still hard to get, which sounds rather paradoxical in view of the decline. However, with the millers increasing their

output with the arrival of new wheat, a decline became inevitable.

Mill Feeds—	Per ton
Bran	25 00
Shorts	27 00
Middlings	30 00
Wheat moulee	31 00
Feed flour, bag	1 87½
Mixed chops, ton	35 00
Crushed oats, ton	36 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	40 00
Barley chop, ton	34 00
Feed oats, cleaned, Manitoba, bush.	0 60
Feed wheat, bag	1 50

TORONTO

FLOUR.—There is little to report in this market this week. Manitoba flour had a drop of fifty cents last week, and whether it was due to that or to some other influence, business has certainly been better this last few days. Export has picked up a trifle and some business has been done. Exchange is still a difficulty; there has been little sentimental effect felt in this market of the rumor that the commission of financiers now in New York will right this affair. There is a feeling everywhere that flour has not touched bottom yet. No doubt if it were found a month from now that we couldn't move the immense crop out West, levels for the buyer here would be lower, since sellers would have to get rid of stocks intended for export as well as domestic stocks. It is too early to speculate on this question. Some people who are holding off because of this contingency may be caught napping, although probably flour could stand another reduction yet. Wheat is firming a trifle; today's market is up another cent following yesterday's, of a cent and a half to two.

Manitoba Wheat Flour—		Small lots.	Car lots.
		per bbl.	per bbl.
First patents	5 95	5 75
Second patents	5 45	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—		Small lots.	Car lots.
		per bbl.	per bbl.
Fancy patents	4 90	4 70
90 per cent.	4 80	4 60
Straight roller	4 80	4 60
Blended flour	4 00	3 80

CEREALS.—There is little change and little business doing in this market at present. Rolled oats shows a pronounced decline and we quote 2.70 to 2.80 for

this, with little trade to be gotten, even at that. Other lines are slow. This market features little activity at present.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 15
Corn flour, 98 lbs.	2 55
Cornmeal, yellow, 98 lbs.	2 25
Graham flour, 98 lbs.	3 30
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 50
Oatmeal, granulated, 98 lbs.	3 50
Peas, Canadian, boiling, bush.	2 75
Peas, split, 98 lbs.	4 75
Rolled oats, 90-lb. bags	2 70
Rolled wheat, 100-lb. bbl.	3 85
Rye flour, 98 lbs.	3 10
Whole wheat flour, 98 lbs.	3 30
Wheatlets, 98 lbs.	3 65

MILL FEEDS.—Business still keeps fairly heavy in this market, and had it not been for sympathetic reasons, would have done so without last week's decline. This market is strong. Feeds are still hard to get and the demand continues to be heavy. It would not be surprising to see a general firming-up.

Mill Feeds—	Mixed cars, per ton	
Bran	25 00	25 00
Shorts	27 00	28 00
Middlings	30 00	31 00
Wheat moulee	31 00	32 00
Feed flour, per bag	1 60	1 65
Oats—		
No. 3, Ontario, outside points	0 85	0 61
No. 3, C.W., bay ports	0 67

WINNIPEG

FLOUR.—Flour prices are steady since the last decline. The market is unsettled, and opinion is much divided as to the future. Flour is now not dear, and should it decline further, looks like a good proposition to carry.

Flour—		
Best patents, per sack 98 lbs.	2 90
Bakers, per sack 98 lbs.	2 65
First clears	2 30
Second clears	1 75
Rolled oats, 80 lbs.	2 80

GREENHUT COMPANY RE-ORGANIZED

Papers of incorporation were filed recently in Albany by the Greenhut Company, Inc., of New York City. The capital is \$7,500,000. This is the new company, which under the plan of reorganization, will take over and continue the business of the bankrupt J. B. Greenhut Company.

HOW IS YOUR STOCK?

Pals

AT
YOUR
JOBBER'S



A
TRADE
BUILDER

CANADIAN CEREAL AND FLOUR MILLS CO., LIMITED, TORONTO

Business Articles for Fall Number

Editors Already on the Warpath and Several Splendid Practical Features Are Ready—
A Few of the Many Good Things—October 22 is the Date.

THE editorial department of CANADIAN GROCER secured a particularly early start this year on getting after business articles for the Annual Fall Number, which will be published October 22nd. These articles are of a high-grade character and all have been secured from the retail dealers in the business to-day. In fact the chief value of these articles as well as those for all our issues lies in the fact that they are secured from practical men and are of a practical character.

METHODS OF A BIG MERCHANT

The selling articles based on the actual experiences of retailers in all parts of Canada will be one of the big features. Actual methods will be shown how certain big merchants are to-day selling goods over and above the actual demands. One of our editors has already made a trip as far East as the Gaspé coast on the eastern extremity of Quebec Province to interview one of the biggest general merchants in Eastern Canada. The methods of this merchant for getting after trade will be presented in a way that will mean dollars and cents to general merchants in other parts of the country. This article as well as practically all the others will be well illustrated.

WINDOW DISPLAY

There will, too, be the usual big feature of Christmas Window Displays. Some of the finest Christmas windows that have ever been shown anywhere, not only in Canada, but in the world, will be presented in this big Fall Number. For many years CANADIAN GROCER has held a Christ-

mas Window Contest for our readers. Last year a large number were submitted and the six winners will be reproduced in the Fall Number. Every dealer and clerk interested in window display will find these of a particularly valuable character, from the standpoint of selling power, attractiveness and originality.

