

**PAGES
MISSING**

FALL CAMPAIGN NUMBER NEXT WEEK

CANADIAN GROCER

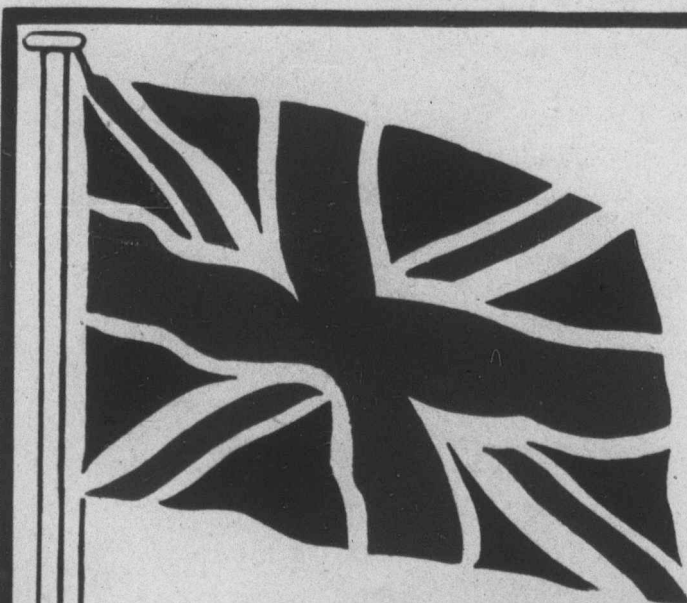
Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, OCTOBER 23, 1914

No. 43



BRITISH —therefore BEST

THERE is a new significance in these words. Recent events have awakened and strengthened patriotism in every part of the British Empire. Your customers are demanding British goods, and it is up to you to realise this and give them what they want.

GIPSY STOVE GLOSS is entirely British

It is made by Hargreaves Bros. & Co. Ltd., of Ocean Works and "Gipsyville," Hull, England, whose Capital, Directors, Employees, Factories and Products are *exclusively British*. Every tin of "GIPSY" you sell is providing employment for, and keeping the wheels of industry moving in, the Old Country, which is called upon to bear such a heavy burden by this gigantic war.

"BUSINESS AS USUAL" is the motto at "Gipsyville," where the staff has not been reduced or the hours of labour shortened. Will you support us by placing your orders as usual?

ORDER FROM YOUR WHOLESALER.

HARGREAVES (CANADA) LIMITED
33 Front Street E. Toronto.

WESTERN AGENTS:

For MANITOBA, SASKATCHEWAN, and ALBERTA:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton

For BRITISH COLUMBIA and YUKON,
Donkin, Creeden & Avery 117 Arcade Buildings, Vancouver, B.C.

CANADIAN GROCER

WAGSTAFFE

PURE JAMS

This
Strawberry
Jam
is De Luxe

Mr. Grocer:

The Wholesale Houses
have sufficient of our
Strawberry Jam to fill
all your orders.
Take delivery as early
as you can.



There is a great shortage of
Strawberry Jam

but why overlook your
most profitable staple?

Of **course** you push the lines that have an everyday demand. Of **course** you prefer to feature the goods that most adequately meet your customer's needs. Then why overlook your **most profitable** staple? Why pass up the unusual advantages for profitable sale there is in cured and boxed fish—in the most popular and satisfying

THISTLE BRAND

HADDIES

FLAKED FISH

KIPPERED HERRING



These days of compulsory carefulness have brought big profits to grocers handling Thistle Brand Fish. For housewives realize how the pinch of economy may be turned into an added pleasure, and the everyday extravagant monotony of meals into one of delightful surprise and healthful economy with any of the Thistle Brand products. You can realize why the sales of Thistle Brand Fish have been rapidly increasing of late. And also why other grocers are securing excellent profits from these popular staples.

Then push Thistle Brand Fish for its everyday demand. Push it because it most adequately meets the individual needs of your customers. Push it because it is your most profitable staple. Write your nearest wholesaler **to-day** for your first order. Write **now**—before you turn the page and forget.

ARTHUR P. TIPPET & CO.

AGENTS

:-

MONTREAL, QUE.

*You have less than three months to clear your shelves of adulterated
Maple Syrup and Sugar*

Read and—BE WARNED!

The Bill reads as follows:

4. The following section is inserted immediately after section 29:—

“29a. No person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to the standard prescribed by the Sixth Schedule to this Act, or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

“2. The word “Maple” shall not be used alone or in combination with any other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself which is or which resembles maple sugar or maple syrup; and no package containing any article of food or any article of food itself which is not pure maple sugar or pure maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act.”

ALL BENEFIT BY THE NEW LAW

Governing the maple products industry which goes into effect January 1st, 1915

Stock PRIDE OF CANADA now!

Guaranteed absolutely from the pure MAPLE Sap only

Maple Tree Producers' Asscn., Limited, Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

WE HAVE THE GOODS “FRESH ON THE SPOT”

Peek Frean's (High-Class) English Biscuits

The Shortcake, the Connaught, the Bourbon, the Clotted Cream, the Russet Sandwich, the Royal Lemon Sandwich, the Lemon Puff Cream, the Criss-Cross, the Panama and the Water Ice Wafers in addition to the other Quick-Selling Varieties.

These are the Biscuits that will put new life into your Biscuit Department and your profit thereon is *very* attractive; yes *very*, indeed. (No advance in our price.)

Foster Clark's Cream Custard (The Cream of All Custards)

and the Custard most adapted to the “*delicate*” taste of our Canadian people. We have it,—Yes, Lots of It, in the 5, 10, 15 and 25c Lithographed Tins. (No advance in price.)

H.D. Health Salt

A Fresh Shipment at the Old Price of \$10.80 per gross.

SHARP'S KREEMY TOFFEE

Ten Tons just arrived. Price 90c per box of 4 lbs. (containing about 12 cakes). 10% discount in quantities of 100 lbs.

Mail your orders (and do it now), for you can't do “*the*” Business when you haven't got the goods.

Write us for illustrated price lists of our various lines.

THE HARRY HORNE CO. Manufacturers' Agents and Importers
309-11 King Street West, TORONTO

Economy Demands

goods that meet a large and continual need, that cut down your selling cost, that will not spoil on your shelves, that reduce your overhead expense. The convenience and saving of

Borden's

Condensed Milk, Coffee and Cocoa is deeply rooted in the minds of prudent housewives. Other grocers are making easy and extensive profits with the Borden Brands and find they help to promote economy in the conduct of their stores. If economy and good profits are factors in the conduct of **your** store, why not get the Borden Brands on display **NOW**? Your trial order of a few cases is ready to ship. Write us **to-day** how many.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



For economy, for richness of flavor, for wholesome goodness, careful housewives prefer

E. D. S. Jams and Jellies

Why compromise their better judgment and incur the risk of lasting distrust in your suggestions, by offering jams "just as good"?

The fruits in the E.D.S. Line come fresh from our own orchards to the jars, with only the purest cane sugar added—no compounds or adulterants included to weaken their pure goodness.

Other grocers find the E.D.S. Line a ready seller, with repeat orders increasing in number. The thousands of dollars we are spending in aggressive consumer advertising have created a large demand right in your locality. Let this publicity earn profits for you by getting the E.D.S. Line on display in your store.

Ask us to ship you a trial order to-day.

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

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



JAPAN TEAS are getting where they should be, first and foremost. As natural green leaf they cannot be beat. They possess a combination of purity, delicacy, cleanliness and characteristic aroma. Prices are right, too.

FURUYA & NISHIMURA



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.

**The Sherer Grocery Counter
MADE IN CANADA**

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

Sherer-Gillett Co.,
Chicago, Ill.

