

**PAGES
MISSING**

FEATURING—CURTAILING OF STREET SELLING

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, NOVEMBER 6, 1914

No. 45

SPECIALISTS

Do you buy oysters from just any one who happens along or do you look into their ability to serve you with the efficiency essential in a particularly perishable line?

You need oysters most when they are hardest to obtain, that is in the severe cold weather. Do you expect that a house whose interest in the oyster business is necessarily secondary can possibly render the efficiency that could be obtained from a house dealing exclusively in oysters?

There is not in Canada to-day a house treating oysters as a side line that can supply you with a display case that will really lend character to your store. Either "Coast Sealed" or "Seal-shipt" oysters stand for more with the consuming public than all other brands in Canada combined.

If you just want any kind of oysters you probably can be satisfied elsewhere, but if you really mean what you say when you advertise to your trade that you carry the best, let us hear from you.

CONNECTICUT OYSTER COMPANY

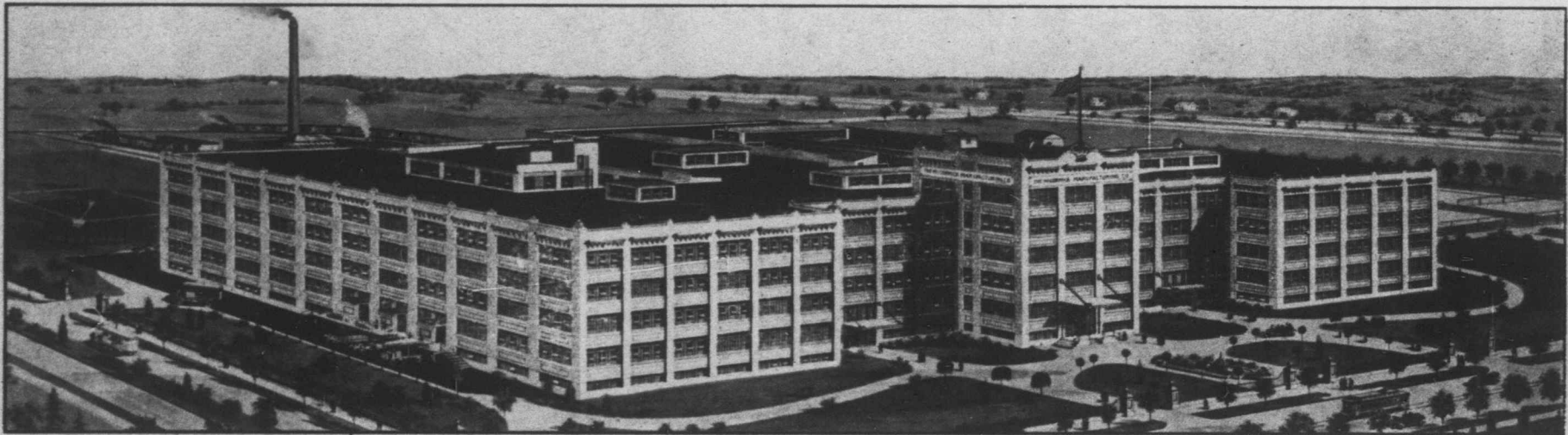
"Canada's Exclusive Oyster House"

50 JARVIS STREET

TORONTO, ONT.

McCORMICK'S

New, Snow-White, Sunshine Biscuit and Candy Factory — Just Completed
LARGEST, MOST MODERN, MOST SANITARY FACTORY OF ITS KIND IN AMERICA



Home of Jersey Cream Sodas and hundreds of varieties of high-class fancy sweet biscuits and candy

THE factory is pure white, both inside and out, finished on the outside with white terra cotta, and on the inside with white enamel and tile.

It is of reinforced concrete construction, absolutely fireproof, with sprinkler system throughout.

The factory is operated entirely by electricity—practically no shafting or belting used, eliminating all danger from accidents, etc.

We have our own private railway switch. Eight carloads can be loaded and unloaded at the same time.

Abundance of light.

Impossible for mice and rats to exist, owing to the construction of the building.

Every accommodation made for employees, such as sunshine dining-rooms, where meals are served at cost, rest rooms, reading rooms, Red Cross department, gymnasium, smoking room, dressing and locker rooms, lawn tennis court, baseball diamond, in fact everything for the accommodation and convenience of the employee.

THE McCORMICK M'F'G CO., LIMITED - - - LONDON, CANADA

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

Do You Only Get Half the Raisin Sales You Should?

THEN you have yourself to thank. Other grocers have found a slight change in their purchasing policy has given them almost a monopoly on the raisin sales of their localities.

One grocer found his sales increased over 58% when he replaced his stock with Griffin & Skelley's Seeded and Seedless Raisins.

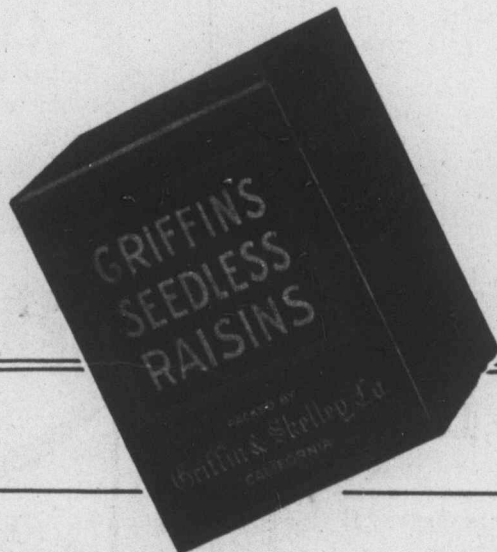
Another figured that over 30% of his customers were buying raisins since he introduced the Griffin & Skelley Brands.

Grocers all over the country attest an enviable increase in patronage and sales since Griffin & Skelley's Seeded and Seedless Raisins were displayed.

What the absolute purity, freshness and fine quality of the Griffin & Skelley Brands have done for other grocers they can easily accomplish for you.

Now, at the beginning of the heavy Christmas season, when raisins are in such continual demand, better be sure of getting ALL the sales that should be yours by having the Griffin & Skelley Brands on display. Get your first order through to-day. Your wholesaler is ready to supply you.

ARTHUR P. TIPPET & CO.
Agents Montreal



JAPAN TEAS

FURUYA & NISHIMURA, Montreal



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

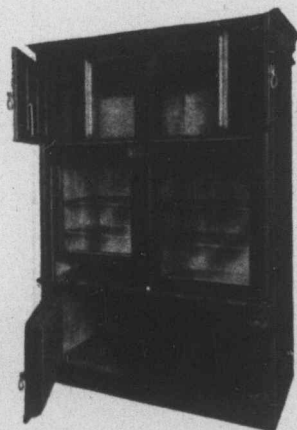
SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

ARCTIC



We have a handsome, sanitary

FISH CASE

which is being installed this Fall by a great many grocers who never before handled fish and who realize that there is good money in them and a big demand grown out of the high prices now asked for fresh meats.

The Arctic Fish Case is easily cleaned, is neat and attractive.

Drop a card asking for catalogue.

Our range of Arctic refrigerators is the acme of perfection. The Arctic dry cold circulating air system is explained in the catalogue.

John Hillock & Co., Limited TORONTO

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



More Customers

'Camp' is a magnet for drawing customers in plenty; customers who come and go with regularity, and go away well satisfied; customers whose pleasure in 'Camp' Coffee is good profit for you.

R. Paterson & Sons
Ltd.
Coffee 'peccia'ists
Glasgow

Camp Coffee

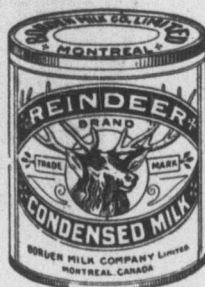


**Let the Distinctive Flavors
of E.D.S. Jams and Jellies
Bring You Larger Sales**

Housewives have come to prefer the delicious E. D. S. Jams and Jellies because of their unusual flavors — unusual because so like to Nature. The fruit used is all private stock, carefully selected, grown in the immediate neighborhood of the factory. By a special treatment with the purest cane sugar these choicest fruits are preserved with flavors as near the natural as it is possible to approach. Little wonder housewives prefer E. D. S. Jams and Jellies, even to home preserves. Little wonder other dealers find these Jams and Jellies quick-movers and good trade-builders. You too will captivate your customers and realize heavy and increasing sales once you push E. D. S. Jams and Jellies in your store. Shall we send you a few cases to tell just what a big demand really exists in your locality? Write us to-day how many.

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:
NEWTON A. HILL - Toronto
W. H. DUNN - Montreal
MASON & HICKEY - Winnipeg
R. B. COLWELL - Halifax, N.S.
A. P. ARMSTRONG - Sydney, N.S.



To omit
the Borden
Line from
Your List
is to pass a
healthy de-
mand and
comfortable
profit to
some more
progressive
dealer. Bet-
ter retain
them for
yourself by
getting the
Borden Line
on display
N O W .

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

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

CANADIAN GROCER

WAGSTAFFE

PURE JAMS

This
Strawberry
Jam
is De Luxe

Mr. Grocer:

The Wholesale Houses
have sufficient of our
Strawberry Jam to fill
all your orders.

Take delivery as early
as you can.



There is a great shortage of
Strawberry Jam

A GOOD "REPEATER"

YOU can buy "GIPSY" with the comfortable feeling that the sales are always increasing and progressively profitable.

Q We fix firmly in the memories of Canadian housewives the fact that "GIPSY" is the best Stove Gloss by giving them the best that money can buy.

Q It is this superior value that continually brings new buyers as well as old customers to you if you stock

GIPSY Stove Gloss

Order from your Wholesaler.

HARGRAVES (CANADA) LIMITED,

33, Front Street, E. TORONTO.

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



Selling or Talking?

YOU know which pays best! You can sell a standard advertised product to ten customers in the time it would require to coax one customer to buy an unknown article. *Heinz St. Varieties* are shining examples of the selling power of persistent advertising.

Let our Grocers' Service Department help you to quickly turn the demand for our products into easy sales. Ask our salesman what the Heinz Grocers' Service is, or write to us for full particulars.

H. J. HEINZ COMPANY

PURE FOOD PRODUCTS

PITTSBURGH, U. S. A.

Don't Guess



You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. GARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

CARR & CO. ENGLAND

AGENTS: Wm. H. Dunn, Montreal; Dunn-Hortop, Limited, Toronto; Hamble & Breton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. McNab & Co., St. John's, Newfoundland.



—the baking powder that for over fifty years has built for thousands of grocers, on the sure foundation of satisfied customers, steady, dependable sales. You could hardly wish for more, could you? Shall we send you a trial order shipment? Write NOW.

W. D. McLaren, Limited

Montreal

Place Your Christmas Window in the Contest

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

Selling Power, Attractiveness and Originality

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

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

The Prizes

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

The Christmas Ad. Writing Contest

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

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO

CANADIAN GROCER

"Canada First"

Evaporated Milk

"From the Cow to the Can"



Originated and

"Made in Canada"

Evaporated pure milk three times richer in butter-fat than ordinary full-cream milk

Evaporated milk has won its well-merited place as a staple household article. Every housewife recognizes its value and convenience.

YOU have recognized its revenue possibilities by stocking it.

BUT HAVE YOU STOCKED "CANADA FIRST" BRAND? THE BRAND THAT IS MADE IN CANADA BY CANADIAN WORK-

MEN FROM CANADIAN PRODUCTS?

Give "Canada First" brand first call. It is worthy of your best selling energy and rewards you handsomely. It is pure and wholesome, made under expert supervision in a rigidly sanitary plant. Its quality is absolutely guaranteed.

Push "Canada First."

The Aylmer
Condensed Milk Co., Ltd.

FACTORY:
Aylmer, Ont.



BUSINESS OFFICES:
Hamilton

THE EVIDENCE OF QUALITY

THE NAME "FAIRBANK" MEANS SOAP SURETY

"Inside Information"



"Let the GOLD DUST TWINS
do your work"

GOLD DUST has always received and is still receiving the benefit of extensive, unique and persistent advertising. Our catch phrase—"LET THE GOLD DUST TWINS DO YOUR WORK"—has been drilled into the minds of women everywhere, and it's easy for you to sell GOLD DUST because every woman knows it means a saving of work for her. Since she can depend on GOLD DUST results, you can depend on GOLD DUST sales.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited
MONTREAL



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

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

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

Leitch Brothers' Flour Mills

LIMITED

Oak Lake

Manitoba

Better Dealer Service



The greatly increased demand for

CHINESE STARCH

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insures a neater package.

Chinese Starch fits in with the

"Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

OCEAN MILLS, Montreal

Order from any Wholesale Grocer

From Clothes-Pins Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

Write for catalog on Cane's Washday Woodenware, very convenient for reference.

Your wholesaler can supply you.



**The Wm. Cane
& Sons Co.
LIMITED**
Newmarket, Ont.

"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SUCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

PACKED BY
**THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED**
VANCOUVER, B.C.

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



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

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

Have you a copy of Catalogue 913C?

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

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA

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

Tartan
BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

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

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 3800, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

No Need to Stop the Mill to Regulate Grinding

Hundreds of grocers every day needlessly suffer time-loss and annoyance by the use of coffee mills that must be stopped time and again before the proper grade of coffee is secured. This is entirely eliminated by the

ELGIN—you simply place the beans in the hopper and start grinding. The desired grade is regulated instantly—while the mill is in motion—no stopping—no guessing—no loss of time. Just consider what this means to you in the grinding of mixed grades and in the dollars and cents of greater efficiency. Wouldn't it be worth your while to investigate some of the other exclusive advantages of the **ELGIN**? Write us to-day for full particulars and illustrated booklet.



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

A condensed ad. in
this paper will bring
results from all parts
of Canada : : : :

“BORDO” CHOCOLATES

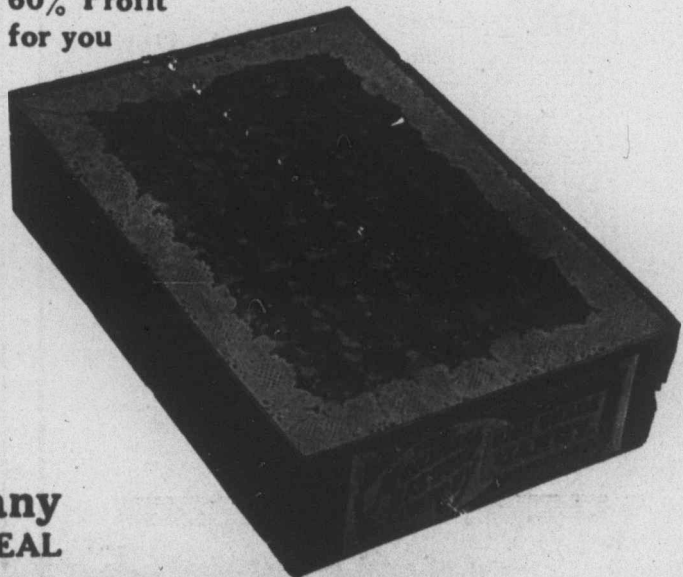
a delightful, palate-pleasing confection at a price that catches everybody's dimes

Dollar a pound chocolates will, during the period of household and personal economies, be little called for—yet the taste will be hard to satisfy.

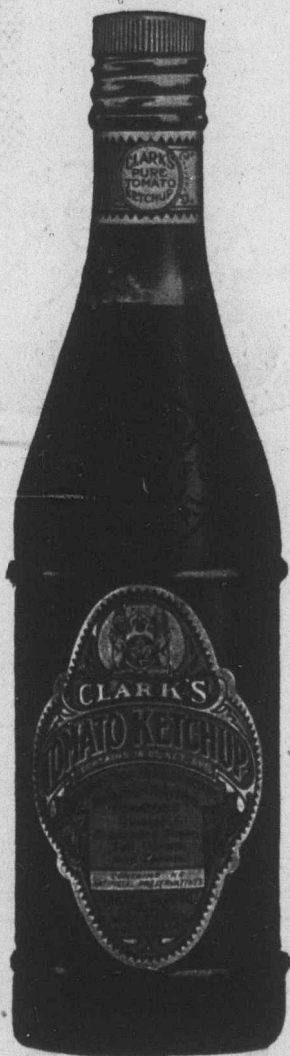
Here's your chance to gain a trade that has gone to the high-class confectioner heretofore. Sell “Bordo” Chocolates, for their delightful quality and unique flavor captivates everybody. One flavor, one quality. **Send for a Free Sample box to-day and try them out.**

Packed in 10c. pkgs., 1/2-lb. boxes and 5-lb. boxes.

**60% Profit
for you**



The Montreal Biscuit Company
The Originators **MONTREAL**



BUY MADE IN CANADA PRODUCTS,

Mr. Grocer, is an excellent maxim to follow now and at all times, but a better still is to buy

The Best Made in Canada

CLARK'S TOMATO KETCHUP

has no superior either in "imported" or "made in Canada" Ketchups, and will prove itself an exceptionally strong seller for you. Put up in attractive form and guaranteed absolutely pure.

8 oz., 12 oz., 16 oz. Bottles
2 doz. to Case.

Get prices from your jobber, or send us a postcard.

W. Clark, Limited, Montreal



ADVANCE—OR RETIRE ?

There's no standing still in business

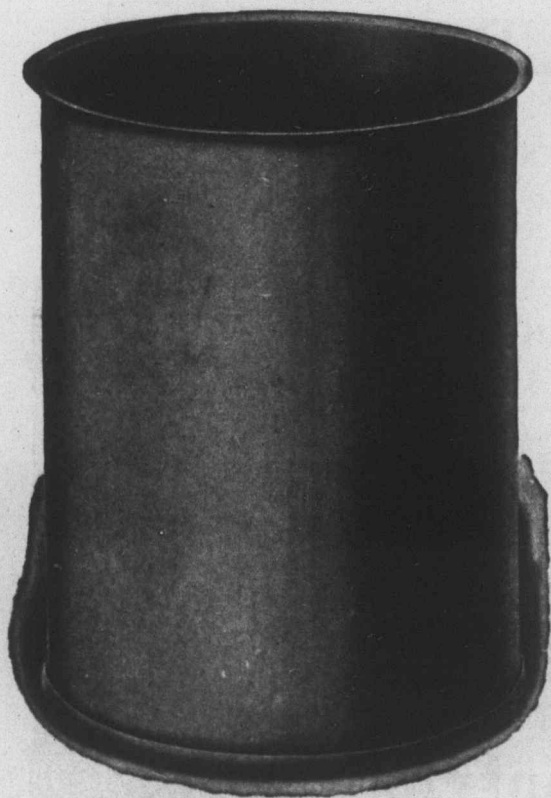
It's lines like H. P. SAUCE that make for progress. Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE. Now how about you?

W. G. Patrick & Co., Limited, Toronto,
Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd.
Birmingham, Eng.

H. P. SAUCE

In our Classified Columns on page 59, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

Golden Yellows

This is the season when a large amount of yellow sugar is consumed.

St. Lawrence

Golden Yellows
are the finest on the market.



Bee Brand Dealers are Always Busy

This Delicious Dessert meets
with heavy demand everywhere

The grocers who handle Bee Brand Jelly Powders never know what it is to slow down on dessert sales, for this deliciously appetizing and dainty dessert meets with unqualified success wherever displayed. Its quality and small cost make it a most attractive seller. Write us to-day for a trial order of this quick-selling line.

FORBES & NADEAU, Montreal, Que.

**A store convenience — costs
little — gives big service**



THE MCGREGOR PAPER BAG HOLDER.

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

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

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and
sizes

Metal Bottle Capsules—any
size, color or stamping

Collapsible Tubes—plain or
colored

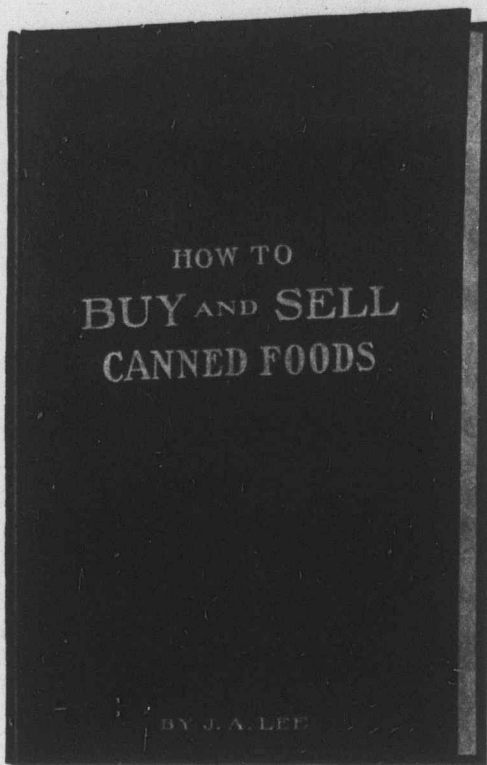
ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



A Practical Text-Book of the Canning Trade

It was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
 How to Regulate Stocks and Purchases.
 Apparent and Real Costs.
 How to Handle Swells, Leaks and Rusties.
 How to Prevent Business Leaks and Stealages.
 Buying and Selling Futures in Canned Foods.
 Use and Expense of Samples.
 Arrangement of Samples in Salesroom.
 Employment and Training of Salesmen.
 Selling Points Applied to Canned Foods.
 A Model Business Organization.
 Advantages and Disadvantages of Private Labels.
 Advantages and Disadvantages of Packers' Labels.
 Window and Counter Displays; Illustrated.
 Hard Work and Hard Play.
 Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
 How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Straw-berries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price \$2.15 per copy, postage paid.

The McLean Publishing Company, Ltd.

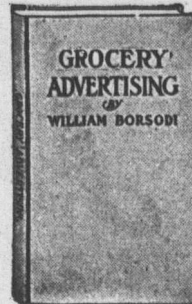
Book Department

143-153 University Ave.

