

CANADIAN GROCER

Members of the Associated Business Papers—Only Weekly Grocer Paper Published in Canada

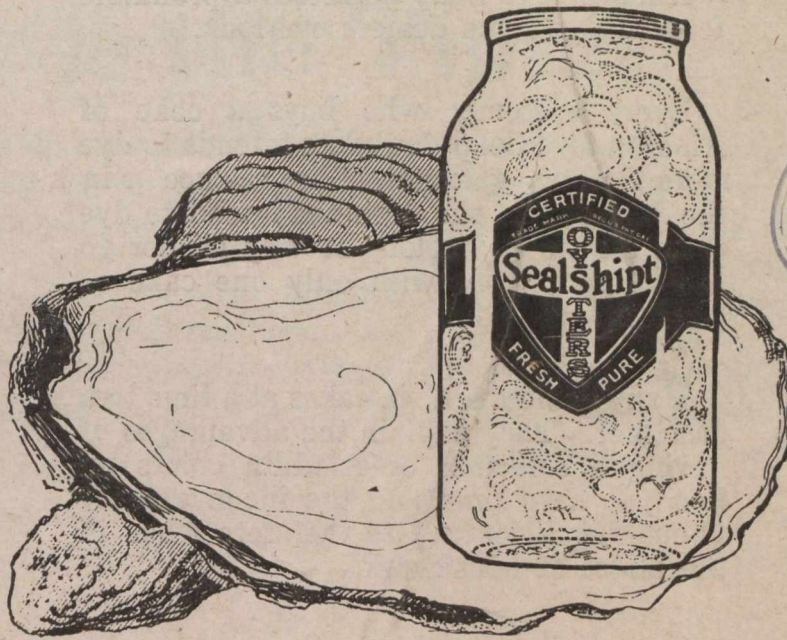
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIV.

PUBLICATION OFFICE: TORONTO, OCTOBER 29, 1920

No. 44

"SEALSHIPT OYSTERS" IN GLASS JARS



Oysters are not a necessity and how often the consumer will purchase them depends entirely on the satisfaction experienced when eating them. A lower price will not compensate for inferiority in oysters.

"Sealshipt Oysters" in glass jars are packed to a standard and not to a price. They are put up the best we know how. Back of these goods is the strongest oyster organization in America. There is no worthy substitute for "Sealshipt Oysters" in glass jars.

CONNECTICUT OYSTER CO., LTD.

"Canada's Exclusive Oyster House"

50 JARVIS STREET - TORONTO



Why Sell Only One ?

Aladdin Dye Soap possesses a profitable feature that some dealers overlook.

Every customer who buys a cake of Aladdin Dye Soap doubtless intends to dye more than one garment, either at once or in the future; and she does not intend to dye them all the one color—so why let her go out of your store with only one cake of Aladdin?

Many dealers sell six cakes at a time to a customer. They explain the advantages of having a **selection** of Aladdin colors on hand, to save time and the inconvenience of making a journey to the store when in the midst of housework.

By pointing out this to the women who ask you for Aladdin, you can make the Cash Register ring louder. Have you tried it?



CHANNELL CHEMICAL CO., LIMITED
Distributors TORONTO



Now is the Time!

Your customers do more baking and candy making during Autumn days. And, bulk milk isn't getting any cheaper or more plentiful as late fall closes in. Now is the time to get your customers cooking, baking, etc.—the ST. CHARLES way.

ST. CHARLES Milk improves favorite recipes, keeps fresh and convenient all-ways. Recommend it and get your share of the fall business on ST. CHARLES MILK.

Then don't forget how handy ST. CHARLES Milk is to your customers who take long hikes into the bush during this season—they still like milk in their tea and coffee.

There's only one milk for them, and be sure and suggest all four sizes—2 lbs., 1 lb., 12 oz. and 6 oz. containers.

*Ask us for free display material, recipe books, etc.
Make this your best ST. CHARLES season.*

**The Borden Co., Limited
Montreal**

Borden's Products—
Eagle Brand Milk
St. Charles Milk



Borden's ST. CHARLES

Brand Milk

"With the Cream Left in."

Reindeer Coffee
Reindeer Cocoa
Malted Milk

OXO CUBES

The Big Selling Season is Here



With the advent of the autumn, the volume of sales of OXO Cubes increases.

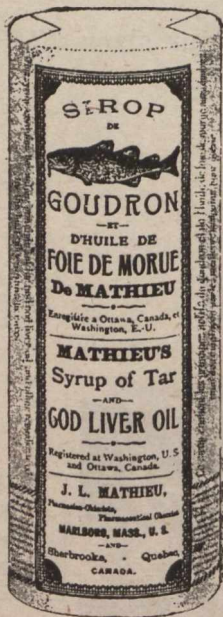
For years now, OXO has been the popular winter beverage, and this year the habit of "a cube to a cup" will be indulged in by a greater number of people than ever before.

Our advertising is increasing the demand, and if you keep a display ever before your customers, you will reap the benefit in increased profits.

How is your stock lasting? Do not go short. Order now.

OXO LIMITED

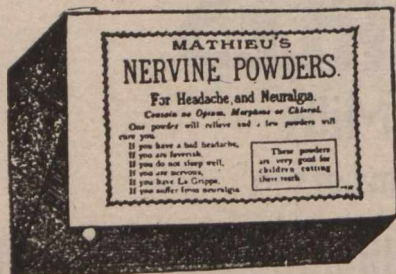
MONTREAL TORONTO WINNIPEG



The Safe Road to Profit is through Mathieu's Remedies

Mathieu's Nervine Powders and Mathieu's Syrup of Tar and Cod Liver Oil will prove a real satisfaction to both purchaser and merchant. Their medicinal efficiency has been proven from coast to coast.

Mathieu's Nervine Powders are unexcelled for Neuralgia, Nervousness, Headaches, etc. For Influenza, La Grippe, etc., and also as a tonic, Mathieu's Syrup of Tar and Cod Liver Oil is unusually good.



Order to-day to ensure Early Shipment.

J. L. MATHIEU CO.

PROPRIETORS

SHERBROOKE - QUEBEC

Quality and Profit, Too!!



IT may be new to you to sell Barbados by a trade-marked name, but "Windmill" Brand will open your eyes! An article of the highest quality, backed by forceful advertising, the dealer has an ideal profit-maker at the present low price of

Windmill Barbados Super-Fancy

\$1.33 Per Imperial Gallon

f.o.b. Montreal
f.o.b. Quebec
f.o.b. St. John, N.B.

Reduce your COST AVERAGE by taking on some "Windmill" at our especially low introductory prices, while they are available. If you cannot be supplied by your jobber—give us his name when writing.

Pure Cane Molasses Co. of Canada, Limited

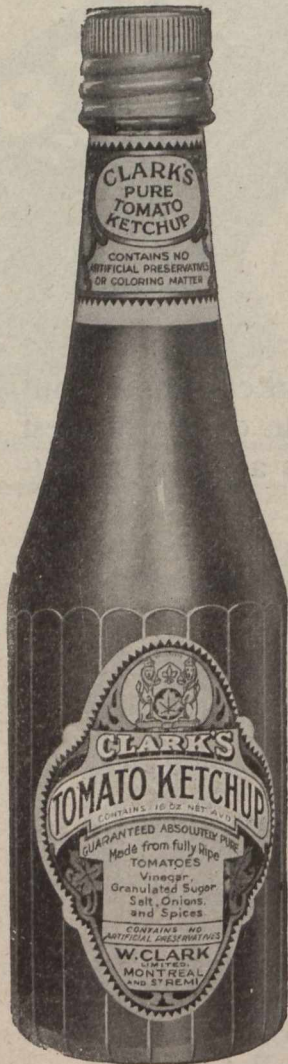
St. John, N.B.

Montreal, Que.

Wholesalers and Jobbers—you will find our "Windmill" campaign advantageous to you. Write for particulars.

Clark's Tomato Ketchup

Made in Canada



By Canadians

Now is your chance, Mr. Grocer, to make a hit.

Clark's Tomato Ketchup is positively the best on the market, and **Clark's Tomato Ketchup Poster** is now appearing on the billboards. Link up **your** store with **our** advertising, display this popular relish on your counters, etc., dress your windows with it and watch the sale grow.

All New Season's Pack.

See our list for "other good things"

W. Clark, Limited, - Montreal

Before gauging your stock requirements of butter, lard and other shortenings for the coming baking season, you will be vitally interested in the significance of the big publicity campaign being launched by The Canada Starch Company, Limited, for Mazola, the wonderful oil for Frying, Shortening, and Salads.

How will the Big Mazola Campaign Affect Your Grocery Sales?

THE baking season, so full of profit possibilities to the alert dealer, is again in full swing. Your own experience shows that with butter at its present price, and going higher as winter advances, people cannot use it freely in cooking. Favorite dishes have disappeared from the table.

Mazola, a wonderful cooking oil from the heart of golden corn, is already a success, without advertising. It needs only to be known to become staple. It has come to stay. All the resources of The Canada Starch Company, Limited, with its 63 years of merchandising experience, are pledged to the work of spreading MAZOLA news to every Canadian Kitchen.

Every sale and advertising plan is being used without regard to cost.

Decide now to plan an adequate stock to take care of the business you believe will follow.



In 1, 2 and 8 lb.
TINS

The Canada Starch Company

Limited

MONTREAL

Makers of Lily White Syrup

Crown Brand Syrup

Benson's Corn Starch

and Mazola

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Write if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

BRUSH MANUFACTURERS

We would like to get the address of a good reliable manufacturer making shoe, stove and scrub brushes and will be obliged if you can give us this information.—George Watt & Sons, Ltd., Brantford, Ont.

Answer.—For manufacturers of shoe, stove and scrub brushes we would refer you to F. M. Baker, Front St., Toronto, Ont., agent for T. S. Simms & Co., St. John, N.B. Other manufacturers are Stevens-Hepner Co., Ltd., Port Elgin, Ont.; Meakins & Sons, Hamilton, Ont.; Boeckh Bros., Toronto, Ont.

* * *

SLICING MACHINE

We are in the market for a good slicing machine to be used principally in cutting loaf bread, and would thank you for names of reliable firms handling such goods.—Municipality Pictou County, Drawer 667, Nova Scotia.

Answer.—Canada Scale & Slicer Co., Bowmanville, Ont.; Brantford Computing Scale, Brantford, Ont.; International Business Machines, Ltd., Toronto, Ont.; Hobart Mfg. Co., Church St., Toronto, Ont.

* * *

FRENCH MUSTARD IN BARRELS AND CASKS

Would you kindly advise on your question page the name of a firm we could procure good French mustard from in barrels and casks.—Supplies, Limited, Kentville, N.S.

Answer.—For good French mustard in barrels and casks we would refer you to the following firms: MacLaren's Imperial Cheese Co., Toronto, Ont.; MacLaren's, Limited, Hamilton, Ont.

WHERE TO BUY LETTUCE ALL WINTER

Can you put us in touch with some green house where we could get lettuce all winter.—J. C. Pinch, Sault Ste. Marie.

Answer.—For green house shipping lettuce all winter we refer you to Fuller Bros., R.R. No. 7, London, Ontario. You could also obtain same from the following fruit and vegetable firms: White & Co., Church St., Toronto, Ontario; Hugh Walker & Sons, Guelph, Ontario; Peters Duncan & Co., North Bay and Toronto, Ont.

* * *

ADDRESS OF AMERICAN CAN CO.

I would be much obliged if you would send me the address of the American Can Co. If they have a Canadian address please give me it.—H. F. Parnall, Newbury, Ont.

Answer.—Hamilton, Ont.

* * *

APPLE PACKERS IN ONTARIO

Will you kindly give me names of two or three merchants or packers of apples in Ontario who could supply car quantities.

A. DIONNE & CO.,
St. George East,
Beauce, Quebec.

Answer.—Lemon Bros., Owen Sound, Ont.; White & Co., Toronto, Ont.; Hugh Walker & Sons, Guelph, Ont.; Peter Duncan, Ltd., North Bay, Ont., and Toronto.

* * *

PREPARED MUSTARD IN CASKS AND WHERE TO PURCHASE A CORN GRINDER

Kindly advise in your question column

where we can buy American Prepared Mustard in Casks. Also where we could purchase a corn grinder.

S. L.,
Kentville, N.S.

Answer.—For mustard in casks, try MacLaren's Imperial Cheese Co., Toronto, Ont., and McLaren's, Ltd., Hamilton, Ont. For corn grinder try the following firms: Ayars Machine Co., Salem, N.J.; agents for Canada, Brown-Boggs, Ltd., Hamilton, Ont.; Morral Bros., Morral, Ohio; A. K. Robins & Co., Baltimore, Ind., U.S.A.; Huntley Mfg., Silver Creek, N.Y., U.S.A.

* * *

AGENT FOR FOSTER CLARK, LIMITED, MAIDSTONE, ENG.

I wonder if you know who is the agent in Canada for Foster Clark, Limited, Maidstone, England, custard powders. We are interested in finding out, and if you can give us the information we will be very much obliged.

ADVERTISER.

Answer.—Stewart, Menzies & Co., 32 Front St. West, Toronto, Ont., are agents for Eastern Canada.

* * *

APPLE SHIPPERS TO ENGLAND

Would you kindly advise me of any firm in Toronto or Montreal who ship apples to England in one or two box lots.

J. W. HANLEY,
Moose Jaw, Sask.

Answer.—Mr. F. W. Dawson, Brampton, Ont.; Masson & Son, 1188 St. James St., Montreal.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers
INFORMATION WANTED

Date.....1920..

Please give me information on the following:—Name.....

Address

.....

.....

.....

Our Visitors Help Your Sales

THOUSANDS of people from all over Canada and the United States visit our "Sunshine" Biscuit and Candy Factory each year.

It is an outstanding plant in architectural design, its walls are of snowy white terra cotta on the outside and glistening white enamel and tile on the inside and is windowed by 40,000 feet of glass.

Our visitors view the largest, most modern and sanitary factory of its kind in America, where cleanliness, purity and products of quality are the pride of employer and employee.

These visitors and their friends will be asking you for **McCormick's products**, because they know, first hand, of their purity and quality.

M^cCORMICK'S

LONDON, CANADA

Branches at Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary,
Port Arthur, St. John, N.B., Vancouver

50% MORE PROFIT ON DIAMOND DYES

After January 1, 1920, the retail price of each package of Diamond Dyes will be 15c everywhere—instead of 10c.

Have Clerks ask 15c a Package

We know you will welcome this necessary increase in price by the big leader. It means 50% more profit for you on each sale hereafter. While your price increases proportionately, your profit is 50% increased as well.

New price, \$1.13 per dozen—Same quantity discounts as heretofore.

In our million dollar advertising campaign which will include your city, and every city, town and hamlet, we lay great stress upon the "Diamond Dye Direction Book" and the "Diamond Dye Color Card." Women will come to you for a Direction Book and ask to see your Color Card. If not supplied, write us to-day.

WELLS & RICHARDSON CO., Limited

200 MOUNTAIN ST.

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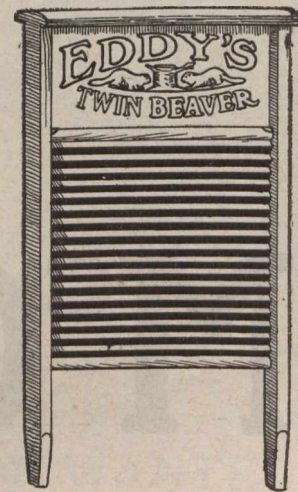
MONTREAL, P.Q.

Two Reasons Why Eddy Products Are Easy To Sell!

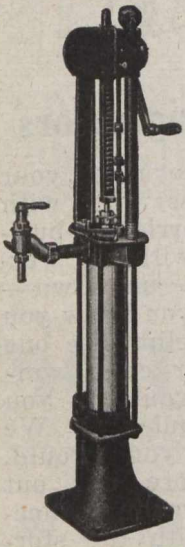


1. **Quality.**—The public know that the name Eddy is a definite assurance of value for money. And Eddy quality always lives up to the Eddy reputation.
2. **Publicity** — Constant consumer advertising develops the demand and makes every Eddy display resultful.

Always have a good supply of Eddy's Matches and Eddy's Indurated Fibreware on hand. And let your customers know you handle and recommend these justly famous products.



The E. B. EDDY CO., Limited
HULL - CANADA

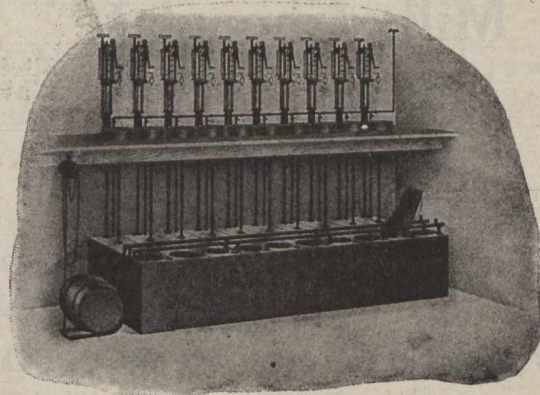


Oil Storage Efficiency

For cleanliness; safety, speed and accuracy in operation, and for business-promoting equipment—Bowser stands unsurpassed.

Systems made for oils, gasoline, kerosene, etc., protect you from losses and at the same time make satisfied customers.

Figure 41, as shown on the left, can be used for gasoline when connected with an underground tank; for kerosene and other oils the pump is connected with tanks in the basement.



S. F. Bowser Company, Limited

66-68 Fraser Ave. - Toronto, Canada

Branch Offices
in all Centres

Representatives
Everywhere

*She comes—she looks—
she buys!*



*Put Gold Dust packages
where your customers can
see them.*

A woman who has seen Gold D st advertising—and very few in Canada have not—will look for Gold Dust on your shelves. Keep it where she can see it and it will sell itself.

Don't forget that Gold Dust is "Made in Canada." It has a good margin of profit and a quick turnover.

THE N.K. FAIRBANK COMPANY

LIMITED
MONTREAL

Xmas Stockings

SPLENDID VALUES AT
5c., 10c., 15c., 25c., 50c., \$1.00 to
\$2.50 Sizes at Retail

Stocking Bags

WITH SANTA CLAUS AND DOLL
BODIES—FILLED WITH CANDIES
to retail at 15c., 20c. and 25c. each.

Milk Chocolate

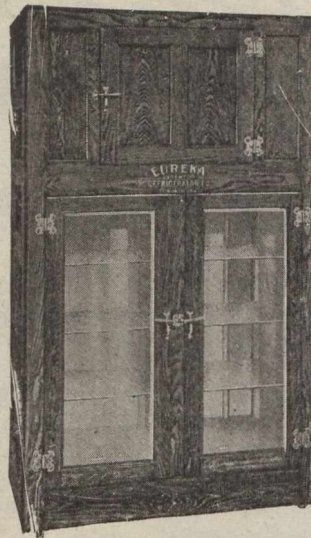
SANTA CLAUS, TURKEYS
AND NOVELTIES

We have the goods—write for prices now.

CHAS. LAUDER CO.

97 Ontario St., TORONTO

EUREKA



Refrigerators

Why not make your business one with few worries—a business without worries is unknown—but if you knew you could eliminate one of your chief worries, wouldn't you do so quickly? We know you would. Therefore cut out all worry in connection with the storage and display of your perishable goods. Install a Eureka Refrigerator. We make them in all sizes and designs and have one to suit your business.

Write for free illustrated literature.

Eureka Refrigerator Co., Ltd.

Head Office and Factories:
OWEN SOUND, ONTARIO

CARVER'S TONIC SALTS

A Combined Nerve Tonic and Blood Purifier

Contained in neat, attractive tin—good for effective window show.

These salts are not just the usual effervescing refreshers but contain active medicinal qualities.

They purify and stimulate the liver and digestive organs.

A good line to market, showing a handsome profit.

Address enquiries to your usual wholesaler or direct to

**JOHN CRAMPTON
& CO., LTD.**

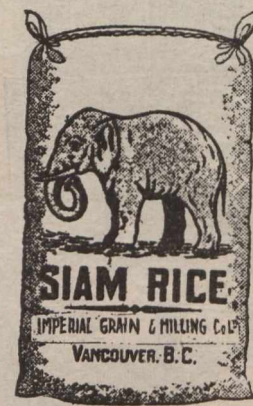
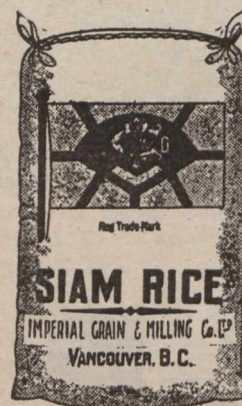
Manchester, England



Est. 1849

Imperial Grain and Milling Co., Limited

VANCOUVER, B.C.



We are offering the best value
in Rice on the Canadian
market to-day.

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

Squirrel Brand PEANUT BUTTER

W. H. Edgett Ltd.
Vancouver
Canada
Wholesale Purchasing Brokers
Exporters and Importers

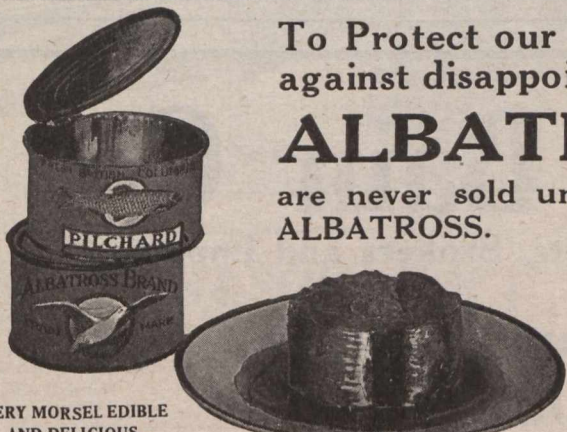
C. T. NELSON
Grocery Broker and Manufacturers' Agent
534 Yates Street, Victoria, B.C.
In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Agent for shippers of Oriental products.
VICTORIA - VANCOUVER

JOHNSON LIEBER MERCANTILE COMPANY
of Canada, Ltd.
Brokers and Manufacturers' Agents
Established thirty years, maintaining offices in principal cities of Pacific northwest.
Our organization offers manufacturers every facility necessary to successful marketing of their product.
Calling upon Grocers, Confectioners, Hardware, Stationers and Ship Chandlery.
850 Hastings St. West, VANCOUVER, B.C.

JOHN PRITTY, Ltd. Merchandise Broker and Manufacturers' Agent
HEAD OFFICE: REGINA, SASK.
Live, energetic representation given, and fullest results from our territory guaranteed.
11 years in the West. An excellent connection amongst the trade, both wholesale and retail. We produce results.
Let PRITTY handle your account.

B. M. Henderson Brokerage, Ltd.
209 Empire Block, Corner Jasper Ave. and 101st Street, Edmonton, Alta.
(Brokers Exclusively)
Dried Fruits, Nuts, Beans, Jams, Cereals, Fresh Fruits and Vegetables

Donaldson Phillips Agencies Limited
Grocery and Produce Brokers
Egg Cases and Butter Boxes
124 Pacific Bldg. - Vancouver, B.C.



To Protect our enviable reputation, and our customers against disappointment, we must announce

ALBATROSS PILCHARDS

are never sold un-labeled, nor under any other brand than ALBATROSS.


Clayoquot Sound Canning Co., Ltd.
VICTORIA

AGENTS:

Ontario and Quebec :- Alfred Powis & Son, Hamilton, Ontario
Manitoba and Saskatchewan :- H. P. Pennock & Co., Ltd., Winnipeg, Man.
Alberta and British Columbia :- Mason & Hickey
J. L. Beckwith, Victoria, B. C.

EVERY MORSEL EDIBLE AND DELICIOUS

TELL THE LADY



That for making fish cakes, fish loaf, etc., Wallace's Herrings are splendid.

WALLACE FISHERIES LIMITED
VANCOUVER

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

FRANK H. WILEY

Mfrs. Agent and Importer
Groceries and Chemicals

Special all grades Sugar for immediate shipment
533-537 Henry Ave., Winnipeg

A. M. Maclure & Co.

MALTESE CROSS BUILDING
WINNIPEG

IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

Why Not Build Up Your Trade in the
West by Appointing Us Your Agents?

MOWAT & McGEACHY (MANITOBA) LIMITED

Agents for MOIR'S Chocolates
Confectionery, Grocery and Drug Trade
91 Albert St., Winnipeg, Man. and at Saskatoon

THE McLAY BROKERAGE CO.

WHOLESALE GROCERY BROKERS
and MANUFACTURERS AGENTS

Take advantage of our Service
WINNIPEG MANITOBA

Richardson Green, Limited MANUFACTURERS' AGENTS

Calling Upon the Grocery, Hardware and
Drug Trade.

Winnipeg Regina
Edmonton
Calgary Saskatoon

We work The Retail Trade

W. L. Mackenzie & Co., Ltd.

Head Office: Winnipeg

Branches
Regina, Saskatoon, Calgary, Edmonton

Geo. W. Griffiths & Co., Ltd.

246 Princess Street
Winnipeg, Manitoba
Selling Agents and Brokers
Grocery Specialties, Druggists' Sundries
Pipes, Cigarettes, Tobaccos and
Smokers' Sundries

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents
810 Confederation Life Bldg., Winnipeg

We have the facilities for giving manufacturers
first-class service.

IN WRITING ADVERTISERS, PLEASE
MENTION THIS PAPER.

SAY YOU SAW IT IN CANADIAN GROCER,
IT WILL HELP TO IDENTIFY YOU.

Donald H. Bain Co.

Wholesale Commission Merchants, Brokers and Importers

Let us place your products
among the leaders

Our past record and reputation for
successful merchandising is your
assurance of big results if you enlist
our services.

Our organization is backed by ample
capital, is composed of a chain of six

large warehouses from Winnipeg to
Vancouver, and at each point is a
staff of thoroughly experienced, en-
ergetic salesmen.

Let us show you.

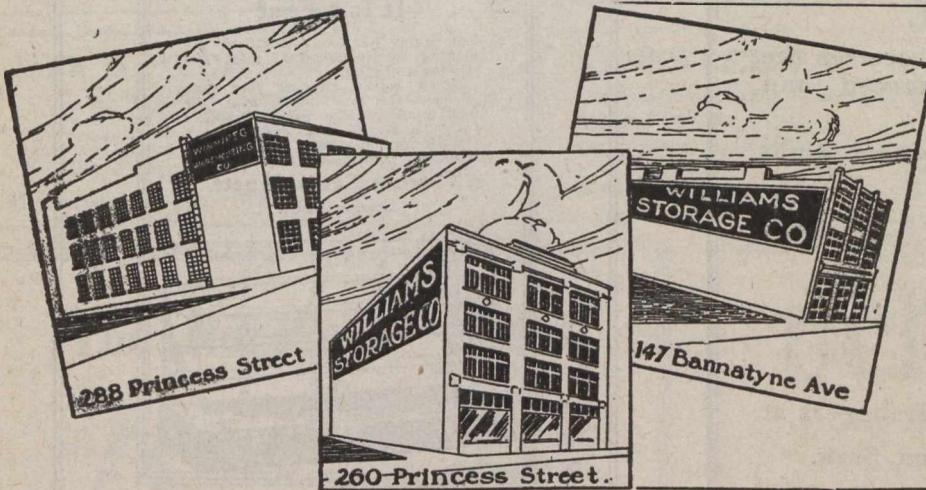
Head Office: WINNIPEG, MAN.

Branches at
REGINA, SASK. SASKATOON, SASK. CALGARY, ALTA.
EDMONTON, ALTA. VANCOUVER, B.C.
ALSO AT SARACEN'S HEAD, SNOWHILL, LONDON, E.C. 1, ENGLAND

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

H.P. PENNOCK & CO., LTD.
 WHOLESALE COMMISSION BROKERS
 MANITOBA SASKATCHEWAN **HEAD** **WINNIPEG** **OFFICE** ALBERTA WESTERN ONT.
 CORRESPONDENCE SOLICITED



The Largest in Western Canada

We are the largest Storage, Distributing and Forwarding House in the Western field. Total Storage space ninety-six thousand square feet of Bonded or Free Storage. Heated warehouse. Excellent Track facilities. The Western House for SERVICE.

Williams Storage Co.
 WINNIPEG
 and
 Winnipeg Warehousing Co.

C. DUNCAN & SON
 Manufs. Agents and Grocery Brokers
 Cor. Princess and Bannatyne
 WINNIPEG Estab. 1899

LET CANADIAN GROCER
 Sell It For You

Watson & Truesdale, Winnipeg
 have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
 Wholesale Grocery Brokers and Manufacturers' Agents

TRUCKAGE
 STORAGE
 DISTRIBUTION

When Writing to Advertisers Kindly
 Mention this Paper

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

W. H. ESCOTT CO. LIMITED

*Wholesale Grocery Brokers—Manufacturers' Agents—
Commission Merchants*

Manufacturers of Food Products and Specialties of merit seeking increased distribution in Western Canada, are invited to investigate our constructive

SALES FORCE

Your account entrusted to us receives the personal attention of experienced and efficient heads.

We make ourselves your **Business Right Arm** in our territory.

We are more than Brokers, we are Business Builders.

WRITE US TO-DAY
HEAD OFFICE
Winnipeg, Man.

Branches with Resident Sales Managers at

Regina, Sask. Saskatoon, Sask.
Fort William, Ont.
Calgary, Alta. Edmonton, Alta.



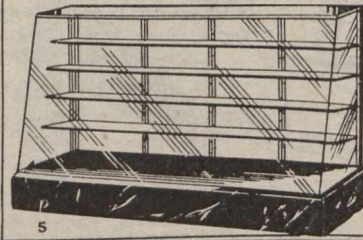
It Is a Fact

that stores we have Arnettized are showing greatly increased sales and growing popularity.

Arnett Service arranges your store to make the most sales with the least trouble. The Silent Salesman has time for all your customers.

Write for illustrated catalog and details of Arnett Expert Service.

Thomas Lewis Arnett
Souris, Man.



When Answering Advertisements Kindly Mention
this Paper

YOUR WANTS are many here below. Use the Want Ad. page and get rid of a few of them.

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

J. K. McLAUHLAN
Manufacturers' Agent and
Grocery Broker
(Kellogg's Toasted Corn Flakes) London, Ont.
McLauchlan's Biscuits
Waddell's Jam
45 Front St. East, TORONTO

MACLURE & LANGLEY
LIMITED
Manufacturers' Agents
Grocers, Confectioners and Drug
Specialties
12 FRONT ST. EAST, TORONTO

CHADWICK AND COMPANY
COMMISSION BROKERS
34 DUKE ST. TORONTO
"We cover Ontario with Grocers'
Specialties and Confections."