Regina, Sask., Canada,
December 1st, 1913.

Dear Sirs:-

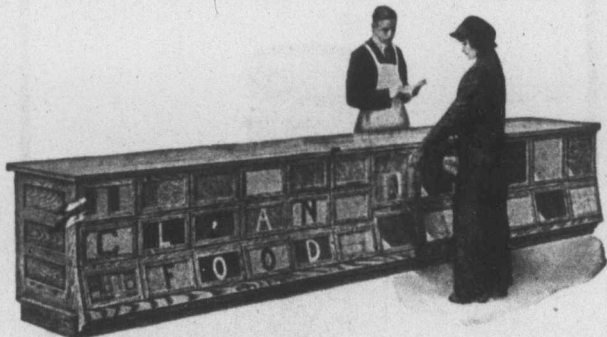
We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

**Want to Make Easy
Tobacco Profits
this Season?**

Then make sure you handle the lines that appeal most strongly to your customers. Other grocers find that no other tobacco meets with quite so complete success and general adoption as

**Master Mason Rose Quesnel
Smoking Tobaccos
King George Navy Chewing Plug**

Made only from the choicest of fully matured leaf these tobaccos have never been equalled for quality and goodness. If you want to make sure of easy tobacco profits this season, just write us to-day for trial order of these lines.

**Rock City Tobacco Co.
LIMITED**

Sherbrooke, Que

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits*. They are *known* for *quality*, and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.



AGENTS:
Wm. H. Dunn
Limited
Montreal

Dunn-Hortop
Limited
Toronto

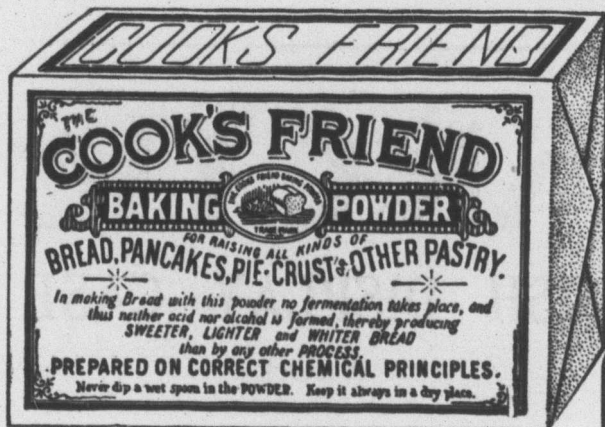
Hamblin &
Brereton, Ltd.
Winnipeg and
Vancouver
B.C.

T. A. MacNab
& Co.
St. John's,
Newfound-
land.

**CARR & CO. CARLISLE
ENGLAND**

**K E E P
BUYING
T O
K E E P
THE FLAG
FLYING**

See page one of
Cover.



Does Reputation—

does fifty years of experience, does undeniable reputation, does customer enthusiasm mean anything to you in baking powder sales? Then you'll find all these qualities and more in

COOK'S FRIEND Baking Powder

For in making bread and pastry housewives know that with Cook's Friend no fermentation takes place, and neither acid alcohol is formed, thereby giving them sweeter, lighter and whiter baking than by any other process. If you want to realize heavy and repeat sales in baking powder write to-day for trial order.

W. D. McLaren, Limited, Montreal

57 HEINZ 57

"Well Advertised Is
Half Sold"

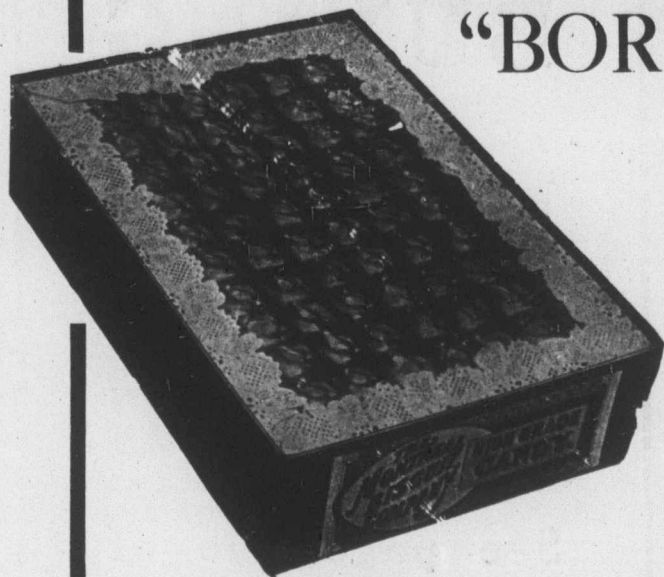
YOUR customers know the names and merits of widely advertised products, such as *Heinz 57 Varieties*, and come to your store prepared to *buy*. You don't have to explain, convince or persuade them—the advertising has done that for you!

Our Grocers' Service Department will help you to get the greatest possible number of sales in the easiest way. It is free to you. Ask our salesman about it or write to us for particulars.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

57 HEINZ 57

Fine Quality, Different Flavor, Moderate Price—that's "BORDO" Chocolates



The sweet tooth is a harmless habit that is not easily overcome even in the face of rigid economies. Your patrons may economize in the candy eating by buying lower priced confections, but there are very few who will cut them out altogether.

"Bordo" Chocolates with their fine quality and distinctly different flavor please the people and satisfy their demands at a very moderate price. "Bordo" Chocolates pay you a 60% profit.

Taste and be convinced. **Liberal Free Sample sent on request.**

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

*The Chocolate that
pleases and pays*

The Montreal Biscuit Company
The Originators **MONTREAL**

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26 1/2 per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited
Woodstock - Ontario

ARCTIC FISH DISPLAY CASE

A stock of fish does not run into a great deal of money, but when handled right—with an Arctic Display Case—it is a very profitable line. Ask for particulars re case.

John Hillock & Co., Limited
TORONTO

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

CANADIAN GROCER

"Canada First" Evaporated Milk

"From the Cow to the Can"



Originated and

"Made in Canada"

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

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

YOU have recognized its revenue possibilities by stocking it.

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

MEN FROM CANADIAN PRODUCTS?

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

Push "Canada First."

The Aylmer
Condensed Milk Co., Ltd.

FACTORY:
Aylmer, Ont.



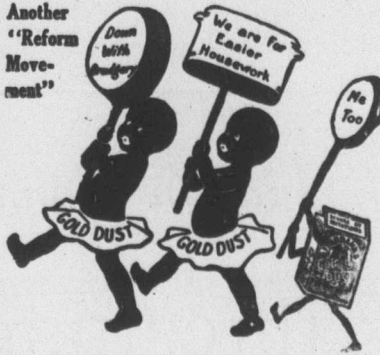
BUSINESS OFFICES:
Hamilton

THE EVIDENCE OF QUALITY

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST

Another
"Reform
Move-
ment"

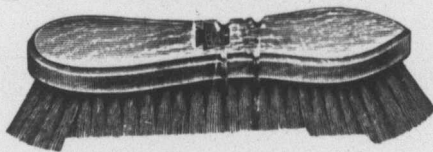


is a success everywhere. You can make it a success in your store if you push it. It pleases the customer because of its cleansing power. It pleases the dealer because of our extensive, expensive, persistent, insistent advertising, which reaches everywhere and stimulates demand.

GOLD DUST practically sells itself.

MADE BY

The N. K. Fairbank Co., Limited
MONTREAL



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the **KEYSTONE BRAND**.

