

**PAGES
MISSING**

THIS IS THE 1,354th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, NOVEMBER 21, 1913

No. 47

SATISFACTION

The point to be considered is whether the satisfaction you are giving your Trade is equal to the satisfaction being realized by the patrons of your competitor.

To give your patrons the utmost satisfaction the first essential is that you obtain products that will ensure this result. Maximum satisfaction cannot be obtained from the "Just as Good" variety. It must be the best.

"Just as Good" will not accomplish our purpose. We are Specialists in this line, and being such must necessarily show some advantage over the man who is handling oysters with other lines. Otherwise there is nothing to justify our existence.

Large stock is scarce this season. Many Growers have not opened their Houses, and others who are open now that will be closed before the first of January on account of scarcity of marketable stock.

There is going to be a squeeze this season and it is to the advantage of every Retailer to associate himself with a House that has the maximum of efficiency. Evidently this maximum of efficiency will be put to the test to deliver oysters of quality after the holidays.

When this squeeze comes undivided attention will be necessary in this line. The character of our organization is such that we can supply you in the pinches so long as it is a human possibility for oysters to be obtained.

Remember we are the only people in Canada who have a Display Case that is worthy of the room it takes up. It will lend character to your place.

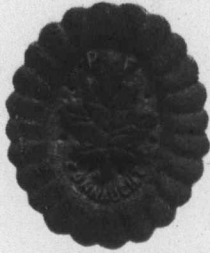
Connecticut Oyster Company

"Canada's Exclusive Oyster House"

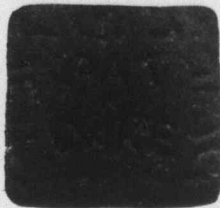
50 Jarvis Street

Toronto, Canada

The Connaught

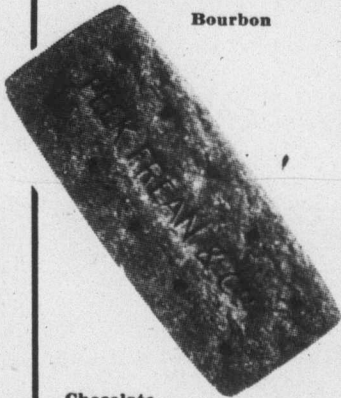


A Princely Biscuit



Pat-a-Cake

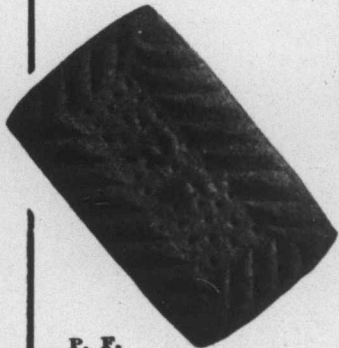
Bourbon



Chocolate Sandwich



Ye Billiken



P. F. Short Cake

*biscuits from
across the "brine"*

Peek,
Frea **P.F.** London

Peek, Frea's Biscuits are the
most toothsome of all. :: ::

*Have you tried the famous
P.F. Short Cake?*

Proof of the popularity of this delicious biscuit is in the fact that about 325,000,000 were sold the year of its introduction. The delightful crispness, the genuine old time short cake flavor and the richness of quality not only sell the first order, but ensure continued demand.

The Connaught

P. F.'s latest introduction—a delicious biscuit—good design, popular name, attractive flavor, striking label. About 48 to the lb. All P. F. Biscuits are shipped in hermetically sealed tin boxes, are always oven fresh. A postal to-day to any agent will bring samples of these lines.

PEEK, FREAN & CO., Limited

Biscuit Manufacturers

LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

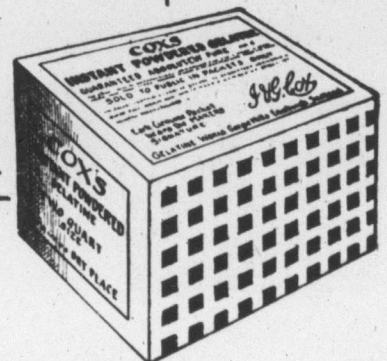
COX'S

*the instant powdered
gelatine made famous by
its PURITY.*

COX'S Gelatine is the standard the world over. It has an exceptionally large sale throughout Canada the year round, especially during the fall and holiday season.

Cox's makes the most delicious, instant jelly without any labor or fuss.

Suggest Cox's to your housewife patrons and solve the dessert problem for them.





the purity trade mark on Jams and Jellies

No argument in recommending a line of foodstuffs to your particular customer will carry the same weight as **Purity** and in this respect **E. D. S. Jams and Jellies** stand alone! They are absolutely **pure**—much above the standard the government demands of so-called genuine jams and jellies. E. D. S. fruit products contain no artificial preservatives or coloring matter and carry no excess of water.

“E. D. S.” goods are continually being advertised to the consumer, which helps the dealer to build up his sales.

Made only by

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.
J. GIBBS	- - -	Hamilton



Skating, ski-ing, snow-shoeing and sleighing will soon be starting. Hot drinks will be in demand. Your customers will want **OXO CUBES**. Can they get **OXO CUBES** at **YOUR STORE?**

People eat more meals in winter than in summer. There are more “left-overs” in winter. Your customers want **OXO CUBES** for Stews, Hashes and Meat Pies. Can they get **OXO CUBES** at **YOUR store?**

Most people like hot soup for dinner every day during the winter. Your customers will want **OXO CUBES** for soup making. Can they get **OXO CUBES** at your store?

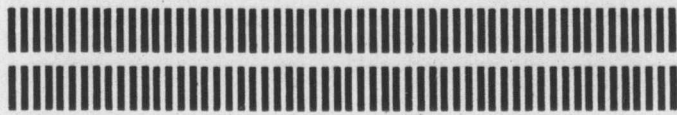
You can get them from us by return, if you wish. Write for particulars of special terms.

Corneille David & Co.

Toronto Montreal
Winnipeg
St. John, N.B.

A
Cube to
a
Cupful





No overhead expenses for operating the ELGIN NATIONALS

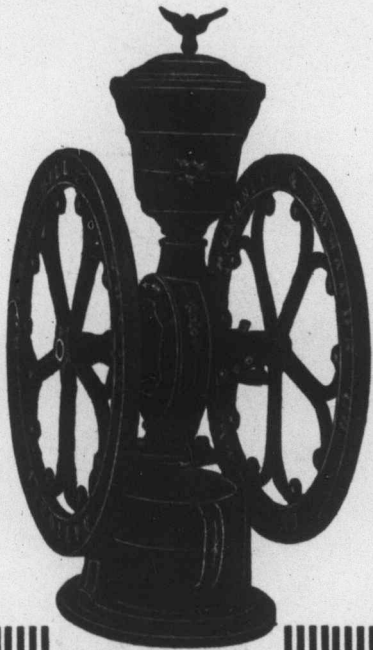
The initial cost is the only cost in the installation of an **Elgin National Coffee Mill** and this is considerably lower than many other makes, moreover, the initial cost is quickly returned to your coffers by the saving of time and increased prestige brought about by the more efficient service. They don't get out of order.

ELGIN NATIONAL COFFEE MILLS are guaranteed to grind **faster** than any other Coffee Mills of **corresponding size**. It will pay you to investigate before buying any other make. Ask any of these jobbers for our illustrated catalog.

MONTREAL—The Canadian Fairbanks Co. (and branches).
 TORONTO—Eby, Blain, Ltd.; R. H. Hayoe & Co.
 HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
 LONDON—Gorman, Eckert & Co.
 ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
 WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
 REGINA, SASK.—Campbell, Wilson & Stratheed, Ltd.
 SASKATOON—Campbell, Wilson & Adams, Ltd.
 EDMONTON, ALTA.—The A. MacDonald Co., The Western Canada Wholesale Company, Ltd., Fernie, B.C.
 CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren.
 VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.
 ELGIN, ILL., U.S.A.



40 Sizes and Styles

A Chain of Quality







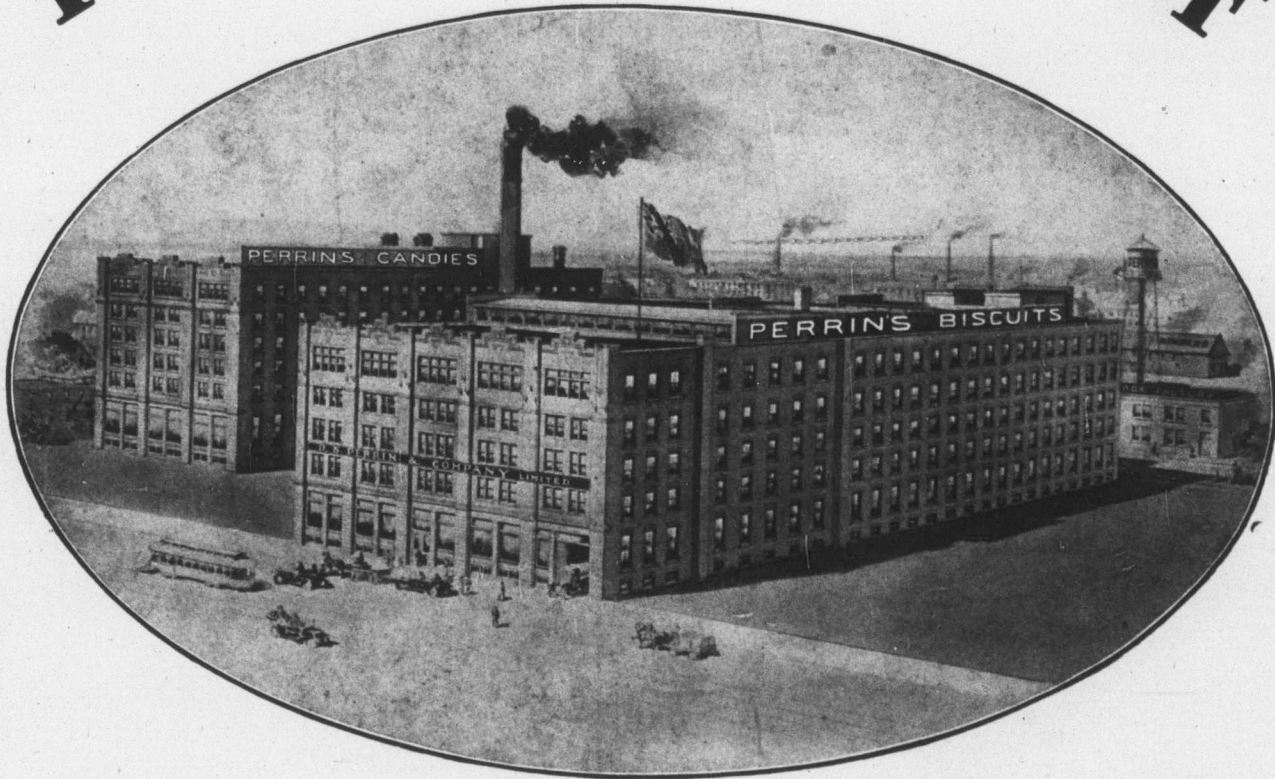
A series of milk products that is prepared by a system superb—**Borden's**. A system whereby the milk from the cow to the can is under the strictest supervision by experts. The most up-to-the-minute methods of sterilizing and clarifying process are employed, ensuring both quality and purity.

Get and hold trade by handling and recommending these quality leaders to your patrons.

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

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

THE NEW HOME OF



PERRIN'S BISCUITS

LONDON

CANADA

Little BEEF

The price of beef continues on the up grade, many people know this and are cutting down their meat bills. They, however, appreciate the quality and value they receive in

“Simcoe” Baked Beans

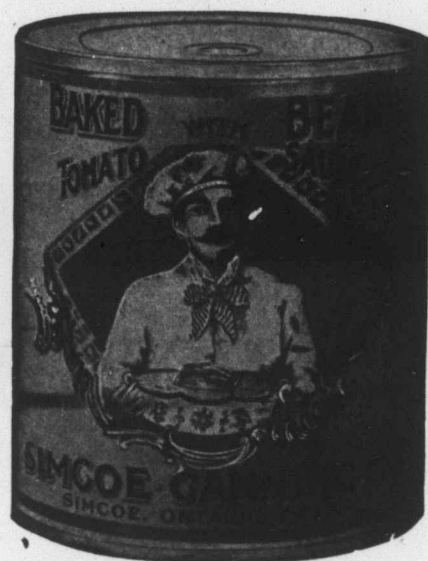
and are eating them instead of meat. One tin contains as much nutriment as a pound of beef steak, and makes an appetizing meal for an entire family.

“Simcoe” Baked Beans allow the dealer a good margin of profit and help increase his sales.

Dominion Canners, Ltd.

HAMILTON, ONT.

More BAKED BEANS



Are you ready for Xmas Trade?

The rush will be on before you know it, and you are bound to be caught "short" on some lines unless you go over your stock thoroughly—we have the goods—we have the prices—and we ship your orders the same day as received—

These lines will help—and make you some money too

600 cases	Red Raspberries	2's	Heavy Syrup	\$1.50	doz.
300	Red Pitted Cherries	2's	" "	\$1.35	"

— both lines in Sanitary, enamelled lined tins —

"Swiss Bell" Whole Beets—2s and 3s

Sanitary, enamelled lined tins—**Small Blood Red Beets**—
Finest quality packed—at less than the price of No. 2 goods—

Pork and Beans—A Snap—

—in Tomato Sauce—1's 45c doz.—3's tall 90c doz.—
The best value on the market to-day—Order Quick—

New Crop Nuts—

Our quotations on many lines are actually lower than to-day's cost to import—

Shelled Pecans—

in 5 lb. boxes—You can work up a nice trade on this line, and at our price, make a handsome profit—

NEW GRENOBLE WALNUTS

NEW SICILY FILBERTS—are in store

NEW TARRAGONA ALMONDS—are due in this week **Quotations**

Get

Our

IF YOU WANT REAL HIGH CLASS FIGS YOU SHOULD SEND US YOUR ORDER—WE HAVE THEM

A New Line in Biscuits— to sell

Fancy Iced Biscuits in handsome decorated tins—about 1 lb. net.
This line has proven a quick seller—Better Try Some—

at

25c tin

REMEMBER— Send us your orders for anything you want in a hurry for XMAS TRADE—Phone calls at our expense—

EBY-BLAIN, LIMITED

WHOLESALE IMPORTING & MANUFACTURING GROCERS
Coffee Roasters, Spice Millers and Tea Blenders to the Trade

CORNER FRONT and SCOTT STS.

TORONTO, CANADA

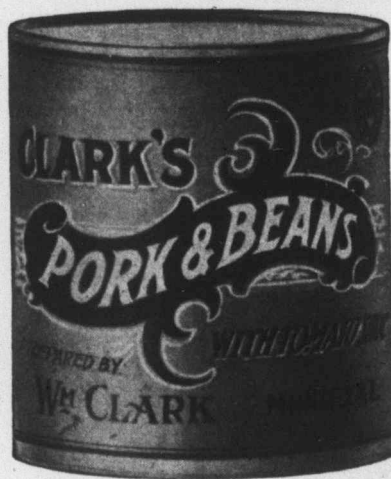
Clark's Pork and Beans

PLAIN CHILI TOMATO SAUCE

The ready seller, Mr. Grocer, is always your best investment. The well advertised article backed up by quality behind the advertising is easily the most ready seller, and constitutes the surest road to

SUCCESS

Your experience will tell you that Clark's



Pork and Beans will sell more readily than others.

They are advertised in a manner which keeps the consumer thoroughly in touch at all times, they have a quality surpassed by none, and a reputation with the public of many years' standing.

A well filled stock of CLARK'S means to you a long step on the road to success.

W. CLARK, LIMITED

MONTREAL

Tartan BRAND

THE SIGN OF PURITY

IN STORE—

Full assortment of Mediterranean and California Dried Fruits, Nuts, etc. Prunes, Figs, Dates, Malaga, Valencia and Sultana Raisins, Thompson Seedless, Seeded Muscatels, Fancy French and Italian Glace and Crystallized Fruits, and Canned Goods.

'Phone at our expense a trial order. We solicit your inquiry.

TARTAN Brand Groceries, Spices, Canned Goods are trade winners.

BALFOUR, SMYE & CO.,

Wholesale and
Manufacturing Grocers

HAMILTON

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal




Canada's National Metal Polish
Made in Canada—Sold Across Canada

BON TON Cream

Polishes in HALF the time
Requires NO SHAKING—no Sediment
PRICES LOWER—saving the duty on
imported polishes.

Already proved by large users—Provided now for all
users—A provable good article will MULTIPLY Sales.
Appreciation everywhere, your wholesale has it.



SYMINGTON'S SOUPS

One packet of any of
the eleven varieties makes
a quart of rich, nourish-
ing, and wholesome soup.
The flavours are distinctive and
delightful. Let any home-cook
try these fine soups—just once!

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

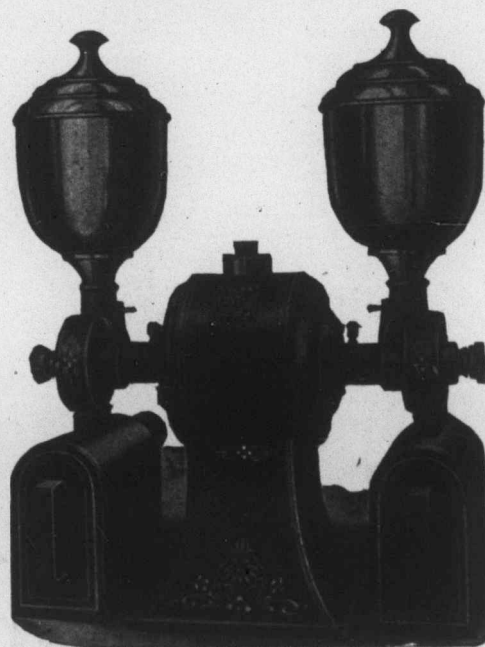
Easy to prepare—put the contents of
packet into water—stir—boil—serve.

Canadian Agents:—
Messrs. F. E. ROBSON & CO.
25 Front Street East, Toronto

More Than Ever in a Class by Itself

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

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



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

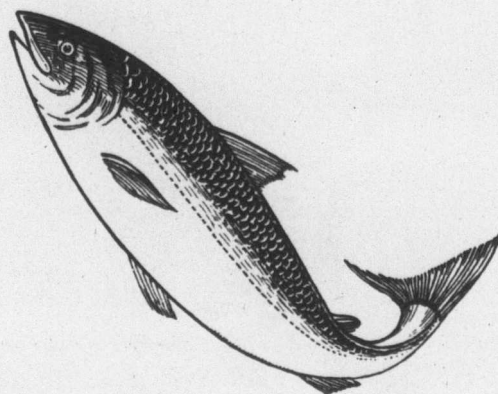
AGENTS: Chase & Sanborn, Montreal; The Codville Co.,
Winnipeg; Todhunter, Mitchell & Co., Toronto; James
Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co.,
Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

British Columbia COHOE SALMON

"WALRUS" BRAND



The Kind
Your Customers
Come Back For.



Anglo-British Columbia Packing Co., Ltd.
H. BELL-IRVING & CO., Ltd., Agents
VANCOUVER, B.C.



Goes Soap One Better

Snap is a soap—it is more than a soap. Soap cleans the surface of the skin, but fills the pores, which ultimately injures the flesh. Snap cleans the pores and refreshes the skin, leaving it clean and uninjured.

It goes Soap one Better.

A stock now will prove to be a money maker for you.

**Snap Company, Limited
MONTREAL**

Those Who Know Cane's Washboards Always Specify Them

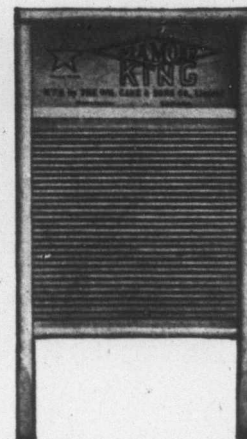
Because They are Right in Price and
Give the Best Service

Cane's Washboards stand in a class by themselves for neat construction, quality and durability, and pay an attractive profit.

Among the 13 different styles and grades you will have one to meet every demand.

If you haven't our catalog on "Cane's" Wash-day woodenware, we will be pleased to send you one.

**WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.**



All extracts are distilled and bottled
in our own factory—*We Guarantee Purity*



Royal Shield Extracts are full flavored
and of full strength—Try them

You and your customers are given the benefit of our wide experience in the manufacturing of extracts when you order Royal Shield Brand. These extracts are manufactured and bottled by us and are guaranteed pure.

Our Wholesale Grocery Service
has no equal in the West

Our values are the best, our goods are always right.

WHOLESALE GROCERS AND IMPORTERS

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd. **Campbell, Wilson & Strathdee, Ltd.**
CALGARY. EDMONTON. LETHBRIDGE REGINA



BLUEBERRIES AND SARDINES

are good stocks to-day, and while present stocks last we will sell:—

BLUEBERRIES in
QUART SEALERS
packed by J. S.
Wells, Ltd., White
Haven, N.S.

1 doz. cases at \$3.00 per doz.
These are hand packed goods
and are exceptionally fine.

**SARDINES, KING
EDWARD BRAND**
(Norwegian).

100 tins to the case, \$9.00 per case.
The Sardine fishing in Norway
was practically a failure this
year. We were fortunate in
securing an early supply of
this excellent Brand and while
worth more money to-day, yet
while stock last we will sell at
above figure.

MAIL ORDERS. We
have the stock and
facilities to ship
promptly. Try us.

Fenwick, Hendry & Co.

Importers and Manufacturing
Wholesale Grocers

KINGSTON, ONTARIO, CANADA



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 specialists
Glasgow*

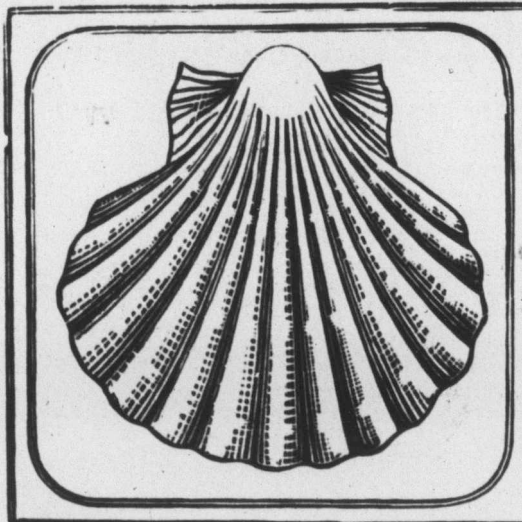
Camp Coffee

"SHELL" BRAND CASTILE SOAP ("LaCoquille")

The Standard of Purity

has the largest sale
of any Castile Soap
in the Dominion.

For sale by all
wholesale houses.



A Pure Oil Soap

This soap is especi-
ally manufactured
by

Messrs. Couret, Freres
Marseilles, France

For

Messrs. Estrine & Co.

W. H. ESCOTT CO., LIMITED

WHOLESALE GROCERY BROKERS

Winnipeg

Regina

Calgary

Edmonton

CANADIAN AGENTS

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

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

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

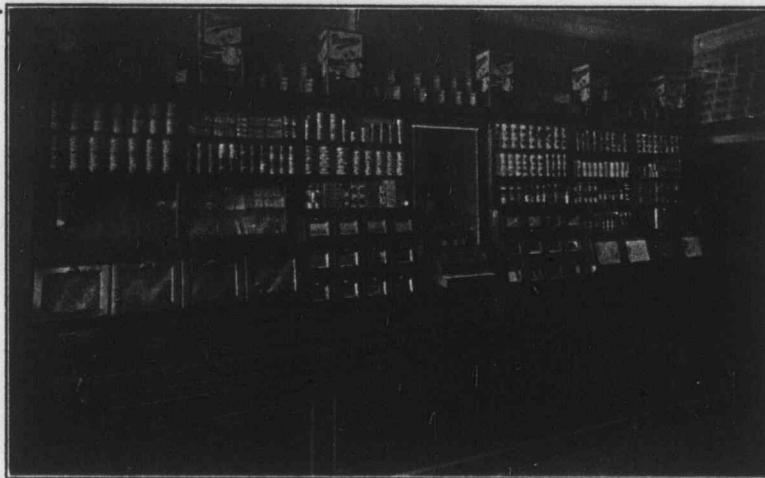
Walker Bin & Store Fixture Co.,

LIMITED



Berlin,

Ontario



REPRESENTATIVES:

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



TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

ARE YOU THE MAN AT THE HELM?