H. C. BRENNAN
Manufacturers Agent and Grocery Broker
Representing J. H. Wethey Ltd.
Galanopulos & Macris, Patras,
Greece.
Kearney Bros. Ltd.
Open to represent other Manufacturers of high-
class foodstuffs.
Booth Bldg. OTTAWA, CANADA

W. G. PATRICK & CO.
LIMITED
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto
Halifax, N.S.; Winnipeg, Man.

JAMES DAVIDSON & CO.
LIMITED
Fort William, Ontario
Manufacturers' Agents
Calling upon Wholesale and
Retail Trade.
If you are not represented at
the Head of the Lakes, write
us, our selling force will
push your sales over the top.

John J. O'Donnell Co.
Commission Brokers
Manufacturers' Agents
Representing J. H. Wethey, Limited; Imperial
Grain and Milling Co., Limited, Vancouver;
Harry Hall & Co., Vancouver, and others. Cor-
respondence solicited.
Heintzman Bldg., Windsor, Ont.

LOBSTERS
If interested for immediate shipment,
communicate with
T. ASHMORE KIDD
Broker
KINGSTON - TORONTO

The Norcanner Brand



of "Brisling" Sardines are packed in Quarter Dingley tins from the finest summer caught Brisling with Virgin Olive Oil. You'll find the price right and the profit good.

Bravo Brand Sild Sardines



Another brand of high class sardines. In Quarter Dingley and Eighth Size tins. A real delicacy.

Your jobber can supply you

NORCANNERS, LIMITED
STAVANGER, NORWAY

American Headquarters:
105 Hudson Street, New York

Canadian Agents:
A. S. May & Co. Toronto
C. B. Hart Reg. Montreal
Donald H. Bain Co. Winnipeg

OCEAN BLUE
In Squares and Bags

Sells just as readily at the corner Grocery as in the big Department Stores—and at the same price.

It is praised by all who use it. No matter what class of trade you cultivate, your customers will be glad to buy OCEAN BLUE.

Order from Your Wholesaler

HARGREAVES (CANADA) Limited
The Gray Building, 24 and 26 Wellington St. W., Toronto

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ROSE & LAFLAMME LIMITED

*Commission Merchants
Grocers' Specialties*

MONTREAL TORONTO

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For all lines of food products for Montreal and Quebec. Best references.

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Belgo-Canadian Trading Co. Regd.

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Importers of BELL RICE, Dutch Cocoa and
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PEAS WANTED

Good boiling peas, either carloads or less.
Send samples advising quantity you have
and price wanted.

Canada Produce Co., Limited
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Over 30 years in Business. Best References and Connections
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Potatoes, Oats, Peas, Beans, Hay, Etc.
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Wholesale Commission Brokers
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If you require distribution in the Maritime Provinces
we are open to consider your proposition.

Best References

SMITH BROKERAGE CO., LTD.
St. John, N.B. 1-4 South Wharf

Advertising to Buyers is one
way to surely make
Advertising Pay

Advertise Your Product in
Canadian Grocer

It reaches the Buyers

It's a Business-Getter

Rates and Information on Request

Waste Paper—

VERY HIGH PRICES NOW.

"CLIMAX" Steel BALERS

URNS WASTE INTO PROFIT.

3,000 satisfied users.

Made in 12 sizes—a size
to suit every business.



A Boy can
operate it.

Write for catalog and prices:

Climax Baler Co., Hamilton, Ont.

When Writing to Advertisers Kindly Mention
this Paper

Help Your Customers To Get One Of These Valuable Prizes

The Teco Company are offering valuable prizes for new recipes, and are publishing a series of advertisements similar to the following in leading Daily Papers during the campaign.

\$500.00

worth of Useful Kitchen Utensils or Their Equivalent
IN CASH

Will be paid for new recipes for making Cakes, other than Pancakes, from a portion of

TECO
SELF-RISING
PANCAKE FLOUR

Mixed with a portion of any Standard Flour.

Leading Dietitians

Have demonstrated to our satisfaction that Gems, Muffins, Cookies and other appetizing delicacies can be greatly improved in flavor and taste by adding a portion of Teco Pancake Flour to any Standard Flour.

TECO COMPANY, Limited

Want to make it possible for all their Customers to make better Cakes in this way, and for this purpose are offering a Sellers Kitchen Cabinet or its equivalent in Cash as a first prize, and twenty-nine others, for new recipes. All recipes must be in our office on or before November 30.

Ask Your Grocer

For a coupon and full particulars. If he cannot supply you, write us direct, giving your Grocer's name, and full particulars will be sent to you.

TECO COMPANY, Limited
BELLEVILLE, - ONTARIO



The very first taste will tell you why Teco Pancakes are in a class by themselves.

*The Buttermilk
Does it*

(IT'S IN THE FLOUR)

STOCK THE GOODS

Get a supply of the blank forms and circulars giving full particulars of the campaign. It is a money-making proposition for you.

TECO PANCAKE FLOUR has no superior.

The Buttermilk does it.

TECO COMPANY, Limited
BELLEVILLE, - ONTARIO

100% MEMBERSHIP

On Wednesday, Oct. 20, the Association of Canadian Advertisers endorsed the statement of W. G. Steward of Goodyear Tire and Rubber Company that all trade newspapers should be required to furnish audited statement of circulation.

We're with you, Mr. Steward. Every publication issued by MacLean Publishing Company is a member of Audit Bureau of Circulations.

Advertisers who are members of A. C. A. and those who are not would be acting in their own interests and in the interests of Canadian publishers by insisting that every publication in which their advertisements appear should come out into the open and furnish a statement of circulation certified by some independent organization such as A. B. C.

The following MacLean publications will gladly send A. B. C. statement of circulation on request:

TRADE NEWSPAPERS

HARDWARE AND METAL
DRUGGISTS' WEEKLY
CANADIAN GROCER
SANITARY ENGINEER
DRY GOODS REVIEW
MEN'S WEAR REVIEW
BOOKSELLER AND STATIONER
CANADIAN MOTOR, TRACTOR AND
IMPLEMENT TRADE JOURNAL

TECHNICAL NEWSPAPERS

POWER HOUSE
CANADIAN MACHINERY
CANADIAN FOUNDRYMAN
MARINE ENGINEERING
PRINTER AND PUBLISHER

MAGAZINES

MACLEAN'S MAGAZINE
FARMERS' MAGAZINE

COMMERCIAL NEWSPAPER

THE FINANCIAL POST

The Autumn Tea Trade

*People like a "Good Cup of Tea" these days.
Weak teas are not cool weather teas.*

*Red Rose Tea has body and strength, as well as
flavor.*



T. H. ESTABROOKS CO., LTD.

St. John

Calgary

Montreal

Toronto

Winnipeg
Edmonton

A Good Investment

Do you want a clerk or store manager?

Do you want a traveller?

Do you want a position as clerk or
travelling salesman?

Do you want an agent?

Do you want an agency?

Do you want to sell or exchange your
business?

Do you want to buy a grocery busi-
ness?

Do you want to buy or sell any store
equipment?

If so, sit down now, and draft an advertisement for CANADIAN GROCER'S "Wanted" page, setting forth just what you want, and stating your needs or qualifications. Such an advertisement will automatically seek out for you the only people you want to reach—those who are actively engaged in selling groceries in Canada.

The cost?

Trifling! Three cents per word for first insertion and two cents per word for each subsequent insertion of the same advertisement. Each figure is counted as a word, and a charge of five cents extra per insertion is made when Box Number is required. In this way the advertiser's name is, if desired, kept confidential.

Copy for Condensed Advertisements should reach the Toronto office of CANADIAN GROCER not later than Monday morning to catch the current week's issue. In order to save unnecessary correspondence and bookkeeping, please remit with copy, preferably by money order.

Canadian Grocer, 153 University Ave., Toronto, Ont.



"Colman's" - "Keen's" Brands Are Recognized As Standard

These reliable Mustards have a reputation that cannot be equalled.

Mustard is really a necessary article for your customers' kitchen cabinets, as it is indispensable at Meals where meats are served. It also adds zest to Salad Dressings.

Every sale of these Brands means a satisfied customer.



Canadian Agents:

Magor, Son & Co., Ltd.

MONTREAL

191 St. Paul St. West

TORONTO

30 Church Street

A Hat
to Match



O.P.W.
TRADE MARK
Jas-per-lac
**STRAW
HAT
STAIN**

FASTER and FASTER

every season sells Jas-per-lac. And the more we sell, the more repeat orders we receive. That means a lot; and it is your tip to join us next spring.

You will have a steady stream of enquiries. Write us now and be ready for them.

Ottawa Paint Works, Limited
OTTAWA, ONT.



'O.K.'
SAUCE

FINALITY IN
FRUIT SAUCE

as palate pleasure
and true digestive



Sole Proprietors:-
GEORGE MASON & CO. LTD., LONDON, ENGLAND.

Sales Agents:
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David Brown F. Manley Bowring Bros. J.W. Gorham
167 Cordova St. W. 147 Bannatyne Ave. & Co. & Co.

CANADIAN GROCER

VOL. XXXIV

TORONTO, OCTOBER 29, 1920

No. 44

Will the Co-operative Movement Wane With Price Declines?

Many Grocers Believe That It Will Not Survive—The Outcome of High Prices and Will Go With Return to More Normal Levels—Co-operative Store in Niagara Falls, Ont., Disposes of Stock.

THE co-operative movement, from the opinion of a number of grocers, in places where stores are being operated under co-operative auspices, does not seem to be considered at all a detriment, and the attitude of the legitimate grocer in regard to the same appears to be a very tolerant one. "It hasn't hurt my business." "I haven't noticed any great falling off in my trade since they started." "It is only a fad and will soon die out." These and numerous other remarks are the kind one hears when making inquiry as to what effect it has had on the regular retailer. The chief factor that seems to work against the success of the co-operative movement, according to the opinions of business men, is the fact that there are too many endeavoring to manage the stores, with the result that there is little or no management at all.

Disposes of Stock

A representative of Canadian Grocer recently visited Niagara Falls, Ont., where in the past year two co-operative stores have been conducting business. Recently one of them ceased to do business.

Malcolm J. Allen, 617 Ferry Street, Niagara Falls, Ont., recently purchased the stock of the co-operative store on Ferry Street, at 81 cents on the dollar, and is now offering it for sale at "rock bottom" prices in his own store, which is operated on the cash and carry plan. This co-operative grocery had only been in business five months. It was organized with a capital investment of \$6,000, the amount of \$4,500 having been subscribed by the shareholders, and the balance of \$1,500 having been put up by the first manager. The organization of the store was the outcome of a movement on the part of a number of Old Country people. For a time, it appears, the store seemed to be attracting a good deal of trade. According to

Mr. Allen, some difficulty arose over the management, and the first incumbent was relieved of his duties and succeeded by another. Overstocking and failure to keep the stock moving seems to have brought about the collapse. According to Mr. Allen the shareholders of the co-operative were all endeavoring to conduct the business, with the result that too many managers resulted in no management at all. An assignment was made about a month ago, and the stock, which approximated \$3,000, was disposed of to Mr. Allen.

The Citizens' Co-operative

The Citizens' Co-operative is the name of the other store that is now the remaining one in Niagara Falls. It is the outcome of a movement on the part of a number of the employees of a certain large industrial concern in Niagara Falls. It represented a capital investment of something like fifty thousand dollars, shares being sold on the basis of fifty dollars each to employees of this factory. It was the intention of this movement to handle general merchandise. Already there have been about five different managers in charge of the business. Situated across the street from this store is the old established firm of Campagne Bros.

"Have you found the co-operative store across the way a serious competitor?" the Canadian Grocer representative asked Mr. Campagne.

Brings Him Business

"No we haven't," he replied. "We have gone steadily ahead, paying little attention to the fact that they are selling any lower than we are, and there has been no falling off in our business. In fact, if anything, I think it has been the means of bringing trade to our store. I know of instances where people came to buy at the co-operative store, and, unable to get there what they want-

ed, came over to our store. They also bought other things, and in some cases it meant the retaining of a permanent customer. Even some of the shareholders of the co-operatives have come here to buy goods. People like to get satisfaction, and in the matter of food-stuffs they will go where they can get it, whether they are interested in a co-operative store or not."

Movement Only a Fad

Another grocer in Niagara Falls declared that the movement was only a fad in Canada and would not survive. "With so many people interested in a grocery as in the case of a co-operative, the management is always being interfered with," he stated. "The president wants special favors, and sometimes walks into the store and helps himself. There is eternally friction between managers and officers. The co-operative movement grew out of the high cost of living, and is the result of people trying to cut down the cost of the necessaries of life. The movement is strong in the Old Land, perhaps because of the density of population, and Old Country people out here, as well as labor organizations, have been instrumental in getting the movement going. Of course I refer to the co-operatives, apart from the farmer movement. The grocer who is giving a real service to his customers has nothing to fear from the co-operatives.

"Service after all counts for more than anything else and I find that people are willing to pay for it."

Will Begin to Wane

From different parts of the Dominion come expressions of merchants on the farmers' co-operative movement. In some parts the legitimate retailer has had something to contend with in the way of unfair competition at the start, but the consensus of opinion appears to be that the movement is at least not yet

(Continued on page 22)

Reductions Now in Effect on Sugar

Quotation at Montreal is Now \$17.90 Per Cwt. With One Refiner Quoting \$16—Confectionery and Biscuit Manufacturers Will Buy in Canada as Far as They Can Do so at a Reasonable Price.

ANNOUNCEMENT is made of a drop of \$2.50 per hundred on granulated sugar by the Dominion Sugar Refinery which brings their quotation down to \$16 Montreal basis. Atlantic, Redpath, St. Lawrence and Acadia refineries have also reduced prices \$1.60 per hundred, bringing their prices to a basis of \$17.90 per hundred pounds in Montreal, to the retail trade with a 5 per cent. discount to the wholesaler. Although the Toronto quotations to the retail trade on Montreal sugars is \$18.11 per hundred, second hand sugar is still available at prices around \$16.71 for granulated and \$16 for yellows. Some sales have been made to manufacturers at a figure considerably below these prices, and the opinion is expressed in wholesale circles that refiners will have to make a further reduction before the situation becomes stabilized in view of the fact that American sugars can be laid down at a lower figure.

Will Buy in Canada

On the question of supporting the refiners in their present crisis, the confectionery, biscuit and chocolate industries, a Dominion-wide association, take the attitude that the refiners viewed as being engaged in an important Canadian business should receive a reasonable measure of financial support. These industries state frankly that they are prepared to reserve their business for the Canadian refiners provided Canadian prices are not too far in advance of the price of American sugar laid down in Canada. "We fully intend to stand by the Canadian refiners provided they bring their prices to almost the same as American sugar can be laid down here," stated C. J. Bodley. "In fact we are willing to pay as much as 1 cent per pound higher than the American prices, after duty, freight and exchange is added."

According to William Robertson, of Robertson Bros., Ltd., buying in New York at comparatively low American prices effects very little saving over Canadian prices when freight, duty, exchange and cartage are taken into consideration. Two cars were recently brought in, purchased at 11½ cents per pound, but "henceforth," said Mr. Robinson, "the confectioners will buy in the Canadian market, provided that there is only a cent difference in quotations."

Prohibit Cheap American Sugar

"The anti-dumping law as it is now being enforced prevents the importation of any of the 'depressed' or second

hand American sugars that are being forced on the market by the banks that have closed out their debtors," stated a sugar refiner's representative. "The prices that these sugars are offered at does not represent the fair market value and it is up to the Government to decide just what is the fair market value that will cover the dumping clause and allow American sugars to enter Canada."

Under the present regulations, American sugars, invoiced at 12 cents per pound or over, are being passed at the ordinary rate of duty of 2.09 cents per pound. In view, however, of a recent Ottawa despatch, forecasting a ruling

of the Customs Department that will set forth as the fair market price a figure which is from 2 to 4 cents higher than the ordinary market price for sugar, a representative of a Montreal sugar refinery stated that he would not be surprised if 15 cents was not accepted as the fair market price. "This, then," he said, "will bar the cheap United States sugar from Canada almost as efficaciously as the order of the Board of Commerce would have done had it been allowed to stand." This representative also stated that it would have the effect of stabilizing the sugar situation and probably create a firmer market.

Is Not a Recent Development Only

Downward Revision of Prices is a Natural and Inevitable Corrective of the Unstable Condition Created in the Previous Period of Rising Prices.

THE downward revision of prices continues to be the factor dominating the general business outlook. The movement is a natural and inevitable corrective of the unstable condition created in the previous period of rising prices, reckless public buying and widespread speculation. Falling prices are not a recent development. Before the close of 1919 the prices of a number of important commodities had begun to decline. By the spring of 1920 a definite downward trend had been established. Since then the movement has been accelerated, until within recent weeks it has forced general recognition that the period of excessive buying at rising prices has definitely ended. Business must now go forward on a lower price level. This readjustment cannot be effected without embarrassment in individual cases. It will be effected, however, without serious general results by reason of the inherent strength of the credit situation and the assured co-operation of the banks with business, says the National Bank of Commerce.

The banks are amply prepared to finance business while it is working out a more normal basis of operation and a stable level of prices. This process will require the employment of a large volume of credit. Inventories cannot be disposed of abruptly. In many lines, owing to general indisposition to buy, their liquidation must be effected very gradually. Meanwhile they must be financed. The long run effect of the

downward price movement, however, will be to ease the credit situation. The freedom from disturbance with which the readjustment is effected depends largely on the willingness of business to recognize the changed conditions.

Stabilization on a new price basis does not involve a return to the pre-war price level. For nearly two decades prior to the war, prices had been rising steadily. On economic grounds this rise might reasonably have been expected to continue, had there been no war. The actual level at which prices will be stabilized can only be worked out gradually on the basis of actual transactions over an extended period.

THE CO-OPERATIVE MOVEMENT

(Continued from page 21)

stabilized, and what at first seems to be a serious problem afterwards becomes of very little account as far as opposition is concerned. Some of these stores do not appear to be able to give the service that the regular retailer does. The manager is often not as vitally interested as is the case where the man is in business for himself. The service is not as efficient, and after all people will demand service, and if they do not get it in one place they will go where they can get it. With the likelihood of prices continuing to ease, the interest in co-operative movements, many grocers believe, will begin to wane.

Will Go Strenuously After Export Trade

Capt. H. G. Nobbs, of Holbrook's Ltd., England, Believes That After the Strike British Houses Will Be Inclined to Follow Up Advertising Secured When so Many Empire Soldiers Were in the Old Country.

TORONTO, October 28 (Special).— Capt. H. Gilbert Nobbs, who has charge of the overseas organization of Holbrook's Limited, of England, is here on a business visit from Sydney, Australia. He left England in September of last year for Australia, and when he reaches his native country again will have travelled around the world.

The trade will remember that Captain Nobbs was a distinguished officer in the late war, in which he lost his eyesight in one of the fierce Somme battles. Nevertheless he travels alone and enjoys life and his work. He left Sydney on September 12 and expects to return to Australia in March of next year. He came to Canada via Vancouver.

The captain believes that with the settlement of the strike in the Old Country business firms there will go strenuously after export trade. Before the strike their business was developing along these lines, and he believes British houses will be inclined to follow up the advertising they secured when so many Canadians, Australians and other Empire troops were there during the war.

Soldiers Want Old Country Lines

"There were 500,000 Canadian men overseas," he said, "who became accustomed to many Old Country goods. British firms had to provide food products for these men, and the domestic market there was overlooked, or rather it could not be taken care of. At the same time, while the labor market is perhaps no cheaper in the Old Country than here, the exchange is in favor of imports from England, and this will tend to bring in more British goods." His own firm, Holbrook's Limited, have found improved trade in Canada since the armistice. They import their sauce and vinegar but manufacture a number of the other lines such as custard powder here. "The war, too," he added, "has brought Great Britain closer to the colonies and the colonies closer to Great Britain, not only in an imperial way, but in a trade way."

Buying Power Increasing

Referring to business in Australia, Captain Nobbs stated that the buying power of the public is increasing, and while there has been a steadying in business during the last few months as a precautionary measure, there is no slackening in consumption. "As wages go up," he said, "there is an increase in consumption. Australia, too, is an important sugar-producing country. When I left, the wholesale price was

£49 per ton of 2,240 pounds. Retailers were offering sugar at 13 cents a pound in their stores. The Australians employ white labor, which explains why the growing of sugar cane there is subsidized by the Government, so that the country may be able to compete with the black labor in other countries.

"Cheap sugar is a very important matter," he said. "So much depends on it as it enters into the manufacture of so many goods. Australia also has a

large number of glass bottle works, so that there is no difficulty in getting all the bottles required for liquid goods. On the other hand, New Zealand hasn't any, and the cost of production in New Zealand is greater than in Australia. They have to import all their bottles. We have our own bottle factories in Australia so that we have not been up against the glass proposition there."

Capt. Nobbs sails from Montreal on the Melita, November 6.

"Changes in Prices To-day a Good Thing for the Grocer"

F. F. Adams, Cardinal, Ont., Believes Stocks at the Present Time Must Be Quickly and Regularly Turned-over—"A Time for Careful Handling and Thoughtful Buying."

"THE changes that are being made in prices and stocks of grocery merchandise are to my thinking a good thing for the grocer to-day," said F. F. Adams, proprietor of a large and thriving grocery business in Cardinal, Ont., when speaking to Canadian Grocer's representative. "This change is almost confined to foodstuffs and is, I feel, a direct result of the people protesting by curtailing their buying. After the armistice was signed and people felt that the war was really over, there was a relaxation, a reaction which resulted in almost prodigality. There was an abnormal demand for luxuries and a general carelessness on the part of the public, which, coupled with the exceedingly high cost of raw materials, labor and manufacture, led to high prices. The people are beginning to take a more serious view of things, to be more economical and to curtail their buying until prices are more reasonable. This could not but be felt by the manufacturers and the producers, and as a result many prices are gradually on the decline.

"This to the grocer should mean careful handling and thoughtful buying. There have been years, two or three of them, when a grocer could hardly make a mistake—any buying was good buying and there was hardly such a thing as over stocking since the demand was great and there was not an over production. The reverse is the case to-day, money can be very easily lost by careless buying. The present stocks must be quickly and regularly turned over as costs are continually changing. If one grocer fails in this, his neighbor, who

has been more successful can take advantage of him and undersell him. To make this quick and regular turnover, a man must first reduce his stocks, then put real effort behind his selling staff and keep things moving. It is in that the grocer will benefit. It is a mighty good habit to get into, it will be an excellent training in a practice that has been all too much neglected.

"This will mean more organization. It adds interest to the business, and personally I feel almost grateful for this opportunity to add new interest in the business. I feel that the change will be first felt in lines like canned goods. Some may feel it is wise not to buy at all, but I feel that that is a mistake. Buy, buy, buy, feeling sure that all that is bought can be turned over in a definite time. Resolve and make it a point to do this. It will result in a much quicker turnover and additional business. It is a race that the grocer is entering upon, and it will be an interesting one. The man who lies down on the job cannot win, and besides will miss all the sport that attends the event."

ROYAL WARRANT GRANTED

Telfer Brothers, Limited, biscuit manufacturers, Toronto, have been granted a royal warrant as biscuit manufacturers to H.R.H. the Prince of Wales. When His Royal Highness was in Canada biscuits made by the above company were supplied to him.

Charles Petitclerc has been appointed to the staff of Laporte Martin, Limited, wholesale grocers, Montreal.

Making Profit from Credit Customers

Some Suggestions as to How to Deal With Credit Accounts—
Danger of Allowing Customers a Greater Amount of Credit Than
It is Possible to Collect, or at Least to Collect Easily.

SOME good points in how to deal with credit accounts, are brought out by C. C. Miesen, in the "National." "I know," he says, "that most dealers prefer to do a strictly cash business, but there are a great many who find it necessary to cater to a charge trade. A necessary evil, they call it, which must be permitted because of its trade-holding value.

"The dealer who does a charge business is threatened constantly with the grave danger of allowing to certain customers a greater amount of credit than it is possible to collect, or at least, to collect easily.

"It did not take me long to discover that safe credit merchandising depends largely on keeping records that tell from day to day how much credit is granted. Our books always are in balance and it is a simple matter to glance at them to find out whether a customer has reached his predetermined credit limit which always is listed at the top of his account.

"The foundation of our system really is our recapitulation sheet. All daily transactions of every nature are accumulated on it—cash sales, charge sales, money received on account, invoices received, checks paid, bank deposits, in fact all the figures of the day's business are listed and totaled before posting to the various accounts in the ledger.

"In the extreme left hand column amounts from all the charge sale slips are first listed and totaled. In the next all items on the charge sale slips are likewise listed and totaled.

"When all the other entries have been made the totals of the various columns are posted to accounts of the general ledger according to instructions printed at the head of each column.

"Thus it will be seen that the system is a complete double entry set of books, that the re-cap sheet acts as a distributing journal.

"Postings to the customer's accounts are made from the sales slips.

"One leaf in the ledger binder, which is arranged alphabetically, is devoted to each customer's account. When the account becomes active a statement is addressed and placed in front of the ledger leaf where it remains all through the month. It is posted at the same time as the ledger from the sales slips which are always arranged alphabetically the first thing each morning. After the posting is completed the difference between the total debits and credits is compared with the difference of the totals of the debit and credit posting

media to see if the work has been done correctly.

"As the postings are made to the customers' ledger daily and the balance on every account is extended at every posting, we can tell instantly just how every account stands.

"In the general ledger is listed the amount of merchandise bought, the amount of merchandise sold, accounts payable, accounts receivable, bills payable, bills receivable, express, interest, proprietor's personal account, investment account, donation account, office supplies, light and heat, rent, salaries, profit and loss account, and other ex-

pense accounts. These accounts give such complete information about the business that it is possible at any time to draw off a detailed financial statement which is valuable in dealings at the bank and in making out the income tax report.

"From my experience extending over quite a period, I am convinced that one of the effective ways to promote business is to offer credit wisely and judiciously. But this cannot be done unless the dealer has constant and accurate knowledge about every account on his books through figures."

Groceteria Has Made No Difference in Turnover in the Regular Department

THE remarkable thing about the establishment of a groceteria department in connection with the business of W. E. Preston Co., Ltd., at Midland, Ont., according to Mr. Preston, is that it has made no difference, as far as the regular grocery department of the business is concerned. The "service" grocery store is situated on the main floor, where short credits are allowed and goods are delivered. The groceteria is in the basement. One of the advantages of a groceteria, in Mr. Preston's opinion, is that sales often result when the persons purchasing had no intention whatever of buying when they first entered. They just go downstairs to look around, but they rarely come upstairs without some parcels. The way display counts in a groceteria is one of the best things about it. People are simply confronted with goods, and they cannot resist buying.

Still Want Service

"There are still a great many people, however, who want the service of delivery, as well as an extension of credit," Mr. Preston remarked. "For them our regular grocery department is essential. While the groceteria has attracted a lot of new trade, the old way where people can still phone in their orders is appreciated by the customers that we have had for years. The person who likes the convenience of phoning in an order and having it delivered to her door, finds little attraction in the 'self-serve' way of buying."

Attracted Tourists

During the summer months, of course, Mr. Preston does a tremendous trade with summer tourists who spend the

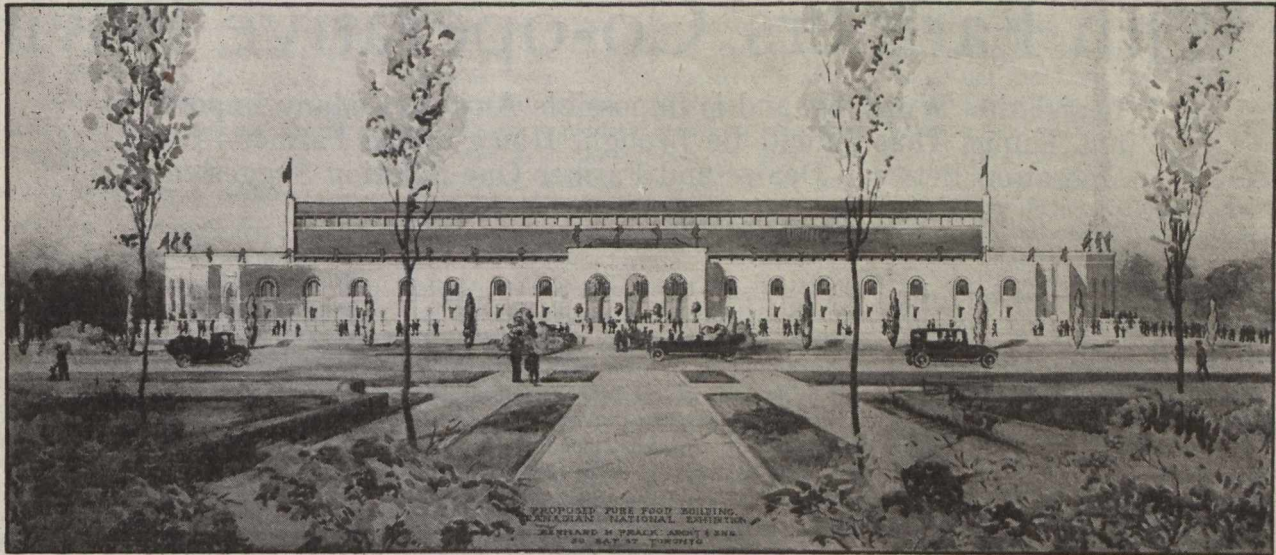
holidays in Georgian Bay and beyond. While these people are given a splendid service with the Preston supply boat, many of them coming down to Midland availed themselves of the groceteria last summer, and it attracted a goodly trade in this way.

Altogether the self-serve department of the W. E. Preston Co., Ltd., has proved a great success since its inauguration a few months ago. Mr. Preston declares that it has exceeded expectations, but on the other hand he does not believe that it will supplant the old way of doing business, nor yet has it detracted from the turnover in the regular way.

SALMON PACKERS' NEED FOR STORAGE FACILITIES

Vancouver, B.C.—The salmon storage situation on the waterfront is again reported as being in the acute stage. For some time the canners have been piling their packs in the sheds on the Government pier. The harbor commissioners gave Superintendent Heathorn instructions to have the space occupied by the salmon emptied in order to accommodate the cargo of the C. G. M. M. S.S. Canadian Exporter, due early in November. These instructions have been given the packers.