Stevens-Hepner Company
Limited
PORT ELGIN, ONTARIO

Better Dealer Service



The greatly increased demand for

CHINESE STARCH

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

Chinese Starch fits in with the

"Made in Canada"

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

OCEAN MILLS, Montreal
Order from any Wholesale Grocer



Why wood is better than metal

Wooden Tubs and Pails will not rust, and they retain heat longer than those made of any other material now sold on the market.

Cane's Woodenware, including pails, tubs, washboards, butter molds, etc., are made of carefully selected, evenly grained wood—the best for the purpose that money can buy. Cane's products are unsurpassed for strength and durability.

Our long experience serves to prove this statement, and our **absolute guarantee** leaves no room for doubt.

If you do not already handle the Cane lines it will pay you to get a supply now. They are home necessities and are especially in demand during the house-cleaning season.

The Wm. Cane & Sons Co.

Limited

Newmarket

Ontario



"SOVEREIGN" SALMON

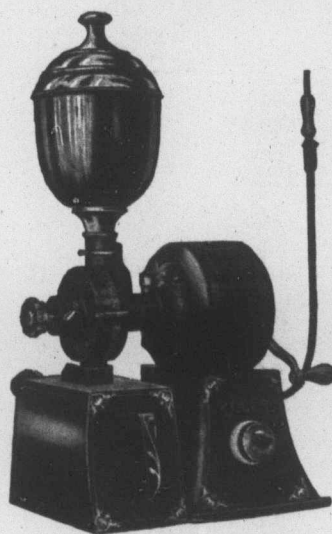


**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

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



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

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

Have you a copy of Catalogue 913C?

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

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA

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

Tartan
BRAND
 THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

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

Our travelers have full information, or

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

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON



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?



Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

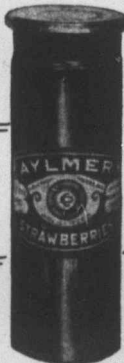
D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.



Cleanliness—Quality—Heavy Demand—Enormous Sales—

You can't dodge the money and trade-building advantages of having your product properly sealed against impurity and contamination with the absolute security of the

Quality
 and
 Cleanliness



Ever Go
 Hand
 in Hand

ANCHOR CAP

Dealers know that Anchor sealed goods are much easier to sell and naturally prefer these goods above others. Are you forfeiting a large portion of your sales by continuing the use of the old-fashioned closures of doubtful security? Just take a glance through a new catalogue and see the large number of American and Canadian packers who are securing larger sales through the use of ANCHOR CAPS. Your copy is gratis and only awaits your request for it. Ask us to send it to-day.



The Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. West, Foot Dovercourt Rd., Toronto



BUY MADE IN CANADA PRODUCTS,

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

The Best Made in Canada

CLARK'S TOMATO KETCHUP

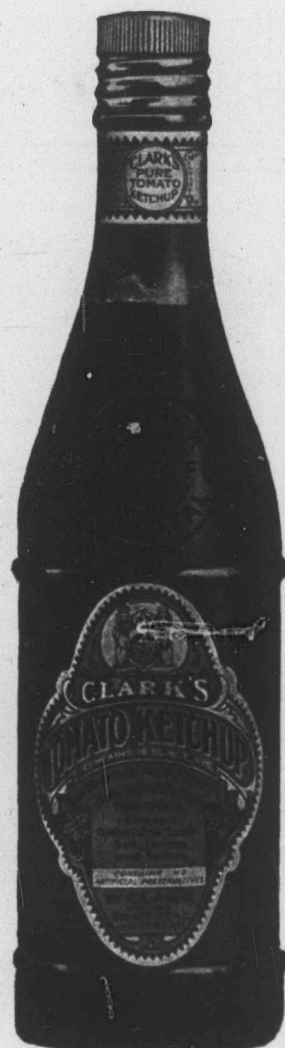
has no superior either in "imported" or "made in Canada" Ketchups, and will prove itself an exceptionally strong seller for you.

Put up in attractive form and guaranteed absolutely pure.

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

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

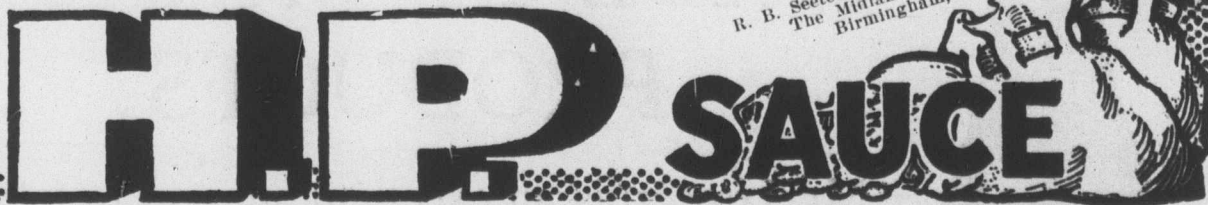
W. Clark, Limited, Montreal



Your customers are buying H.P.—SOMEWHERE

It's short-sighted policy to send good customers elsewhere. Are you supplying them with H. P. Sauce? It sells freely—shows a good profit, and brings you a permanent and growing business. Try a bottle on your own table and you will see why it's selling so freely.

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



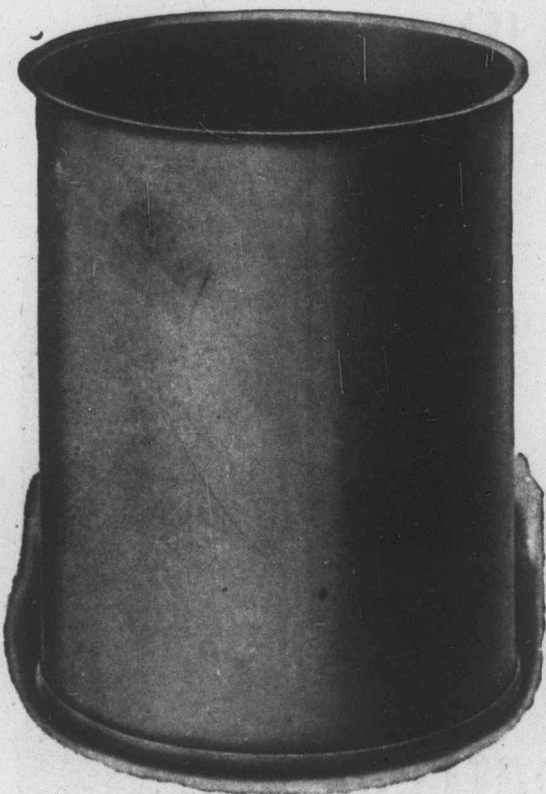
Extracts come and extracts go, but we go on for ever—Jonas' Extracts

(With apologies to Tennyson)

Since the first bottle of Jonas' Extract was manufactured in 1870, over forty-four years ago, many a new brand has sprung up, bloomed and died—Jonas' still go on taking deeper root every day, making new friends and holding the old. Most of our patrons of forty-four years ago who are now in business are still handling an increasing quantity of these superior extracts. They're pure, of finest flavor and fullest strength.

Push Jonas' Extracts

HENRI JONAS & CO. (Established 1870) Montreal



Sanitary Cans

"The Can of Quality"

Baked Beans,
 Soups,
 Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

PROMPT SHIPMENT

St. Lawrence
Sugar

All orders are now being shipped promptly.



Get Bigger Sales

by considering your customer's economy

Every time you stock up with expensive jelly powders you are automatically cutting down the largest portion of your jelly powder sales. Carefulness is a necessity in these times. And housewives are quickly realizing the surprising economy of Bee Brand Jelly Powders. Being of the same quality as goods double the price, housewives prefer Bee Brand for their delicious flavor and goodness as well as their economy. Better stock up with the line all careful housewives would select of their own accord. Just write your nearest wholesaler to-day for small order.