TORONTO

Grocery Advertising

BY WM. BORSODI



Price
 Postpaid
 \$2.00

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

BOOK DEPARTMENT

The Maclean Publishing Co., Limited

143-153 University Avenue, Toronto

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from \$5 to \$10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

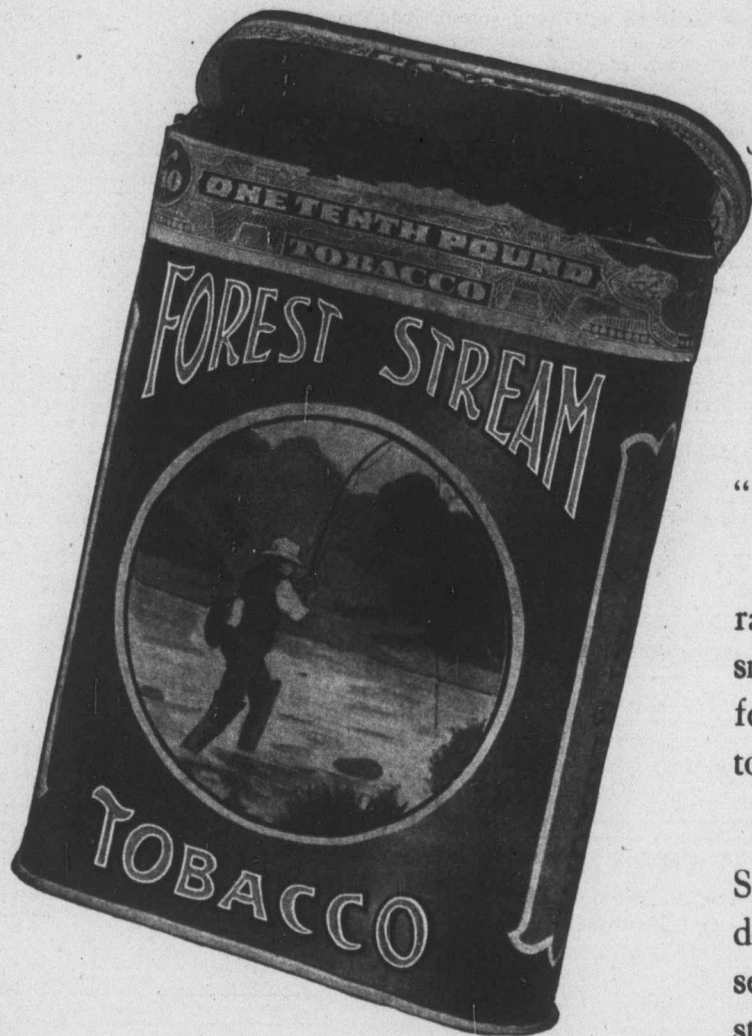
Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave.

-:-

Toronto, Ont.



Say, Mr. Grocer

Have you tried a pipeful of "Forest and Stream" yourself?

Have you enjoyed its mild fragrance — its rich and mellow smoothness—its absolutely perfect quality as an ideal pipe tobacco?

One pipeful of "Forest and Stream" will tell you why this delightful tobacco is such a big seller—and why you ought to stock it and push it.

Your wholesaler has it. Send an order to-day.

FOREST & STREAM TOBACCO

In handy pocket tins to
retail at 10c.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

MORROW & COMPANY
CEREALS
TORONTO, CANADA.
Rolled Oats, Oatmeal, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

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

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

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

THE "WANT AD."
The "want ad." has grown from a little used force in business life into one of the great necessities of the present day. Business men nowadays turn to the "want ad." as a matter of course for a hundred small services. The "want ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart. The "want ad." is the great force in the small affairs and incidents of daily life.

ONTARIO—Continued.

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

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

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

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

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

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

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

WESTERN PROVINCES—Continued.

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

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

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

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

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

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

Agencies Solicited
For many years have had first-class connection with both retail and wholesale grocery trade.
J. W. Lapointe
458 St. Antoine St. Montreal

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

A SPLENDID SLOGAN— “Business as Usual”

Every business man who strives to the utmost to keep his business going as usual is doing more in aid of his country in this time of stress than he could probably do in any other way.

We can't forget the war;—God forbid that we should—but we can bend all our energies to our daily work instead of worrying about what others are doing or should do.

Ever since war was declared we have been trying to do this. We have not filled the newspapers with interviews that one day said one thing and the next day the opposite — but we have, day by day, been doing our utmost to keep our customers' wants supplied—and have tried to treat them and the public as fairly as we knew how.

BUSINESS IS AS USUAL WITH US—We have to-day in fact a larger staff on our payroll than ever before, and everyone is working full time and getting full pay—

and

RED ROSE TEA

is of the same quality in war time as it was in time of peace.

T. H. Estabrooks Co., Limited
T O R O N T O

Get Bigger Sales with "Anchor" Caps

"If you want to sell **me**," says the average grocer, "ensure me absolute purity, freshness, and full flavor with your canned goods. Ensure me against fermentation, leakage, customer dissatisfaction and low sales." And what more forceful argument to meet him with than the ANCHOR VACUUM SEAL? For any grocer is convinced when it is proven he is not taking chances with your product. If you want to realize greater sales for your product, just adopt the ANCHOR CAP.

Shall we send you catalogue and full particulars? Write to-day.

The Anchor Cap and Closure Corporation of Canada, Ltd.

Sudbury St. W., Ft. Dorcourt Rd.

TORONTO, CANADA



MEET *the* BIGGER DEMAND *with* "BANNER BRAND"

Canadian grocers are going to experience an unprecedented rush on fruit jams during the next few months. The costliness of fresh fruit and soaring price of sugar has made the making of home preserves almost prohibitive. Home larders are either empty or low. And this big gap in the daily consumption of jams must be filled from the grocer's shelves. The experiences of other grocers who have attained singular success with jams and jellies is that for broadest demand, quickest returns, continuous

orders, the Banner Brand Line is easily the most superior. Experience it yourself by getting the Banner Brand Line on display. Write our Service Department for attractive window cards and posters, and plans or arrangements for effective window displays. Write NOW.

LINDNERS LIMITED

WINNIPEG 306 Ross Ave. TORONTO 340 Dufferin St.

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



"OUR FRIENDS" and ENEMIES ALIKE

WE HOPE WE HAVEN'T MANY OF THE LATTER

But, in any event, all need "SALADA" to win and hold a successful trade,
 ———There is nothing theoretical about this statement.

"IT IS A PROVEN LIVING FACT."

No doubt you can hold off a little longer, if so disposed, but, believe us, it's not wisdom, as many alive competitors are simply getting away with sales that might be yours.

Public appreciation finds its best
 expression in the enormously
 increased output for 1914.



FRETZ

Quality—



has done more to build up easy sales and steady profits for grocers than any food that could be mentioned. Its moderate price is but another advantage, broadening your field to take in every home in your locality. You'll realize the big profit there is in handling a popular-priced jam once you get Fretz on display. Shall we send a trial shipment?

Write to-day.

Fretz, Limited
 HAMILTON, ONT.

AMOS B. GORDON CO., Toronto, Ont.
 General Sales Agents
 A. A. ADAMS, Agent for Hamilton, Ont.

Don't Hoodwink Yourself With a Poor Refrigerator

Many grocers find it hard to decide just what refrigerators would best suit their business. They all look similar—on the outside. But get inside a Eureka Refrigerator. Study its scientific construction, its principle of cold, dry air circulation, its even atmosphere, its perfect workmanship throughout. Then you'll realize what a broad distinction there is between Eureka and other refrigerators. The very fact that the large majority of grocers and butchers are using Eureka Refrigerators is evidence of their value. If you would like to see the style that would best suit your business just write to-day for free catalogue and prices or call at the show rooms.



**Eureka
 Refrigerator
 Company**

Limited

31 Brock Ave.
 TORONTO



The Food for Young and Old

NUTRITIOUS AND HEALTHFUL

Robinson's "Patent" Barley

is especially good for children up to the age of nine months. It is prepared from the finest fully matured barley.

Robinson's "Patent" Groats

a specially prepared food made from the best oats is a great favorite with the older folk and is for children over the age of nine months. These two foods are well known and used extensively by the better trade.

Stock up to-day on Robinson's "Patent" Barley and "Patent" Groats

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

The Call of the Country

Canadians are demanding "Made in Canada" goods. The first call, of course, is for goods that are known—advertised brands of "Made in Canada" goods.

Your customers know that

CROWN BRAND CORN SYRUP

is Made in Canada. We've always told them so.

They know that this pure food forms the base of many table treats that cost little to make.

Better stock up well in CROWN BRAND SYRUP to get your share of this business.

The Canada Starch Company, Limited

Makers of the Famous Edwardsburg Brands

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

**Montreal, Cardinal
Toronto, Brantford
Fort William, Vancouver**

CANADIAN GROCER

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NOVEMBER 6, 1914

No. 45

Campaigning Against Professional Peddlers

The Old Enemy of the Retailer is Active in all Parts of the Country, and Associations Are Taking Steps to See That Laws Are Enforced—New Legislation Being Demanded in Ontario—Systematizing Charity.

THAT hardy enemy of the rent and tax-paying retailer, the professional peddler, seems to have multiplied in numbers and gained energy in the scope of his operations of late. From all parts of the country there are complaints that hawkers are busy endeavoring to carry their wares to the doors of the people and interfering with the business of the retailer at a time when he needs all the trade that is going if he is to meet existing conditions.

Not only does the retailer demand the support of the public for the reason that he maintains his establishment season in and season out, but it should also be remembered that many are accommodating their customers with credits. This is one of the reasons that the peddler gets business. He appears and sells for cash when there is an account at the store on the corner which is being neglected. There is also the point that the peddler does not have to stand behind the goods like the merchant. He carries some cheap goods which look all right; the sale is made; a few days or weeks after there is a dissatisfaction; the peddler is in another town. On the other hand the merchant sells something which is not as recommended, and he will be the loser thereby.

Merchants' associations in a large number of Canadian towns and cities have been particularly active with regard to these peddlers of late. Demands are being made that legislation be passed compelling the transient dealer to pay a substantial license and that where there are by-laws that they be enforced.

In Ontario the Retail Merchants' Association officers explain that the weakness is with regard to the Provincial legislation and steps are now being taken to have an act passed which will make it possible for something to be done in this direction. Complaints are reaching the secretary from many sec-

tions of late that the hawkers are particularly active.

The Retail Grocers' Association members in Montreal are up in arms about the activities of the peddlers who are seeking an extension of privileges. At a meeting a few days ago the retiring president, G. A. Archambault, called attention to the fact that peddlers were unusually numerous in the city and that they were crying their wares through the streets at all hours, although it was contrary to the law for them to do so. He pointed out, too, that a deputation of the peddlers had waited upon the city council asking that a change be made whereby they would be able to employ five or six men under one license.

It was decided at this meeting to wait upon the city controllers to ask them to see that the law governing peddlers be enforced.

Ottawa Grocers to Know.

The Ottawa Retail Grocers' Association have unanimously decided upon a campaign against the peddling and hawking evil. There is no great objection to market gardeners and producers selling their produce on the streets, but with regard to peddlers and hawkers from outside the city who do not pay taxes or license, something will be done if it is possible for the association to do it. At a recent meeting it was decided to get legal advice upon a proper interpretation of the peddlers' by-law as passed by the police commission.

Another point upon which action is to be taken in Ottawa has reference to stores where groceries and fruits are sold keeping open after the regular hour for closing. It is believed that under the by-law a grocery store must close on time whether fruit only is sold later or not.

At St. John, N.B., where a branch of the Retail Merchants' Association has

only recently been formed, and where already considerable progress has been made, it has been decided to take drastic measures to enforce the law against all kinds of fakers and fake schemes that seem to crop up from time to time to defraud the public and the association expresses its readiness to take up any complaints made by any citizen in this regard. A. O. Skinner is president of the association.

The Retail Grocers' Association at London, Ont., have also had the matter of street selling under their attention and at the last regular meeting, at which there was an attendance of some fifty members, President Palmer explained the Peddlers' and Hucksters' by-laws, and told of an interview which a special committee of the association had had with the Mayor and Board of Control regarding this legislation.

The many demands which have been made upon the merchants of Sudbury for charitable purposes, and the seemingly unsystematic and irregular manner in which some of the funds are controlled, has brought a protest from the Retail Merchants' Association. The complaint is made that there is no proper system in connection with the collection, and that business places most easy of access have stood the brunt, while private and other sources, equally able to give, have been overlooked.

The result has been that a motion has been passed by the association that in the future all requests for charity be submitted to the executive of the association. A notice will shortly be held in the stores of all the members of the association to this effect. This does not mean that in future no donations to charity will be made, but rather that the merits of the case will first be passed upon by the executive and the merchants give collectively through the association rather than individually as heretofore.

Retail Advertising as a Daily Business Food

The Appetite of the Average Retail Concern Must be Carefully Studied — An Advertising Contract Plays no More Important Part Than That of a Meal Ticket to a Healthy Man.

Written for Canadian Grocer by Henry Lewis.

AN advertising contract is not advertising any more than a sheet of plate glass is a window display.

There are a lot of merchants in the retail business—and in speaking to the grocery trade I am not going to be so polite as to say that present company is excepted, for it is not—who seem to imagine that when they go to the local newspaper and sign an agreement which for a stated sum gives them so much space in certain stated publications for a stated period, that they advertise. They seem to think that an advertising contract is something in the nature of an insurance policy which gives service so long as the premiums are paid; that if they pay their monthly bills and hang on to the contract that they are doing their duty by the business. It has been so often said and proven that advertising pays that they know it must; therefore, if they spend money for publicity they must be getting the benefit.

Signing a contract is a good start in advertising—that is, if it is a contract based upon careful consideration of essentials. But it will do your business no more good than a meal ticket will benefit the human system if you do not eat regularly. Think of your advertising contract in this meal ticket light—give your business regular stimulant in the way of publicity food. The splurge of signing the contract in itself will be of no benefit later than a Thanksgiving dinner to a hunger on the following 1st of July.

Advertising is like a man's collar—it wants to be changed often. It does not require any great knowledge of the science of advertising to make a forceful advertisement. Every live merchant has ideas upon which business-pulling copy can be prepared. The big idea is not to let the advertisement appear stale. Let it speak of seasonable goods; let it speak often, and if possible, let it speak just a little bit differently.

In assisting the advertising program, a technical knowledge of the art of advertising is, of course, of great assistance. But it does not follow that the average retailer must be an expert on the subject before he goes in for publicity. There are many ways in which helpful knowledge can be secured. The great fundamental is to get the advertiser sufficiently interested in the subject to give it his time and attention. There

are suggestions which can be had from the news columns or the advertisements of the trade papers, hints which can be taken from the literature which is sent out by the big manufacturing houses and there is the knowledge of the wide-awake merchant of his own particular trade—this latter can be made a great asset in advertising if used wisely.

But first, in the small store, it is necessary to appreciate what advertising is and what it means; to get the advertiser to figure the value of his space on a daily or weekly basis and not as an annual expenditure when the contract is signed. This interest will sow seeds which will develop, and that development will usually be a very healthy growth.

Suit Program to Business.

There are a number of factors which enter into the newspaper advertising campaign which should have the careful consideration of the merchant before the important step of signing the contract. There are individual features of practically every retail business. There are conditions which relate to the field of almost every store which will be different from a store of the same size in another locality. In relation to the advertising campaign these conditions may be of the highest importance.

It would not be possible to set forth a set of rules to guide the merchant who is planning advertising because of this feature of individuality in practically every retail business.

Deciding Space and Issues.

In the smaller towns where there is only a weekly paper, the matter is comparatively simple. But even here there are factors. There is to be considered the question of what space can be afforded; the position of this space, which may depend on the kind of business and the makeup of the paper; and whether the same space shall be used all the time or whether there will be seasons when it may be advisable to make special efforts. This may be arranged in the contract or it may be left to be worked up afterwards in extra space. This is a point which should have attention, for if the contract is signed for a regular space at a figure which has been set aside for the annual expenditure, then when it comes time for a special effort it will be found that the expenditure must be overrun to carry out the program.

In the city the problem will be found to have many phases—and it is a problem which each must consider individually. Where there are several papers there is the question of a morning or evening campaign—it will usually be found that publicity in all cannot be afforded. There will be the problem of a set space or a “splurge” for special days or special events; the problems, too, of city or district circulation, class of readers, position in paper in relation to makeup, and many other details which are important factors in the whole proposition.

Circularizing Problems.

Similarly many of the same factors enter into advertising campaigns of a different character. With circulars there would be the question of the advisability or regularly printed sheets or booklets, or multigraphed letters in imitation of typewriting and properly signed; whether it is advisable to send open or closed envelopes (despite the higher postage the sealed envelope often pays in the effect); whether the campaign should be general or confined to class in relation to the business or special line; whether the address should be that of the male or female head of the family, etc. In relation to the latter it should be remembered that the proportion of buying done by women in practically every line of business is very large and seems to be increasing.

Poster advertising depends much upon design, but there are questions here too of location of boards, size of type, amount of matter, coloring, etc., which are all important.

Make It Different.

Of advertising generally the great modern idea is to make it bright and attractive. People do not go carefully through the advertising columns in search of what the advertiser wants to tell them; the readers see what the advertiser rather forces to their attention. Try to give your copy an individuality. Try to make it different—but not too different, for freak stuff will not bring the most desirable class of trade. Just think for a moment what you yourself see when looking through the newspaper or other publication; you do not see over two or three spaces in the whole which impress—try to make yours one of those that the other fellow will see and read.

Fixtures Good as New After Five Years' Usage

Seven Hundred Dollars Paid at That Time by Cobourg Dealer Has Long Since Become an Investment—A Saving of Time of Two Clerks Effected by Them.

HERE is an answer to the grocer who may have the opinion that the new style store fixtures, while all right in appearance, will not stand up under service—that they are too new-fangled to stand the racket. The answer is the interior of the store of W. Burnet, Cobourg, Ont., which, it might be remarked in passing, has one of the handsomest interiors of the town groceries in the province.

Considerably over five years ago Mr. Burnet separated from his bank account the sum of seven hundred dollars—and any grocer will admit that that is a considerable amount—and he handed it

the dust off them. And to-day in appearance and in condition they are just as good as though they had been installed direct from the factory yesterday.

"I do not think that any grocer who has worked with the dust-proof bin fixtures would ever be satisfied to be without them again," said Mr. Burnet to Canadian Grocer. "They not only improve the appearance of the store, facilitate the handling of goods, but they keep the stock in good condition all the time."

"Where there is a rush of business which would



Interior view of store of W. Burnet, Cobourg, Ont.

over to one of the manufacturers of store fixtures. What he got in return is shown in the photograph and he has never had reason to regret the deal.

For over five years the fixtures have been in use. During that period they have not cost a cent. There have been no repairs, there has been no varnishing; practically all that has been done has been to wipe

with the old fixtures require the services of seven clerks in a store, I believe that the staff could be reduced to five who could do the same work if these modern fixtures were installed," was another significant statement by Mr. Burnet.

The modern grocer looks upon equipment as an investment, not as an expense.

How a Bank Manager Drifted Into Groceries

Completely Changed His Attitude Towards the Public—Keeping Tab of Requirements—Slicing Bacon by Studying His Automobile—Never Works During Winter—Sadly in Need of a Want List.

Written for Canadian Grocer by B. C. Walton.

IF he had not been killing flies in the window I do not think we should ever have met, for the exterior of his store was not inviting. It was one of those tall frame structures, situated alone about a mile from the business centre, the windows of which are small, and not adapted to display. On the gable was the store's name, about as long as the business was small. The building might have been made doubly attractive by a single coating of paint, a luxury it had not experienced since its doors were first opened for business.

As I have said, the grocer was running a crusade against flies, armed with a paper club. I argued that if he had time to kill flies, he would have time to listen to me; so I went in. My entry did not help the flies any; without noticing me, he continued to swat them right and left, and it was only when one chose to give him a run for his money that he observed somebody had entered. Dropping his club, he came forward, placed his two hands on the edge of the counter, and leaned towards me in the manner of grocers in picture books.

Only a Breathing Spell.

"Killing many?" I asked. While he smiled, I asked if he had anything that would quench thirst. He pointed to the refrigerator, saying, "Help yourself." I did so, and he went after the flies again, tooth and nail.

He was interrupted by the ringing of the phone. Somebody was asking for Epsom salts. "I'm afraid we are just out of them. Sorry. Good-bye."

"That's something else we must get a little of," he said, addressing the junior and only clerk. Turning to me, he explained:

"I've only been a grocer three months, and it comes hard when I am asked for things I never heard of before."

"How do you manage to explain when customers ask for these things?"

He pulled himself into a ridiculous posture and scratched his head, illustrating his discomfiture under such circumstances.

"Simply say I am sorry, just sold out, and will order it immediately. I know one or two of the boys in the wholesales, and when we are together at night, I ask, 'What in the Sam Hill is nutmeg? Is there any call for it? Well, send me

This article by Mr. Walton has been written from an actual interview with a Canadian dealer. It depicts rather realistically a somewhat rare type of dealer—the man who has given up some other calling and who possesses little initiative to enter upon the intricacies of the grocery business. This is the sort of merchant that drives business to the mail order houses. Being unacquainted with the business he doesn't stock the goods that his customers want and he is therefore not giving the service or fulfilling the duties the nature of his calling demands of him. Neither is he tending to the elevation of the grocery business and is therefore not a desirable man to be associated with the trade. In future issues the counterpart of this man—the live, aggressive dealer—will be depicted.

down a small quantity until I see how it goes."

The phone rang again. It was corn starch this time. "No," he replied, "we've got some good brands of starch, but no corn starch. We're out of it. Shall I send you some laundry starch. No; well, I'll have the other kind in tomorrow. Good-bye." Jack, put corn starch down on your list."

He caught me smiling, and demanded an explanation of such uncalled-for hilarity. I assured him that I was not laughing at him, but he insisted on knowing the joke. So I told him the story of the clerk who, on being asked by a customer for a roll of toilet paper, replied 'that he was out of it, but had sand paper, emery paper and sticky fly paper, which were just as good.' He thought that was funny, and laughed heartily.

"What business were you in prior to becoming a grocer?" I asked.

Had Been a Banker.

"Banking," he answered, pulling himself up. "I had charge of a branch in Manitoba. It's so different," he went on. "In those days it was, 'Owing to the present financial condition and the

stringency in the money market, we are unable to advance you this money;' or, 'We wish you to clearly understand that this matter must be cleared up on maturity.' Now, when a woman comes into the store with a dirty youngster that insists on poking its fingers into everything in the store, I can feel myself boiling. I hold on to my pants and say, 'Steady there, now; keep cool. You're running a grocery store, not a banking institution.' At first it was hard, but I'm getting used to it. My, but it's wonderful what a change this business has wrought in me—been a complete right about face."

"How came you to go into this business?" was my next question.

"Well, I'd given up banking, and happened to wander in here. I saw this business for sale, and bought it just as it stood. The fellows who were in before me had ruined it; evidently knew nothing about groceries."

My eye caught sight of a rather intricate meat slicer.

"How did you get along at cutting meat when you opened up?"

"No difficulty whatever," was his response. "I've always been somewhat of a meehanic. I've had my motor car to pieces several times, and it runs perfectly."

I could not see how this would assist him in slicing bacon, however.

Remembering the difficulty he had experienced in keeping in touch with various lines, I suggested that he purchase a grocer's manual, but he pooh-pooed the suggestion.

"I'm going to California in a couple of months, so that it wouldn't be much use to me. I never work during the winter time," he explained.

Out of Clothes Pins, Too.

I was about to leave when a customer entered and asked for some clothes pins. The banker-grocer climbed on a chair and handed down a packet of brass pins. "We have safety pins, too," were the last words I heard. I was afraid I would explode if I remained longer.

Visions of him asking his wholesale friends "What in the Sam Hill are clothes pins" has caused me to smile many times since, and no doubt others have wondered at such uncalled-for hilarity.