BUSINESS MANAGEMENT

There will be some splendid articles on business management. How various retailers keep track of the course of their business will be shown. One article that has already been prepared deals with the methods of a Western Ontario general dealer who knows each day the amount of cash and credit business he does, the amount of money he receives on account, the total outstanding accounts, etc. This article will be illustrated by a form showing exactly by figures all the information he has at his finger end from day to day, week to week, month to month, and year to year. This is typical of a number of business management articles which will be very valuable to any retailer anxious to keep close tab on what he is doing.

These few features are mentioned here just to demonstrate the nature of the reading matter in the Fall Campaign Number. In future issues synopsis of other articles will be given and the trade can rest assured that in our Fall Number of 1915 they will secure one of the brightest, best and most practical issues that has ever come into their store.

THE EDITOR,

Sept. 17, 1915.

Canadian Grocer.

Finest New Season Japan Teas

Now in Store

Large and well-selected stock of Ceylon Pekoe and Orange Pekoe.

Give us an opportunity of submitting samples and quotations before closing your purchases.

KEARNEY BROS., LIMITED

Wholesale Tea and Coffee Merchants

33 St. Peter Street

MONTREAL

ESTABLISHED 1874

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER. WHITE SWAN SPICES AND CEREALS, LTD.

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

ROYAL BAKING POWDER.

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

8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

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

BLUE.

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

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

UN-NUMBERED.
100 books and over, each 0 03½
500 books to 1,000 books 0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

	Per case
White Swan Biscuit Flour (Self-rising)	
2 doz. to case, weight 70 lbs.	\$3 06

Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. 3 00

Per case

Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

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

Aylmer Pure Jellies.

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85
Aylmer 14's and 30's per lb.		

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, 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 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 50
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
---	------

Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

COIN PURSES

(Our new penny piece)

**NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES**

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL



Your sales of a product are no greater than the measure of confidence customers have in it. And that just explains the unusual success grocers achieve with WONDERFUL SOAP. Wonderful Soap holds the public's willing confidence and eager trade.

Stock up NOW.

Guelph Soap Co.
Guelph, Ont.

Nonparell wafers, No. 1, 5-lb. boxes 0 32
Nonparell wafers, No. 2, 5-lb. boxes 0 27
Chocolate ginger, 5-lb. boxes 0 33
Milk chocolate wafers, 5-lb. boxes 0 38
Coffee drops, 5-lb. boxes... 0 38
Lunch bars, 5-lb. boxes ... 0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box 1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box 0 90
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. 0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. 0 38
Nut milk chocolate, 5c bars, 24 bars, per box 0 90
Almond nut bars, 24 bars, per box 0 90
JOHN P. MOTT & CO'S.
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.
10c size (for cooking) 0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 85
Nut milk bars, 2 dozen in box 0 80
Breakfast cocoa, 1/4's and 1/2's 0 36
No. 1 chocolate 0 30
Navy chocolate, 1/2's 0 26
Vanilla sticks, per gr. 1 00
Diamond chocolate, 1/2's ... 0 24
Plain choice chocolate liquors 20 30
Sweet chocolate coatings ... 0 20

CONDENSED AND EVAPORATED MILK.
BORDEN MILK CO., LTD.
East of Fort William, Ont.
Preserved Per case
Eagle Brand, each, 4 doz. \$6 25
Reindeer Brand, each, 4 doz. 6 25
Silver Cow Brand, each 4 doz. 5 75
Gold Seal Brand, each, 4 doz. 5 60
Mayflower Brand, each, 4 doz. 5 60
Purity Brand, each, 4 doz. 5 60
Challenge Brand, each, 4 doz. 4 85
Clover Brand, each, 4 doz. ... 4 85
Evaporated (Unsweetened)—
St. Charles Brand, small each 4 doz. 2 00
Peerless Brand, small, each 4 doz. 2 00
St. Charles Brand, Family, each 4 doz. 3 90
Peerless Brand, Family, each 4 doz. 3 90
Jersey Brand, Family, each, 4 doz. 3 90
St. Charles Brand, tall, each 4 doz. 4 50
Peerless Brand, tall, each, 4 doz. 4 50
Jersey Brand, tall, each, 4 doz. 4 50
St. Charles Brand, Hotel, each, 2 doz. 4 25
Peerless Brand, Hotel, each, 2 doz. 4 25
Jersey Brand, Hotel, each, 2 doz. 4 25
St. Charles Brand, gallons, each, 1/2 doz. 4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz. 4 60
"Reindeer" Coffee and Milk, "small," each, 4 doz. 5 50
"Regal" Coffee and Milk, each, 2 doz. 4 50
"Reindeer" Cocoa and Milk, each, 2 doz. 4 60

COFFEE.
WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN.
1 lb. tins, 4 doz. to case, weight 80 lbs. 0 38
1 lb. tins, 2 doz. to case, weight 35 lbs.
Add one-half cent per pound to the above.
ENGLISH BREAKFAST COFFEE.
1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 22

1 lb. tins, 2 doz. to case, weight 40 lbs. 0 26
MOJA.
1/2 lb tins, 2 doz. to case, weight 22 lbs. 0 32
1 lb tins, 2 doz. to case, weight 40 lbs. 0 36
2 lb. tins, 1 doz. to case, weight 40 lbs. 0 36
PRESENTATION COFFEE.
A Handsome Tumbler in Each Tin.
1 lb. tins, 2 doz. to case, per lb. 0 27
Shipping weight, 50 lbs per case

MINTO BROS.
MELAGAMA COFFEE.
Ret. Whol.
30c 1s, 1/2s, B. or G... 0 25
40c 1s, 1/2s, B. or G... 0 32
45c 1s, 1/2s, B. or G... 0 34
50c 1s, 1/2s, B. or G... 0 37
Tumbler coffee 0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.