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

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

STORE MANAGEMENT COMPLETE

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

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

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

Absolutely New

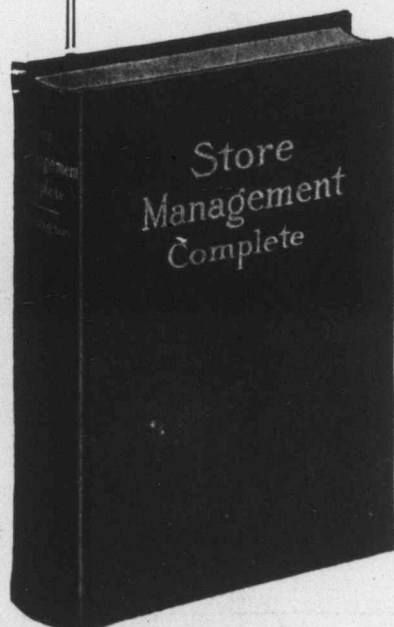
Just Published

TECHNICAL BOOK DEPARTMENT

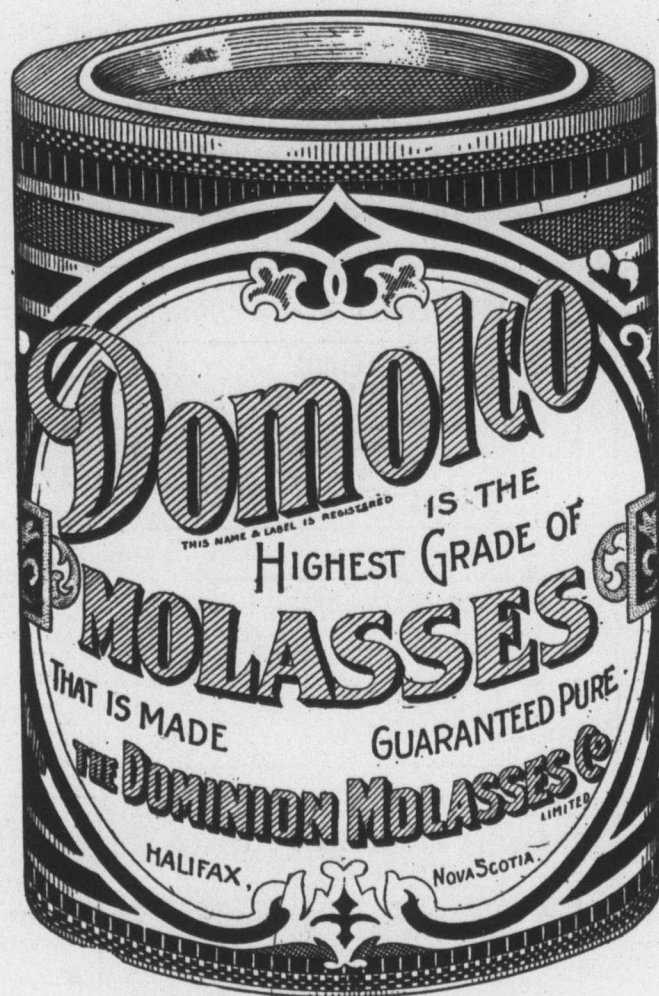
MacLean Publishing Co.

143-149 University Avenue

TORONTO



THE CANADIAN GROCER



More "DOMOLCO," Please—

That's the molasses call that is heard from every side. It's the call at the family table, it's the call at grocery store (where handled). This demand for "Domolco" is "profit music" to the dealer's ear.

DOMOLCO

is the highest grade sugar-cane molasses that is made and is guaranteed PURE. Every package bearing this registered label contains the acme of molasses perfection.

Domolco is the table delicacy of the masses—every progressive dealer should handle.

THE Dominion Molasses Co., Ltd.
HALIFAX, N.S.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

Headquarters for White Beans and Evaporated Apples.

—

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

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

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

Morrow and Company
39 Front St. E., Toronto
Cereals
We buy and sell rolled oats, oatmeal, rolled wheat, pot and pearl barley, split peas, cornmeal, white beans, wheat breakfast foods, buckwheat, Graham and whole wheat flours, English and Canadian boiling peas.

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

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

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

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

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER and MANUFACTURERS'
AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

MACKINTOSH'S TOFFEE
Made in Halifax, England
"THE TOFFEE THAT SELLS"
FINCH'S PATENT FLY TAPE
For Season 1914. Agents Wanted. Write—
Edward Kidd & Co. 1090 Hamilton St.
Vancouver B.C.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

WESTERN PROVINCES—Continued.

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

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

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

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

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

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provision.
Simpson Produce Co. 248-252 Princess St
Winnipeg, Man.

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

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents
352-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.

WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - - Vancouver, B.C.
Reference: The Bank of Montreal.

The CAMPBELL BROKERAGE CO.

Manufacturers' Agents and Commission Brokers.
We have our own warehouse and truckage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . . . Vancouver B. C.



**STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
(naturels),
ANCHOVY PASTE.**

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C. F. STUHR & CO., HAMBURG.



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

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JOHN Oakey & Sons, Limited
Manufacturers of
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COMMISSION AGENT
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Winch Building, Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

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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.
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OUR GUARANTEE

If this polish damages your customer's piano, we'll pay for the piano. That's why live Grocers everywhere stock it. It sells, repeats, and brings new faces to a store.



The International Specialty Co.
The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry Horne Co., 309 King W., Toronto. Leadlay, Limited, Bannatyne Ave., Winnipeg, Man.
Every package carries above guarantee in detail. Our travellers carry unique propositions.

Every Merchant who handles—

Mathieu's Nervine Powders



Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.

The
J. L. MATHIEU CO.
Proprietors
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Please send regular box of Mathieu's Nervine Powders to the following address:—
Name
With (Name of firm)
Street
City or town Prov.....



The Test of Time

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers. What more could you ask? Have you tried it yet?

For Sale By All First-Class Jobbers in Canada.

Manufactured only by John Diamond, 458 North Third St., Philadelphia, U.S.A.



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.

*From the big Forest City House
of Quality and Square Dealing*

"CLUB HOUSE" BRAND SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.

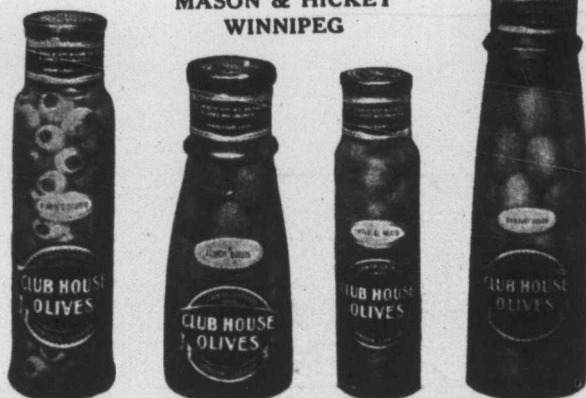
Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.

London, Ontario

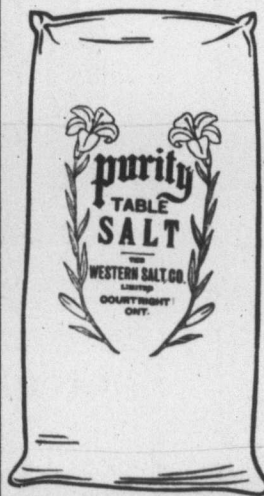
Western Selling Agents
MASON & HICKEY
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Link Your Business To Quality Products

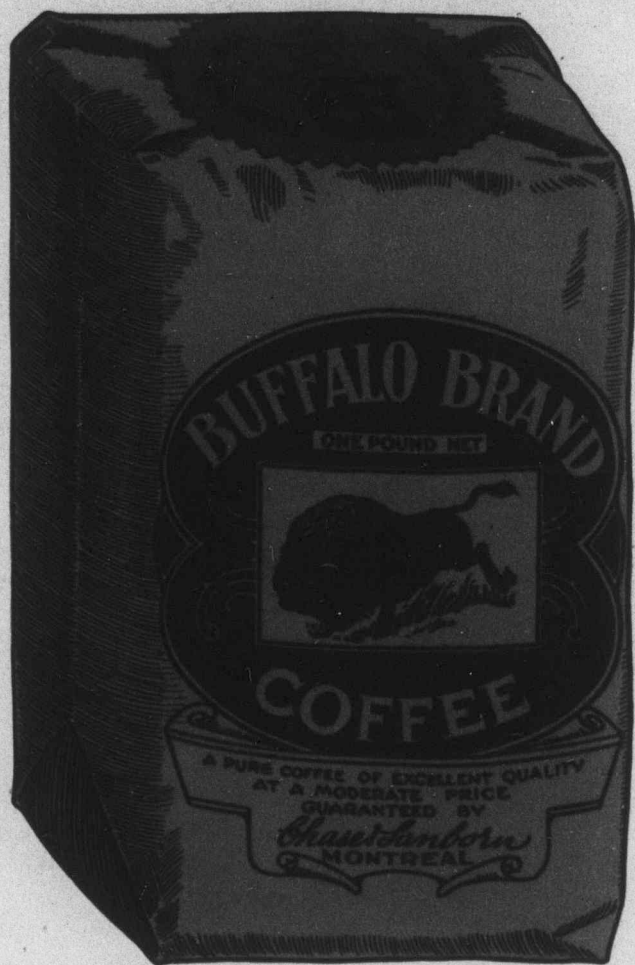
The good housewives appreciate quality, be it even in so common a product as salt. The superiority in the quality of PURITY SALT

is noticeable, and the dealer who supplies this staple condiment in the Purity Brand, links the trade of the good housewives to his store.



The
**Western Salt
Co., Limited**
COURTRIGHT,
ONTARIO

BUFFALO BRAND COFFEE



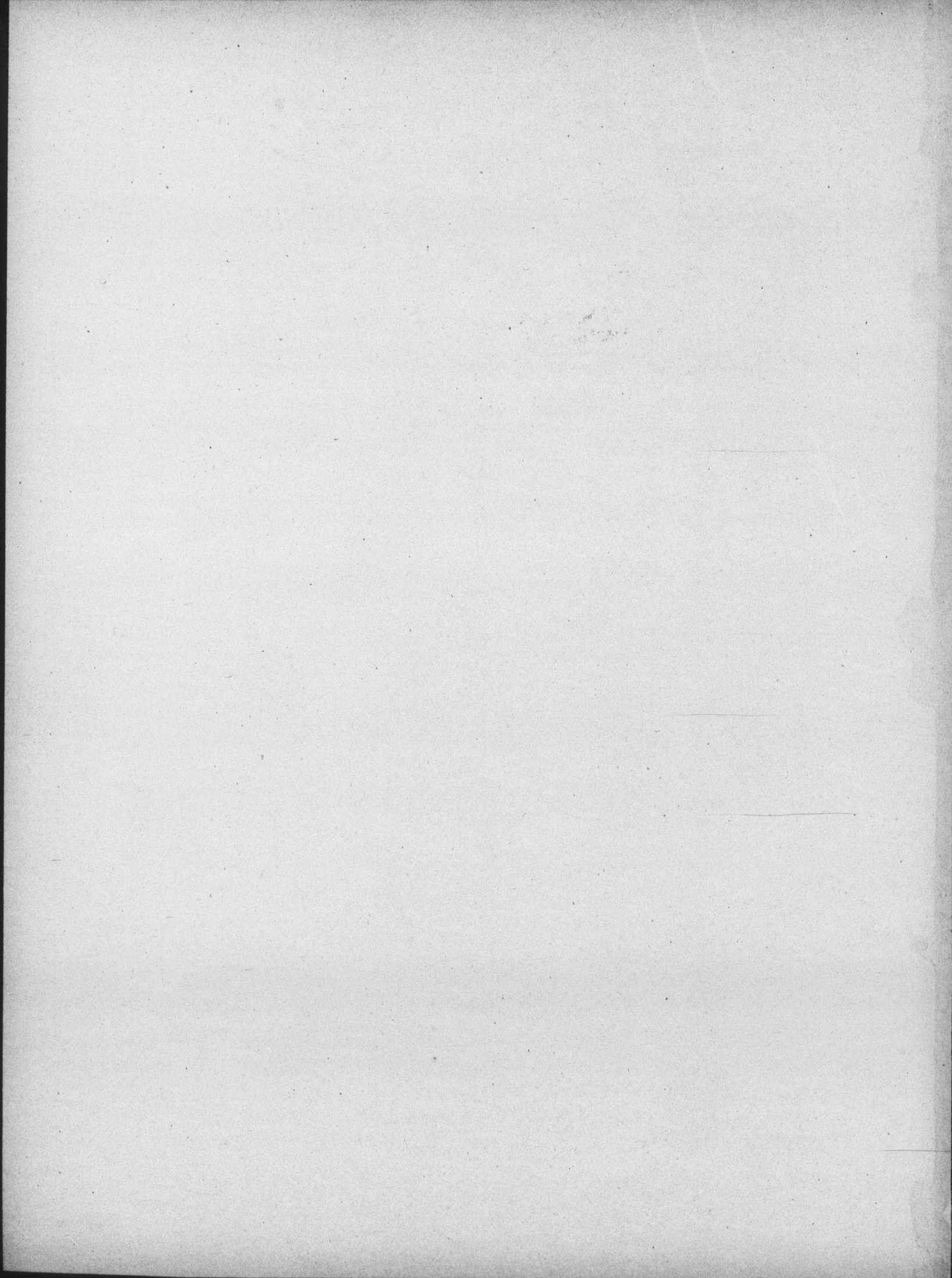
Packed in the Coffee Colored Bag.

Original packages only, fifty or one hundred to a case.

BUFFALO appeals to the housekeeper who wants a real tempting coffee at a moderate price.

BUFFALO appeals to the grocer because the housekeeper comes back for more—quality means profit.

Chase & Sanborn, Montreal



THE CANADIAN GROCER

St. Lawrence

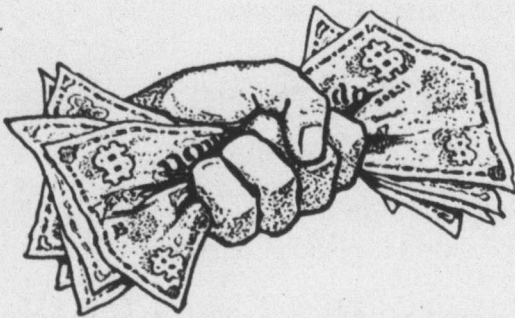
Granulated

The Canadian Standard of Quality.

20 and 25 pound cotton bags—a handy package.

JAPAN TEAS

Furuya & Nishimura



Get a Tight Hold on Money
These Days. It's Pretty Tight
Itself

FISH

is a profitable line, and all that is needed is display. The demand is natural, and will be specially insistent when you stock

OCEAN BRAND Haddies, Kippers, Bloaters, Fillets

They are known as the quality line in every town and hamlet in the Dominion, and if you are leaving the sale to your competitors, well, they are simply reaping benefits that might as well be yours also.

All you have to do is "Ask Your Wholesaler or us."

North Atlantic Fisheries, Limited
Montreal

SYMINGTON'S COFFEE ESSENCE



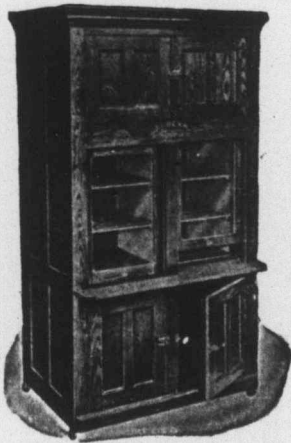
will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

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



The standard by which
all others are judged



The **Eureka** is built on the most scientific principles known in the refrigeration world. It keeps perishables in the best condition with the smallest consumption of ice. Cold dry air circulates all the time, allowing no dead or stagnant air to cause a damp and musty smell so common in refrigerators. Further, the **Eureka** has no zinc or galvanized iron lining to rust and corrode. It is strictly sanitary in every particular.

Made in any size for Butchers' and Grocers' use.

Catalog and Prices sent on request.

Eureka Refrigerator Co., Ltd.

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IRISH MILK

From Ireland

SWISS DAIRY BRAND

Sweetened Condensed Milk

Price **\$3.85** Per Case
of 4 dozen pound tins.

Freight allowed on 5 case lots up to 40
cents cwt.—3rd class.

A 10c. line with a Large Profit

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TWO CENTS PER WORD

You can talk across the continent for two cents
per word with a Want Ad. in this paper.



It is the best possible value that capital, experience and enterprise can produce, resulting in a steady growing, resistless demand that ensures you a fair, actual and protected profit, giving satisfaction unbounded.

REMEMBER—every pound you sell advertises you as a dealer in—**QUALITY**.

“Salada” is never sold to peddlers or price cutters. This is the way we protect our customers.

“SALADA”

LONDON, ENG. NEW YORK BUFFALO TORONTO MONTREAL BOSTON CHICAGO DETROIT
41 Eastcheap 100 Hudson St. 38 W. Genesee St. 32 Yonge St. St. Paul St. 34-35 S. Market St. 361 N. River St. Shelby Block
Branches also in Pittsburg and Philadelphia



Ford Builds 300,000 Gasolene Cars a Year

A MILLION CARS OF ALL MAKES NOW IN USE

They Buy a Hundred Million Gallons of Gasolene a Year

DON'T YOU WANT SOME OF THIS BUSINESS ?

You have the first chance at it—are you going to wait till opportunity kicks your door open, or will you get the gasolene trade through the Bowser door?

Motorists look for the Red Bowser pump. The merchant with a Bowser gets their trade. A Bowser gives you all the profit there is in gasolene. The “old way” wastes the profit. Write us and we'll show you how to make money.

S. F. BOWSER & COMPANY, Inc.

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Made by Canadian Workmen and Sold by Canadian Salesmen.

Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.



KEEN'S OXFORD BLUE

Every woman knows the value of Keen's Oxford Blue on washday, and will appreciate your recommendation of it.

Best housewives ask for it, others will be the better for using it. Keep your stock well filled with this article of daily need—Keen's Oxford Blue.

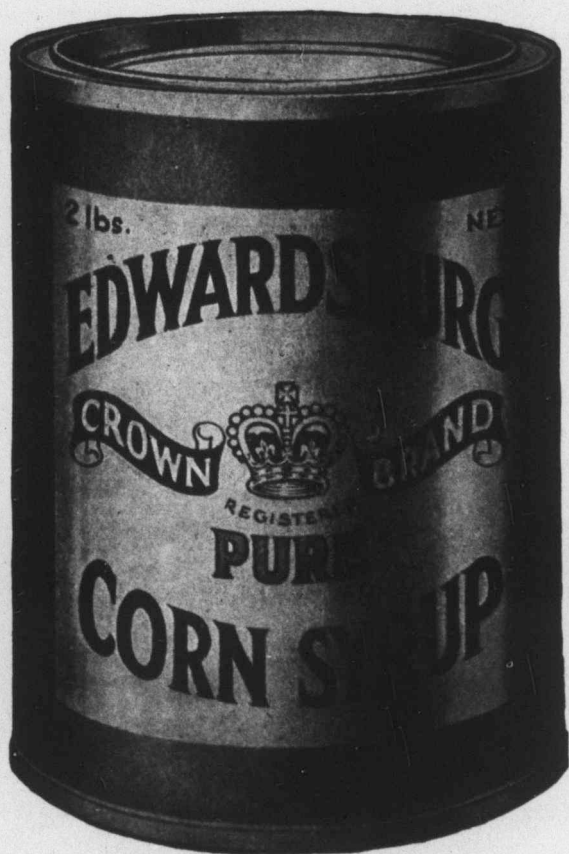
FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada



This is CROWN BRAND Weather

"Chill November's icy blast" means that the body requires heat-producing, tissue-building foods.

Crown Brand Corn Syrup

is a good thing to suggest to your customers during the winter months, because of its body-building qualities.

Your customers should have CROWN BRAND once—after that it's "a matter of course."

THE CANADA STARCH CO.
LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

The Gold at the end of The Rainbow

Written for Canadian Grocer by Henry Johnson, Jr.

The following letter tells its own tale:
Nov. 10, 1913.

Henry Johnson, Jr.:

Dear Sir,— Will you kindly spare a reader and subscriber of your valuable paper a few moments to reply to the following?

Am at present and have been engaged for the past fifteen years in general merchandise business at this place. Conditions of late are such that I am contemplating a change in location, in fact, am figuring on _____, as the new field of operations. The proposition is about as follows: A firm out there doing a large general merchandize business, carrying large grocery stock, find they are very much cramped for room, find also that the grocery department is not properly taken care of. They advertised, or rather wrote letters to some prominent wholesalers asking them to find a man who could put in \$10,000 in the grocery business as a half interest and take the management. The letter was sent to me and I took the matter up with a view to going in. I found on investigation that they sold in grocery department last year \$102,000. I found that their total sales were \$189,000 in all departments. They carry book accounts of \$38,000 and have borrowed money from bank to extent of \$22,000. So you see they do big things. They pay two grocery clerks \$91.00 each per month; two delivery men \$75.00; 1 warehouse boy \$40.00; and of course the proportion of other expenses such as rent, office, fuel, light, insurance, etc., is charged up to the grocery department. They propose to move this grocery stock into a new building, fitting it up in good style as a modern grocery store. They offer me \$150 a month salary and half interest in business. I might say a new company would be formed, carrying the name of the old concern, only that instead of calling it the Blank Mercantile Co., it will be the Blank Grocery Co., the old company carrying on business with the other lines as Blank Mercantile Co., to be capitalized at \$20,000, 200 shares at \$100 a share.

In our youth we believed that old fairy tale about the gold at the end of the rainbow and that if we could only reach the end before the bow dissolved, great wealth would be assured. In this article Henry Johnson, Jr., advises a reader who is contemplating a new venture afar off. He makes the suggestion that it be not accepted before a full investigation of the possibilities of the venture are thoroughly understood. He must not go after the rainbow's gold unless he knows for a certainty it is there. There is food for thought in the article for all, but more particularly for those who are contemplating a change in location.—Editor.

I figure the cost of doing business in the new place will be 13½ per cent., including all expenses that can possibly occur except perhaps loss of accounts, allowing only 1 per cent. I feel reasonably sure we can continue to do \$100,000 business although it is not all sold over the counter, some of it being warehouse foods, such as flour sold to bakers, hay, grain, etc., but no other lines than those classed as groceries.

Now you know perhaps, conditions in _____, and can advise me if this is a good proposition or not. I figure it should pay 5 per cent. net on sales, or 5,000 a year. What do you think? Am I figuring too high or too low? Is it a good move to tie up with a concern which carries book accounts of \$38,000? For your information I will say that they do a lot of business with ranchers. The town has shops employing about 500 men and has monthly pay roll of about \$50,000. Population about 3,500. It has, including the store mentioned, three other exclusive grocery stores, one a larger one than theirs but very much out

of date—dirty and untidy; the other two are small and possibly sell from \$2,000 to \$3,000 a month each. There are three meat markets exclusively as they carry no groceries. The country is very thinly populated as ranches are very large, running to stock and sheep, hay and a little grain.

Now, will you kindly give me your opinion of this proposition from a business standpoint and anything you may know of _____ climate. I am getting along in years and cannot afford to make a mistake. I have the money and the experience, but do not want to lose the former or jeopardize the latter. I have another proposition in _____, a general store, stock \$12,000; expense much less; sales about \$50,000 a year; expenses about 12 per cent.; not much groceries sold and those sold cheap; a pleasant climate and easy work but more competition. Kindly compare these and give me your valuable advice. I hope I have not bored you with this lengthy letter and thanking you for an early reply as I am in a hurry to make decision. I am,

Yours very truly,

Large Order to Fill.

I am familiar with the West to some extent, but feel that this is a large order; but I shall do the best I can with it—which I fear will not be much.

The capital and general resources of the business under review are not stated, so it is difficult to judge whether the firm is carrying too heavy liabilities; but its borrowings from the bank equal 112-3 per cent. of its annual sales, and its accounts outstanding equal just under 20 per cent. of its annual sales. I have only one comparison whereby to judge of this condition and that is to compare it with my own, undoubtedly healthy business, and here I find in my own case, no borrowed money and sterling accounts equalling about 9 per cent. of my annual sales.

Again, this firm deals with ranchers, and they pay only at long intervals.

(Continued on page 37.)

Preventing Frost from Forming on the Window

Methods That Are Used—Importance of Keeping Windows Clear From a Selling Standpoint—Theory of the Frosted Window and the Removal of the Cause.

The accompanying letter from one of our Alberta readers suggests an article dealing with the subject regarding keeping windows free from frost. The time has once again arrived when this nuisance presents itself, and unless it is effectively checked throughout the winter, the window, no matter how well attended to, will be more or less of an expense rather than an asset.

Cause of the Trouble.

The basic cause of frost on the window is, of course, a difference in temperature of the air outside the plate-glass and that inside. When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

When a doctor has a patient ill with some chronic trouble he aims to determine the cause and then to remove it. The same should apply to the frosted window trouble. First determine the cause (and this is given above) and then find a suitable method for removing it.

Gas Flame at Window Base.

There are many varieties of methods in use for this purpose. Butcher shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive.

Several dealers have their windows so arranged that air holes at the bottom allow the colder air from the outside to enter and keep the inside air at the same temperature as that on the outside. Better results are, of course, obtained when the window is enclosed; in such cases it is easier to keep the store itself warm in severe weather.

Air Vents on the Side.