Efforts are being made to have the harbor board consent to retain the stored salmon until it is disposed of. If this is not done the packers will have to shift the present contents of the sheds, about 100,000 cases, to warehouses uptown, and then shift again when the goods are sent to market. It is understood that the packers have offered to ship all the salmon via C. N. R. if permission to retain use of the shed is granted.



Exterior view of one suggestion for the proposed new Pure Food Building at the C. N. E.

Thirty Thousand Square Feet of Exhibit Space Planned

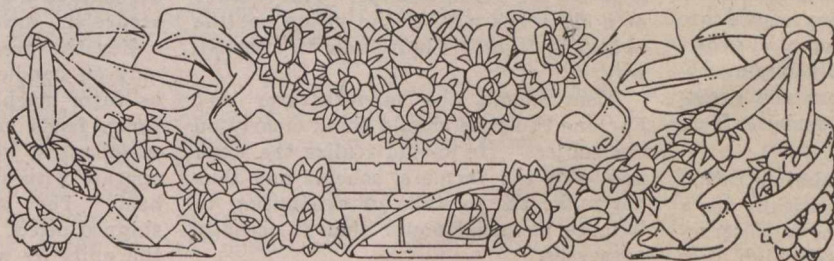
THE committee selected by the Food Products' Association, which is composed principally of exhibitors and prospective exhibitors at the Canadian National Exhibition, has recently held a couple of meetings to go further into this matter of the proposed new Pure Food Building. At one meeting it was decided to have an architect prepare some plans embodying some of the ideas of the food exhibitors. These were prepared by B. H. Prack and submitted at the last executive meeting.

The above is a reproduction of the exterior suggested by the architect. The interior plan shows one idea as to how the ground floor can

be allotted into exhibit spaces totalling approximately 30,000 square feet.

The Food Products' Association is preparing its proposition for the Exhibition directors, stating its chief requirements and what it is prepared to do. The plans that have been arranged will be placed in the hands of the city of Toronto's architects as suggestions.

It is proposed that the new building will be provided with a basement with storage places with lockers for the use of exhibitors. There will also be trunk lines arranged for water, gas and electricity so that connections can be made where desired in each booth. The building planned will be of red brick, and attractive in keeping with the pure food idea.



How Should Manufacturers Deal With Farmers' Co-operative Buying

Legislation Won't Do and is Impossible Anyway—Many Important Things That Should Be Brought Home to the Farmer—Co-Operation Between Dealer and Farmer One Solution Suggested.

By G. A. NICHOLS in Printer's Ink

THE problems described by Mr. Nichols in this article are practically similar to those we have in Canada. There is the big question as to whether manufacturers should sell farmers' clubs and associations at jobbers' prices or whether consumer prices should be quoted, or any prices at all. The trade will therefore find this review of the question as it is in the United States an exceedingly interesting one and Canadian Grocer would like to have expressions of opinion on it—The Editors.

THE movement to promote co-operative buying among farmers has passed the talk stage. Since it dropped many of the "isms" that have made it impossible in the past it has reached a stage of development that makes it necessary for the manufacturer also to do more than talk. Right here is an advertising and merchandising problem that really amounts to something, and the solution of which must come soon if some serious complications in the country's distribution system as it now exists are going to be avoided.

The thing that makes the farmers' co-operative buying movement more serious from the standpoint of the manufacturer and retailer than ever before is that the United States Government, through its Department of Agriculture, apparently is behind it. This department makes no secret of its indorsement of the idea. Its entire machinery, backed up by various state boards of agriculture and county agents, is at the disposal of farmers to put the thing across. The county agents in many cases are not only grouping the farmers and growers together but are actually buying co-operatively until the farmers and growers can see the benefits derived from securing low bulk prices.

The present national administration favors the idea most emphatically as a part of what it believes to be a constructive campaign to reduce the high cost of living. The administration ends next March. But that is no reason at all for believing that the Governmental attitude toward co-operative buying will be amended in any important particular.

The fact is the farming element throughout the United States has become so interested in co-operative buying that it is beginning to like the plan immensely.

The menace of all this, so far as the retailer is concerned, lies in the fact that the farmers' organizations are forcing the manufacturer to give them jobbers' prices or better. Up to now co-operative buying has been largely confined to recognized farm staples such as insecticides, spraying materials and the like. But it does not take much of a stretch of the imagination to picture the thing going so far that the farmer soon will be trying, at least, to buy his shoes, clothes, and other essentials on the co-operative plan rather than from the retailer.

Disorganized Opposition

Governmental agitation of co-operative buying, put forth at this time when the whole merchandising scheme is in such an unsettled condition, naturally has had a powerful effect in causing the thinking farmer to favor it. But another potent cause is to be seen in the absolute lack of intelligence with which the other side of the proposition has been put up to the farmer. There are plenty of reasons why the farmer should favor his local retailer rather than seek to buy co-operatively. But he seldom hears of them. What he does hear is a lot of whining talk from retailers to the general effect that he owes it to the community to support them. Town pride and a lot of other unstable doctrine is brought before him, with the net result that he buys all he can from the retail mail-order houses and now is turning to the co-operative movement.

It is plain to be seen that whatever is done to combat this condition must be done by the manufacturer. The retailer as a class has neither the vision nor the ability to fight his battles in an effective way.

What should the manufacturer do? For one thing he should think clearly on the subject. He should realize the weak points of the farmers' scheme and thus not make the mistake of attributing to it more potential power than it actually possesses.

That there are glaring weaknesses in co-operative buying, that the farmers could easily be made to realize these and that the farmers themselves are far from being unitedly in favor of the pro-

position is shown by the experience of the Kansas State Board of Agriculture with a conference of farmers called to consider a co-operative-buying plan put out by the board.

There were about as many divergent ideas advanced at this meeting as there were farmers in attendance. Some wanted to build an elevator in every county. Others wanted co-operative stores, while still others declared there were too many stores already. The old bitterness between the Grange and the farmers' union cropped out.

Finally one of the leading farmers of the State made a hot speech in which he said that this, like all other uplift movements in behalf of the farmer, could not go over for the simple reason that the farmers would not stick together.

This is one weakness. Another is in the stiff restrictions which are necessary if the co-operative buying is going to be conducted strictly on a business basis.

In the Kansas plan there are three basic principles rigidly insisted upon.

In the first place the farmers must pay cash on receipt of the goods. For doing this it is planned that each local buying unit shall create a special fund in its local bank against which drafts covering shipments may be drawn.

Second, the farmers must order their goods possibly six months in advance, much as some merchants do. This is to get away from the expense of carrying a stock of goods from which the farmer may select what he wants.

Third, the farmers must standardize their requirements. Each county must bunch its orders and only orders for carload lots will be accepted. Thus the State farmers' purchasing bureau will be in position to order fifty or a hundred carloads of a commodity at one time and secure the lowest possible price.

For the present, the bureau proposes only to handle such staple commodities as farm machinery, binding twine, salt, flour, feeds and coal. It will have no warehouses, hoping thus to be able to operate with small capital and low overhead. The goods purchased will be shipped direct from the manufacturer to the units by whom they are ordered.

All this seems to be quite a ponderous proposition and it ought not to be a difficult matter for the manufacturer to sell the farmer on the idea that it would be better for him to pay the local re-

tailer his profit and get things the way he wants them.

But if the thing proceeds in its logical course along the way it has been laid out, there is going to come about eventually a condition serious for the retailer. It is not going to do away with the country retailer but it is going to make it increasingly difficult for him to gain a living, to say nothing about a satisfactory profit.

Baruch Seeks for a Solution

This latter idea is concurred in by Bernard Baruch, who was an interested spectator at the Kansas conference. Mr. Baruch said that no co-operative merchandising movement among farmers could become strong enough to displace the present merchandising system.

"There always will be plenty of merchandising that cannot be handled in a co-operative way," Mr. Baruch said to a friend of the writer, "but what I am trying to do is to find out whether there is any way of getting rid of a lot of this lost motion between the producer and the consumer. Our system of distribution is a wonderful and delicate mechanism, but it is too costly. The problem is to take up some of this lost motion and make the machine work more efficiently and economically.

"When I get back to New York I am going to have a talk with Herbert Hoover. It may be that as a result of this I shall have something definite to propose along this line to the farmers. The farmer's problem is the biggest thing in the world to-day. It happens that I don't have to work for a living and so I have some time to devote to a possible solution."

Herbert Hoover, by the way, is to address the Kansas farmers next month on the co-operative buying plan. By that time it is expected that something definite may be decided upon so far as the Kansas end of the proposition is concerned.

Force or Education?

Manufacturers who have been thinking over possible ways to combat co-operative buying have advanced to "Printer's Ink" a number of ideas upon which they think the fight should be based. Leaving out some obviously impossible methods of procedure, the suggestions may be summed up in three general divisions:

One group advances the possibility of securing national legislation against co-operative buying.

Another would carry on educational propaganda work among farmers.

The third would have the manufacturers agree among themselves that under no circumstances would they give anything better than consumer prices to any organization not selling goods at retail.

Any move to remedy the situation through the enactment of legislation would encounter all sorts of difficulties. Manufacturers investigating this angle

have decided that even if the necessary laws could be passed by Congress—which they couldn't of course—they would be surrounded by all sorts of constitutional difficulties. Legislation is out of the question for at least two reasons: An important division of the Government is promoting co-operative buying. In addition to this the farmers themselves form a political power so effective that the law-makers can be depended upon to give them the benefit of any doubt that may arise. The influence of farmers upon Congress has been demonstrated so many times that it needs no further exposition here. The repeal of the daylight-saving law, despite its being favored by a big majority of the people, is case in point.

The manufacturers may as well forget about national legislation in this particular.

Some have investigated to find if laws are already established in states that might be invoked to prohibit this kind of buying. The inquiry is in progress at this writing. It has been found already, however, that the states of New York, Pennsylvania, Massachusetts, Illinois, Wisconsin, Missouri, Kansas, Colorado, California, Oregon and Washington not only have no laws that might be construed as prohibiting co-operative buying but that the laws, on the contrary, rather favor the idea.

Educational work offers a much more promising outlet for manufacturers' energies. Obviously good results from this only can be gained after continued effort extending over a considerable period. The benefits in the highest measure would come on the cumulative basis, just as they do in all other kinds of advertising.

If the American Farm Bureau Federation is able to carry out its intention of advertising both to the town and the rural section relative to the urgent necessity of both proceeding on a live-and-let-live basis, then it would seem that much of the sentiment in favor of co-operative buying ought to fall down of its own weight. It is based on sharply-defined class consciousness, and this is one of the things the American Farm Bureau Federation expects to sweep away.

Educational work done by manufacturers in behalf of retailers would supplement all this most effectively. There are plenty of things that ought to be brought home to the farmer forcefully.

"It seems to me," a manufacturer said to "Printer's Ink," "that we manufacturers are overlooking a most promising opportunity through not supplying to dealers a definite plan whereby they can co-operate with the farmers through the various county agents to the mutual benefit of all. There ought to be a live organization of retailers in every town no matter how few in number the dealers may be. The commercial organization should in each case try to get representative farmers as mem-

bers. The farmer is a business man just as much as is the man who is running a store."

"Last fall," said another manufacturer, "when the Illinois Commercial Apple Growers' Association met to buy insecticides, members declared they would not purchase from dealers or jobbers because they feared they would thus have to pay a consumer's price. They knew that if dealers and jobbers in Illinois could buy insecticides lower than they could, their existence would not be justified and the organization would go to pieces. The manufacturers knew this also and practically all of them quoted consumer prices. One or two, however, quoted jobber's prices or better. The result is that to-day manufacturers must sell insecticides in Illinois to dealers and jobbers with the understanding that their prices will be in line with those quoted to the Illinois Commercial Apple Growers' Association.

"Our contention is that the manufacturer should list every fruit-growing organization and co-operative buying body in the United States and decide which should be dealers and which consumers. Any organization operating retail stores would, of course be entitled to dealers' privileges, but all the others should be quoted consumer prices only. If this policy should be adhered to, the buying organizations automatically would have to quit business.

"I cannot see why it would not be just as lawful for manufacturers to protect their interests in this manner as it is for the organizations to get together for the purpose of disrupting the dealer and jobber market and going so far as to publish their intentions widely. This is the most powerful weapon we can fight with right now. If we use it properly and back it up with a definite advertising campaign to dealers and jobbers I think we could kill co-operative buying in a short time."

An official of the American Farm Bureau Federation, while ready to admit the necessity of keeping up the retail store in order that the country towns might flourish, thus increasing the value of farms, told the writer he could not understand why a manufacturer would not just as soon sell ten carloads of a product to a co-operative-buying organization as to a jobber if the price would be the same.

"The manufacturer is after outlet for his goods," said this official, "and he gets it in either case."

The answer is easy.

Any manufacturer selling co-operative organizations at low prices for the mere purpose of disposing of tonnage would be exceedingly foolish, for the reason that it is impossible to build up a legitimate and established trade on his products through such channels. Getting the business one year on price he loses it to some other manufacturer next year on price. This is no foundation upon which to base a manufacturing, advertising or selling programme.

Certificated Grocers' Examinations

Questions on Papers in Subjects for the First Year—What Students Must Answer in Groceries, Provisions, Bookkeeping and Commercial Arithmetic

CANADIAN GROCER referred at some length in a recent issue to the course of study and regulations for examinations of the Institute of Certificated Grocers. The course comprises the first year, or preliminary course and examination, the second year or intermediate course and examination, the final or national examination, after which a certificate and membership are granted by the institute.

Of interest to the trade will be found the examinations in the first and second years, and it will give the grocers and grocer clerks in this country an idea of the qualifications demanded of men in the Old Country.

The following are the questions asked on the different subjects in the first year examinations, and in another issue Canadian Grocer will give the second year examinations:

FIRST YEAR PAPER

Section A—Grocery

Of the eleven questions set in "grocery" and "provisions," any six may be attempted but not more than six, including at least two questions in "provisions."

1. Why should tea be kept covered up? What is the duty on Indian tea, Java tea, Ceylon tea, and China tea? From what country do we obtain the largest quantity of tea? What distinctive tea is grown on the slopes of the Himalayas?

2. State from what parts of the British Empire we obtain coffee, and the rate of duty payable on same.

3. Give the names of the countries which send us sultanias, evaporated apricots, dates.

4. Describe any two products of the cocoa-nib.

5. (a) Name the countries from which we obtain cloves, and briefly describe how the various kinds differ.

(b) What is the difference between mustard and mustard condiment? Should any precaution, and what, be taken in the sale of mustard condiment?

6. Sketch briefly the method of refining sugar. What is the object of refining?

Provisions

7. Describe the following: Cumberland-cut, short-cut ham, Bath chap, York ham, Ayrshire roll, picnic ham, square shoulder.

Or for Scotland: How is the Wiltshire-cut side divided for the sliced trade? Describe briefly how Ayrshire bacon is cured.

8. What particular care is required in storing cheese? What do you guard against, and how?

9. Name the chief butter-producing countries. Describe the butters you are acquainted with, giving particulars of the packages and weights.

10. Describe the size, weight, and general appearance and the package, if any, of New Zealand, Canadian, Gorgonzola, Edam and Camembert cheese.

11. What do you understand in relation to eggs by "17 pound," "long hundred," "half case?" How would you test eggs for freshness?

Section B.—Bookkeeping

Of the five questions set in "Bookkeeping," only three may be attempted.

12. Give specimens of one debit and one credit entry: (a) in an account with a customer; (b) in an account with a wholesale supplier.

13. On March 30th Mrs. Smith's account totals £1 17s. 6d.; on April she is credited with empties returned 11d., and on April 6th pays you £1 on account. Make the necessary entries in the sales ledger and bring down the balance.

14. Explain the difference between an invoice and a statement.

15. To satisfy the principle of double entry, in which two accounts should the following transactions be entered: Bought C. & B., goods £5; sold Mrs. Smith, goods 3s. 6d.; paid C. & B., cheque £4, less discount, 2s.; cash takings on April 15th, £25.

16. What is a trial balance? If the two columns of a trial balance do not agree, what is probably the reason?

Section C—Commercial Arithmetic

Of the five questions set in "Arithmetic," only three may be attempted, of which No. 21 must be one. Working must be shown.

17. What percentage of a £1 are 3d.; 2s. 6d.; 16s. 6d.; 13s. 4d., and 11s. 8d.?

18. What decimals of £1 are 6d.; 7½d.; 1d.; 14s. 6d.; 9s. 3d.?

19. What is the difference between percentage of profit on cost and on return when goods are bought at 18s. per dozen and sold at 1s. 9d. each?

20. Bacon is bought at 240s. per cwt. One-third is sold at 20 per cent. profit on return, one-third at 10 per cent. profit on return, and the remainder at cost price. What is the total percentage of profit on return received?

21.* Make out a bill for the following order on the bill-head provided (each item to be charged to the nearest farthing):

¾ lb. tea at 3s. 4d. per lb.

1 lb. 3 ozs. cheese at 1s. 10d. per lb.

2 lbs. 6 ozs. bacon at 2s. 6d. per lb.

18 ozs. sugar at 10½d. per lb.

6 eggs at 3¾d. each.

2 jars jam at 1s. 2½d. each.

2 ozs. cinnamon at 3s. 6d. per lb.

¾ lb. coffee at 2s. 10d. per lb.

6 ozs. evaporated peaches at 1s. 2d. per lb.

Allow for 7 jars at 1s. 3d. dozen already returned.

Section D—Knowledge of English

Definite questions are not set under this heading, but the candidate's attention is drawn to the fact that extra marks will be awarded for correct spelling, punctuation, composition, and answering the questions in clear language and logical order.

Handwriting will be specially considered, extra marks being also awarded for neatness, legibility, and the general setting out of the answers.

FACTS THAT PROVE THE SELLING POWER OF WINDOW DISPLAYS

Here is some strong evidence of the selling power of the window display as given by a merchant who has received many prizes in contests for good windows:—

Fact No. 1.—Early in June I had on hand three cases of — condensed coffee, and wasn't selling a can. After displaying this product in the window I sold out completely and have re-ordered three times from our central supply depot.

Fact No. 2.—People didn't seem to realize that this store sold — shoe polish until the window display. Since then, the sale has been brisk.

Fact No. 3.—Before displaying — soup in my prize window I was averaging three cases. During the display period the figures went up to eight cases, and the beneficial effects of this promotional work has been permanent.

Fact No. 4.—I have re-ordered — six times since the window display and — soap has passed from the no-call, no-sell state to one of healthy activity.

"Marketeria Permits Offering of Only Standard Brands"

G. Trussell, Manager of Grocery Department of David Spencer and Co., Victoria, B.C., Declares That the Groceteria Idea Eliminates Salesmanship—A New Department in the Spencer Store.

"THE marketeria spells the doom of the anonymous package, and the offering of other than standard brands." This was the statement of G. Trussell, manager of the newly opened groceteria department of David Spencer & Co., in Victoria, B.C.

After study of the methods in use in Seattle, Vancouver and several eastern points the David Spencer Co. in Victoria opened their department recently to a record attendance.

"How did you manage to have everything running so smoothly when your employees had previously had no groceteria experience?" Mr. Trussell was asked. "Well," said Mr. Trussell, "previously we had a dress rehearsal. We had about 100 girls from the other departments in the store come down and go through the motions of a crowd of busy shoppers, selecting goods here and there, carrying them to the counter, getting their slips and collecting their parcels, so that when we opened up on Wednesday everybody knew exactly what to do."

At the entrance to the groceteria section, which occupies a major portion of the whole store basement, is a checking booth where shopping bags, etc., are received from those coming into the department, as a precaution against theft.

Every bin has the price of the article therein plainly marked, and beside this each item in every bin has its price marked upon it. This is a protection to the store as well as eliminating mistakes at the checking counter. Here, where the goods are listed and charged stands a battery of adding machines. All the girls in the department are taught to operate these machines, and while they are not all behind this counter in the early part of the week, they are all qualified to do the work during the rush hours. With regard to the subject of brands, Mr. Trussell said, "In the ordinary variety of grocery store a grocer can recommend unadvertised lines to his customers and build up quite a sale for them, but in the groceteria there is no salesman at hand to make explanations or laud the qualities of any merchandise, so it is necessary to sell those varieties that are reputable lines. With no one at hand to answer questions, the average woman will not take a chance on any brand that is not familiar to her.

While not at present carrying these lines this department will carry all kinds of pastry, cookies, and bread, also fruits and vegetables. A large peanut butter machine is being installed, and a fully equipped soda fountain is being added.

doubt he thought it a good joke because I could see a twinkle in his eye when I was talking to him and I suppose by this time it is known all over the neighborhood, how he made me mad by dumping charcoal all over my clean kitchen floor.

I know some people who have quit dealing at certain stores for a less grievance than that, and if it had been their floor that was mused up with charcoal, the store would have lost a good customer.

It seems to me that if I had been the one that put up the order I would not have sent out the broken bag of charcoal, even if it was the last in the store. Clerks should see that goods leave the store in the best condition and not take a chance on sending out broken parcels. It is just such little things like this that are the direct cause of people changing their grocer and I suppose the grocers wonder why they sometimes lose a customer.

Why Chicken Soup Imports Are Regulated

In the issue of October 8, Canadian Grocer, there was an article based on an interview with an importer in regard to chicken soup not being permitted to come into Canada except it met with the regulations as imposed by department officials at Ottawa. These regulations prevent the importation of canned chicken soup unless it is accompanied by a certificate of post-mortem inspection and ante-mortem inspection.

A member of the trade points out that these regulations have been in effect in Canada since 1908. "Canadian factories," he said, "have been operating under that provision for the past twelve years, and why should others be allowed to ship their products into Canada unless they are regulated similarly? We all know that in the past veal has been used in place of chicken, and while no doubt there are some foreign manufacturers who put up reputable products, there are others that would take advantage of the Canadian market if the law was not properly enforced. In Canada there is a Government inspector in each factory where chicken soup is put up, to certify to the material used and to see that labels are put on tins properly.

"In view of this it is only right and fair that imports should be regulated accordingly."

It was in the drawing class at the school.

"Sargent was a great artist," said the teacher. "With one stroke he could change a smiling face into a sorrowful one."

"That ain't nothin'," piped up Johnny. "Me mother does that to me lots of times."—"Chicago News."

How Some Customers are Lost

This is the second of a series from the customer's viewpoint, written by a customer and based on an actual incident.

I HAD just got the kitchen nicely cleaned up the other morning and gone into the other part of the house when the grocery boy arrived with the groceries. By the time I had got back to the kitchen the boy had left the order and disappeared. Standing against the leg of the table was a bag of charcoal, or at least, part of the bag, the balance was scattered all over the floor, such a mess, all over my clean floor.

I was so aggravated that I immediately went over to the store to make a complaint. The boy had just arrived before I went in, so I asked him what he meant by scattering charcoal all over my clean kitchen.

"The bag was torn before I left the store," he said.

"Then if it was broken, why did you bring it?"

"It was the only one we had."

"Then you should have had sense enough to have turned the bag upside down, and not spill it all over the floor," I told him.

The proprietor was out so I took the matter up with the head clerk. He said he would see that it did not happen again. That was all very well, but who would clean up the mess, I asked him. Of course, he was very profuse in his apologies and gave the boy a good scolding.

Now I do not think this was altogether the boy's fault, although he could have been more careful when he was bringing the charcoal into the house. Boys are so thoughtless, and I have no

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H. T. HUNTER - - - - Vice-President
H. V. TYRRELL - - - - General Manager

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WATCH CREDIT ACCOUNTS

THERE is urgent necessity for every grocer and general merchant at the present time to watch his credits closely, and to endeavor to put his business on a cash basis as much as possible. Where it is not straining a point, to such an extent as to create dissatisfaction, every merchant should insist on cash, but even where credit is allowed, it should not be for too long a time. No doubt there are many instances in the grocery trade, where the retailer will not demand cash from all his customers. To do so would possibly mean offence and the loss of his order patronage. On the other hand, much can be done to eliminate credit allowances at the present time, and where the public is taking a sane view of conditions, it should not be difficult to impress on the people the necessity for paying cash on all transactions.

There is no doubt about it, that recessions in prices are in progress, and the merchant must be prepared to face them. He is best prepared for such an occurrence, if his own business is in a stable condition. He is well advised, who has his collections in first-class order. He should see to it, that all accounts in arrears are

paid up promptly, and that no accounts are allowed to run on indefinitely.

It is not essential that the merchant curtail his buying altogether, but it is important that for the time being he buys only as he needs. Turning his stock over quickly should be his chief concern, paying promptly for what he buys, and in turn being paid promptly for what he sells.

BOARD OF COMMERCE RESIGNS

THE Board of Commerce for the time being at least has passed out of existence, and with the resignation of the officers it is the intention of the government not to make new appointments just now. The Board since its first appointment has had a rather stormy passage, and its actions one way and another have had considerable opposition. On different occasions strenuous objection was made to some of its orders that affected the retail trade. Regulations were passed that were not marked by sound business judgment, and only made for inconvenience and expense to hundreds of merchants. Rulings of the Board were made that only caused annoyance, and did not accomplish anything worth while in the interests of the public. The retailer was in nearly every instance the one most affected, and had to bear the brunt of judgments that were conspicuous for their lack of correct understanding and sound business.

Many business men, however, are of the opinion that there is a place for a Board such as the Board of Commerce, where merchants could appeal in matters vitally affecting the different branches of retail trade. Such an institution would be working to the advantage of the retailer, by conferring with him, in the best interests of not only the merchants throughout the country, but also in the interests of the public. Where the merchant is helped, the people at large also benefit.

EDITORIALS IN BRIEF FORM

ADVERTISING which is truthful, and which carries a message of useful goods or services to people who have need for them serves a public need. It tells people where to get what they need, and it suggests new and valuable things to the public. By increasing demand, it prompts quantity production, with resulting economies.

* * *

YOU think that if you sold more goods you would enjoy life more, but you do not appreciate the fact that if you enjoyed life more you would sell more goods.

Satisfactory Profit Plus Betterment

Analysis of a Grocer's Statement—This Merchant Underestimates His Business, and No Harm Can Result from Understatement—Net Profit 3 Per Cent. on Margin of 15 $\frac{7}{8}$ Per Cent.

By Henry Johnson, Jr.

NOT often do we find grocers who understate their performances, but this one, who asks me to criticize his statement, does not take to himself the credit he deserves. Parts of his letter are instructive, as for instance:

Increase in accounts receivable over last year is due to three special accounts. It is interesting to note that the entire excess was wiped out within ten days after this statement was made up. We do not figure as assets on any basis accounts the collection of which we consider doubtful. Thus, \$243 carried as of no value on January 15, 1918, came in during the year. Of this, \$169 was an allowance for damaged goods from a wholesaler, which we were not sure of collecting. This year we have been just as drastic in omitting doubtful accounts from list of assets.

Fixture account covers cash register, counter - refrigerator - silent - salesman, three show cases, horse, wagon, sleigh, harness, safe, two sets computing scales, coffee mill, etc., etc. We believe our figure of \$622.85 is not more than 60 per cent. of their value. The stock also is taken at figures probably \$150 to \$200 under value. Included is 1,880 pounds of tea taken in at an average of about 10 cents per pound under the market, because it cost us that.

On expense sheet, the wages account includes \$1,560 taken out as wages by the partners. Delivery boy's wages are included in delivery expense. Bad debts are figured at just under $\frac{1}{2}$ per cent. on sales, which, from our 15 years' experience, fully covers the item. Interest item represents six per cent. on investment, besides some small amount paid to one of the partners for money loaned for short period. Once money is withdrawn from the business the business must pay regular bank interest for its use if it is later required, just as if we borrowed from the bank.

Our turnover of about six times a year seems small. It is due principally to our being some distance from wholesale houses, also to the fact that it has paid, during the past three years, to carry fairly heavy stocks. During this year our stock should show reduction.

Leaves net worth	\$6,157.28	\$5,275.19
Deduct worth, 1918	5,273.19	
Shows increase	\$ 884.09	
Amount taken from business by partners	\$1,980.92	
Added to net increase	884.09	
Shows year's profits	\$2,865.92	
Turnover	\$26,501.00	
Not including truck account (exchange of goods for butter, eggs, etc.) which may have been \$750 to \$1,000 more.		
Expense Sheet—		
Rent	\$ 216.00	
Wages	1,898.00	
Advertising	75.00	
Delivery—		
Wages	\$338.00	
Feed, Repairs, etc.	210.00	
Heat and light	548.00	
Ins. and taxes	84.00	
Bad debts ($\frac{1}{2}$ per cent. on sales)	52.38	
Ice	130.00	
Office	32.00	
Paper, twine, etc.	22.00	
Interest	170.00	
Postage	339.39	
Depreciation	15.00	
	29.00	
		\$3,610.77

About 14 per cent. on turnover.

Important Features

The outstanding virtue of this statement is, it seems to me, its careful conservatism. In fact, it exemplifies what I have talked about a good deal: That no harm can result from understatement, while much can arise from overstatement. For note this: In January, 1919, they took no account of \$243 of questionable accounts. Had that never come in at all, the standing, as they had taken it on January 15, 1919, would have been unaltered. But it did come in, hence it was like so much found, and now makes up part of the showing on January 15 of this year.

Following out the same method of drastic discount this year, they are pretty certain their calculations are sound; that if any variation occurs during this year, it will be on the right side of the ledger. Note specially the fixture account, which is one on which merchants generally hesitate to take all the depreciation they should take. It should be borne in mind that the minute a fixture is purchased and put into your store, it actually depreciates 50 per cent. for purposes of sale. Hence, the only fair and just way to absorb such depreciation into the expense account, is to take off not less than 10 per cent. on inside fixtures each year, and 20 per cent. on delivery equipment.

An underestimate of \$150 to \$200 on the stock of groceries is not too great a deduction. It is perfectly right to take that tea at original cost, not only as a matter of principle, but now especially, in view of the liability of your having to sustain declines in value of many items as the year passes.

Note also the item of interest charged into expense. Note the way interest is

paid to each partner if he loans money to the business, just as if the same money were borrowed from the bank. That is excellent business practice—it cannot, in short, be improved upon.

Turnover is hardly rapid enough; but the explanation of being removed from the wholesalers and the enhancing value of merchandise during the past three years is admissible. But now, I trust the idea will be followed of lessening the stock gradually, but steadily. From now onward, merchants hardly can go too slowly on the buying end of their business.

Errors and Omissions

The net gain for the year is \$884.09, not \$2,865.92. You cannot charge off wages and yet count the amount in net gains. The time of the two partners was taken up in the business. Hence the business must pay for it. Paying for it, the item is expense simply. And it cannot be both expense and profit. Let every tub stand on its own bottom. It would be as reasonable to charge off interest both on capital invested and on what is paid to the partner for money and then turn around and count that item as profit.