MINTO COFFEE (Bulk.)
M. Bean or Gr. 0 38
I Bean or Gr. 0 35
N Bean or Gr. 0 32
T Bean or Gr. 0 30
O Bean or Gr. 0 28
Spec. Grd. Compound 0 25
Packed in 25 and 50-lb tins.

FLAVORING EXTRACTS.
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS
1 oz. bottles, per doz., weight, 3 lbs. \$ 1 25
2 oz. bottles, per doz., weight 4 lbs. 2 00
2 1/2 oz. bottles, per doz., weight 6 lbs. 2 30
4 oz. bottles, per doz., weight 7 lbs. 3 50
8 oz. bottles, per doz., weight 14 lbs. 6 50
16 oz. bottles, per doz., weight 23 lbs. 12 00
32 oz. bottles, per doz., weight 40 lbs. 22 00
Bulk, per gallon, weight 16 lbs. 10 00

CRESCENT MFG. CO.
CRESCENT MAPLEINE.
Special Delivered Price for Canada.
Per doz
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c... \$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c ... 2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c ... 4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c ... 7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00. 13 25
17 lbs., retail each \$3. ... 24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50. 45 00
Half gallons, each, retail each \$10 7 50
Gallons, each, retail each \$18 14 50

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

W. CLARK, LIMITED, MONTREAL.
Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$15; 14s, \$37.
Roast Beef, 1/4s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$16.
Bollied Beef, 1s, \$2.75; 2s, \$5; 6s, \$16.
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.30; 2s, \$4.25.
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.75; 2s, \$5.
Cambridge Sausage, 1s, \$2.40; 2s, \$4.
Boneless Pigs' Feet, 1/4s, \$1.50; 1s, \$2.25; 2s, \$4.25.
Lamb's Tongues, 1/4s, \$1.50.
Sliced Smoked Beef, tins, 1/4s, \$1.65; 1s, \$2.65.

OVAL Apple Picking Baskets

Half bush. and $\frac{3}{4}$ bush.

Prompt Shipment.

Order Now.

Walter Woods & Co.
Hamilton Winnipeg

Jersey Sweet Potatoes

"Whitco" Brand

Packed in Hampers have arrived.
This brand of Sweets is the best coming
to Toronto.

Opening of Oyster Season

First Express arrivals.

Oysters Haddies Kippers

Just the thing for these days.

We are heavy operators in Canadian
Crawford Peaches.

White & Co., Limited
Wholesale Fruits TORONTO
BRANCH AT HAMILTON

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto

Ever consider the possibilities of the trade in Fish?

We have daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals.

Get in touch with us. There are no better or more choice fish sold in the Dominion.

The margin for the dealer is a good one.

Lemon Bros.
OWEN SOUND, ONT.

Full Swell Pack
Perfectly Graded
Fruit under:—

- "Aurora"
- "Mars"
- "AI"
- "Sapho"
- "Jupiter"

It will pay you to handle these brands of Oranges

J. J. McCabe
Agent
TORONTO



Safety First!

The following is an extract from Section 32 of the Adulteration Act, Chapter 133, of the revised statutes.

"Every person who by himself or by his Agent sells, offers or exposes for sale, any article of food or any drug which is adulterated within the meaning of this Act, shall incur a fine or imprisonment or both, and for subsequent offenses a fine of not less than \$50.00 or imprisonment or both."

You will see by the above that the *CARELESS BUYER* as well as the deliberate offender suffers when the Government Inspector finds that he is selling adulterated goods. The dealer's protection is outlined in section 33, which says in part, as follows:

"If the person accused proves to the Court that he purchased the article in question for and as an article of the same nature, substance and quality as that demanded of him by the purchaser or inspector WITH A WARRANTY to that effect according to the form in the third schedule of this Act, and also proves that he sold it in the same state as when he purchased it, and that he could not with reasonable diligence have obtained knowledge of its adulteration, HE SHALL BE DISCHARGED FROM SUCH PROSECUTION."

THIS IS THE WARRANTY THAT IS PROVIDED FOR IN SCHEDULE 3

WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

This is the Warranty that Seals Every Package of White Swan Pure Food Products

White Swan Spices and Cereals
LIMITED
TORONTO ONTARIO

- Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.
- Tongue, Ham and Veal Pate, ¼s, \$1.20.
- Ham and Veal, ¼s, \$1.
- Potted and Devilled Meats, tins - Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
- Potted Meats, Glass - Chicken, Ham, Tongue, ¼s, \$1.25.
- Ox Tongues, tins, ½s, \$2.40; 1s, \$5.25; 1½s, \$8; 2s, \$10.
- Ox Tongues, Glass, 1½s, \$9.75; 2s, \$12.
- Mincemeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
- In Pails, 25 lbs., 8c lb.
- In Tubs, 45 lbs., 7½c lb.
- In Glass, 1s, \$2.25.
- Plum Pudding, 1s, \$2.30; 2s, \$2.80.
- Clark's Peanut Butter - Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.
- Clark's Peanut Butter-Pails 24 lbs., 16c per lb.
- Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
- Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
- Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
- Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.
- Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
- Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
- Clark's Chateau Concentrated Soups, 95c.
- Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

LAPORTE, MARTIN, LIMITED Montreal. Agencies.