In the store of the Mills Company, Hamilton, Ont., an original idea has been used. Small openings have been provided above the plate glass in the sides of the window, as shown in the accompanying illustration. The openings are about 6 x 16 inches, and are hinged at the top. They swing inward, and are operated from the interior of the windows. They can be kept open sufficient-

*Editor, Canadian Grocer,
Dear Sirs.—Would you be kind enough to suggest any way in which our windows might be kept free from frost during the winter months. They are not enclosed.*

*Thanking you in anticipation of your early reply,
McFARLAND & CO.,
919 Alberta Ave.,
Edmonton, Alta.*

ly long to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

The Electric Fan.

Several other methods have been adopted with more or less favorable results. A good plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Chemical Remedies.

Rubbing the glass with glycerine has been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.

Still another method is found in the use of double windows. The placing of

a second plate glass outside the permanent one making an airtight compartment is effective in preventing frost, because it keeps the air between the windows at a sufficiently medium temperature to overcome the cause of frost. This plan has a disadvantage in that it obscures the view of the goods displayed to a certain extent.

The Modern Store Front.

On account of the loss entailed by the frosting of windows, the question of proper construction of the store front becomes an important consideration. Theoretically what is needed is to reduce the humidity and thus prevent moisture from condensing on the glass surface by means of the circulation of cool dry air. In a general sense this sums up the situation, but several conditions must be taken account of. First, the windows, to produce best results, should be enclosed from the store proper and the enclosure should be practically air tight. Second, air from the outside must enter the window near the edges and at the surface of the glass in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted in order to absorb the moisture.

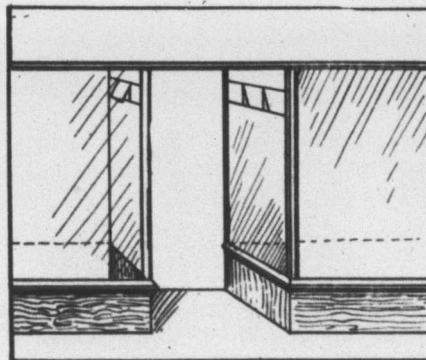
These conditions are being borne in mind in the construction of modern store fronts when vent holes are provided in the metal sash.

TO KEEP IN TOUCH WITH PRICES.

The Canadian Grocer.—I beg to inform you of change of address. I have sold my business at 1186 Dufferin St., Toronto, to Robt. H. Banks, and will open here about Dec. 1 in a new store, so kindly forward Canadian Grocer to my new address so as we can keep in touch with market prices. Wishing you every success,

ROBT. H. BECK,
1150 Bank St., Ottawa.

Frost is prevented from forming on these windows by the use of air vents in the side. Plan of the Mills Co., Hamilton, Ont.



Maple Syrup and Sugar Adulteration

During the past week a Toronto manufacturer of maple products was fined \$55 and costs for placing a false label on maple syrup and for selling adulterated syrup within the meaning of the Adulteration Act.

Several retail grocers were also haled into court charged with selling adulterated maple products as pure.

Canadian Grocer is not in a position to know the exact conditions under which these retailers purchased the goods or whether they innocently or wilfully sold them as pure, but it is certainly an injustice to the retailer to have to appear in court and bear the stigma of a fine if he has been honest with himself in the matter of selling the goods as they were represented to him. If a retailer has secured a warranty or guarantee from the manufacturer that goods are pure, is there any excuse whatever for the authorities bringing him into court and perchance injuring his reputation among his customers? In such a case the manufacturer is clearly the party to get after, not the honest retailer. No better advice can be given the retailer than that he deal only with known reputable firms. If he has occasion at any time to buy from another—one who may or may not be honest—then he should insist on receiving a guarantee, if the goods are represented to be pure. He cannot afford to take a chance.

There are some points in connection with maple syrup and sugar which are worth close study. There are some things too, which should be rectified by manufacturers and government authorities in order that honest retailers and manufacturers would be better protected.

Let us consider maple sugar, for instance. This article is not branded as "pure" or "mixture." Practically all looks alike. A dealer purchases maple sugar from two or more firms and may or may not know whether it is pure or otherwise. He may be told it is or it isn't. An inspector comes along and buys a cake. The name of the manufacturer is requested and probably the first that enters the dealer's head is given. It may be correct but sometimes it is unintentionally wrong. There is always a doubt and manufacturers have frequently sustained injustices in this connection. In case of standard package goods where carton or container is not broken, there is no doubt. The manufacturer's name is on the label.

With maple sugar there should be something to show the name of the manufacturer and the purity or otherwise of the goods. This would protect the manufacturer as intimated above, and it would be a great protection to the retailer. A mould for instance could be used to stamp all goods as "pure" or "mixture," and the trade-mark or name of the maker. The retailer in buying such goods could in addition, get the warranty from the manufacturer if the goods are pure, unless he is intimately acquainted with the honesty of said manufacturer.

This would give absolute protection to every retailer. He would then know exactly what he is buying and would be immune from penalty under the warranty should the maple sugar be found adulterated.

It would be a protection to the manufacturer, because no dealer could then, carelessly, make an error with regard to the name of the maker.

Much of the maple syrup of commerce is sold in bulk in large and small tins which may be emptied, added to or refilled at will. There is here again, always the element of doubt as to the actual manufacturer. Inspectors calling on the retail trade under present system should logically only take samples from sealed containers, the manufacturers of the contents of which are absolutely known. Otherwise there is no certainty that the proper parties will be apprehended.

Maple sugar and syrup are two lines on which retailers are liable to make mistakes easily. In the spring there are so many small makers putting their goods on the market that it is difficult to always know what one is getting. Greater care in selection is necessary in dealing with reliable firms who either sell pure goods only or who always specify whether they are pure or compound. Where the manufacturer is a new man, the warranty should be insisted upon as to purity. This shows careful buying on the dealer's part and eliminates the chances of a fine being registered against him.

The Inland Revenue Department which has charge of these matters should undoubtedly effect a reform in so far as inspection is concerned. Once the seal on a package or container has been broken, no inspector should be allowed to take a sample of the goods in any line whatever. The element of doubt as to the actual manufacturer in such a case demands that no sample be extracted for analysis.

The Possibilities of Extending Sardine Sales

Wherever Public Works Are Being Constructed, Railways Being Built, Quarries Mined, etc., Many Italian, Pollock, Swede and Bulgar Working Men Are Employed—These Are Large Buyers of Sardines, Spaghetti, etc., and Large Trade Can be Worked Up With Them.

"Those fellows are great buyers," remarked a dealer in a small country town as a group of Italians filed out of the store.

"What are they doing here?" was a question asked. "Is there a colony of them in this vicinity?"

"No, but there is some Government work going on and those men are employed by the contractor. Up in the quarry there are some half hundred Pollocks and Bulgarians and once you get them coming they are fine customers."

"What kind of goods do they buy?" this dealer was asked.

"Sardines are the great seller. While they, of course, purchase a good many lines such as cheese, beans, onions, bread, bacon, spaghetti, vermicelli, etc., they go in strong for sardines and we have worked up a splendid trade with them. Seldom do they give an order that does not contain a quarter's worth of sardines. They buy the five cent variety and they must eat them at every meal.

Are Free Buyers.

Here is a fine suggestion for dealers who can cater to this class of trade and still maintain their present custom. These Italians, Pollocks, Swedes, Bulgarians, etc., are usually employed on large public works such as canals, and by contractors on quarries, and railways and in canning factories. Pollocks are desired for the latter work on account of their spotless cleanliness. They all purchase freely and they always have plenty of money to spend in view of the cost of living in other departments not being high. The dealer who caters to their trade and knows how to handle them can readily work up good business.

"I have seen," remarked the dealer above referred to, "a group of Italians four deep in front of our counter and eight of us working for all we were worth to serve them. They invariably come at the same hour every day—between 6 and 7 in the evening—when other customers are few. We are then always prepared for them by having those goods they are likely to buy prominently displayed.

Popularity of Sardines.

"As I said before, sardines are a great seller. I have seen us buy as many as 25 cases at one time with 100 five cent

tins to the case. We seldom purchased less than five cases. One contractor told me that a gang of men he once had working for him consumed 10 cases in one day. He had charge of the construction of a sub-section on the Welland Canal.

"Spaghetti, too, is a favorite dish of the Italian and you can bet your life that if he wants spaghetti he doesn't want macaroni or vermicelli. You have got to be on your guard and see that you are never out of a supply of the three lines. In my case the most important was spaghetti.

"The Pollock who works in the canning factory is fond of sardines, corned beef, eggs and other dishes quickly prepared. During the rush season he hasn't much time for cooking meals and usually selects those which can be gotten ready in a hurry."

Sure of the Money.

There is a moral in the observations of the above dealer. Every grocer who could cater to this trade should keep an ear to the ground for its coming. Very often it doesn't last long but it puts some money in the cash register while it lasts. All these men are good pay. They carry plenty of money about and usually pay cash over the counter. Frequently, of course, the contractor boards the men. Then it is up to the dealer to get after the contractor for this trade. It means big turnover and sure money."

In referring to getting his money from the men who board themselves, the dealer in question remarked that he never lost anything. "The majority paid cash," he said, "and if some did not want to do this, I could always get the contractor to guarantee the accounts by giving him 5 per cent. discount. Prior to pay day, which came every two weeks, we sent over all our accounts to him. He withheld the amounts from those who owed us and we allowed him the five per cent. Even at that we made good money. Our money was never out longer than two weeks and we had none of the trouble of collecting it.

Must be Handled Firmly.

"There is a point in handling these men which no dealer should overlook. Not knowing English very well they are not susceptible to reasoning in the English language. The merchant must, therefore, always define his position plainly and must hold firmly to that. If

he gives way at any time it is all off with him. They think you are easy and will never give in afterwards."

Watching for This Trade.

A word or two on getting after this trade. Merchants in the smaller centres who desire it should have a definite system. Newspapers should be closely watched for all public works, railway construction and private enterprises which employ many of these men. The contractors must be approached early and the trade solicited. If the contractor boards his men and you can show him you can give good service, chances are you get the business from the beginning. If the men board themselves, get after the group heads. Each little party of Italians has its own interpreter and business agent. This is the man to see. Canvas him hard for the business.

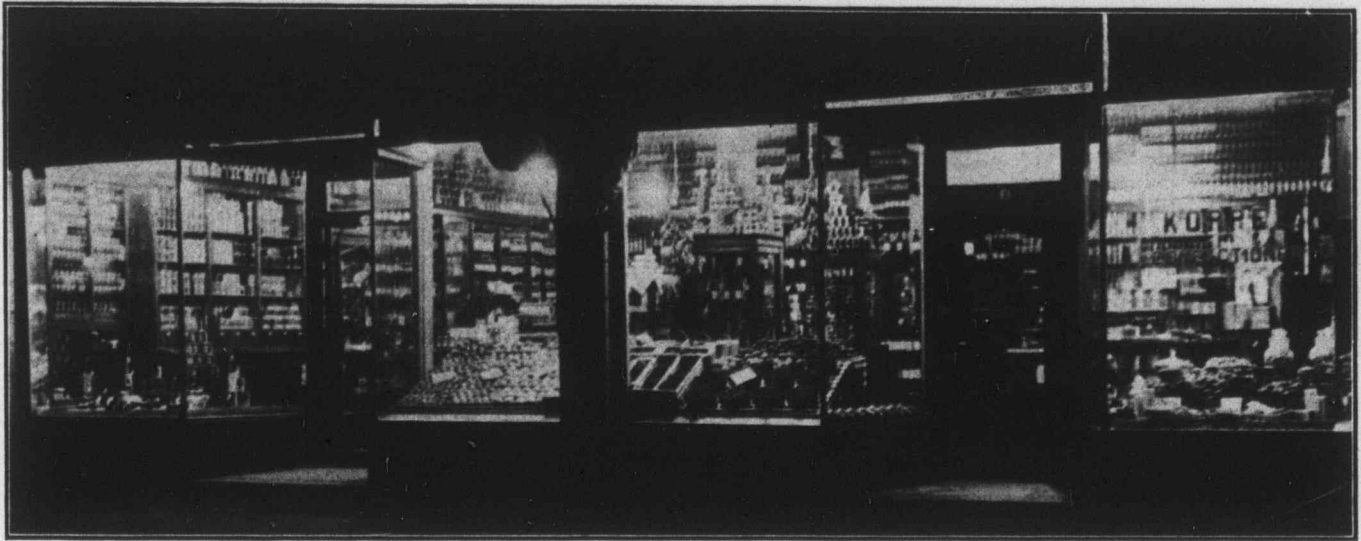
A window display or two showing sardines only in such a district should help considerably to get the trade coming your way. These men cannot read advertisements or circulars so the window is the only way apart from a personal canvas. Ten cent salmon is another good line to feature.



CASH IN ON EMPTIES.

A traveler going through the warehouse of a large Canadian city grocery store recently noticed piles and piles of empty boxes which had evidently been accumulating for months. There were, he claims, a good many dollars worth of empties in that warehouse. Not only were these taking up much needed room there but they represented a considerable sum of money tied up which could be turned into the business at will.

This dealer has several easy markets for these boxes; he could cash in on them at any time and yet they continue to lie in the warehouse. This is a leak demonstrating lack of system, and lack of system is bad for any business.



Front of store of Royal George Grocery, Montreal. Interior view of this was shown in the Fall Number of Oct. 10.

A Bright Store Front and Seasonable Display

Montreal Store Built on Square Plan Gives Extensive Front and Display Space — A Simple But Attractive Preserve, Jam and Marmalade Trim Shown by St. Catharines Dealer—Importance of Displaying These Goods.

The above cut shows the store front, the windows and the store interior of the Royal George Grocery, Montreal. This is a branch of the Park Provision Co. It will be seen that the front is practically all window, and that the display space is unusually extensive.

This is made possible by the fact that the store is practically square. The four windows admit volumes of light, and light is a most cheerful thing to attract the passer-by. In one of the windows is a display case with glass doors on roller bearings.

A Good Selling Trim.

The display on the right was recently shown by W. A. Sherwood & Son, St. Catharines, Ont. It illustrates how neatly a jam and preserve window can be made with little trouble. Here is an attractive trim, simply arranged which cannot fail to get business.

Note the symmetrical arrangement of the pails and bottles; the pyramid method throughout, and the neat white paper doilies on which bottles of jam rest. The display cards here and there are of such a character that they add action and life to the trim. The whole general design and arrangement is one of neatness—of "class" one might say—and such that would tend to attract the attention of the better class of feminine buyer.

Jam, preserves and marmalade are good lines to feature now. Many families make their breakfast on toast and

marmalade, or toast and jam throughout the winter, therefore, no one will regret

showing an attractive marmalade, jam and preserve window occasionally.



A neat, simple display of jams, marmalade and preserves shown recently by a St. Catharines, Ont., firm, W. A. Sherwood & Son.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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TORONTO, NOVEMBER 21, 1913

PUT LIMITATIONS ON CREDIT.

While business conditions in Canada are fundamentally sound in view of our vast agricultural, forest and mine resources, yet at the present time every dealer must realize that money is unmistakably tight and that this winter we shall see considerable unemployment. At best there will be many working men's hours cut down in shops of manufacturers who are finding spring orders a little below last year, and the retail trade should take cognizance of this fact.

Collections are the main thing to be watched in a time like this. Merchants should be extremely careful in extending indiscriminate credits. Those who are at all slow or doubtful should now be spoken to and informed that they must not exceed a certain money limit or a time limit when the account must be paid. Dealers owe it to their business to maintain a strict scrutiny over all credit customers until the few clouds obscuring the brighter horizon of the future roll away.

By insisting on a credit limit with all who cannot afford to run deeply into debt, and on all slow payers, most merchants will be able to start the 1914 spring trade with a comparatively clean slate. A little extra sternness in regard to this matter is justifiable at present time and may avert considerable financial loss.

REVERSAL OF NATURE ROUTINE.

Man must certainly have reached a high intellectual standing in the universe when he can reverse the order of things in nature. It is true no one has yet produced the harvest before seed-time; nor have we heard of anyone successfully mastering the art of transforming the chicken back into the egg again.

A recent discovery, however, is said to have been made whereby cream can be made from butter, thereby reversing the routine of nature. By the new process it is stated man is able to make a better cream and moreover, the quantity than can be produced from a pound of butter is almost double that obtained from the quantity of milk required to make a pound of butter.

In the machine devised for the purpose of turning butter into cream, all the butter fat globules are, under

terrible pressure, broken up into such small units that their specific gravity is no greater than the liquid that surrounds them. They are, therefore, evenly distributed throughout the fluid, and remain in permanent suspension, thus giving to all parts of the serum the same flavor and richness.

Cream produced in this fashion is used by many hotels and cafes on account of its uniform quality, but it is in the manufacture of ice cream that its many advantages are apparent. The demand for ice cream varies with the weather. The warmer it is, the more ice cream is eaten; but also the warmer it is, the harder is the task of keeping fresh cream sweet. To ensure an adequate supply when needed, the ice cream manufacturer must contract to take a certain quantity of sweet cream daily, whether the day is sizzling hot or as cold as the North Pole. But a cube of butter occupies small space, and can be kept indefinitely in cold storage. It contains a large quantity of the fatty globules needed to make rich cream, and can be converted into that commodity by merely passing it through the new machine.

BOOKKEEPING BECOMES NECESSARY.

The new income tax law coming into effect in the United States is going to work a great change from the standpoint of the merchant. Under its terms all retailers, no matter how large or small, must make returns showing their exact net incomes and to arrive at the right figures the grocer must list every item of expense, such as salary for himself and the cost of the goods consumed by his family.

It is believed this will cause all retailers to take a keener interest in the bookkeeping end of the business and will be the means of stopping many leaks.

The income tax law is a complicated piece of legislative work with several seeming inconsistencies in it. For instance, under it a retail business which is not incorporated pays on all net profit in excess of \$4,000 if the owner is married and \$3,000 if he is unmarried, while if the store is incorporated it pays on every cent of net income. There is a sliding scale of taxation for the unincorporated business of 1 per cent. on everything over the exempted amount up to \$20,000, 2 per cent. on amounts from \$20,000 up to \$75,000 and so until the tax is 7 per cent. on incomes more than \$500,000.

While there will not be many grocers who will have to pay a tax on their incomes from their stores, yet if any of them have an income from property owned, the additional income must be figured in with that from the business. If a grocer makes \$4,000 from his store, but has an income of \$1,000 from another source, he must pay tax on that \$1,000 as it adds to his income and puts it over the amount exempted.

Every grocer in the United States will now be required to keep a proper set of books, giving an accurate account of all expenses and sales. He will have to charge himself with everything taken out of stock for the requirements of the household, such charges to be made at the retail and not the wholesale price. He will also be obliged to pay himself a salary.

SUMMER GROCERIES IN NOVEMBER.

This heading has no reference to any miraculous productions out of season, such as the picking of roses in January, nor does it contain a suggestion for forcing the sales of summer goods on the verge of winter. The first half of the heading appeared in large black type in a 2-column advertisement of a grocer in a Canadian newspaper; the second half was supplied by looking at the

date of the paper,—November 6 The two suggested a sermon on reasonable advertising, for following upon the "Summer Groceries" were these words: "We keep everything in Fine Family Groceries for the Summer season,—or for any season."

The appearance of such an advertisement is inherent proof of two weaknesses. It is evidence that the form of advertisement has not been changed for many months; has long since grown stale to the regular reader of the paper, and has lost any drawing power it had originally. Even worse perhaps is the injurious effect upon the grocer's reputation for lacking up-to-date methods. What would be thought of any one who in the midst of November set up and labeled a display of "Summer Groceries" in his window? Passers-by would not be likely to enter his store to purchase "Christmas Groceries."

This illustration, happily, is a more extreme mis-use of advertising than is common, but in less degree hundreds of grocers every day are wasting money in newspaper advertising by allowing their notices to the public to continue unchanged for weeks at a time. Few of the best advertisers in the world allow an "ad." to appear twice alike. They feel it would be as unpardonable a sin as for a newspaper man to publish the same news item on succeeding days. An Advertiser works on the same theory; he is supplying news to the public, and it does not need to be repeated many times before it ceases to be "news."

BE CAREFUL OF TURKEYS.

In the comment on poultry in the Produce and Provision section of the markets in this issue a situation in turkeys is explained, which is worth some attention on the part of the grocer in buying for his Christmas trade. It is shown that prices have reached such a point that Western Canada is refusing to take its usual supply and instead, is going across the border.

The United States prices, even with Thanksgiving near at hand, are no higher than in Canada, and after the holiday will drop. The inevitable likelihood seems to be that the stocks intended for the West will be unloaded on the local markets, and a slump will follow. It would appear to be wiser under such conditions for the grocer, instead of contracting now for his Christmas supply, to hold off for a couple of weeks at least, to learn the trend of the market. If he buys now he may be caught in the coming slump.

DOES THE FARMER'S MARKET REDUCE PRICES?

We hear so much in the daily press about eliminating the middleman; selling from producer to consumer; letting the farmer have more markets on which to dispose of his produce, etc., that it is interesting to note in contrast a letter from a consumer in an Eastern Ontario newspaper rapping the farmer over the knuckles for selling at higher prices than the local stores.

It is the old, old story again. While markets in country towns no doubt serve the purpose of bringing in the farmers, yet it can scarcely be proven that the farmers sell their produce always for less than the retail dealer. The prospect of buying from the producer sounds rosy enough, but in actual practice, like many another daily newspaper pipe-dream, it does not always work so well. At any rate such was the case in the town above referred to, and it is by no means an exception.

Farmers are human beings. They are going to get as much as they can for their produce, just as the laborer will accept as much as he can get for his work. If farmers find out that stores are selling new-laid eggs at 40 cents,

HIGH COST OF LIVING HARD TO BRING DOWN.



Sam Hunter's view in Toronto World of Woodrow Wilson's troubles.

they're going to demand the same price. If one farmer brings to market the only supply of eggs on a certain day, he is going to get his own price despite any theoretic sentiment between "producer and consumer." No one will blame him for he is only human.

But exception must be taken to those newspapers who think that when that heavenly time comes—parcel post, for instance—when the producer can reach the consumer more easily, prices of produce will fall. The farmer will naturally get all that demand and supply and the law allow him. He is in the business for that purpose, same as the real estate man, the money-lender, the laborer and the artisan.

So the consumer must not expect too much from the farmer's market. For the purpose of bringing farmers to town, it is beneficial to the town, but for reducing prices to the consumer its value is doubtful.

EDITORIAL NOTES.

The trade should be a unit in fighting against special privileges for co-operative societies.

"The frost was on the pumpkin" some time ago, but do not let it get on the window. It means loss of trade.

Far off fields oftentimes look green. A seeker of "gold at the end of the rainbow" should know it is actually there before going out on the trail.

A Canadian Grocer reader writes that he found a 1½ inch screw in a loaf of bread a few days ago. What an argument for inducing the consumer to buy her own flour and bake her own bread!

There are evidently about as many prices for charcoal among grocers in Toronto as there were colors on Joseph's coat. It costs 60 cents a dozen. One dealer is known to be retailing it at 5 cents; another at 7; some 3 for 20; others 3 for 25, and still others 10 cents straight.

How Other Grocers Do Things



AN "ON THE SQUARE" AD.

Clift Bros., Melfort, Sask., recently ran a newspaper advertisement emphasizing their endeavor to be "on the square" with their customers. A cut at the top was made of four separate squares, inside a square and with a square in the centre. The central square contained the words "The Square Grocery Store," and in the four squares round about appeared the words, "Weight, Quality, Measure and Value." The outline of a computing scale appeared in the first; flour and package goods with the word "best" in the centre; a measure marked "4 qts." was in the third and a well filled basket in the fourth.

The introduction following this cut read as follows:—

"To be 'on the square' is so essential in our life that only those who practice it can hope to win out. Squareness means friendship between a store and its customers.

"On this rock of honesty has growing business been built. You will find sixteen ounces to the pound or four quarts to the peck, in your purchases — the quality and value of our groceries are as sure as the rising sun. The high standard of our customers is a safe guide to our methods.

"It is nice to know with whom you deal, isn't it? We are always the same — the Square Deal Store.

"For weight, measure, value and quality the following cannot be beaten in this town:"

This is followed up by a list of groceries and their prices.

• • •

AN EXPERT PRINTERS' SUGGESTION.

In its current issue Printer and Publisher (which is to printers and publishers what Canadian Grocer is to the grocery trade of Canada) contains a number of sample newspaper advertisements having special regard for the typographical arrangement. These were all arranged by an expert printer whose duty it is to suggest improvements in ad-setting to Canadian printers and ad-

writing to advertising representatives of newspapers.

Here is reproduced a sample grocery store advertisement. Note the simple arrangement. But wouldn't it appeal to you as a consumer? It's very simplicity

In writing the Christmas advertisements this year, try simplicity and neatness above all. To sell goods it is not necessary to use monstrous type and several varieties. The straight appeal is what counts most—not the exaggerated copy with the flaming headlines.

• • •

HELPING BISCUIT TRADE.