Ignoring the Retail Merchant

WHEN Sir George Foster, Minister of Trade and Commerce decided to advertise Canadian apples for Canadian consumption he ignored the retail trade entirely. This was quite unintentional on his part. Advertising was a new phase of business to him. He called in an advertising agency who told him the proper thing to do was to give them the money and to spend it in the leading daily papers. No effort whatever was made to explain the situation to the retail trade. The result has been that the retailers were placed at a disadvantage as the public were not properly informed. They understood that apples were unusually plentiful this year and could be bought cheap. So they can, but apples of fine quality, such as leading grocers sell cannot be bought from the farmer at low prices. When retailers who give more thought to their reputation and the value they give for the money were asked to sell apples at about \$1 a barrel—the price they were led to expect from the advertising—for which they paid the wholesaler or farmer, \$2 or \$3, the consumer naturally believed the retailer was robbing him. Right across Canada in consequence the feeling has gone that the retail grocer, who has probably the smallest margin of profit of any dealer in the country, is making enormous profits and is the man responsible for the high cost of living. Letters are pouring in to the newspapers, and some are being published from indignant consumers, who refuse to believe the explanations.

The Canadian Manufacturers decided upon a campaign to urge Canadians to buy Made in Canada goods, and \$30,000 is being expended under the direction of another advertising agency. Again, the retail trade are ignored, and so are practically all the important weekly newspapers, and the local weekly paper is as carefully read in the smaller cities, towns and villages, as is the Bible. The manufacturers now complain they are not getting the results they anticipated from their big expenditures.

The theory of the advertising agency is that if an article is strongly advertised the retailer has got to handle it whether he likes it or not, but this has not worked out in practice. The fact is that no article has ever been forced on the retail trade permanently. The average advertising agency is not equipped to deal with the retail trade. They do not understand questions from the retailers' standpoint and advertising agencies that ignore the retail service are not giving intelligent service to their clients. As manufacturers learn more about advertising they realize that the most important factor, an absolutely essential factor, in selling any goods, is the co-operation of the retail trade.

The National Drug and Chemical Co., who are members of the Canadian Manufacturers' Association, are to be congratulated upon coming out strongly on this point. They pay an annual subscription of \$70 to the Manufacturers' Association, but announce, in a circular to members, their willingness to appropriate \$250 or \$500 a year towards a proper advertising campaign, provided that the retail trade is not ignored. In the circular they have sent to members of the Manufacturers' Association they say "to get the full benefit of the newspaper advertising, it is necessary that each manufacturer should make every effort to interest the retailers in the movement, in order to get them not only to use their influence towards educating the public by means of effective window displays of Made-in-Canada goods, but also to get the retailers to really push the sale of goods. Therefore, too much stress cannot be laid . . . while at present the public take a faint interest in the Made-in-Canada movement, it would with the retailers' co-operation take a very decided interest in the movement and would be anxious to purchase Made-in-Canada goods." As large advertisers themselves, they say further, "that unless the manufacturers are successful in interesting the retail dealers and getting them to co-operate in the important movement of developing the sale of Made in Canada goods that the money now being expended in the public press will, while creating some slight attention be ultimately lost," and again in the circular they say, "to bring the present movement to a successful issue will require not only enthusiasm but continuous hard work on the part of each manufacturer with the retail dealer."

These two national experiences are of great value in opening the eyes of all manufacturers to the absolute necessity of securing the co-operation of the retail trade in promoting the sale of any article.

Advertising agencies are a very useful adjunct in national selling campaigns. There are some able and brilliant men associated with the agencies in Canada, though unfortunately many of them lack a real experience in, and grasp of, business affairs.

Some of them recognize this and are honest enough to tell the manufacturer frankly they are not equipped to handle campaigns to the retail trade, and advise him that this feature of selling is of chief importance and should be directed by the manufacturer himself or his general sales-manager.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-149 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 6074 Stony Island Ave.; Phone Midway. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C.; Telephone Central 12900. E. J. Dodd.

Subscription: Canada, \$2.00; United States, \$2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 6, 1914

Illegal Coupons and Stamps

HERE are many in the trade who think that any sort of a coupon or stamp scheme may be operated without fear of the law. This is why we see to-day so many merchants carrying on guessing contests where coupons are given illegally. There is no doubt that these schemes are conducted in ignorance of the law, but if an action were to result from it, the plea of ignorance would not likely be sufficient to satisfy a court.

To put the matter in a nutshell, coupons or other devices are not allowed by law when such coupons, etc., are not redeemable at any time. If, for instance, a person who collects coupons given away by a merchant, is not given the option to realize on them at any time, the scheme is illegal. The Trading Stamp Act covers that point. It not only eliminated the trading stamp evil, but it also prohibited a merchant having stamps or coupons of any description redeemable by anyone but himself.

If a dealer is in doubt at any time as to the legality of a certain scheme he should get in touch with the Retail Merchants' Association, or if he writes Canadian Grocer, his inquiry will be promptly dealt with.

Co-operative Misstatements

HERE is an item of considerable interest taken from a Toronto daily paper which reported a meeting of the concern known to fame as the "Householders' Co-operative Stores, Limited":—

"At a meeting held in Maltby's Hall, the residents of Earls court showed that the co-operative idea introduced into this city by the Householders' Co-operative Stores, Limited, along identical lines with that in vogue throughout England and Scotland, fills a long-felt want. The hall was crowded to its capacity, and not a dissenting voice was recorded after the company's future plans had been explained by Mr. W. B. Kenderine. The unanimity of this meeting has already resulted in the company opening another store in its chain, to obtain the fullest benefits of co-operation, at 1255

West St. Clair avenue, near the corner of Dufferin street."

Did the reporter get this or was it handed in by the official scribe? There are a few misstatements in it. In the first place the company is now operating on a vastly different basis from the one started out with. The plan they introduced was no more like the Old Country co-operative system, than it resembled the system of an ordinary merchant. At the outset the promoters collected a fee of \$5 from each "member," which their house-to-house canvassers secured, and allowed these members a discount of 20% on daily purchases. This, however, was discovered to be illegal and the tactics had to be changed.

At this meeting was M. Moyer, the organizer of the Retail Merchants' Association in Toronto. He states that when he attempted to show his side of the case he was practically told that the views of no one opposed to the scheme were desired. He further says that in discussing the future one of the promoters suggested that there would be a dividend forthcoming of about 7 per cent. on the stock as well as a dividend of 20 per cent. on goods purchased.

This is the great trouble with these co-operative concerns. In getting in their shareholders they promise things that are beyond realization. If they canvassed for them on a straight-forward business basis, what success would they have?

Buying Tea Afloat

ONE of the interesting features of the tea business as between Canada and India is that purchases can be made on the water. Thus when a consignment is sent to England the bill of lading does not necessarily need to state to which port the cargo is definitely consigned. If the tea is sold while en route to England, then it is immediately transferred to a steamer for the port to which it is to be consigned and considerable expense is saved. The purchase price is therefore controlled by London rather than by the original market.

However, it was found that although there are certain port charges which can be evaded in this way

it was not possible to get around the embargo and all teas coming into London at that time were held whether they had been sold afloat or not. Teas which are shipped in the manner referred to are placed on the London market on their arrival in the event of no sale being made in the meantime.

Mysteries of an Act

AN amendment to the Dominion Inspection and Sale Act which is to go into effect January 1st, 1915, evidently has for its intention the regulation of weights of flour, meal, rolled oats, rolled wheat or feed, and the stamping of that weight upon the container, together with the name and address or the firm name and address of the packer or the person for whom the packing is done.

We were at once interested in finding out whether this applied to small packages of rolled oats as retailed by the average grocer or merely to barrels and half-barrels and bags or sacks. So we sent to the department at Ottawa for a copy of the act of amendment—and now we are no wiser than ever on this point. For instance:

In section 6, "The said Act is amended by inserting the following section after section 164: '164a. Every bag, sack or similar package.'"

This we would take to mean, in the technical phraseology usually employed in such documents, that "similar package" would be similar to bag or sack and not the kind of package that is usually found in the retail trade. But again—

In the same section 164a "...or, where, such bag, sack or other package if packed by or for..."

In this we would take "other package" to have a different technical meaning to "similar package"—at least we would expect something of the sort in a Government document.

This is no criticism of the measure as we understand it—or rather as we try to understand it. The idea of having the weight and the name of the maker put where the public can see it may be all right in some cases; so also may be other provisions regarding labelling, net weight of contents and size of barrels—flour and meal 196 lbs., rolled oats 180 lbs., and rolled wheat 100 lbs. But if these acts and bills are for the benefit of the general public, they should at least be couched in terms which can be understood by others than the oft referred to legal gentleman of Philadelphia.

A Co-operative Method

THE official list of inquiries that reached the High Commissioner for Canada, in London, England, during the week ending October 12, has reached Canadian Grocer. Included in this is the following:

"A Canadian company operating a chain of co-operative stores in Ontario desire to receive quotations from U.K. manufacturers of pickles, sauces, jams, marmalade, powder jellies, corn starch, biscuits and other packed provisions."

While the name of the concern is not given in the communication the majority of us can make a very good guess to whom it refers. It shows that those wholesalers who befriend these co-operative associations in their infant days can whistle for their trade just as soon as goods can be obtained elsewhere.

Those Butter Regulations

CANADIAN GROCER called the attention of those interested in the butter trade to the legislation which went into effect on the 1st of October regarding the necessity for all butter in packages or wrapped in parchment paper being labelled "Dairy Butter." Another word may not be amiss. This means that no dairy butter can be bought or sold in plain wrappers or unbranded packages. No butter can be bought or sold under brand of separator. The words "Dairy Butter" must appear on the wrapper or package in letters at least a quarter of an inch square. It might again be emphasized also that all butter in prints must be of the full net weight of 16 ounces. The penalty under the act is a fine of from \$10 to \$30 for each offence.

This new legislation it will be noted applies as well to the person buying as the person selling and therefore affects everybody engaged in all branches of the trade. Grocers will do very well to bring the matter to the attention of any butter makers who may still be bringing in their product in plain wrappings. Whey butter must be so labelled even when mixed with dairy butter and dairy butter retains its "label" though it be mixed with the creamery product.

Editorial Notes

THE SUGAR market is the great guessing contest in the grocery trade.

GIVING A STRANGER credit before finding out his ability to pay is surely putting the cart before the horse.

THERE USED TO be an old saying that "two of a trade never agree," but the modern association has changed all that.

THE MORE THE departments in the grocery store that can be made to pay the better—display is one of the big factors in making them pay.

A WAR TAX on tea coming into Canada will be no surprise to importers in this country; in fact it was a surprise to many that tea did not go on the list with coffee.

THE MORE THE dealer places definite responsibility on each of his clerks the better will his business be operated—too many cooks you know spoil the broth.

IF TURKEY continues her present attitude in support of Germany, many people will decide that they do not—and never did—like figs and Sultana raisins anyway.

IT IS TO BE hoped that the editorial writer of the Toronto Star does not approach many subjects with that audacity of ignorance which characterized his attack on the grape fruit dealers.

THERE IS now a back to the land movement and a proposal to ask the Dominion Government for \$50,000,000 to aid in placing settlers. All power to the "movement," but such a fund would require careful handling.

Solicitor Gives Full Time to Getting Orders

Oshawa, Ont., Grocer, With a Large Territory, Sends Representative With Horse and Rig to Get Business—Other Opinions on The Subject—Stock is Turned Over Seven Times a Year.

THERE are divided opinions in the grocery trade upon the question of the advisability of going after business or waiting until it comes—but by "waiting until it comes" does not mean the lazy frog policy. There have been opinions expressed strongly both ways on the policy of employing solicitors to make a practice of getting orders. There are those who take the stand that they follow the idea of the wholesaler and the general policy of business that the man with the goods to sell must go after orders; urging that the retailer himself would not place so many orders if he had to go to the wholesaler to make his purchases.

On the other hand there are those who claim that there is such a thing as giving the customer too much service which they do not appreciate; that the money is wasted for the orders would come anyway; that the customer who is asked for his custom—and this appears to be the strongest reason of all—is in the position of being able to ask for extended credit and thus placing the retailer at a disadvantage.

Where Soliciting Is Done.

At this time it is not the idea to go further into the controversy but rather to tell of one grocer who has made a success of the soliciting factor in increasing his business. At least he places that as one of the important factors in building up a hundred thousand dollar trade in his grocery at Oshawa, Ont., and a small branch at Cedardale—and he ought to know something about it. This man is J. S. Kyle, who started into the retail business some fourteen year ago and to-day owns considerable business property and a number of residences and employs a staff of nineteen in handling his business—which in itself should be some inspiration to the hard working grocery man.

In connection with the Kyle grocery there is a solicitor employed to do nothing else but take orders. And there is a horse and buggy for him to drive, which is brought around to the store for him every morning. This means not only the wages of a man but the service of a horse as well, and practically the cost of a vehicle each year.

But it pays, according to Mr. Kyle, and in his opinion the end justifies the means in this connection. However, generally speaking, the fact that Oshawa

is a town which is spread over a lot of ground is a factor which should be considered in relation to the proposition.

The Kyle store is not a large establishment. It would be safe to say that there are not many stores of the size in the province which could boast the same turnover. But with an eye to the future the energetic proprietor has secured adjoining property, so that he is in a position to make extensions and there are likely to be changes made in the near future.

The proprietor is a hustler and has little time to waste. There are a number of travelling salesmen who can vouch for this. He usually makes his purchases on Monday from the houses with which he is dealing. The bulk of deliveries are made on Wednesday and on that day he sends his solicitor into the district around the town, so as to give the staff a full chance to handle the new goods as they come in. Otherwise there would be considerable confusion on account of the volume of goods and the comparatively small premises.

Deliveries are made right on the heels of the solicitor, as it were. He reports every couple of hours and the orders are immediately made up and delivered. This applies to all but the last orders which are sent out the first thing the following morning. Four delivery wagons are used.

Turnover Seven Times Annually.

It might be mentioned in referring to the big turnover of this store that the stock is not heavy. It averages about \$15,000 and on this amount there is a total volume of business of about \$100,000 annually. This is a turnover of about seven times on the stock investment.

Mr. Kyle believes in keeping track of the records of his clerks and his book-keeper keeps note of the sales made by the different salespeople, and these figures are made to total with the figures of the clerks themselves, thus maintaining a means of balancing the day's business.

HUDSON BAY FISHERIES. Government Reports Promising for Development of the Industry in the North.

The Naval Service department of the Dominion Government has been investigating conditions in Hudson and James

Bays with regard to the development of the fishing industry there. Three expeditions were sent into these northern waters last summer. The party which went to the east coast of James Bay found conditions north of the east Maine river excellent for establishing a white fish fishery. Fullibee, or lake herring, are also to be got in great quantities by gill nets, and the establishment of a canning industry might be feasible. Speckled trout of large size are also found, as many as 40 trout, averaging 2½ pounds, having been caught with a small net. The Indians stated that large quantities of cod, weighing as high as 20 to 25 pounds, can be obtained in February and March. Sturgeon are caught in nearly all the southern rivers, and information from the Indians led to the belief that inland, in the numerous lakes and rivers which will be tapped by the N. T. R., fisheries of the most valuable of all can fish will be found to be most profitable.

MONTREAL RETAILERS.

Annual Meeting of Grocers Held and New Officers Elected.

At the annual meeting of the grocers' branch of the Montreal Retail Merchants' Association, a resolution was passed asking the city officials to enforce the law regarding peddlars. One hundred and fifty dollars was donated for one bed in the Canadian Hospital in Paris and \$10 each for four other hospitals.

J. A. Beaudry, provincial secretary of the association, read two letters—one from J. W. Ross, of the Canadian Patriotic Fund, thanking the association for their gift of two hundred dollars, and the other from the secretary of the Montreal Housewives' Association asking the officers to receive a delegation of the members of the league, who wish to discuss with the association the price of certain foodstuffs.

J. A. Boileau reported to the meeting that certain foreign dealers are getting special prices from some of the breweries in the city, and it was resolved to investigate the circumstances.

The election of officers for the coming year resulted as follows:—President, Pierre Filion; first vice-president, O. Champagne; second vice-president, J. E. Sansregret; secretary, O. Fournier; treasurer, G. A. Archambault; auditor, J. D. Boileau.

The Clerk as a Factor in Sales and Buying Records

Simple Methods Employed in Stores at Oshawa and Cobourg by Which Sales People Assist the Office in Making Monthly Records From Daily Reports and the Buyer in Keeping in Touch With State of Stocks.

By Staff Correspondent.

THE modern merchant who keeps abreast of the times recognizes the more important part which is being played in business every day by the establishment of business systems. He cannot but appreciate the advantages of recorded knowledge of what is going on in his store. But he is brought face to face with the problem of applying these modern methods to his own needs.

In the retail stores of the average Ontario town, what would appear a trifling expense to the large city establishment looms as very important relative to the turnover and profits. The merchant who seeks to systematize his business must consider what it is going to cost. Any thing which is so elaborate as to mean the employment of additional help is not likely to meet with favor; the benefits may be material, but they might easily be outweighed by the expense.

What the average town merchant is seeking is not so much a system which will give him more information about his business at additional cost as to simplify the methods of getting at essentials. The system referred to here appears to be one which is simple and practical, and it has been used to good advantage by Scougale Brothers in their store at Colborne, Ont., and in the new establishment of Scougales which occupies the old Clarke store in Cobourg, Ont.

The Scougale system was particularly designed for a store doing a general business with the farming community and taking produce in exchange for merchandise, but it can be successfully adapted to other conditions by the elimination of certain columns; in fact, being used and, because this is only a straight dry goods business, certain columns are ignored.

The idea upon which the system is based is

keeping record of transactions through the clerks—not only is there a record of what the different clerks are showing in the way of sales, but from the statements prepared there is a general record of the business of the store from which a monthly merchandise statement can be compiled.

Clerk Makes Daily Report.

The system is worked through the different salespeople making daily reports. These reports can be made in a very brief space of time. An idea of the report forms is given in connection. They are just slips about four by five inches on cheap paper, and are filled in from the counter books of the clerks to show the cash sales, amount paid on account, amount paid out for goods which may be returned, amount of sales charged to account, goods let out on approval and returned; also where desired there is a record of produce taken and goods given on account thereof.

Monthly Report Compiled.

From these daily reports there is a monthly statement compiled giving the daily records of each clerk. The sheet

shown has a line for each day of the month. One day's entries are made in accordance with the transactions of the clerk, as shown on the daily report sent in. At the end of the month the debits and credits are totaled and the difference shows the sales record of the clerk for the period covered. A general statement can then be prepared for the whole store.

This system will be found of great benefit to the merchant who gives his business close personal attention rather than departmentalising—and in many cases the extent of the turnover does not warrant the latter. It has the advantage of giving a complete record of sales, and this by reduction of profits figured on a fair basis will give stock turned over and its relation to the stock on hand at the first of the month. By keeping track of sales throughout the year and of stock purchases made there is a pretty safe gauge for judging the volume of business being done.

Memos for the Buyer.

In the store of Miller & Sons, Oshawa, Ont., there is a simple method employed by which the salespeople aid in buying. This is another establishment where the different departments are not handled separately except that an individual check is kept upon the ready-to-wear section. Geo. Miller, the manager of the store, does his buying by keeping closely in touch with his stocks, and in this he has secured the cooperation of the clerks by a very simple system.

Each clerk carries a small pad of memos upon which buying needs can be recorded. Here there is a note made of a line that has been sold out, of a line that is running short, or of goods which may be asked for and which are not in stock. One of these memorandum blanks is shown.

MONTHLY SALE STATEMENT

October	CASH	BL. ACCT.	PAID OUT	CHARGED	PRODUCE	PR. ACCT.	APP.	GOODS RET'D.	To Pa's	Totals
1	25			20			15	10	Cash 500	
2									Chg 200	
3									App 100	1100
4									Prod 5	
5									Ret'd 25	30
6										1070
7										
8										
9										
10										
11										
12										
13										
14										
15										
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17										
18										
19										
20										
21										
22										
23										
24										
25										
26										
27										
28										
29										
30										
	500		5	200			15	10		

Clerk's Daily Statement.

Cash in Drawer	
Cash Sales	25
Cash Acct.	
Paid Out	1
Charged	20
Produce	
Produce Acct.	
Appr.	15
Goods Ret'd.	10
Total Sales	

I hereby certify that the above is correct to the best of my knowledge.

Clerk.

Date _____ 19__

DATE _____

Goods asked for not in stock _____

Almost out _____

Entirely out _____

The Losing Side of the Mail Order Trading

Farmer Tells How by Sending Away for His Goods the Value of His Farm Depreciated \$5,600 in Nine Years Because He and Others Were Not Alive to the Necessity of Building up the Home Town.

HANS Garbus, a German farmer, of Iowa, has discovered that the benefits which appear on the surface as attaching to the mail order plan sometimes spell disaster and has written a very interesting story of his views in a certain farm paper. Here is a part of his story:

"We farmers need awakening to the fact that we have unmistakably reached the period where we must think and plan. I am one of the slow German farmers that had to be shown, and I am now giving my experience that others may profit, for knowledge is more expensive now than ten years ago.

"Twenty-nine years ago I began my farm career. I had an old team and \$50. Our furniture was mostly home-made—chairs, cupboard and lounge made from dry goods boxes, neatly covered with ten-cent cretonne by my girl wife. We rented eighty acres. Being a boy of good habits I got all needed machinery and groceries of our home merchants on credit, until fall crops were sold. The first year was a wet season and I did not make enough to pay creditors. I went to each on date of promise and explained conditions, paying as much as possible, and they all carried the balance over another year. They continued to accommodate me until I was able to buy a forty-acre piece of my own.

"As soon as I owned these few acres the mail order houses began sending me catalogues, and gradually I began sending my loose change to them, letting my accounts stand in my home town where I had gotten my accommodation when I needed it.

"We then had one of the thriftiest little villages in the State—good line of business in all the branches, merchants who were willing to help an honest fellow over a bad year, and a town full of people who came twice a week to trade and visit. Our little country town supported a library, high

school, band, ball team, and we had big celebrations every year.

"A farm near a live town soon doubles in value. I sold my forty acres at a big advance and bought an eighty, gradually adding to it until I had 200 acres of the best land in Iowa. I then felt no need of asking favors, and found it easy to patronize the mail order agents that came almost weekly to our door. I regret to say that I was the first in the country to make up a neighborhood bill and send it to a mail order house. Though we got bitten every once in a while, we got in the habit of sending away for stuff.

"Gradually our merchants lessened their stock of goods—for lack of patronage. Finally we began to realize that when we needed a bolt quickly for machinery, or clothing for sickness or death, we had to wait and send away for it, which wasn't so pleasant. One by one our merchants moved to places where they were appreciated, and men of less energy moved in. Gradually our town has gone down; our business houses are "tacky" in appearance, a number are empty, our schools, churches and walks are going down; we have no band, no library nor ball team. There is no business done in the town, and therefore no taxes to keep things up. Hotel is closed for lack of travel. Go down to the depot when the freight pulls in and you will see the sequel in mail order packages.

"Nine years ago my farm was worth \$195 an acre; to-day I'd have a hard matter to sell it at \$167 an acre. It is 'too far from a live town'—so every farmer has said that wants to buy. He wants a place near schools and churches, where his children can have advantages. I have awakened to the fact that in helping to pull the town down, it has cost me \$5,600 in nine years."