BASIN DE VICHY WATERS.

- L'Admirable, 50 btles, litre, cs. 5 50
- Neptune 7 00
- San Rival 8 00

VICHY LEMONADE.

- La Savoureuse, 50 btles., cs. 8 00

NATURAL MINERAL WATER

- Evian, Source Cachat, 50 btles, cs. \$9 00

IMPORTED GINGER ALE AND SODA

- Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15
- Ginger Ale, Trayders, cs. 6 doz. splits, doz. 0 95
- Club Soda, Trayders, cs. 6 doz. pts., doz. 1 05
- Club Soda, Trayders, cs. 6 doz. splits, doz. 0 95

BLACK TEAS.

- Victoria Blend, 50 and 30-lb. tins, lb. 0 38
- Princess Blend, 50 and 30-lb. tins, lb. 0 35

JAPAN TEAS.

- H. L., ch., 90 lbs., lb. 0 35
- Victoria, ch. 90 lbs., lb. 0 30

COFFEES.

- Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
- Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
- Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT.

- Miller of Milwaukee, cs. 2 doz., cs. 4 25
- Miller of Milwaukee, brl. 8 doz., brl. 16 20

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, 5 lbs., 12 to case .. 0 11½
 - Cases, 3 lbs., 20 to case .. 0 11½
 - Cases, 10 lbs., 6 to case .. 0 11
- F.o.b. Montreal.

MUSTARD. COLMAN'S OR KEEN'S.

- Per doz. tins
 - D. S. F., ¼-lb. \$ 1 60
 - D. S. F., ½-lb. 2 90
 - D. S. F., 1-lb. 5 70
 - F. D., ¼-lb. 0 95
- Per Jar
- Durham, 4-lb. jar 0 98
 - Durham, 1-lb. jar 0 31

JELLY POWDERS.

- WHITE SWAN SPICES AND CEREALS, LTD.
 - White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
- List Price.

SPICES.

- WHITE SWAN SPICES AND CEREALS, TORONTO.
- Dredge Canister 4oz. Round Pkgs. \$0.90 \$0.90
- Allspice 55c
- Arrowroot, 4 oz. tins, 85c. 55c
- Cayenne 0.90 0.90
- Celery Salt
- Celery Pepper
- Cinnamon 0.90 0.90
- Cinnamon, 1 oz. Pags-ots, 45c.
- Cloves 0.90 0.90
- Curry Powder
- Mace
- Nutmegs 0.90 ..
- Whole, 5c. Pkgs., 45c.
- Paprika 0.90 ..
- Pepper, Black 0.90 0.90
- Pepper, White 1.10 1.10
- Pastry Spice 0.90 0.90
- Pickling Spice (Win- dow front) 0.75
- Dozens to case 4 4
- Shipping weight, per case 10 lbs. 17 lbs.

WHITE SWAN LYE.

- Single cases, 4 doz. \$ 3 50
 - 5 case lots, 4 doz. 3 35
- Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

- Laundry Starches—
- Boxes. Cents
- 40 lbs., Canada Laundry .. 06½
- 40 lbs., boxes Canada white gloss, 1 lb. pkg. 06½
- 48 lbs. No. 1 white or blue, 4 lb. cartons 07½
- 48 lbs. No. 1 white or blue, 3 lb. cartons 07½
- 100 lbs., kegs, No. 1 white 08½
- 200 lbs., bbls., No. 1 white 08½
- 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. 07½
- 48 lbs. silver gloss, in 6-lb. tin canisters 08½
- 36 lbs., silver gloss, 6-lb. draw lid boxes ... 08½
- 100 lbs., kegs, silver gloss, large crystals ... 07½
- 28 lbs., Benson's Satin, 1-lb. cartons, chrome 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 60
- Culinary Starch.
- 40 lbs. W. T. Benson & Co.'s prepared corn 07½
- 40 lbs. Canada pure corn starch 06½
- (120-lb. boxes ¼c higher.)
- Casco Potato Flour, 20-lb. boxes, per lb. 10

BRANTFORD STARCH. Ontario and Quebec.

- Laundry Starches—
- Canada Laundry—
- Boxes about 40 lbs. 06
- Acme Gloss Starch—
- 1-lb. cartons, boxes of 40 lbs. 06½
- First Quality White Laundry—
- 3-lb. canisters, cs. of 48 lbs. 07½
- Barrels, 200 lbs. 06½
- Kegs, 100 lbs. 06½
- Lily White Gloss—
- 1-lb. fancy carton cases 30 lbs. 07½
- 8 in case 06

In buying
KETCHUP

remember Upton's give 125 per cent. of ketchup value for your dollar.