The actual net profit of the business, from the showing given, is \$884.09, and that figures about 15 per cent. on the invested capital at the beginning of 1918. It is equal to 3.08 per cent. and a trifle more, on sales. There appears to be some error in computing the expense ratio, for all I can make it is just under 12.60 per cent., say 12 3-5 per cent. So the gross margin averaged 15 $\frac{7}{8}$ per cent.

Improved Condition

There is an improvement in the condition as compared with last year, in that the amount owing is some \$560 less than it was a year ago. In working to reduce stock, see that the liabilities are cut down steadily and that the outstanding accounts are not permitted to creep up on you.

There is another thing which you should now consider very carefully and seriously. That is the building of a surplus. Let me show this in one or two ways:

The capital earnings were, as stated, 15 per cent. last year. Suppose you now assume that your capital is \$6,157.28, and that next January you find you have made only about \$884 again, that will then show you only about 14 1-3 per cent. on capital. and as your capital increases the ratio will tend to go downward.

(Continued from page 34)

STATEMENT SHEETS:			
	Jan. 15, '20	Jan. 15, '18	
Assets—			
Cash on hand	\$ 164.33	\$ 236.80	
Accounts receivable	2,623.19	2,397.79	
Fixtures	622.85	651.85	
Crockery, etc.	392.17	330.49	
Grocery stock	4,277.25	4,144.98	
	\$8,079.82	\$7,760.91	
Liabilities—			
Owing wholesalers	\$1,572.54	\$2,487.72	
Owing partner	350.00	
	\$1,922.54		

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

QUEBEC

On Wednesday, October 20, at the Bascilla, Montreal, Miss Marielle Hebert, daughter of Mr. and Mrs. Zépherin Hebert of Montreal, was united in marriage to Phillipe Krafft, Croix de Guerre, son of Mrs. Krafft, 22 Boulevard St. Michel, Paris. The wedding was solemnized by Archbishop Bruchesi at 11 o'clock, and after a private reception at the home of the bride's parents, Mr. and Mrs. Krafft motored to Lake Placid to spend ten days. They will sail for France in November, and will reside at 26 George V Avenue, Paris. Mrs. Krafft is the daughter of the president of Hudon, Hebert & Cie, Ltee., wholesale grocers in Montreal.

ONTARIO

F. W. Field, Toronto, Ont., has sold to John Jones.

J. F. Tighe, Ottawa, Ont., has sold to K. L. MacIntosh.

T. A. Cowling, Ottawa, has opened a grocery business.

Chas. McLean, Hamilton, Ont., has sold to J. A. Watson.

W. H. Colborne, Fort William, Ont., has sold to C. McEwer.

W. H. Littleton, New Toronto, Ont., has sold to J. L. Davis.

A. Hunsberger, Beamsville, Ont., retail grocer, has sold to A. E. Quinn.

K. L. MacIntosh, Ottawa, Ont., has opened a retail grocery business.

Edward Leacock, Sault Ste. Marie, Ont., has sold to E. D. Ross.

Merrick & Litster, retail grocers, Barrie, Ont., are closing out their business.

A. McNeil is now managing the Dominion Stores at 1037 Gerrard St. E., Toronto.

Thos. McCann, grocer, at Whitby, Ont., is dead. He was one of the oldest business men in Whitby. He was in his 80th year.

Robert M. Fitzsimmons, formerly a merchant and a cheese buyer in Brockville, passed away in New York City a few days ago. His wife, two sons and a daughter survive.

The business of Ransom's, Limited, at Wales, Ont., is offered for sale. The estimated value of stock on hand is \$14,000.00, consisting of dry goods, boots and shoes, crockery, hardware, groceries, flour and feed.

The Owen Sound Cereal Company's plant is rapidly nearing the operating stage and in three weeks it is expected that the big mill will be turning out its product. The company has been financed in Owen Sound. It will go extensively into the manufacture of cereals, particularly oatmeal and split peas.

C. H. Curnoe has purchased the business at 73 Queen Street W., Toronto, formerly carried on by A. Morris.

Robert Black has purchased the business at 732 Queen St. E., Toronto, formerly owned by Nelson Speers.

Harold Seddon, Montreal Canadian representative for Lea & Perrins, London, England, was a recent visitor in Toronto.

Elliot Marr & Co., wholesale grocers, London, Ont., have purchased the building formerly occupied by John Tanton & Son, and will shortly remove their warehouse to the new location.

Several grocers in Toronto waited upon the Board of Police Commissioners the other day, asking that body to withhold prosecution of the early closing by-law until the Attorney-General's office has defined what really is a grocery store. The Board, as the early closing by-law was passed by Council, and was beyond its jurisdiction, took no action.

British Interests Will Manufacture Matches in Canada

Pembroke. — The British interests which own the large match manufacturing business of Maguire, Paterson & Palmer, Ltd., have recently decided to extend their operation to the Dominion of Canada, and have formed a company, incorporated under the name of Maguire, Paterson & Palmer, Canada, Ltd., with head offices in Montreal, and an authorized capital of \$5,000,000.

This company has acquired all the properties previously owned by the Pembroke Lumber Company, which held upwards of 800 square miles of timber lands, with mill properties located at Pembroke. A large splint manufacturing business is to be established at an early date in the town.

The Canadian company has now under consideration the location of a match factory here, and the lumber operations formerly carried on by the Pembroke Lumber Company will be continued.

FIRE DESTROYS QUEBEC VILLAGE

Montreal.—Five homes, one hotel, two stores, a blacksmith's shop and a hay shed were destroyed by fire at Stanislas, Quebec, near Valleyfield, recently, the damage being estimated at between \$150,000 and \$200,000. Nine families have been driven from their homes and practically the whole business section of the village is wiped out.

Recuperation of French Industry Very Remarkable

Montreal (Special).—Z. Hebert, president of Hudon, Hebert & Company, Limited, wholesale grocers, has returned to his office after a two months' visit to France and England. Mr. Hebert left last June with his wife and family, and spent most of their holiday in France. He reports a strikingly cordial relationship existing between the French and English peoples, particularly since the war. The party visited most of the now famous battlefields. Mr. Hebert expressed surprise at the recuperation of French industry in the devastated areas. The French peasants have been very industrious and successful in cultivating the one-time battlefields, ninety per cent. of which are now under cultivation. "There is an optimistic spirit prevailing among the French people as to the future, and their one thought is to get back to normal times and industry once more," said Mr. Hebert. "France suffered more severely and perhaps more vitally than any other nation, shouldering the greatest burden, but she is quite evidently shouldering her new burden in taking her place again among the nations as an important industrial factor in the world's trade, quite as aggressively."

Speaking of the financial state of the country, Mr. Hebert said: "Prices remain high in France, and will do so for some time. The people are very heavily taxed but are bearing the burden with the same sturdiness that they showed after the Napoleonic wars. They are quick to come to the aid of their country, and every man, woman and child shares his or her burden. Prices will remain high, too, just as long as the exchange rates are as adverse as they are at the present time in that country."

Mr. Hebert spent much time playing golf and in seeking the much-needed rest after three trying years of business, and now on returning to his office plainly shows the good effects of his pleasant vacation and his enjoyable visit to France.

IN BRITISH DAIRY SHOW

Brockville.—Butter and cheese manufactured in this section is entered in competition at the British Dairy Farmers' Exhibition being held in London, England, this month.

Board of Commerce is No Longer in Existence

Members of the Commission Resign Following the Permanent Suspension of the Sugar Order by the Government—Await Action of Privy Council

FOLLOWING the action of Parliament making permanent the suspension of the Board of Commerce in regard to a fixed price on sugar, Capt. W. J. White, F. A. Ackland and Gerald Dillon, the commissioners composing the Board of Commerce, have resigned, and for the present, at any rate, the Board of Commerce as a Government body has ceased to exist. The Government accepting their resignations has decided not to take steps to reconstitute the tribunal until the judicial committee of the Privy Council in England has given a decision in the stated case now before it, and so define the extent of the board's power to control profits. When a decision is given as to the extent of the Federal authority in relation to the Board of Commerce Act it will be for the Government to consider what then should be done.

No Reasons Given

The reasons which impelled the three commissioners to present their resigna-

tions and which are understood to have been set forth in a letter to the Government have not been disclosed. Messrs. White, Ackland and Dillon were appointed to fill vacancies caused by the retirement first of Judge Robson, of Winnipeg, the original chairman; then of Commissioner James Murdock, and finally of W. F. O'Connor, K. C. The appointment of Messrs. White, Ackland and Dillon was temporary in its character.

They were selected to carry on the work of the board until a judicial decision should determine whether or not the Parliament of Canada had jurisdiction to enact the sections of the Board of Commerce Act empowering that tribunal to control profits. The question had been submitted to the Supreme Court of Canada. That court had divided equally, and to secure a definite decision a further reference of the problem to the Privy Council was necessary.

Looks to the Time When Factory Will Be Built in Canada

Capt. Allan Perrins, member of Lea & Perrins, London, England, was a one day visitor in Toronto during the week. Captain Perrins left England on September 27, going direct to New York, combining a pleasure and business trip. "We are looking forward to the time when conditions will warrant us building a factory in Canada even larger than the one we now have in New York," stated Capt. Perrins to a Canadian Grocer representative. "We fully realize that Canada is a big market for our product, and just as soon as our trade here is a little further developed there is a possibility that we will build a factory to take care of the Canadian trade the same as the New York factory looks after the United States trade."

In referring to the coal miners' strike, Capt. Perrins remarked that the only effect the strike has had upon his business is the stopping of the bottle manufacturers from operating owing to the lack of coal. Fortunately this has not as yet affected them to any extent, but there are some manufacturers who are importing bottles from Canada, something that has never been done before.

NEW PRESIDENT DOMINION SUGAR CO.

At a meeting of the directors of the

Dominion Sugar Company, Limited, Ralph Gilchrist, of Alpena and Detroit, Mich., head of Gilchrist and Company, Gilchrist Fordney Company, and interested in other large financial and industrial concerns in both Canada and the United States, was elected president of the Dominion Sugar Company, Limited, to succeed the late Henry B. Smith of Bay City, Mich.

Toronto Grocers Elect Officers for Coming Year

The Toronto Retail Grocers' Association held meeting at Victoria Hall, 53 Queen St., East, Tuesday evening of this week, when the following officers were elected:

President, R. Dawson; 1st vice-president, J. Blood; 2nd vice-president, Geo. Riley; secretary, J. B. Folk; treasurer, T. H. Clee; executive, F. H. Bible, Jas. L. Casey, C. Rogers, Jas. Hussey and D. J. Leonard.

MR. HARGREAVES VISITS CANADA

George P. Hargreaves, managing director of Hargreaves Bros. & Co., Ltd., Gipsyville, Hull, England, was a visitor in Toronto this week and while there called at the Toronto office of Canadian Grocer.

ACADIA SUGAR CONFERENCE

Sales Representatives in Montreal This Week—Presentation to Sales Manager.

MONTREAL, Oct. 28 (Special).—The first annual gathering of the sales representatives of the Acadia Sugar Refining Co., since the head office was moved to Montreal, was held here from Monday until Wednesday. Representatives present included those from Halifax, St. John, Quebec, Ottawa, Toronto, Kingston, Hamilton, London and Winnipeg, and many matters connected with the sales part of the business were gone into with the general manager, D. R. Turnbull.

On Tuesday night a dinner was tendered the sales representatives. This was presided over by R. G. Schofield, of St. John, N.B., who has been connected with the Acadia Company for about fifty years. The dinner was held in the Old Colony club rooms at the Windsor Hotel and was made the happy occasion for the presentation of a cabinet of silver to John G. Reid, the general sales manager of the company, who has recently entered the ranks of the Benedicts.

The visiting representatives all expressed themselves as having had a highly pleasant and profitable conference.

New Goods

A NEW POWDERED MILK

"Drimilk" is a new powdered milk packed in one-half, pound, and 10-pound tins for the retail trade, also in 60 and 100-pound barrels for manufacturing purposes. "Drimilk" is simply a high grade fresh milk with the fat separated and transmuted to powder, which, with



the addition of cold water can be recon-verted into a liquid milk for table and cooking purposes. "Drimilk" is manufactured by the Drimilk Co., Ltd., Toronto, Ont.

NEWS FROM WESTERN CANADA

WESTERN

Robert Tompkins, grocer at Matlock, Man., suffered a loss by fire.

A grocery store has been commenced by Albert Dennis in Winnipeg.

L. Torre has succeeded J. E. Anderson in the grocery business at Winnipeg.

Mrs. A. Reid is discontinuing her grocery store at Medicine Hat, Alberta.

H. Lass has succeeded H. Simon in the grocery business at Winnipeg, Man.

E. J. Bull has been succeeded by Geo. W. Oliver in the grocery business at Winnipeg.

Wm. Howe has sold his grocery and confectionery store at Binscarth, Man. to H. Styne.

F. H. Law has been succeeded in the grocery business by Geo. C. Knapp at Vancouver, B.C.

John G. Stitt has sold his grocery and confectionery store at Winnipeg, Man. to Dunn Brothers.

M. Vansteenkiste has taken over the grocery business belonging to Wm. Haney at Winnipeg.

Campbell Grocers, Ltd., have succeeded G. T. Mayes, at Winnipeg, in the grocery business.

The Canadian Grocery Co., of Winnipeg, have changed their name to Excelsior Wholesale Grocers.

Dauphin Milling & Creamery Co., Ltd., are commencing a wholesale grocery business at Dauphin, Manitoba.

G. F. Fletcher has succeeded H. Carbonneau in the grocery and confectionery business at Vancouver, B.C.

Beckett & Chinn, who operate a grocery store at East Kildonan, Man., have dissolved partnership, H. Beckett continuing the business.

The storehouse at the rear of Campbell's general store in Carron, with all the contents, was, a few days ago, completely destroyed by fire. The loss is estimated at \$4,000.

Prince Albert, Holmes Mair, formerly with the Prince Albert Trading Company, has re-entered the employ of the company as grocery manager, succeeding A. Motherwell, who has resigned to take the management of the new co-operative store.

E. A. Sayers, cashier for the Codville Company, wholesale grocers, Winnipeg, Man., was taken suddenly ill on entering Liggett's drug store. Medical aid was summoned, but before this could reach him he expired. The deceased was about fifty years of age and had been with the Codville Company a number of years, by whom, as well as his associates, he was respected. He leaves a sister, Mrs. Charles R. Gilmour, 116 St. George St., Toronto.

British Columbia Sugar Refining Co. Insures Employees

The British Columbia Sugar Refining Co., with head office in Vancouver, has taken out a group policy with the Sun Life which amounts to approximately half a million dollars. Under the terms of the contract, the officials and heads of departments are insured for a flat amount of \$3,000 each, and all other employees for an initial amount of \$1,000, increasing by \$100 for each year of continuous service, up to a maximum of \$2,500, and credit is given for past service, the company paying the entire premium.

FIRE IN FACTORY OF NATIONAL BISCUIT CO.

Vancouver, B.C.—Fire, which broke out on the fourth floor of the National Biscuit Company factory, 1706 First Avenue West, recently, caused damage estimated at \$4,000.

The fire originated on the top floor in the mixing and storeroom and was confined entirely to this portion of the building, but the stock on the lower floors suffered considerably from water damage. The loss is covered by insurance.

MERCHANTS ARE STILL DIVIDED ON HALF HOLIDAY

No announcement has been made by officials of the Lethbridge branch of the Retail Merchants' Association as to the results of the petitions on early closing on Wednesday. However, it is understood that the split still exists in their ranks.

Some merchants are still determined to remain open Wednesday afternoons as well as Saturday evenings and as they affect practically every line of retail business in the city others are not willing to commit themselves to staying closed every Wednesday afternoon during the winter months.

The petitions were circulated, it is understood, and a great many merchants signed them in favor of closing Wednesday afternoons, but as long as one branch of them is determined to remain open concerted action will be hard to get.

FLOUR MILL DESTROYED

Steinbach, Man.—Fire completely destroyed the Steinbach flour mill, owned by P. T. Barkman and Sons, a few days ago. The loss is estimated at \$40,000. Two thousand bushels of wheat, 260 sacks of flour and a considerable amount of seed grain were destroyed. The cause of the conflagration is unknown.

SATISFACTORY PROFIT PLUS BET- TERMENT

(Continued from page 31)

Again, with over \$6,000 capital and a diminishing stock, you will not only have idle money but the temptation to "go easy" on accounts, or fixings, or other things will be strong.

Put Surplus Away

So suppose you now purchase a war bond for \$1,000 or for the amount less than par for which it may now be purchased, paying down what you can manage to collect during the next few days, say a total of \$600, then leave the bond with your bank for security and pay the remaining \$345 to \$360 as rapidly as you can. Thus you will accomplish several mighty valuable things.

You will keep your working capital down to around \$5,000 and have interest on only \$5,000 to charge into your expense account.

You will keep yourself scratching to pay your bills, so you will collect promptly and avoid getting into easy-going buying habits.

You will have \$1,000 in solid business insurance on which you can lean and fall back upon whenever stress comes. For you can borrow any sum up to, say, \$850 against that bond any time from your bank.

You will have started the habit of saving real money out of your business—and I ask you to believe that no merchant ever makes real money out of his business until he begins to withdraw real money and invest it in solid securities outside. Think it over—and act. Such a step is the beginning of real financial independence, and now is your best possible chance to begin it.

JUSTICE ELEVATOR BURNS

Justice, Man.—Ogilvie's elevator here, with about 20,000 bushels of grain, was totally destroyed by fire. The cause of the blaze is a mystery.

W. H. Escott & Co., Ltd., Winnipeg, have been appointed representatives for Western Canada for Bishop & Pringle, of Owen Sound, Ont., manufacturers of pickles, catsup, etc.

SOMETHING MISSING

Sandy McNab took a sixpenny ticket in a raffle for a pony and trap. He won it. Was he pleased at his good fortune? Not a bit.

When the pony and trap were brought to him he surveyed them gloomily and said:

"I telt ye the whole thing was a swindle."

"What's the matter?" asked his friends.

"Where's the whip?" demanded Sandy.

WEEKLY GROCERY MARKET REPORTS

Statements from Buying Centres

THE MARKETS AT A GLANCE

THE feature of the grocery markets is the substantial reductions on sugar by all refineries. The general trend of the markets continues easy with slight reductions manifest on some lines. Dried fruits continue at high figures but retailers are showing little buying interest.

MONTREAL—Reductions in the cost of provisions and groceries feature the market this week. Pork will be reduced in price as a result of the lower cost of hogs. The supply of hogs offered on the market is much improved. The same, however, cannot be said of beef as only the supply of western cattle is keeping up the supply. A slight reduction on beef carcasses is quoted, however. Butter is lower in price but eggs are holding firm at the high prices. The same can be said of lard and shortening which is very firm at the present time. Sugar is reduced in price this week. Corn syrup and corn starches as well as laundry starches are all reduced in price as a result of the lower cost of corn. Some of the medium grade teas are lower in price but the better grades are holding firm in price. Rolled oats, oatmeal and rice are reduced in price. The oat market is very weak and quotations vary considerably. Canned tomatoes are reduced seven and one half cents per doz. The new nut crop now on the market is quoted a little higher but there are supplies of nuts on the market which are further reduced in price. Cotton twine is twelve cents a pound cheaper on account of the lower cotton market. California oranges are dearer this week.

TORONTO—Sugar quotations show substantial reductions. There are still second-hand sugars available at lower prices than refiners' new quotations. Following the bumper corn crops and lower prices on same, corn syrups have been reduced. Starches both laundry and culinary are also reduced. Rolled oats are holding steady although a slight shading in prices is noted in some quarters. A shipment of new layer Smyrna figs is due to arrive on this market at the end of the week. New seedless raisins in packages have arrived. Old crop prunes are being offered at lower prices to clear up stocks pending the arrival of new crop supplies. Teas and

coffees are ruling quiet and unchanged. Shelled almonds and peanuts continue weak and quotations on spot stocks are further reduced. Canned goods are moving slowly, some jobbers continue to offer new pack corn and tomatoes at prices below canners' opening quotations. New pack jams are holding steady under a very limited enquiry. Shipments of potatoes are arriving freely but dealers report a great deal of rot from some districts; it is the general opinion the prices have reached the lowest level. Fancy Ontario apples packed in new barrels are being offered at high figures, the fact that barrels, labor and freight are much higher this year is the reason for the high prices to the trade. Valencia oranges are nearing the end of the season and quotations are higher. Flour and millfeeds are unchanged. One brand of maple syrup is reduced. One brand of yeast, lye and baking powder are quoted higher.

The run of cattle at the Union Stock yards was heavy during the week with trading rather slow. Choice cattle are holding at firm figures but the poorer grades are inclined to be easier. Live hogs are in an easy market, with quotations reduced. Receipts of fresh eggs continue to decline, and indications point to higher prices for the best grades and a firm market for the other grades. Butter continues weak with quotations again reduced. The cheese market is quiet with quotations a shade lower.

WINNIPEG—There have been practically very few changes in the grocery markets this week. Both wholesalers and retailers are booking orders to fill their immediate requirements. The Dominion Sugar Refinery have lowered their price on granulated sugar. Corn syrup and starch are expected to be lower due to the immense corn crop in the U.S. The tea and coffee market remains unchanged while spices remain steady. New canned goods are arriving and advices from Canadian packers state that they have packed only sufficient goods to take care of orders on hand. The dried fruit market remains unchanged and New California seedless raisins are now in the market. The peanut market is reported declining. Flour advanced thirty cents per barrel during the week. Fruit and vegetables remain in good demand and prices remain steady.

QUEBEC MARKETS

MONTREAL, Oct. 29.—The feature of the grocery market this week is the reduction in price on many staple lines. Sugar is reduced to \$17.90 per cwt. and in one case as low as \$16.00 for both beet and cane sugar. Corn syrups and corn starches are reduced in price due to the lower cost of corn. Some of the cheaper teas are further reduced in price but it is expected that the best quality of tea will be even dearer than it is at the present time. Lower prices are quoted on rolled oats and on oatmeal. It is intimated that pepper may be dearer again in price. New nuts are quoted higher in price. Canned tomatoes 2½ lb. tins are reduced seven and one half cents in price. Cotton twine is reduced twelve cents per pound. Oranges are higher this week and nearly all California oranges are quoted at \$10.50.

Some Sugar Prices Down

Montreal.

SUGAR.—As a result of the ruling of the Government in connection with the action of the Board of Commerce in prohibiting the importation of sugar and the consequent withdrawal of this order the sugar refiners have reduced their prices to meet the competition from the United States. Sugar is now reduced in price to \$17.90 for granulated by all the refiners except the Dominion which is quoting \$16.00 for both beet and cane sugar. In most cases this is a reduction of \$1.60 per hundred pounds with a 5% discount in a large order. There is a feeling however, that before November is through sugar will advance slightly in price. There is a rumor that the price of raws is far too low for the present condition and that an advance on the American market will result. This will also mean better conditions for our Canadian refiners.

Atlantic Sugar Co., extra granulated, cwt.	17 90
Acadia Sugar Refinery, extra granulated..	17 90
Canada Sugar Refinery	17 90
Dominion Sugar Co., Ltd., crystal gran..	16 00
Dominion Beet Sugar	16 00
St. Lawrence Sugar Refineries	17 90
Iceing, barrels	18 10
Do., 25-lb. boxes	18 50
Do., 50-lb. boxes	18 30
Do., 50 1-lb. boxes	19 60
Yellow, No. 1, bags	16 90
Do., No. 2	16 80
Dark Brown	16 70

Corn Syrups Are Lower

Montreal.

SYRUPS.—The molasses market continues unchanged this week after the reduction quoted last week. There is however, a change in the price of corn syrup, a reduction of 1 cent a pound is made on bulk lots, and a 25 cent reduction on 2 gallon or 25 pound tins and a reduction of 40 cents on 3 gallon pails, also a reduction of 65 cents on a 5 pound pail. The cases of white corn syrup are reduced in price as shown by the price list. These reductions as in the case of corn starches which are reduced one cent per pound on account of the lower cost of corn.

Corn Syrup—	
Barrels, about 700 lbs.	0 09
Half barrels, about 350 lbs.	0 09¼
Quarter barrels, about 175 lbs.	0 09¾
2 gal., 25-lb. pails, each.....	2 85
3 gal., 33½-lb. pails, each.....	4 25
5 gal., 55-lb. pails, each.....	6 85
White Corn Syrup—	
2-lb. tins, 2 doz. in case, case	6 60

5-lb. tins, 1 doz. in case, case	7 45
10-lb. tins, ½ doz. in case, case	7 15
Barbadoes Molasses—	
Punchoons	1 40
Barrels	1 43
Half barrels	1 45
Punchoons, outside city	1 35
Fancy Molasses (in tins)—	
2-lb. tins, 2 doz. in case, case	6 00
3-lb. tins, 2 doz. in case, case	8 25
5-lb. tins, 1 doz. in case, case	6 80
10-lb. tins, ½ doz. in case, case	6 65

Starches Are Reduced

Montreal.

PACKAGED GOODS.—There is a reduction in the price of culinary and laundry starches this week. The reduction on prepared corn starch is from 14 cents a pound to 11½ cents a pound. Laundry starch is reduced from 12½ cents a pound to 9¾ cents a pound. The different brands of starches vary in price from the standards according to the quality. Celluloid starch (45 packages to the case) is now quoted at \$4.70, being reduced 80 cents per case.

PACKAGE GOODS	
Breakfast food, case 18	3 50
Cocoanut, 2 oz. pkgs., doz.	0 78½
Do., 20-lb. cartons, lb.	0 35
Corn Flakes, 3-doz. case 3 50 3 65 3 50	4 25
Corn Flakes, 36s	4 15
Oat Flakes, 20s	5 40
Rolled oats, 20s	6 50
Do., 18s	2 42½
Do., large, doz.	3 00
Oatmeal, fine cut, pkgs., case....	6 75
Puffed rice	5 70
Puffed wheat	4 25
Farina, case	2 35
Hominy, pearl or granu., 3 doz.	3 65
Health bran (20 pkgs.), case....	2 50
Scotch Pearl Barley, case.....	2 60
Pancake Flour, case	3 60
Do., self-raising, doz.	1 50
Wheat Food, 18-1½s	3 25
Wheat flakes, case of 2 doz.	2 95
Oatmeal, fine cut, 20 pkgs.....	6 75
Porridge wheat, 36s, case.....	7 30
Do., 20s. case	7 50
Self-raising Flour (3-lb. pack.)	
doz.	3 20
Do. (6-lb. pack.), doz.	6 30
Corn Starch (prepared)	0 11½
Potato flour	0 13
Starch (laundry)	0 09¾
Flour, Tapioca	0 15
Shredded Crumbles, 36s	4 35
Cooked bran, 12s	2 25
Enamel Laundry Starch, 40 pks.	
case	4 30
Celluloid Starch, 45 pkgs. case..	4 70
Package Cornmeal	4 25
Malt Breakfast Food (36 pkgs.) .	12 50

Canned Tomatoes Lower

Montreal.

CANNED GOODS.—There is a striking reduction in the price of canned tomatoes this week. Two and one-half pound tins are now reduced 7½ cents

to \$1.75 and \$1.80 per dozen. There is no change in the other prices on canned tomatoes. Apart from this change the rest of the quotations on canned goods are holding firm.

CANNED VEGETABLES

Asparagus (Amer.) mammoth	
green tips	6 35
Asparagus, imported (2½s)	6 65
Beans, golden wax	2 15
Beans, Refugee	2 15
Corn, 2s	1 57½
Carrots (sliced), 2s	1 45
Corn (on cob), gallons	7 00
Spinach, 3s	2 85
Squash, 2½-lb., doz.	1 50
Succotash, 2 lb., doz.	1 80
Do., Can. (2s)	1 80
Do., California, 2s	3 15
Do. (wine gals.)	8 00
Sauerkraut, 2½-lb. tins	1 60
Tomatoes, 1s	1 45
Do., 2s	1 50
Do., 2½s	1 75
Do., 3s	1 90
Do., gallons	6 50
Pumpkins, 2½s (doz.)	1 50
Do., gallons (doz.)	4 00
Peas, standards	1 95
Do., Early June	1 92½
Do., extra fine, 2s	3 00
Do., Sweet Wrinkle	2 00
Do., fancy, 20 oz.	1 57½
Do., 2-lb. tins	2 75
Peas, New Pack—	
Standard, 2-lb.	1 82½
Choice, 2-lb.	1 87½
Early June, choice	2 05
Do., standard	2 00
Fine French, 2-lb.	2 80
Asparagus Tips	4 10

CANNED FRUITS

Apricots, 2½-lb. tins	6 10
Apples, 2½s, doz.	1 40
Do., new pack, doz.	2 20
Do., 3s, doz.	1 80
Do., new pack	6 75
Do., gallons, doz.	5 25
Currants, black, 2s, doz.	4 00
Do., gals., doz.	16 00
Cherries, red, pitted, heavy syrup,	
doz., 1-lb.	4 00
Do., 2½-lb.	7 00
Do., 2-lb.	5 25
Do., white, pitted	4 50
Gooseberries, 2s, heavy syrup, doz.	2 75
Peaches, heavy syrup—	
2-lb.	5 00
2½-lb.	6 50
1-lb.	3 75
Pears, 2s	4 25
Pears, 1s	4 25
Do., 2½s	7 20
Do., 2-lb.	5 40
Pineapples (grated and sliced),	
2½-lb.	5 75
2-lb.	4 75
1-lb.	2 50
New Pack Strawberries—	
Standard No. 2, per doz.	4 60
Choice grade	4 70
Fancy Preserved	5 50
New Pack Cherries, choice	4 00
Rhubarb, preserved	2 80
Canadian Pineapple (sliced)	4 80
New Blueberries, 2 lbs.	2 25

New Nuts Higher

Montreal.

NUTS.—A further weakness in Grenoble walnuts is shown this week with a reduction of three cents per pound to 26 cents. The new supply of Marbot and Valencias shelled are now on the market at an advance of 2 cents per pound + 25 cents for Marbots and 58 for Valencias. Filberts (Sicily) are also reduced 2 cents per pound and are now quoted as low as 17 cents. Tarragonas are down 5 cents to 24 cents per pound.