Getting the Upper Hand in the Credit Game

Story of a Village Merchant Who Depicts Some of the Bad Features Resulting from Keen Competition—How Others Watch Credits Closely—The Time and Money Limit Method.

A PAPER was read at a meeting of prominent business men on the subject of credits. In the course of the remarks made by the reader of it, it was stated that the credit man in a wholesale or manufacturing house had just as great a duty to perform in getting in the money as the finest salesman connected with the establishment has in getting business.

Every dealer knows how true that is in the light of his own experiences. What does it avail a man selling his entire stock in a day if he does not get the money for it sooner or later? Bankruptcy! Failure! As sure as the night follows the day ruin must stare that merchant in the face who sells for credit and makes no attempt to limit the purchases of customers or collect his money from them.

The very fact that human nature is so inconsistent makes it absolutely necessary that different merchants employ different methods in watching credits and in collecting accounts.

In fact, most dealers have to employ different methods on different customers, else they would be losing good accounts and good customers. But as one grocer remarked to the writer the other day: "It is far better to refuse unlimited credit to a customer of questionable character in the first place than to have to collect a long bill later on."

Two Duties to Perform.

Every dealer's work in this respect is divided into two parts! They might be termed Preventive Measures and Collection Methods. Preventive Measures are those he devises to forestall all credits, which, if allowed to run any length of time, would become losses. The Collection Methods are those employed to get in the money of every class of credit customer—the delinquent, the slow-pay, and those who are on a time or money limit.

After this prelude, the actual ideas and methods of retail dealers themselves will prove beneficial.

A Pessimistic Tale.

In discussing the question with a merchant in a village down in Nova Scotia, one of the tragedies of business that is so often run across was mentioned. That is the part that keen competition for custom plays in the matter of credit extension. "Our credit system in this village is bad," stated the man. "Competition is sharp and keen, and consequently in going after trade we all take too great risks, and, therefore, we lose a great

deal." There you have pretty much the whole trouble in a nutshell. "We all take too great risks." This merchant continues: "I have no doubt that in my 40 years' experience I have lost at the lowest calculation from \$20,000 to \$25,000—and all the merchants lose in the same way. We barely make a living. The mail order houses of Upper Canada are the curse of all these places—the people send their cash to them and make the merchant do without perhaps for ever."

But in most small town and country places the question of watching accounts and credit customers becomes an easy matter, because everyone is so well known. Here is one instance: "I live in a country place and know most everybody personally, but whenever I do get up against a stranger I use every precaution. I find out his standing, and deal with him accordingly."—Edmund S. Estabrooks, general merchant, Coldstream, Carleton County, N.B.

Church & Ross, merchants in Fruitland, Ont., point out that whenever some one applies for credit the date of payment is always arranged at the time and the matter of the source of income is gone into. The latter helps them to decide the extent of the credit, while the former gives them a cue as to the exact time the account should be collected.

Time and Money Limit.

The plan of placing both a time and a money limit on credit applicants is becoming more popular every day. A grocer gave his reasons for this course as follows:—"When you nail a customer down to a time and money limit, you have him two ways. When the time is up, you can always remind him of his indebtedness to you without incurring his disfavor. If he is scheduled to pay every Saturday night you have him solid. Should he miss the payment, even forever, you lose only the minimum amount—the one week's bill. At the same time, if you have him also by a money limit, he cannot become reckless during the week and run up a bill which would be beyond his power to settle at the end of the week. So you see you have him both ways, and if you stick to your guns every time, losses in bad debts are going to be pretty small at the end of the year.

GIVE SERVICE ONLY WHERE DUE.

There is a thought here for every dealer who has doubts about the necessity of carrying a large staff and who

also is anxious to eliminate waste service in delivery:—

"We have only one girl in our store, (general) all the other work being done by our two selves. We had a clerk at \$13.50 a week but on figuring up we concluded that we would be better off without him even if we did four or five thousand dollars a year less business. There has been no decrease in business, however.

"We are giving only what is reasonable in delivery service. We find that our best customers are not the most exacting or unreasonable in their demands for prompt delivery. We also note that some people who give nearly all their trade to mail order houses have been getting service that they have no right to expect under such circumstances, and we have simply made up our minds that their trade does not pay us, so prefer to give our best services to people who deal at home."

A GOOD FISH BUSINESS.

It was on a Thursday afternoon when a Canadian Grocer representative was shown through the store and cellar of the Frank H. Taylor grocery establishment in Niagara Falls, Ont. Fish is one of the important and profitable sidelines. At the back door—it being a comparatively warm day in October—there was a display of fresh fish in a large clean box covered with a lid. "A hundred and seventy-five pounds of fish came in on Tuesday night," explained a staff member near, "and you can see there are not much more than 25 or 30 pounds remaining."

The Taylor store makes a feature of fish. In the basement they have a good sized tank close to a water tap. When a new stock arrives the fish are carefully washed there before being placed on display. In winter large quantities are sold. The method is by display. In the store front, illustrated on another page of this issue, is a permanent silent salesman butting onto the sidewalk. In this the fish are displayed throughout the season on neatly arranged platters, giving every inducement to the customer to use fish on the menu frequently. It was explained that in this large show case the fish are subjected so much to change from the mild and colder weather and they are always on display.

A big trade is also done in oysters every autumn and winter.

Provisions of the Trading Stamp Act of 1905

The Legal and Illegal Ways of Giving Coupons, Cash Receipts, etc., to Customers—Samples of Each Shown—Many Merchants Unconsciously Adopt Coupon Systems Which Are Not Within the Law.

IN 1905 there was passed by the House of Commons what was commonly known as the Trading Stamp Act. This was really an amendment to the Criminal Code of 1892, respecting trading stamps, coupons, etc., and was brought about by the efforts of the Retail Merchants' Association at that time.

To-day there are many merchants in Canada breaking the law in regard to this matter. They are, of course, doing this unknowingly, and whenever they are shown why they are doing something illegal, they change their methods.

Legal and Illegal Coupons.

On the opposite page is printed the full text of the 1905 amendment and on this page are four coupons which have been given away by Canadian merchants, two of which come within the law and two of which are illegal.

The Act as presented on the next page is couched in terms of the law, and like all the works of lawyers, is not readily understandable with a casual reading. We shall, therefore, go into the principal clauses affecting the merchant in an attempt to bring out the exact meaning.

It will be noted in sub-section (a) that the expression "trading stamps," includes any form of receipt, coupon, premium ticket or other device given by the merchant to the customer, and which represents a discount on the price of goods bought or a premium given to the customer.

Redeemable At Any Time.

As is shown farther down in the Act on line 24 a coupon is NOT legal;

- (1) When it does not show upon its face the place of its delivery;
- (2) When it does not show the

Canadian Grocer has recently been requested a number of times to reprint an article on the Trading Stamp Act from an issue of several months ago, setting forth the legality or otherwise of various schemes which are used from time to time in the matter of giving coupons, etc. This article is reprinted herewith and on the opposite page is the text of the Act itself.

MERCHANTABLE VALUE thereof; and

(3) When it is not redeemable AT ANY TIME.

The third is probably the most important of the three, because it is the one on which the law is broken most frequently.

It shows that in order to come within the law the coupon, receipt, etc., must be redeemable AT ANY TIME—not when \$20 or \$30 worth are secured; not when five or ten blue or red tickets have been secured; not when the merchant wishes, but NOW or AT ANY TIME the customer wishes.

By glancing at the four samples of coupons and cash receipts herewith, it will be seen that the two on the left comply with the law, but the two on the right do not.

The Trading Check of Poole & Co. is redeemable by them at its FACE value (1c.) and not when several of these checks have been secured.

The cash register receipt of the Barnsdale Trading Co. is legal because it is redeemable in cash AT ANY TIME for 1 per cent. of 5 cents. There is no

scheme whatever in connection with these two. The customer knows their exact value; she knows at once how much each is worth, and that she can now get its value on the premises.

When Law is Broken.

But with the other two coupons it is different. A customer must have \$30 worth of the first before they are redeemable. She must have five blue tickets or twenty red ones in the second case before she is entitled to a twenty-five cent article.

It should also be borne in mind that the merchantable value of each receipt or coupon must be shown.

The Punishment.

The paragraph beginning with line 36 deals with the manufacture of trading stamps, whereas the following paragraphs (part 3) refers especially to the merchant. Anyone infringing on the regulations of the Act is liable to a six months' imprisonment, and to a fine not exceeding \$200. Part 4 refers to the customer who accepts the illegal coupon or trading stamp.

It would, therefore, appear that any merchant conducting a contest where a coupon or other device is given away, and which is not redeemable for its face value at any time, is not within the law, unless the contest is entirely free. If a customer has to purchase a certain quantity of goods to secure the guess, the contest is not legal.

The idea of the whole Act is to prevent schemes whereby the public thinks it is getting something for nothing when it is really paying indirectly for whatever may be secured.

<p>POOLE & CO. TRADING CHECK Delivered and redeemed by them at its face value in Crockery, China or Glassware at 417 Dundas St., Woodstock, Ontario.</p> <p style="text-align: center;">1c.</p>	<p style="text-align: right;">046 May 14 B * - 0 05</p> <p>This receipt is redeemable in cash at any time at our store for</p> <p style="text-align: center;">1 %</p> <p style="text-align: center;">Barnsdale Trading Co., Stratford. Established 1872.</p>
<p>Thirty dollars' worth of these coupons are redeemable for \$1.00 worth of China, Crockery, or Glassware, at</p> <p style="text-align: center;">15c.</p> <p style="text-align: center;">&</p> <p style="text-align: center;">Phone 249 81 _____ St. E.</p>	<p>Five of these Blue Tickets are equal to 20 Red Tickets, and entitles you to any twenty-five cent article free of cost at the _____</p> <p>See that you get one of these tickets for every \$1 you spend at the _____</p>

The two coupons above come within the law because they are redeemable at any time at stated amount.

Because these two coupons are not redeemable at the wish of the customer and for no stated amount they are illegal.

PASSED BY HOUSE OF COMMONS, 1905.

BILL NO. 196.

An Act in amendment of the Criminal Code, 1892.

HIS Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:

1. *The Criminal Code, 1892*, is amended by inserting the following sections immediately after section 525:

1892, c 29,
new sections,
respecting
trading
stamps.

“526a. In this section—

“(a) The expression “trading stamps” includes, besides trading stamps commonly so called, any form of cash receipt, receipt, coupon, premium ticket or other device, designed or intended to be given to the purchaser of goods by the vendor thereof (or his employee or agent) and to represent a discount on the price of such goods or a premium to the purchaser thereof, which is redeemable either.

“(i) by any person other than the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, or

“(ii) by the vendor, or the person from whom he purchased the goods (or the manufacturer of the goods) or in cash or goods not his property, or not his exclusive property, or

“(iii) by the vendor elsewhere than in the premises where such goods are purchased, or which does not show upon its face the place of its delivery and the merchantable value thereof, or is not redeemable at any time; but an offer, printed or marked by the manufacturer upon any wrapper, box, or receptacle in which the goods are sold, of a premium or reward for the return of such wrapper, box, or receptacle is not a trading stamp within the meaning of this section;

“(b) The expression “goods” means anything which is merchandise or the subject of trade or manufacture;

“(c) The expression “every one”, “vendor”, “purchaser”, “merchant”, “agent” or “person” includes any partnership, or company or body corporate.

“2. Every one is guilty of an indictable offence and liable to one year’s imprisonment, and to a fine not exceeding five hundred dollars, who, by himself or his employee or agent, directly or indirectly, issues, gives, sells or otherwise disposes of, or offers to issue, give, sell or otherwise dispose of trading stamps to a merchant or dealer in goods for use in his business.

“3. Every one is guilty of an indictable offence and liable to six months’ imprisonment, and to a fine not exceeding two hundred dollars, who, being a merchant or dealer in goods, by himself or his employees or agent, directly or indirectly, give or in any way disposes of, or offers to give or in any way dispose of trading stamps to a purchaser from him of any such goods.

“4. Every one is guilty of an offence and liable on summary conviction, to a fine not exceeding twenty dollars, who, being a purchaser of goods from a merchant or dealer in goods, directly or indirectly receives or takes trading stamps from the vendor of such goods or his employee or agent.”

“526b. Any executive officer of a corporation or company guilty of an offence under subsection 2 or subsection 3 of the next preceding section who in any way aids or abets in or counsels or procures the commission of such offence, is guilty of an indictable offence and liable to the punishment stated in the said subsections respectively.”

2. This Act shall not apply to any trading stamp issued by a manufacturer or vendor before the first day of November, one thousand nine hundred and five. Exemption.



Current News



Quebec and Maritime Provinces.

The death took place at Sydney, N.S., of M. H. McDonald, grocer.

Andrew Malcolm, wholesale grocer, of St. John, N.B., died recently.

C. H. Dougall, Ltd., dealer in canned goods, has registered at Montreal.

A branch of the Dominion Retail Merchants' Association has been organized at St. John, N.B.

The Cairo cigarette factory, Dufferin Square, Montreal, was damaged considerably by a fire last Saturday.

W. A. Daly, Stanstead, Que., has moved his store into a new location in the old post office block, and is up-to-date in every respect.

H. Laporte, president of Laporte, Martin, Ltd., Montreal, has been in New York for a month, and is expected back on Monday.

H. Casavant, of Ascot, Que., has purchased the property of H. Lalumiere, on Pleasant Street, Cooksville, Que., and will operate a bakery.

George Miller, of the Kent Farmers' Produce Co., Ltd., Blenheim, Ont., a prominent dealer in dried vegetables, was in Montreal this week.

T. Furuya, of the Japanese tea firm of Furuya & Nishimura, has arrived in New York from the East, and is expected to visit the Canadian trade.

F. G. Roy, general merchant, Scotstown, Que., has offered his store to the Scotstown Patriotic Society for a sale, the net profits to go to the Belgian sufferers.

John Wilford Simmons, St. John, N.B., representative of T. H. Estabrooke Co., Ltd., was recently married to Christina, daughter of Simon Martin, East St. John.

Lt.-Col. Louis Raymond Baker, formerly one of the largest general merchants in Beauharnois, Que., died at his home in Montreal on Monday night, Oct. 26th.

The Montreal Board of Trade is issuing a warning to Canadian business houses against a campaign carried on by certain German forwarding companies to secure Canadian trade.

Arthur Bates, manager of the poultry department of the Gunn, Langlois Co., Ltd., Montreal, was on an extended trip through Ontario this week, visiting markets in the country.

LT.-COL. GUNN TO THE FRONT.

President of Big Packing Firm Forsakes Business Interests to Serve His Country.

The command of the regiment now being formed in Montreal to go forward with the second Canadian contingent will be taken by Lt.-Col. John A. Gunn, president of Gunns, Limited, the well-known packers. Lt.-Col. Gunn made the announcement at a recent meeting of the shareholders of the firm, who, while feeling keenly the personal loss to the company, were unanimously of the opinion that the company should be prepared to make the sacrifice of his important services in view of the great issues that



Lt.-Col. John A. Gunn.

are now at stake in Europe. He was congratulated on his promotion, and was unanimously re-elected to the position of president.

Lt.-Col. Gunn is a native of Toronto, and was a resident of that city until he assumed personal charge of the company's interests in Montreal some twelve years ago.

The shareholders of the company will be consoled that in the company's loss is the country's gain. Lt.-Col. Gunn goes to a glorious service, and Canadian Grocer joins in wishing him a splendid campaign and safe return.

The British steamer *Jacona*, with a cargo of fruit and nuts, on which the Canadian trade is waiting, reached Halifax on Sunday. She sailed from Patras, Greece, on September 27, and called at Denia, Tarragona, Malaga and Cadiz, Spain.

The death occurred very suddenly at St. John's, Nfld., of Eric Coen, who for a number of years has been traveling on the West Coast for the Standard Soap Company. He was one of St. John's most prominent young men.

The Inland Revenue Department is sending circular letters to wholesale grocers throughout the Dominion, advising them in regard to the new law, which goes into effect January 1, 1915, regarding the standard of purity required by maple products, and is asking the wholesalers to act as intermediaries in distributing these to the retailers.

The largest block in Digby, N.S., owned by H. T. Warne, grocer, in the ground floor of which are located his store and several others, was badly damaged by fire on Friday, October 30. Mr. Warne's stock escaped with little injury.

On Saturday night, October 31, being Hallowe'en, two men placed an explosive on the steps leading into the store of J. B. Tetrault, grocer and hardware merchant, Sweetsburg, Que., which exploded, throwing a lady customer to the ground. She was rushed to the hospital.

The death occurred at Sussex, N.B., of Murray Heustis, a member of the board of directors of the Sussex Mercantile Co. At Waterford Mr. Heustis was in business for some years with the late Andrew McAfee; prior to that he was a resident of Fredericton. On moving to Sussex he took a position with James True & Co., and later became a member of the firm of Mills Bros & Heustis, which was later amalgamated with the Sussex Mercantile Co.

Edward Donohoe, senior member of the well-known grocery firm of E. Donohoe & Son, Halifax, N.S., is dead. Deceased came to Canada from Ireland when a boy, and has been in the grocery business ever since. He took a deep interest in the sealing fisheries in the Pacific and the South Seas, and was prominent in connection with the whaling company which was organized in British Columbia.

CANADIAN GROCER

Woodman & Co., who for a number of years have been conducting a successful general business in Alberton, P.E.I., have recently sold out to M. M. Foley. James Murphy, who so successfully acted as manager for the old firm, will continue in the new business.

Ontario.

F. Watson succeeds Samuel Black, grocer, Toronto.

Ira Stork, general merchant, Mono Mills, Ont., died recently.

O. E. Robinson & Co., apple dealers, Ingersoll, Ont., suffered loss by fire.

Morris Bercier, grocer at Greenfield, Ont., has sold out to Douglas McKinnon.

W. D. Parkinson, the Toronto grocer, has opened a branch store.

M. W. Grace has disposed of his grocery and dry goods business at Arnprior, Ont.

The price of milk in Kingston, Ont., was advanced from 7c to 8c a quart on November 1st.

The death took place recently at Tamworth, Ont., of Chas. Shields, general merchant.

While John Hill, grocer, Peterborough, was attending a lecture at George Street Church, his Ford car was taken from the front of the edifice.

It is reported that there is to be another grocery at Windsor, Ont., where H. D. Torre will build at the corner of Cottage and King Streets.

T. H. Knight has sold his grocery at Bowmanville, Ont., to James Owens, of Bellville, Ont. Mr. Knight will continue to be associated with the business.

D. McGregor, who has been carrying on a general mercantile business at Latchford, Ont., for a number of years, has moved to the Calaher, Sask., district, where he will enter extensively into mixed farming.

At the last meeting of the Retail Grocers' Association at London, Ont., Mr. Doyle, of the Retail Merchants' Association, and Wm. Turnbull, of Edward Adams & Co., occupied seats on the platform. Mr. Turnbull claimed that the grocer should have profit on every article he sold, and should not sell one line at cost and try to make it up on something else. He advised those present to leave their neighbors alone; to look after their own business, and they would find that it would pay in the end. He instanced two grocers in the same block. One made a profit on his goods, and made \$2,000 a year after paying expenses and taking a living out of the business; the other cut prices and hardly made ends meet, after having a lot of hard work for nothing. Mr. Carrothers had a scheme in connection with bad debts and dead beats, which was referred to the executive. Mr. Doyle spoke at length on collecting systems and co-operative stores. The feeling of the

meeting was in favor of provincial wide organization. The meeting took the form of a smoker, and G. B. Drake passed round the Havanas liberally. Thos. Ranahan played and E. J. Ryan sang a couple of songs.

Western Canada.

Duncan Gilchrist succeeds Thos. J. McFarlen, general merchant at Hargrave, Man.

Boaler Brothers, general merchants, Mazenod, Sask., have sold out to H. Zado, Ettington.

The grocery stock of the John David Estate has been sold to Max Bider, and that of the estate of R. J. Lane & Co. to F. Couples.

The Alaska Trading Co., being the firm name of the establishment of A. H. Speers & Co., at Alsask, Sask., was burned out.

Macdonald's Consolidated has begun business in Saskatoon, Sask. This is in addition to the plants at Edmonton, Moose Jaw, and Winnipeg. Warehouse room has been secured, and there is already a large stock of goods on hand.

The Swift Canadian Company of Edmonton is prepared to handle 10,000 hogs a week, when the "hog crop" is harvested. The P. Burns Company and Gainer's Packing Plant also have made provisions for increased output this year. The hog crop will start running within a month, and will continue till next May. It is the intention of the Swift Company to make a bid, should the market be favorable, for the dry salt meat business offering as a result of the European war. The Chicago packers announce that they have war orders sufficient to keep them running full time for a year. This applies only to the canned meats, a branch of the packing business which has not yet developed in the packing plants of this city. It is reported here that Armour & Company were sold out of their surplus stocks of canned meats nearly two months ago.

OLIVE BOTTLES REPRESENTED SOLDIERS.

Appropriate window trims are frequently of great value in creating publicity for the store. A novel trim recently appeared in the window of Frank H. Taylor, of Niagara Falls, Ont. It was what might be termed a military olive display. Bottles of olives in close formation were arrayed along the side of glass in single lines. Back of them and at regular intervals were the officers each being made of three bottles of the olives one on top of the other two. As the Taylor window is a large one the display with its many lines of "soldiers" and officers standing to one side made a rather imposing sight for a foodstuff.

SOME CO-OPERATIVE TROUBLES.

There seems to be some trouble brewing in connection with the Welland Co-operative Society, of Welland, Ont. A local paper referring to the matter has this to say:

"Too many cooks spoil the soup!"

"Welland Co-operative Society at present has two sets of officials and two boards of directors. The first directorate was appointed a few weeks ago at a meeting of the shareholders. Former Organizer Figgins claims that some members of this board cannot legally hold their position as they have not paid up shares. A meeting was called on Thursday evening by Mr. Figgins, who says that he considered it his duty as organizer to inform the shareholders of the condition of affairs. None of the officials or directors were present at this meeting, but about thirty members attended. A new board was appointed, with Mr. Owen as president, and Mr. Figgins as secretary. Members of the first board are confident that they are qualified to act and claim that the meeting held was illegal, as a petition with ten signatures was necessary, while the petition only contained five. Secondly, ten days' notice should be given, and thirdly no director can be displaced without the sanction of two-thirds of the members. Mr. Figgins claims that he only took these steps, after careful consideration and legal advice, and with a desire to serve the society. The members of the board are equally confident that they are in the right, and that the present deadlock is the result of personal ambitions.

LIMA BEANS.

New arrivals of lima beans have reduced the price very considerably in the Canadian market, although the figures are higher than the opening a year ago.

The crop of California for this year will amount to 1,300,000 sacks of 100 pounds each and will net the growers over \$5,000,000, according to figures furnished by J. M. Waterman, a broker and expert in this line, of Los Angeles, says the Los Angeles Times. This shows an increase over last year of approximately 250,000 sacks. There is an additional acreage planted to Limas of 10,000, making in all over 125,000 acres devoted to this profitable product.

Already 50 per cent. of the coming crop has been contracted for and the growers are beginning to receive money for their product.