Try It and See

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

The T. Upton Co., Limited
ST. CATHARINES

We receive fresh arrivals every morning of all varieties of
Domestic Fruits and Vegetables

The Crawford Peaches are now coming along in fine shape. If you leave us your orders, our quality and prices will please you.

Tomatoes, Plums, Pears, Apples, Pickling Onions, Pickling Cubes, Cauliflower, Corn, Cabbage, Egg Plant, Muskmelons, Red and Green Peppers.

Foreign Fruits and Vegetables Oranges, Lemons, Bananas, Sweet Potatoes, Tokay Grapes, Pears, Spanish Onions.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON
ESTABLISHED 1861
GUELPH and NORTH BAY

Purity
TABLE
SALT



—the Salt that wins out as a pure, economical Salt, put up in any way desired. You should introduce our handy, free-running, Sanitary, **Moisture-Proof Package.**

—Just what you are after. Makes shaker filling easy and prevents moist or caked Salt

Purity Salt is the product of the most modern vacuum salt manufacturing plant.

The WESTERN SALT CO. LIMITED
COURTRIGHT,
ONT.



Right—Always right

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

COW BRAND BAKING SODA

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

Get it from your jobber.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL



Make Sea Foods a Bigger Business Producer

The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods, whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales.

Connors Bros., Limited

Black's Harbor, N.B.



CANNED GOODS

STANDARD PEAS, 2s (c/s 24 Tins)
Good merchantable quality
70c. per Dozen.

PORK AND BEANS, Plain 2s (c/s 24)
85c. Dozen.

PEERLESS MACARONI, 1s, Long
Packages (c/s 25)
7½c. Package.

Write, Wire or 'Phone at Our Expense
Adel. 1057, 941, 867.

Warren Bros. & Co.
LIMITED

Queen and Portland Streets
TORONTO, ONT.

Condy's Fluid Prevents Disease—

but unlike most disinfectants it is perfectly harmless and non-poisonous (contains no permanganate of Potash).

Condy's Fluid may be kept handy and used more often than if it were kept under lock and key away from children.

Every home should have Condy's Fluid. Send for trial shipment to-day.

Condy & Mitchell, Limited, London, Eng.

Sole Agents for Canada:
Harold F. Ritchie Co., Limited, 10-12-14 McCaul St., Toronto

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

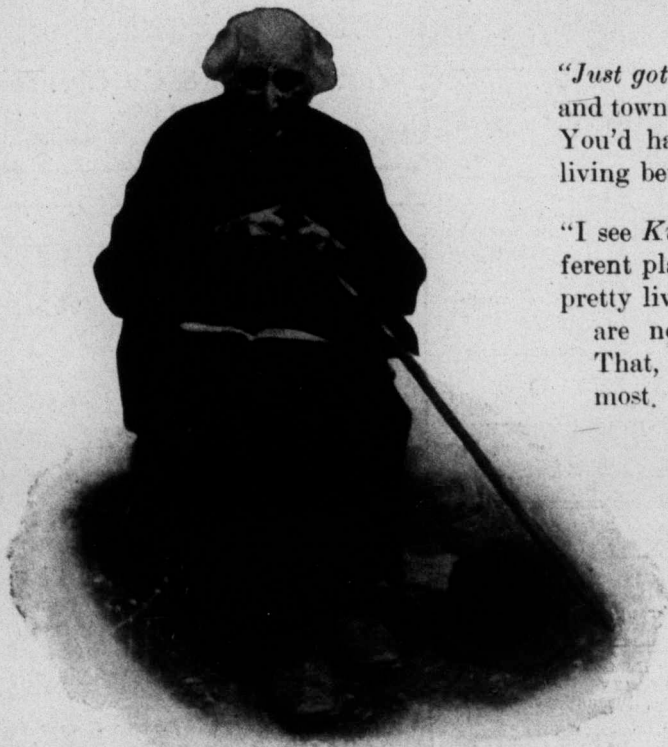
AMERICAN CAN COMPANY

MONTREAL .: HAMILTON

No. 15

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)



"Just got back from my summer trip to Western Ontario cities and towns and I must say the country looks fine and prosperous. You'd hardly know there was a war on. People seem to be living better than ever."

"I see *King George Navy Chewing Tobacco* bill boards in different places. Seems that those Rock City Tobacco people are pretty live advertisers. Guess they know what they've got and are not afraid to tell about it.

That, it seems to me, is behind most, all advertising—confidence in goods. I can vouch for the quality of *King George Navy* and the grocer who sells it must surely get the men's trade."



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

Buyers' Guide

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.

**CHIVER'S
 JAMS—JELLIES—MARMALADE**
 Are guaranteed absolutely pure and of
 the highest quality.
 Send us your orders.
 Agents:
Frank L. Benedict & Co., Montreal

We are buyers of evaporated and
 farmers' dried apples. Prices and
 tags on application.
O. E. Robinson & Co.
 Ingersoll Ontario

ST. MARC COFFEE
 Gives all users entire
 satisfaction.
AUGUSTIN COMTE & CO., LTD.
 725 Notre Dame E. Montreal

EGG FILLERS
 Our capacity is three times the total
 Filler requirements of Canada
PROMPT DELIVERIES
 by us are therefore certain.
THE TRENT MFG. CO., LIMITED
 TRENTON, ONTARIO, CANADA

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

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per
 word for first insertion, 1c for each subse-
 quent insertion.