Almonds, Tarragona, per lb.	0 24
Do., shelled	0 60
Do., Jordan	0 75
Brazil nuts (new)	0 40
Chestnuts (Canadian)	0 27
Filberts (Sicily), per lb.	0 17
Do., Barcelona	0 17
Hickory nuts (large and small),	
lb.	0 10
Peanuts, Jumbo	0 19
Do., extra	0 16
Do., shelled, No. 1 Spanish....	0 18
Do., Java No. 1	0 17
Do., salted, Java, per lb.	0 29

Do., No. 1 Virginia	0 14	
Do., shelled, No. 1 Virginia	0 16½	0 18
Peanuts (salted)—		
Fancy, wholes, per lb.	0 45	
Fancy splits, per lb.	0 40	
Pecans, new Jumbo, per lb.	0 29	0 30
Do., large, No. 2, polished	0 29	0 30
Do., Orleans, No. 2	0 21	0 24
Do., Jumbo	0 60	
Pecans, shelled	1 00	1 50
Walnuts, Grenoble, in shell	0 29	
Marbot Walnuts	0 25	
Do., new Naples	0 26	
Do., shelled, Manchurian	0 50	
Do., Bordeaux	0 58	
Do., Chilean, bags, per lb.	0 33	
Do., Spanish, shelled	0 57	
Note—Jobbers sometimes make an added charge to above prices for broken lots.		

Pepper May Be Higher

Montreal.
SPICES.—The spice market continues in a very good condition with good demand. There are a few changes in price, cloves being a little easier, quoted now at 75 cents. Nutmegs are holding firm and pepper shows more strength after a reduction in price. It is intimated here that pepper may be slightly dearer again. The quotations on spices do not fluctuate to any extent.

Allspice	0 20	
Cassia (pure)	0 30	0 33
Cococan, pails, 20 lbs., unsweetened, lb.	0 46	
Do., sweetened, lb.	0 36	
Chicory (Canadian), lb.	0 30	
Cinnamon—		
Rolls	0 35	0 40
Pure, ground	0 35	0 40
Cloves	0 70	0 75
Cream of tartar (French, pure)	0 75	0 85
Do., American high test	0 80	0 85
Ginger (Jamaica)	0 42	
Ginger (Cochin)	0 35	
Mace, pure, 1-lb. tins	0 90	
Mixed spice	0 28	0 30
Do., 2½ shaker tins, doz.	1 15	
Nutmegs, whole—		
Do., 64, lb.	0 40	
Do., 80, lb.	0 38	
Do., 100, lb.	0 35	
Do., ground, 1-lb. tins	0 60	
Pepper, black	0 35	
Do., white	0 45	
Pepper (Cayenne)	0 35	0 37
Pickling spice	0 25	0 28
Do., package, 2 oz., doz.	0 35	0 40
Do., package, 4 oz., doz.	0 65	0 70
Paprika	0 65	
Tumeric	0 28	0 30
Tartaric acid, per lb. (crystals or powdered)	0 95	1 00
Cardamon seed, per lb., bulk, nominal	2 00	
Caraway (nominal)	0 25	0 30
Mustard seed, bulk.	0 35	0 40
Celery seed, bulk (nominal)	0 70	0 75
Pimento, whole	0 15	0 18

Rice is Still Lower

Montreal.
RICE.—The rice market continues in its very unsettled condition with lower prices again this week. The market is exceedingly weak and Texas rice is now reduced 3 cents to 7½ cents a pound. Honduras rice, D quality, is selling as low as 7½ cents a pound and Siam is being quoted at the same price. Canadian white beans are also reduced and are now quoted at 7½ cents per pound.

RICE—		
Carolina, extra fancy	17 00	18 00
Do. (fancy)		18 00
Rangoon "B"		12 50
Rangoon "CC"		12 25
Broken rice, fine		8 00
Bell Rice, fine		16 00
Bell broken rice		10 00
Texas rice		10 50
Siam		7 00
Tapioca, per lb. (seed)	0 11½	0 12
Do. (pearl)	0 11½	0 12
Do. (flake)	0 11	0 12½
Honduras D.		0 07
Siam		0 14½

NOTE.—The rice market is subject to frequent change and the price basis is quite nominal.

Lower Prices on Rolled Oats

Montreal.
CEREALS.—A further reduction is quoted this week on oatmeal and rolled oats. Fine granulated and standard oatmeal is now selling at \$5.50, a reduction of 50 cents per bag. Rolled oats in 90 pound bags is selling as low as \$4.75

Oatmeal, gran., fine standard	5 50
Rolled oats, 90 lbs.	4 75
Pearl Hominy	6 25
Cornmeal, Gold Bust Brand	6 00
Graham Flour, 98 lbs.	7 65
New Buckwheat Flour	6 75
Pot Barley	6 00
Pearl Barley	7 25

Coffee Lower Next Week

Montreal.
COFFEE.—The coffee market as is well known is declining gradually to lower levels. A drop of 1 cent a pound is expected in the beginning of next week in the price of coffee.

Some Teas Are Easier

Montreal.
TEA.—There are many reductions in the price of the lower grades of tea according to the brand and to quality. The better grades of tea are holding firm and even higher prices are expected on these lines. The Japan teas are holding very firm at their first quotations.

Ceylons and Indians—		
Pekoe Souchongs	0 35	0 48
Pekoes	0 39	0 55
Broken Pekoes	0 44	0 60
Broken Orange Pekoes	0 49	0 60
Javas—		
Broken Orange Pekoes	0 58	0 65
Broken Pekoes	0 45	0 50
Japans and Chinas—		
Early pickings, Japans	0 63	0 65
Do., seconds	0 50	0 55
Hyson thirds	0 45	0 50
Do., pts.	0 58	0 67
Do., sifted	0 67	0 72
Above prices give range of quotations to the retail trade.		

JAPAN TEAS (new crop)—		
Choice (to medium)	0 65	0 68
Early picking	0 75	0 90
Finest grades	0 90	1 40
Javas—		
Pekoes	0 44	0 45
Orange Pekoes	0 45	0 48
Broken Orange Pekoes	0 45	0 48
Inferior grades of broken teas may be had from jobbers on request at favorable prices.		

Cotton Twine Still Lower

Montreal.
COTTON TWINE.—There is another reduction in the price of cotton twine this week due to the lower cost of cotton. This reduction is twelve cents per pound which with a previous reduction makes the price down twenty-five cents from the quotations once given. Present prices are three ply 52 cents and four ply 60 cents per pound.

Dried Fruits Unchanged

Montreal.
DRIED FRUITS.—There is no change this week in the prices quoted on dried fruits. The market continues firm with an increasing demand in these lines. The new supplies of raisins and currants are on the market and further shipments are expected shortly in Montreal by the Canadian Government vessels coming from the Mediterranean.

Apricots, fancy	0 38
Do., choice	0 34
Do., slabs	0 30
Apples (evaporated)	0 16

Peaches (fancy)	0 28	0 30
Do., choice, lb.		0 28
Pears, choice	0 30	0 35
Peels—		
Choice		0 26
Ex. fancy		0 30
Lemon new pack	0 46	0 47
New pack—		
Orange	0 48	0 49
Citron	0 75	0 76
Choice, bulk, 25-lb. boxes, lb.		0 22
Peels (cut mixed), doz.		3 25
Raisins (seeded)—		
Valencias		0 23
Muscatsels, 2 Crown		0 23
Do., 1 Crown		0 25
Do., 3 Crown	0 22	0 24
Do., 4 Crown	0 19½	0 20
Turkish Sultana, 5 crown		0 27
Fancy seeded (bulk)		0 25
Do., 16 oz.	0 24	0 25
Cal. seedless, cartons, 12 ounces	0 21	0 23
Do., 16 ounces	0 26	0 27
Currants, loose		0 20
Do., Greek (16 oz.)		0 24
Dates, Excelsior (36-10s), pkg.		0 15½
Fard, 12-lb. boxes		3 25
Packages only	0 19	0 20
Dromedary (36-10 oz.)		0 19
Packages only, Excelsior		0 20
Loose	0 16	0 17
Figs (layer), 10-lb. boxes, 2s, lb.		0 40
Do., 2½s, lb.		0 45
Do., 2½s, lb.		0 48
Do., 2½s, lb.		0 50
Figs, white (70 4-oz. boxes)		5 40
Do., Spanish (cooking), 22-lb. boxes, each		0 11
Do., Turkish, 3 crown, lb.		0 22
Do., 5 crown, lb.		0 28
Do., 7 crown, lb.		0 30
Do., 10-lb. box		2 75
Do., mats		3 00
Do., 23-lb. box		1 90
Do. (12 10-oz. boxes)		2 20
Prunes (25-lb. boxes)—		
20-30s		0 33
30-40s		0 30
40-50s		0 27
50-60s		0 23
60-70s		0 22
70-80s		0 20
80-90s		0 19
90-100s		0 17½
100-120s	0 16	0 17

Potatoes Look Higher

Montreal.
VEGETABLES.—It is expected that in view of the dry rot that is experienced by many of the potato growers in the Maritime provinces that the price of potatoes in Quebec will be higher. It may be that local supplies will have to be relied upon for the demand in this province. The crop here has been very good and so far there is not very much complaint as to their condition. Many vegetables that have been prominent on this market are now out of season and when they are found much higher prices are asked. There is a big offering of all kinds of onions on the market this week. There is an advance in the price of sweet potatoes to \$3.50, the demand for these is increasing at this season.

Beets, per doz.	0 25
Beans, wax (20-lb. bags)	1 00
Do., new string (imp.) hamper	
Cucumbers, Montreal, per doz.	0 20
Cabbage, Montreal, doz.	0 50
Chicory, doz.	0 50
Carrots, doz.	0 25
Corn, cob, per doz.	0 15
Garlic, lb.	0 50
Horseradish, lb.	0 60
Leeks, doz.	4 00
Mint	0 60
Mushrooms, lb.	1 00
Parsley (Canadian)	0 20
Peppers, green, doz.	0 50
Potatoes, Montreal (90-lb. bag)	1 25
Do., sweet, hamper	3 50
Canadian Radishes, doz.	0 40
Spinach, box	0 75
Turnips, per doz.	0 40
Watercress (per doz.)	0 75
Montreal Tomatoes, per box	2 50
Cauliflower, per doz.	0 90
Spanish Onions, per case	5 25
Yellow Onions, per cwt. bag	2 00
Red Onions, per cwt. bag	3 00

Oranges Quoted Higher

Montreal.

FRUIT.—Prices on oranges continue to soar. California oranges are nearly all quoted at \$10.50 per case. Keiffer pears are being sold at \$3.00 per hamper. There are many brands of imported grapes on the market, California selling at \$7.50 per drum and Almeria at \$9.00 per keg. Apples are unchanged in price and Greenings, Baldwins and russets are prominent in the apple sales.

Apples—

Do., Fameuse, per bbl.	9 50	10 00
Do., Wealthy No. 1, per bbl.	7 50	
Do., No. 2, per bbl.	7 00	
Do., Alexander, per bbl.	6 00	6 50
Do., Greening	7 00	7 50

Do., Baldwin	7 00	7 50
Do., Russet	7 00	7 50
Bananas (as to grade), bunch.	7 00	8 00
Grapefruit, Jamaican, 64, 80, 96.	5 00	
Do., Florida, 54, 64, 80, 96.	6 00	
Lemons, Messina	4 25	
Oranges, Cal., Valencias	10 00	
Do., 100s and 150s	10 00	
Do., 176s and 200s	10 00	
Cal. Navels—		
30s, 100s	10 50	
126s	10 50	
150s	10 50	
176s, 250s	10 50	
Florida, case	10 50	
Pineapples, crate	8 50	
Canadian Peaches, 11 qts.	0 90	
Plums, 11 qts.	0 50	0 60
Pears, 11-qt. basket	1 25	
Pears, Keiffers, per hamper	3 00	
Cantaloupes, crate (45)	9 00	
Tokay Grapes, per box	5 00	
Blue Grapes, 6 qts.	0 55	
California Grapes, in drums	7 50	
Almerias Grapes, in kegs	9 00	

ONTARIO MARKETS

TORONTO, Oct. 29—The potato market is holding firm under heavy shipments. Dealers report a great deal of rot from some districts. The general impression is that potatoes have reached the lowest level. Fancy Ontario apples are being quoted at high figures. The cost of barrels, labor and freight are factors that keep apples up as the prices to the farmers are comparatively low. Sugar quotations have been reduced, but in wholesale and manufacturing circles it is felt that prices will have to be still lower before conditions become stabilized. Corn syrups and starches show substantial reduction. Bulk and package cereals are ruling steady under the recent reductions. A shipment of new layer Smyrna figs are due to arrive this week-end. New seedless raisins in packages are on the market. Shelled almonds and peanuts continue easy with quotations down one to three cents per pound. Tea, coffee and canned goods are quiet and unchanged.

Sugar Quoted Lower

Toronto.

SUGAR.—Dominion sugar has been reduced to \$16.21. Other refiners have brought quotations down to \$18.11. There are still quantities of second hand sugar available at lower prices than the refiners. Granulated is being offered at \$16.71 and yellow at \$16 per hundred. The market is unsettled even at the present reductions which have not had the effect as yet of stabilizing conditions.

St. Lawrence, extra granulated, cwt.	\$18 11
Atlantic, extra granulated	18 11
Acadia Sugar Refinery, extra granulated ..	18 11
Dom. Sugar Refinery, extra granulated.	16 21
Canada Sugar Refinery, granulated	18 11

Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis: 50-lb. sacks, 25c; barrels, 5c; gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, 60c; cartons, 50/2s, 75c.

Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, \$1; No. 2, \$1.10; No. 3, \$1.20. Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, cartons 50/2s, 70c. Yellows same as above.

Corn Syrups Marked Lower

Toronto.

SYRUPS.—Following the bumper corn crop and lower prices in same, corn syrups have been further reduced. On two-pound tins the reduction is 45 cents per case; on 5 and 10-pound tins 60 cents per case. Kegs and barrels are reduced 1 cent. per pound. Two gallon pails are down 25 cents; three pound pails are down 40 cents, and five pound pails 5 cents each. The molasses mar-

ket is unchanged but the tendency is that lower prices will prevail.

Corn Syrups—

Barrels, about 700 lbs., yellow	0 08
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.	
Cases, 2-lb. tins, white, 2 doz. in case	6 15
Cases, 5-lb. tins, white, 1 doz. in case	6 85
Cases, 10-lb. tins, white, 1/2 doz. in case	6 55
Cases 2-lb. tins, yellow, 2 doz. in case	5 55
Cases, 5-lb. tins, yellow, 1 doz. in case	6 25
Cases, 10-lb. tins, yellow, 1/2 doz. in case	5 95

Cane Syrups—

Barrels and half barrels, lb.	
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over.	
Cases, 2-lb. tins, 2 doz. in case	7 00 9 60

Molasses—

Fancy, Barbadoes, barrels, gal.	1 55
Choice Barbadoes, barrels	5 55
New Orleans, bbls., gal.	0 56
Tins, 2-lb., table grade, case 2 doz., Barbadoes	7 75
Tins, 3-lb. table grade, case 2 doz., Barbadoes	10 76
Tins, 5-lb., 1 doz. to case, Barbadoes	8 96
Tins, 10-lb., 1/2 doz. to case, Barbadoes	8 60
Tins, No. 2, baking grade, case 2 doz.	4 20
Tins, No. 3, baking grade, case of 2 doz.	5 50
Tins, No. 5, baking grade, case of 1 doz.	4 60
Tins, No. 10, baking grade, case of 1 1/2 doz.	4 25
West Indies, 1 1/2s, 48s	4 60 6 95

Cereals Are Steady

Toronto.

CEREALS.—The cereal market is ruling fairly steady under the recent declines. Buying in both wholesale and

retail circles is very light, being confined to immediate requirements. Rolled oats are quoted at \$4.45 per bag although a shading of 10 cents per bag is noted in some quarters.

Single Bag Lots F.o.b. Toronto

Barley, pearl, 98s	7 75
Barley, pot, 98s	6 25
Barley Flour, 98s	6 25
Buckwheat Flour, 98s	6 25
Cornmeal, Golden, 98s	5 50
Do., fancy yellow, 98s	5 75
Oatmeal, 98s	5 00
Oat Flour	
Corn Flour, 98s	6 25
Rye Flour, 98s	6 25
Roller Oats, 90s	4 45
Roller Wheat, 100-lb. bbl.	7 75
Cracked wheat, bag	6 75
Breakfast food, No. 1	6 25
Do., No. 2	6 25
Rice flour, 100 lbs.	10 00
Linseed meal, 98s	6 75
Peas, split, 98s	8 40
Blue peas, lb.	0 10
Marrowfat green peas	0 08 1/4
Graham Flour, 98s	5 75
Whole wheat flour	5 85
Wheat kernels, 98s	7 35
Farina, 98s	6 20

Starches Are Reduced

Toronto.

PACKAGE GOODS.—Starches, both laundry and culinary are down 1 cent per pound. Celluloid starch is reduced 30 cents per case. Aunt Jemima pancake flour is quoted at \$3.65 per case of 18 packages. Other package cereals are holding steady and unchanged.

PACKAGE GOODS

Roller Oats, 20s, round, case.	5 60	5 80
Do., 20s, square, case	5 60	5 80
Do., 18s, case		2 10
Corn Flakes, 36s, case	4 00	4 25
Porridge Wheat, 36s, regular, case ..		6 00
Do., 20s, family, case		6 80
Cooker Package Peas, 36s, case.		3 60
Cornstarch, No. 1, lb. cartons.		0 12 1/2
Do., No. 2, lb. cartons.		0 11
Laundry Starch		0 09 3/4
Do., in 1-lb. cartons		0 10 1/4
Do., in 6-lb. tin canisters.		0 14
Do., in 6-lb. wood boxes.		0 13 1/4
Celluloid Starch, case		4 70
Potato Flour, in 1-lb. pkgs.		0 14
Fine oatmeal, 20s		6 80
Cornmeal, 24s		3 80
Farina, 24s		3 50
Barley, 24s		3 50
Wheat flakes, 24s		6 00
Wheat kernels, 24s		5 40
Self-rising pancake flour, 24s.		4 00
Buckwheat flour, 24s		4 00
Two-minute Oat Food, 24s.		3 75
Puffed Wheat, case		4 40
Puffed Rice, case		5 70
Health Bran, case		2 85
F.S. Hominy, gran., case		3 80
Do., pearl, case		3 80
Scotch Pearl Barley, case.		2 90
Self-rising Pancake Flour, 30 to case		4 20
Do., Buckwheat Flour, 30 to case ..		4 20
Self-rising Pancake Flour, 36 to case ..		7 15
Do., Buckwheat Flour, 18 to case ..		3 65
Do., Pancake Flour, 18 to case		3 65

Spices Holding Firm

Toronto.

SPICES.—There is no change in the spice market. Quotations are holding firm and unchanged.

Allspice	0 21	0 23
Cassia	0 35	0 40
Cinnamon		0 55
Cloves		0 65
Cayenne	0 35	0 37
Ginger, Cochin		0 35
Do., Jamaica		0 45
Mustard, pure		0 55
Herbs — sage, thyme, parsley, mint, savory, Marjoram	0 40	0 70
Pastry	0 35	0 38
Pickling spices		0 30
Mace		0 75
Peppers, black		0 35
Do., white		0 45
Paprika, lb.	0 80	0 85
Chillies, lb.		0 60

Nutmegs, selects, whole, 100s.....	0 55
Do., 80s	0 60
Do., 64s	0 70
Do., ground	0 40
Mustard seed, whole	0 25
Celery seed, whole	0 40
Coriander seed	0 20
Caraway seed, whole	0 30
Turmeric	0 28
Curry Powder	0 40
Cream of Tartar—	
French, pure	0 75 0 80
American high-test, bulk	0 85 0 90
2-oz. packages, doz.	1 75
4-oz. packages, doz.	2 75 3 00
8-oz. tins, doz.	6 00

The above quotations are for the best quality. Cheaper grades can be purchased for less.

New Figs Quoted

Toronto.
DRIED FRUITS.—A shipment of new Smyrna figs is due to arrive this week-end, 4-crown layers are quoted at 26 cents, and 6-crown at 30 cents. New seedless raisins in 15-ounce packages are quoted at 29 cents in case lots, and 1/2 cent. lower in 5-case lots. Old crop prunes are being offered at lower prices to clear up, pending the arrival of new crop supplies.

Evaporated apples	0 15	0 16
Candied Peels, American—		
Lemon	0 48	
Orange	0 50	
Citron	0 80	
Currants—		
Greek Filiatras, cases	0 16 3/4	
Do., Amalias	0 18 1/2	
Do., Patras	0 22	
Do., Vostizza	0 23 1/2	
Australians, 3 Crown, lb.....	0 18	
Dates—		
Excelsior pkgs., 3 doz. in case	5 70	
Dromedary, 9 doz. in case.....	7 25	
Fard, per lb.	0 30	
Hallowee dates, per lb.	0 18	0 23
Figs—		
Smyrna layers, 4 crown, lb....	0 26	
Do. layers, 6 crown, lb.....	0 30	
Prunes—		
30-40s, 25s	0 31	
40-50s, 25s	0 25	0 28
50-60c, 25s	0 23 1/2	
60-70s, 25s	0 21 1/2	
70-80s, 25s	0 18 1/2	
80-90s, 25s	0 16 1/2	
90-100s, 25s	0 15 1/2	
Peaches—		
Standard, 25-lb. box, peeled ...	0 26 1/2	0 28
Choice, 25-lb. box, peeled.....	0 27	0 30
Fancy, 25-lb. boxes	0 29	0 30
Apricots—		
Fancy	0 46	
Choice	0 42	
Standard	0 34	
Raisins—		
California bleached, lb.	0 27 1/2	
Seedless, 15-oz. packets	0 29	
Seeded, 15-oz. packets	0 29	
Crown Muscatels, No. 1, 25s....	0 26	
Turkish Sultanas	0 26	
Thompsons, Seedless	0 30	
Valencia	0 25	

Coffee Market Unchanged

Toronto.
COFFEE.—There is no change in the coffee market. Futures remain easy while spot stocks are unchanged.

Java, Private Estate	0 51	0 53
Java, Old Government, lb.		
Bogotas, lb.	0 49	0 50
Guatemala, lb.	0 48	0 52
Mexican, lb.	0 55	
Maracaibo, lb.	0 47	0 48
Jamaica, lb.	0 45	0 46
Blue Mountain Jamaica	0 53	
Mocha, lb.	0 55	
Rio, lb.	0 35	0 37
Santo		0 42

Nuts Are Easier

Toronto.
NUTS.—Shelled almonds are easier and are quoted at 52 cents per pound in case lots, and 57 cents in broken lots. Shelled walnuts are steady at 60 to 65

cents per pound. Shelled peanuts continue weak and further reductions are recorded. The primary market for coconut is strong, but spot stocks are unchanged.

Almonds, Tarragonas, lb.	0 25	0 30
Walnuts, Bordeaux, lb.	0 29	0 30
Walnuts, Grenobles, lb.	0 26	0 30
Do., Marbot	0 26	0 28
Do., California	0 39	0 40
Filberts, lb.	0 19	0 21
Pecans, lb.	0 30	0 32
Cocoanuts, Jamaica, sack	10 00	
Cocoanut, unsweetened, lb.	0 35	
Do., unsweetened, lb.	0 42	
Do., shred	0 30	
Peanuts, Spanish, lb.	0 21	0 25
Brazil nuts, large, lb.	0 32	
Mixed nuts, bags 50 lbs.....	0 32	
Shelled—		
Almonds, lb.	0 52	0 57
Filberts, lb.	0 35	
Walnuts, Bordeaux, lb.	0 60	0 65
Peanuts, Spanish, lb.	0 17	
Do., Chinese, 30-32 to oz.	0 13	
Do., Java	0 14	
Brazil nuts, lb.		
Pecans, lb.		1 15

Tea Markets Unchanged

Toronto.
TEAS.—The tea market is nominally unchanged. Fine teas show no improvement, remaining high and scarce. Other grades are ruling fairly easy under a quiet demand.

Ceylons and Indians—		
Pekoe Souchongs	0 40	0 54
Pekoes	0 52	0 60
Broken Pekoes	0 56	0 64
Broken Orange Pekoes	0 58	0 66
Javas—		
Broken Orange Pekoes	0 58	0 65
Broken Pekoes		0 50
Japans and Chinas—		
Early pickings, Japans	0 90	1 00
Do., seconds	0 55	0 55
Hyson thirds	0 45	0 50
Do., pts.	0 58	0 67
Do., sifted	0 67	0 72

Above prices give range of quotations to the retail trade.

Canned Goods Quiet

Toronto.
CANNED GOODS.—The canned goods situation is unchanged since last week. Some wholesalers continue to offer new pack canned corn and tomatoes at prices below canners' opening prices. New pack jams are holding at steady prices under a very limited enquiry. Supplies of last season's jams are offered in some quarters at low figures.

Salmon—		
Sockeye, 1s, doz.	5 80	
Sockeye, 1/2s, doz.	3 20	
Alaska reds, 1s, doz.	4 25	4 50
Do., 1/2s	2 60	
Choe, 1s, doz.	3 60	
Do., 1/2s, doz.	2 00	
Pinkers, 1s, doz.	2 10	
Lobsters, 1/2-lb., doz.	5 90	6 50
Do., 1/4-lb. tins	3 25	3 75
Whale Steak, 1s, flat, doz.....	1 75	1 90
Pilchards, 1-lb. talls, doz.....	1 75	2 10
Canned Vegetables—		
Tomatoes, 2 1/2s, doz.	1 72 1/2	
Peas, Standard, doz.	1 80	1 90
Do., Early June, doz.	2 00	
Do., Sweet Wrinkle, doz.		
Beets, 2s, doz.	1 45	
Do., extra sifted, doz.	2 77 1/2	2 82 1/2
Beans, golden wax, doz.	2 00	
Asparagus tips, doz.	5 50	
Do., butts, doz.	6 60	
Canadian corn	1 50	1 65
Pumpkins, 2 1/2s, doz.	1 85	
Spinach, 2s, doz.	1 95	
Pineapples, sliced, 2s, doz.	4 90	5 25
Do., shredded, 2s, doz.	4 75	5 25
Rhubarb, preserved, 2s, doz.	2 07 1/2	2 10
Do., preserved, 2 1/2s, doz.	2 65	4 52 1/2
Do., standard, 10s, doz.	5 00	
Apples, gal., doz.	6 25	
Peaches, 2s, doz.	4 15	
Pears, 2s, doz.	3 00	4 25
Plums, Lombard, 2s, doz.	3 10	3 25
Do., Green Gage	3 25	3 40

Cherries, pitted, H.S.	4 25
Blueberries, 2s	2 25
Strawberries, 2s, H. S.	5 25
Blueberries, 2s	2 35

Jams—		
Apricots, 4s, each	1 43	
Black Currants, 16 oz., doz....	5 65	
Do., 4s, each	1 50	
Gooseberry, 4s, each	1 43	
Do., 16 oz., doz.	5 35	
Peach, 4s, each	1 25	
Do., 16 oz., doz.	4 80	
Red Currants, 16 oz., doz....	5 50	
Raspberries, 16 oz., doz.	5 65	
Do., 4s, each	1 50	
Strawberries, 16 oz., doz....	5 65	
Do., 4s, each	1 50	

Potatoes Show Rot

Toronto.
VEGETABLES.—Shipments of potatoes are arriving freely but dealers report a great deal of rot from some districts; quotations are holding steady at \$1.65 to \$1.75 per bag. Carrots and turnips are in good supply at 85 cents per bag. Cabbage is plentiful at 50 cents per dozen. The season for tomatoes is practically over, but small lots are still offered at 60 cents per 11-quart basket.

Cabbage, Can., per doz.	0 50
Parsley, domestic, per 11-qt. bask.	0 50
Carrots, per 75-lb. bag	0 85
Turnips, per 75-lb. bag	0 85
Parsnips, bag	1 25
Onions, 100-lb. sack	2 00
Do., Spanish, large crate	5 25
Do., pickling	1 00
2 00	
Tomatoes, Ont., 11-qt. bskt.....	0 60
Green Peppers, hot, 11 qt. bskt....	0 60
Do., sweet, 11-qt. bskt.	0 75
Vegetable Marrow, doz.	0 50
Celery	0 75
Egg Plant, 11-qt. basket	0 50
Potatoes, per bag	1 65
Sweet Potatoes, hampers	2 75
Do., bbls.	8 00

Oranges Are Firmer

Toronto.
FRUIT.—A shipment of Florida grapefruit has arrived and is quoted at \$7 per case for all sizes up to 80s, with 96s at \$6.50 per case. Fancy Ontario apples packed in new barrels are offered at \$6 to \$8 for spys; \$7.25 to \$7.75 for baldwins and Greenings. Good farmers' pack for present use are selling at \$4 to \$5 per barrel. Valencia oranges are nearing the end of the season and quotations are up 50 cents per case. California "Emperor" grapes are arriving freely and quoted in lugs at \$4.50, and drums at \$8.50.

Oranges, Valencias—		
126s	8 50	
150s	9 50	
176s, 200s, 216s, 250s	10 00	
Bananas, Port Limons	0 11	
Lemons, Cal., 240s		
Do., Messinas, 300s	4 50	
Grapefruit, 46s to 96s	6 50	7 00
Cantaloupes, Canadian, basket....	0 50	0 75
Pears, Oregon, per box	6 50	
Grapes—		
California Emperors, lugs.....	4 50	
Do., drums	8 50	
Apples, fancy Ontario in new barrels—		
Spies, No. 1s	8 00	
Spies, No. 2s	7 75	
Spies, No. 3s	6 00	
Baldwins No. 1s	7 75	
Baldwins No. 2s	7 25	
Greenings No. 1s	7 75	
Greenings No. 2s	7 25	
B.C. in boxes	4 25	
Cranberries, 1/2 barrels	6 75	
Do., barrels	13 00	
Quinces, 11s	1 00	

Flour Unchanged

Toronto.
FLOUR.—The wheat market is still in a depressed condition with quotations on No. 1 Northern around \$2.30, and

Ontario around \$2.10 per bushel. The flour situation is unchanged with quotations on first patents at \$13, and second patents at \$12.50.

FLOUR—

Patent Firsts, in jute bags, per barrel	13 00
Do., seconds, in jute bags, per barrel	12 50

Millfeeds Weak

Toronto.
MILLFEEDS.—The market for millfeeds is weak under heavy supplies. Quotations are unchanged.