FORBES & NADEAU, Montreal, Que.

A store convenience — costs little — gives big service



THE MCGREGOR PAPER BAG HOLDER.

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

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

LARGEST MAKERS IN THE WORLD

TIN FOIL, ALL DESCRIPTIONS
TEA LEAD, ALL GAUGES and SIZES
METAL BOTTLE CAPSULES
ANY SIZE, COLOR or STAMPING
COLLAPSIBLE TUBES, Plain or Colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

How Lytle's New Line Killed an Old Fallacy

Until recently housewives and dealers have been obsessed with the idea that nothing whatever could surpass foreign pickles. But, when they made their appearance a short time ago, Lytle's New Line of **Canadian** made Pickles ruthlessly set aside forever this old fallacy. Set it aside by their more tempting deliciousness, their greater tenderness and quality. Set it aside by their better price and the greater profit they afford.

Get Lytle's New Line for its irresistible, palate-pleasing flavor, its delicious freshness, tenderness and quality. Get Lytle's for the easier profit, the larger profit it affords you. Get it because it is **Made in Canada**. No better display than the

10 gal. Polished Oak Keg

which affords you an excellent opportunity to test for yourself the irresistible flavor of this new line. They come in High-Grade Sour Mixed, High-Grade Sweet Mixed, Sweet Gherkins uniformly sized, Sour Gherkins uniformly sized. Which will we send you for first order?

Write to-day.

T. A. Lytle Co., Limited
Sterling Rd., Toronto

Why Not Double Your Profits by Grinding Your Coffee to Suit Every Customer?

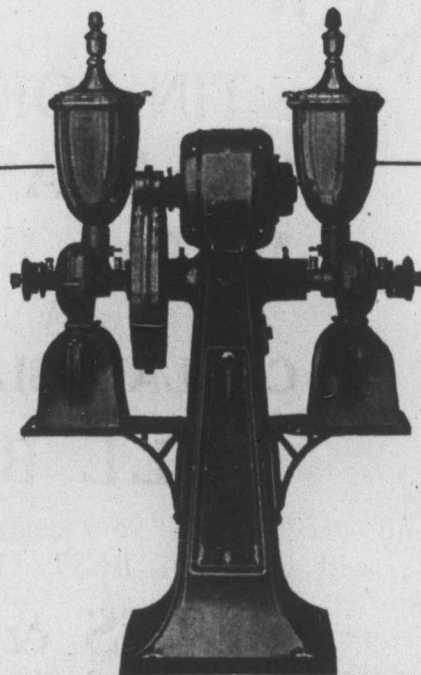
Package coffee, already ground, may be a great convenience, especially at a rush moment. But this convenience in no way offsets the extensive profits it prevents you from securing. Why not follow the example of hundreds of successful grocers who have made freshly ground coffee their most profitable staple through the time-cutting convenience of

The HOBART MILL

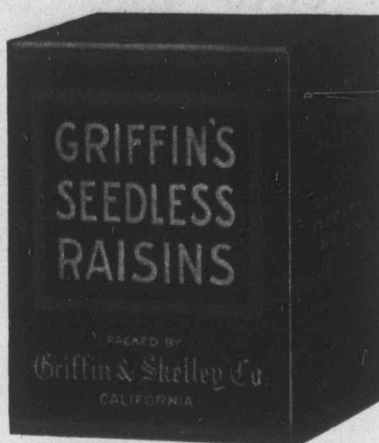
With the Hobart you secure immediately, and at lowest cost, just the right grind required to suit the most capricious taste, and retain in all its freshness the full-flavored, rich aroma of the natural coffee bean. Other grocers find the Hobart Mill draws new trade to the store, greatly increases the demand for coffee, and usually pays for itself in a short time. What it has done for other grocers it will easily do for you. Write us to-day for full particulars of the profit-producing Hobart Mill.

**The Hobart Mfg. Co., 105 Church St.
Toronto**

Ryan Bros., 110 St. James Street, Winnipeg
Agents for Manitoba, Saskatchewan and Northern Ontario



Griffin's



Seedless

Raisins

Never had a seed.

Their quality and absolute cleanliness should make their name a **buy-word** wherever raisins are sold.

Ask your grocery salesman.

To the Wholesale Trade

Our Liverpool house is in close touch with all the British and East India markets, and also with the European markets that are still open. If there are any goods you require which under present extraordinary circumstances you are unable to procure from your usual channel, kindly let us have particulars, and if the goods are at all obtainable, we will get you lowest prices promptly by cable.

WEST INDIA COMPANY, LTD.

St. Nicholas Building,

MONTREAL

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

CHARLES H. COLE
Agent for McVitie & Price, Jas. Pascall,
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CEREALS
TORONTO, CANADA.
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Buckwheat Flour, Potato Flour, Wheatlets,
Cornmeal, Lentils, Beans and Peas, Domestic
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Manufacturers' Agents
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Established 1885
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I solicit Agencies of large Canadian
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Wholesale Grocery Brokers
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We solicit accounts of large and pro-
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We have our own warehouse and track-
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Can give special attention to a few
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Amongst the Jobbers and Retailers.
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Have You a Line of Candy Gross
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The **CLAUDE BEAUCHAMP Imports**
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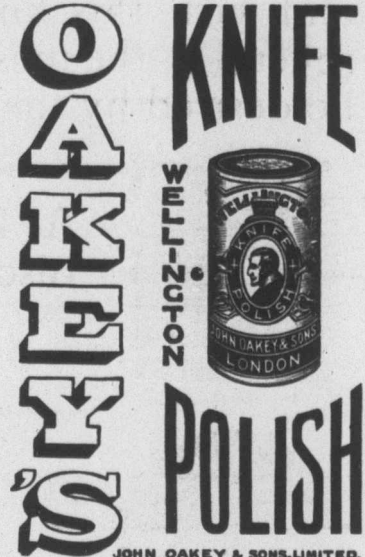
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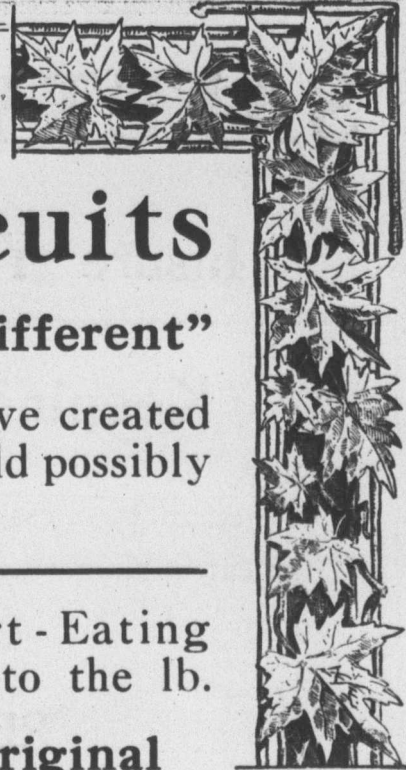
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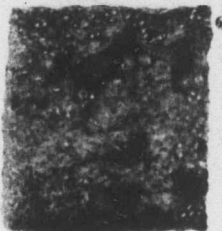
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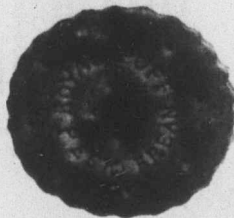
and with this knowledge before us, we have created several of the most dainty varieties that could possibly be desired by the most exacting person.



Prairie Flower.

A Delicious, Square, Short - Eating Biscuit, Nut Covered. 60 to the lb.

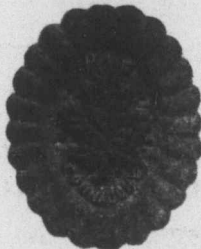
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Royal Lemon Sandwich.