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

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

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

ASSIGNEES AGENTS LIMITED
 154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS
 Book-debts are monies in the other
 man's pocket. Use our special collec-
 tion service—charges moderate, no col-
 lection, no charge. Phone Adelaide 919.

Have been built up by
 years of fair dealing,
 of honest manufactur-
 ing, an unwavering
 policy of maintaining
 the high quality of the
 goods and by extensive
 and persistent adver-
 tising.
 This means for the
 grocer a steady and
 increasing demand
 from satisfied custom-
 ers with no risks to
 himself on account of
 unsold or damaged
 goods; in the long run
 by far the most pro-
 fitable trade.
 All of our goods sold
 in Canada are made
 in Canada.



Registered
 Trade-Mark

Walter Baker & Co. Limited
 Established 1780
 Montreal, P.Q. Dorchester, Mass.

FOR SALE

FOR SALE—HONEY, CHOICEST WHITE,
 in handsome pails. Bradfield, Dunnville,
 Ontario.

FOR SALE—ECONOMY TIERING MACHINE
 for handling and piling of heavy cases. Box
 96, Canadian Grocer, Toronto.

NATIONAL CASH REGISTER, 4-DRAWER,
 fully modern; cost \$565.00; in good condition.
 Will deliver any place in Canada for \$300.00
 cash. Box 113, Ft. Frances, Ont.

FOR SALE—GENERAL STORE BUSINESS—
 one of the oldest established general store
 businesses in Eastern Ontario. Established
 fifty years. Best location in city for large
 city and farm trade. Turnover \$35,000 to
 \$40,000 a year, exclusively retail. Stock may
 be reduced to suit purchaser. Good reasons
 for selling. City Grocer, Canadian Grocer, To-
 ronto.

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
 TORONTO, ONT. GEO. J. CLIFF, Manager

WANTED—A POSITION AS CLERK, GRO-
 cery preferred, but could handle general stock
 if necessary. Good references. Write H. A.
 Cooldge, Box 663, Smith's Falls, Ont.

WANTED BY AN OLD-ESTABLISHED
 packing house, a representative between To-
 ronto, Ottawa and Montreal, and between
 Orillia and the Soo, on commission basis.
 Write Box 174, Canadian Grocer, Toronto.

WANTED—HIGH-GRADE MEN TO CALL
 on grocery trade in connection with Star Egg
 Carriers and Trays. Nationally advertised
 and used by more than 50% of the grocers
 of the country. Exceptional opportunity for
 high-grade men with real selling ability. See
 our ad. this issue. For particulars write
 Star Egg Carrier & Tray Mfg. Co., Rochester,
 N.Y.

WANTED

WANTED — INFORMATION REGARDING
 good grocery for sale. R. G. List, Minneapolis,
 Minn.

EXPERIENCED TRAVELLER DESIRES
 line of high-class food products for Western
 Canada. Box 107, Canadian Grocer, Toronto.

WANTED—AGENCY FOR ONTARIO BEAN
 growers and shippers for Montreal and district.
 Write Box 175, Canadian Grocer. (3, 10, 17)

GOOD GROCERY CLERK WANTED—MUST
 be honest, experienced and a good salesman,
 with window trimming tendencies. A steady
 position for the right man. Apply to Box
 708, Canadian Grocer.

WANTED BY AN OLD-ESTABLISHED
 packing house, a representative between To-
 ronto, Ottawa and Montreal, and west of
 Toronto, north of Stratford to Owen Sound,
 on commission basis. Write Box 174, Cana-
 dian Grocer, Toronto.

SITUATION WANTED

GROCERY AND PROVISIONS. MAN EX-
 perenced in family and cash trades seeks
 position early in October. Highest references.
 Box 112, Canadian Grocer office, Toronto.

MISCELLANEOUS

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

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

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

THE "WANT" AD.

The "want ad." has grown from a
 little used force in business life into
 one of the great necessities of the
 present day.

Business men nowadays turn to
 the "want ad." as a matter of course
 for a hundred small services.

The "want ad." gets work for
 workers and workers for work.

It gets clerks for employers and
 finds employers for clerks. It brings
 together buyer and seller, and en-
 ables them to do business though
 they may be thousands of miles
 apart.


The "want ad." is the great force
 in the small affairs and incidents of
 daily life.

Every Housewife

likes a change. Suggest
MAPLEINE
for delicious flavor, where
flavor is needed. Makes
fine syrup.



Order from
Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKLEY'S KNIFE POLISH
20102-7778

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

Put Your Credit Accounts on the Right Side of the Ledger

Adopt the ONLY WAY to make
credit business SAFE and at the
same time eliminate charging,
errors and disputes.

ALLISON COUPON BOOKS

Are in Use All Over the World.

HERE'S HOW

THEY WORK:

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



For sale everywhere by jobbers.

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

The Most Information The Most Entertainment —and all Made-in-Canada

Here are a few of the features which make the October issue of MacLean's the best number yet put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock*, an article that presents a new viewpoint on a vexed question. It is presented in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut*, a powerful article on financial and trade conditions arising out of the war.

"Trust," by *Alan Sullivan*, a short story that for sheer perfection of style equals anything that Mr. Sullivan has ever done.