MILLFEEDS—

Shorts, per ton	45 25
Bran, per ton	40 25
Choice Middlings, ton	52 25

Maple Syrup Reduced

Toronto.
MAPLE SYRUP.—Small's standard maple syrup has been reduced, new quotations are as follows: 12 32-ounce bottles, \$8.10 per case; 24 16-ounce bottles, \$8.80 per case; 36 10-ounce bottles, \$9

per case. Small's Quebec syrup is also reduced, now quoted at: 24 16-ounce bottles, \$8.45 per case.

Honey Unchanged

Toronto.
HONEY.—There is no change in honey, quotations are steady. Finest quality comb in cases of 15 sections is quoted at \$7.50 to \$8, white clover in 60-pound tins at 26 cents per pound, and 5-pound tins at 28 cents.

Yeast Quoted Higher

Toronto.
MISCELLANEOUS.—Some Gilletts' goods have advanced; following are the new quotations: Royal yeast, \$1.95 per box; lye, \$5.90 per case; Magic baking powder, 2-ounce tins, \$1.05 per dozen; 4-ounce tins, \$1.40 per dozen; 12-ounce tins, \$3.10 per dozen; 16-ounce tins, \$9.85 per dozen; 5-pound tins \$17.90 per dozen; Hip-o-lite in 1-pint fibre pails has been advanced to \$2.85 per dozen.

WINNIPEG MARKETS

WINNIPEG, Oct. 29.—One refiner has reduced sugar \$1.50 per hundred. Corn syrups and starches are weak and reductions are expected. The tea market is reported quiet with little interest shown amongst buyers. New California seedless raisins in both bulk and packages are now on the market. Spanish Valencia raisins are expected to arrive in a week or two. The peanut market is declining and lower prices prevail. Flour is up thirty cents per barrel.

One Refiner Drops Prices

Winnipeg.
SUGAR.—The Dominion sugar refiners have dropped their price \$1.50 per hundred this week and it is now quoted at \$17.25, but other Canadian refiners are maintaining their price of \$20.80 per hundredweight. B.C. refiners have reduced their sugar level in Alberta and Saskatchewan \$1 per hundredweight. There are some second hand sugars on the market which are being sold at lower prices.

Lantic granulated, 100-lb. bag	\$20 80
Acadia granulated, 100-lb. bag	20 80
Redpath granulated, 100-lb. bag	20 80
St. Lawrence granulated, 100-lb. bag	20 80
Dominion granulated, 100-lb. bag	17 25
Yellow sugar, 100-lb. bag	19 70
Powdered Sugar 50-lb. boxes, per cwt.	21 35
Icing Sugar, 50-lb. boxes, per cwt.	21 45
Lump Sugar, soft, 100-lb. boxes, per cwt.	21 75
Do., hard, 100-lb. boxes, per box	21 95
Cubes, 100-lb. boxes, per box	21 35

Syrups Unchanged

Winnipeg.
SYRUPS.—There has been no change in the corn syrup market this week, but with the large corn crop in United States lower prices are being looked forward to. The molasses market is still firm and new arrivals are quoted higher than the spot stocks. These new arrivals will be sold at prices higher than at present prevailing, but later on the market will probably ease off when the new crop is available.

CANE SYRUPS—

2-lb. tins, 2 doz. in case	8 80
5-lb. tins, 1 doz. in case	10 30
10-lb. tins, 1/2 doz. in case	9 80
20-lb. tins, 1/4 doz. in case	9 55

CORN SYRUP—

Cases, 2-lb. tins, white, 2 doz. in case	6 90
Cases, 5-lb. tins, white, 1 doz. in case	7 80
Cases, 10-lb. tins, white, 1/2 doz. in case	7 55
Cases, 20-lb. tins, white, 1/4 doz. in case	7 55
Cases, 2-lb. tins, yellow, 2 doz. in case	6 30
Cases, 5-lb. tins, yellow, 1 doz. in case	7 20
Cases, 10-lb. tins, yellow, 1/2 doz. in case	6 95
Cases, 20-lb. tins, yellow, 1/4 doz. in case	6 95

MAPLE SYRUP—

Pure, 2 1/2s tins, case of 2 doz.	26 90
Pure, 5s, per case of 1 doz.	24 50
Pure, 10s, per case of 1/2 doz.	23 25

TABLE SYRUP—

Maple flavor, 2 1/2s tins, per case of 2 doz.	13 75
Do., 2s, tins, per case of 1 doz.	12 00
Do., 1s, tins, case of 1/2 doz.	11 50

Above subject to a discount of 10 per cent.

MOLASSES, BARBADOES—

2-lb. tins, 2 doz. case	8 75
3-lb. tins, 2 doz. case	12 35
5-lb. tins, 1 doz. case	10 00
10-lb. tins, 1/2 doz. case	9 70

MOLASSES, BLACKSTRAP—

1 1/2s, 4 doz. in case	5 10
2s, 4 doz. in case	4 70
2 1/2s, 4 doz. in case	4 40
5s, 4 doz. in case	4 40
10s, 4 doz. in case	4 35

Starch May Be Lower

Winnipeg.
STARCH.—Owing to a large corn crop on the United States market further declines in starch are not unlikely

Cornstarch, 1-lb. pkgs., per lb.	0 11
Do., No. 1 quality, 1-lb. pkgs.	0 12 1/2
Gloss, 1-lb. pkgs., per lb.	0 13 1/4
Celluloid, 1-lb. pkg., per case.	5 15

Cereals Unchanged

Winnipeg.
CEREALS.—All cereals are ruling easier at the present time, both whole-

salers and retailers are buying very carefully and orders booked are for immediate requirements.

PACKAGE CEREALS

Rolled oats, 20s, round cartons.	4 75	5 50
Do., 36s, case, square kts.	4 85	
Do., 18s, case	2 40	
Corn Flakes, 36s, case	3 65	4 15
Cornmeal, 2 doz. case, per case.	4 00	
Puffed Wheat, 3 doz. case, case.	4 60	
Puffed Rice, 3 doz. case, case.	5 70	
Cream of Wheat, 3 doz. case, case.	9 00	
Grape Nuts, 2 doz. case, per case	2 83	
Package Peas, 3 doz. case, case.	3 75	

BULK CEREALS

Rolled Oats, 80s, per bag	4 20
Do., 40s, per bag	2 18
Do., 20s, per bag	1 14
Do., 10-8s, per bale	5 10
Do., 15-6s, per bale	5 85
Oatmeal, 98s gran. or stand, bag	5 25
Wheat Granules, 98s, per bag.	7 10
Do., 16-6s, per bale	8 60
Peas, whole, green, 100-lb. bag, bush.	6 00
Do., split, yellow, 98s, per bag	9 00
Do., split, yellow, 49s, per bag	4 60
Beans, fancy, hand picked, 100-lb. bag, bushel	5 30
Do., Lima, 100-lb. bag, per lb.	0 15 3/4
Barley Pot 98s, per bag	5 50
Do., pearl, 98s, per bag	8 60
Cornmeal, 98s, per bag	5 60
Do., 24s, per bag	1 45
Do., 10-10s, per bale	6 75
Buckwheat grits, whole, 98-lb. bags, per bag	11 00

Tea Market Quiet

Winnipeg.
TEAS.—The tea market is reported very quiet with little buying interest being shown. Low grade teas remain weak with no change being noted on the better grades.

INDIA AND CEYLON—

Pekoe Souchongs, first quality.	0 43	0 50
Do., second quality	0 43	0 45
Pekoes, first quality	0 49	0 53
Do., second quality	0 38	0 42
Broken Pekoe, first quality	0 52	0 60
Broken Orange Pekoe, first qual.	0 58	0 68
Japan	0 52	0 70

JAVAS—

Pekoe Souchongs	0 45	0 47
Pekoe	0 46	0 48
Broken Pekoe	0 47	0 50
Broken Orange Pekoe	0 48	0 51

Coffee Unchanged

Winnipeg.
COFFEE.—The primary market continues to rule at a low level. Spot stocks are reported very low. The demand on the local market is reported to be fair and quotations remained unchanged.

COFFEE—

Rio, lb.	0 27	0 28
Mexican, lb.	0 49	0 51
Jamaica, lb.	0 46	0 48
Bogotas, lb.	0 49	0 52
Mocha (types)	0 49	0 51
Santos, Bourbon, lb.	0 43	0 45
Santos, lb.	0 42	0 44

COCOA—

In 1-lbs., per doz.	6 25
In 1/2-lbs., per doz.	3 25
In 1/4-lbs., per doz.	1 70
In small size, per doz.	1 25

Jamaica Ginger Easier

Winnipeg.
SPICES.—Jamaica ginger is reported slightly easier in price although manufacturers consider it out of reach for grinding purposes. Prices have not yet been named on the new olive crop.

Allspice, Jamaica, best quality, lb.	0 23
Cassia, Batavia, per lb.	0 35
Do., China, per lb.	0 25
Chillies, per lb.	0 55
Do., No. 1, per lb.	0 53
Cinnamon, Ceylon, per lb.	0 35
Do., No. 10, carton, doz.	1 00
Cloves, Penang, per lb.	0 95
Do., Amboyna, per lb.	0 90
Do., Zanzibar, per lb.	0 85
Ginger, washed, Jamaica, No. 1	0 55
Do., Jamaica No. 2	0 40
Do., Japan or Africa, lb.	0 30

Mace, extra bright Penang, lb....	0 30
Nutmegs, ex. large brown, 70 to lb., per lb.....	0 70
Do., large brown, 85 to lb., lb.	0 65
Do., med. brown, 110 to lb., lb.	0 55
Do., carton of six, per doz.....	0 30
Pepper, black, Singapore ex., lb.	0 36
Do., white, do., per lb.....	0 50
Pickling, 1/4-lb. pkg., per doz....	1 00
Do., bulk, No. 1, per lb.....	0 28
GROUND SPICE	
Allspice, bulk, per lb.....	0 25
Do., No. 2, per lb.....	0 25
Do., 2 oz. cartons.....	0 30
Do., 4 oz. cartons.....	1 20
Cassia, No. 1, bulk, per lb.....	0 35
Do., No. 2, bulk, per lb.....	0 30
Do., No. 1, 2 oz. cartons.....	1 00
Do., No. 1, 4 oz. cartons.....	1 50
Cinnamon, bulk, per lb.....	0 45
Do., 2 oz. cartons.....	1 15
Do., 4 oz. cartons.....	1 75
Cloves, bulk, per lb.....	0 90
Do., 2 oz. cartons.....	1 70
Do., 4 oz. cartons.....	2 75
Cayenne, No. 1, bulk, per lb....	0 40
Do., No. 1, 4 oz. cartons.....	1 65
Do., No. 1, 2 oz. cartons.....	1 10
Ginger, No. 1, bulk, per lb.....	0 58
Do., No. 1, 2 oz. cartons.....	1 25
Do., No. 1, 4 oz. cartons.....	1 95
Do., No. 2, bulk, per lb.....	0 40
Mace, No. 1, bulk, per lb.....	0 35
Do., No. 1, 2oz. cartons.....	1 65
Do., No. 1, 4 oz. cartons.....	2 70
Nutmeg, No. 1, bulk, per lb....	0 50
Do., No. 1, 2 oz. cartons.....	1 25
Do., No. 1, 4 oz. cartons.....	1 35
Pastry spice, No. 1, bulk, per lb.	0 40
Do., No. 1, 2 oz. cartons.....	1 20
Do., No. 1, 4 oz. cartons.....	1 30
Pickling spice, No. 1, bulk, per lb.	0 38
White Pepper, No. 1, bulk, per lb.	0 49
Do., No. 2, Singapore, per lb....	0 47
Black pepper, No. 1, bulk, per lb.	0 35
White pepper, No. 1, 2 oz. cartons	1 20
Do., No. 1, 4 oz. cartons.....	1 95
Black pepper, No. 1, 2 oz. cartons	0 95
Do., No. 1, 4 oz. cartons.....	1 60

Rice Market Weak

Winnipeg.
RICE.—The rice market continues weak, and although the embargo on Japanese rice has been lifted Oriental markets are reported much higher than the California markets. The rice market is considered very uncertain.

RICE—	
No. 1 Japan, 100-lb. sacks, lb.	0 14 3/4
Do., 50-lb. sacks, lb.....	0 14 3/4
Siam, Elephant, 100-lb. bags..	0 11 1/2
Do., 50-lb. bags, lb.....	0 11 3/4
Sago, sack lots, 130 to 150 lbs., per lb.....	0 09 1/2
Do., in less quantities, lb.....	0 10
Tapioca, pearl, per lb.....	0 09 1/2

Canned Goods Arriving

Winnipeg.
CANNED GOODS.—Canned goods are arriving freely. Advices from Canadian packers state that they have packed only sufficient goods to take care of orders on hand, which will no doubt result in present prices being maintained. Some small lots of canned tomatoes are being offered at reduced prices. These quantities, however, are small and are not expected in any may to affect the market.

CANNED FISH

Shrimps, 1s, 4 doz. case, doz.	2 70	2 75
Finnan Haddie, 1s, 4 doz. case..	9 35	12 00
Do., 1/2s, 8 doz. case, case.....	10 50	13 00
Herring (Can.), 1s, 4 doz. case, cs	7 25	9 00
Do., imported, 1/2s, 100 doz. case	30 00	32 50
Lobsters, 1/4s, 8 doz. case, doz....	3 35	3 60
Do., 1/2s, 4 doz. case, doz.....	6 00	6 00
Oyster, 1s, 4 oz., 4 doz. case, cs.	8 60	8 60
Do., 2s, 8 oz., 2 doz. case, case	7 60	7 60
Pilchards, 1s, tall, 4 doz. case, case	7 50	7 50
Do., 1/2s, flat, 8 doz. case, case	10 00	10 00
Salmon—		
Sockeye, 1s, tall, 4 doz. case..	21 75	21 75
Do., 1/2s, flat, 8 doz. in case..	23 50	23 50
Red Spring, 1s, tall, 4 doz. case	15 75	15 75
Do., 1/2s, flat, 8 doz. case.....	17 75	17 75
Cohoe, 1s, tall, 4 doz. case....	14 50	14 50
Do., 1/2s, flat, 8 doz. case.....	16 60	16 60
Pink, 1s, tall, 4 doz. case.....	10 40	10 40
Do., 1/2s, flat, 8 doz. case.....	12 25	12 25
Humpback, 1s, tall, 4 doz. case	8 60	8 60

CANNED FRUIT (Canadian)

		Per case
Apples, 6 tins in case, per case..	3 40	3 85
Blueberries, 2s, 2 doz. case.....	7 00	7 00
Cherries, 1s, 4 doz. case.....	11 00	11 00
Gooseberries, 2s, 2 doz. case.....	9 50	9 50
Lawtonberries, 2s, 2 doz. case....	9 50	9 50
Peaches, 2s, 2 doz. case.....	8 50	8 50
Pears, 2s, 4 doz. case.....	6 50	8 30
Plums, Green Gage, 2s, 2 doz. case	6 15	6 15
Light Syrup—		
Plums, Lombard, 2s, 2 doz. case....	5 75	5 75
Raspberries, 2s, 2 doz. case....	9 50	9 60
Strawberries, 2s, 2 doz. case....	10 50	10 50

CANNED FRUITS (American)

		Per case
Apricots, 1s, 4 doz. case.....	13 00	13 00
Peaches, 2 1/2s, 2 doz. case.....	13 20	13 20
Peaches, sliced, 1s, 4 doz. case....	14 00	14 00
Do., halved, 1s, 4 doz. case.....	13 85	13 85
Do., 2s, 2 doz. case.....	3 50	3 50
Pears, 1s, 4 doz. case.....	16 00	16 00
Pineapples, sliced, 2s, 2 doz. case.	8 00	8 75

CANNED VEGETABLES

		Per case
Asparagus Tips, 1s, tins, 4 doz case, per doz.....	2 75	2 75
Beans, Golden Wax, 2s, 2 doz. case	4 75	4 75
Beans, Refugee, 2s, 2 doz. case..	4 50	4 50
Corn, 2s, 2 doz. case.....	4 20	4 20
Peas, Standard, 2s, 2 doz. case....	4 10	4 10
Peas, Early June, 2s, 2 doz. case....	4 70	4 70
Sweet Potatoes, 2 1/2s, 2 doz. case	6 40	6 40
Pumpkin, 2 1/2s, 2 doz. case.....	3 00	3 00
Sauer Kraut, 2 1/2s, 2 doz. case..	4 90	4 90
Spaghetti, 2 1/2s, 2 doz. case.....	5 40	5 40
Tomatoes, 2 1/2s, 2 doz. case.....	4 20	4 50
Spinach, 2 1/2s, 2 doz. case.....	5 70	5 70

Raisin Prices Hold

Winnipeg.
DRIED FRUITS.—There has been practically no change in the dried fruit market since our last report. New California seedless raisins in both bulk and packages are now on the market and are finding ready sale. From advices received from the California Association, all available supplies are being quickly absorbed by the trade. Spanish Valencia raisins are expected in the very near future. Raisins still maintain a high price, while the market on prunes and evaporated apples is reported easier. California Prune and Apricot Association are offering to the trade a pitted prune which they expect to be used largely by the baking trade.

DRIED FRUIT

Evaporated Apples, per lb.....	0 19
Currants, 90-lb., per lb.....	0 22
Do., 8 oz., pkgs., 6doz. case, lb.	0 16 1/2
Dates, Hallowee, bulk, lb.....	0 23
Do., Tunis, bulk, lb.....	0 26
Do., Package, 3 doz. case, lb..	0 17
Figs, Spanish, per lb.....	0 16 1/2
Do., Smyrna, per lb.....	0 23
Do., black, cartons, per carton	0 80
Loganberries, 4 doz. case, pkt....	0 35
Peaches, standard, per lb.....	0 29
Do., choice, per lb.....	0 27 1/2
Do., fancy, per lb.....	0 28 1/2
Do., Cal., in cartons, per carton	1 56
Do., unpitted, per lb.....	0 24
Pears, extra choice, per lb.....	0 30
Do., Cal., cartons, per carton..	1 75
Prunes—	
30-40s, 25s, per lb.....	0 32
40-50s, 25s, per lb.....	0 27
50-60s, 25s, per lb.....	0 21
60-70s, 25s, per lb.....	0 18 1/2
70-80s, 25s, per lb.....	0 17
80-90s, 25s, per lb.....	0 17
90-100s, 25s, per lb.....	0 16 1/2
In 5-lb. cartons, per carton....	1 30
Raisins—	
Cal. pkg., seeded, 15 oz., fancy, 3 doz. to case, per pkg.....	0 24
Choice seeded, 15 oz., 3 doz. to case, per pkg.....	0 23
Fancy seeded, 11 oz., 4 doz. to case, per pkg.....	0 21
Choice seeded, 11 oz., 4 doz. to case, per pkg.....	0 19
Cal., bulk, seeded, 25-lb. boxes	0 25 1/2
Do., pkt. seedless, 11 oz., 3 doz. to case, per lb.....	0 21
Do., bulk., seedless, 25-lb. boxes, per lb.....	0 28
Apricots, choice, 25s, lb.....	0 45
Do., 10s, lb.....	0 47

Why Do You Place Goods in the Store Windows?

WHY do you place goods in the window? To sell them, of course, yet to see the attention and slipshod method used by some store-keepers this seems to be the last thought in mind.

Many times the merchandise is simply "tossed" in the windows, in a disordered heap without any attempt to decorate, attract or compel attention, and when people do not come into the store and ask for goods so displayed, the merchant says, "Oh, I do not think window display helps me."

Will Not Attract

How can a man expect a jumbled assortment of goods to attract attention and sell and how in the world can one expect articles, shopworn and damaged, to cause people to buy? Many store-keepers make the fatal mistake of thinking by turning the damaged side from view the article is good enough for display in the windows. Others go by luck and still others feel that as long as the goods are in the windows at all, that is enough.

To compel attention, to attract buyers, and to sell merchandise displayed, each article should be carefully selected, the goods should be bright, fresh and clean and the display made with all the care possible to bestow. To think any sort of display will sell goods is a serious error and to depend on having people guess at the price is another error.

Many stores will cling to the idea, as goods are shown, that they will sell and the price is a secondary matter. Just the same, people like to see the price and know what they will be expected to pay before going inside.

Another Error Made

Backgrounds, fittings and display fixtures all out of line with the goods is another error made by many store-keepers, and many a good article has lost its power by being placed on a broken or rusty fixture. For example, a store on Yonge Street, Toronto, placed a display of auto grease in the window the other day. The same was arranged on a glass shelf and was subject to the direct rays of the sun. Before long the heat of the sun on the glass shelf melted the grease and it ran down and along the bottom of the window.

The goods in a window are the voice of the store and the card its eyes, and for that reason a passer is attracted or repelled by the display. This alone should make the grocer careful.

WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

VANCOUVER, B.C., Oct. 28.—Fresh eggs continue to advance, now quoted 90 cents. Best butter quoted 64 cents. Cheese, lard, fresh meats are unchanged. Sacked vegetables \$1.25 to \$1.50. Potatoes are \$2.00 per hundred. Onion market is very weak and onions have been offered as low as \$10.00 per ton.

Alberta Markets

FROM CALGARY, BY WIRE.

CALGARY, ALTA., Oct. 28.—Reductions have been made on sugar of \$1.00 per hundred. Rolled oats are down 10 cents, now quoted \$4.25. Creamery butter has been reduced three cents. Soda biscuits are down one cent per pound on bulk and 25 cents per dozen on family size. Corn syrups, two pound tins, are down 45 cents per case and other sizes 60 cents. Corn and laundry starches are down one cent per pound. Smoked hams are 2 cents per pound lower. Side bacon is down one cent and cooked hams three cents per pound. Bran and shorts are down \$2.00 per ton. One brand baking powder is up and another down. Standard peas quoted \$4.35 to \$4.60, a reduction of 15 cents. Ontario cheese is easier. Local potatoes are up \$2.00 per ton, now quoted \$42.00.

Flour, first patents, bbl.	13 80
Do., second patents, bbl.	13 60
Beans, B.C.	8 00 8 50
Rolled oats, 80s	4 25
Rice, Siam	11 85 12 50
Japan, No. 1	13 50 14 50
Tapioca, lb.	0 09 0 11½
Sago, lb.	0 09 0 11
Sugar, pure cane, gran., cwt.	19 47
Cheese, No. 1, Ont., large	0 31¼ 0 32
Alberta cheese, twins	0 29
Do., large	0 31
Butter, creamery, lb.	0 63
Do., dairy, lb.	0 45 0 50
Lard, pure, 3s	18 60
Eggs, new laid, local, case	20 00
Do., storage, case	19 00
Tomatoes, 2½s, standard, case.	4 30 4 60
Wax and Green Beans, 2s, case.	4 60 4 85
Corn, 2s, case	3 85 4 40
Peas, 2s, standard, case.	4 35 4 60
New early June peas, case.	4 50
Strawberries, 2s, Ontario, case.	9 75 10 40
Raspberries, 2s, Ontario, case.	10 60 11 70

Gooseberries, 2s	11 30
Cherries, 2s, red, pitted	9 00 9 50
Apples evaporated 50s	0 18 0 20
Do., 25s, lb.	0 19 0 21
Peaches, evaporated, lb.	0 25 0 28
Do., canned, 2s	8 50
Prunes, 90-100s	0 16
Do., 70-80s	0 17½
Potatoes, local, ton	42 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Oct. 28.—The general trend of the markets is downward with little buying being done as lower prices are expected on many lines. Cornmeal granulated is now quoted at \$5.50, a reduction of \$1.25. Rolled oats are easier, now selling at \$11.00. Molasses is 15 cents lower. Granulated sugar is reduced to \$17.90 and yellow \$16.80 per hundred. Compound lard is firmer. American clear pork has advanced. Dairy products are scarce with higher prices on butter.

Flour, No. 1 patents, bbls., Man.	15 25
Cornmeal, gran., bags	5 50
Cornmeal, ordinary	4 00
Rolled oats	11 00
Rice, Siam, per 100 lbs.	12 00 12 50
Tapioca, 100 lbs.	16 00 17 00
Molasses	1 25 1 35
Sugar—	
Standard, granulated	17 90
No. 1, yellow	16 80
Cheese, N.B.	0 30 0 31
Eggs, fresh, doz.	0 75 0 80
Do., case	0 68 0 72
Lard, pure, lb.	0 32½ 0 32¾
Do., compound	0 25 0 25¼
American clear pork	54 00 55 00
Tomatoes, 2½s, standard, case.	4 20
Beef, corned, 1s	4 00 4 20
Breakfast bacon	0 48 0 52
Butter, creamery, per lb.	0 70 0 72
Do., dairy, per lb.	0 65 0 68
Do., tub	0 58 0 60
Peaches, 2s, standard, case.	7 45 7 50
Corn, 2s, standard, case	3 60
Tomatoes, 2s, standard case	4 20
Peas, standard, case	4 00
Apples, gal., N.B., doz.	5 00
Strawberries, 2s, Ont., case.

Nova Scotia Markets

FROM HALIFAX BY WIRE

Halifax N.S., Oct. 28.—The outstanding changes in the markets this week are sugar and flour. Standard granulated sugar is quoted at \$18.00 and yellow at \$16.90. Considerable granulated which has been stored at terminals for some

time is now being released and sold under name of terminal granulated at \$16.80 per hundred. Molasses shows a slight decrease, now quoted at \$1.40, a reduction of 15 cents. Latest shipments of oranges and lemons are much higher, lemons having more than doubled in the past two weeks, now selling \$11.50 per case. Oranges 100s are now \$10.50 and 200s are \$11.50 per case. Flour is reduced to \$15.80. Cornmeal is down 50 cents, now quoted \$4.50. Creamery butter is quoted 60 cents a pound, a reduction of five cents.

Flour, No. 1 patents, bbl.	15 80
Cornmeal, bags	4 50
Rolled oats, per bag	5 75
Rice, Siam, per 100 lbs.	15 75
Tapioca, 100 lbs.	17 00
Molasses (extra fancy Barbadoes)	1 40
Sugar, standard, granulated	18 00
Do., No. 1, yellow	16 90
Cheese, Ont., twins	0 29
Eggs, fresh, doz.	0 65
Lard, compound	0 24¼
Lard, pure, lb.	0 32½
American clear pork, per bbl.	50 00
Tomatoes, 2½s, standard, doz.	2 20
Breakfast bacon	C 52
Hams, aver. 9-12 lbs.	0 46
Do., aver. 12-18 lbs.	0 46
Do., aver. 18-25 lbs.	0 44
Roll bacon	0 35
Butter, creamery, lb.	0 60
Do., creamery solids	0 61 0 62
Do., dairy, per lb.	0 65 0 56
Do., tubs	0 52 0 53
Raspberries, 2s, Ont., doz.	5 40
Peaches, 2s, standard, doz.	3 95
Corn, 2s, standard, doz.	2 00
Peas, standard, doz.	2 05
Apples, gal., N.S., doz.	5 25
Strawberries, 2s, Ont., doz.	5 10
Salmon, Red Spring, flats, cases.
Do., Pinks	11 00
Do., Cohoes	16 00
Do., Chums	8 00
Evaporated Apples, per lb.	0 21
Dried Peaches, per lb.	0 29
Potatoes, Natives, 90-lb. bag.	2 00
Beans, white	5 00
Do., yellow eye	8 00
Bananas, lb.	0 11½
Lemons, Cal.	11 50
Oranges, 100s	10 50
Do., 200s	11 50
Grapefruit, Cal., case	9 00
Apples—	
Kings, No. 1	7 00
Do., No. 2	6 50
Do., Dom.	6 00
Do., No. 3	4 50

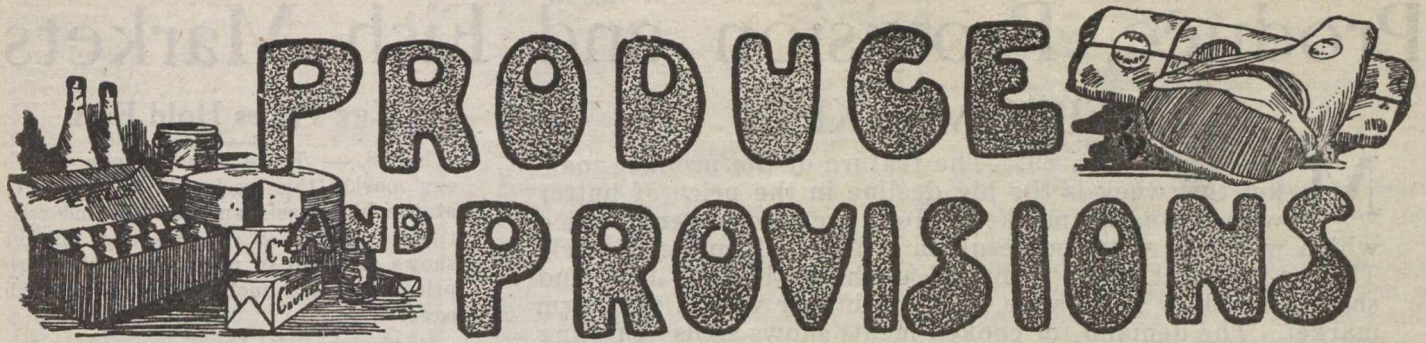
Parsley is said to have come from Egypt, and mythology tells us it was used to adorn the head of Hercules.

Apples were originally brought from the East by the Romans. The crab-apple is indigenous to Great Britain.—Health Culture.

"I can tell you," said he, "how much water runs over Niagara Falls to a quart."

"How much?" asked she.

"Two pints."—"Christian Advocate."



Sells Ends of Bacon at Cost and Avoids Loss

J. H. Caskey, Campbellford, Ont., Specializes in Only One Brand of Bacon—Has a Meat Slicer and Believes It Invaluable—Cheese Sales Are Also Heavy

"I SELL over one hundred pounds of bacon weekly," remarked J. H. Caskey, Campbellford, Ont., to Canadian Grocer. Mr. Caskey considers this good business for his trade. He handles only one brand of bacon, and he believes that in doing so he is following a wise plan, in building up sales in this one particular brand. "I think it is one of the best bacons on the market, and in selling it to my customers I know it will give entire satisfaction," he added. "My customers want this kind now more than any other. I advertise it in my weekly insertion in the town paper, and people know that when they buy bacon in my store they will get this special brand."

Mr. Caskey has a splendid meat slicer, and he declares that it is invaluable in his business. He would not be without it. In fact, he has never been without it ever since he went into business. He is of the opinion that a grocer can sell a whole lot more bacon with a slicer than without one. "People want their

bacon sliced a certain thickness, and this is only possible with a slicer. A meat slicer also reduces waste to a minimum, although I don't think the entire bacon can be sold for the same price."