A Delicate, Puff Paste Biscuit, Sandwiched with Lemon. 52 pieces to the lb.

Extremely Dainty



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Originated and Designed specially for Canada. A Crisp, Shortcake Biscuit, Slightly Sweet. 48 to the lb.

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Ask our agents about Russet Sandwich, Criss-Cross, Currant Puff, Old England, Chocolate Puff Cream, and Panama.

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Manufacturers of High-Class Biscuits

London, England

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You Have Got To Take Off Your Hat To Sharp's Kreemy

When you are talking about real "TOFFEE."

There is no other Toffee made in Canada or Great Britain that has that real Kreemy Flavor that so appeals to all Nations of the World as does "Sharp's Kreemy."

Sold in 4-lb. Boxes (of about 12 Bars), price 90c. Box.

A Special Discount in 100-lb. Quantities.

100 lbs. is (No Where) when once you get it going. Mail your orders direct to our agents as per list below.

Made at Kreemy Works, Maidstone, Eng., by

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You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

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that comes into your store is a regular user of

"SALADA"

How often have you disappointed them in a request for a particular blend of "SALADA" by offering them a substitute?

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Small Fruits
(Pure, Fresh, Ripe)
and fine fresh apples make a superior quality jam that sells at a moderate price
(It's pure & delicious)

that's Rose Brand
(SELLS AT THE PEOPLE'S PRICE)

Only the finest quality fruits are used in this Jam, made in following flavors: Strawberry and Apple, Raspberry and Apple, Peach and Apple, Crab Apple, Black Currant and Apple, Plum and Apple. In the popular glass tumblers and other packages.

Write for Prices.

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no keen grocer would ever put up with anything less than Eureka Quality and Convenience. For Eureka Refrigerators have proven for over 28 years to be the maximum in economy and efficiency. They are built on the most scientific principles of cold, dry air circulation—producing the most even atmosphere, reducing the consumption of ice, and cutting down loss from spoilage. If you would like to see which style would best suit your business, just write us to-day for free catalogue and prices.



Eureka Refrigerator Company Limited

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CANADIAN GROCER



KEEN'S OXFORD BLUE

KEEN'S OXFORD BLUE. The blue that ensures snowy white laundry and, because of its strength, its use is the truest form of economy.

Recommend it to the new housewife, the older folks use no other.

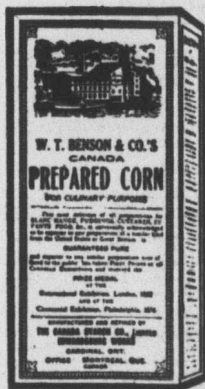
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Agents for the Dominion of Canada



This is
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CORN STARCH

All good housewives know its value and use it frequently.

All good grocers keep a fresh stock handy at all times.

It returns a good profit.

This is
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Name **BENSON'S**
Prepared Corn

MADE BY

Canada Starch Company, Limited

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CANADIAN GROCER

VOL. XXVIII

OCTOBER 23, 1914

No. 43

Co-operative Association Must Change Methods

Under the Charter of the Householders' Association the So-Called "Members" Must Become Shareholders As in Joint-Stock Companies—Stock-Certificates Will Now Have to be Issued—Officials Lose Absolute Control.

EVERY Canadian dealer should become interested in the new "Consumer" propositions that are being promulgated at the present time by people who are taking advantage of the high cost of living cry raised by daily newspapers ignorant of business conditions. A few weeks ago in this paper some of the methods of The Householders' Co-operative Association, a new company that started into the grocery business in Toronto, were shown to be somewhat misleading. This concern is typical in many respects of others that spring up in various parts of the country whenever the promoters feel the general public is in a receptive mood; and the trade should be acquainted with their methods.

At that time it was felt that this association was not within its rights in inducing what was termed "members" to deal with it on the 20% discount plan by paying the annual fee of \$5—or 25 cents per week for twenty weeks. Since then this view of the situation has been borne out by later developments and the business plans of the concern will evidently have to be recast.

R.M.A. IS FERRETING.

When the proposition was first launched, the interests of the retail dealer were taken over by the Retail Merchants' Association under the direction of Secretary E. M. Trowern. The charter of the Householders' Co-operative Association came under the microscope, and the Provincial Secretary of the Province of Ontario was consulted. The result was that the above named concern has been advised by the Department that its charter does not permit it to canvass for members—every man or woman who joins it by paying five dollars a year must become, not "Members," but "Stockholders." This means that stock will have to be issued and that the shareholders will have a right to a say in the operation of the company. In other words the Householders' Co-operative Association must be put on a regular joint-stock company basis. It means the creation of a liability and the taking out of the hands of the promoters and present officers the absolute control of the destinies of the association.

The arguments that such concerns are necessary at the present time because the retail grocer is charg-

ing excessive prices, do not hold up very well in the face of other contentions of the promoters. A number of the present stores of the Association were taken over, states a member of the firm, at so much on the dollar for stock, and he made the further intimation according to Mr. Trowern, that fifty per cent. of the grocers anyway were not making any money. Just how the grocers can rob the public and at the same time not make money is a problem many of us would like to see solved. At the meeting of the Grocers' Section, Retail Merchants' Association, Toronto Branch, on Monday evening last, the entire question was discussed.

Just to refresh the minds of those who read the article in Canadian Grocer of September 25, some facts concerning the business methods of this new-fangled company are herewith given: To one who pays the membership fee of \$5 per year, a reduction of 20% is made off every order given for goods over the counter. This means that if a person purchases goods that come to \$1, he only pays 80 cents for them. But of course to get this discount he must be a member in good standing by having paid his fee of \$5 or 25 cents per week for twenty weeks. This, however, did not mean that the "member" was a shareholder and that is the point the Provincial Secretary's Department has decided in favor of the Retail Merchants' Association.

NATIONAL RAILWAY ASSOCIATION.

While on the subject of Co-operative "Societies," it is interesting to note certain activity in regard to the National Railway Co-operative Association which operates a number of stores in different parts of Ontario, chiefly in the north and east. This concern as Canadian Grocer has pointed out in the past is composed principally of railway employees who were unacquainted with the retail business. It is therefore significant that a rather urgent letter was sent out recently calling for the remainder of the unpaid stock. At a time like this it would appear that considerable difficulty would arise in getting in the money, and even the call for it is not going to be in the best interests of the concern. It is capitalized at the sum of \$5,000,000.

The War and the Dried Fruit Markets Again

Specially Prepared for Export Trade Dried and Evaporated Fruits Are Directly Affected by the Interference With International Commerce and the Partial Closing of European Markets—Early Prices Higher But Reaction Should Follow for an Indefinite Period—American Fruits Are Easy.

BUYING dried fruits at the present time is a problem of many phases for the grocer to consider and these phases are magnified in every particular so far as the brokers are concerned, owing to the proportions of their operations. It will be found that difficulties practically centre in the question of transportation upon which the war has had such an overwhelming effect—but what is now looked upon as a temporary shock would have been indefinite demoralization had it not been for the British mastery of the main. Transportation is the great natural factor in the situation, because dried fruits in their very nature represent a commodity specially adapted for export business. Attendant are the great obstacles which have been raised through the temporary disorganization of the international financial system, especially in European countries, higher costs of war insurance, increased freight rates, etc.

To bring the situation home there is the illustration of dried apples. With a big crop of apples this fall, Canada finds that prices will be very low, and this in the face of the general advance in the price of foodstuffs. The great influence is that the German market has been closed. Large orders had been placed by the Germans in the United States, and now that shipments cannot be made, their stocks are flooding the British market, with the result that there will be but a poor demand for Canadian goods.