INFORMATION ACTED UPON.

Nap. L. Adam, Sudbury, Ont., writes:—"I take much interest in reading your paper Canadian Grocer every week, and put into practice much of the useful information it has given me."

Supplies of Turkish Figs and Raisins Cut Off

Latest Development in War Situation Affects Markets—Interruption of Suez Traffic Would be Serious—Tea Advances Still Further on Shortage of Supplies in London — New Fruits and Nuts Have Arrived from Mediterranean—Sugar Drops 30c as We go to Press.

Office of Publication, Toronto, Nov. 5.

THE action of Turkey in taking up a role in the European theatre of war has had a direct effect on the market for figs and raisins, while the closing of the North Sea has cut off shipments of Java Coffee and other goods which come through Amsterdam. These are the important developments of the week in which the war is shown to be playing an important part in the grocery markets.

Communication with Turkey has been cut off and it is not expected that there will be any further shipments. Prices of figs and Sultana raisins are sure to advance further and Valencias are dearer in sympathy.

There is no change in the sugar situation. When there will be a reduction of prices is a matter of opinion. On the one hand there is the fact that raws are getting cheaper and refined in the United States is down to about 5c; on the other hand there is the attitude of the refiners who claim that they are entitled to present prices owing to the figure they paid for raw when it was necessary to buy for the protection of the Canadian supply. While the opinion seems to be that there will be a reduction by the end of the year there is the possibility that on account of the slow consumption dear raws will last until the Cuban market gains strength and there may be no recession—but this does not seem likely. The action of Great Britain is now being awaited. Stocks visible are heavy and buying is light. It remains for the United Kingdom to come back into the market to change the bearish sentiment; when she will do so is altogether problematical.

The new No. 16 Dutch sugar standard recently issued by the Government is at least two points darker than that in use at the Montreal customs office. It is considered by the trade in that city that a mistake has been made as this standard threatens to cut out much of the Muscovado sugar now coming from Barbadoes, as well as much of the Jamaica yellow crystal. The trade hopes that standard will be allowed to remain as before. E. P. Mouir, secretary of the Canadian West Indian League is taking the matter up with Ottawa.

The tea situation has become even more acute during the week and promises to continue critical for some time at least until there are new supplies in London. At the sale this week the price advanced another 1/2d, making 3c to 4c pound during the past six weeks. Sales at auction have dropped from 30,000 to 40,000 chests to 6,000 chests, and one big firm with a weekly requirement of 1,000 to 1,500 chests this week got but 18. Cabling has been discontinued on order of the admiralty with the result that importers do not know what they have afloat; there is nothing to indicate what of their purchases have been shipped. Japans are scarce and Chinas also firm.

Shipments of fruits have been received direct at Montreal. Prices are generally lower than the tail end of the old stocks was being held at. New nuts have also come through. California fruits are very dull and lower prices are expected for apricots and prunes.

Situation regarding beans is very unsettled, particularly as the dealers in some markets were overloaded with dear stuff. Prices indicate a firm situation in the country and prices are strong.

Flour market is very dull and mills are beginning to slacken operations. Domestic demand for high-grade flour is very weak and millers have difficulty in getting second-grade for export. Besides export bids are out of line owing to high prices of wheat as compared with United States and difficulties of transportation coupled with increased freight rates.

Great Britain continues to take Canadian eggs and the price for strictly fresh is higher. The situation here will be balanced by the fact that there is a big overplus of supplies in the United States upon which we can draw.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Feeds moving slightly better.
Bran and shorts selling cheaper than quoted here.
Rolled oats unchanged.

PRODUCE AND PROVISIONS—

Eggs firm; new laids bring 41c.
Compound lard down again.
Dressed hogs decline again.

FISH AND OYSTERS—

Certain lines of fresh fish off the market.
Oysters selling better.

FRUITS AND VEGETABLES—

Apple market firmer.
Oranges, Valencia, scarcer.
Potatoes good sellers.
Lemon market firm.
Grapes, in kegs, arrive, \$5 keg.

GENERAL GROCERIES—

Matches 15c case up.
Alimentary pastes up 1c lb.
Coffee market slightly firmer.
Cream of tartar expected.
New fruits and nuts arrive.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Backs and cooked meats 1c lower.
Pure lard off another 1/4c.
Export demand for eggs continues.

FRUITS AND VEGETABLES—

Grapefruit are very cheap.
Messina lemons are firmer.
Fall vegetables cheaper.
Summer market closed.

FISH AND OYSTERS—

Frozen halibut and salmon offered.
Weather not favorable.
Oysters continue rather slow.

FLOUR AND CEREALS—

Situation still very dull.
Export offers are out of line.
Mill feeds somewhat easier.
Still short of rolled oats.

GENERAL GROCERIES—

Sugar outlook problematical.
Action of Turkey being considered.
Valencia raisins are dearer.
France may put embargo on nuts.

QUEBEC MARKETS.

Montreal, Nov. 5.—Considerable activity is being shown owing to the arrival both here and in New York of vessels from Europe bearing dried fruits and nuts. For much of these wholesalers have secured orders; in fact, in many cases it looks as though they have bought too carefully, having the idea in mind that few grocers would be buying extensively this year. However, there is much truth in this, for, owing to the fact that supplies arriving and on the way are large, the market has become somewhat depressed, and it is not unlikely that lower prices will prevail before long.

The fact that navigation closes within three weeks and retailers' stocks are not

CANADIAN GROCER

big, has helped business considerably, merchants in ports taking advantage of cheaper freights by water. In Quebec Province, retailers are buying in smaller quantities, but oftener, so that bills being run up are not so large. Wholesalers, however, are doing about the same amount of business in the country as normally, but they cannot say the same about industrial centres.

The following are minor changes:—Matches have advanced 15c per case on account of dearer raw materials; buck-wheat flour, which is used extensively in this province, has been reduced from \$3.75 to \$3.40 per bag; some lines of Vichy water have become exhausted, and cannot be replaced; and, owing to the embargo placed by the French Government on alimentary pastes, all these lines have advanced 1c per lb.

SUGAR.—It is not surprising that grocers are delaying their purchases of sugar, when refined is quoted at \$7.05 here and at 5c in New York. At the same time raws are being offered in New York at 2½c, and no buyers. It is felt that the situation does not warrant the high prices for sugar here, and that a further advance would not be justified. In the meantime, grocers will wait for lower prices. Refiners make their usual statement—that they sold cheap when their raws were cheap, and that their price must advance when they have paid higher for their raws.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	7 05
20 lb. bags	7 15
2 and 5-lb. cartons	7 35
Yellow Sugars—	
No. 3	6 90
No. 1	6 85
Extra Ground Sugars—	
Barrels	7 45
50 lb. boxes	7 65
25 lb. boxes	7 85
Powdered Sugars—	
Barrels	7 25
50 lb. boxes	7 45
25 lb. boxes	7 65
Paris Lump—	
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Crystal Diamonds—	
Barrels	7 70
100 lb. boxes	7 80
50 lb. boxes	7 90
25 lb. boxes	8 10
Cartons and half cartons	9 05
Crystal Dominoes, cartons	9 15

DRIED FRUIT.—Shipments are arriving freely from Europe, and jobbers are feeling in better spirits now that a little business is being done. However, everybody is a seller nowadays, and as the public is buying hand-to-mouth, the market is in a depressed condition, and retailers should be able to secure much better prices all round. Figs have reached Montreal, and have been moving freely during the past week, the entry of Turkey into the fighting arena, no doubt, stimulating sales, the opinion being held that supplies may be harder to secure later. However, large shipments have arrived, and are on the way, so that the market should be well supplied with figs. Spot stocks of raisins are getting low, but new arrivals are coming in. California seed-d are moving more freely, and prices are attractive.

The "Jacona," which reached Halifax on Sunday, November 1, carried considerable supplies of nuts and fruits for Canadian grocers. Wholesalers are quoting 7½c for Hallowe'en dates for delivery November 20, and 6¾c for Khadrawi dates. Valencia raisins are reported to have advanced ½c in the primary markets. New prices quoted are 7¼c for finest selected, and 8¼c for 4-crown layers. Malaga table raisins are quoted, 3-crown cluster, 22-lb. boxes, \$2.60, and \$3.60 for 5-crowns. The trade this year have imported a large quantity of table raisins in 1-lb. packages, wrapped in tissue paper. These are in four grades, selling at 14, 16, 20 and 23 cents per lb. New Sultanas are quoted at 9, 10½ and 11½ cents for fine, finest and superfine respectively. Re-cleaned Sultanas are quoted 12½c and 14c for 1-lb. packages. Apples are a drug on the market this year owing to the big crop,

SUGAR DROPS 30c.

Just as we go to press comes word from Montreal that the big refiners have reduced prices 30c cwt. The outlook is now that the declines have commenced that there will be more. As usual there was nothing to indicate that the change was coming just at this time.

and lower prices will shortly be quoted. To-day, choice winter stock apples are quoted at 6½c to 7c.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 05½	0 07
Nectarines, choice	0 08	0 11
Peaches, choice	0 08	0 08
Pears, choice	0 08	0 13
Apricots	0 15	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	0 18	
Lemon	0 12	
Orange	0 13	
Currants—		
Amalias, loose	0 07½	0 09
Amalias, 1-lb. pkgs.	0 08	0 08½
Filistras, fine, loose, new	0 07	
Filistras, packages, new	0 08	
Dates—		
Dromedary, package stock, per pkg.	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowe'e, loose	0 08	0 08
Hallowe'e, 1-lb. pkgs.	0 07½	0 08
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 13	
40 to 50, in 25-lb. boxes, faced	0 11½	
50 to 60, in 25-lb. boxes, faced	0 11	
60 to 70, in 25-lb. boxes, faced	0 10½	
70 to 80, in 25-lb. boxes, faced	0 09½	
80 to 90, in 25-lb. boxes, faced	0 09	
90 to 100, in 25-lb. boxes, faced	0 08½	
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60	
Muscata, loose, 3 crown, lb.	0 08½	
Sultana, loose	0 09	0 11½
Valencia, new	0 07½	
Seeded, fancy	0 10	
Seeded, choice	0 09	

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

TEAS.—Conditions have not changed much since last week. Certainly there has been no easing off as yet. Indications are for stronger markets themselves, apart from the effect of transportation charges, which is largely due to the smaller quantity coming forward, and due to the large quantity lost at sea. Yet the fact remains that large stocks must be accumulating in India and Ceylon, for they are not going to London,

the stocks there being lower than they were a year ago. There is still a good demand for Japans of all grades, but the market is cleared, and nothing new is available. It follows that stocks here should bring firm prices throughout the season.

RICE.—No change either in the rice or tapioca markets. Prices remain steady, and it is believed there will be no change for some time. The market for spot cleaned in England is firm, which is generally an indication of conditions elsewhere. The extraordinary rush following the beginning of hostilities has given place to a quietness less than normal, although there will probably be some improvement towards the end of November and in December.

Rangoon Rices—	Per cwt.
"A"	3 80
"B"	3 40
"C.C."	3 40
India bright	3 65
Lustris	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

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

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05½	0 06
Quarter bags, 56 lbs.	0 05½	0 06½
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05½	0 06
Seed, lb.	0 05½	0 06

MOLASSES.—The market continues about the same, quiet orders coming every day for supplies. The approach of the close of navigation is helping considerably, some grocers buying now to save paying heavy freights. The latest sale for fancy molasses in Montreal was with a Quebec firm, who bought several cars, paying 34 cents. This indicates that the market is holding firm.

Barbadoes Molasses—	Prices for	
	Island of Montreal.	Choice.
Punchons	35	35
Barrels	41	39
Half barrels	45	43

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

Corn Syrup—		
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls.	0 04½	
Pails, 36½ lbs., \$1.95; 25 lbs.	1 60	
Cases, 2 lb. tins, 2 doz. in case	2 85	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ¼ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Maple Syrup—		
Pure, per ½ lb. tin	0 75	
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00	
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—Market seems to be holding fairly steady on all grades except two, and one of these is Santos, which has stiffened up considerably; this has had a bearing on other lines. The demand for coffee continues very poor.

Coffee, Roasted—		
Bogotas	0 25	0 30
Jamaica	0 23	0 25
Java	0 33	0 35
Maricabo	0 23	0 27
Mexican	0 27	0 30
Mocha	0 30	0 33
Rio	0 19	0 22
Santos	0 21	0 22
Chicoory, per lb.	0 10	0 12

NUTS.—Spot stocks of Tarragonas are not plentiful, and the market re-

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mains firm. French soft shells are limited, and are well liked. California paper shells are going freely. Spot walnuts are not plentiful. It was reported that the French Government had prohibited the exportation of walnuts, but later cable advices state that the embargo has been cancelled. Brokers continue to book orders subject to walnuts being allowed free entry into this market. Grenobles will be shipped from Marseilles on November 11; they were not dry enough to ship earlier. These will not arrive here until very late in November. Marbots and comes are being shipped from France this month, and until these arrive early December must depend on Naples. Brazils are being offered on a low basis. Pecan are moving freely. From latest reports, retailers should be able to secure attractive prices.

Shelled walnuts, per lb.	0 50
Shelled almonds, 28-lb. boxes, per lb.	0 45
Scicily alberts	0 16
Pecans—		
Large	0 18
Almonds	0 21
Walnuts, Grenoble	0 21
Brazils, new	0 15
Peanuts, No. 1, 12½c; No. 2	0 09½
Peanuts, No. 3	0 08½
Canadian chestnuts	0 12

SPICES.—Practically no change in the market. The new supply of cream of tartar has not yet been in evidence, so that prices remain around 45c to 50c. There has not been sufficient change in other lines to warrant changing quotations.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 72-0 80	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochin	0 18-0 23		
Ginger, Jamaica	0 20-0 25	0 90-1 05	0 95-1 10
Mace	0 55-1 10		
Nutmegs	0 30-0 35	1 02-1 20	1 10-1 25
Pepper, black	0 20-0 25	0 80-0 90	0 90-1 00
Pepper, white	0 22-0 32	1 05-1 10	1 10-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 85-1 15
Pickling spice	0 20-0 25	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22		

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

Cardamon seed, per lb., bulk	2 00	2 80
Carraway—		
Canadian	0 12	0 30
Dutch	0 15	0 30
Cinnamon, Ceylon, lb.	0 22	0 22
Mustard seed, bulk	0 35	0 45
Celery seed, bulk	0 35	0 30
Cayenne chillies	0 20	0 25
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—A broker who has just returned from the bean country around Ridgetown, Ont., reports that dealers and farmers in that locality claim that prices have got to advance. Dealers there are asking \$2.40 to \$2.45 on track Montreal, and yet 3-lb. pickers are being sold here for \$2.30 to \$2.35, it is claimed. The latter price should allow retailers to buy at \$2.60. However, brokers who are only in a position to sell at \$2.40, make the statement that these beans cannot be 3-lb. pickers, or it would be impossible to sell at this price.

In Ridgetown, the farmer is receiving \$2.10 for his beans; add to that the cost of bag, brokerage, freight, and shipping, the price is brought up to \$2.31, so that if the Ridgetown dealer sells at \$2.35 he

is not making much profit. Other districts, known variously as northern and western, are producing cheaper beans, which is the reason why dealers in the Ridgetown district are apparently having difficulty in supplying at \$2.30. Trade in Montreal are of the opinion that beans should be cheaper, and are reserving their large purchases until a lower figure is reached.

The broker above referred to learned that peas would be delivered in fair quantity inside of three weeks, but could not say anything about quality until he had seen a sample. He was of opinion that the supply of Canadian beauty peas would be good, which has not been the case for some time. Montreal wholesalers state that good soup peas are hard to secure, and are bringing \$2.75. A poorer grade of pea is being sold at \$2.60.

Beans—		
Hand picked, per bushel	2 85	
Canadian, white, per bushel	2 65	
Yellow, per bushel	3 25	
Yellow eyes, per bushel	3 25	
Lima, per lb.	0 08	
Peas, Imperial green, per bushel	2 50	
Peas, white soup, per bushel	2 60	
Barley, pot, per abg	3 50	
Barley, pearl	4 80	

ONTARIO MARKETS.

Toronto, Nov. 5.—Business continues quiet. Turnover is small and on a hand-to-mouth basis. It is evident that the people are exercising a careful policy and that there are many pantrys which were well stocked during the early stages of the war. Wholesalers, too, are encouraging close buying and there is a disposition to curtail orders to a large extent where there is any desire shown by retailers to delve into futures. Collections are generally reported as being fairly satisfactory under the conditions.

Turkey's entry into the war promises further trouble with regard to figs and Sultana raisins, and there are also prospects that the Suez traffic might be interfered with which would affect many lines from the far east. The sugar situation shows little change and anything like speculation as to the future is purely guess work. Tea gets firmer with the London situation showing very short supplies for the time being. The closing of the North Sea also affects some coffee and other lines which were secured through Amsterdam.

SUGAR.—The Canadian market shows no change and there is much room for speculation as to the future, which is very vague. Prices are holding despite easier conditions in New York, and while the opinion seems to be in the trade that there will be a reduction it must be remembered that the stand of the refiners, who control the situation, is that they kept prices down early after the war broke out to protect the public and that they had to pay high prices for raws which they are now refining. Business is

very dull and one authority expresses the opinion that this will keep prices up for a considerable time, probably after the 1st of the year. Great Britain is the big world factor and her course will be followed with interest. If she comes back into the market for Cuban raws the market should strengthen again with the possibility that this strength may come before refiners in Canada reduce prices and keep the market at its present level.

Refiners of Great Britain or the States are showing little interest in raws at the moment. The price has declined to a position within three-eighths cent of what it was at the time war broke out.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 11
20 lb. bags	7 21
10 lb. bags	7 25
2 and 5-lb. cartons	7 40
Nova Scotia refined, 100-lb. bags	7 01
Extra Ground Sugars—	
Barrels	7 51
50 lb. boxes	7 71
25 lb. boxes	7 91
Powdered Sugars—	
Barrels	7 31
50 lb. boxes	7 51
25 lb. boxes	7 71
Crystal Diamonds—	
Barrels	7 86
100 lb. boxes	7 86
50 lb. boxes	7 96
Paris Lumps—	
100 lb. boxes	7 86
50 lb. boxes	7 96
25 lb. boxes	8 16
Cartons (20 to case)	8 41
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	9 01
Yellow Sugars—	
No. 1	6 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—In the last six weeks fine Ceylon teas have advanced from 3c to 4c per pound on the London market; in fact, it is impossible to get any quantity of fine tea at any price. For two weeks running the London Ceylon auctions, which in ordinary times average from thirty to forty thousand chests per week, have only averaged ten thousand a week, and this week only six thousand chests were offered. One of the big houses usually buying 1,200 to 1,500 chests per week only got 18 and that at ½d. over the previous week.

As all cabling that has reference to the departure of ships from Colombo and even reports of them en route, say at Suez or Gibraltar, have been stopped by the admiralty, importers are absolutely ignorant as to whether or not they have teas on the ocean. They know how much tea they have purchased at Colombo, but they have no idea whether these teas, purchased perhaps six weeks ago, are still lying there or are close at hand. This state of affairs is making the heads of the big tea concerns very uncomfortable just now. Prices may go still higher in London on account of the shortage of supplies, but it should not be long now until there are further shipments coming from the East.

Should anything develop that the Suez route would be interfered with there would be further trouble and shipments might have to go round by the cape or across the other ocean. This would

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mean higher prices. Japan teas too are short and are practically off the market, excepting so far as some of the dealers may have bought heavily early in the season and are now re-selling. China teas are also short and the whole situation is very firm.

DRIED FRUIT.—The part which Turkey is now playing in the European situation is going to materially affect market for figs and Sultana raisins. Importers report that while there are some shipments now forward these are not important, as there was much delay in getting them on the boats. The recent developments are that the Turkish market has been cut off and there is little prospect of further shipments for some time. It will be noted that there is particular activity on the part of the war-ringing interests in the vicinity of Smyrna. The development will undoubtedly be higher prices. New fruits are now coming forward and the situation is that the market is much upset from the fact that some houses have fag ends which they are trying to clear up. The market promises to remain unsettled until stocks get into a more normal state. During the week there has been advance of half a cent for Valencia raisins. California fruits are heavy and there promise to be lower prices for apricots and prunes if the existing conditions continue.

Apples, evaporated, per lb.	0 08	0 06½
Apricots—		
Standard, 25 lb. boxes	0 14½	0 14
Choice, 25 lb. boxes	0 14	0 15½
Candied Peels—		
Lemon	0 12	0 14
Orange	0 12	0 14
Citron	0 19	0 22
Currents—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizas, choice	0 09½	0 10
Cleaned, ¼ cent more.		
Dates—		
Farda, choicest, 12-lb. boxes	0 09	0 09½
Farda, choicest, 50-lb. boxes	0 09½	0 09
Package dates	0 07½	0 09
Halloween	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-70s, 25 lb. boxes	0 12	0 13½
60-70s, 50 lb. boxes	0 10	0 11½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼ cent more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼ cent more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08	0 08½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.		0 09½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets		0 10

NUTS.—There are rumors in the trade that France may place an embargo against the exportation of nuts. This has not been confirmed and no definite information can be had on the subject. If this course were followed it would have serious consequences to the trade as it would mean that all supplies of both shelled and unshelled walnuts would be cut off.

In Shell—	
Almonds, Tarragona	0 17½ 0 20
Brazils, medium, new	0 11 0 12
Brazils, large, washed, new	0 12 0 14
Chestnuts, peck	1 75 2 00
Filberts, Sicily, new	0 15 0 17
Peanuts, Jumbo, roasted	0 12½ 0 14
Peanuts, hand-picked, roasted	0 10½ 0 11

Peanuts, fancy, roasted	0 09	0 10
Walnuts, Grenoble	0 17	0 18
Walnuts, Bordeaux	0 17½	0 18
Walnuts, Marbois	0 14	0 15
Shelled—		
Almonds	0 55	0 55
Filberts	0 35	0 35
Peanuts	0 10½	0 11½
Pecans	0 65	0 60
Walnuts	0 55	0 60

SPICES.—There is a scarcity of seeds at the present time and stocks are becoming exhausted. This applies particularly to Carraways, and it is practically impossible to get them in the city. Generally the situation is without change although there are better supplies of cream tartar and the price seems inclined to decline.