Mr. Caskey cannot slice the bacon right down to the very end, and so has to dispose of the ends apart from the full slices. He states that he has a discriminating clientele, and that he cannot sell the ends in with the regular orders. To overcome loss in the disposal of them, Mr. Caskey sells them at cost. He has a couple of customers who like to get them, and he is glad to sell them in this way. By following this plan he does not lose anything on bacon, but, on the other hand, considers it a profitable line to carry.

Cheese sales are also on a heavy scale in the Caskey store. The turnover in cheese numbers up in the hundreds of pounds, and Mr. Caskey buys cheese, keeping it for some time, with the idea of always being able to supply his customers who like old cheese.

Are Farmers Waiting for a Higher Price for Potatoes?

Report is Current to That Effect But Dealer Says He Does Not Think So—Receipts of Potatoes at Wholesale Points Are Very Heavy.

"I T HAS been reported that the farmers are holding their potatoes, expecting to get a long price in the spring," stated E. J. Ryan, potato merchant, Toronto, to Canadian Grocer, "but I have not as yet seen any signs of it. We are receiving all we require, and I have personally counted as many as twenty-five cars in one day standing on the track. This perhaps is not an exceptional number when it is considered that Toronto consumes eleven

carloads a day. The potatoes from some districts are showing considerable rot, and we have to watch shipments very carefully to see that those that are showing rot are sent out immediately, otherwise we would probably be compelled to advanced our prices to take care of the wastage. The market is unsettled, and in my opinion prices are just apt to be lower as higher. I know of some offers being made to farmers as low as 90 cents per bag with a 15-cent freight

rate, but this was in a district where some rot is showing, and the potatoes would have to be moved off quickly. This rot that is appearing, I understand, is not general but is confined only to certain districts."

With the exception of Manitoba, the reports on the potato crop continue favorable and with the United States practically out of the Canadian market for this season there are no indications that prices will reach the high level of last spring.

Bulletin Board Brings Business

An idea that proved effective in the way of stimulating business was carried out by Harry Ranahan, in London, Ont. He kept a bulletin board well to the front where it was bound to catch the eye of the customer entering the store. He did not make a practice of offering goods at cut-rate prices, announcing it on the board, but utilized the bulletin idea more for the purpose of suggesting to customers some ideas of goods that they might not think of ordering with their regular orders. Specialties were often featured in this way, with the results that sales were often made.

A Rest Room a Feature in a Grocery Store

A rest room for ladies is becoming a feature in quite a number of grocery stores, and especially where a heavy trade is carried on with farming communities. In the store of Horace E. Yeomans, at Mount Forest, Ont., is a very attractive rest-room. Mr. Yeomans told CANADIAN GROCER recently that it was much appreciated, particularly by the women of the country, and he had found that it helped business, too. Women, knowing that they could wait here if they required to do so, were often tempted to buy things that they might otherwise not have purchased.

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, Oct. 29.—The feature of the produce market this week is the big decline in the price of butter with a weaker market. Hogs are also lower in price which will it is expected result in a decline in price of pork. The egg market holds firm and unchanged while lard and shortening show no change, still continuing with a very firm market. The demand for cooked meats shows signs of falling off with the cooler weather. There is very little improvement in the beef market and the supply of the better class of beef cattle is no better. Western cattle are being brought to relieve this market and it is easing off prices slightly to about one cent a pound in wholesale lots. There is a better demand for fish and a fish new to this market, dressed pollock, is offered. Halibut is one cent a pound dearer due to a slight shortage on account of freight congestion.

Lower Prices on Pork

Montreal.
FRESH MEATS. — The supply of beef cattle reported by the packers is still far below the expectations for this season. The poorer grades of beef cattle are, however, coming easier and the Western cattle arriving on this market is to some extent relieving the situation. There is a slight reduction of a dollar per hundred pounds on beef. Hogs are quoted lower this week at \$18.50 per cwt., which will likely result in lower prices on pork by next week. The supply of hogs offered on the market has been steadily improving.

FRESH MEATS

Hogs, live (selects)	0 18½	0 19
Hogs, dressed—		
Abattoir killed, 65-90 lbs.....	0 30	0 31
Fresh Pork—		
Legs of pork (foot on).....	0 34	0 35½
Loins (trimmed)	0 41	
Bone trimmings	0 33	
Trimmed shoulders	0 31	0 34
Untrimmed	0 27½	
Pork sausage (pure)	0 25	
Farmer Sausage	0 20	
Spring lamb, carcass	0 22	0 26
Fresh sheep, carcass	0 16	0 18
Fresh Beef—		
(Cows)		(Steers)
\$0 20 \$ 0 28 ..Hind quarters..	\$0 25	\$0 32
0 10 0 14 ..Front quarters..	0 10	0 16
0 26 0 36 ..Loins	0 35	0 45
0 18 0 28 ..Ribs	0 16	0 31
0 10 0 14 ..Chucks	0 10	0 16
0 25 0 28 ..Hips	0 26	0 30
Calves (as to grade)	0 18	0 30

Smoked Meats Higher

Montreal.
SMOKED MEATS. — The market for smoked meats continues steady without any price changes this week. The demand is very good with a very fair demand for export. The prices on picnic rolls and smoked cottage rolls, which were quoted lower last week, are back again at higher prices this week and are now quoted at 32 and 38 cents.

BACON—

Breakfast, best	0 46	0 47
Smoked Breakfast	0 46	0 47
Cottage Rolls	0 38	
Picnic Hams	0 32	
Wiltshire	0 44	0 49½

MEDIUM SMOKED HAMS—

Weight, 8-14, long cut	0 40½
Do., 14-20	0 40½
Do., 20-25	0 35½

Do., 25-35	0 30½
Over 35 lbs	0 30

Barrelled Meats Unchanged

Montreal.
BARRELLED MEATS. — The market for barrelled meats is unchanged this week. Prices are holding firm and an improvement in the demand is expected with the fall and winter season.

BARRELLED MEATS

Barrel Pork—	
Canadian short cut (bbl.), 30-40 pieces	58 00
Clear fat backs (bbl.), 40-50 pieces	49 00
Heavy mess pork (bbl.)	39 00
Plate Beef	25 00
Mess Beef	23 00

Cooked Meats Are Quiet

Montreal.
COOKED MEATS. — There is nothing of interest to report on cooked meats this week. The demand that has been excellent all summer is now falling off with the cooler weather. The prices quoted are unchanged.

Jellied pork tongues	0 45
Jellied pressed beef, lb.	0 36
Ham and tongue, lb.	0 42
Veal	0 35
Hams, cooked	0 61
Shoulders, roast	0 50
Shoulders, boiled	0 43
Pork pies (doz.)	0 80
Mince meat, lb.	0 17½
Sausage, pure pork	0 25
Bologna, lb.	0 18
Ox tongue, tins	0 65

Butter is Reduced

Montreal.
BUTTER. — The reports are that butter shows weaker tendencies on the market this week. The auction prices on butter have showed a decline of from seven to 7½ cents per pound in two weeks. This downward tendency has had its effect on the retail price. There is already this week a reduction of six cents per pound on butter. The price quoted on creamery butter in prints is 54 cents per pound.

BUTTER—

Creamery prints, qual., new....	0 55
Do., solids, quality, new....	0 53
Dairy, in tubs, choice	0 46
Do., prints	0 47

Egg Prices Hold Firm

Montreal.
EGGS. — There is no change in the egg market this week. Prices are firm at the high basis and the demand continues very good. The egg market shows strength in maintaining the high prices that are quoted on strictly fresh eggs.

Strictly fresh	0 75
Selects	0 68
No. 1	0 60

Cheese Market Unchanged

Montreal.
CHEESE. — The cheese market is unchanged in price, but like butter it shows a marked weakness. The bidding is lower in price, and with it there is an improvement in export demand. The retail prices are, however, unchanged.

CHEESE—

New, large, per lb.	0 28
Twins, per lb.	0 28
Triplets, per lb.	0 28
Stilton, per lb.	0 37
Fancy old cheese, per lb.	0 34
Quebec	0 28

Lard Prices Holding Firm

Montreal.
LARD. — The lard market holds firm with a good trade. There has been rather a shortage of lard as evident by the demand that occurred suddenly and has held. The indications are that lard will hold firm as far ahead as can be seen at present.

LARD—

Tierces, 360 lbs.	0 31
Tubs, 60 lbs.	0 31½
Pails, 20 lbs.	0 31¾
Bricks	0 32

Shortening Prices Are Firm

Montreal.
SHORTENING. — The shortening market holds firm in sympathy with the very firm lard market. The prices quoted on one pound prints vary from 27 to 27¼ cents per pound, according to quantity purchased.

SHORTENING—

Tierces, 400 lbs., per lb.	0 24½
Tubs, 50 lbs., per lb.	0 25
Pails, 20 lbs., per lb.	0 25¼
Bricks, 1 lb., per lb.	0 27

Fresh Halibut Higher

Montreal.
FRESH FISH. — Fresh halibut is one cent a pound dearer this week, due to the shortage of cars for transportation, and as a result there is a slight shortage of halibut on the local market, with the above advance in price. There is a new fish offered on this market which has been very popular in the United States. This is the dressed pollock, which is selling at seven cents per pound. The supply of fish in general is very good with an increasing demand.

FRESH FISH

Haddock	0 08
Steak cod	0 10
Market cod	0 07
Mackerel	0 16
Flounders	0 10
Live Lobsters	0 60
Salmon Cohoes	0 25
Shad	0 18
Gaspé salmon	0 40

Halibut	0 27
Gaspereaux, each	0 05
Whitefish	0 20
Lake Trout	0 21
Brook trout	0 50
Pike (dressed)	0 15
Perch	0 15
Fresh eels, per lb.	0 13
Fresh herrings, each	0 03
Doree	0 20
Fresh Herrings	0 06
FROZEN FISH	
Halibut, large and chicken	0 16 0 17
Halibut, Western, medium	0 23
Haddock	0 07 0 08
Maackerel	0 15 0 16
Smelts, No. 1, per lb.	0 17 0 18
Smelts, extra large	0 25
Smelts (small)	0 09 0 10
Pike, headless and dressed	0 13
Market Cod	0 06 0 06½
Whitefish, small	0 12 0 13

Sea Herrings	0 06	0 07
Steak Cod	0 08½	0 09
Salmon Dr., Spring	0 33	0 33
Salmon, Cohoes, round	0 25	0 25
Salmon, Qualla, hd. and dd.	0 13	0 13
Whitefish	0 15	0 16
Lake Trout	0 19	0 20
Lake Herrings	0 06	0 07
B.C. Red Salmon	0 05	0 23
SALTED FISH		
Codfish, large, bbls., 200 lbs.	16 00	16 00
Sardines, half barrel	5 00	5 00
Salted Trout, half barrel	12 00	12 00
Salted Salmon, barrel	27 50	27 50
Boneless cod (20), per lb.	0 16	0 20
SMOKED		
Finnan Haddie, 15-lb. box.	0 14	0 14
Fillet, 15-lb. box	0 19	0 19
Smoked Herrings	0 24	0 24
Kippers, new, per box	2 15	2 15
Bloaters, new, per box	2 00	2 00
Smoker Salmon	0 35	0 35

Mess Pork, 200 lbs.	38 00
Short cut backs, 200 lbs.	56 50
Pickled rolls, bbl. 200 lbs.—	
Lightweight	66 00
Heavy	60 00
Above prices subject to daily fluctuations of the market.	

Cooked Meats Quiet

Toronto.
COOKED MEATS. — Head cheese is moving fairly well at 17 cents per pound. Jellied tongues are also in fair demand. As the heavy season for cooked meats is past due to the advent of the cooler weather, the demand generally, is quiet and quotations unchanged.

Boiled hams, lb.	0 65	0 63
Hams, roast, without dressing, lb.	0 63	0 65
Boiled shoulders	0 54	0 54
Head cheese, 6s, lb.	0 17	0 17
Choice jellied ox tongue, lb.	0 66	0 66
Jellied calves tongue	0 52	0 52
Ham bologna, lb.	0 20	0 20
Large bologna, lb.	0 17	0 18
Spice beef, lb.	0 32	0 32

Above prices subject to daily fluctuations of the market.

Eggs Firm and Higher

Toronto.
EGGS. — The egg market is firmer and prices have been again advanced. Selects are quoted to the trade at 70 cents. No. 1 candled at 65 cents, and new laid in cartons at 80 cents. Receipts of fresh eggs continue to decline, storage eggs are coming out of storage to meet local demand. Indications point to higher prices for the best grades, and a firm market for the other grades. The opinion is expressed in some quarters that storage stocks will be depleted long before the spring season opens.

EGGS—		
Selects	0 70	0 70
No. 1 candled	0 65	0 65
New laid in cartons	0 80	0 80
Prices shown are subject to daily fluctuations of the market.		

Butter Easier and Lower

Toronto.
BUTTER. — The butter market continues weak, with prices again reduced, due to lack of export business. The best quality creamery prints are quoted at 58 cents with the lower grades around 55 cents. The high prices that have been prevailing for some months and the fact that England refuses to pay the prices asked is the cause of the lack of export business. Some dealers are of the opinion that when prices recede to an export basis, the market will be firmer.

BUTTER—		
Creamery, prints	0 56	0 58

Cheese Market Inactive

Toronto.
CHEESE.—The cheese market shows little movement either for export or home consumption. The market is quiet with quotations down one cent per pound. Large cheese is now quoted at 27½ cents.

CHEESE—		
Large, per lb.	0 27½	0 27½
Twins, 1c higher than large cheese. Triplets 1½c higher than large cheese.		

Lard Market Steady

Toronto.
LARD. — The lard market is hold-

ONTARIO MARKETS

TORONTO, Oct. 29.—Under a quiet market, the run of cattle at the Union Stock Yards has been heavy during the week. Quotations on choice butchers' cattle are holding firm but the poorer grades are inclined to be easier. The hog market is lower with a tendency for further reductions. Pork and beef cuts are practically unchanged. Mess pork in barrels has shown a slight shading downward. Smoked and cooked meats are steady and unchanged. The egg market is firmer with prices again advanced. Indications point to higher prices on the best grade of fresh eggs. The butter market continues weak and further reductions are noted. There is little movement in the cheese market either for export or home consumption, prices are slightly lower. Lard and shortening are steady and quotations unchanged. Margarine is easier with prices on the best quality shaded lower. Poultry receipts have been heavy during the week, movement into storage is fairly active. Spring chickens at country points have been reduced but quotations at the trade are unchanged.

Hog Market Weak

Toronto.
FRESH MEATS. — The run of cattle at the Union stock yards was heavy during the week, with trading rather slow. Choice cattle are holding at firm figures but the poorer grades are inclined to be easier. Live hogs are in an easy market, with quotations down 50 cents per hundred, and further reductions are anticipated. Fresh beef cuts are unchanged. With the exception of Boston butts and Montreal shoulders, fresh pork cuts are also unchanged, these two lines are down one cent per pound. Spring lamb on the hoof are firmer and sales being made at advanced prices, dressed lamb is unchanged.

FRESH MEATS		
Hogs—		
Dressed, 70-100 lbs., per cwt.	26 00	28 00
Live, off cars, per cwt.	19 50	19 50
Live, fed and watered, per cwt.	19 25	19 25
Live, f.o.b., per cwt.	18 25	18 25
Fresh Pork—		
Legs of pork, up to 18 lbs.	0 39	0 39
Loins of pork, lb.	0 46	0 46
Fresh hams, lb.	0 40	0 40
Tenderloins, lb.	0 65	0 65
Spare ribs, lb.	0 20	0 20
Picnics, lb.	0 23	0 23
New York shoulders, lb.	0 34½	0 34½
Boston butts, lb.	0 39	0 39
Montreal shoulders, lb.	0 33½	0 33½
Fresh Beef—from Steers and Heifers—		
Hind quarters, lb.	0 23	0 25
Front quarters, lb.	0 13	0 15
Ribs, lb.	0 27	0 33
Chucks, lb.	0 12	0 14
Loins, whole, lb.	0 29	0 35

Hips, lb.	0 20	0 23
Cow beef quotations about 2c per pound below above quotations.		
Calves, lb.	0 26	0 30
Spring lamb, lb.	0 24	0 26
Yearling, lamb, lb.	0 19	0 23
Sheep, whole, lb.	0 10	0 15

Above prices subject to daily fluctuations of the market.

Provisions Fairly Steady

Toronto.
PROVISIONS. — Medium smoked hams are down one half cent per pound. Other sizes are unchanged. Smoked bacon is ruling steady under an active demand. Mess pork in barrels is reduced 50 cents, bringing the price down to \$38.

Hams—		
Small, 6 to 12 lbs.	0 48½	0 50
Medium, 12 to 20 lbs.	0 47½	0 48
Large, 20 to 35 lbs., each lb.	0 43½	0 43½
Heavy, 25 to 35 lbs.	0 38½	0 38½
Heavy, 35 lbs. and upwards	0 35½	0 35½
Backs—		
Skinned, rib, lb.	0 52	0 54
Boneless, per lb.	0 60	0 64
Rolled	0 67	0 70

Bacon—		
Breakfast, ordinary, per lb.	0 46	0 48
Breakfast, fancy, per lb.	0 49	0 57
Breakfast, special trim	0 62	0 62
Roll, per lb.	0 36	0 39
Wiltshire (smoked sides), lb.	0 42	0 42
Wiltshire, three-quarter cut.	0 44	0 46
Wiltshire, middle	0 48	0 48

Dry Salt Meats—		
Long clear bacon, av. 50-70 lbs.	0 30	0 30
Do., av. 80-90 lbs.	0 23	0 23
Clear bellies, 15-30 lbs.	0 31½	0 31½
Fat backs, 10 to 12 lbs.	0 24	0 24
Out of pickle prices range about 2c per pound below corresponding cuts above.		
Barrel Pork—		

ing steady under an active demand. Quotations are unchanged.

LARD—

1-lb. prints	0 32½
Tierces, 400 lbs.	0 30½
In 60-lb. tubs, ½ cent higher than tierces, pails ¾ cent higher than tierces, and 1-lb. prints, 2c.	

Shortening Unchanged

Toronto.
SHORTENING.—There is no change in shortening. Quotations are steady at 22¼ cents tierce basis.

SHORTENING—

1-lb. prints	0 27
Tierces, 400 lbs.	0 22¾
In 60-lb. tubs ½ cent higher than tierces, and in 20-lb. pails ¾ cent higher than tierces.	

Margarine Easier

Toronto.
MARGARINE.—The market for margarine after remaining steady for several months has a slightly easier tone, due partly to the easier condition of the butter market. Quotations on the best quality margarine are reduced one cent per pound, bringing the price down to 36 cents.

MARGARINE—

1-lb. prints, No. 1	0 36
Do., No. 2	0 35
Do., No. 3	0 30
Nut Margarine, lb.	0 33

Fresh Trout Lower

Toronto.
FISH.—Good supplies of fresh herrings, whitefish, haddock and trout are arriving freely, and with the exception of trout, quotations are steady. Fresh trout has been reduced to 17 and 18 cents per pound.

FRESH SEA FISH.

Cod Steak, lb.	0 12
Do., market, lb.	0 09
Haddock, heads off, lb.	
Do., heads on, lb.	0 10
Halibut, chicken	0 18
Do., medium	0 23
Fresh Whitefish	0 18
Fresh Herring	0 10
Flounders, lb.	0 09
Fresh Trout, lb.	0 17
Fall Salmon	0 10
Oysters—	
No. 1 tins	4 20
No. 3 tins	12 30
No. 5 tins	20 00
Glass jars, doz.	6 50

FROZEN FISH

Halibut, medium	0 23
Do., Qualla	0 11
Flounders	0 10
Pike, round	0 08
Do., headless and dressed	0 09
Salmon, Cohoe	0 23
Do., Red Spring	0 28
Sea Herring	0 07½

SMOKED FISH

Haddies, lb.	0 13
Filletts, lb.	0 18
Kippers, box	2 25
Bloaters	3 00
Salt Cod, Quail-on-Toast, lb.	0 16

PICKLED FISH

Labrador Herrings, kegs 100 lbs.	6 50
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Poultry Receipts Heavy

Toronto.
POULTRY.—Receipts for poultry have been heavy during the week, and the movement into storage is well under way. Prices on spring chickens at country points have been again reduced. Quotations to the retail trade are unchanged.

Prices paid by commission men at Toronto:

	Live	Dressed
Turkeys	\$0 40	\$0 50

Roosters	0 15	0 20
Fowl, over 5 lbs.	0 25	0 27
Fowl, 4 to 5 lbs.	0 22	0 25
Fowl, under 4 lbs.	0 15	0 20
Ducklings	0 25	0 30
Guinea hens, pair	1 25	1 50
Spring chickens, live	0 21	0 28

Prices quoted to retail trade—

		Dressed
Hens, heavy	0 28	0 30
Do., light	0 26	0 28
Chickens, spring	0 30	0 35
Ducklings	0 30	0 35

WINNIPEG MARKETS

WINNIPEG, Oct. 29—The egg market is firm and higher prices are quoted. Hogs are down 50 cents per hundred. The demand for ham and bacon has shown a decided improvement during the week. Creamery butter declined three cents per pound. Cheese is firm. Lard and shortening are unchanged. The fish market is steady under an active demand.

Hogs Are Lower

Winnipeg.
FRESH MEATS.—The hog market has shown a decline of 50 cents a hundred on selects which are being quoted at \$18.50 per hundred. There is no change on fresh pork cuts. Fresh beef is in good demand and prices remain unchanged.

HOGS—

Selected, live, cwt.	18 50
Heavy, cwt.	15 50
Light, cwt.	15 00
Sows, cwt.	11 50

Fresh Pork—

Legs of pork, up to 20 lbs., lb.	0 39½
Spare ribs, lb.	0 18½
Loins of pork, lb.	0 45
Fresh hams, lb.	0 39
Tenderloin, lb.	0 57½
Picnics, lb.	0 27½
Shoulders, lb.	0 32

Fresh Beef—From Steers and Heifers—

Hind quarters, lb.	0 14
Front quarters, lb.	0 10
Whole carcass, good grade, lb.	0 11

Mutton—

Choice ewes, lb.	0 17
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Lambs—

Choice, 30-45 lbs., lb.	0 25
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Cooked Meats Unchanged

Winnipeg.
COOKED MEATS.—Cooked meats are holding steady and unchanged under a quiet demand.

Ham, best quality, skinned, lb.	0 68
Do., roast, lb.	0 70
Boiled shoulders	0 49
Head Cheese, in 1-lb. tins	0 21
Do., in 6-lb. tins, lb.	0 19
Jellied Beef Tongue, lb.	0 69
Jellied Pork Tongue, lb.	0 67½
Baked Luncheon Loaf, lb.	0 24

Ham and Bacon Steady

Winnipeg.
PROVISIONS.—The demand for ham and bacon has shown a decided improvement during the week due largely to cooler weather. Bacon is reported scarce.

8 to 16 lbs., per lb.	0 43½
16 to 20 lbs., per lb.	0 46½
Boneless, 8 to 15 lbs., per lb.	0 52½
Skinned, 14 to 18 lbs., per lb.	0 49
Do., 18 to 22 lbs., per lb.	0 48

BACON—

Backs, 5 to 12 lbs., smoked ..	0 64
Do., 12 to 16 lbs., smoked ..	0 62
Do., 10 to 14 lbs., skinned and peamealed	0 59½
Do., 4 to 10 lbs., sliced	0 61½
Cottage rolls, boneless	0 41½

Butter Declines

Winnipeg.
BUTTER.—Creamery butter declined three cents a pound and is now being quoted at 61 cents while no definite reasons can be given as the decline

seems to be in sympathy with eastern prices. Dairy butter remains unchanged.

BUTTER—

Creamery, best table grade ..	0 61
Dairy, best table grade	0 57
Margarine	0 37

Western Cheese Firm

Winnipeg.
CHEESE.—Ontario cheese receipts are reported very light and Western cheese is much firmer.

Ontario, large, per lb.	0 31
Do., twins, per lb.	0 31½
Manitoba, large, per lb.	0 30
Do., twins, per lb.	0 31

Eggs Are Firm

Winnipeg.
EGGS.—Eggs are reported very firm and one large packer is forced to ship eggs from the cold storage due largely to the limited supply and quality of country receipts. Fresh farm eggs are now being sold at 62 cents per dozen and fresh candled eggs are being quoted at 56 cents per dozen.

Lard and Shortening Steady

Winnipeg.
LARD.—There has been no change in the lard and shortening and prices remain unchanged.

Pure lard, No. 1 quality, per lb.	0 30
(in tierces of 400 pounds.)	
Do., wooden pails, 20-lb. pails ..	6 50
Shortening, wooden pails, 20-lb. pails, per pail	5 30
Shortening, tierces of 400 lbs., per lb.	0 23½

Fish Prices Maintained

Winnipeg.
FISH.—The fish market remains steady and the demand is reported very fair. There is nothing of interest except that live lobsters, boiled crabs and bulk oysters are in good demand.

FRESH FISH

Fresh Whitefish, per lb.	0 16
Fresh Halibut, per lb.	0 22
Fresh Salmon, per lb.	0 34
Fresh Pickerel, per lb.	0 15
Fresh Trout, per lb.	0 22

Poultry Receipts Lower

Winnipeg.
POULTRY.—The receipts for live poultry has fallen off considerably during the past week; there is a scarcity of turkeys.

Roosters, dressed, lb.	0 28
Chicken, dressed, lb.	0 38
Chicken, milk fed, lb.	0 44
Fowl, dressed, lb.	0 34
Ducks, lb.	0 35
Turkeys, lb.	0 50

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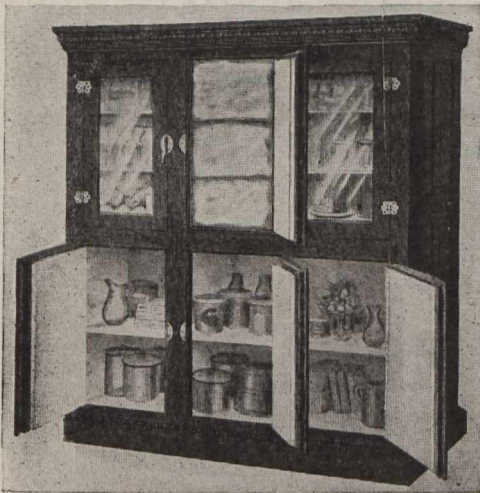
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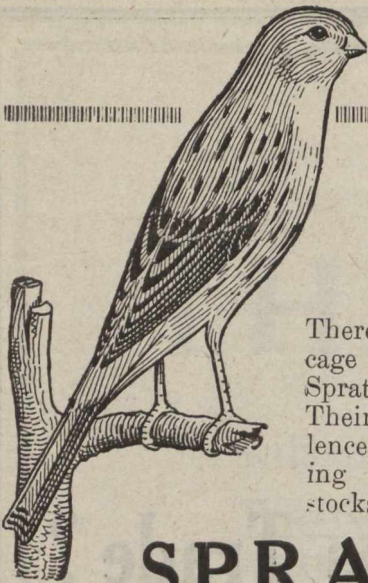
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Some of the subjects discussed here are :

"Startling Facts from Versailles."

"One Solution of the Servant Problem."

"The New British Empire."

"Cancer Increase and How to Check It."

"The Women of Poland."

"Co-Partnership, the Labor Trouble Remedy."

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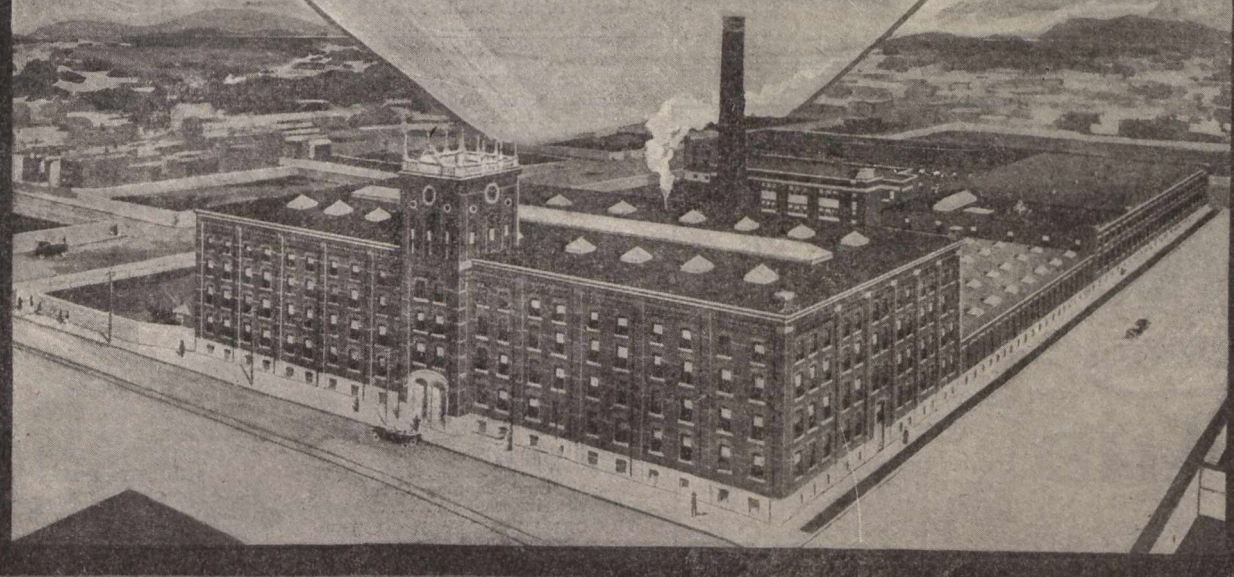
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potato flour.)

CULINARY STARCHES

40 lbs. Benson's Celebrated
Prepared Corn, 1 lb.,
per lb. 0 12 1/2
40 lbs. Canada Corn Starch,
1 lb. packages, per lb... 0 11
40 lbs. Challenge Corn
Starch, 1 lb. packages,
per lb. 0 17

40 lbs. Argo Corn Starch,
1 lb. packages 0 11
40 lbs. Casco Refined Po-
tato Flour, 1 lb. pkgs.,
per lb. 0 14
(20-lb. boxes 1/4c higher, except
Potato Flour)

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case... 6 00
5-lb. tins, 1 doz. in case... 6 85
10-lb. tins, 1/2 doz. in case... 6 55
20-lb. tins, 1/4 doz. in case 6 00
Celebrated Prepared 0 13 1/2
40-lbs. Canada Pure or
Barrels, about 700 lbs. ... 0 09
Half barrels, about 350 lbs. 0 09 1/2

CROWN BRAND CORN SYRUP

2-lb. tins, 1 doz. in case...\$6 00
5-lb. tins, 1 doz. in case... 6 85
10-lb. tins, 1/2 doz. in case 6 55
(5, 10 and 20-lb. tins have wire
handles.)