W. J. Powell, a Goderich, Ont., grocer, believes that the biscuit trade is worth catering for. In many stores difficulty is experienced in the handling of this trade owing to the fact that the biscuits in their ordinary receptacles do not permit of attractive display, and, moreover, are difficult of access, requiring the expenditure of much of the grocer's time in filling an order for two or three different kinds.

Mr. Powell in an effort to overcome these difficulties has installed a new, glass-faced cabinet for the purpose of displaying the better grades of biscuits. The cabinet is so constructed that 25 different kinds of biscuits can be shown, and the customer is able to easily make a satisfactory selection from a comprehensive assortment, in addition to which time is saved in filling orders.

• • •

EXTENSIVE FIG AND DATE SALES.

Richard Matthews, Yonge St., Toronto, makes a specialty of figs every autumn as soon as the new season's stock comes in. The first arrivals are received around Hallowe'en and are immediately got behind with the store's selling power. Mr. Matthews has each case cut up into pound sizes, cleans them off carefully and makes them look as tempting as possible. They are then placed in the window and sales at once begin on an extensive scale. Wholesalers state that he is one of the largest sellers of figs in Toronto. He also features dates similarly, and between the two, the turnover prior to Christmas is quite large. Being on Yonge street quite an extensive transient trade is worked up through keeping the window attractive with these and other tempting fall and Christmas lines.

**The
Christmas
Dinner**

Is looked forward to with the keenest anticipation by every member of the family. The importance of the occasion demands that there shall be no room for disappointment on the part of anyone. We all know how much depends on the cook, but even the best cook cannot prepare a successful Christmas dinner without having a sufficient variety of good things to begin with—and these should be of the best quality obtainable. The list given below will include some things you are sure to need, and the prices quoted are the lowest possible, consistent with the famous "Miller quality."

Olives, ripe and green, per bottle	25c to \$2.25
Sultana raisins, lb. package	.15
Table raisins, lb. package	.20
Shelled almonds, lb.	.40
Finest mixed nuts, lb.	.25
Preserved ginger, jar	.20
Mott's cake icing, package	.10
Cranberries, quart	.10
Heintz grape jelly, lb. jar	.35

Give your order now for Webb's plum pudding—they are delicious—various sizes and prices.

MILLER BROS.
Cash Grocers
Shannon St. Vancouver
Crescent 803

A printer's suggestion for a Christmas advertisement.

makes it attractive and this combined with appropriate head cut and introduction, type neatness and a border that is not of the "loud" variety, makes the entire ad. one that would be read.

Window Hints From Some Montreal Dealers

A Simple Greening Apple Display That Produced Good Business
—Grotesqueness Well Exemplified in a Hallowe'en Trim — The
Popularity of Originality—Catering to the Public in Season.

It's an easy matter to tell whether an artist has any pretensions to the first rank by the class of work he turns out. Likewise a tailor succeeds just as his cut pleases; a cobbler makes good only if he is able to turn out a neat and satisfactory job; and the retail grocer—well, he goes ahead, too, if he "starts something" and makes impressions.

It is interesting to note that the majority of those dealers in Montreal who have a large clientele are the men who dress their windows in good style, and always have something behind the pane with enough magnetism to stop perhaps one out of every three passers-by, or at any rate catch their eye. It's the old, old story—use your brains, and progress must become apparent.

A Greening Apple Display.

Murphy Bros., on St. Catherine Street West, recently took advantage of the arrival of the Greening variety of apples to make a few extra dollars, and dressed their window in a most original and catchy style. The whole background from top to bottom of window was shaded off with a large stretch of green paper, the color being exactly the same as that peculiar to this class of apple. Five or six tiers were built up and inviting specimens of the fruit methodically lined up all along, the symmetry being broken only by a large barrel mouth also full of the apples. Between the individuals in places a dark shaded bottle of something appeared just for relief, and it is pretty safe betting that Murphy Bros., helped by this window and the neatly worded show card, sold quantities of Greenings before many others began to think over the arrivals of shipments.

The same firm finds that a ground of moss overlaid, but not too thickly, with nice large oranges, nuts, lemons, etc., the whole interspersed with bottles of olives and offset entirely behind with the bark of trees, goes far toward creating the "watery mouth" that almost always precipitates a sale.

Many Hallowe'en Trims.

Hallowe'en saw some original window dressing stunts. The simplicity of that in the Russell store, in close proximity to Murphy Bros., caused a great deal of comment. In one corner of the window was an imitation of the proverbial witch attired in deathly black, with the wealth of grey hair that seems to be the regular make-up of a witch, show-

ing up to good advantage and helping to create a woeful appearance. At her feet, and within easy reach of her broom, were two or three of the little mites or "male" fairies we used to read about long ago, and right here is where the originality came in.

Small and all as they were, many a child would have considered them monsters so peculiar did they look. One, evidently a "grown-up" and accustomed to live on the best the forest produced, was rather corpulent, the size of the abdominal section of his anatomy being enough to make any member of the lean squad jealous. A good plump potato constituted his body and "corporation," his head being made of a very small potato well balanced. But this "monster" was scarce of hair, so to show his baldness one of the clerks simply lifted a little of the peel off the top of the potato, and the effect was remarkable. A couple of matches served for arms and two more of a longer nature constituted his "props."

Whether the latter was the father of the rest or the "King of the Forest" is hard to say, but at a respectable distance from him and in an attitude of obeisance stood a thinner specimen of the tribe, whose body was simply a carrot, his head having been cut out of this, the donkey's favorite "fruit."

That the window caused considerable talk about the Russell store goes without saying, yet it might have produced dollars and cents right away if there had been a display of seasonable goods into the bargain. Publicity is desirable, but hitch up with it the goods you want to sell, and you very soon secure a dividend on all the advertising you do.

Pennants and Eggs.

One dealer owning a store not far from the local university football grounds evidently must secure some nice business from the students, as recently on the occasion of an important inter-varsity match he decorated his window with pennants bearing the local institution's badge. Funny to say the points of the pennants bordered on a show of eggs, and while we do not suspect that he was so wicked as to endeavor to stir up a desire for egg-throwing or so foolish as to suggest they were for such a purpose, as it is generally conceded that only an egg that has become aged and consequently not so sweet as a "young" one, is the proper and tell-

ing missile. (and, therefore, should be anywhere but in the window), yet the boys on parade raised the college yell as they passed the store, and our sportsman dealer got some free advertising.

Perhaps, right here, there is a good lesson for dealers. Boys are very susceptible to suggestion, and if a dealer were to cater to the particular following of any of them and show them that he was interested in their hockey or football team, as the case may be, the chances are that when they have any groceries to order they will place the order with him or see that their mothers give him an order or two, just because "he's always boosting our team, mother."



FAVORS BIG CONFERENCE.

Editor, Canadian Grocer.—In reference to an international convention of grocers to be held in San Francisco. I would say, I think it would be one of the most interesting and instructive conventions ever held by grocers. I know that the methods of doing business in other countries are different to ours, yet we cannot claim that we have the perfect system. If we do not have conventions, how are we to know what methods of doing business are the best?

If international conventions are not a benefit why do the churches, unions, societies, etc., hold them? Surely the grocers are as anxious to improve their conditions as the churches, etc., are.

In reference to legislation in other countries. The delegates from these countries may be able to show us a better and more convincing way of approaching our representatives of parliament. The grocers of other countries have evils in the way of co-operative stores, trading stamps, rebates, etc., to fight and if they have a better system of doing their legislative work it is our duty to ourselves to find out and adopt their system or vice versa. We cannot do this unless we have these international conventions.

E. C. MATTHEWS.

Parliament St., Toronto.



David Bell, a Yonge St., Toronto, grocer, will open a store about January 1 at the corner of Bathurst and Alsina streets.

Current News of the Week

Quebec and Maritime Provinces.

The death is announced of Edward Moore, grocer, Canso, N.S.

Belisle Co., Limited, grocers and hardware, Wotton, Que., have obtained a charter.

G. A. Vandry, who has taken over the biscuit factory of John Glass, Quebec, P.Q., is asking the council of that city for tax exemption for 10 years. He intends to carry on the business on a larger scale.

Carl A. Carleson, Swedish Steel Importing Company, Montreal, who are agents for a firm of safety match manufacturers, with headquarters in Sweden, has sailed for Falun, Sweden, and will remain there some time in the interests of his firm.

Alfred L. Freden, sales manager of American Kitchen Products Co., New York, whose Canadian business has been entrusted to Lymans, Limited, Montreal, is at present in Montreal looking after the introduction of the Steero Cubes.

L. C. Randolph, of Canadian Fairbanks-Morse, Limited, manufacturers, amongst other things, of scales, leaves towards the end of the month for U.S.A., where he will pursue another line of business.

Ontario.

Kirk Bros., have opened "The Cash Grocery" in North Bay, Ont.

Goderich, Ont., merchants are considering the question of organization.

W. E. Best, grocer, Toronto, has sold to Robinson & Shelley.

Geo. R. Davey, grocer, Port Perry, Ont., has sold his business to H. A. Sydie.

Wm. McClelland, merchant, Niagara-on-the-Lake, Ont., was in Toronto during the past week.

H. L. Carter has opened a grocery store at corner of Perth and Bridge Streets, Guelph, Ont.

Frank Walters, of London, Ont., has taken charge of the meat department in Stanley Williams grocery store, Sarnia, Ont.

Mr. Dettor, manager of the Sanitary Canning factory, Niagara-on-the-Lake, Ont., was presented with a gold-mounted silk umbrella by the employees.

"Dick" Matthews, a Yonge Street, Toronto grocer, spent last week in Parry Sound district deer hunting. His party brought home eight deer. He was delayed in a train wreck for six hours.

E. F. Mason, grocer, Peterborough, Ont., was in Toronto latter end of last week on a business trip. Mr. Mason states that business with him this year has never been better.

T. B. Cramp has opened a new store in Orillia, Ont., attractively fitted out. Last week he began a series of demonstrations on cocoas, jelly powders, puddings, salads, tea biscuits, etc., to get the interest of the women of the town.

The Dominion Post Office department will hold a conference at the close of this week with the railways in regard to rates and other arrangements for the new parcels post system. It is possible that higher mail rates will be discussed generally.

Trent Valley Cannery, Limited, Trenton, Ont., have been granted a charter, with a capital of \$1,000,000. The promoters are Henry L. Symmes, G. W. Morley, M. L. Gordon, Walter L. Gordon, J. S. Duggan, E. Bristol and Percy W. Beatty.

Few changes were necessary in the signs of the store at 1186 Dufferin St., Toronto, when Robt. H. Banks took it over. Robt. H. Beck who had been doing business there has sold his business to Robt. H. Banks, and will open about Dec. 1 in an entirely new store at 1150 Bank street, Ottawa.

Warren Bros., wholesale grocers, Front street, west, Toronto, will move their offices and warehouse to the southwest corner of Queen and Portland Sts., between now and the first of January. This is a new five-storey brick building and basement. This move of Warren Bros., has been forced upon them by the preparations for the new Union Station which are at last beginning to materialize.

Bulletin No. 263, from the Inland Revenue Department, deals with cream of tartar analysis. A. McGill, chief analyst, in reporting the inspection to the department, says:—"The last inspection of cream of tartar was made in 1910, and the results of analysis are published in Bulletin No. 222. In that report I suggested the advisability of legalizing a standard for a commercial grade of cream of tartar, less exacting than that fixed by the British Pharmacopoeia. The B.P. standard described is that for a highly refined article, containing not less than 97.5 per cent. of bi-tartrate of

potash. It will be seen that 49 samples of the present collection reach this high standard, with 94 samples of good quality, and containing about 90 per cent. of bi-tartrate of potash, are relegated to what I have designated as the commercial grade, falling a few per cent. lower than B.P. requirements. Five samples are adulterated as containing starch and other foreign matters."

Western Canada.

Sidney Speers is preparing to open a grocery store in Enderby, B.C.

J. E. McRae has opened a general store in Sutherland, Sask.

Templeton & Co., grocers, Winnipeg, are succeeded by Rowntree & Mc-Koewen.

David Spencer, Limited, Vancouver, B.C., sustained a heavy loss in the recent big fire principally in groceries.

The B.C. Sugar Refining Co., of Vancouver, B.C., are placing on the Western Canada market a new syrup known as "Rogers Pure Kane Golden Syrup" in 2.5 and 10-lb. tins.

Catalogues and Booklets

"Oysters and How to Cook Them," is the title of a little booklet being sent out by the Oyster Growers' and Dealers' Association of North America. This contains some splendid information on the oyster, its food value, propagation, culture, etc., and includes a host of recipes for preparing it. The booklet is nicely illustrated with marine and banquet hall scenes. It contains 24 pages.

LIKED OUR FALL NUMBER.

The MacLean Publishing Co., Ltd.,
Gentlemen,—We have your favor of the 6th, re (Canadian Grocer) being returned to you marked "Refused." We are at a loss to understand why this should have been sent back, as we certainly have no intention of letting our subscription drop, as we consider this one of our best friends in business.
The number just received, "Annual Fall Campaign Number," is worth the whole year's investment in the paper.
Thanking you for this advice, we are
Yours truly,
CLAXTON BROS. & CO.,
Grenfell, Sask., Oct. 17, 1913.



ASSOCIATION NEWS

Merchants of Mitchell, Ont., have formed an association as a branch of the R.M.A. The officers are as follows:—President, T. S. Ford; First Vice-President, J. B. Schneider; Second Vice-President, J. A. Macdonald; Secretary, W. R. Cole.

LONDON GROCERS' BANQUET, NOVEMBER 26.

At the regular monthly meeting of the Retail Grocers' Association of London, Ont., held in the Banquet Hall of the old Masonic Temple, with President Harry Ranahan in the chair, it was definitely decided to hold the annual banquet on Wednesday evening, November 26th, at the City Hotel. All arrangements for carrying out of same were left in the hands of the executive. Invitations will be sent to Toronto, Hamilton, and Brantford Associations to send representatives. London grocers have a reputation for leaders in this line, and they intend to live up to their reputation.

After the regular business was transacted, card tables were spread for a progressive euchre contest. The cigars were passed around, and the battle begun. After a hard fight, Geo. Ecclestone was declared the winner of the first prize, a handsome hand-painted plate, and Harry Hooper, the winner of the second prize, a box of cigars. During the evening ex-Secretary Cyril Hayes gave several readings, which were much enjoyed. Alfred Cave gave a monologue stunt, and songs were rendered by John Taylor, A. Baker, Fred Jones and E. J. Ryan. Thos. Ranahan presided at the piano in a capable manner. The happy gathering broke up in time to get the last street car home.

OPPOSE CO-OPERATIVE BILL.

At the regular meeting of the Toronto Retail Grocers' Association on Monday night, the Association went on record as being opposed to the introduction of a Co-operative Bill into the Federal Parliament at next session of the House of Commons. President Clark, who occupied the chair, asked what the members thought of this proposed legislation in-

tended to grant special privileges to these co-operative concerns.

Neil Carmichael claimed that the Association should take some action in opposing it.

"How would it affect us?" was asked.

"Same as it is affecting the trade in the Old Country," was the President's reply. "Over there they open their own wholesale warehouses when they get strong enough, and then begin to manufacture themselves."

"The Association ought to be represented in the proper way," remarked Mr. Carmichael, "even if it does cost us a little money. It would eventually be money in our pockets." W. C. Miller thought there should be co-operation with associations in other lines in this regard.

David Bell—"Shouldn't this matter be looked after by the Ontario Association?"

It was pointed out that such would be the case, but it was thought advisable to pass a resolution backing up the Ontario R.G.A. in any move it sought advisable to make in preventing special legislation. The executive of the Ontario Association will hold a meeting soon, and on motion of Neil Carmichael and F. C. Thorne, a resolution embodying the above will be passed on to that executive.

W. C. Miller pointed out that under Sir William Meredith's recommendations re the Workmen's Compensation Bill retail merchants would not be included, at present at any rate.

The Association also went on record as opposed to the present methods of analyzing maple products as being unfair to the retailer. The general impression was that the retailer should be better protected, and that the manufacturer was the proper party for inspectors to visit. F. C. Thorne maintained it was partly the retailer's fault if he unintentionally sold compound goods as pure, because he should know what he is getting. J. C. Bond claimed the manufacturer should label the goods properly. If an article is a mixture it should be labelled such. Retailers did not commit an offence wilfully, and better protection was needed.

Discussion followed on the question of early closing and a weekly half holiday on Saturday throughout the year. President Clark favored the latter, pointing out that in Australia a law

compelled all stores to close at noon on Saturday. He preferred Saturday afternoon to the middle of the week. "Who in the grocery business makes any money after six o'clock on Saturday night anyway?" asked Mr. Carmichael. Mr. Miller claimed that collections would drop off considerably if stores were closed Saturday afternoon. "And you get a chance to clean up on fruit," he added. J. C. Bond thought that early closing every night in the week, say at 7 o'clock, should be first secured before going after the weekly half holiday the year round.

J. C. Bond did not think such a low price should have been put on canned peas this year in view of the heavy hold-over. It meant considerable loss of money to those who had held stocks. He favored conferences among retailers, wholesalers and canners when prices were being considered.

At the next meeting of the Association the nomination of officers will take place. A large attendance is requested.

FINED \$55 AND COSTS.

Manufacturer Had Wrong Label on Maple Syrup and It Was Adulterated.

Toronto, Ont., Nov. 13.—During the past week a local manufacturer of maple products was fined \$55 and costs under the Adulteration Act. Three charges were laid against him, namely, "wilful adulteration of maple syrup;" second, "that he did knowingly attach to maple syrup a label which falsely described the article sold;" and third, "that he did sell by self or agent adulterated maple syrup under the meaning of the Act." The first charge was withdrawn, on the second he was fined \$25 and costs and on the third \$30 and costs.

Editorial Note.—The retail trade should exercise great care in the purchasing of maple syrup and sugar. Unless one deals with a manufacturer of known reputation, he should insist on getting the warranty if the goods are stated to be pure. He cannot afford to risk his reputation by neglecting to do this. Each dealer, too, should see that all his clerks are familiar with the goods. If they are compound the clerk should know it, as well as if they are pure, and every clerk should be advised to sell the goods as they are.

Advance in Seeded Raisins; Raw Sugars Higher

Canned Salmon, Best Brands of Sockeyes, Up 5 Cents Per Dozen, as Announced—Prunes Firmer in Ontario—Good Supplies New Crop Figs, Dates, Prunes and Nuts—Christmas Buying Week by Week in Ontario.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

Cooked meats decline 1c, boiled and roasted hams and shoulders. Pure lard advances 1/2c. Butter goes up 1c. Fresh laid eggs up 5c; selects 2c, and No. 1's, 2c. Ducks 2c higher.

FISH AND OYSTERS—

Decline of 10c in oysters. Few fresh fish except haddock and cod on market. Greater supply of Pacific Coast, particularly halibut.

FRUIT AND VEGETABLES—

Province depending on Ontario for apple supply. Valencia oranges done. Potatoes may advance. Emperor grapes replace Tokays.

FLOUR AND CEREALS—

Disappointing business in flour, still holding off for lower prices. Drop in cornmeal of 20c. All mill feeds reduced \$1 per ton.

GENERAL GROCERIES—

Best grades salmon advanced 5c per dozen. Prunes decline with larger supply. Peaches, pears and apricots advance. Muscatel and seeded raisins up 1/2 to 1 cent. Drop in mill feed quotations of \$1 per ton.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Some dealers look for slump in turkeys. Eggs advance from 1 to 3c, fresh laid going up to 45c, and No. 2's and splits to 28c. Cheese is 1/4c higher. One dealer advanced lard 1/4c. Medium and large hams 1/4c easier.

FISH AND OYSTERS—

Lake herring scarce owing to shipments to States. Brisk demand for coho salmon. Dealers shifting to frozen fish.

FRUIT AND VEGETABLES—

New Messina lemons arrive. Valencia oranges over; navels in next week. Drop in Floridas. Bananas weak, declining 25c. Potatoes likely to advance 5 to 10c next week.

FLOUR AND CEREALS—

Millers think wheat and flour have reached lowest point. Buckwheat flour very scarce and high. Drop in mill feed quotations of \$1 per ton.

GENERAL GROCERIES—

Advance of 5c per dozen in highest grade of canned salmon came into effect this week. Advances in seeded raisins. Prunes slightly higher on smaller sizes. Good supplies of new dates, figs, prunes and nuts.

QUEBEC MARKETS.

Montreal, Nov. 20.—Although for past couple of months we have been listening to reports from some quarters to effect that business was slow, it was interesting to learn to-day from one of wholesale houses that their turnover for October, 1913, exceeded corresponding month last year by quite a large margin and that from present indications November, 1913, was sure to show substantial increase over November, 1912.

Business is good, with every line in demand, holiday rush now being felt. Although weather has been exceedingly mild for this season of year, it does not seem to affect orders which are due about this time. Dried fruits are very prominent, demand being so great that, coupled with a smaller crop, it has boosted prices over last year's quotations. Associated Raisin Co. announced further advance of 1/4 cent on all grades of raisins. Outside packers raised their prices proportionately, but are still underselling Associated by 1/2 cent per pound, according to report. It is also reported that a big packer has been buying up prunes from his competitors, and has secured some 1,500 tons within the past ten days. Demand for citron and

peel is not yet satisfied, while movement in new crop dates is very free. Figs are steady and in good demand.

SUGAR.—Owing to approaching holiday season demand locally is very active, and number of orders received this last week are far in excess of previous weeks. Prices remain unchanged, and it seems unlikely they will fluctuate for some time.

Extra Granulated Sugars—	Per 100 lbs.
100-lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 90
50-lb. boxes	5 10
25-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lump—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES AND SYRUPS.—Demand is very quiet and prices remain unchanged.

Barbados Molasses—	Prices for Island of Montreal.		
	Extra Fancy.	Fancy.	Choice
1-puncheons44	.41	.39
Barrels47	.44	.42
Half Barrels49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal. Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—			
Barrels, per lb., 3/4c; 1/2 bbls., 3/4c; 1/4 bbls.	0 04		
Pails, 38 1/2 lbs., \$1.85; 25 lbs.	1 35		
Cases, 2 lb. tins, 2 doz. in case	2 50		
Cases, 5 lb. tins, 1 doz. in case	2 85		
Cases, 10 lb. tins, 1/2 doz. in case	2 75		
Cases, 20 lb. tins, 1/4 doz. in case	2 70		

Maple Syrups—			
Pure, per 5 1/2 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	

DRIED FRUITS.—Demand has been exceedingly brisk. Quotations generally this year are in advance of last year's owing to crop being smaller. Prices in most instances show advance over last week's, evaporated apples being 1 cent up; peaches 1c, pears 1/2c, and raisins 1c to 1 1/2c. Prunes are down 1c to 1 1/2c.

EVAPORATED FRUITS.	Per lb.
Apples, 50-lb. boxes	0 09
Nectarines, choice	0 11
Peaches, choice	0 10 1/2
Pears, choice	0 13
Apricots	0 16

DRIED FRUITS.			
Candied Peels—			
Citron	0 16		
Lemon	0 10		
Orange	0 11		
Currents—			
Amalias, loose	0 07		
Amalias, 1-lb. pkgs.	0 07 1/2	0 08 1/2	
Filistras, fine, loose	0 06 1/2	0 07	
Dates—			
Dromedary, package stock, per pkg.	0 07 1/2		
Faris, choicest	0 11		
Hallowee, loose	0 06		
Hallowee, 1-lb. pkgs.	0 07 1/2		
Figs—			
Finest, 6 crown, about 12 pounds.	0 13		
Same fruit, 5 and 4 crown, 1 and 2 cents less.			
Prunes—			
50 to 55, in 25-lb. boxes, faced	0 11 1/2	0 13	
50 to 60, in 25-lb. boxes, faced	0 10 1/2	0 11 1/2	
60 to 70, in 25-lb. boxes, faced	0 09	0 10 1/2	
70 to 80, in 25-lb. boxes, faced	0 09 1/2		
80 to 90, in 25-lb. boxes, faced	0 09		
95 to 100, in 25-lb. boxes, faced	0 08	0 08 1/2	
Raisins—			
Madaga table box of 22 lbs., according to quality	2 75	6 00	
Muscatsels, loose, 3 crown, lb.	0 08 1/2		
Sultana, loose	0 09		
Sultana, 1 lb. pkgs.	0 09 1/2	0 13	
Valencia, new	0 06 1/2	0 07 1/2	
Seeded, fancy	0 10 1/2		
Seeded, choice	0 10		

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

RICE AND TAPIOCA.—Just a quiet, everyday demand has been in evidence this week, with prices remaining unchanged.