Spices—		
Allspice, ground	Compound, per lb. 0 12	Pure, per lb. 0 18
Allspice, whole	0 12	0 17
Cassia, whole	0 21	0 26
Cassia, ground	0 18-0 19	0 21-0 26
Cinnamon, Batavia	0 36	0 40
Cloves, whole	0 28	0 33
Cloves, ground	0 21-0 26	0 31-0 36
Cream of tartar	0 25-0 35	0 40
Curry powder	0 18-0 19	0 20-0 25
Ginger, Cochin	0 17-0 20	0 24-0 27
Ginger, Jamaica, ground	0 17-0 20	0 24-0 27
Ginger, Jamaica, whole	0 24-0 27	0 28-0 31
Ginger, African, ground	0 18	0 21
Mace	0 30-1 05	0 35
Nutmegs, brown, 64s, 62c; 80s, 42c; 100s		0 37
Nutmegs, ground, bulk, 45c; 1 lb. tins		0 50
Pastry spice	0 27	0 30
Peppers, black, ground	0 19-0 22	0 19-0 22
Peppers, black, whole	0 20	0 22
Peppers, white, ground	0 19-0 27	0 32-0 35
Peppers, white, whole	0 31-0 33	0 32-0 35
Pickling spice	0 17	0 20
Turmeric	0 18-0 20	0 20

COFFEE.—Javas and Mochas are firm at generally higher quotations. There are prospects that in the event of Turkey becoming very active that the Suez canal route might be closed in which event there would be further difficulty in regard to getting shipments. Brazilians are continuing easy.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala	0 30	0 32
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicory		0 14

BEANS.—Situation continues firm with a good demand for export and prices holding at the top. Peas also continue firm.

Beans—	
Canadian, hand picked	Per bushel 3 00 3 25
Canadian primes	2 90 3 15
Lima, per lb.	0 04½ 0 05
Peas, blue, Canadian, per bush.	2 90 3 20
Peas, whole, white, per bush.	2 90 3 00

RICE.—Demand continues fair and prices as before. Situation for tapioca and sago is inclined to be firm on account of difficulties in getting shipments forward.

Rice—	
Rangoon, per lb.	0 03½ 0 04
Rangoon, fancy, per lb.	0 04½ 0 05
Patna, per lb.	0 06½ 0 08
Japan, per lb.	0 08½ 0 09
Java, per lb.	0 08 0 08½
Carolina, per lb.	0 09 0 10
Sago—	
Brown, per lb.	0 06 0 06½
White, per lb.	0 06 0 06
Tapioca—	
Rullet, double goat	0 10½
Medium pearl	0 06
Seed pearl	0 06
Flake	0 10½

SYRUPS.—Business is fair for the season, but the demand is not very active. Makers of syrup and starch report that there is a strong demand for glu-

cose and for grape starch which is used in connection with making up heavy leathers.

Syrups—	
2 lb. tins, 2 doz. in case	Per case 2 95
5 lb. tins, 1 doz. in case	3 00
10 lb. tins, ½ doz. in case	3 00
20 lb. tins, ¼ doz. in case	3 05
Barrels, per lb.	0 09½
Half barrels, lb.	0 04
Quarter barrels, lb.	0 04½
Falls, 35½ lbs. each	1 95
Falls, 25 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 28 0 29
New Orleans, half-barrels	0 28 0 30
West Indies, barrels	0 24 0 26
West Indies, half barrels	0 28 0 29
Barbados, fancy, barrels	0 45 0 48
Barbados, fancy, half barrels	0 47 0 51
Maple Syrup—Compound—	
Gallons, 6 to case	4 40 4 80
½ gals., 12 to case	4 70 5 40
¼ gals., 24 to case	4 70 5 40
Pinta, 24 to case	2 80 3 00
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45 6 90
Gallons, 6 to case	6 60 6 90
½ gallons, 12 to case	6 95 7 25
Quarts, 24 to case, in glass	7 00 7 25
Pinta, 24 to case	4 00 5 00
Maple Sugar—	
Pure, per lb.	0 13½
Maple Cream Sugar—	
24 twin bars	1 80
40 and 48 twin bars	3 60 4 85
Maple butter, lb. tins, dozen	1 90

MANITOBA MARKETS.

Winnipeg, Nov. 4.—More price changes have been struck during the week, the majority of these in a downward direction. It also is very likely that before many days further reductions may be expected—at least one reduction in a line, which of late has been mainly noted for its scarcity and its rapid advances. That Turkey is being drawn into European trouble is not causing anxiety here. Sultanas and figs are the two lines of greatest importance which come from this country, and the supplies of these are now at hand.

Business on the whole is moving quietly. Dealers continue to evidence a desire to buy in small quantities, and it is evident this meets the wishes of the wholesale houses.

SUGAR.—This commodity is very liable to drop—a decline of 10c, in fact, is practically certain to be struck before next week. The cause will be the drop in the price of raws, which are now being quoted in New York at practically the same price as on August 1st. This indicates very clearly that the rapid advance of raws in New York, after the declaration of war, was not warranted. The coming decline being taken into consideration, there seems every reason to believe that until some new conditions develop in Europe the sugar market in Canada will remain fairly steady.

Supplies are now satisfactory. Among other things, the week has been noted for the re-appearance, of B. C. sugar on the Winnipeg market.

Sugar, Eastern—	
Extra standard granulated	Per cwt. in sacks 7 50
Extra ground or icing	7 50
Powdered	7 50
Lump, hard	7 95
Montreal yellow	6 60
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Half, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50	6 10
Powdered, 25	6 05
Icing, barrels	6 10
Icing, 50	6 05

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Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
Sugar, British Columbia—	
Extra standard granulated	7 20
Bar sugar	7 35
Icing sugar	7 55
Powdered sugar	7 35
H. P. lumps	8 05
Yellow	6 55
B. C. Cane Syrups—	
2-lb. tins, 1 doz. to case	3 60
5-lb. tins, 1 doz. to case	4 00
10-lb. tins, 1/2 doz. to case	3 75
20-lb. tins, 3 tins to case	3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 83
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gals., 1 doz.	5 85
New, pure, 1/2 gal., case	9 00
New, pure, 1/4 gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Apples are coming in now every day, and dealers may look for very low prices on this line for the next year. Quotations for new winter stock at present are: 50's, 7 1/2c; 25's, 7 3/4c. The week has been marked by a downward tendency in several lines of California dried fruits, specially noticeable being prunes and peaches. So far prices on the Winnipeg market have not changed during the last week, but in these two lines at least, they may be expected to decline in the near future. While a further decline in apricots is not likely to occur, they are expected to remain at their present low level. The same is true of currants. There seems to be a considerable difference in quotations on this line, but 9 1/2c for dried clean appears a reasonable figure. The one exception to the downward tendency so far as dried fruit is concerned, is in raisins. These seem firm, with little or no chance of a drop, and some possibilities of an advance in price.

Apples, evaporated, new, 50's	0 07 1/2
Apples, evaporated, new, 25's	0 07 3/4
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11 1/4
Currants—	
Dry clean	0 09 1/2
Washed	0 09 3/4
1 lb. package	0 09 1/2
2 lb. package	0 19
Vostizias, 1 lb.	0 12 3/4
Dates—	
Hallowi, loose, per lb.	0 06
Hallowi, 1 lb. pkgs.	0 06 1/2
Fard dates, 12-lb. boxes	1 10
Peaches—	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2
Extra choice, 25-lb. boxes	0 08 1/2
60 to 70	0 10
50 to 60	0 10 1/2
40 to 50	0 11 1/2
Raisins, Valencia—	
Extra select Valencia, 25's, box	2 15
Raisins, Sultan—	
California	0 09 1/2
Smyrnas	0 12 1/2
Raisins, Muscatel—	
3 crown loose, 50's	0 08 1/2
Choice, seeded, 25's	0 08 1/2
Choice, seeded, 10's	0 09 1/2
Extra fancy seeded, 1 lb.	0 09 1/2
12-oz. packages, fancy	0 07 1/2
12-oz. packages, choice	0 07 1/2
Raisins, Australian—	
Lexias, 56-lb. boxes	0 08 1/2
Prunes, in 25-lb. boxes—	
80 to 100	0 07 1/2
80 to 90	0 08 1/2
70 to 80	0 09 1/2

TEAS AND COFFEES.—The week has been noted for an advance of 1/2c in all lines of coffee, due largely to larger orders. The chicory market remains steady, despite the fact that the supplies formerly received from Aus-

tria and from Belgium are completely cut off. There is stock enough on hand, however, to meet all the need for number of months, and no advance is expected.

Coffee—	Per lb.
Rio, No. 5, green	0 13 1/4
Rio, roasted	0 15 1/4
Santos, green, No. 4	0 15 1/4
Santos, roasted	0 22 3/4
Chicory, per lb.	0 07
Teas—	
Japan—	
Choicest basket, fired	0 40
Choicest, pan fired	0 40
Very fine, pan fired	0 35
Medium, pan fired	0 30
Common, pan fired	0 25
India and Ceylon—	
Souchongs	0 30
Pekoe Souchongs	0 35
Pekoe	0 40
Broken orange and orange	0 40
China—	
Fine Keelung	0 50
Good Packium	0 35
Common moning	0 25

BEANS.—The drop in Canadian three-lb. pickers has materialized as was predicted last week. The present price is \$2.75 3/4.

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., Nov. 4.—Sugar market is declining. It has already declined 10c October 29, and 20c on October 31, apart from the new list issued at Regina showing a further decline of 23c. Sugar at Regina is now quoted at \$7.57. Holland herring quoted at 90c keg, an advance of 25 per cent. Borden and Aylmer milk people giving one case free with ten, making immediate business in line heavy. Wholesalers report within next few weeks cheaper canned goods offered. Wholesalers have not bought heavily in commodity as formerly, and the result is considerable competition among packers. Ontario beans, \$3.10; coffee, 17; N. B. potatoes, 90c; rice, \$4.30; sugar, \$7.57; yellow, \$7.17; apples, gallon, \$1.40; canned beans, \$2.23; corn, \$2.23; peas, \$2.23; tomatoes, \$2.60; lemons, \$5.90; oranges, \$3.75; dried apples, 7 1/2; currants, 7 1/2.

Produce and Provisions—	
Butter, creamery, per lb.	0 29
Butter, dairy, No. 1	0 30
Cheese, per lb.	0 17 1/2
Eggs, fresh, per doz.	0 27
Lard, 3's, per case	7 50
Lard, 5's, per case	7 45
Lard, 10's, per case	7 40
Lard, 20's, each	2 80
General—	
Beans, Ontario, per bushel	3 10
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 02
Coconut, lb.	0 20 1/4
Frap. apples, 50's	0 12 1/4
Potatoes, new, per bush., R.C. 1.25:	
N. B.	0 91
Rolled oats, 20's, 75c; 30's, \$1.50; 80's	3 00
Rolled oats, ball of 80 lbs.	3 45
Flour, 98's	3 30
Rice, per cwt.	7 07
Sugar, standard, gran., per cwt.	7 40
Sugar, yellow, per cwt.	7 17
Walnuts, shelled, 5c; almonds	0 85
Canned Goods—	
Apples, gals., case, \$1.40-\$1.91, doz.	3 82
Broken beans, 2's	2 80
Beans	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 25
Plums, Lombard	2 10
Peaches	3 14
Strawberries and raspberries	4 00
Tomatoes, standard, per dozen	2 35
Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 80
Fruits—	
Apples, per bbl., Ontario	4 00
Lemons	5 90
Oranges	3 75

Dried Fruits—	
Apricots, per lb.	0 11 1/4
Apples, per lb.	0 07 1/2
Currants, per lb.	0 07 1/2

ALBERTA MARKETS.

(By Wire.)

Edmonton, Nov. 4.—Ontario beans remain firm. Lard is also steady. Sugar has declined 50 cents, standard granulated is now \$7.80 to \$7.90; yellow down to \$7.35.

Produce and Provisions—	
Cheese, per lb.	0 16 1/2
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1, 25c; No. 2	0 21
Cheese, per lb.	0 18
Lard, pure, 3's, per case	7 85
Lard, pure, 5's, per case	7 90
Lard, pure, 10's, per case	7 80
Lard, pure, 20's, each	2 53
General—	
Beans, Ontario, per bushel	2 90
Coffee, whole roasted, Rio	0 15 1/4
Evaporated apples, 50's	0 11
Potatoes, per bush.	0 65
Rolled oats, 20's	0 70
Rolled oats, ball	3 25
Flour, 98's, \$3.55-\$3.65; rolled oats, 80's	2 80
Rice, per cwt.	4 80
Sugar, standard gran., per cwt.	7 80
Sugar, yellow, per cwt.	7 35
Canned Goods—	
Apples, gals., case	1 80
Corn, standard, per two dozen	2 15
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 20
Peaches	3 65
Strawberries, \$1.35; raspberries	4 00
Tomatoes, standard	4 35
Salmon, sockeye, 4 doz. talls, case, 1s	9 80
Cohoos, 1's, \$3.75; humpbacks, 1's	4 35
Fruits—	
Lemons	6 75

NEW BRUNSWICK MARKETS.

St. John, N.B., Nov. 4.—There are few changes this week. Business is brighter with the Christmas trade outlook promising. Shipments of Mediterranean dried fruits are due this week. Flour and provisions are easier. Sugar is unchanged. Molasses firm. Dealers expect molasses may go higher. Compound lard fell off owing to poor cotton market. Pure lard is steady. Cheese is a little firmer. Cream of tartar is easier, and supplies are coming well. Currants are lower. Domestic pork is down, \$28-\$28.50. Barreled beef is also lower, \$26.50-\$27. Market is uncertain. Standard oatmeal is firmer at \$7.70. White beans are \$3-\$3.06, and prospects for lower prices on a general good crop; yellow are unchanged, but will be easier.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 20
Bacon, roll, per lb.	0 17
Beef, barrel	25 50
Beef, corned, 1 lb.	3 15
Pork, American clear, per bbl.	27 50
Pork, domestic, per bbl.	28 00
Butter, dairy, per lb.	0 23
Butter, creamery, per lb.	0 23
Eggs	0 25
Lard, compound, per lb.	0 19 1/4
Lard, pure, per lb.	0 13 1/4
Cheese	0 16 1/2
Flour and Cereals—	
Cornmeal, gran.	6 00
Cornmeal, ordinary	1 90
Flour, Manitoba, per bbl.	7 85
Flour, Ontario	6 85
Rolled oats, per bbl.	6 75
Oatmeal, standard, per bbl.	7 70
Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00
Oranges, Val., case	4 00
Potatoes, new, bbl.	1 25
Sugar—	
Standard granulated	7 20
United Empire	7 10
Bright yellow	7 00
No. 1 yellow	6 70
Paris lumps	8 25
Beans, white, per bush.	3 00
Beans, yellow eyes, per bush.	3 70
Canned pork and beans, per case	2 80
Molasses, per gal.	0 34 1/2
Cream of tartar, per lb., bulk	0 50
Currants, per lb.	0 11 1/4
Rice per cwt.	4 80



Flour and Cereals



High Freight Rates Handicap Export Trade

Inquiry for Flour on Foreign Market Creates Little Interest, as Price of Wheat and Increased Transportation Charges Put Bids Out of Line—Mills Beginning to Slow Down.

MONTREAL.

FLOUR.—The market is stagnant, and prices are unchanged. There will be very little business doing until stocks are cleared up, although there should be some activity as November 25 approaches, this being the date fixed for the close of navigation. Both wholesalers and retailers in towns like Three Rivers, Sorel, etc., down St. Lawrence, usually get in supplies before close of navigation, which saves considerable on freight. Whether they will purchase this year at the prices prevailing, remains to be seen. Wheat in Ontario is held at firm prices. The large millers state that conditions in the flour market have not changed for a month.

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

CEREALS.—This market, like the feed and flour markets, is quiet. Prices are nominal, and little business is being done. As soon as cooler weather arrives, business should be better.

Cornmeal—	Per 95-lb. sack.
Kiln dried	2 45 2 50
Softer grades	2 20 2 35
Rolled Oats—	90's in jute.
Small lots	3 12% 3 50
25 bags or more	3 00%
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 50
Hominy, per 95-lb. sack	2 75

FEEDS.—A little better business has been done during the past week in feeds. Evidently someone is running out of stock, or is prepared to take chances on the present market. While large millers still quote old prices for bran, shorts, middlings, etc.—\$25, \$27 and \$30—these can be bought for \$21-\$22, \$23-\$24 and \$25-\$26. Even the big milling concerns will not turn business down at the lower prices.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00

Middlings	29 00	30 00
Wheat moulee		30 00
Feed flour	35 00	36 00
Mixed chop, ton		36 00
Crushed oats, ton		36 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton		36 00
Barley chop, ton		36 00
Feed oats, cleaned, Manitoba, bush.		0 65

TORONTO.

FLOUR.—Business is very dull,—a continued rather than a new condition,—and the result is that some of the mills are beginning to slow down, having filled up their storage capacity to a large extent. Not only is the demand off in the domestic department, but there is little being done for export. It is not that there is not interest enough but the bids are out of line. For this there are two reasons. On the one hand the price of wheat is high compared with the United States and on the other hand the difficulties of securing transportation have been added to the increasing freight rates, until quotations are out of line considerably. Then again, the position is that the millers are not finding a demand for their first-grade flour and are therefore not in position to produce second grade for export. Although dull situation continues, strength and prices are firm.

Manitoba Wheat Flour—	Small Car lots, lots, per bbl. per bbl.
First patent	6 80 6 60
Second patent	6 30 6 10
Strong bakers	6 10 5 90
Flour in cotton sacks, 10c per bbl. more.	

Winter Wheat Flour—	Small Car lots, lots, per bbl. per bbl.
Fancy patents	5 50 5 30
90 per cent.	5 10 4 90
Straight roller	5 00 4 80
Blended flour	5 35 4 95

CEREALS.—Week shows little change in the situation, which is generally firm on recent advances by millers. There is still a shortage on account of plants for a time having felt the shortage of Canadian oats. Business is only fair and colder weather would help materially.

Barley, pearl, 95 lbs.	5 00
Ruckwheat grits, 95 lbs.	5 50 6 00
Corn flour, 95 lbs.	2 50 3 00
Cornmeal, yellow, 95 lbs.	2 65 2 75
Graham flour, 95 lbs.	3 00 3 30
Hominy, granulated, 95 lbs.	3 00
Hominy, pearl, 95 lbs.	3 00
Oatmeal, standard, 95 lbs.	3 65

Oatmeal, granulated, 95 lbs.	3 65
Peas, Canadian, boiling, bush.	2 75 3 00
Peas, split, 95 lbs.	5 00
Rolled oats, 90-lb. bags	3 55 3 45
Rolled wheat, 100-lb. bbl.	3 75 4 00
Rye flour, 95 lbs.	3 60
Wheatlets, 95 lbs.	3 75 4 00
Whole wheat flour, 95 lbs.	3 75 4 00

MILL FEEDS.—Little change in situation. Prices are generally firm at the big mill quotations, which are at the top, although there are general concessions of a dollar a ton. With mills slackening and cold weather liable to commence at any time, the situation is likely to get still stronger.

Mill Feeds—	Mixed cars, per ton
Bran	24 00 25 00
Shorts	26 00 28 00
Middlings	29 00 31 00
Wheat moulee	30 00
Feed flour, per bag	1 75 1 85
Oats—	
No. 3, Ontario, outside points	0 45
No. 3, C.W.	0 55

WINNIPEG.

FLOUR AND CEREAL.—No change whatever has been struck in prices and still there is no change expected. Some improvement is noted in the quantity of grain being marketed. Millers are now almost unanimous in the opinion that the delay in producing the grain has not resulted so much because farmers were holding in the hope of getting higher prices, but because they have been so busy getting land under cultivation that they had no time for anything else. It is now certain that there will be a greater acreage next year than ever before.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 95 lbs	2 80

Donations totalling 1,250 barrels of flour manufactured in the Canadian North-West were received by Hector Prudhomme, treasurer of the Belgian Relief Fund, Montreal, last week. Three cars of the donation were shipped by the Robin Hood Milling Company, and the other two cars from the Strome Milling Company of Strome, Alta.



Fruit and Vegetables



Grape Fruit Are Very Cheap; Lemons Firmer

Price of Former About \$2.00 Less Than a Year Ago—Shipments of Lemons Coming Slower—Apples Somewhat Firmer—A Better Demand for Fall Vegetables at Lower Prices.

MONTREAL.

FRUIT.—Prices on apples are firming, particularly McIntosh Reds and Fameuse, which are \$1 and 50c a barrel higher than last week, respectively. This is unusual, as towards the close of navigation apples are often rushed down from Ontario to take advantage of low freight rates, resulting in a weaker market. However, there has been an exceptional demand of late for the above varieties, which no doubt accounts for firm market. Baldwin's, Russetts and Spys have arrived on the market. Cranberries are selling at about the same price, but the demand is not exceptional. The lemon market is very firm, lemons being seemingly scarce. First arrivals of Malaga grapes in kegs were received this week, worth \$5. The price is about the same as in 1913. Oranges are up in price to \$4 per box, due to the California crop of Valencias being almost exhausted.

Apples—		
Baldwins, No. 1, bbl.	3 00	
Spys, No. 1, bbl.	3 25	
Russetts, No. 1, bbl.	3 25	
Greenings, No. 1, bbl.	3 00	
Fameuse, No. 1, bbl.	4 00	
McIntosh Reds, No. 1, bbl.	4 50	
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	5 00	7 00
Grapefruits, Jamaica, case	3 00	
Grapes, Cal., box	2 40	
Grapes, Can., small basket	0 17	0 20
Lemons, Messinas—		
Extra fancy, 500 size	3 50	
Small boxes	1 25	
Oranges—		
Cal. late Valencia, 150-175-200-216	4 00	
Cal., 100-125-150-288 size box	4 00	

VEGETABLES. — Principal demand is for celery and potatoes. Artichokes move slowly, and are 25c per bag cheaper. American beans took a jump, owing to scarcity in the States, advancing from \$2.25 per basket to \$3-\$4. There are lots of cabbage on the market, and if demand were good, price would be higher. They are bringing 25-50c. Cauliflowers are scarcer, and slightly dearer. American cucumbers are coming in, selling \$1.50 per doz., Canadians being done. American celery being brought in; brings \$3-\$4. There is lots of local celery yet, but not so good as American. Bags of red onions, 75 lbs. and less to the bag, bring \$1.50. Peppers

are not too plentiful here, but lots coming in from the States. If there is plenty of spinach on the market, it sells 25c per box, otherwise it is 50c. Little demand for hothouse tomatoes at 18c to 25c.

Artichokes, bag	1 25	
Beans, American, basket	3 00	4 00
Beets, bag	0 40	0 50
Cabbage, per dozen	0 25	0 50
Carrots, bag	0 50	0 60
Cauliflower, dozen	1 00	
Cucumbers, doz.	1 50	
Celery, crate	3 00	4 00
Egg plant, per dozen	1 75	2 00
Lettuce, head, per box	1 50	1 75
Curly lettuce, per box	1 25	
Onions—		
Spanish, per case	3 00	
Spanish, per 1/2 case	1 75	
Native, per doz. bunches	0 30	1 00
Red, 75-lb. bags	1 50	
Parsnips, bag	0 75	
Parsley, doz. bunches	0 10	0 20
Peppers, green, 3/4 qt. basket	0 50	
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	1 50	1 75
Spinach, Montreal, in boxes	0 25	0 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 18	0 25
Watercress, doz.	0 40	

TORONTO.