GELATIN

Cox's Instant Powdered Gela-
tine (2-qt. size), per doz... \$1 80
MAGOR, SON & CO., LTD.

INFANTS' FOOD

Robinson's Patent Barley— **Doz.**
1-lb.
1 lb.
Robinson's Patent Groats—
1-lb.
1/2-lb.

**CANADIAN MILK PRODUCTS,
LIMITED**

Toronto and Montreal

KLIM

8 oz. tins, 4 dozen per case..\$12.50
16 oz. tins, 2 doz. per case... 11.50
10 lb. tins, 6 tins per case .. 25.00

COLMAN'S OR KEEN'S

MUSTARD

Per doz. tins
D.S.K., 1/4-lb.
D.S.F., 1/2-lb.
D.C.F., 1-lb.
F.D., 1/4-lb.

Per jar
Durham, 1-lb. jar, each ..
Durham, 4-lb. jar, each.

BLUE

's Oxford, per lb. 0 27
In cases, 12 12-lb. bxs. to case 0 27

NUGGET POLISHES

Polish, Black, Tan, Toney Red,
Dark Brown, White Dress-
ing, each\$1 25
Doz.

White Cleaner (liquid)\$2 00
Card Outfits — Black, Tan,
Toney Red, Dark Brown .. 4 80
Metal Outfits — Black, Tan,
Toney Red, Dark Brown... 5 60

IMPERIAL TOBACCO CO. OF

CANADA, LIMITED

Black Watch, 10s, lb..... \$1 25
Bobs, 12s 1 13
Currency, 12s 1 13
Stag Bar, 9s, boxes, 6 lb.... 1 08
Pay Roll, thick bars 1 36
Pay Roll, plugs, 10s, 6-lb. 1/4
caddies 1 25
Shamrock, 9s, 1/2 cads., 12
lbs., 1/4 cads., 6 lbs..... 1 25
Great West Pouches, 9s, 3-lb.
boxes, 1/2 and 1-lb. lunch
boxes 1 34
Forest and Stream, tins, 9s,
2-lb. cartons 1 44
Forest and Stream, 1/4s, 1/2s,
and 1-lb. tins 1 50
Master Workman, 2 lbs. 1 25
Master Workman, 4 lbs. 1 25
Derby, 9s, 4-lb. boxes..... 1 30
Old Virginia, 12s 1 70
Old Kentucky (bars), 8s,
boxes, 5 lbs. 1 85

Sterling Value

IS what customers are always on the look-out for. It never fails to bring business and secure steadily repeating orders.

Experience has convinced the careful housewife of the sterling value of Salada; and to-day she wants it and won't be without it.



SALADA TEA COMPANY
OF CANADA, LTD.

APPLES APPLES

Best Varieties Ontario Winter Apples

In Barrels and Boxes. Special Prices on Carload Quantities
B.C. MACINTOSH REDS—Fancy Wrapped Fruit in Boxes

CALIFORNIA RED EMPEROR GRAPES

High Colored Fancy Stock in Drums.

ORANGES LEMONS GRAPEFRUIT
SWEET POTATOES

DOMESTIC VEGETABLES

POTATOES ONIONS CABBAGE CARROTS
BEETS TURNIPS PARSNIPS

Well-Matured Stock for Winter Storage.

PETERS, DUNCAN LIMITED

88 Front St. E., TORONTO

Branches : NORTH BAY SUDBURY COBALT TIMMINS

Nuts Dates Figs

We are offering a complete assortment of Nuts of first-class quality.

- Large Washed Brazils
- Medium Brazils
- Tarragona Almonds
- Grenoble and Marbot Walnuts
- Sicily Filberts
- Pecans, Chestnuts, Cocoanuts and Peanuts

Prices are at their lowest.

Also New Layer Figs and Package Dates

WHITE & CO., LTD.

TORONTO AND HAMILTON

High-Class Fruits

FRESH ARRIVALS DAILY

OF ALL VARIETIES OF

Domestic Fruits and Vegetables

Best Varieties of

FREESTONE PEACHES

NOW COMING

- ORANGES, BANANAS, LEMONS
- CALIFORNIA BARTLETT PEARS
- AND MALAGA GRAPES

THE HOUSE OF QUALITY

Hugh Walker & Son,

LIMITED

GUELPH Established 1861 ONTARIO

THE COWAN CO., LTD.,
Sterling Road, Toronto, Ont.

COCOA AND CHOCOLATE

Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz.....	\$6 25
Perfection, 1/4-lb. tins, doz...	1 70
Perfection, 1/2-lb. tins, doz...	3 25
Perfection, 10s size, doz.....	1 25
Perfection, 5-lb. tins, per lb.	0 45
Empire Breakfast Cocoa, 1/2-lb. jars, 1 and 2 doz. in box doz.	3 50
Soluble Cocoa Mixture (sweetened), 5 and 10-lb. tins, per lb.	0 30

UNSWEETENED CHOCOLATE

Supreme Chocolate, 12-lb. boxes, per lb.	0 47
Supreme Chocolate, 10c size, 2 doz. in box, per box....	2 35
Perfection Chocolate, 10c size, 2 doz. in box, per box....	2 00

SWEET CHOCOLATE

	Per lb.
Eagle Chocolate, 1/4s, 6-lb. boxes	0 38
Eagle Chocolate, 1/2s, 6-lb. boxes, 28 boxes in case....	0 38
Diamond Chocolate, 1/4s, 6 and 12-lb. boxes, 144 lbs. in case	0 38
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case	0 38
Diamond Crown Chocolate, 28 cakes in box	1 30

CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb.	\$0 49
Milk Medallions, 5-lb. boxes, 30 boxes in case, per lb. ...	0 49
Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb.	0 49
Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb.	0 49
Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb. ...	0 49
Milk Croquettes, 5-lb. boxes.	0 49
No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. ...	0 49
Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb....	0 45
Chocolate Emblems, 5-lb. boxes, 30 boxes in case, per lb....	0 45
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb....	0 45
No. 1 Vanilla Wafers, 5-lb. boxes, 30 boxes in case, per lb....	0 45
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. ...	0 42
Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb.	0 45
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb....	0 60
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb. ...	0 60

NUT MILK CHOCOLATE, ETC.

Nut Milk Chocolate, 1/4s, wrapped, 4-lb. box, 36 boxes in case, per box	2 35
Nut Milk Chocolate, 1/2s, wrapped, 4-lb. box, 36 boxes in case, per box	2 35
Fruit and Nut or Nut Milk Chocolate, lbs., unwrapped, 6-lb. box, 5 div. to cake, 24 boxes to case, lb.	0 47
Nut Milk Chocolates, 5s, squares, 20 squares to cake, packed 3 cakes to box, 24 boxes to case, per box....	2 45
Fruit and Nut Milk Chocolate, 2-lb. cakes, 3 cakes to box, 32 boxes to case, per lb....	0 47
Fruit and Nut Milk Chocolate Slabs, per lb.	0 47
Milk Chocolate, Slabs, with	

Assorted Nuts, per lb.	0 47
Plain Milk Chocolate Slabs, per lb.	0 47

MISCELLANEOUS

Maple Buds, fancy, 1 lb., 1/2 doz. in box, per doz.	6 25
Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz.	3 35
Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz.	6 25
Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz.	3 35
Chocolate Ginger, 1/2 lb., 1 doz. in box, per doz.....	4 50
Crystallized Ginger, full 1/2 lb., 1 doz. in box, per doz.	4 50
Active Service Chocolate, 1/2s, 4-lb. box, 24 boxes in case, per box	2 05
Triumph Chocolate, 1/4s, 4-lb. boxes, 36 boxes in case, per box	2 05
Triumph Chocolate, 1/2-lb. cakes, 4 lbs., 36 boxes in case, per box	2 05
Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross	1 15
20-1c Milk Chocolate Sticks, 60 boxes in case	0 80

6c LINES

Filbert Nut Bars, 24 in box, 60 boxes in case, per box..	\$0 95
Almond Nut Bars, 24 in box, 60 boxes in case, per box...	0 95
Ginger Bars, 24 in box, 60 boxes in case, per box....	0 95
Fruit Bars, 24 in box, 60 boxes in case, per box....	0 95
Active Service Bars, 24 in box, 60 boxes in case, per box...	0 95
Victory Bars, 24 in box, 60 boxes in case, per box....	0 95
Queen's Dessert Bars, 24 in box, 60 boxes in case, box.	0 95
Regal Milk Chocolate Bars, 24 in box, 60 boxes in case, per box	0 95
Royal Milk Cakes, 24 in box, 60 boxes in case, per box..	1 00
Cream Bars, 24 in box, 60 boxes in case, per box	0 95
We pack an assorted case of 60 boxes of bars.	
Maple Buds—	
6c display boxes	
6c pyramid packages, 4 doz. in box	
6c glassine envelopes, per box	1 90
Queen's Dessert, 10c cakes, 24 cakes in box, per box	2 00

W. K. KELLOGG CEREAL CO.,

Battle Creek, Mich.

Toronto, Canada.

The Waxtite Line

Kellogg's Toasted Corn Flakes	4 15
Kellogg's Toasted Corn Flakes Ind.	2 00
Kellogg's Shredded Krumbles	4 35
Kellogg's Shredded Krumbles Ind.	2 00
Kellogg's Krumbled Bran ...	2 25
Kellogg's Krumbled Bran, Ind.	2 00

BRODIE & HARVIES, LTD.

14 Bleury St., Montrea.

XXX Self-Rising Flour, 6 lbs. packages, doz.	\$6 30
Do., 3 lbs.	3 20
Superb Self-Rising Flour, 6 lbs.	6 10
Do., 3 lbs.	3 10
Crescent Self-Rising Flour, 6 lbs.	6 20
Do., 3 lbs.	3 15
Perfection Rolled Oats (55 oz)	3 00
Brodie's Self-Raising Pancake Flour, 1 1/2 lb. pkgs., doz...	1 60

To get business you must go after it.

Others do it through this paper

—why not YOU?

Prunes

We are offering new Santa Clara prunes out of shipments now on the way and due here about middle of November.

Santa Clara	30 x 40	25s	25 $\frac{1}{2}$
Santa Clara	40 x 50	25s	23 $\frac{1}{2}$
Santa Clara	50 x 60	25s	19 $\frac{1}{2}$
Santa Clara	60 x 70	25s	16 $\frac{1}{2}$
Santa Clara	70 x 80	25s	14 $\frac{1}{2}$
Santa Clara	80 x 90	25s	12 $\frac{1}{2}$
Santa Clara	90 x 100	25s	11 $\frac{3}{4}$

We have just received a fine assortment of new Malaga Table Raisins, and can ship orders immediately

Gem Jars

We have a few small lots of Jars left as follows:

Perfect Seal, pints	. . .	1.40 doz.
Perfect Seal, quarts	. . .	1.50 "
Perfect Seal, $\frac{1}{2}$ gals.	. . .	1.75 "
Improved Crown, $\frac{1}{2}$ gals.	. . .	1.65 "

All Quotations Ex. Warehouse, Toronto

Send Us an Order

H. P. ECKARDT & CO
WHOLESALE GROCERS
 CHURCH STREET & ESPLANADE TORONTO



A WHOLESOME PRODUCTION

ROYAL ACADIA SUGAR is made from the pure cane into the purest refined granulated sugar---"Every Grain Pure Cane."

A profitable trade will surely come from selling "Royal Acadia."

Sold in 2 and 5 lb. cartons; 10, 20 and 100 lb. bags, half-barrels and barrels.

The
Acadia Sugar Refining Co., Ltd.
HALIFAX, CANADA

Everybody Likes Pancakes

With cooler weather at hand make a display of *Brodie's XXX Self-Raising Flour* and maple syrup. The finest of pancakes can be made from this flour and there could not be a more tempting combination for hungry children these cool evenings. Brodie's XXX Flour also makes delicious muffins and biscuits.

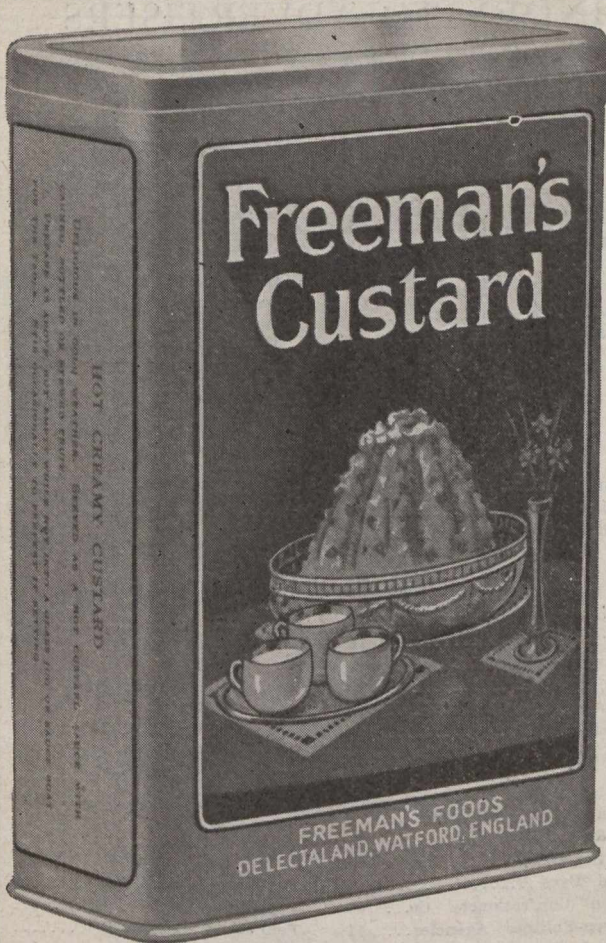
At your Wholesaler.



Brodie & Harvie, Ltd., Bleury St., Montreal

Ontario Representatives:
Chadwick & Co., 34 Duke St., Toronto

Quebec Representatives:
J. B. Renaud & Cie., Inc., Quebec



Sal Soda that Saves Time and Money



It is handy, clean and will sell quickly.

Arm & Hammer Brand Sal Soda is put up in attractive cartons of 2½ lbs. each, 36 packages to the box.

Church & Dwight, Limited
Montreal



CROWN BRAND
NORWEGIAN
SARDINES
IN OLIVE OIL

A Moderate-Priced Sardine

These sardines sell at a moderate price. They possess a nice flavor and meet the requirements of the wife who does not desire to pay the highest price. These fish come from the waters of Norway.

Consult Your Wholesaler

Canadian Agents

John W. Bickle & Greening
HAMILTON, ONTARIO

N. B.


Egg

Carriers

The never-break Egg Carrier is the Dealers' Friend and Money Saver.

Prompt Shipment.

WALTER WOODS & CO.
HAMILTON AND WINNIPEG



SPECIAL

We offer to the Trade

Genuine Glycerine Toilet Soap

in Gross Lots—

\$ 10⁴⁰ per Gross.

Can be Sold to the Consumer

at **10^c** per Cake

Which Shows a Handsome Profit.

Send Your Orders Direct.

TRADE SUNDRIES MFG. LTD.

232 Clarke St., MONTREAL

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Famous

For their Heavy Filling

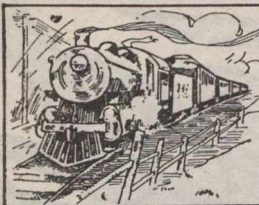


It requires no effort to sell a brush with a good thick filling of quality fibres or bristles. "Keystone" Household Brushes have two outstanding features—the fine finish to the backs of even the cheapest brushes, and the heavier filling of

Best Quality Fibres and Bristles

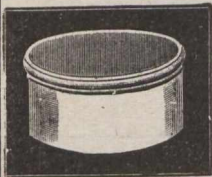
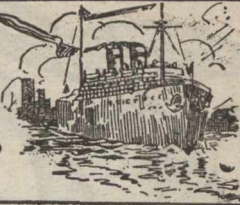
Send for a small supply and compare them with the brands you are handling now. Ask for particulars, too, of our Keystone Floor Brushes with their new "Never Strip Metal Thread Handles."

STEVENS-HEPNER COMPANY LIMITED
PORT ELGIN, ONT.



BUYERS' MARKET GUIDE

Latest Editorial Market News



STONEWARE JARS

as Food Protectors are needed in every home. Place your order early.

The Toronto Pottery Co. Limited
608 and 609 Temple Bldg.
Bay and Richmand Sts.
Toronto, Canada

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

60-62 JARVIS STREET
TORONTO SALT WORKS

GEO. J. CLIFF

WHITE-COTTELL'S

Best English Malt Vinegar

QUALITY VINEGAR

White, Cottell & Co., Camberwell, London, Eng.

Agents:

W. Y. COLCLOUGH, 259 Kingswood Road
Beach 2170 Toronto

J. E. TURTON, Board of Trade Building,
Montreal

OPPENHEIMER BROS., LTD.
Vancouver, B.C.

BAIRD & CO., Merchants, St. John's, Nfld.

Order from your Jobber to-day.

"SOCLEAN"

the dustless sweeping compound.

SOCLEAN, LIMITED

Manufacturers TORONTO, Ontario

THE

CHARLES MUELLER COMPANY

Limited

Barrels and Kegs
Oak, Ash and Gum
From 5 Gals. to 50 Gals.

Waterloo - - Ontario

A. F. VINCENTELLI & CO.

ANTWERP (BELGIUM)

The oldest Corsican Candied Peel and Fruit Manufacturers

CITRON - LEMON - ORANGE
CHERRIES - ANGELICA
ASSORTED FRUITS, Etc.

Information

We can keep you posted with all daily news and business Tips
Canadian Press Clipping Service
143-153 University Avenue Toronto,

ENGLISH JAMS ARE ON THE WATER

New English jams are expected to arrive on the Canadian market within the next week or ten days. Prices in England are practically on a par with Canadian products, but as the exchange is a factor that must be taken into consideration, the English goods will therefore be laid down in Canada at lower figures than what Canadian goods are quoted at to the trade.

GROCERS

Will secure the very best selected eggs, creamery butter and fancy dressed poultry by getting their supplies from

C. A. MANN & CO.
LONDON, ONT.

Phonn 1577

The SARNIA PAPER BOX CO., Ltd.

SARNIA, ONT.

Manufacturers of:
Ice Cream Cartons, Parafined.
Butter Cartons, Parafined.
Egg Cartons: Special Egg Fillers.
Folding Candy Boxes; also handy Parafine boxes for bulk pickles, Mince-meat, etc.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

The TRENT MFG. CO., LTD.
TRENTON ONTARIO.

Say You Saw It In
Canadian Grocer,
It Will Help To
Identify You.

TRY OUR

BRICK and LIMBURGER CHEESE

Always Choice and Fresh

Sebringville Cheese Factory
R. R. No. 5 - STRATFORD, ONT

Wanted

Rates For Classified Advertising

Advertisements under this heading 3c per word for first insertion; 2c for each subsequent insertion.

Where answers come to Box number in our care to be forwarded 5 cents per insertion must be added to cover postage, etc.

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

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

FOR SALE

FOR SALE—LIVE GROCERY IN SASKATCHEWAN city, stock \$5,000, fixtures and delivery car, \$3,000. Turnover, \$100,000. Rental \$50, on favorable lease. Modern store in best residential district, where price-cutting is unnecessary. Cash required, \$6,000. Possession November first if necessary. Box 294, Canadian Grocer, 143 University Ave., Toronto.

FOR SALE—GENERAL STORE BUSINESS and dwelling; post office in connection. Best locality in Annapolis Valley, N.S.; or would consider active partner with capital and enlarge business. Full particulars to Box 292, Canadian Grocer, 153 University Ave., Toronto, Ont.

FOR SALE—ONE OF THE LARGEST AND best retail grocery businesses in Western Canada, located in the best city. Turnover last year, \$312,000. Showed good profit. Reason for selling, ill health. Splendid opportunity for right party. Price, approximately, \$30,000, practically all cash. Apply owner, Box 288, Canadian Grocer, 153 University Ave., Toronto, Ont.

MERCHANTS WHO WANT HAY OR CANADIAN leaf tobacco communicate with Chs. Ed. Leonard, Ste Monique Co., Two Mountains, P.Q.

COLLECTIONS

MANUFACTURERS, WHOLESALERS AND Jobbers can reduce their "Collection expenses" to a minimum by using Nagle One-Per-Cent Draft-Service. Don't pay 10% or 15% on accounts you can have collected at 1%! Investigate this system. Thoroughly reliable. Established 1909. Send for supply of 1% Drafts to-day. Nagle Mercantile Agency, La Prairie (Montreal), Que.

AGENCY WANTED

A RELIABLE EXPERIENCED BROKER would like agencies for British Columbia, or would act as purchasing agent for a reliable Eastern house. 810 Dominion Building, Vancouver, B.C.

To get business
you must go after
it. Others do it
through this section
— why not YOU?

SITUATIONS VACANT

EXPERIENCED GROCERY SALESMAN desires position traveling out of Winnipeg, calling on wholesale or retail trade. Nine years' experience. Age 26. Will furnish references on application. Box 298, Canadian Grocer, 153 University Ave., Toronto, Ont.

POSITIONS WANTED

REAL LIVE MAN WITH LIFELONG EXPERIENCE in grocery and produce trades is open for better proposition as partner, manager, accountant, etc. It is not always easy to get in touch with right party of experience. Investigate. May be mutual opportunity. Box 290, Canadian Grocer, 153 University Ave., Toronto, Ont.

MANY opportunities
are offered through
the advertising columns of
CANADIAN GROCER.
Every week some original
ideas are contained in the
advertisements that may
open the way to you for
bigger profits.

Read them over

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell, or from whom you wish to buy.

RATES:

(payable in advance)

3c per word, first insertion.

2c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.

- In Selling a Business?
- In Buying a Business?
- In Engaging a Clerk?
- In Securing a Position?
- In Securing a Partner?
- In Disposing of Second-hand Fixtures?

Then you should use.

Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer

143-153 University Ave. Toronto



RID-OF-RATS

Patented, is Non-Poisonous and can be used anywhere without risk of killing house pets or injuring human beings. Eight years on

the market. If your dealer doesn't carry it, send direct to the manufacturers
THE BERG & BEARD MFG. CO., 100 Emerson Place, Brooklyn, N.Y.

Price \$1.80 per doz. boxes; \$1.00 per lb. (Discount quoted upon request)

We also manufacture a very effective Gopher Exterminator

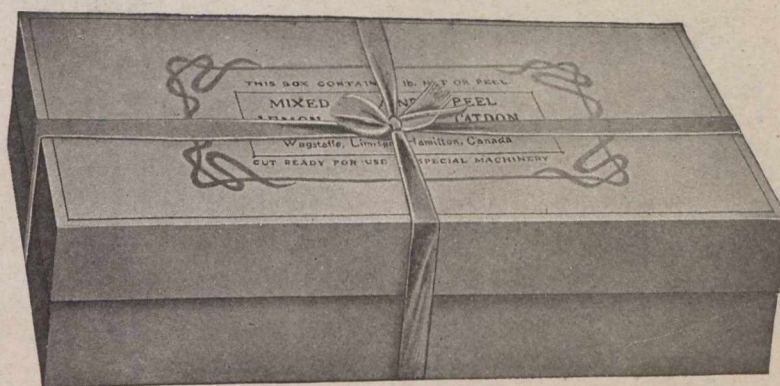
CANADIAN GROCER

WAGSTAFFE'S

Candied Peels

(Lemon, Orange, and Citron)

Now Ready for Delivery



They are equal to the best British make, are far superior in flavor and color to Imported American Peels. Mr. Retailer, insist on getting WAGSTAFFE'S PEELS, they are CANADIAN—no better made.

Order From Your Wholesale Grocer


WAGSTAFFE, LIMITED
PURE FOOD PRESERVERS
HAMILTON - CANADA

What per cent. Profit Should You Make on the Goods You Sell?

Profit Percentage Chart

HOW TO USE IT Find the cost of the goods in the left hand column marked "Cost Price." In the top column reading from left to right find the per cent of profit you wish to make upon the selling price of the goods, so that when that per cent of the selling price has been deducted it will leave the net cost. Your selling price is represented by the figure or figures at the junction of the two columns. For example, the cost price of the article is 5c, the desired profit on the selling price 30%. Looking opposite the 5c cost mark in the left hand column and under the fourth or 30% column is found 10c the desired sales price. 30% of 10c is 3c. Subtracting 3 from 10 leaves 7c, the cost value.

COMPLIMENTS OF
INTERNATIONAL BUSINESS MACHINES COMPANY LIMITED
TORONTO, CANADA
MAKERS OF
Dayton Computing Scales



No. 108 DAYTON COMPUTING SCALE 10 lbs. Capacity
"It's a Dayton, It's Right!"
Over One Million Dayton Computing Scales in Use
COPY OF THIS CHART FURNISHED FREE TO ANY MERCHANT UPON APPLICATION

Cost Price	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%	26%	27%	28%	29%	30%	31%	32%	33%	34%	35%	36%	37%	38%	39%	40%
1	1.05	1.10	1.15	1.20	1.25	1.30	1.35	1.40	1.45	1.50	1.55	1.60	1.65	1.70	1.75	1.80	1.85	1.90	1.95	2.00	2.05	2.10	2.15	2.20	2.25	2.30	2.35	2.40	2.45	2.50	2.55	2.60	2.65	2.70	2.75	2.80	2.85	2.90	2.95	3.00
2	2.10	2.20	2.30	2.40	2.50	2.60	2.70	2.80	2.90	3.00	3.10	3.20	3.30	3.40	3.50	3.60	3.70	3.80	3.90	4.00	4.10	4.20	4.30	4.40	4.50	4.60	4.70	4.80	4.90	5.00	5.10	5.20	5.30	5.40	5.50	5.60	5.70	5.80	5.90	6.00
3	3.15	3.30	3.45	3.60	3.75	3.90	4.05	4.20	4.35	4.50	4.65	4.80	4.95	5.10	5.25	5.40	5.55	5.70	5.85	6.00	6.15	6.30	6.45	6.60	6.75	6.90	7.05	7.20	7.35	7.50	7.65	7.80	7.95	8.10	8.25	8.40	8.55	8.70	8.85	9.00
4	4.20	4.40	4.60	4.80	5.00	5.20	5.40	5.60	5.80	6.00	6.20	6.40	6.60	6.80	7.00	7.20	7.40	7.60	7.80	8.00	8.20	8.40	8.60	8.80	9.00	9.20	9.40	9.60	9.80	10.00	10.20	10.40	10.60	10.80	11.00	11.20	11.40	11.60	11.80	12.00
5	5.25	5.50	5.75	6.00	6.25	6.50	6.75	7.00	7.25	7.50	7.75	8.00	8.25	8.50	8.75	9.00	9.25	9.50	9.75	10.00	10.25	10.50	10.75	11.00	11.25	11.50	11.75	12.00	12.25	12.50	12.75	13.00	13.25	13.50	13.75	14.00	14.25	14.50	14.75	15.00
6	6.30	6.60	6.90	7.20	7.50	7.80	8.10	8.40	8.70	9.00	9.30	9.60	9.90	10.20	10.50	10.80	11.10	11.40	11.70	12.00	12.30	12.60	12.90	13.20	13.50	13.80	14.10	14.40	14.70	15.00	15.30	15.60	15.90	16.20	16.50	16.80	17.10	17.40	17.70	18.00
7	7.35	7.70	8.05	8.40	8.75	9.10	9.45	9.80	10.15	10.50	10.85	11.20	11.55	11.90	12.25	12.60	12.95	13.30	13.65	14.00	14.35	14.70	15.05	15.40	15.75	16.10	16.45	16.80	17.15	17.50	17.85	18.20	18.55	18.90	19.25	19.60	19.95	20.30	20.65	21.00
8	8.40	8.80	9.20	9.60	10.00	10.40	10.80	11.20	11.60	12.00	12.40	12.80	13.20	13.60	14.00	14.40	14.80	15.20	15.60	16.00	16.40	16.80	17.20	17.60	18.00	18.40	18.80	19.20	19.60	20.00	20.40	20.80	21.20	21.60	22.00	22.40	22.80	23.20	23.60	24.00
9	9.45	9.90	10.35	10.80	11.25	11.70	12.15	12.60	13.05	13.50	13.95	14.40	14.85	15.30	15.75	16.20	16.65	17.10	17.55	18.00	18.45	18.90	19.35	19.80	20.25	20.70	21.15	21.60	22.05	22.50	22.95	23.40	23.85	24.30	24.75	25.20	25.65	26.10	26.55	27.00
10	10.50	11.00	11.50	12.00	12.50	13.00	13.50	14.00	14.50	15.00	15.50	16.00	16.50	17.00	17.50	18.00	18.50	19.00	19.50	20.00	20.50	21.00	21.50	22.00	22.50	23.00	23.50	24.00	24.50	25.00	25.50	26.00	26.50	27.00	27.50	28.00	28.50	29.00	29.50	30.00

HOW TO FIND THE CORRECT SELLING PRICE TAKING ANY COST VALUE AND ANY PER CENT OF PROFIT DESIRED From 100 deduct the per cent of profit to be made upon the sales price of the article. Divide the cost price of the article by the remainder the product will be the correct selling price. For example, the article costs \$2.00 and you wish to sell it so as to make a profit of 30%. From 100 deduct 30, which leaves 70, divide \$2.00 first annexing two decimal figures, by 70, which gives \$2.85 as the sales price.

After you have determined that point

this profit percentage chart will enable you to find the correct selling price quickly

To make your business show a profit your selling price must be accurately arrived at. This chart eliminates all chance of error. It was compiled by the manufacturers of

International Dayton Scales

It shows the price you should fix on any article you sell in order to get the per centage of profit you must make.

The chart will be mailed to you FREE if you write for it.

International Business Machines Co. products hereafter will be known under the following names: International Dayton Scales, International Time Recorders, and International Electric Tabulators

International Business Machines Co. Limited

F. E. MUTTON, Vice-President and General Manager

Head Office and Factory: 300-350 Campbell Avenue, Toronto

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|-------------------------------|------------------------------|--------------------------------|---------------------------------------|
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489 Richmond St. |
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127 6th Ave. W. | WINNIPEG
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10118 102nd Ave. |
| | | SASKATOON
254 3rd Ave. S. | VANCOUVER
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Also manufacturers of International Time Recorders and International Electric Tabulators