Rangoon Rice—	Per cwt.	
"B," bags 50, 100 and 250 lbs.	3 30	
"B," pockets, 25 lbs.	3 40	
"B," pockets 12 1/2 lbs.	3 50	
"C.C.," bags 50, 100 and 250 lbs.	3 20	
"C.C.," pockets 25 lbs.	3 30	
"C.C.," pockets 12 1/2 lbs.	3 40	
India bright	3 45	
Lustre	3 55	
Fancy Rices—	Per cwt.	
Polished Patna	4 40	
Pearl Patna	4 50	
Imperial Glace	4 90	
Sparkle	5 10	
Snow, Japan	5 20	
Ice drips, Japan	5 45	
Crystal, Japan	5 10	
Carolina head	7 10	
Imported Patna—	Per lb.	
Bags, 25 lbs.	0 05 1/2	0 05 1/2
Half bags, 112 lbs.	0 05 1/2	0 05 1/2
Quarter bags, 56 lbs.	0 05 1/2	0 05 1/2
First head Carolina	0 09	0 10
Sago, brown	0 04 1/2	0 05

THE CANADIAN GROCER

TEAS.—Market is brisk at moment for all grades, but dealers throughout claim that jobbers are talking shortage all round. As reported in previous issue, Japans and other lines are scarcer than ever before at this time of year, and as last shipments have arrived, no relief is looked for at moment. What effect this will have on market as far as price goes is question; suffice it to say, that at any rate it will harden things up all round. Prices unchanged.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 22	0 22
Spanish No. 1	0 12	0 12 1/2
Virginia No. 1	0 13	0 13 1/2
Gunpowders	0 19	0 35
China Greens—		
Pinguey gunpowder, low grade	0 14	0 14
Pinguey gunpowder, pea leaf	0 20	0 30
Pinguey, gunpowder, pinhead	0 30	0 50

NUTS.—Filberts are 12-12 1/2c and shelled walnuts 32-35c. Business is very good, and rush is expected to keep up to end of next month.

ONTARIO MARKETS.

Toronto, Nov. 20.—Inquiries of wholesalers this week find almost invariable reply that business is good but advance Christmas orders are not as large as year ago. This is only to be expected and is, simply carrying out conservative policy that prudence dictated to retailers months ago. They are buying according to immediate needs. They want to know just about how much they are likely to sell before they order, and will not risk stocking up heavily on any one line. Wholesalers fully recognize changed conditions and are quite ready to assume that much of business done last November will be stretched over this year well into December, and are not worrying at present nor for future. Dried fruits and nuts are showing steady demand and wholesalers with good supplies of new goods in each are well prepared for all business that will offer. Allowance is also being made for fact that weather so far in November has been milder than usual and ordinary cold snap has been missing to firm up orders.

SUGAR.—Raws in New York have reached \$3.70 per cwt., highest since decline took place weeks ago. Refiners there are not inclined to advance but may be compelled to do so, as present quotation, \$4.30, less 2, is only 50 points above raws, and 75 to 80 is considered proper margin for fair profit. Locally, demand is good especially for yellow sugars, owing to increased confectionery business for Christmas trade. Brokers are not looking for any change in prices

for several weeks at least.

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

DRIED FRUITS.—At last wholesalers are in possession of good supplies of new season fruits, dates, figs and prunes. Weakness in U.S. market up to week ago has never been reflected here, partly because shipments of new prunes were slow in arriving, and partly because reports of scarcity in Californians were fully credited. Firmness past few days in New York seems to have justified stand taken in Canada. Oregon is still depended on for 30-40's. Other large sizes, 40-50's and 50-60's, are shade lower this week, but smaller lines are 1/2 cent to 1 cent up, as they were lower proportionately before than larger sizes. Figs are considerably firmer this week for good quality. This is due to some extent to scarcity, for many shipments were found to have been injured by briny water followed by warm weather in ocean transit and many lots were practically worthless.

One of developments of week has been sharp advance in seeded raisins of 1/2 to 3/4 cents locally. This followed announcement this week by Associated Raisin Co., of California, of advance on Dec. 1 of seeded and loose muscatels of 1/4 to 1/2. Seedless were not included. Valencia do not exhibit same tendency although finest stock commands 1/2 cent more than last week. These advances in California Company's lists seem to take ground from under feet of many United States brokers and wholesalers who have been holding off, as protest against high prices of Association and in belief that they will be forced down yet.

"It does not seem reasonable," remarked a Toronto broker to Canadian Grocer, "that the Association would continue to advance prices and guarantee against drop unless they controlled situation and were strong enough to hold prices up. So far as I can learn, Canadian wholesalers have been taking their stocks steadily accepting 'high' situation as they found it."

New apricots are rather lower than old stock locally in spite of bullish reports. Despatch from San Francisco says that in spite of dull demand in nearly all sec-

tions California Raisin Association has given notice of another advance of 1/4c for fancy seeded on December 1, new price being 7 1/2 cents. Independents have been selling right along at 6 3/4.

Advices from California state that apricots are getting closely cleaned up. Peaches are expected to be firmer by spring. Prune market down there is slowly recovering from recent weakness. Another packing house fire last week brought fire losses to 1,200 to 1,400 tons so far this year, a very considerable item in proportion to small holdings. Some operators are offering raisins at 1/2c below Association's figures in attempt to force listless situation.

Apples, evaporated, new, per lb.	0 09	0 09 1/2
Apples, evaporated, old, per lb.	0 08
Apricots—		
Standard, 25 lb. boxes	0 15 1/2	0 16 1/2
Choice, 25-lb. boxes	0 18	0 18 1/2
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 11
Orange	0 12
Citron	0 16
Currants—		
Filiatras, per lb.	0 06 1/2
Amalas, choicest, per lb.	0 07
Patras, per lb.	0 07 1/2
Vostizzas, choice	0 09
Vostizzas, shade dried	0 10 1/2	0 11
Cleaned, 1/4 cent more.
Dates—		
Fards, choicest, 12-lb. boxes	0 08 1/2	0 09 1/2
Fards, choicest, 60-lb. boxes	0 08	0 08 1/2
Package dates, per pkg.	0 07	0 07 1/2
Hallowees	0 06 1/2
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10 1/2	0 11 1/2
5 crown layers	0 11 1/2	0 12 1/2
6 crown layers	0 12 1/2	0 13 1/2
7 crown layers	0 14	0 15
Fine pulled	0 14
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04 1/2
Prunes—		
30-40s, Oregon, new crop, 25 lb. boxes	0 15
40-50s, 25 lb. boxes	0 12 1/2
50-60s, 25 lb. boxes	0 11
60-70s, 50 lb. boxes	0 10
70-80s, 50 lb. boxes	0 09 1/2
80-90s, 50 lb. boxes	0 09
90-100s, 50 lb. boxes	0 08 1/2
25 lb. boxes 1/4c more.
Peaches—		
Standard, 50-lb. boxes	0 08 1/2
Choice, 50-lb. boxes	0 09
Choice, 50-lb. boxes	0 08 1/2
25 lb. boxes 1/4c more.
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	0 06 1/2	0 08 1/2
Seeded, fancy, 1 lb. packets	0 10
Seeded, choice, 1 lb. packets	0 09 1/2
Seeded, choice, 12 oz.	0 08
Seedless, 16 oz. packets	0 09 1/2	0 10
Seedless, 12 oz. packets	0 07 1/2	0 08

NUTS.—New stocks are coming in freely of Sicily filberts, Grenoble walnuts, Tarragona almonds, Brazils, pecans and peanuts. Prices rule higher than on old stock, except peanuts, which are 2 cents lower for green and 3 1/2 for roasted. Old stock nuts are nearly all sold out, and market is ready to take new stock. New shelled pecans are selling around 50 cents, which is lower than previous prevailing price.

Reports from California indicate that new nut crop is practically sold. Only ones left in walnuts are "Ruby" brand, nuts showing heat damage, with stained shells, etc. These are being marketed at varying prices. Walnut Association has set 12 cents as minimum price.

Advices from France indicate Grenoble, Marbot and Cornes walnuts are exhausted.

In shell—		
Almonds, Formigetta	0 15	0 15
Almonds, Tarragona, new	0 16	0 17
Brazils	0 21	0 22
Chestnuts, pick	1 75	1 90
Filberts, Sicily, new	0 13	0 14
Peanuts, green, per lb.	0 28	0 10 1/4

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Peanuts, roasted	0 09	0 11½
Pecans	0 15	0 16
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble, new	0 15	0 16
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 40	0 41
Filberts	0 27	0 27
Peanuts	0 06	0 10
Pecans	0 50	0 50
Walnuts	0 32	0 35

COFFEE.—After decline in Brazils last week, owing to several failures as result of money stringency, forcing stocks on market, prices are barely steady this week, and there has been only slight recovery from decline. General feeling, however, is that drop is temporary only. Milds are very high and scarce. Locally prices continue without change.

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

TEAS.—As stated last week, prices are remarkably high all over. London letter states that "continued strength has characterized this week's auctions, notwithstanding offerings have been on a larger scale. Price of common is now 7¾d.-8d. per lb., against 5¾d. one year ago." Ceylon was "firm to occasionally dearer." Exports from Ceylon to England for October were 2¾ millions below last October, and to year for date 3¾ millions less.

MOLASSES AND SYRUPS.—Supply of molasses is improved by arrival of steamer at Montreal. Demand for this and syrup is still quiet, and prices show no change.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	2 50	
5 lb. tins, 1 doz. in case	2 85	
10 lb. tins, ½ doz. in case	2 75	
20 lb. tins, ¼ doz. in case	2 70	
Barrels, per lb.	0 03½	
Half barrels, lb.	0 04	
Quarter barrels, lb.	0 04	
Pails, 38½ lbs. each	1 85	
Pails, 25 lbs. each	1 35	

Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	0 28	0 28
West Indies, half barrels	0 30	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50

Maple Syrup—Compound—		
Gallons, 6 to case	4 80	
½ gals., 12 to case	5 40	
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00

Maple Syrup—Pure—		
5 gallon cans, 1 to case	1 25	
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	7 25	8 40
¼ gallons, 24 to case	7 25	8 40
Pints, 24 to case	4 70	

Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	1 80	
40 and 48 twin bars	3 00	
Maple butter, lb. tins, dozen	1 90	

DRIED VEGETABLES.—Canadian white beans are firmer, as crop is not panning out as well as expected, and prices have advanced. Buyer states that at this point Austrians are likely to come in and keep Canadians from advancing further. There are no primes yet on market. Lima beans are coming in, but are high, mostly 8 cents per lb.

Beans—		Per bushel.
Canadian, extra H. P.	2 25	
Yellow eyes	3 25	
Brown	2 75	
Lima	0 07½	0 08
Peas, Canadian, per bus.	2 60	
Peas, green, imported, bus.	2 60	

RICE AND TAPIOCA.—Prices show no change this week, but demand is slowly improving.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 05½	0 06½
Patna, per lb.	0 06½	0 06½
Japan, per lb.	0 05½	0 06
Java, per lb.	0 05½	0 07
Carolina, per lb.	0 06	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	0 05½	
Tapioca—		
Bullet, double goat	0 09½	
Medium pearl	0 05	
Seed pearl	0 05½	
Flake	0 09½	

SPICES.—Market continues rather sluggish, and no changes in prices are announced.

	5 and 10 lb.	¼ lb.	½ lb.
	Tins, pkgs.	doz.	tins, doz.
Allspice	14-17	60-0 70	70-0 80
Cassia	22-27	72-0 90	80-0 90
Cayenne pepper	23-28	72-0 90	90-1 15
Cloves	30-35	1 08-0 95	1-1 09
Cream tartar	30-33		
Curry powder	22-27	65-0 85	75-0 85
Ginger	75-1 00		2 75
Mace	25-30	90-0 00	1 60-2 50
Nutmegs	18-20	67-0 75	80-0 90
Peppers, black	28-29	95-1 10	1 10-1 20
Peppers, white	20-27	65-0 95	75-1 10
Pastry spice	14-18	75-0 00	75-0 00
Pickling spice	14-18		
Turmeric	14-18		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

CANNED GOODS.

Toronto, Nov. 20.—Advance in best grades of canned sockeye salmon went into effect this week, 5 cents per dozen on talls and 1 and ½ lb. flats as shown in table below. This is not likely to have much effect as most of buying would appear to have been done already, especially as last couple of weeks saw certain stimulus to tardy ones from foreknowledge of advance.

Feeling as expressed in Canadian Grocer last week that several advances will take place in next couple of months in some fruits, if not in corn, seems to be held by brokers generally. Drop in tomatoes has increased buying somewhat, but most agree that grocers are sending in orders as they need goods, instead of stocking up, and advance orders last May did not equal one-half of previous May's. However, sales are very heavy and "cheapness of fresh fruit" in summer and fall does not seem to have lessened buying of canned goods much. As a matter of fact two lines, raspberries and strawberries, in which most preserving is usually done, were very high this year, and canners' prices in many cases seem lower than private preserving could be done for. Thus demand promises to be good in all lines except, perhaps, peaches.

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	1 95	2 00
1 lb. flats, dozen	2 07½	2 12½
½ lb. flats, dozen	1 27½	1 32½
Northern River Sockeyes, dozen	1 90	
Red Springs, dozen	1 90	
Cohoos, dozen	1 45	
Pinks, dozen	1 00	

MANITOBA MARKETS.

POINTERS:—

- Almonds, Walnuts, Peanuts and Brazils—Advance.
- Sultana Raisins—Reduced.
- Apricots—Advance.
- Prunes—Still advancing.

Winnipeg, Nov. 19.—Exceptionally mild weather is no doubt favorable to the grocery business, and trade generally seems to be on a healthy basis. The attention of the trade is turning to stocking up for the holiday season, and prospects for Christmas trade seem to be good.

Collections are showing marked improvement this month, and will be much ahead of October. The crop continues to move with unprecedented rapidity, and wheat prices are steadily if slowly improving.

SUGARS.—Although no change in sugar prices is yet announced, a rise would not be unexpected here. The market for raws is firm. At the same time railroad troubles in the East are holding back supplies from manufacturers.

Sugar, Eastern—		Per cwt.
Extra standard granulated	4 85	
Extra ground or icing	5 56	
Powdered	5 35	
Lumps, hard	5 85	
Montreal yellow	4 65	

Sugar, B.C.—		Per cwt.
Extra standard granulated	4 85	
Yellow sugar, No. 1	4 55	
Yellow sugar, No. 2	4 40	
Yellow sugar, No. 3	4 30	
Bar sugar	5 10	
Icing sugar	5 30	
Powdered sugar	5 10	
H. P. lumps	5 80	
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.		

DRIED FRUITS.—The situation in dried fruits is generally strong, and further advances in prunes and apricots are announced. California Sultanas are dearer, Smyrnas cheaper, bringing both to a level. Trade in all lines is becoming more active.

Apricots—		Per lb.
Choice	0 18½	
Standard	0 18	
Slab	0 15	

Currants—		Per lb.
Dry clean	0 07½	
Washed	0 07½	
1 lb. package	0 05½	
2 lb. package	0 17½	

Figs, Cooking—		Per lb.
Choice, boxes	0 05½	
Half boxes	0 05½	
Half bags	0 05½	
Nectarines	0 11	

Prunes, in 25-lb. boxes—		Per lb.
80 to 100	0 08	
80 to 90	0 08½	
70 to 80	0 09	
60 to 70	0 09½	
50 to 60	0 10	
40 to 50	0 12	

Raisins, Valencia—		Per lb.
Fancy, off stalk, 28s, per box	2 20	
4 crown layers, 28s, box	2 40	
4 crown layers, 14s, box	1 25	
4 crown layers, 7s, box	0 65	

Raisins, Sultanas—		Per lb.
California	0 12	
Smyrnas	0 10	
Raisins, Muscatels—		Per lb.
3 crown, loose, 50s	0 07½	
3 crown, loose, 25s	0 08½	
Choice seeded, package	0 09	
Extra fancy seeded, package	0 10	

BEANS.—The new Ontario crop is now on the market, and is reported to be of excellent quality.

Beans—		Per bushel.
Austrian, hand picked	2 65	
3 lb. picker	2 00	
Peas—		Per bushel.
Split pea, sack, 90 lbs.	3 85	
Whole pea, bushel	2 75	3 85
Barley—		Per sack 90 lbs.
Pot, per sack 90 lbs.	3 65	
Pearl, per sack 90 lbs.	4 75	

THE CANADIAN GROCER

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Nov. 20.—Christmas market is opening bright, with larger business than for years. Dealers are well satisfied. Stocks of peels, raisins, etc., came earlier than usual, and in time for river shipment. This helped business. Quotings on these stocks are slightly higher now than on opening. Sugar may be higher. New York advance may be followed locally. Eggs are scarce, and as high as 45 cents is being asked, but 35 cents is the average. Butter is also firm, and poultry more plentiful and slightly lower.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 18	0 18 1/2
Beef, barrel	23 75	25 00
Pork, American clear, per bbl.	25 00	27 50
Pork domestic, mess, per bbl.		30 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15	0 15 1/2
Eggs, in case, 30c; henery	0 35	
Lard, compound, per lb.	0 11 1/4	0 11 1/2
Lard, pure, per lb.	0 15 1/2	0 16
Flour and Cereals—		
Buckwheat, W., grey, per bag	2 75	2 85
Cornmeal, gran.		5 50
Cornmeal, ordinary, bags		1 75
Flour, Manitoba, per bbl.		6 25
Flour, Ontario, per bbl.		5 25
Rolled oats, per bbl.		5 40
Oatmeal, standard, per bbl.		5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 50
Sugar—		
Standard granulated		4 60
United Empire		4 50
Bright yellow		4 30
No. 1 yellow		4 10
Paris lumps		5 75
Molasses, Barbados, fancy	0 35	0 38
Currents, ls. per lb.	0 08	0 08 1/2
Raisins, California, seeded	0 09 1/2	0 10 1/4
Rice, per cwt.	3 60	3 70
Beans—		
Canadian white	2 35	2 40
Yellow eye	3 25	3 40
Canned Salmon—		
Pinks	4 25	4 75
Cohoos	7 40	7 60
Red spring	8 25	9 25

SASKATCHEWAN MARKETS.

By Wire.

Regina, Nov. 20.—Christmas business is opening brisk. An advance has taken place in lard of 20 cents case and in eggs of 2 cents a dozen, and a further advance is expected. Collections are good.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 21	0 22
Butter, creamery, per lb.	0 30	0 32
Cheese, per lb.	0 18	0 18 1/2
Eggs, per dozen		0 33
Lard, 5's, per case		8 55
Lard, 10's, per case		8 45
Lard, 20's, per case		8 35
Lard, 30's, each		2 70
Flour and Cereals—		
Cornmeal, 24s, 67 1/2c; 28s, \$1.20-\$1.25;		
10-10s, \$2.55-\$2.75; 48s, \$1.35; 50s		2 44
Flour, 24s, \$2.85-\$3; 48s, \$2.80-\$2.95; 50s		2 75
Rolled oats, 10-8s, \$2.35-\$2.35; 20s,		
55-55c; 48s, 50c-\$1.00; 80s		2 10
Dried Fruits—		
Apricots, choice	0 19	0 17 1/2
Coffee, whole, roasted, Rio	0 19	0 21
Currents, gulf cleaned	0 08 1/2	0 08 1/4
Figs, natural 6's	0 05	0 08
Evaporated apples, per lb.	0 09 1/2	0 09 1/2
Dried peaches, 25s	0 09	0 09
Dried peaches, choice, 25s	0 09 1/2	0 09 1/2
Raisins, muscatels, 50s	0 08 1/2	0 08 1/2
Raisins, muscatels, 25s	0 08 1/2	0 08 1/2
Raisins, Valencia, select, 28s	2 65	2 65
Raisins, seeded, choice	0 07 1/2	0 08 1/2
Nuts—		
Almonds, whole	0 17 1/2	0 17 1/2
Brazil	0 18	0 21
Filberts	0 14 1/2	0 14 1/2
Walnuts	0 15 1/2	0 15 1/2
General—		
Potatoes, per bushel	0 80	0 80
Prunes, 70-80, 25s	0 09 1/2	0 09 1/2
Beans, Ontario, per bushel	2 80	2 10
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	8 27	8 27
Sugar, yellow, per cwt.	4 07	4 07
Canned Goods—		
Apples, gals., case, \$1.91; doz.	3 86	3 86
Corn, standard, per 2 dozen	2 21	2 21
Peas, standard, per 2 dozen	2 00	2 06
Plums, Lombard	2 10	2 21

Peaches	2 91
Strawberries and raspberries	4 20
Tomatoes, standard, per dozen	2 65
Salmon, Sockeye, 4 doz. case, ls.	7 60
Sockeye, 1/2s	9 80
Red springs, ls.	6 70
Cohoos, 1's, \$5.50; hump back 1's.	3 60
Starch—	
Laundry, ls.	0 08 1/2
Corn, ls.	0 07
Poultry—	
Turkeys, lb.	0 26
Geese, lb.	0 21 1/2
Chickens, lb.	0 25
Fowl, lb.	0 19

NOVA SCOTIA MARKETS.

By Wire.

Halifax, Nov. 20.—Wholesale grocery business is reported in excellent condition. Chief interest now centres in potato market. Some Prince Edward Island potatoes are received here not in very good condition, and many local dealers are importing heavily from New Brunswick. They are quoted at 50 cents per bushel. Butter receipts are only fair, and price is likely to go higher. Choice creamery quoted at 30 cents. Eggs are soaring; case stock is 32 cents, while guaranteed choice fresh eggs have sold as high as 60 cents (retail) this week. Hams and bacon are a little easier. The apple market is not in very favorable position.

Apples—		
Gravensteins, No. 1, bbl.		5 00
Gravensteins, No. 2, bbl.	3 00	3 50
Beans, h.p., bush.		2 40
Cheese, per lb.		0 16
Eggs, new laid, per dozen		0 32
Molasses, fancy Barbados, gal.		0 37
Onions, Can., per bag		1 85
Potatoes, bushel		0 65
Raisins, new Valencia, per lb.		0 07 1/2
Sugar—		
Standard gran., cwt.		4 60
Bright yellow, cwt.		4 40

THE GOLD AT THE END OF THE RAINBOW.

(Continued from page 23.)

Hence, the outstanding accounts are probably not collected oftener than once every three to six months, on the average; whereas mine are turned practically every thirty days.

It is not probable that this concern turns its stock oftener than five or six times annually, even though its trade runs so largely to staple foods and feed-stuffs. Hence, they probably carry \$35,000 to \$40,000 of goods. Certainly, they could hardly carry more than that and be said to be on a wholesome footing. If, then, this is correct, they owe the bank for more than 50 per cent. of their merchandise—and that seems not healthy to me.

Now, on the other hand, we must bear in mind conditions in the newer part of the country. Only to-day I saw the ad. of a Western bank bidding 6 per cent. interest on savings and soliciting savings accounts from everywhere. The ad. appeared in a magazine of good repute, one which, I think, investigates such ads. carefully; and the ad. explained that it was able and anxious to pay 6 per cent.

on savings accounts because it got from 8 per cent. to 12 per cent.—“legal interest,” as it expressed it—for local loans. So long terms, long prices and big interest are likely to rule in —, and the standards to which older sections are accustomed will not rule there. Thus it is only fair to remember that this concern need not necessarily be unsound simply because it does not conform to our preconceived idea of the correct ratio between assets and liabilities.

A Trip in Disguise.

So now what shall I advise my friend to do? From his own statement he is along in years and cannot afford to make a bad blunder. “It is hard to teach an old dog new tricks.” Thus my friend must go slow. He must investigate carefully—yea; with fear and trembling—before he puts his accumulations into this new venture. And how shall he investigate? Why, so simple one wonders why he has not gone about it.

He must go out incognito and see for himself!

Funny, when you come to think of it. This man probably feels that he “cannot afford the time and he cannot leave his present business” to go way out there to see how things look. Yet he will calmly contemplate placing reliance on the judgment of a comparative stranger, and on that judgment he will depend to jeopardize the savings of a lifetime of hard work! How could he in any way, by any ordinary carelessness, through any absence, however extended, run the risk of injuring his present business in anything like the degree that he might readily injure his entire fortune and future through failing to get on the ground and look over his prospect with his own eyes. If he finds it good, he can go ahead. If he finds it bad, will he ever regret having taken the time and the money needful for the investigation? Remember, my friend, you have a lot to lose, and it is not inconceivable that you could end up in a position compared to which the lot of the man with only \$10,000 drawing 6 per cent. simple interest would seem enviable, little as \$600 annual income may appeal to you to-day.

Can Be Afforded in Any Case.

So there you have all that I feel that I can say to you. I hope it may prove of value—at least worth the reading. Let me urge you in closing to do nothing whatever until you have taken the time and the money to go out, see, look over all the ground, listen to all local reports, and thoroughly satisfy yourself that the proposition is as good as it is represented to be. It may be. I am not saying it is not. But if it is, then the time spent in investigation can be afforded; and if it is not you surely cannot afford not to go.

FLOUR and CEREALS

Flour Men Hope Lowest Point Has Been Reached

Wheat Has Advanced Several Cents from Minimum — Lake Freight Rates Up One Cent a Bushel — Drop in Cornmeal in Montreal—Mill Feeds Show Decline of \$1 Per Ton, but May Go Up Again Soon.