"The Wicked Partner," by *H. F. Gadsby*, a light sketch of the Hon. Robert Rogers, written not from the political but from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse*, a short story that is different from anything you have ever read before—one of the best things yet turned out by this rising young author.

"The New British Columbia," by *Norman Lambert*, an article on the Northern part of the mountain province which for vivid descriptive power has never been excelled. This is illustrated by a series of remarkably beautiful photographs of the Rockies.

"The Next Man Up," by *W. A. Craick*, an article on the men who are second in command of the big corporations of Canada. It gives an inside picture of the workings of some of the big railways and banks.

There are nine other stories and articles, all of a high order, and our review of reviews department, which contains condensed versions of the best articles which appeared during the previous month in the magazines of the world. This is one of the biggest features of MacLean's Magazine and is in itself of such value that you need MacLean's for this department alone. There are twenty articles in the October issue carefully selected as the most informative and interesting, published the world over.

Special Offer—To new subscribers only. In order to introduce MacLean's Magazine into homes where it is not now read, we are giving the magazine for eighteen months for price of twelve—see coupon below.

MACLEAN'S MAGAZINE

THE MACLEAN PUBLISHING
CO., Limited

143-153 University Ave., Toronto, Ont.

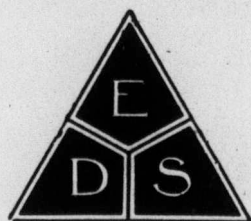
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Special
Offer to You.

MacLean Publishing
Co., Ltd.

Dear Sirs:
Enter me as a subscriber
to MacLean's Magazine
for eighteen months, start-
ing with your October num-
ber, and on receipt of invoice
I will remit \$2.00.

Name

Address



Tomato Catsup

*made from the pulp of
the finest sun-ripened,
full-flavored tomatoes*

added to which is pure, high quality spices, vinegar, etc., processed without the addition of color or preservative.

The purity and deliciousness of E. D. S. Catsup are the result of the strictest care in handling the tomatoes from the moment of picking until the catsup is finally bottled ready for the table.

This table delicacy has a Canada-wide reputation and sale. Are you selling your share? Are you taking advantage of the extensive E. D. S. publicity campaign?

Order your supply now.

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal;
MASON & HICKEY, Winnipeg; R. B. COLWELL,
Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

INDEX TO ADVERTISERS

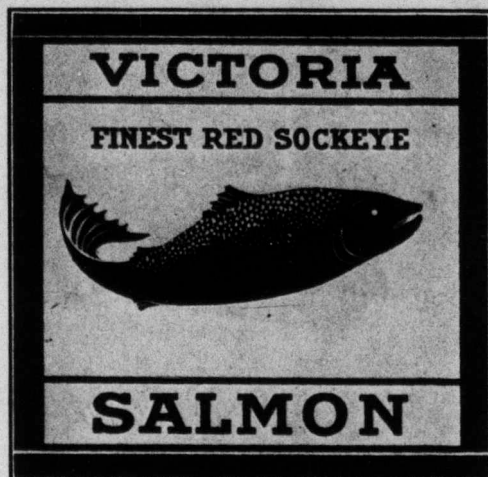
A		L	
Allison Coupon Co.	73	Lambe & Co., W. G. A.	6
American Can Co.	71	Laporte, Martin, Limited ..	75
Anchor Cap & Closure Corp.	14	Layman, Wright & Co.	13
Anglo-B.C. Packing Co.	9	Leeuw, Henri de	6
Armsby & Co., J. K.	3	Lemon Bros.	65
Assignees Agents	72	Libby, McNeill & Libby.....	62
Atlantic Sugar Refineries ...	1	Lindners, Limited	62
		Lytle, T. A., Co.	Inside back cover
B		M	
Baker, Walter, & Co., Ltd. ...	72	MacLean's Magazine	73
Balfour-Smye & Co.	12	MacNab, T. A., & Co.	6
Barbour & Co.	25	Magor, Son & Co.	18
Benedict, F. L.	72	Malcolm's Condensing Co. ...	10
Betts & Co.	11	McAuley, W. J.	6
Bickle & Greening	68	McCabe, J. J.	65
Borden Milk Co.	3	McVitie & Price, Ltd.	13
		Measam, George E.	6
C		N	
California Associated Raisin Growers	17	National Licorice Co.	64
Canadian Cereal & Flour Mills Co.	61	Niagara Fruit Growers	72
Canadian Salt Co.	14	Nickle Plate Stove Polish Co.	62
Chase & Sanborn	76		
Church & Dwight	69	O	
Clark, Ltd., W.	7	Oakey & Sons, John	73
Codville Company	10	P	
Coles Mfg. Co.	9	Patrick & Co., W. G.	6
Comte & Cie.	72	Pennock, H. P., Co., Ltd. ...	6
Connors Bros.	70	R	
Continental Bag & Paper Co., Ltd.	3	Robinson & Co., O. E.	72
Condy & Mitchell, Ltd.	70	Rock City Tobacco Co.	71
Connecticut Oyster Co.	Outside front cover		
Crescent Mfg. Co.	73	S	
		Sanitary Can Co.	12
D		Shaw & Ellis	9
Department of Agriculture..	18	Smith & Shipper	6
Dominion Cannery	5	Smith & Son, E. D.	74
Dominion Sugar Co.	Outside back cover	Stevens, Hepner Co., Ltd....	14
Duncan, John	76	Stirling & Young	6
		St. Lawrence Sugar Refining	11
E		Star Egg Carrier & Tray Mfg. Co.	8
Eckardt, H. P., & Co.	67	Symington, Thos., & Co. ...	12
Escott & Co., W. H.	6		
Eureka Refrigerator Co.	8	T	
		Tippet & Co., A. P.	2
F		Toronto Salt Works	72
Fairbank, N. K., Co.	Inside back cover	Trent Mfg. Co.	72
Fearman, F. W., Co.	68	Tucketts, Limited	Inside back cover
Forbes & Nadeau	12		
Freeman Co., W. A.	8	U	
Furnivall-New	13	Upton Co., T.	69
G		W	
Guelph Soap Co.	64	Waddell Preserving Co.	Inside back cover
		Walker, Hugh, & Son	69
H		Warren Bros. & Co.	70
Hamilton Cotton Co.	62	Watson & Truesdale	6
Hargreaves (Canada), Ltd....	9	Western Canada Flour Mills	4
Hillock, John, & Co., Ltd....	11	Western Salt Co., Ltd.	69
Horton-Cato Mfg. Co.	4	White & Co.	65
		White Swan Co.	66
I		Wiley, Frank H.	6
Irish Grocer	72	Woods & Co., Walter	65
K			
Kearney Bros.	63		
Knox, Chas. B.	Inside front cover		