Likewise the American prune is being kept out of the European market to a large extent and the future shows weaker conditions. This in the face of the fact that there is a small crop on the Pacific coast; but it must be remembered that nearly half of the American prune yield was exported. California raisins found a better reception on the market, as they were placed at a time when European importations looked very uncertain and when prices were high on that account. Here the situation is reversed, for the trade, to a large extent, is dependent upon the continental supply.

Mediterranean Fruits.

The situation in Mediterranean fruits with the opening of the war was nothing short of a state of panic. Out of the chaos came a resemblance of order when Great Britain took command of

the trade routes and some assurance of transportation facilities was given. At the same time, however, the financial machinery was badly damaged and this damage took longer to repair. Importers who usually bought on sixty or ninety days found that their clients were unable to finance shipments except where the money was placed on call in London. And in some cases, as in Turkey, there was a period when even under these conditions the exporters were able to do nothing, as the financial institutions had drawn the net so tight that they were unable to get sufficient funds to finance the movement of the stock to the boats. Business was paralyzed in some sections.

However, a degree of order was restored in due course with the result that there have been shipments of Valencia raisins and currants and some nuts coming forward through American ports and one boat took consignments direct for the Canadian importers, sailing for Montreal.

The prices on these arrivals are somewhat high, although nothing like what have been expected from the state of affairs which existed shortly after the declaration of war. Raisins were advanced to cover the higher cost of exchange, the higher freight rates—about double—and the increased war insurance, and yet this amounted to but about half a cent a pound and for currants there was less chance for the reason that the price at primary sources was lower than a year ago.

Sultana Raisins and Figs.

The situation with regard to Turkish imports was very critical for a time and there were reports from exporters that they could not make shipments and that the prospects were that much of the crop

There are reports that the British and Canadian Governments are in the market for 500,000 pounds of evaporated apples and should this business materialize it would materially strengthen the situation which is now very weak. However, a prominent apple man states that the chances for this big order do not seem as good as some weeks ago and he personally is of the opinion that nothing is likely to come of it.

would deteriorate owing to lack of facilities for handling. It was difficult to get shipments made of figs and Sultana raisins even where funds were made available at London.

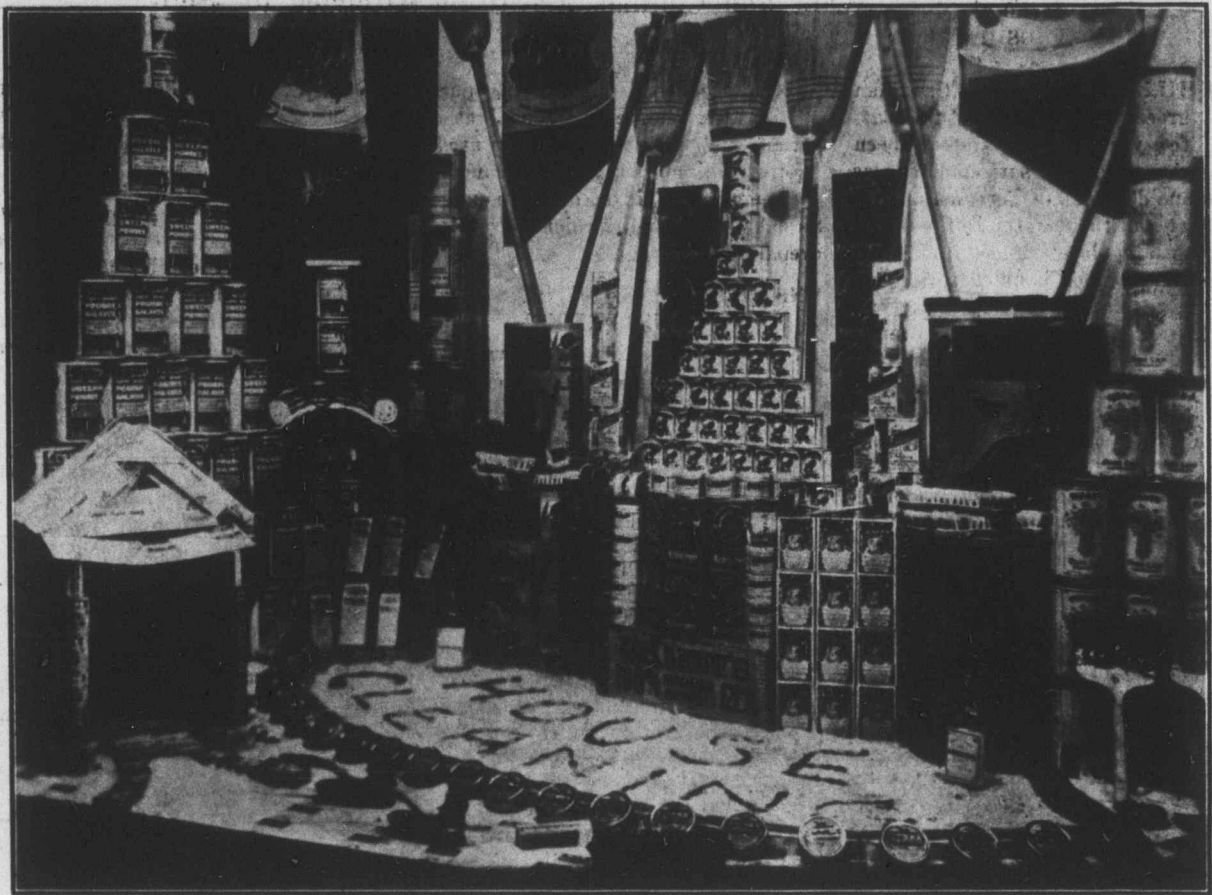
Latterly there has been an improvement in conditions and some shipments are coming forward; but these are comparatively light for the season. Prices are higher. Even in the case of figs where there were contracts made in the usual course of business there is a demand for an increase of ten per cent—based upon the absolutely unlooked for developments—and in addition to this there are higher freight rates, insurance, etc., which amount to something between five and ten per cent. more.

The situation then in the opinion of prominent men in the dried fruit trade is that for the present higher prices will prevail owing to the interference with consignments and the resulting shortness of stocks—even taking into consideration the fact that there is likely to be a much shorter demand the situation looks firm for the holiday trade.

But the confidence which returned with the dominance of the ocean trade as displayed by Great Britain is being followed by a settling of the financial flurry to a reasonable extent and with further adjustments the outlook is that there will be freer shipments of fruits and nuts from the European countries which should relieve the situation after the first of the year and lower prices for future delivery are being counted upon.

However, the future must remain veiled in a certain amount of uncertainty no matter what deductions may be drawn. If shipments can be made with a reasonable degree of safety as at the present time and finances can be arranged on anything like a favorable basis, it would appear that prices will be easy. There should be substantial reductions at Mediterranean sources of supply owing to the fact that the European consumption will be very seriously curtailed.

Looking as far ahead as another season the cloud of uncertainty can hardly be pierced. With the situation remaining as at present; with the European consumption curtailed and the producing countries free to continue their operations; and with shipping routes open and finances on a fair basis there should be no apprehension as to supply or prices—but then who can tell.



An appropriate house-cleaning window trim shown last week by W. V. Webster, a Trenton, Ont., grocer.

An October Housecleaning Display

IT needs no stretch of the imagination to appreciate that the housecleaning window which is here shown would attract the attention of the housewife who is thinking of the fall campaign against the dust of summer which generally gets into every room of the house during the hot days, when the doors and windows are thrown open to get the benefit of passing breezes. And attracting attention with a display that has a strong selling force is good business. There are goods shown in this window that many women would hardly think of asking the grocer for.