Wheat continues to improve its position. Although decline of 1/2 to 3/4 cents took place on Tuesday owing to reports from Argentina that drought in some districts had been broken, general position is some 6 cents above lowest point reached this year, and millers are feeling more confident that they will not be forced to reduce earlier quotations, but that actual transactions soon will come up to listed prices.

Reports from Montreal state that owing to advance of 1 cent per bushel in lake freight only a few of bids from foreign buyers could be accepted and hence business has been quiet. Considerable business is being done there in oats for export to U.S.

Some interesting information is available on Ontario crops as compiled from 2,000 returns sent into Department of Agriculture. Fall wheat has been "most satisfactory crop both as to yield and quality." New fall wheat has increased acreage over this year and promises well. Oats are best in weight and general quality for years, and yield is average. Buckwheat suffered from frost to greater degree than any other crop and drought of summer also injured it. It is not up to average either in yield or quality. Some beans suffered from frost but generally speaking yield is fair.

MONTREAL.

FLOUR.—Amount of business now passing is very disappointing for this season of year most of orders being from hand to mouth nature. Buyers seem still to be holding back entertaining idea that present prices will take drop in near future owing to this year's heavy crop. Report was also circulated earlier this year to effect that the crop in Argentina would be enormous but owing to weather conditions this has not nearly come up to expectations. Flour looks to be about as cheap as it will be for some time. Increase is likely to occur at close of navigation as rail rates are higher.

Locally, business is not as brisk as it should be for this time of year. This, however, is accounted for in various ways. Quantity of grain grown throughout Quebec was heavy this season with result that small mills in country are being kept busy, and supplies from larger ones are not being required. Weather,

too, has been very mild and supplies have not yet been taken into woods to winter camps. These facts have had tendency to make business a little more quiet than usual but all that is required is cold snap and great difference will be noted.

	Small lots, in bags, per bbl.	Car lots, per bbl.	Small lots, per bbl.
Manitoba Wheat Flour—			
First patents	5 40		
Second patents	4 90		
Strong bakers'	4 70		
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—			
Fancy patents	4 60	5 00	
90 per cent.	4 30	4 50	
Straight roller	4 10	4 30	
Blended flour	4 60	4 80	

CEREALS.—Demand for rolled oats has improved some on account of colder weather prevailing which generally tends to increase consumption; consequently market has been more active with steadier undertone. Cornmeal is quoted as follows: "Kiln" dried \$2.40 and "feed" \$2.05 for 98 lb. sacks. This is reduction of 20 cents from last week. All other prices remain unchanged.

	Per 98-lb. sack
Cornmeal—	
Kiln dried	2 40
Softer grades	2 05
Rolled Oats—	90s, in jute.
Small lots	2 22 1/2
25 bags or more	2 12 1/2
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 98-lb. sack	2 40 2 75

MILL FEEDS.—There is still quite a demand from across border for bran and shorts and sales of a few round lots were made for December and January shipments. Supplies are very plentiful but millers consider most bids too low. Prices have fallen off over last week one dollar.

	Car lots, per ton
Mill Feeds—	
Bran	21 00
Shorts	23 00
Middlings	28 00
Wheat moulee	27 00
Feed flour	34 00

TORONTO.

FLOUR.—It is practically impossible to keep track of millers' quotations for earload lots to large bakers as cutting on listed prices has been carried on regardless apparently of any set rule. However, there is no evidence of this being extended to small lots of flour and there prices remain where they have been for weeks. Buying locally continues very quiet for same reason recorded before, while brokers declare cable offers are several cents too low to render business

profitable. Millers are hoping now that wheat seems to be receding from low level that list prices can be maintained and business increase without necessity of changing them.

	Small lots, per bbl.	Car lots, per bbl.
Manitoba Wheat Flour—		
First patent	5 30	5 00
Second patent	4 70	4 50
Strong bakers'	4 50	4 30
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	4 70-4 90	4 40
90 per cent.	4 50	4 00
Straight roller	4 40	3 90
Blended flour	4 80	4 35

CEREALS.—Cornmeal continues at same price as supply fluctuates. Where last week arrival of three carloads was reported, serious delays have occurred this week. In face of such uncertainty dealers say they cannot drop prices. Brisk demand for rolled oats keeps these prices up.

Buckwheat flour is very difficult to obtain. As reported above, crop was very poor, in quality and quantity. Buckwheat grits is even harder to secure and is retailing at \$4 per bag.

Lentils, which are something like split peas but thinner, and in demand from many stores for high class trade for soups, are very dear, Egyptian selling at 6 and 7 cents per lb. Only a few consignments have arrived. Split peas and barley are in better demand for soup.

Rolled oats, 90 lb. bags	2 25
Standard oatmeal, 98 lb. bags	2 47
Granulated oatmeal, 98 lb. bags	2 47
Yellow cornmeal, 98 lb. bags	2 35
Rolled wheat, 100 lb. bags	2 85
Wheatlets, 98 lbs.	2 95
Split peas, 98 lbs.	3 40
Whole wheat flour, 98 lbs.	2 55
Graham flour, 98 lbs.	2 55
Rye flour, 98 lbs.	3 00
Buckwheat flour, 98 lbs.	4 00
Buckwheat grits, 98 lbs.	4 50
Pot barley, 98 lbs.	3 00
Pearl barley, 98 lbs.	4 50
Dutch pearl barley, 98 lbs.	4 50
Chili boiling peas, per lb.	0 05
Canadian boiling peas, per bush.	2 25
Corn flour, 98 lbs.	3 00
Granulated hominy, 98 lbs.	2 75
Pearl hominy, 98 lbs.	2 75

MILL FEEDS.—List prices, which have been changed at last, by decline of \$1 a ton for all mill feeds, bringing bran to \$21 and shorts to \$23. Drop came almost at close of dull season, for now that colder weather is setting in and feeding beginning demand is certain to improve. Hence some brokers look for prices to be shifted up again in short time.

	Car lots, per ton.
Mill Feeds—	
Bran	21 00
Shorts	23 00
Middlings	28 00
Wheat moulee	27 00
Feed flour, per bag	1 60

FRUIT & VEGETABLES

Navels Next Week, New Lemons In, Potatoes Up

Valencia Oranges Now Off the Market—Late Cranberries Very High—Carload Prices Indicate Another Advance in Potatoes in a Few Days—Emperors Replace Tokay Grapes.

MONTREAL.

GREEN FRUITS.—This market remains about same as last week with fair amount of business passing. Apple crop from this province has turned out almost total failure; New Brunswick and Nova Scotia apples have yet to put in appearance here, and Ontario are depended on for practically whole supply. There is no change in prices over last week. Shortness in Ontario supply is indicated by orders being received from points in Eastern Ontario for apples. Tokay grapes are over for season, and Emperors are coming in from California. Valencia oranges are over for season also.

Apples—	
Baldwins, No. 1	5 50
Baldwins, No. 2	4 25
Mackintosh Reds	8 00
Mackintosh, No. 2	7 00
King	6 00
King	5 00
No. 2s, all grades, 75¢ less than No. 1s.	
Fameuse, bbl.	7 00
Spies, No. 1	8 00
Spies, No. 2	6 50
Bananas, crate	4 50
Bananas, crate	2 75
Cranberries, Cape Cod, bbl.	2 00
Cranberries, Cape Cod, bbl.	9 00
Almeria grapes—	
Extra fancy heavyweights	7 00
Fancy, heavyweights	6 00
Medium quality, for immediate use	5 50
Grapes, Emperor, 4 bkt. crate	2 75
Grapefruit, Jamaica, case	4 50
Messina Lemons, large box	5 00
Oranges—	
Floridas, 150-176-200	3 75
Mexicans, 125-150-176-200-216-250	2 50

VEGETABLES.—Potatoes are firmer and trouble over ears continues. Advance in near future not unlikely.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	1 00	0 35
Cucumbers, Boston, doz.	2 00	
Egg plant, basket of 12	0 75	
Garlic, per lb.	0 10	
Onions—		
Spanish, per case	3 00	3 25
Spanish, half case	1 75	
Red Danvers, 75-lb. bag	3 50	
Peppers, green, 11-qt. bkt.	1 00	
Peppers, red, 11-qt. bkt.	1 50	
Potatoes—		
Green Mountains and Quebees, bag.	1 00	
Potatoes, sweet, per bbl.	4 25	
Potatoes, sweet, Jersey, hpr.	1 25	
Turnips, Quebec, bag	1 25	
Tomatoes, hot-house, per lb.	0 25	0 30

TORONTO.

GREEN FRUITS.—Spy apples are beginning to come in more freely and taking place of snows which are as scarce as new laid eggs. Prices of all, however, continue very high, varieties of Greenings, Baldwins and other cookers starting around \$2.50 and going up \$1 at least per bbl. for better class goods.

Valencia oranges, after lingering almost long enough to meet navels, are now off market, but Florida's continue very tasty and color is improving. Prices are 50 to 75 cents lower this week with plentiful supply and will be in good

A BIG CITRUS CROP.

The general manager of the California Fruit Growers' Exchange estimates the citrus crop in that State at 38,000 to 40,000 carloads, or equal to that of two years ago. These figures have been exceeded only twice in California. Had it not been for the effects of last winter's frost on the trees the crop would probably have been the largest. Preparations for frost fighting have been made on such an extensive scale in Southern California that even if temperatures such as were experienced last winter were again repeated, not much damage from frost is anticipated. The method consists of setting out pots of crude oil on the "windward" side and burning it when a keen frost is expected, so that the cold air drives the warm air across the orchard and saves the blossoms from the biting temperature.

shape for weeks now. Much desired navels are expected about end of next week. Opinions as to probable selling price of these run all way from \$4.25 to \$5.00.

Messina, new crop lemons have arrived in small shipments and some are quoting around \$4.50. Verdellis this week are mostly poor stock and some quotations dropped to \$3.50, finer quality remaining as high as \$4.50.

Pineapples are selling with fair demand but it seems impossible to make fruit or anything else move out of regular season looked for by consumer, which will not be until about February next. Prices of Cuban's are about 25 cents higher this week. Only small lots are being brought in. Cranberries for the "early blacks" remain at \$9 bbl. with keeping quality only fair. "Long keepers," or late varieties, go anywhere from \$10.50 to \$11, and may advance to \$12 before Christmas if turkey demand is strong. Grapefruit is firmer. Jamaican advancing 25 cents.

Bananas are sluggish and have fallen

off about 25 cents. Season will not be brisk until about March and only greater demand in States followed by higher prices may induce improvement. There is really little change year round in bananas as dealers in slack time like present keep prices up to make up for losses or low profits in summer when waste is larger and primary markets higher.

CANADIAN.

Apples—		
Spies, hand picked, bbl.	4 00	5 00
Snows, hand picked, bbl.	4 00	5 00
Wealthy, Greenings, Baldwin, No. 1, bbl.	3 25	3 75
Do., No. 2, bbl.	2 50	3 00
Russets, bbl.	2 50	4 00
Snows, etc., bkt.	0 35	0 50
Talman Sweets, bbl.	2 50	3 00
Citrons, each	0 08	0 10

IMPORTED.

Apples, Jonathans, case, fancy, \$2.50; extra		2 75
Bananas, per bunch	1 65	1 90
Cranberries, early blacks, bbl.	10 50	9 00
Cranberries, long keepers	10 50	11 00
Cranberries, box	3 25	3 25
Grapefruit, Jamaica, case	3 75	4 00
Grapes, Almerias, case	6 50	7 00
Grapes, Emperor, case	5 00	5 50
Grapefruit, Florida, case	3 00	3 50
Oranges, Floridas	2 50	2 75
Oranges, Jamaicas	0 75	1 25
Limes, box of 100	3 50	4 50
Lemons, Verdelli	4 50	4 50
Lemons, Messina	3 75	4 00
Pineapples, Floridas	4 75	4 75
Pineapples, Cuban	4 00	5 50
Pineapples, Porto Rico	4 00	4 25
Pomegranates, California, case	4 25	4 50
Pomegranates, Spanish, case	4 25	4 50

VEGETABLES.—Potatoes are firmer this week and with carload lots selling at 97½ to \$1.00 advance of 5 cents may be looked for towards end of week. U.S. buying still continues and difficulty is experienced in getting sufficient number of cars to bring in New Brunswick's, so that local supply is short. Export by Toronto firm continues to Buffalo and Detroit, New Brunswick's being brought right through Quebec to Niagara frontier and Windsor. Opinion as to future prices vary but now most agree there will be no lower rates before Christmas with likelihood quite opposite. Demand for sweet potatoes is falling off as it usually is confined pretty much to September and October. So slight was demand this week that only hamper lots came in and these eased off 25 cents, to \$1.00. Other prices show no change.

Beets, Canadian, per bag	1 00	0 85
Cabbage, case	1 00	1 25
Carrots, Canadian, bag	1 50	0 85
Cauliflower, dozen, large	1 50	1 75
Squash, bbl.	1 00	1 00
Parsnips	1 00	0 85
Potatoes, New Brunswick, bag	1 05	1 10
Sweet potatoes, hamper	1 00	1 25
Mushrooms, per lb.	0 75	0 75
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	0 25	2 00
Celery, domestic, doz.	0 25	0 25
Turnips, bag	0 50	0 50

PRODUCE & PROVISIONS

No Storage Eggs by Year End; Slump in Turkeys

Problem Caused by Tremendous Demand for Eggs—May Import from Siberia — More Advances of 2 to 5 Cents — High Prices Killing Turkey Markets—Warning to Grocers—Cheese Advances in Toronto, Butter in Montreal.

"We regret to report" another advance in eggs. This is becoming a habit, and a regretful one at that. Only joyful element in community these days are storage men, and they are rapidly overhauling spring losses. How much more they will advance no one knows. Fresh laid prices depend on farmers who can get what they want, but these are negligible quantity. Storage eggs are in limited and strong hands, and all indications are that advances up to Christmas will be regular, keeping 4 cents or so above United States prices to avoid invasion of market.

But more serious situation threatens even than high prices—that is, cleaning out by first of year and "famine" unless United States can send over supply, or, some say, Siberia. Debatable question up to present has been whether storage stocks this year in Canada were as heavy as last. Canadian Grocer this week was given authoritative statement that this year's "pack" was fully as great as last year's. Some few of smaller storage men were afraid of repeating loss of last spring, and warily refrained, but rest put away heavy stocks, and one or two increased previous record of holdings. However, demand this fall has been unprecedented. This is explained mainly as due to high cost of meat. Second condition to be noted is that hens stopped laying practically one month earlier and storage supplies were called on earlier. Result of both is that storage stocks are far lighter now than one year ago, and leading produce men expressed opinion that by end of year storage will be wiped out.

"What then?" asked Canadian Grocer.

"You may well ask, 'What then?'" was the reply. "We do not know ourselves. Ordinarily we can import from Chicago, but owing to the drought last spring in the Middle Western States the egg supply was cut down and the quantity in storage is less than a year ago. It is expected this will be exhausted by the first of the year, as in Canada. It begins to look like importing from Siberia."

So that is present uncertain and unpromising outlook in eggs.

Hogs are slightly higher than week and considerably in advance of year ago. Cheese markets all over are firmer, and outlook is more promising than for several months.

Interesting developments in butter markets are taking place in United States as result of lowered tariff. Despatch from San Francisco says that more than 100 tons of Australian and New Zealand butter have been placed on San Francisco market. This is first shipment under reduction of duty from 6 to 2½ cents lb. Butter was brought in cold storage on steamer Tahiti, 208,000 lbs. in all, and comprised all but 23,000 lbs. of total receipts for that day in San Francisco.

Montreal reports greatly reduced stocks in cheese, under 90,000 boxes, which will be reduced by some 40,000 more by close of navigation, lowest in twenty years at same time.

Only butter, small quantity, and cheese were offered on Toronto Produce Exchange on Monday, cheese selling at 14 cents for October twins. Offerings were as follows:—

BUTTER—Creamery, 50 box solids, 27c, not sold; 25 boxes market prints, 26c, not sold. No eggs.

CHEESE—Forty large, Aug. parf., 14c, not sold; 50 large, Sept., parf., 13¾c, not sold; 50 large, Sept., 1913, 13¾c, not sold; 50 large, 1912, parf., 13¾c, not sold; 50 twins, Oct., parf., 14c, sold; 50 twins, 1912, parf., 14c, not sold; 25 large, Oct., 14c, bid 13¾c; 25 twins, Oct., 14c, not sold.

MONTREAL.

PROVISIONS.—All lines are in good demand, and fair amount of business is passing. Telephone service has been promised for end of this week, and no doubt will relieve matters greatly, as business has been handicapped to great extent lately owing to fire which took place in Main Exchange and put 13,000 phones out of service. Prices have fluctuated in some lines, but there is very little difference from last week. Pure lard shows advance of half cent to three-quarters all round, while cooked meats show decrease of 1 cent. All other prices remain unchanged.

	Per lb.
Hams—	
Medium, per lb.	0 19
Large, per lb.	0 18½
Large, 20 to 40 lbs.	0 18
Bacon—	
Plain, bone in	0 23½
Boneless	0 26
Peameal	0 26
Bacon—	
Breakfast	0 20
Roll	0 17
Shoulders, bone in	0 18
Shoulders, boneless	0 16½
Cooked Meats—	
Hams, boiled	0 29
Hams, roasted	0 30
Shoulders, boiled	0 26
Shoulders, roasted	0 27
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15½
Long clear bacon, 90-100 lbs.	0 14½
Flanks, bone in, no. smoked	0 15½
Barrelled Pork—	Per bbl.
Heavy short cut mess	30 00
Heavy short cut clear	30 00
Clear fat pork	28 00
Clear pork	28 50
Lard, Pure—	Per lb.
Tierces, 375 lbs. net	0 14½
Tubs, 50 lbs. net	0 14½
Boxes, 50 lbs. net	0 14½
Pails, wood, 30 lbs. net	0 15
Pails, tin, 20 lbs. gross	0 15
Cases, 10-lb. tins, 60 in case	0 15½
Cases, 3 and 5-lb. tins, 60 in case	0 15½
Bricks, 1 lb., each	0 16
Lard, Compound—	
Tierces, 375 lbs. net	0 14½
Tubs, 50 lbs. net	0 14½
Boxes, 50 lbs. net	0 14½
Pails, wood, 30 lbs. net	0 15
Pails, tin, 20 lbs. gross	0 15
Cases, 10-lb. tins, 60 in case	0 15½
Cases, 3 and 5-lb. tins, 60 in case	0 15½
Bricks, 1 lb., each	0 16
Hogs—	Per cwt.
Live, f.o.b.	9 00
Live, fed and watered	9 35
Dressed	13 25

BUTTER.—Price quoted this week shows advance of 1 cent over last week. Striking feature of this year's Canadian trade was heavy importation of butter, which totalled \$1,950,664. This came principally from Australia and New Zealand. Exports of butter, which formerly constituted large item, fell off this year to \$225,367. Local market for week was very firm, with good volume of business passing.

	Per lb.
Butter—	
Creamery prints, fresh	0 31½
Creamery solids	0 30
Dairy, prints or solids	0 25
Separator, prints or solids	0 24½

EGGS.—Quotations for this week show further advance of 5 cents for new lays over last week, and it looks as if this price will not remain long, as there is scarcity assured, and further advance in price is predicted. Selects are up 2 cents, as are also No. 1's. Consumer is now trying to figure just when these prices will stop, but no one will venture to set any figure, although one firm say that they do not think they will advance more than another 5 cents. Retailers of Montreal are asking from 60 to 70 cents, and at this prohibitive price most people seem satisfied to sit back and wait until prices drop a little.

THE CANADIAN GROCER

Eggs, case lots—	Per dozen.
New laids	0 55
Selects	0 36
No. 1's	0 32
No. 2's	0 26
Splits	0 25

CHEESE.—No change is reported in market this week, prices remaining same, with only small volume of business passing.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 18
Strong		0 16-0 17
Twins	0 12½	0 15
20 lb. new	0 15-0 15½	
Stilton		0 17

HONEY.—Demand is very active for small packages here, but prices remain unchanged.

Honey—	White Clover	Buckwheat
	per lb.	per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12½	0 09½
Tins, 30 lbs.	0 12½	0 09½
Comb, 13-14 oz. section	0 29	0 15-0 16
Tins, 5 and 10 lbs.	0 13	0 10

POULTRY.—Market has been very good, and volume of business passing has exceeded that of last week. Prices show several advances, ducks being up 2 cents, and now quoted at 13c to 15c for live and 14c to 17c for dressed. Dressed geese are now ranging from 14c to 16c, while live fowl are quoted from 11c to 12c. All other prices remain unchanged.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22-0 24	
Broilers, per pair		1 25
Ducks, milk fed	0 16-0 18	0 22-0 24
Ducks	0 13-0 15	0 14-0 17
Fowl	0 11-0 12	0 17-0 18
Geese	0 12-0 13	0 14-0 16
Turkeys, spring	0 18	0 20-0 24

TORONTO.

PROVISIONS.—Decline in hogs was short-lived and this week they recovered 30 to 40 cents owing to light supplies and better demand of abattoirs. Pure lard continues very firm and some packers advanced prices ¼ cent all round, 14¼ for tierces. This move, however, was not generally followed on Street. Medium and large hams were somewhat easier falling off half cent.

Hams—		
Medium, per lb.		0 19
Large, per lb.	0 18	0 18½
Large, per lb.	0 10	0 19
Backs—		
Plain, per lb.		0 23
Boneless, per lb.		0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 19½	0 20
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15½

Cooked Meats—		
Hams, boiled, per lb.		0 29
Hams, roast, per lb.		0 30
Shoulders, boiled, per lb.		0 22
Shoulders, roast, per lb.		0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	23 50	25 00

Lard, Pure—		
Tierces, 400 lbs., per lb.		0 14
Tubs, 60 lbs., per lb.		0 14½
Pails, 20 lbs., per lb.		0 14½
Pails, 3 and 6 lbs., per lb.		0 15½
Brieks, 1 lb., per lb.		0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10½
Pails, 20 lbs., per lb.	0 10½	0 11

Hogs—		
F.O.B., live, per cwt.	8 55	8 75
Live, fed and watered, per cwt.	8 90	9 25
Dressed, per cwt.	12 50	12 75

BUTTER.—Supplies of fresh creamery continue to decline, prices are very firm and likely soon to advance another cent. Storage stocks, however, appear to be heavy as they were not called on as much as usual in early part of fall owing to open weather.

Butter—		
Creamery prints, fresh made	0 29	0 31
Creamery prints, storage	0 28	0 29
Creamery solids, storage	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids	0 20	0 22
Separator prints	0 23	0 25

EGGS.—Advances all along line must be scheduled except, perhaps, new laids which are not sent out in cartons. Some buyers will not venture to send any "strictly" new laids out except in cartons, claiming that at present high prices public demand packer's name as guarantee for every egg. One or two firms, however, still refuse cartons and claim to get top-notch prices for eggs "loose."

From 42 to 45 cents, addition of three cents, is new laids' share of week's advances. Storage selects, are up 3 cents, to 34-35; storage No. 1, 2 cents more, to 32-33, and No. 2's and splits, have advanced to price of fresh laids short time ago, 28 cents. One year ago Canadian Grocer's files show fresh laid at 35-40 cents, and storage, 29 to 30. Storage men agree that prices will go still higher.

Eggs, case lots—	Per dozen.
Strictly new laid	0 37 0 40
Strictly new laid, in cartons	0 42 0 45
Storage, selects	0 34 0 35
Storage, No. 1 stock	0 32 0 33
No. 2's	0 28
Splits	0 28

CHEESE.—After standing unchanged for months, upward movement has at last taken place in local market and advance of ¼ cent went into effect this week on all cheese. This was due not so much to closing down of nearly all factories in Province, as to general improvement in market, even more pronounced now than last week. London market has toned up with increased demand and Canadian white is selling freely at 64-65s. per cwt. and colored from 65-66s. Receipts so far are considerably behind those of last year both in Toronto and Montreal. In latter place decrease amounts to 163,921 boxes in total of 1,550,926, from first of May to date.

Cheese—		
Old, large	0 15	
Old, twins	0 15½	
New, large	0 14½	
New, twins	0 14½	

HONEY.—Market shows little intention of firming up yet as each week brings in large shipments, more than can be digested. One buyer ventured opinion that more honey had been thrown on market already than can be disposed of to consumers, within year and that prices will remain low throughout. Under such conditions, prices vary at least ½ cent, according to local demand.

Clover, bbls., per lb.	0 09½	0 10
60, 30-lb. tins, per lb.	0 09½	0 10
10, 5-lb. tins, per lb.	0 10½	0 11
Buckwheat, bbls., per lb.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 50	3 00

POULTRY.—Turkey situation calls for careful handling, as is intimated in editorial in this issue. Care, not only on part of grocer, but buyers and probably most of all, farmers, as source of supply and real fixers of prices in these days. In a word, prices are far too high, at

least 2 cents a pound. Result is that Western firms are refusing to take any shipments and after Thanksgiving is over, United States will be in same position. Even up to present buying for shipment across border has been far below what should have been looked for with drop in tariff.