FRUIT.—Fruit market closed last Saturday and dealers are now in usual winter quarters. Business in domestic fruits is now largely over with the exception of apples and other late varieties. Grapefruit are very cheap this year, being about \$2 a case under the figure quoted a year ago. This should mean big business in this line. Valencia oranges are about the end and some navels are being sold with the prospects for Floridas being in shortly. Several cars of South American oranges have been brought in to fill up the gap between the seasons. Lemons are inclined to be firmer on account of difficulty in getting shipments forward. Messinas are now being sold generally, as Verdillas are about done. Some Canadian grapes are still being sold, but the end of the tomatoes has just about been reached. There are some cheap cranberries of second quality being sold under \$5 barrel.

Apples—		
Wagners	2 50	2 80
Greenings	2 25	2 50
Kings	2 50	2 75
Baldwins	2 00	2 50
Spies	2 75	3 00
Seeks	2 25	2 50
Canada Reds	2 25	2 50
McIntosh Reds	2 25	2 50

No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Colorado, crate	1 75	
Cocoanuts, sack	3 75	
Cranberries	6 50	
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	1 50	2 00
Malaga, barrel	4 50	5 50
Oranges—		
Navels	3 25	3 75
California, late Valencias	3 00	3 50
Lemons, Messinas	4 00	4 50
Limes, per 100	1 45	
Pears—		
California, box	3 25	
Canadian, late varieties	0 40	0 50
Pineapples, Porto Rico, case 10	4 50	
Quinces	0 60	0 75
Grape fruit	3 10	3 25

VEGETABLES.—A little better business is reported in vegetables. People generally seem to be buying for winter supply and this helps things along. Beets, carrots, parsnips and other hardy vegetables are a few cents cheaper. Ontario potatoes are also cheaper, selling at 60c to 65c a bag, while Delawares are firmer at 75c to 80c. Cauliflowers are being sold at lower figures.

Beets, Canadian, bag	0 62 1/2	0 65
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 62 1/2	0 65
Cauliflower, doz.	0 50	0 75
Celery, doz.	0 75	0 75
Egg Plant, 11 qt. basket	0 25	0 35
Cucumbers—		
Slicing	0 25	
Medium pickling sizes	0 35	0 75
Gherkins	0 35	0 60
Celery, California, case	3 50	
Corn, per doz.	0 10	0 12 1/2
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	0 50	
Onions—		
Spanish, big crate	3 00	3 15
Can. 75-lb. bags	0 95	1 00
Green peppers, basket	0 35	0 40
Red peppers	0 75	0 80
Potatoes, Delaware, bag	0 60	0 65
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	0 80	
Sweet potatoes, hamper	1 35	1 50
Squash, Hubbard, doz.	0 75	
Lettuce, box	2 50	
Parsnips, Canadian, bag	0 65	0 70
Parsimons, California, crate	2 50	
Pomegranates, doz.	0 75	

Wm. DeYoung, of the grocery firm of Allan & DeYoung, Port Colborne, Ont., has volunteered for service with the second Canadian contingent. Mr. DeYoung was drill instructor in the Canadian Naval Service for four years, being on active duty as gunner on the cruiser Canada of Halifax, and the Virilant on the Great Lakes.



Fish and Oysters



Frozen Stocks Are Now Going to the Trade

This Should Help Business, Particularly in Quebec, Where a License Must be Held to Sell Fresh Fish, but Not Frozen — Weather Still Too Warm for Brisk Business.

MONTREAL.

FISH AND OYSTERS.—There is a scarcity of halibut this week owing to storms on the coast. Price remains the same. Dealers have some nice frozen stock to take the place of fresh should the latter run out. Haddock and cod are in good supply. Whitefish and dore remain scarce, the price for which was raised a week ago. Lake trout is in good supply, but the season will be over this week, after which dealers will handle frozen fish. As in Quebec Province grocers are not allowed to handle fresh fish without paying a butcher's license, their chance to handle frozen fish is now at hand. Mackerel is coming in freely, and is cheap at 10c, and of good quality. Skinned bullheads and perch are fairly plentiful, and there is a good demand for all kinds of boneless fish, as well as salt herring, salmon and green cod fish. Country dealers just now are laying in a supply before navigation closes. The demand is good for all kinds of smoked fish. There is a good demand for bulk oysters, and the weather is now favoring this business. Shelled stock—Malpeques and Cape Cods—is going well, and the supply is fair. Former are selling \$7 to \$10 per bbl., and the latter in large barrels for \$9.

TORONTO.

FISH AND OYSTERS.—Frozen halibut is now being sold in the Toronto market at 9c and 10c a pound, and frozen qualla salmon will be in a few days; there is no price on the latter as yet. Business is only fair, the unusually warm and open weather not being favorable to a brisk demand. This is particularly true with regard to smoked and cured varieties. Oyster business continues rather slow, although there has been some improvement of late.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy express, per lb.	0 12	0 12
Haddock, fancy, express, lb.	0 08	0 07
Steak cod, fancy, express, lb.	0 08	0 08-0 09
Market cod, per lb.	0 08	
Flounders, fancy, express, lb.	0 08	0 08

Gaspé salmon	0 14	
I. C. salmon	0 14	0 14
Smoked salmon	0 15	
Dressed bullheads, per lb.	0 10	0 10
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 11	0 11
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	2 00	
Herring, lb.	0 07	
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	
Sea bass, per lb., black	0 11	0 15
Pike, per lb.	0 08	0 08 0 07
Perch, per lb.	0 10	0 08 0 07
Carp	0 09	0 10
Eels	0 09	0 10
Pickered	0 11	0 11
Smelts, lb.	0 12	0 12

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	0 07 1/2	0 08-0 09
Haddies, 15-lb. and 30-lb. boxes, lb.	0 07 1/2	0 08-0 09
Haddies, fillets, per lb.	0 11	0 12
Haddies, Niobe, boneless, per lb.	0 09	
Herring, Ciscoe	1 80	1 12
St. John boaters, 100 in box	1 00	1 20
Yarmouth boaters, 60 in box	1 20	1 20
Smoked herrings, medium, box	0 20	
Smoked boneless herrings, 10-lb. box	1 20	
Kippered herrings, selected, 60 in box	1 25-1 60	
Smoked salmon, per lb.	0 25	0 23
Kippered herrings, ordinary, 60 in box	1 10	1 25
Ciscoe herrings, basket of 15 lbs.	1 75	1 80
Smoked halibut	0 20	

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspé, large, per lb.	12	12
Red, steel heads, per lb.	12-13	12-13
Red, sockeyes, per lb.	10-11	11
Red, Cohoes or silvers, lb.	10	11
Pale, qualla, dressed, per lb.	07-07 1/2	07 1/2-0 08
Halibut, white western, large and medium, per lb.	07 1/2-0 08	0 09
Halibut, eastern chicken and medium, per lb.	0 09	0 10
Mackerel, bloater, per lb.	07-0 08	0 09
Haddock, medium and large, lb.	08 1/2-0 09	07-0 08
Market codfish, per lb.	08-08 1/2	07-0 08
Steak codfish, per lb.	08 1/2-0 09	0 09
Canadian soles, per lb.	0 08	
Blue fish, per lb.	16-17	1 15
Smelts	10	10

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	10-11	10
White fish, small tullibees, per lb.	08 1/2-0 07	0 07
Lake trout, large and medium, lb.	11-12	1 12
Dore, dress or round, lb.	09-10	0 08-10
Pike, dressed and headless, lb.	08 1/2-0 07	0 07
Pike, round, per lb.	06-06 1/2	07-0 08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	
Salmon, Labrador, bbls., 200 lbs.	14 00	
Salmon, Labrador, half bbls., 100 lbs.	7 50	
Salmon, B.C. bbls.	13 00	14 00
Sea trout, Raffen's Bay, bbls., 200 lb.	12 00	
Sea trout, Labrador, bbls., 200 lb.	6 50	6 50
Sea trout, Labrador, half bbls., 200 lb.	12 00	
Mackerel, N.S., bbls., 200 lb.	7 00	
Mackerel, N.S., half bbls., 100 lb.	7 00	
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 75	6 25
Herrings, Labrador, half bbls.	3 10	3 25
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 10	3 40
Lake trout, half bbls.	8 00	
Quebec sardines, bbls.	5 00	
Quebec sardines, half bbls.	2 75	
Tonges and sounds, per lb.	0 07 1/2	
Scottish herrings, imported, half bbls.	8 00	
Holland herrings, imp'ted milkers, hf bbls	7 00	
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	
Turbot, bbl.	14 00	

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 50	
Dried hake, medium and large, 100 lb.	6 00	
Dried pollack, medium and large, 100 lb.	6 00	
Dressed or skinless codfish, 100-lb. case.	7 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08

Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

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

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	9 00	
Malpeque, shell oysters, selected J.A.P., per bbl.	6 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	11 00	
Clams, per bbl.	6 00	
Mussels, per bbl.	5 00	
Live lobsters, medium and large, lb.	0 30	
Boiled lobsters, medium and large, lb.	0 32	
Soft shelled crabs, doz.		
Winkles, bush.		
Little Necks, per 100	1 25	

WINNIPEG.

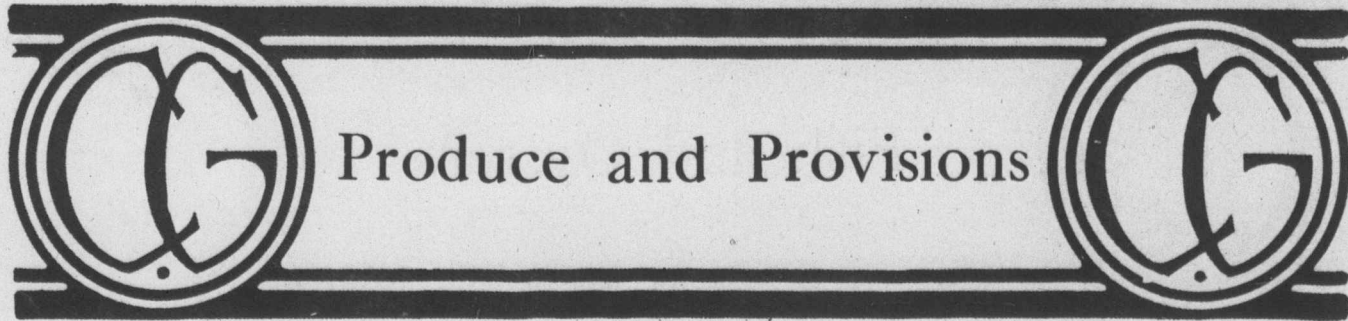
FISH.—The cold weather which is really necessary to bring about a strong demand for this line, has hardly come. It is evident, however, that with November there will be a greatly increased demand. During the week there has just been one price change—fresh cod having dropped from 12 1/2c to 10c per lb. For oysters the demand is improving.

Fish—

Whitefish, per lb.	0 09
Pickered	0 08
Trout	0 12 1/2
Gold eyes	0 08 1/2
Jackfish	0 04
Halibut	0 12
Salmon	0 15
Fresh sole	0 10
Fresh cod	0 10
Fresh smelts	0 11
Oysters, per gal.	2 75
Shell oysters, per cwt.	2 00
Shell oysters, per bbl.	17 00
Haddies	0 08
Haddies, fillets	0 12 1/2

A NEW CEREAL FOOD.

The Roman Meal Co., manufacturers of Roman meal, a new cereal food, have located in Toronto at the establishment of the Campbell Milling Co., West Toronto. This food is made from whole wheat, whole rye and deodorized flaxseed. Dr. Jackson, the inventor of the food, is at the head of the company here. In the United States there are factories at Tacoma, Wash., and Duluth.



Produce and Provisions

American Eggs Are Maintaining the Balance

Exports Will Continue to England as Long as Navigation is Open, but Big Supply Over the Border Will Prevent Undue Advance in Prices—Conditions Generally Quiet.

MONTREAL.

PROVISIONS.—The lard market is easier, especially the compound lard market, which went away down last week, cotton oil being sold at the lowest figure for years, owing to the big cotton crop and the lack of American export business. Prices in the provision market are steady, and the volume of business done is not big.

Hams—	
Medium, per lb.	0 19
Large, per lb.	0 18
Bacon—	
Plain, bone in	0 24
Light, per lb.	0 22
Boneless	0 26
Peameal	0 27
Bacon—	
Breakfast, per lb.	0 19
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16 1/2
Cooked Meats—	
Hams, boiled, per lb.	0 27
Hams, roast, per lb.	0 30
Shoulders, boiled	0 27
Shoulders, roasted	0 28
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15 1/2
Long clear bacon, 80-100 lbs.	0 14 1/2
Flanks, bone in, not smoked	0 15 1/2
Barrelled Pork—	
Heavy short cut mess	29 00
Heavy short cut clear	29 00
Clear fat pork	28 00
Clear pork	27 00
Lard, Pure—	
Tierces, 350 lbs., net	0 12 1/2
Tubs, 50 lbs., net	0 13 1/2
Boxes, 50 lbs., net	0 13
Pails, wood, 20 lbs. gross	0 13 1/2
Pails, tin, 20 lbs. gross	0 12 1/2
Cases, 10-lb. tins, 60 in case	0 13 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 13 1/2
Bricks, 1 lb., each	0 14
Lard, Compound—	
Tierces, 375 lbs., net	0 09 1/2
Tubs, 50 lbs., net	0 10
Boxes, 50 lbs., net	0 10
Pails, wood, 20 lbs., net	0 10 1/2
Pails, tin, 20 lbs., gross	0 10 1/2
Cases, 10-lb. tins, 60 in case	0 11
Cases, 3 and 5-lb. tins, 60 in case	0 11
Bricks, 1 lb., each	0 12
Hogs—	
Dressed, abattoir killed	11 50 12 00

BUTTER.—The market eased up last week, but prices remain about the same, finest creamery bringing 29c to 30c. The amount of business done is not big.

CHEESE.—Market is quiet, and prices remain about the same as last week. Was a little easier early in the week.

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

EGGS.—The increased demand for

eggs for export has strengthened the market considerably, the price for new-laid jumping from 36c to 41c during the week. Prices for No. 1's and selects jumped a cent each. The fact that eggs are getting scarce is also affecting market considerably.

EGGS, case lots—

New laid	0 41
Selects	0 31
No. 1s	0 28
Splits	0 20

HONEY.—Dealers are selling honey right along, and there is no change in the market.

White Clover		Buckwheat	
per lb.		per lb.	
Barrels	0 11 1/2		0 08 1/2
Tins, 60 lbs.	0 12		0 09
Tins, 30 lbs.	0 12 1/2		0 10
Tins, 5 and 10 lbs.	0 12 1/2		0 10
Comb, 13-14 oz. section	0 17-0 17		0 14-0 15

TORONTO.

PROVISIONS.—Business is only fair, but comparatively satisfactory under the existing conditions and with unseasonable weather prevailing. The hog market is still easier than a week ago, and there is a reduction of a cent on backs and cooked meats, while pure lard has slumped a quarter cent pound.

Light, per lb.	0 18	0 18 1/2
Medium, per lb.	0 17 1/2	0 18
Large, per lb.	0 16 1/2	0 17
Bacon—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14 1/2	0 15
Shoulders, per lb.	0 13 1/2	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14 1/2
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 25 1/2	0 26 1/2
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12	0 12 1/2
Tubs, 60 lbs.	0 12 1/2	0 13 1/2
Pails	0 12 1/2	0 13
Tins, 3 and 5 lbs., per lb.	0 13	0 13 1/2
Bricks, 1 lb., per lb.	0 13 1/2	0 14 1/2
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09 1/2	0 09 1/2
Tubs, 50 lbs., per lb.	0 09 1/2	0 10
Pails, 20 lbs., per lb.	0 09 1/2	0 10 1/2
Hogs—		
F.O.B. live, per cwt.	6 90	
Live, fed and watered, per cwt.	7 15	
Dressed, per cwt.	10 75	11 75

BUTTER.—Situation shows no change for the week except that things are if

anything more quiet. There seems to be a supply about equal to the demand, and there has been no change in the prices.

Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 23	0 24
Bakers	0 18	0 20

CHEESE.—Market here is also very quiet, with prices generally holding firm, although there is an easier tendency noted at outside points.

Old, large	0 17 1/2	0 17 1/2
Old, twins	0 17 1/2	0 18
New, large	0 16 1/2	0 16 1/2
New, twins	0 16 1/2	0 16 1/2

EGGS.—Export demand for eggs continues, and there are large consignments going forward. It is expected that this demand will continue until the close of navigation. Were the trade depending upon this country alone to make up this supply there would be a big shortage in the market, but it must be remembered that there is the American market to maintain the balance, and at the moment the market in the States is very top heavy. It is reported that there are between 500,000 cases and 600,000 cases of a surplus, and this should prevent further increases to a large extent, although during the week there has been a firmer demand for strictly fresh, and the price has advanced with some dealers.

Eggs, case lots—		Per dozen.	
Strictly new laid, in cartons	0 35	0 38	
Selects	0 31	0 32	
Straights		0 29	
Trade eggs		0 25	

POULTRY.—There is a small demand in this market, and the shipments are not heavy. What stock is coming is in very poor condition, and is not worth a high price. Figures quoted should be increased 1c to 2c to estimate selling price.

Fresh Stock—		Live.		Dressed.	
Fowl	0 08-0 10	0 14			
Spring chicken, lb.	0 10-0 11	0 13			
Turkeys, young	0 15	0 18			
Turkeys, old Tom	0 13	0 15			
Ducklings	0 08-0 10	0 14			
Ducks	0 08-0 10	0 14-0 15			
Geese	0 08-0 09	0 12-0 14			

HONEY.—Market is very quiet, and continues without any important change.

Clover honey, blis., per lb.	0 11	0 11 1/2
50 lb. tins	0 12	0 12 1/2
20 lb. tins		0 13

5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

FRUIT.—The week has seen much larger buying, a fair demand being felt for apples, and a large demand for pears and California grapes. Apples are now considerably firmer. Many of the fruit men suffered losses on fall lines and are keeping their stock of winter apples exceedingly low to avoid any further losses. The result is a supply hardly equal to demand, and quotations are 50c up, barrels now moving to the dealer at from \$3.75 to \$4. Box apples, on the other hand, have fallen off 25c in price. There seems no real reason for this except that they would not move at \$1.75 and so were put down to \$1.50. Ontario grapes are off the market. For Tokays, as has been said, the demand is good, but prices weakened, general quotations now being \$2.25.

Apples—		
Washington	1 25	
Apples, bbls.	3 75	4 00
B.C. box apples	1 50	
Cranberries, bbl.	7 75	
Bananas, lb.	0 04½	
Lemons—		
California	5 50	
Messina	5 00	
Oranges, California Valencias	4 00	
Pears	3 00	3 50
Pears, Michigan, in bbls.	4 50	4 75
Grapes—		
California Tokay	2 25	

VEGETABLES.—For sweet potatoes there is a very heavy demand, and as was the case last week, the supply is entirely inadequate. As a matter of fact, there are hardly any sweet potatoes on the market, and a couple of cars coming in next week are already sold. B.C. celery continues to move well as do onions. California onions have fallen off somewhat in price, being now quoted at \$1.75.

Celery, B.C.	0 07
Head lettuce, Minnesota, hampers.	3 50
Onions—	
California, 100-lb. sacks	1 75
Valencia, per case	4 00
Parsley, per doz. bunches	0 40
Sweet potatoes	4 50
R. C. celery, per case	6 50

IS THIS BUSINESS?

A story was told in Canadian Grocer recently of a merchant (who got the reputation for being live) who had on his counter a revolving device for displaying samples of biscuits, and on being asked whether he sold many, replied that he did not for the simple reason that he did not carry them. He did not know where the advertising device had come from.

A man walked into a store the other day and, seeing a card hanging up advertising toffee, asked for some. The merchant replied that he did not carry it. Attention was drawn to the card. He said he did not know where it came from, as the traveler had not called upon him.

It was about time he did carry it.

Foolish Talk About Grape Fruit

Toronto Star Editorial Makes Statements Which Show the Entire Ignorance of the Writer on the Subject—No Stocks Were Carried Through the Summer.

As an example of the unjust criticisms which are being continually directed at the grocery trade by editorial arm-chair critics of the daily press, the item "Left-Over Grapefruit" which appeared recently in the Toronto Daily Star editorial columns is a masterpiece; as an instance of the ignorance of some of these writers of the subjects upon which they endeavor to mould public opinion it is a revelation.

In caustic terms this writer sets forth in part: "The customer who buys it thinking that he is getting new fruit, like the snow apples that blush alongside, discovers his error when he tries to eat the grapefruit. Its exterior is handsome. Inside it is a fraud. Its seeds have begun to sprout; its juices to dry up; its meat is stringy. These goods, instead of being sold off cheaply last season when the season ended, seem to have been put into cold storage, kept all summer, and now, through the retailers, are being palmed off on the public when the prices are good."

Here are some of the errors the writer has made:

The grapefruit now being sold was not carried over the summer.

There has been none of last season's fruit on the market since early this summer.

Grapefruit will not stand cold storage; dealers prefer to have their shipments come up from Florida without ice.

The fruit when kept in cold storage spots on the outside and is not affected at the core.

The supply last season was short and it was known in the spring that there would be a big crop this fall.

Grapefruit to-day is \$2 a case cheaper than it was at this time last year and \$1 a case cheaper than in the spring. And what is more, futures could have been bought last February at these lower prices.

The whole situation, as outlined by this writer, is wrong in every aspect; it is a grave injustice to the trade. What he alleges would be neither a possible proceeding or a plausible one from a business standpoint. In the first place, the fruit would not stand the cold storage, and in the second, it would have meant a loss of at least \$1 a case, which the dealer would know at that time if he were in touch with the market. In

February, futures were being sold in the market for more than \$1, the then prevailing price.

When the writer states that the fruit is of fine appearance and rotten at the core he shows his further ignorance of the subject. Grapefruit in cold storage spots on the outside. The complaint referred to is known as stem end waste, and the matter has had the attention of importers. Exporters claim that there is no way of knowing when fruit may be affected in this manner. Some samples from one orchard will be affected, and others will be in fine condition.

As to price, wholesalers are to-day paying \$2.50 for their fruit, as compared with \$4.50 to \$4.65 paid a year ago at this time. This does not look as though it would have been a good business proposition to carry stocks over and pay the storage.

If there is any single statement or observation in the Star item that has not been shown to be far from the facts of the case Canadian Grocer cannot find it.

POTATOES ON CITY LOTS.

Department of Agriculture Would Use Vacant Lands in Toronto.

The Provincial Department of Agriculture has a proposal to utilize vacant building lots in Toronto for growing potatoes. Superintendent Wilson says:

"There are 10,000 lots that will average a quarter acre in each and contiguous to Toronto that will not be required for building for many months to come. Much of this land is in sections where the very best market gardens flourished not long ago. The city should make provision for the use of this land.

"This department will undertake to arrange for the plowing of the ground, and the city should take advantage of the present prices of potatoes and purchase a sufficient quantity to seed the vacant land while they can be secured at 50 cents a bushel. This seed can be stored, and sold in the spring, if it is not required, for more than it is worth now. The parties to whom the seed is given should either pay for it or make an agreement to return not only the same amount of potatoes they secured from the city, but a certain amount more, according to the crop."