There is nothing expensive about a display of this kind; there is nothing that cannot be accomplished by the grocer with an ordinary stock without the use of fixtures or foreign materials. Practically everything shown in this window can go back into stock again and what does not go back to the shelves is in the shape of advertising material which is supplied by manufacturers free of charge, and

which is too often discarded by the grocer as being worthless because it costs nothing.

The small house which stands in one corner is made of stock material with a roof formed of advertising cards and these cards are also used on a portion of the floor, the balance being covered with sweeping compound with "Housecleaning" marked in a different color.

This window was arranged by W. V. Webster, Trenton, Ont. He has been in business for less than a year and launched his effort in new premises with an entirely new stock. His front has two windows ten feet deep, but he does not consider that the space is in any way wasted, for he believes that his windows are one of his strongest selling forces. Always he tries to make them seasonable and timely and makes it a rule that they are to be changed once a week or oftener. At the time this photograph was taken there was a splendid Thanksgiving display in the opposite window.

Text of a State's Sanitary Food Regulations

What Food is and What Constitutes Unsanitary Conditions — How Floors, Walls and Ceilings Are to be Attended to—Self- Closing Screen Doors the Law.

WHILE the tendency in Canadian grocery stores during the past few years has undoubtedly been towards more sanitary surroundings, we have no one definite law here, as in some of the States in the country to the south, compelling all places where foodstuffs are manufactured or handled to live up to certain regulations. It is, therefore, a credit to Canada that we find so many clean and sanitary grocery stores in which foods are handled in the most approved fashion.

In this connection it is interesting to note the law as it exists in the State of Indiana, which, as will be seen, goes into the situation pretty fully. It is as follows:—

TITLE.—THE SANITARY FOOD LAW OF 1909.

An Act providing for the sanitation of bakeries, canneries, packing houses, slaughter-houses, dairies, creameries, cheese factories, confectioneries, restaurants, hotels, groceries, meat markets, and all other food-producing establishments, manufactories or other places where food is prepared, manufactured, packed, stored, sold or distributed, and vehicles in which food is placed for transportation; regulating the health of operatives, employees, clerks, drivers, and all other persons working on the premises who handle the material from which food is prepared or the finished product; defining food, regulating the wholesomeness of food manufactured, prepared, packed, stored, sold, distributed or transported; defining the duties of the State Board of Health and the State Food and Drug Commissioner; providing penalties for the violation thereof, and repealing Acts in conflict therewith.

FOOD DEFINED.

Section 1.—Be it enacted by the General Assembly of the State of Indiana, that every building, room, basement, or cellar occupied or used as a bakery, confectionery, cannery, packing house, slaughter-house, dairy, creamery, cheese factory, restaurant, hotel, grocery, meat market, or other place of apartment used for the preparation for sale, manufacture, packing, storage, sale or distribution of any food, shall be properly lighted, drained, plumbed and ventilated and conducted with strict regard to the influence of such condition upon the health of the operatives, employees, clerks or other persons therein employed, and the purity and wholesomeness of the food

therein produced; and for the purpose of this Act the term "food" as used herein, shall include all articles used for food, drink, confectionery or condiment, whether simple, mixed or compound, and all substances or ingredients used in the preparation thereof.

UNSANITARY CONDITIONS (WHAT CONSTITUTES).

Section 2.—The floors, sidewalks, ceilings, furniture, receptacles, implements and machinery of every establishment or place where food is manufactured, packed, stored, sold or distributed, and all cars, trucks and vehicles used in the transportation of food products, shall at no time be kept in an unclean, unhealthful or unsanitary condition, and for the purpose of this Act, unclean, unhealthful or unsanitary conditions shall be deemed to exist if food in the process of manufacture, preparation, packing, storing, sale, distribution or transportation is not securely protected from flies, dust, dirt, and, as far as may be necessary, by all reasonable means from all other foreign or injurious contamination; and if the refuse, dirt and the waste products subject to decomposition and fermentation incident to the manufacture, preparation, packing, storing, selling, distributing, and transporting of food, are not removed daily; and if all trucks, trays, boxes, baskets, buckets and other receptacles, chutes, platforms, racks, tables, shelves and all knives, saws, cleavers and other utensils and machinery used in moving, handling, cutting, chopping, mixing, canning and all other processes, are not thoroughly cleaned daily, and if the clothing of operatives, employees, clerks or other persons therein employed is unclean.

FLOORS, WALLS AND CEILINGS.

Section 3.—The sidewalls and ceilings of every bakery, confectionery, creamery, cheese factory, hotel and restaurant kitchen, shall be well plastered, wainscoted or ceiled with metal or lumber, and shall be oil painted or kept well lime-washed, and all interior woodwork in every bakery, confectionery, creamery, cheese factory, hotel and restaurant kitchen, shall be kept well oiled or painted with oil paints, and be kept washed clean with soap and water; and every building, room, basement or cellar occupied or used for the preparation, manufacture, packing, storage, sale or distribution of food shall have an impermeable floor made of cement or tile laid

cement, brick, wood or other suitable non-absorbent material, which can be flushed and washed clean with water.

SCREENS.

Section 4.—The doors, windows and other openings of every food-producing or distributing establishment during the fly season shall be fitted with self-closing screen doors and wire window screens of not coarser than 14-mesh wire gauze.

TOILETS.

Section 5.—Every building, room, basement or cellar occupied or used for the preparation, manufacture, packing, canning, sale or distribution of food, shall have convenient toilet or toilet rooms separate and apart from the room or rooms where the process of production, manufacture, packing, canning, selling or distributing is conducted. The floors of such toilet rooms shall be of cement, tile, wood, brick or other non-absorbent material, and shall be washed and scoured daily. Such toilet or toilets shall be furnished with separate ventilating flues or pipes, discharging into soil pipes, or on the outside of the building in which they are situated. Lavatories and washrooms shall be adjacent to toilet rooms, and shall be supplied with soap, running water and towels, and shall be maintained in a sanitary condition. Operatives, employees, clerks and all persons who handle the material from which food is prepared, or the finished product, before beginning work, or after visiting toilet or toilets, shall wash their hands and arms thoroughly in clean water.

CUSPIDORS.

Section 6.—Cuspidors for the use of operatives, employees, clerks or other persons shall be provided whenever necessary, and each cuspidor shall be thoroughly emptied and washed out daily with disinfectant solution, and five ounces of such a solution shall be left in each cuspidor while it is in use. No operative, employee, or other person shall expectorate on the floor or sidewalls of any building, room, basement or cellar where the production, manufacture, packing, storing, preparation, or sale of any food is conducted.

LIVING IN WORKROOMS.

Sections 7.—No person or persons shall be allowed to live or sleep in any workroom of a bakeshop, kitchen, dining room, confectionery, creamery, cheese

(Continued on page 43.)

HUNTERS' WINDOW APPROPRIATE NOW.

IN DISTRICTS where there are a great many hunters who take to the chase of the "antlered monarch" every autumn, it would be appropriate to display at this time goods in the window that the hunter is most likely to require. A hunter's window, too, opens up possibilities for an original trim that will bring good publicity to the store. The display herewith proves that. Goods such as meat extracts, canned meats and fish, bacon, jams, condensed milk and coffee, ready prepared soups, tobaccos, cigars and matches, etc., are all lines that should find a place in such a trim.



A realistic hunters' window that should find much favor at the present time.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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

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PUBLISHED EVERY FRIDAY.

TORONTO, OCTOBER 23, 1914

Fall Number Next Week.