Some misapprehension seems to have been aroused by recent buying up of choice birds by Americans, many farmers jumping to conclusion that prices could be put up to any point. But last week or so extensive buying has slackened and after Thanksgiving many believe United States buyers will not come over in face of present high demands.

But more serious warning comes from Western Canada. Canadian Grocer was shown three telegrams received by Canadian firm that ships many carloads yearly to West. One Vancouver firm wired in regard to turkeys which must be off by first of December to reach coast in time for Christmas trade: "Prices too high to induce business." Second declared: "Clients have already placed orders in Omaha." Third went into particulars and stated that first-class turkeys could be bought in Omaha for 19½ cents and laid down in Vancouver for 22 or 23 cents, so that Ontario stock was far too high to compete.

Consequence is that Western market will be almost entirely closed to Eastern Canada birds for this Christmas trade. Even in New York prices are practically same on verge of Thanksgiving as in Ontario.

"There is an idea that Americans are buying turkeys and will continue to do so," remarked one Eastern buyer. "The reverse is the case. They are not doing so any more at our high prices, at least to any extent. Of course they will pick up fancy stuff but anyone will pay a premium for that. No, unless prices of turkeys come down, say 2 cents, the firms that usually ship West will be forced to unload their stock on the local market, with the result that there will be a big slump in prices in a very short time.

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

WINNIPEG.

PRODUCE AND PROVISIONS.—Butter prices have advanced ½ cent on creamery and best grades of dairy. Cheese is down ¼ cent per lb. Eggs, lard and cured meats steady.

Cured Meats—		
Hams, per lb.	0 18½	0 21
Shoulders, per lb.		0 14
Bacon, per lb.	0 20½	0 23½
Long clear, D.S., per lb.		0 15½
Mess pork, bbl.		28 00
Lard—		
Tierces, per lb.		0 13½
50 lb. tubs		6 87
20 lb. pails		2 88
3 lb. tins, cases		8 70
5 lb. tins, cases		8 62

FISH AND OYSTERS

Carloads of Frozen Fish to Replace Fresh

Pacific Coast Supply Above Last Season's—Lake Herring Scarce in Ontario Owing to Exportations—Mackerel Very Plentiful on Coast.

MONTREAL.

FISH.—Fresh fish, except Haddock, and cod, are practically finished for season. Already carloads upon carloads of frozen fish are either in transit or have been already delivered to distributing centres. Frozen halibut, salmon, doree and pike are in good demand and prices rule about same as former seasons. There is much speculation about prices of frozen fish this season and it is hard to predict at this early date what outcome will be. Trade is assured that quantity of Pacific coast fish is vastly above quantity of last season particularly in halibut. Question is now, will demand increase enough to consume the surplus? In pickled and salt fish, lots of orders are booked to be shipped by last boats but supplies have been coming in in such restricted way that it is doubtful if close of navigation will take away all orders. Smoked, like haddies and fillets, have been scarce of late due to difficulties of procuring fresh. Very noticeable spell of storms has interfered largely with fishing operations.

Bulk and shell oysters are fairly active with prices moderate. Malpeque oysters are selling this year practically 15 per cent. lower than last and output and demand promise to increase one-third as result.

Fresh Fish—		
Bluefish, per lb.	0 18	
Carp, 100 lb. boxes, per lb.	0 10	0 10
Cod, market, 250 lb. cases, per lb.	0 05	
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	0 50	
Frogs legs, small, per lb.	0 25	0 06
Haddock, per lb.	0 05	0 06
Herring, per 100 fish, large.	3 00	
Mackerel, lb.	0 12	
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 06	0 09
Salmon, B.C., per lb.	0 15	0 18
Salmon, Gaspe, per lb.	0 15	0 18
Steak, cod, per lb.	0 07	
Smelts, per lb.	0 12	0 13
Sword fish, per lb.	0 09	0 10
Turtles, small, per lb.	0 15	
Whitefish, per lb.	0 12	
Shell Fish, Fresh—		
Clams, per barrel	7 00	
Lobsters, live, per lb.	0 30	
Lobsters, boiled, per lb.	0 32	
Oysters, bulk, standards, per gal, \$1.40.		1 70
Selects		
Oysters, solid meat, standards, per gal. \$1.70; selects		1 90
Oysters, Cape Cod, shell	9 00	10 00
Oysters, Malpeques, shell		2 50
Periwinkles, per bushel		2 00
Prawns, per gal.		3 00
Scallops, per gal.		2 00
Shrimps, per gal.		2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Halibut, per lb.	0 11	0 12
Herring, per 100 fish		1 70
Pike, per lb.		0 07
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 11	0 12
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.		0 15
Cod, boneless strip, 20 lb. box, lb.		0 10

Cod, shredded, box of 2 doz.	1 80
Cod, skinless, per 100 lb. box	6 50
Cod, dried, per 100 lb. bundle	7 00
Pollock, dried, per 100 lb. bundle	6 50
Salted and Pickled Stock—	
Cod, green, ordinary, per 200-lb. bbl.	9 00
Cod, green, white napes, per 200-lb. bbl.	9 50
Haddock, No. 1 green, per 200 lbs.	8 50
Herring, Gaspe, No. 1, ¼ bbls., \$2.75; bbls.	5 00
Herring, N. S., per ¼ bbl.	3 00
Herring, N. S., per bbl.	5 50
Herring, Holland, per keg, 75c; per ¼ bbl., \$5.50 to \$6.50; per bbl.	9 00
Herring, Labrador, ¼ bbl., \$3.25; bbl.	6 75
Herring, Scotch, keg of 12 lbs. net, \$1.25 to \$1.35; ¼ bbl.	7 50
Mackerel, No. 1, 20 lb. kits, \$1.75; ¼ bbl., \$7.00; bbl.	8 00
Salmon, Labrador, ¼ bbl., \$3.00 to \$3.00; bbl.	14 00
Trout, lake, kegs	15 00
	7 00

TORONTO.

FISH.—Supplies of fish are rather more plentiful this week, quite sufficient for local demands, although export from Eastern ports continues steadily. Lake herring, however, are scarce as much is being shipped to Buffalo and other points. Good business is being done in Coho salmon at about 12 cents per lb. Dealers are gradually shifting to frozen fish business in three or four leading lines, halibut, whitefish, trout and salmon.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	0 10	0 12
Halibut	0 11	0 11
Trout	0 11	0 12
Salmon, Qualla	0 10	
Salmon, Coho	0 12	
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb.		0 65
Haddock, per lb.		0 08
Herring, per lb.		0 08
Lobster, live, lb.		0 45
Lobster, boiled, lb.		0 45
Mackerel, weighing 1¼-3 lbs., each	0 15	0 25
Perch, lb.	0 06	0 07
Pickrel, yellow, per lb.		0 12
Pike, per lb.		0 08
Salmon, B.C., per lb.	0 15	0 16
Smelts, per lb.		0 12
Steak, cod, per lb.		0 09
Flounders		0 08
Smoked—		
Fillets of haddock	0 12	
Finnan haddock, per lb.	0 09	
Kippers, new, box of 40 and 50	1 25	
Bloaters, box of 50	1 25	
Digby herring, per bundle	0 75	
Digby fillets, 19 lb. boxes, lb.	0 13	
Prepared—		
Shrimps, 6 gal. case, per gal.		0 85
Cod, quail on toast		0 07½
Cod, steak		0 05½
Cod, Imperial, 25 lb. pck.		0 07
Salted and Pickled—		
Herring, Holland, new—		
Milders, 8cc; mixed		0 80
Herring, Labrador, bbl.		6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail		2 25
Oysters, bulk—		
New York counts, gal.		3 00
Extra selects, gal.	1 90	1 85
Straights, gal.	1 05	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH.—Local fish markets have been active during past week. While catches of mackerel along coast have ceased, large quantities continue to arrive here.

One firm alone purchased 200,000 mackerel during past fortnight, and all these have been salted. Cod and haddock are in fairly good supply, and some small quantities of halibut have been marketed. Pickled herring and dry cod are coming on market rather freely, and shipments to foreign ports have improved. Prices in all lines hold firm, and higher quotations for salt cod are looked for.



Following items are from Canadian Grocer of Nov. 24, 1893:—

“There is some red canned salmon offered here at cut prices, \$1 to \$1.05. The quality of the bulk of it is good, but there are odd tins in the lot which are off, but the sellers guarantee the quality, making allowance for any bad tins.”

Editorial Note.—Above is from Toronto market report of 20 years ago.

“The crop of potatoes in the Province of Prince Edward Island this year is enormous, and the potatoes are of splendid quality. It is estimated that there are over 200,000 bushels now in port. As a large number of additional cargoes are expected this week it was decided to send three cargoes of the present surplus to Boston, and three vessels are being loaded and will proceed to the Hub at once. It is probable further cargoes will be shipped there soon. Potatoes are retailing from vessels in Montreal at 25 cents per bushel.”

Editorial Note.—In view of potatoes being on list of free goods going into the U.S., exports to that country are large this year, and Canadian crops are good.

WANTED

BROKERS WANTED—TO SELL MALTA Vita in the following cities: Montreal, Quebec, St. John, N.B., and Halifax, N.S. Malta Vita Pure Food Company, Toronto, Ontario.



The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

Are You Satisfied?

Frequently merchants will not change unless there is some marked dissatisfaction with their source of supply.

It is not only a question as to whether you are satisfied, but the real question is, is your Trade as well satisfied as the Trade of your competitors?

We are told that some Shippers are not supplying as good stock as they did a month ago. This is on account of the scarcity of large oysters, and many growers have already exhausted the cream of their supply.

The stock we are shipping to-day is better than the stock we were shipping a month ago, and the same thing will be true in December.

Quality is a big factor in this line, as how frequent the Consumer will purchase oysters depends entirely on the satisfaction they experience in eating them.

Will you be satisfied with the "Just as Good," or do you want the very best?

Coast Sealed Oysters stand for more in Canada than all other brands combined.

CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST.

TORONTO, ONT.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal-Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 85
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 00
" 5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4 oz. tin, 65c per doz.; 6 oz. tin, 90c per doz.; 8 oz. tin, \$1.20 per doz.; 12 oz. tin, \$1.60 per doz.; 16 oz. tin, \$2.25 per doz.; 3 lb. tin, \$5 per doz.; 5 lb. tin, \$9.50 per doz.

BORWICK'S BAKING POWDER

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

COOK'S FRIEND BAKING POWDER.

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

In Tin Boxes—

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

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

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. in case, per case, \$4.50.

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

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

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

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

White Swan Flaked Rice, \$1.

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

DOMINION CANNERS.

Aylmer Jams. Per doz.

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

Jellies.

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

Marmalade.

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

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 60	0 85
Black currant	0 60	0 85
Raspberry	0 60	0 85

14's and 20's per lb.

Strawberry	0 13
Black currant	0 12
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—
Perfection, 1-lb. tins, doz. 4 50
Perfection, ¼-lb. tins, doz. 2 40
Perfection, ½-lb. tins, doz. 1 25
Perfection, 10c size, doz. 0 90
Perfection, 5-lb. tins, per lb. 0 35
Soluble, bulk, No. 1, lb. 0 20
Soluble, bulk, No. 2, lb. 0 18
London Pearl, per lb. 0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ¼'s 12-lb. boxes, per lb. 0 35

Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80

Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. 0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40

Queen's Dessert, 6's, 12-lb. boxes 0 40

Vanilla, ¼-lb., 6 and 12-lb. boxes 0 35

Diamond, 8's 6 and 12-lb. boxes 0 29

Diamond, 6's and 7's, 6 and 12-lb. boxes 0 25

Diamond, ¼'s, 6 and 12-lb. boxes 0 26

Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, cocoa-nut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—per lb.

Maple buds, 5-lb. boxes 0 37

Milk medallions, 5-lb. bxs. 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 26

Chocolate ginger, 5-lb. bxs. 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 26

Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box 0 85

Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 37

Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 37

Nut milk chocolate, 5c bars, 24 bars, per box 0 38

Almond nut bars, 4 bars, per box 0 35

EPF'S.

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

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb. 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO'S.

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

Elite, 10c size (for cooking) dozen 0 90

Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 35

Nut milk bars, 2 dozen in box 0 30

" breakfast cocoa, ¼'s and ½'s 0 36

" No. 1 chocolate 0 30

" Navy chocolate, ¼'s. 0 26

" Vanilla sticks, per grs. 1 00

" Diamond chocolate, ¼'s. 0 24

" Plain choice chocolate liquors 20 30

" Sweet chocolate coatings 0 26

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 30c lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinqueme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ¼-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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



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Polish Trade
Fully Developed ?

Every dwelling, from mansion to shack, needs stove polish. Every customer you have has some dull metal to shine. Do they know it? Do they buy from you? If not, put them in the right way.

The Brasso way and—
The Zebra way.

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A Proposition That Is Worth While

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

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143-149 University Avenue,

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TORONTO, CANADA

THE CANADIAN GROCER

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Table with 2 columns: Brand Name and Price. Includes Eagle Brand, Reindeer Brand, Silver Cow Brand, Gold Seal Brand, Mayflower Brand, Purity Brand, Challenge Brand, and Clover Brand.

Evaporated (Unsweetened)

Table with 2 columns: Brand Name and Price. Includes St. Charles Brand, Peerless Brand, Jersey Brand, and Reindeer Brand in various sizes.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

Table with 2 columns: Product Name and Price. Includes Mo-Ja 1/4 lb. tins, Mo-Ja 1 lb. tins, Mo-Ja 2 lb. tins.

Presentation (with tumblers) 28c per lb.

MINTO BEVS.

MELAGAMA BLEND.

Table with 2 columns: Product Name and Price. Includes Ground or bean, 1 and 1/2, 1 and 3/4.

Packed in 30's and 50lb. case. Terms—Net 30 days prepaid.

FLAVORING EXTRACTS. SHIRRIFFS

Table with 2 columns: Product Name and Price. Includes Quintessential, 1 oz. (all flavors), 2 oz. (all flavors), 2 1/2 oz. (all flavors), 4 oz. (all flavors).

Table with 2 columns: Product Name and Price. Includes 5 oz. (all flavors), 8 oz. (all flavors), 16 oz. (all flavors), 32 oz. (all flavors).

CRESCENT MFG. CO.

Table with 2 columns: Product Name and Price. Includes Mapleine, 2 oz. bottles, 4 oz. bottles, 8 oz. bottles, 16 oz. bottles, Gal. bottles.

GELATINE.

Table with 2 columns: Product Name and Price. Includes Knox Plain Gelatine, Knox Acidulated Gelatine.

CLARK'S PORK AND BEANS

IN TOMATO SAUCE.

Table with 2 columns: Product Name and Price. Includes No. 1, 4 dos. in case, No. 2, 2 dos. in case, No. 3, flats, 2 dos. in case, No. 3, talls, 2 dos. in case, No. 6, 1 dos. in case, No. 12, 1/2 dos. in case.

LAPORTE, MARTIN, LIMITEE. Montreal Agencies.

BASIN DE VICHY WATERS.

Table with 2 columns: Product Name and Price. Includes L'Admirable, 50 qts., cs.

VICHY LEMONADES.

Table with 2 columns: Product Name and Price. Includes La Savoureuse Champenoise Cork, La Savoureuse "Claret Crown", St. Nicholas Champenoise Corks.

CASTILE SOAP.

Table with 2 columns: Product Name and Price. Includes "Le Soleil", 72 p.c. Olive Oil, Cs. 25 11 lb. bars, Cs. 200 3 1/2 lb. pieces, Cs. 12 3 lb. bars, Cs. 50 1/2 lb. pieces, Cs. 50 1 lb. sq. pieces, Cs. 50 1 lb. long pieces, Cs. 200 200 grs. pieces, Cs. 100 300 grs. pieces, Cs. 200 300 grs. pieces.

ALIMENTARY PASTES.

BLANC & FILS.

Table with 2 columns: Product Name and Price. Includes Macaroni, Vermicelli, Animals, Small Pastes, etc., Box, 25 lbs., 1 lb., Box, 25 lbs., loose.

DUFFY & CO. BRAND.

Table with 2 columns: Product Name and Price. Includes Grape Juice, 12 qts., Grape Juice, 24 pts., Grape Juice, 36 splits, Apple Juice, 12 qts., Apple juice, 24 pts., Champagne de Pomme, 24 p.

Motta Golden Russett

Table with 2 columns: Product Name and Price. Includes Sparkling Cider, 12 qts., Sparkling Cider, 24 pts., Sparkling Cider, 36 sp., Extra Fins, 100 1/2, Apple Vinegar, 12 qts.

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

Table with 2 columns: Product Name and Price. Includes Sur Extra Fins, 40 Flacons, Sur Extra Fins, 100 1/2 kilo, Extra Fins, 50 1 kilo, Extra Fins, 100 1/2 kilo, Tres Fins, 100 1/2 kilo, Fins, 100 1/2 kilo, Mi Fins, 100 1/2 kilo, Moyens No. 1, Moyens No. 2, Moyens No. 3.

MINERVA PURE OLIVE OIL.

Table with 2 columns: Product Name and Price. Includes Case, 12 litres, 12 quarts, 24 pints, 24 1/2-pints, Tins, 5 gals. 2s, 2 gals. 6s, 1 gal. 10s, 20s, 1/2 gal.

CANNED HADDIES "THISTLE" BRAND.

Table with 2 columns: Product Name and Price. Includes A. P. TIPPET & CO., Agents, Cases, 4 dos. each, flats, Cases, 4 dos each, ovals.

INFANTS' FOOD.

Table with 2 columns: Product Name and Price. Includes Robinson's patent barley, Robinson's patent groats.

BOAR'S HEAD LARD

COMPOUND.

Table with 2 columns: Product Name and Price. Includes N. K. FAIRBANK CO., LTD., Tierces, Tubs, Pails, Tins, Cases, Cases.

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

Table with 2 columns: Product Name and Price. Includes 1 lb. glass (2 ds case), 2 lb. glass (1 ds case), 4 lb. tin (1 ds case), 7 lb. tin (1/2 ds case).

"IMPERIAL SCOTCH."

Table with 2 columns: Product Name and Price. Includes 1 lb. glass (2 ds case), 2 lb. glass (1 ds case), 4 lb. tin (1 ds case), 7 lb. tin (1/2 ds case).

MUSTARD.

COLMAN'S OR KEN'S.

Table with 2 columns: Product Name and Price. Includes D. S. F., 1/4-lb., D. S. F., 1/2-lb., D. S. F., 1-lb., F. D., 1/4-lb., F. D., 1/2-lb., Durham, 4-lb. jar, Durham, 1-lb. jar.

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

Table with 2 columns: Product Name and Price. Includes Hirondelle Brand, Vermicelli, Macaroni, Spaghetti, Small Paste Assorted, Egg noodles, Same assortment as above, Egg noodles in 10 lb. cases, Vermicelli, Macaroni, Spaghetti, 30 lb. cases.

Terms, Net 30 days.

D. SPINELLI CO., Registered. Globe Brand.

Table with 2 columns: Product Name and Price. Includes Vermicelli, Macaroni, Spaghetti, 30 lb. cases, 1 lb. pkgs.

JELLY POWDERS.

JELL-O.

Table with 2 columns: Product Name and Price. Includes Assorted case, Lemon contains 2 dos., Orange contains 2 dos., Raspberry contains 2 dos., Strawberry contains 2 dos., Chocolate contains 2 dos., Cherry contains 2 dos., Peach contains 2 dos., JELL-O ICE CREAM POWDER, Chocolate contains 2 dos., Vanilla contains 2 dos., Strawberry contains 2 dos., Lemon contains 2 dos., Unflavored contains 2 dos., SOAP AND WASHING POWDERS, SNAP HAND CLEANER, RICHARDS PURE SOAP, FELS NAPTHA.

Prices—Ontario and Quebec:

Table with 2 columns: Product Name and Price. Includes Less than 5 cases, Five cases or more, SAPHO MFG. CO., LTD., REAL "SAPHO" INSECTICIDE, 1-16 gall., 1/2-gall., 1/4-gall., 1 gall., 1-16 gall., gross lot.

Have you a line that is needed in the West?



You know the requirements of the Western people—have you any of them? If so, how are you going after this business? Unless you have a permanent Western staff of representatives you will find it hard to get your share of the business the West offers.

With our five large warehouses and a thoroughly efficient staff of representatives we are in a position to offer you the best possible service. We cover the territory often and guarantee sales. Can you do as well?

WRITE TO-DAY

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

HEAD OFFICE, WINNIPEG, MAN.

Branches: LETHBRIDGE, REGINA, SASKATOON, EDMONTON, CALGARY

MINCE MEAT

WE are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.
40-lb. Kegs.
20-lb. Kegs.
5-lb. Tins.

F. W. FEARMAN CO., Limited
HAMILTON

MINCE MEAT

It is impossible to make anything better than

Wethey's
"Home-Made"

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

J. H. WETHEY, Limited
St. Catharines, Ont.

THE CANADIAN GROCER

"SOCLEAN."

THE DUSTLESS SWEEPING COMPOUND.

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

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz. 1 40
 5 lb. tins, 1 and 2 doz., crates, per doz. 3 00

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry....	.06
40 lbs.. Boxes Canada white gloss, 1 lb. pkgs.....	.06 1/2
48 lbs., No. 1 white or blue, 4 lb. cartons07
48 lbs., No. 1 white or blue, 3 lb. cartons07
100 lbs., kegs, No. 1 white.	.06 1/2
200 lbs., bbils., No. 1 white.	.06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07 1/2
48 lbs., silver gloss, in 6-lb. tin canisters08
36 lbs., silver gloss 6-lb. draw lid boxes08
100 lbs., kegs, silver gloss, large crystals07
28 lbs. Benson's satin, 1-lb. cartons, chromo label07 1/2
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 1/2
40 lbs. Canada pure corn starch06
(20-lb. boxes 1/2c higher.)	
Cascó 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 1/2
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.06 1/2
Kegs, 100 lbs.06 1/2
Lilly White Gloss—	
1-lb. fancy cartons, cases 30 lbs.07 1/2
6-lb. toy trunks, lock and key, 3 in case06
6-lb. toy drum, with drumsticks, 2 in case.....	.07 1/2
Kegs, extra large crystals, 100 lbs.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	

Boxes containing 45 cartons, per case 3 00

Culinary Starches—

Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .06
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07 1/2
 "Crystal Maize" Corn Starch—
 1-lb. pkts., boxes of 40 lbs. .07 1/2
 (20-lb. boxes 1/2c higher than (40's.)

OCEAN MILLS, MONTREAL.

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

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Jullienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
 No. 1's, 85c per dozen.
 Individuals, 45c per dozen.
 Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

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

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.
 Case of 1/2-lb., containing 120 packages, per box, \$3.00.
 Case of 1-lb. and 1/2-lb., containing 80 1-lb. and 60 1/2-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 50
 5-lb. tins, 1 doz. in case ... 2 85
 10-lb. tins, 1/2 doz. in case. 2 75
 20-lb. tins, 1/4 doz. in case. 2 70
 Barrels, 700 lbs. 3 1/2
 Half barrels, 350 3 1/2
 Quarter barrels, 175 4
 Pails, 38 1/2 1 85
 Pails, 25 lbs. each 1 85

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 85
 5-lb. tins, 1 doz. in case... 3 20
 10-lb. tins, 1/2 doz. in case. 3 10
 20-lb. tins, 1/4 doz. in case. 3 05
 (5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

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

DOMOLCO BRAND.

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

SAUCES.

PATERSON'S WORCESTER

SAUCE.

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 00
 H. P. Pickles—
 Cases of 2 doz. pints.... 3 35
 Cases of 3 doz. 1/2-pints.. 2 25

STOVE POLISH.

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

NUGGET POLISHES.

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

TOBACCO.

IMPERIAL TOBACCO COM- PANY OF CANADA.

Chewing—Black Watch, 6s... 45
 Black Watch, 12s 45
 Bobs, 5's and 10's 39
 Bully, 6s 44
 Currency, 6 1/2s and 12s 39
 Stag, 5 1-3 to lb..... 39
 Old Fox, 6 lb. boxes 40
 Pay Roll Bars, 7 1/2s 50
 Pay Roll, 7s 50
 War Horse, 6s 42
 Plug Smoking, Shamrock, 6s, plug or bar 45
 Rosebud Plug, 7s 50
 Empire, 6s and 12s..... 44
 Ivy, 7s 50
 Starlight, 7s 50
 Cut Smoking — Great West
 Pouches, 8s 50
 Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.

East of Wian'peg.

Wholesale R't'l

Brown Label, 1s and 1/2s .25	.30
Green Label, 1s and 1/2s .27	.35
Blue Label, 1s, 1/2s, 3/4s, and 1/4s30 40
Red Label, 1s and 1/2s ..	.36 50
Gold Label, 1/2s44 60
Red-Gold Label, 1/2s55 80

LUDELLA.

In 30, 60 and 80 lb. cases.
 Black, Green or Mixed.