Canadian made,
from Canadian-grown wheat

THE ONLY CANADIAN MACARONI

HIRONDELLE

(Swallow)

"L'Etoile" Brand MACARONI

Manitoba hard wheat is the finest in the world, containing as it does 4% more protein than any other.

The flour made from this wheat is used exclusively in the manufacture of the Canadian-made Macaroni, **Hirondelle** and **L'Etoile**.

There is now no need to import either Macaroni or wheat for its manufacture. The finest quality of Macaroni is now made in Canada, making a greater home market for her wheat, giving labor to her sons and daughters.

Encourage Home Industry by pushing **Hirondelle** and **L'Etoile** Macaroni. Ask your jobber.

C. H. Catelli, Limited
Montreal

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

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

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs. \$	2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 4 doz. cs.	0 80
No. 2 (10c size), 2 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal-Dime	\$ 0 95
" 1/4-lb.	1 40
" 6-oz.	1 95
" 3/4-lb.	2 05
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

100 books and over, each	0 63 1/2
500 books to 1,000 books.	0 63
For numbering cover and each coupon, extra per book,	1/2 cent.

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$2 85
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00

Per case.

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

DOMINION CANNERS, LIMITED.

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

Aylmer Pure Jellies

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

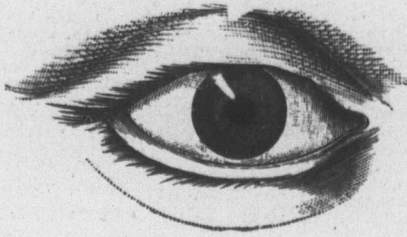
THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz. ...	4 50
Perfection, 1/2-lb. tins, doz. ...	3 40
Perfection, 1/4-lb. tins, doz. ...	1 25
Perfection, 10c size, doz. ...	0 90
Perfection, 5-lb. tins, per lb. ...	0 35
Soluble bulk, No. 1, lb. ...	0 20
Soluble bulk, No. 2, lb. ...	0 15
London Pearl, per lb. ...	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

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



Mr. Manufacturer,

Keep your eye on the West

Don't overlook the big trade possibilities in this fast-growing country. Get your goods before the buyers. We are in close touch with the trade and can put your lines in solid.

Our many representatives throughout the three Provinces make daily calls—nothing is missed. We get the business for you and deliver the goods promptly from our six large warehouses in the various centres.

Let us advise of the Western prospects of your line—drop us a card for particulars and terms.

Nicholson & Bain, Wholesale Commission Merchants
and Brokers

Head Office: Winnipeg, Man.

Branches: Regina Saskatoon Edmonton Calgary Vancouver

A tip on the side, Mr. Grocer

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

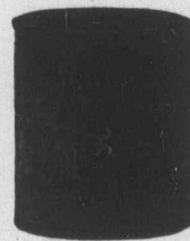
PRICES:

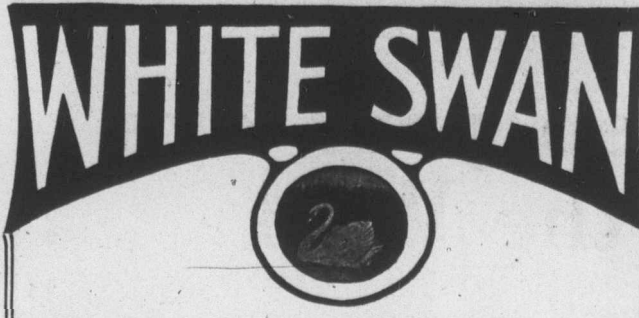
St. George Brand Coffee, 2 doz. in case\$4.80
 St. George Evaporated Milk, 4 doz. in case 3.60
 Banner Condensed Milk, 4 doz. in case 5.25
 Princess Condensed Milk, 4 doz. in case 4.50
 Premier Machine Skimmed, 4 doz. in case 3.80

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

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO





Who Gets Blamed

when the baking turns out wrong?
 Ten chances to one the housewife will blame the flour, the oven, will even blame you for selling her what she believes was poor goods.
BUT, the most likely cause of her trouble is the Baking Powder. If the Baking Powder is not of the best the baking will be ruined and you'll get the blame.

Avoid all this trouble by selling only the best powder.

White Swan Baking Powder is the oldest, purest and absolutely the most satisfactory baking powder offered to the Canadian housewife. It positively contains no alum, and for that reason is highly recommended by authoritative physicians, as the best baking powder for kitchen use. In cakes or pastry in which it is used, it leaves a pure, healthful, bone-forming residue.

For over 17 years it has given perfect satisfaction, and has our unqualified recommendation.

It is "Made in Canada," sealed and guaranteed with the Government form of warranty which absolutely protects both your customer and you.

Size.	No. of doz. to case.	Price per doz.	Shipping weight per case.
5c. Tins	4	\$0 40	Lbs. 10
4 oz. Tins	4	65	20
6 oz. Tins	4	90	25
8 oz. Tins	4	1 30	35
12 oz. Tins	4	1 60	48
16 oz. Tins	4	2 25	70
3 lb. Tins	2	5 00	85
5 lb. Tins	1	9 50	80

Tear out and mail this page, marking on the margin the quantity you want. Your order will receive prompt and careful attention. Or, if you want our salesman to call, just say so.

**WHITE SWAN SPICES AND CEREALS, LIMITED
 TORONTO, ONTARIO**

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

JOHN P. MOTT & CO.'S.

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

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

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.
 East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	\$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 00
Gold Seal Brand, each 4 doz.	5 00
Mayflower Brand, each 4 doz.	5 00
Purity Brand, each 4 doz.	5 00
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 80
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 30
Peerless Brand, Family, each 4 doz.	3 30
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25

Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

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

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

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

(MINTO COFFEE (Bulk))

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

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 28 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE
 Special Delivered Price for Canada

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

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

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(C. G.)

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

Order yours from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Can.
Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S KNIFE POLISH

WELLS-ZOZOL

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

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

HERE'S HOW THEY WORK:

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

For Sale Everywhere by Jobbers.

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



By Special royal permission.

You'll find it easy and very profitable to sell "King Oscar" Brand Sardines

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

Ask your wholesaler for prices.

Canadian Agents
J. W. Bickle & Greening
(J. A. Henderson)
Hamilton, Ontario

Below are the prices fixed by the

British Columbia Packers Association
VANCOUVER, B.C.

for **Maple and Clover Leaf Canned Salmon**, which came into force on **Monday, Sept. 21st last.**

LESS THAN 5 CASES.	5 CASES OR MORE.
1 lb. talls, cases each	1 lb. talls, cases each
4 doz. \$2.52½	4 doz. \$2.50
1 lb. flats, cases each	1 lb. flats, cases each
4 doz. 2.72½	4 doz. 2.70
½ lb. flats, cases each	½ lb. flats, cases each
8 doz. 1.57½	8 doz. 1.55

TERMS: Net, 30 days time, no discount for prepayment.

APPLES

WE OFFER

1,000 Barrels first-class Fall and Winter Apples—all from sprayed orchards.

O. E. Robinson & Co., INGERSOLL ONTARIO

GELATINE.

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

W. CLARK, LIMITED,
MONTREAL.

Compressed Corned Beef, ½, \$1.75; 1, \$3.00; 2, \$5.50; 6, \$17.00; 14, \$45.00.
Roast Beef, ½, \$1.75; 1, \$3.25; 2, \$6.25; 6, \$18.00.
Boiled Beef, 1, \$3.25; 2, \$6.25; 6, \$18.00.
Jellied Veal, ½, \$1.75; 1, \$3.25; 2, \$5.00; 6, \$18.00.
Corned Beef Hash, ½, \$1.75; 1, \$2.25; 2, \$3.35.
Beefsteak & Onions, ½, \$1.75; 1, \$3.25; 2, \$6.00.
Cambridge Sausage, 1, \$3.00; 2, \$5.00.
Boneless Pigs' Feet, ½, \$1.75; 1, \$2.50; 2, \$5.00.
Lamb's Tongues, ½, \$2.50.
Sliced Smoked Beef, Tins, ½, \$2; 1, \$3.25.
Sliced Smoked Beef, Glass, ½, \$1.50; ¼, \$2.30; 1, \$3.50.
Tongue, Ham and Veal Pate, ½, \$1.30.
Ham and Veal Pate, ½, \$1.20.
Potted and Devilled Meats, Tins—Beef, Ham, Tongue, Veal, Game—¼, 50c.; ½, \$1.00.
Potted Meats, Glass—Chicken, Ham, Tongue, ¼, \$1.50.
Ox Tongues—Tins, ¼, \$2.75; 1, \$6.00; 1½, \$9.00; 2, \$10.50.
Ox Tongues—Glass, 1½, \$10.00; 2, \$12.00.
Mincedmeat—Hermetically sealed tins, 1, \$1.25; 2, \$1.95; 3, \$3; 4, \$4; 5, \$5.
In Pails, 25 lbs., 8c. lb.
In Tube, 45 lbs., 7½c. lb.
In Glass, 1, \$2.25.
Plum Pudding, 1, \$1.90; 2, \$2.40.
Clark's Peanut Butter—Glass Jars, ¼, 95c.; ½, \$1.40; 1, \$1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c. per lb.
Clark's Tomato Ketchup, 12 oz., \$1.95; 16 oz., \$2.40.
Pork & Beans, Plain Talls, 1, 60c.; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c.; 2, \$1.00; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Chili Flat, 1, 60c.; 2, \$1.00; 3, \$1.15.
Pork & Beans, Tomato Flats, 1, 60c.; 2, \$1.00; 3, \$1.15.
Fork & Beans, Plain Flats, 1, 60c.; 2, \$1.00; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.
Ammonia Powder—Per case.
50 cases, 6 doz. \$2 50
10 cases, 3 doz. 2 50
5 case lots, freight prepaid, Ontario points .. 2 25
Baking Powder—Per doz.
"Anchor"
4 oz. tins, cases 4 doz. 0 67½
6 oz. tins, cases 4 doz. 0 90
8 oz. tins, cases 3 doz. 1 20
12 oz. tins, cases 3 doz. 1 65
16 oz. tins, cases 2 doz. 2 00
2½ lb. tins, cases 1 doz. 4 50
5-lb. tins, cases 1 doz. 8 40
Chocolate—Unsweetened—"Anchor"
10c cakes, boxes 2 doz. 0 90
Cocoa—"Anchor" Per doz.
10c tins, cases 4 doz. 0 90
Per lb.
¼s, tins, cases 4 doz. 0 35
½s, tins, cases 2 doz. 0 35
1s, tins, cases 1 doz. 0 35
Coffee—"Anchor" Per lb.
1 lb. tins, whole or ground, cs., 30 lb. 0 35
2 lb. tins, whole or ground, cs., 30 lb. 0 35

Cream of Tartar—Per doz.
"Anchor"
2 oz. pkgs., box 4 doz. \$ 0 90
3 oz. pkgs., box 3 doz. 1 35
¼ oz. pkgs., box 4 doz. 1 75
½ oz. pkgs., box 4 doz. 3 50
½ oz. tins, box 4 doz. 3 75
1 oz. tins, box 2 doz. 6 00

Flavoring Extracts—"Anchor"
20c bottle \$ 1 15
¼ oz. bottle 2 50
½ oz. bottle 4 00
8 oz. bottle 7 50
16 oz. bottle 14 40
32 oz. bottle 28 80
80 oz. bottle 60 00

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

Per lb.
¼s, tins, boxes 12 lbs. ... 0 40
½s, tins, boxes 12 lbs. ... 0 39
1s, tins, boxes 12 lbs. ... 0 38

Rice, Special Grain—"Anchor" Per doz.
Cases 2 and 4 dozen. 0 90
"Anchor" Brand Per case.
Shaker Table Salt, free running, cases 2 doz. 1 60
"GOLD MEDAL" COFFEE

Whole or Ground—Per lb.
½ lb. tins, cases 30 lbs. ... 0 37
1 lb. tins, cases 30 lbs. ... 0 36
2 lb. tins, cases 30 lbs. ... 0 35
"GOLD MEDAL" ROLLED WHITE OATS.

Per case.
25c pkgs., cases 12 pkgs. ... 2 50
"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s 1 90
5c pkgs., cases 100s 3 75
10c pkgs., cases 3 doz. ... 3 50
"KOLONA" CEYLON TEA.

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

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

Per doz.
"Piccaninny" pancake and buckwheat 1 00
LAPORTE, MARTIN, LIMITED, MONTREAL. Agencies.

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

VICHY LEMONADE.
La Savoureuse, 100 pts., case. 10 00
CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.
Cs. 25 11 lb. bars, lb. 0 10½
Cs. 200 3¼ lb. pieces, cs. 5 50
Cs. 12 3 lb. bars, lb. 0 11

ALIMENTARY PASTES.
BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 08½
Box, 25 lb., loose 0 08
IMPORTED PEAS "Soleil."

Per case
Sur Extra Fins, 40½ Flac, cs. \$11 00
Sur Extra Fins, 100 ½ kilo, cs. 17 00
Extra Fins, 50 1 kilo, cs. 15 50
Extra Fins, 100 ½ kilo, cs. 16 00
Tres Fins, 100 ½ kilo, cs. 14 50
Fins, 100 ½ kilo, cs. 12 50
Moyens, No. 2, 100 ½ kilo, cs. 10 00
Moyens, No. 3, 100 ½ kilo, cs. 9 00

MINERVA PURE OLIVE OIL. Case—
12 litres 8 00
12 quarts 7 00
24 pints 7 50
24 ½ pints 5 00

Tins—
20s, ¼ gal. 3 00

COWAN'S Perfection COCOA

is everybody's choice



We advertise
it for you

**You display it and
it will sell itself**

Your customers all know
Cowan's Cocoa. Those who
are not already using it will
soon get the buying impulse
from the newspapers, bill-
boards, street-car cards and
other advertising.

Put it on display to-day.

The Cowan Company, Limited, Toronto

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

PURE GELATINES

Prompt Shipments from
 Stocks in Toronto and Montreal

SOLE AGENTS
FINEGAN & ELLIS
 506¹/₂ Board of Trade Bldg.
 TORONTO

Fish and Oysters

**Cold, Snappy Days
 Bring the Demand.**

Be Prepared

Remember you can't do business
 without the goods.

A full stock of saleable lines.

Whiteo Brand Haddies. In a class by
 themselves.

Shredded Codfish **Cod Steak**
Labrador Herrings

**Fresh and Frozen Halibut, Salmon,
 Whitefish and Trout**

Kippers **Bloaters** **Fillets**

Oysters—Large and clean. Fresh daily.

A trial will convince you of the merits of our goods.

WHITE & CO., Ltd., Toronto

**BOAR'S HEAD LARD
 COMPOUND.**

N. K. FAIRBANK CO., LTD.

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

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins	
D. S. F., ¼-lb.	\$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
Per jar.	
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

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

JELLY POWDERS.

WHITE SWAN SPICES AND
 CEREALS, LTD.

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

JELL-O.

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

JELL-O ICE CREAM POWDER.

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

**SOAP AND WASHING
 POWDERS.**

RICHARDS' PURE SOAP.

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

FELS NAPTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO.,
 LTD., EDWARDSBURG

BRANDS and
 BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.06%
48 lbs. No. 1 white or blue, 4 lb. cartons07¼
48 lbs., No. 1 white or blue, 3 lb. cartons07¼
100 lbs., kegs No. 1 white06%
200 lbs., bbls., No. 1 white06%
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07%
48 lbs. silver gloss, in 6-lb. tin canisters08¼
36 lbs., silver gloss 6-lb. draw lid boxes08¼
100 lbs., kegs, silver gloss, large crystals07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07¼
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

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

BRANTFORD STARCH.
 Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06%
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.07%
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.07%
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08¼
Kegs extra large crystals, 100 lbs.07%
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.06¼
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.07%
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.07%
(20-lb. boxes ¼c higher than 40's.	

ROYAL



A display of ROYAL BAKING POWDER means sure, steady sales

¶ If you will keep **ROYAL BAKING POWDER** prominently displayed in your store you will surely increase your sales. Your customers are constantly being told about the quality and purity of **ROYAL BAKING POWDER** through many advertising mediums, and when they see it displayed in your store it is the last reminder of the proper baking powder to buy.

¶ **ROYAL BAKING POWDER** is recognized as the best baking powder and the best selling baking powder, and in the end will pay you larger profits pound for pound than any other baking powder made.

ROYAL BAKING POWDER COMPANY, NEW YORK



It's the grocer who knows how to tickle his customers' appetites, you'll find is the most successful. And such grocers invariably select D.W.C. Spanish Olives as the highest in olive quality. Their delicious goodness not only makes satisfied customers, but continued profits. Will a single case do you for trial order? Write to-day.

ROWAT & CO.

Glasgow - Scotland

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

Fresh Pork Sausage

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

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

Made under Government inspection.

F. W. Fearman Company
LIMITED

HAMILTON

Fish—the most wholesome food



Why not supply your customers with the high quality Brunswick Brand Sea Foods? They are the select of the fishermen's catch and are prepared in the most modern factories on the Atlantic coast.

Our aim has always been to cooperate with the wholesale and retail grocers and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Brunswick" lines you are short. Here is a list of our leaders:

- 1/4 Oil Sardines,
- 3/4 Mustard Sardines,
- Kippered Herring,
- Herring in Tomato Sauce,
- Finnan Haddies
(Oval and round tins)
- Clams,
- Scallops.

Connors Bros., Limited
Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, \$4.25; retail at 6c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:
5c packages (96) \$3 20
1 lb. packages (60) 3 20
1/2 lb. packages (120) 3 40
1 lb. 80 Packages, Mixed. 3 30
1/2 lb. 60

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case... \$2 65
5-lb. tins, 1 doz. in case... 3 00
10-lb. tins, 1/2 doz. in case.. 2 90
20-lb. tins, 1/4 doz. in case. 2 85
Barrels, 700 lbs. 3 1/2
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. 4 1/2
Pails, 38 1/2 lbs. 1 95
Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 3 00
5-lb. tins, 1 doz. in case... 3 35
10-lb. tins, 1/2 doz. in case.. 3 25
20-lb. tins, 1/4 doz. in case.. 3 20
(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents
Cases, 4 doz. each, flats, per case \$5 46
Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES. THE DOMINION MOLASSES COMPANY, LTD. Gingerbread Brand.

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

SAUCES. PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz. cases, doz. 1 75
H. P.

H. P. Sauce— Per doz. Cases of 3 dozen .. 1 90

H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. 1/2-pints.. 2 20

STOVE POLISH. JAMES DOME BLACK LEAD.

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES. Dos. Polish, Black and Tan 0 85

Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 15

TEAS. THE SALADA TEA CO. East of Winnipeg.

Whole-sale. R't'l.
Brown Label, 1s and 1/2s .. 29 35
Blue Label, 1s, 1/2s, 3/4s, and 1/4s 35 45
Red Label, 1s and 1/2s ... 41 55
Gold Label, 1/2s 49 65
Red-Gold Label, 1/2s 55 80

ORANGE MARMALADE. "BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.
2's \$2 15
4's 0 35
5's 0 42
7's 0 60
30's, wood 0 08
12-oz. glass jar 1 15
Tumbler, glass 0 95

MARMALADE.

2's, per doz. \$2 30
4's, per pall 0 40
5's, per pall 0 45
7's, per pall 0 65
30's, wood, lb. 0 08 1/2
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00

Prices subject to change without notice. MINTO BROS., Limited. Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.
MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or 1/2s	0 29	0 35
Green Label, 1s, 1/2s, 3/4s	0 32	0 40
Blue Label, 1s, 1/2s, 3/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 3/4s	0 42	0 60
Purple Label, 1/2s only	0 55	0 80
Gold Label, 1/2s only	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

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

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

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Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 45
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 67
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 67
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 67
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies 6 lbs. 0 52
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Use this page for making your wants known. You will find it most productive of replies, not replies written merely out of curiosity, but from parties genuinely interested in your proposition. Use it when you require a competent manager, salesman or a clerk for your store, when you want to dispose of second-hand fixtures, etc., or to sell or buy a business. Try it out. Send along your advertisement right now, someone will look down these columns next week for just such a proposition as you have to offer.

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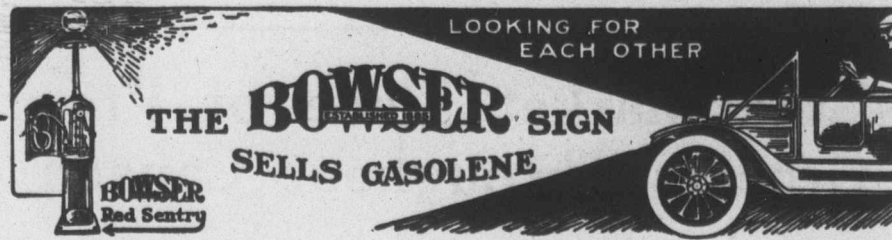
Certainly you could, if your wasted evenings could be used to advantage.

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BOWSER
ESTABLISHED 1885

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Woodstock - Ontario

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We will pack

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Georgian Bay Apples
this Fall. Place your
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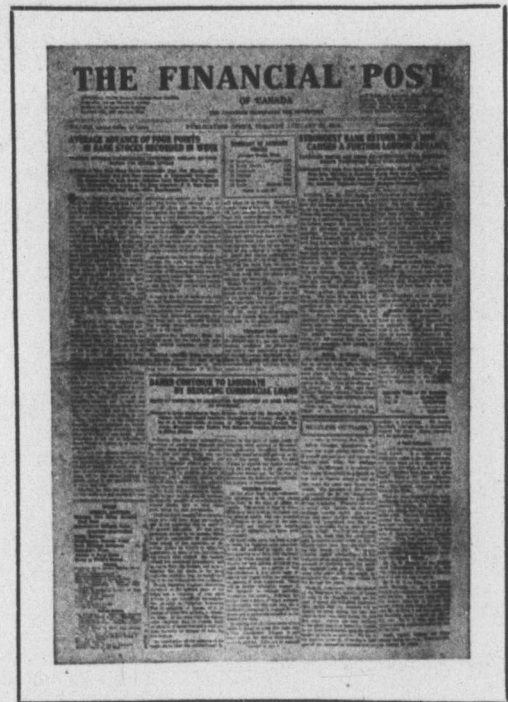
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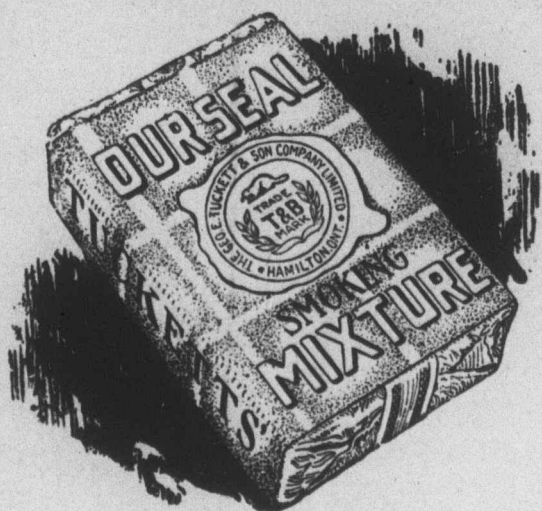
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