Special Announcement



Our New Label



We wish to explain to you why we are now using a new style of wrapper for our Victoria Salmon.

During the forty-five odd years in which we have been selling this Salmon, our first care has been above all things, and at any cost, to maintain the quality. We have been on constant watch for possible improvement.

We could not improve the Salmon itself; no better could be found than this product of the choicest waters. But improved methods of sale, of handling and distribution have been found, and "VICTORIA" users have always had the benefit.

They say that clothes do not make the man; we agree, but if the man is already made, the clothes *will help* to single him out. Under our Victoria Brand the quality of the Salmon could not be better, so we have improved the label.

By doing so we are sure we will help you in your sales, and displays: and help your customers to choose the best Red Sockeye Salmon on your shelves.

We know you like Victoria Salmon: we hope you will like the new wrapper. With these explanations you will see why we have made this improvement—10 be of service to you.

And if, as time goes on, other improvements are possible; be sure the "VICTORIA" dealers shall have the full benefit.



LAPORTE, MARTIN, LIMITÉE

Wholesale Grocers

584 St. Paul St. West, - Montreal



TEA

At the moment we have for sale many lines of exceptionally good Indian and Ceylon Teas which we are offering at particularly attractive figures. If you are a buyer, write us, samples will be cheerfully sent with quotations that will defy competition.

Prices range from 18 to 30 cents.

John Duncan & Co.

Established 1866

MONTREAL

It is good to have a customer's trade.
It is vastly better to have his confidence.
There is no easier way to secure both,
than by inducing a trial of

**Chase & Sanborn's
Coffee**

**Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES.**

Your Customers Will Want These Three New Lytle Leaders—

**PIMENTO
RELISH**

**CANADIAN
RELISH**

CHILI SAUCE

Although just placed on the market, orders are already coming in with such abundance as to signify an immediate popularity for these new Lytle lines.

Made from the choicest of this season's vegetables and seasoned with that exactness of good taste for which all Lytle goods are famous. Put up in new

style bottles with Anchor Caps and offered at the easy-selling price of 15c.

Whatever your plans are for Fall business, if you are going after bigger and increasing sales, you should certainly place these three new items in the forefront of your displays, and—just watch how quickly they'll "go." Will a couple of dozen each "do" for first order? Speak to your jobber to-day.

T. A. Lytle & Co., Limited, Sterling Rd., Toronto

Compare the T & B ten cent plug with any other—and you'll decide it's the best buy



The tobacco in "T & B" plug smoking is the finest Virginia leaf carefully selected and expertly cured. "T & B" plug will win permanent customers for you. It will give you more profit and enables you to give better value for your customer's money. Stock "T & B." Order a caddy to-day.

YOUR WHOLESALE HAS IT.

TUCKETT LIMITED

HAMILTON, ONT.

To the Retail Grocery Trade

We wish to inform our many patrons that it will be the policy of this Company in the future, as in the past, to manufacture only one grade of sugar, viz.—“The Best.”

DOMINION CRYSTAL SUGARS

We assure you we have exerted every effort, and with a success quite up to our expectations, to manufacture a high-grade, No. 1 sugar that would meet all requirements, especially adapted for preserving. We guarantee it to be equal to any refined sugar that is on the market, and judging from the patronage we have received from your good self and our other retail friends, we are sure you fully appreciate this fact.

Our sales organization is equipped to handle, promptly and efficiently, all the business you can see your way clear to extend to us, and we are sure we can satisfy you as to prices, consistent with the quality of our sugar.

We wish to take this opportunity of thanking you for past favors, and trust that our services have been such that will warrant a continuance of the same.

Dominion Sugar Co., Limited

WALLACEBURG and BERLIN
CANADA

Montreal, Toronto, Hamilton, London, Port Arthur, Fort William,
Winnipeg, Brandon and Vancouver