Blue Label 1s	0 20
Blue Label 1/2s	0 21
Orange Label 1s	0 23
Orange Label 1/2s	0 24
Brown Label 1s and 1/2s... 0 28	
Brown Label 1/2s	0 30
Green Label 1s and 1/2s... 0 35	
Red Label 1/2s	0 40

MELAGAMA TEA. MINTO BROS.

45 Front St. East.

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

Wholesale R't'l

Brown Label, 1-lb. or 1/2	.25	.30
Red Label, 1-lb. or 1/2...	.27	.35
Green Label, 1s, 1/2 or 1/4	.30	.40
Blue Label, 1s, 1/2 or 1/4	.35	.50
Yellow Label, 1s, 1/2 or 1/4	.40	.60
Purple Label, 1/4 only...	.55	.80
Gold Label, 1/4 only70	1.00

JAMS AND JELLIES.

T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case \$1.00 per doz.; No. 2 tins, 2 dozen in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c. per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c. per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Rasp- berry, strawberry, black cur- rant, red currant and pineap- ple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; No. 7, tin pails 6 in. crate, 52 1/2c; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12- oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 1 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SEICE AND CEREALS, LTD.

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

List Price.

"Shirriff's" (all flavors), per doz. 0 90
 Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pack- ages 1 15

Ripe, Sweet Florida Oranges

Genuine Parson Brown Variety.
Florida's Sweetest and Earliest Orange.

Must be eaten to be appreciated.
Special offering:

Full car Late Red Cranberries.

Prices will be higher.

Almeria Grapes. New Dates.

Fancy Apples.

Florida and Jamaica Grape Fruit.

White & Co., Limited

Wholesale Fruit and Fish

TORONTO and HAMILTON

Oranges

Fancy Oranges — Parson's Brown's — a smooth, thinned-skinned, sweet, juicy orange.

California Late Valencias.—We have a few small sizes left at special prices to clean up.

Sonoras—A good cheap orange.

California Navels.—Our first car now due. Quality reported to be very fine.

Fancy Grape Fruit

Floridas and Jamaicas in all sizes. Get our prices.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

Guelph and North Bay



German Eagle Brand Products

Now is the best time to start
handling

PURE COUNTRY PORK SAUSAGE

Contains nothing but Pork Meat

**J.M. Schneider & Sons
Limited.**

HIGH GRADE GERMAN SAUSAGE
PORK PACKERS

APPLES

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

LEMON BROS.

Owen Sound, Ontario

The
general satisfaction
given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

makes the Lemon Business
the ideal feature of the Re-
tailer's Fruit Department.

J.J. McCABE

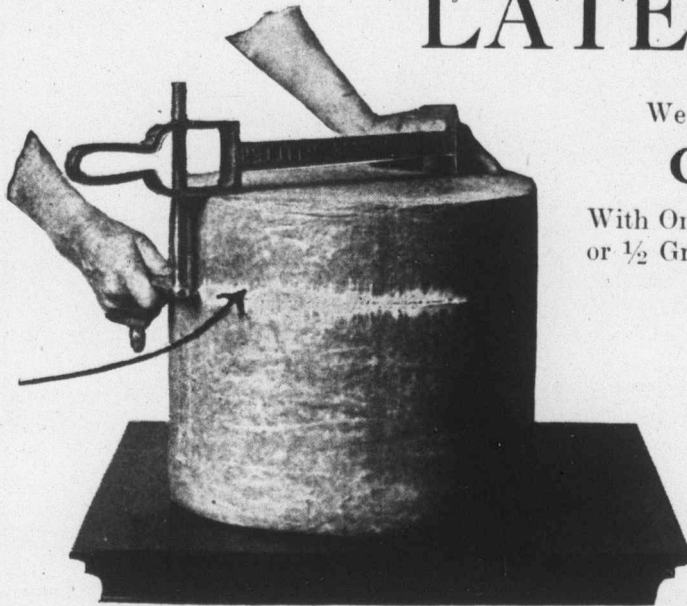
Agent

Toronto, Ont.

\$2.50 For Nothing!

MACLAREN'S

LATEST PREMIUM



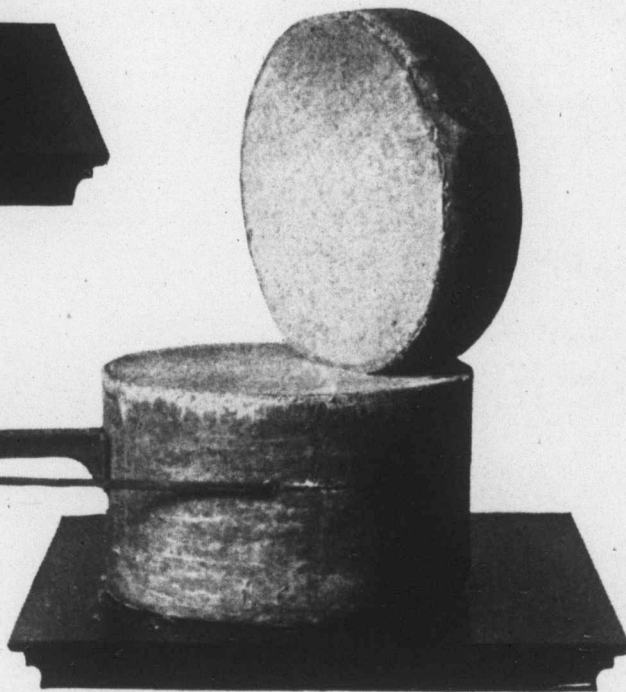
We will give one

Oxford Cheese Splitter

With One Gross Imperial Dessert Jelly \$10.75 Per Gross
or 1/2 Gross Imperial Dessert Jelly and \$1.50. Usual terms.

For Manitoba, Saskatchewan, Alberta and
British Columbia:

With 2 Gross Imperial Dessert Jellies or 1 Gross
\$1.50. Usual price and terms.



Selling Price, \$2.50

Will Split your Cheese any thickness absolutely straight so that your Cheese Cutter will cut the Correct Weight.

Any Boy or Girl can split an 80 lb Cheese four times in five minutes.

Will Last a Lifetime.

Order through your Jobber or direct from

MacLaren Imperial Cheese Co., Ltd., Toronto

Sole Agents for Oxford Cheese Splitter.

From Photo
Copyright
Underwood
&
Underwood
N.Y.



THE Staple Food

is wheat—and always has been.
“Force” is made from the finest grades
of Canadian wheat—WHOLE WHEAT,
cooked with barley malt, baked and
rolled into crisp flakes.
Of course “Force” is a staple—and a
steady seller too.

“FORCE”
TOASTED
WHEAT
FLAKES

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

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada
McVitie & Price, Limited

are now sending regular supplies of
their biscuits to Ontario, Quebec, Mani-
toba, Alberta, Saskatchewan, British
Columbia and the Yukon Territory.

When you sell **McVITIE & PRICE'S**
Biscuits you are supplying your clients
with first-class goods noted for their
excellence and absolute purity.

AGENTS:

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Alberta
CAMPBELL, WILSON & HORNE, Limited,
CALGARY, EDMONTON AND LETHBRIDGE

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER

BUY
“Redona” and “Matador”
SHELLED

ALMONDS

The most popular amongst the Grocery and
Confectionery Trades

COSMELLI & COMPANY

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



THE MCGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG
FROM ¼ TO 10 LBS.

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

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

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

TWO CENTS PER WORD

with a Want Ad. in this paper.

You can talk across the continent for two cents per word



EVERY POUND OF
ANCHOR BRAND FLOUR

has character in every ounce

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

The most searching analysis and tests make uniformity certain.

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

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

Standard Prices—Worth More.

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

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba



**Superlative
Quality
Consistently
Maintained**

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

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

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

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

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



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

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

**The Profitable
Sardines**

Your most particular buyers will be elated when they open a tin of "King Oscar" brand Sardines.

They are of uniform size, carefully packed in highest grade olive oil.

You will make no mistake if you stock "King Oscar" Brand. They produce satisfaction, and incidentally profit.

Canadian Agents:

**J. W. Bickle &
Greening**

(J. A. Henderson)

Hamilton, Ontario



By Special
Royal Permission

MINCE

Made from
the purest
ingredients



MEAT

Order your
stock
regularly

Sterling Brand Mince Meat is the old-fashioned mince meat which long experience, pure, fresh ingredients and unlimited facilities can alone produce.

Sterling Brand Mince Meat gives the retailer a good sound profit, and his customers absolute satisfaction. Order your supply now for the winter and fill the pre-Christmas demand. Your customers will appreciate the Sterling quality. Sterling brings repeat orders.

The T. A. Lytle Company, Limited

"Canada's Largest Pickle Industry"

STERLING ROAD.

TORONTO

WARNING!

CRESCENT



BRAND

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER, MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most
of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

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

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

ZIP HAND CLEANER



Cleaned Hands before the other preparations were known. Manufactured long ago from a formula resulting from years of study, ZIP to-day holds premier place amongst hand soaps.

ZIP ZIP ZIP

Get that little word. "Zip" up your sales to high gear. Zip does just what the others do, but a great deal better.

Ask us about our premium plan.
It increases sales all along.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Co., Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

BOVRIL

makes
rich
red
blood

*a firm step
and strong
muscles*

The wonderful body-building power of **Bovril** is a fact scientifically established by the remarkable experiments made by one of the leading physiologists in England, and recently reported to the British Medical Association. Since the announcement of these tests of **Bovril** upon human subjects, showing the body-building power of **Bovril** to be from ten to twenty times the quantity taken, the sale of **Bovril** has increased enormously throughout the world. It will pay you to handle **Bovril** and **Bovril Cordial**. Recommend the eight ounce and sixteen ounce bottles to your patrons as the most economical sizes.

Bovril Limited

25-27 St. Peter St.
MONTREAL



**When it's Coffee Essence
be sure it is
"DISTIL"**



When a customer asks for Coffee Essence, give her **Distil**. It gives the highest degree of satisfaction, because it imparts a true, rich Mocha and Java flavor.

Distil has been the leading Coffee Essence in Great Britain for over a quarter of a century, and has received 22 prize medals for quality. Price \$5.80 per case of 4 doz. 5 oz. bottles.

Order direct from
The Harry Horne Co., Toronto
or
Leadley Limited, Winnipeg
Agents wanted for Vancouver, Montreal and St. John.
Correspond with The Harry Horne Co.

The Distil Mfg. Co. Limited
London, Eng.

CLEAVE'S Devonshire
Cream
CHOCOLATE

Unrivalled!

The Cleave line of chocolates are necessary to your confectionery department if you wish to swell both sales and profits

ATTRACTIVE 5 cent LINES

Devonshire Cream Chocolate (Plain)
" " " Hazel-nut
" " " Macaroon

Superb Lunch Chocolate (Plain)

Chocolate Ice Wafer Biscuits

and other popular sellers made by

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

**COOK'S
FRIEND
BAKING POWDER**

on the market for over 50 years.
Only best quality ingredients
used—contains no alum.

If you want your customers to
come back and send their friends,
give Cook's Friend all the prom-
inence you can.

Ask Your Wholesaler

W.D. McLaren, Limited, Montreal



Litster Goods

are made good enough to guarantee.
They recommend themselves and sell
themselves wherever introduced. Is
the best any too good for your trade?

Litster Pure Food Co.,
Limited
TORONTO

The Finest Scotch Jams

JELLIES AND MARMALADES



Cairns' Jams and Preserves have a wide-spread fame for their exceedingly high quality. They are the outcome of a desire to produce jams, etc., with the true, delicious flavor of the fresh picked fruits. Grocers everywhere stock Cairns' Jams, Jellies, Marmalades for their best trade—the trade that appreciates quality.

Cairns have for years supplied the Royal Table.

Alexander Cairns & Sons

PAISLEY, SCOTLAND

CANADIAN AGENTS:

SNOWDON & EBBITT, Montreal, Que.

NELSON, SHAKESPEARE, WATKINS, LTD., Vancouver, B.C.

The orders from Grocers throughout Canada for

D.W.C. Spanish Olives

are increasing every year, and this season's trade is so large as to establish their popularity more firmly than ever. Place your order now for the Fall and Holiday trade.

Rowat & Co.
Glasgow, Scotland

CANADIAN DISTRIBUTORS

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



Rose Quesnel

Smoking Tobacco

THESE are two lines of tobacco that you should handle. They produce a good profit, are made of a fine blend of tobacco, are fragrant and non-irritating.

King George Navy Plug

Chewing Tobacco

Rose Quesnel Smoking tobacco is deliciously cool and sweet. It gives a pleasant smoke. King George Navy Plug appeals to the man who chews either in moderation or extensively. It is sweet, and does not irritate the throat.

Let us send you a trial order.

Rock City Tobacco Co.

LIMITED
QUEBEC

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

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

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

Write for prices and information.

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

Quality and Service Unsurpassed

Quality Counts

DO YOU KNOW THAT
OUR

BROOMS

ARE MADE TO BRING
REPEAT ORDERS, AND
THEY DO.

TRY THEM!

Walter Woods & Co.
Hamilton and Winnipeg

the pick of the fisherman's catch
BRUNSWICK BRAND



Located as we are in close touch with very fine fishing grounds, we have the choice of the fisherman's catch.

Our plant is modern in every way, strictly sanitary and is operated under ideal conditions. This insures the very best results in our products. High quality is the key-note of Brunswick Brand Sea Foods. They are proven big sellers and profit producers.

Order Brunswick Brand for your Winter's Stock.



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

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





They All Want KNOX GELATINE

KNOX GELATINE is always in demand. Each package makes TWO FULL QUARTS of delicious jelly. It is easy to prepare. KNOX SPARKLING ACIDULATED 3-lb. package contains an extra envelope of LEMON FLAVOR, ready for use. All these points in favor of KNOX GELATINE have been extensively and persistently advertised, with the result that KNOX GELATINE is a lively, steady seller at all seasons. Grocers everywhere find it the best gelatine to push, not only because it pleases customers, but, also on account of the good profit they make out of the retail price of fifteen cents per package. Are you getting YOUR share of sales?

CHARLES B. KNOX COMPANY

JOHNSTOWN, N.Y.

Branch Factory, Montreal, Canada



EPPS COCOA

"THE BEST EVER SINCE 1839"

EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

JAMES EPPS & CO., LTD. (LONDON, ENGLAND).
Canadian Address, 25 E. Front Street, Toronto.
Gentlemen:—Please send particulars of your SPECIAL OFFER and oblige.

Name

Address

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

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

ABSOLUTELY NEW JUST PUBLISHED

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

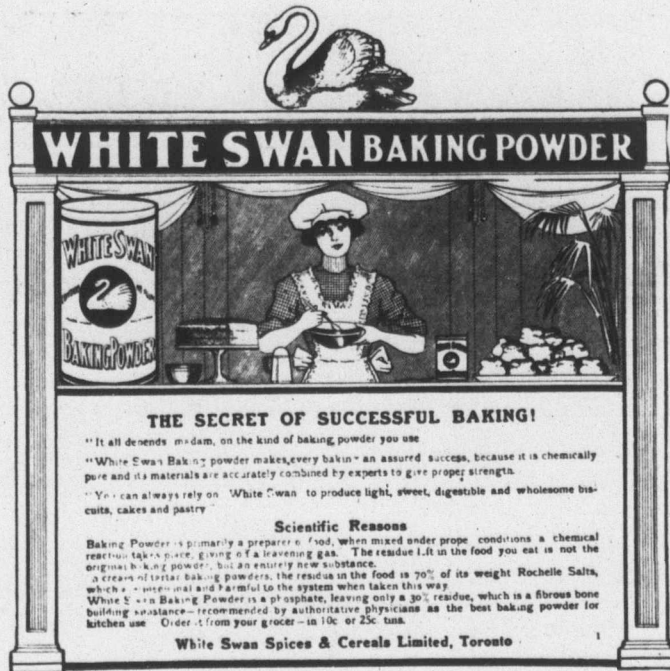
Technical Book Dept., MacLean Publishing Co.
TORONTO

272 Pages
Bound in Cloth

D. & J. McCALLUM PERFECTION SCOTCH WHISKEY

is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited
23 Water Street, St. John, N.B.
GENERAL AGENT



WHITE SWAN BAKING POWDER

THE SECRET OF SUCCESSFUL BAKING!

"It all depends, madam, on the kind of baking powder you use
 "White Swan Baking powder makes every baker an assured success, because it is chemically pure and its materials are accurately combined by experts to give proper strength.
 "You can always rely on White Swan to produce light, sweet, digestible and wholesome biscuits, cakes and pastry."

Scientific Reasons
 Baking Powder is primarily a preparation of food, when mixed under proper conditions a chemical reaction takes place, giving off a leavening gas. The residue left in the food you eat is not the original baking powder, but an entirely new substance.
 In contrast to inferior baking powders, the residue in the food is 70% of its weight Rochelle Salts, which are non-toxic and harmless to the system when taken this way.
 White Swan Baking Powder is a phosphate, leaving only a 30% residue, which is a fibrous bone building substance—recommended by authoritative physicians as the best baking powder for kitchen use. Order from your grocer—in 10c or 25c tins.

White Swan Spices & Cereals Limited, Toronto

Big Profits for White Swan Dealers

This advertisement in reduced form is now appearing before Canadian housewives everywhere with the most profitable results to every dealer carrying White Swan Baking Powder. It is the first of a new instructive series that appeals to every woman.

The dealer with the White Swan tins on his shelves is gratified to see them moving steadily and surely to the demands of his customers, with increased profits for himself.

If you wish to share in these profits, write to us for further information, or our salesman will call on you.

"Surety of Purity"

White Swan Spices and Cereals, Limited
TORONTO

HIRONDELLE (Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg
 Toronto, Can., Agent for Province of Ontario



Pure Pork Sausages

Most boys and girls too, who were raised on the farm can remember with "a watering mouth" the real old home-made sausages. It is this delicious old-fashioned taste that has popularized Elgin Brand Pure Pork Sausages and given them a tremendous sale.

We handle only the best grade meat and dairy products.

Write for Post Card Order Book to-day.

The St. Thomas Packing Co.
LIMITED

Pork Packers and Provision Merchants, Pork, Pork Products and Beef, Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
 Let us send you one of our post card order books.

Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried,
Evaporated and Canned Apples.
Ingersoll, - - - Ontario.
Established 1886.

COMTE'S

Satisfaction and profits with every sale.
We want more agents. Write
Augustin Comte & Co.,
Limited, P. O. Box 2963, MONREAL
COFFEES

COCO-BUTTER

Here's a line that sells. Reduces cost of
"cooking butter." A splendid substitute.
More profitable for you also.
100% Vegetable Fat. Never Goes Bad.
NO CHANCE OF LOSS.
Colonial Coco-Butters, Ltd., Montreal

HENRI DE LEEUW MERCHANDISE BROKER

28 Front Street East, - TORONTO
Offers for ROYAL RICE MILLS, HOL-
LAND, Now Crop Java, Siam, Bassein,
Japan, Carolina (im.) at lower prices than
competitors. Standard lines only.

EGG FILLERS

12-DOZ. EGG CASES
The Trent Mfg. Co., Limited
Trenton, Ontario, Canada

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

FRUIT PULPS

OF ALL KINDS
FRESH BITTER ORANGES and LEMONS
PEELS IN BRINE.

F. KESSELL & CO. 7-8, The Approach
London Bridge, London Eng.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of WINDSOR SALT

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

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

If you are interested in Irish trade.

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

HOLLAND RUSK

have an established reputation for uniformity of quality
and general excellence. Keep it displayed on your counter
and watch the demand grow.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



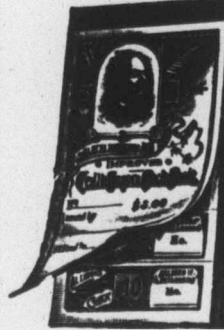
Did you ever count up your EDLESS losses?

Every business has to meet certain losses that
no ordinary forethought could avoid. But how
much did YOU lose during the past year
THROUGH BAD ACCOUNTS? You probably
lost a good deal of money AND SEVERAL
customers. What are you going to do about it?

ALLISON'S COUPON BOOKS

will insure you against MOST of the loss if
you use them properly, and save you the cus-
tomers that are worth saving besides.
Allison Coupon Books will cost you perhaps 1
per cent. of what they save you.

How They Work



When a man wants
credit, give him an
Allison Coupon
Book, and have him
sign form at the
front, which be-
comes, then, his
promissory note to
you. As he buys,
you tear out cou-
pons, and when his
book is exhausted
you can collect your
note or extend his
credit for another
book, as you deem
wise. No pass books,
no charging, no
time wasted, no er-
rors, no disputes.
For Sale Every-
where by Jobbers.

Manufactured by
ALLISON COUPON CO.,
Indianapolis, Indiana U.S.A.

GRATTAN & CO., LIMITED ESTD. 1825 The Original Makers of BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

BLACK JACK

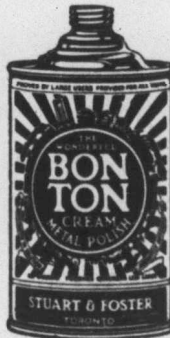
**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case



TRY IT

SOLD BY
ALL
JOBBERS



Canada's National Metal
Polish

Made in Canada—Sold Across Canada

Bon Ton CREAM

—Polishes in half the time.
—No Shaking—No Sediment.

Already Proved by large users, provided now for all users.
Prices are lower because the duty on imported polishes is
saved.

Have the best goods. It pays all Wholesale Grocers

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

WANTED — RELIABLE REPRESENTATIVES for different territories to handle Mackintosh's Famous Toffee. State experience and lines now handling. Apply Capitol Toffee Co., Ottawa, Ont.

TEA SALESMAN REQUIRES POSITION IN brokers or wholesale firm, twenty years' experience, nine ears with present employers. Box 37, Canadian Grocer.

FOR SALE

FOR SALE — FIRST-CLASS GROCERY, good location, good business, five-year lease. Particulars furnished on application. Address Box 354, Napanee.

GROCERY BUSINESS — NELSON, B.C. — turnover \$30,000. Stock and fixtures \$3,800. Pays owner \$3,000 yearly. Good conditions. Unexcelled climate. Opportunity for rustler. Cash only. Write Box 26, Nelson, B.C.

MEAT AND GROCERY BUSINESS FOR sale—established 14 years. Situated in Sydney, Cape Breton, on corner Victoria and Laurier streets, in rapidly growing location. Modern equipment. 2 delivery outfits, two computing scales, safe, two cash registers, sausage motor and mixer, McCaskey register. Cause for selling, ill-health. Communicate to J. H. Quick.

FOR SALE — GROCERY AND BAKERY business, doing twelve thousand loaves of bread per week, bread sells at thirteen loaves for one dollar retail, and seventeen for one dollar wholesale. \$2,500.00 will handle this, balance arranged to suit purchaser. Store, dwelling and large two-storey bakery equipped with modern machinery, can be leased for a term of years at a very moderate rent. Present owner has made over \$20,000.00 out of this business in six years. For further particulars address J. Wismer, Fort William, Ont.

MISCELLANEOUS

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

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MODERN FIRE-ROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

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

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

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. **THE NATIONAL CASH REGISTER COMPANY** guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

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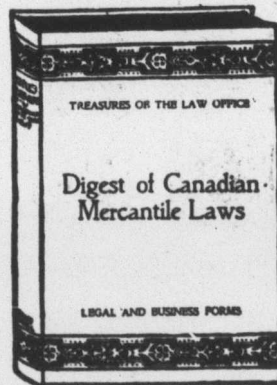
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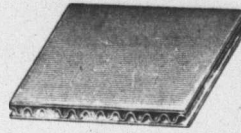
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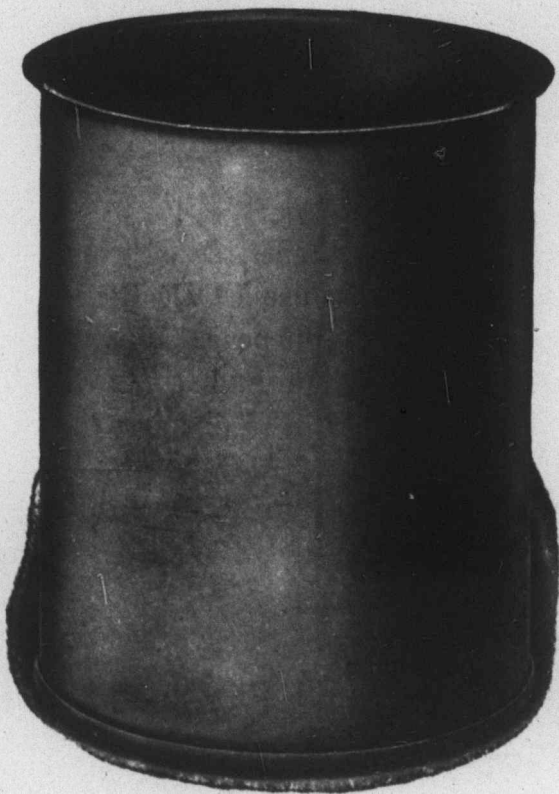
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