FOR SEVERAL WEEKS past editorial representatives of Canadian Grocer have been on the hunt all over Canada for practical business articles for the Fall Campaign Number. While the readers of this paper must in the final analysis be the judges of the business character of this number, yet we have every reason to state that the Fall Number will surpass any issue that has ever previously been presented to the grocery trade of Canada.

The Fall Campaign Number will come out next week. It will be the regular issue elaborated upon, the main feature being the actual money value of the practical articles it will contain. These have been secured from good merchants in all parts of the country who have been most generous in the time and thought they have spent in supplying the information.

The illustrations themselves make up a very important part of this issue. Some fine Canadian store interiors and window displays will be shown that will mean an inspiration to every dealer.

Watch for this issue, and see that your copy arrives.

Higher Seeds Next Spring.

IT IS UNLIKELY that the trade will have to pay a higher price for his flower seeds next Spring, owing to difficulty in securing supplies from Europe. Seed merchants at present are unable to provide any accurate information as the crops are only now being gathered, but they admit a slight advance is probable, especially in package seeds. Canada is not a good seed producing country, as the summer is too short and hot, resulting in the seed dying in the pod before it is ripe enough to ensure germination. Germany has been the source of many flower seeds used in this country, and the same country supplied much of the grass and vegetable seed.

For next spring's supply, importers are relying on Holland, Denmark, France, the United States and England, Denmark produces much of the caul-

flower and cabbage seed, while France provides much of the best seed. England produces turnip and garden beet, and California onion and lettuce. Flower seeds will be most affected, coming from Germany.

The supply of bulbs, which are planted in the Fall, has not been affected by the war, as they had been imported long before war broke out. As these come mostly from Holland and the south of France, it would not be impossible to secure further supplies if required.

The Bean Situation.

BEANS WERE SUBJECT to a rapid advance following the outbreak of the war. Prices soared from \$1.50 to \$2 above the prevailing market during the month of July. Naturally there was a sharp reaction. This reaction was due to the clearing of the air to a large extent, and to the fact that the new crop of beans would soon be available and was aggravated by the circumstance that in the trade there had been heavier buying at the high prices than appeared to be warranted in view of the developments.

The prevailing price for beans at the present time is slightly more than a dollar over the quotations which were general on the market a year ago. This price is 50c to \$1 under two months ago. Whether there will be a further reaction seems to be a matter of opinion. Generally the war conditions and the attitude of the farmers, together with the fact that there was a small crop throughout Ontario, would seem to indicate that the present market is on a fairly firm foundation, but the position of the trade in any locality in relation to buying during the war flurry, might effect this until such time as stocks were put in a more healthy state.

Farmers, in view of the war, are inclined to hold for high prices and deliveries are slow. If this policy is continued as it probably will be, reduced prices are not likely in the near future. However, it should be remembered that the present values are war values in a large measure and any developments which might indicate chances for an early settlement of the European hostilities would undoubtedly cause both

growers and brokers to come from cover in such a manner as to flood the market and drive the bottom out of prices in an effort to take profits.

Goods to Sell Now.

SUMMER HAS DEPARTED for another year, and we now look forward to a general lowering of the thermometer until the height of the winter season is reached. The change of seasons brings to the grocer a change of policy. From now on he will sell goods for which there was only a light call during the hot weather, and which must now be given their due attention. These might be termed the "cold-weather" goods. It is a good thing, too, that certain goods have their respective seasons because this gives the dealer the excuse—or rather the opportunity—to push their sales by arguments that cannot be refuted.

There is a lengthy list of articles that every dealer should feature just now and throughout the winter. Among these are to be found cocoa, condensed soups, meat extracts, pork and beans, oysters, canned vegetables, baking materials, meat sauces and pickles, marmalades and jams, etc. Use the window for them until the Christmas goods arrive and get all the business going at the present time in winter lines.

Mixed Farming in the West

ELSEWHERE IN this issue an article appears concerning a problem of vital interest to Westerners. The article is written by a Westerner who is in close touch with Western Problems. He urges retail merchants to do their share in preaching the gospel of mixed farming. This appeal should not go unheeded. Every retail merchant should do his share towards encouraging mixed farming in the West. Grocers are in close touch with the farmers and the influence of the Western grocery trade, if each man does his share, will go a long way towards bringing about conditions which will be beneficial not only to Western farmers and merchants, but to Canada as a whole. The future of the West and the future of Western Canadians individually depends to a large extent upon mixed farming rather than in the exclusive growing of grain.

There has undoubtedly been a neglect of mixed farming in the past.

In a recent report of the commission on agricultural credits of the Saskatchewan Government, there is a statement that the country cannot be developed or sustained on grain-growing alone. This was the conclusion drawn after an exhaustive inquiry into agricultural conditions in all parts of the world; it was the declaration that Canada could not hope for agricultural success along lines which history repeated had shown to be unsound.

There were a number of factors which made it inevitable that the Western farmer must change from his grain-growing policy. The cost of the transportation of grain to world markets with the long rail haul is too high for handling anything but the best grades; the only way to get the benefits from the balance is by using it for feed and this applies to half crops which are hardly worth threshing, and which would make good fodder. The price of land was advancing so rapidly and the price of labor also, that the wheat markets did not offer the avenue to satisfactory profits. Experience was proving that the one-crop farmer was not the safe and sane farmer,

and that it was a better policy to have always something for the rainy day—or perhaps it would be better to say the lack of rainy days. Then on top of all is the quiet spell in the West and the tightening up of credits on the part of the implement companies. The banks too have given the farmer a chance to catch up to things and look them in the face.

This is a problem in which every Western grocer is vitally interested and one worthy of his earnest consideration and support.

A Wrong Impression

THE IMPRESSION has been created that the apple crop is an abundant one this year and this is correct. But the people seem also to be convinced that because of this fact, apples should be sold to them at a very low rate, and when a dealer offers a good apple at a fair price, complaints have been made that the retailer was getting more than his due. This is one of the results of not considering the retailer in the Government's advertising campaign.

While apples are cheaper than a year ago, the public seem to feel the prices should be exceedingly low for fruit which would otherwise, they think, go to waste. But it should be remembered that outside of the price of the apples themselves there is no reduction in cost of picking, packing and marketing. For instance, a dollar on a barrel of apples in relation to the first cost price would be very important indeed to the former, but the same dollar would not have the same significance in relation to the retail price—picking, packing, transportation, etc., are just as high this year as before.

The fact that the opinion of the people in a matter of this kind is important, was shown this summer in relation to the peach crop. There were reports all over the country that there would be few Canadian peaches. The people prepared themselves to meet the contingency and laid their plans accordingly and in the household program it was generally decided not to "do any down" this year. Believing that there were no peaches, then, there was little demand for any. The result was that when there was a fair supply available from the Leamington district there was no call for them and they did not command anything like the prices which the general shortage warranted.

The more talk there is of the big crop and cheap apples the better the demand is likely to grow, but the more will be the complaints about alleged high prices being asked. There are many different varieties of apples; there are hand-picked and wind-falls and there are superior packed boxes and barrels. Hence some apples must command higher prices than others.

Editorial Notes

COURTESY IS A necessary attribute to any one dealing with the public.

THE TORONTO Housewife's League ought to have a picnic. The women have \$56.02 on hand.

WITH THE COOLER weather coming thoughts should be turned to the winter selling lines.

IT SURELY SUGGESTS stagnation when a window display is left too long to the view of the public.

Mixed Farming Pays!

A Sermon for Every Merchant to Preach

Written by G. Darling, Winnipeg, Canada.

ONE of the greatest problems the Dealers of Western Canada have to face is the difficulty of getting cash during the Spring and Summer months. Wheat growing may be profitable, but only produces cash once a year—it's a bad practice as it is a gamble. Years before Canada was discovered the saying re "Putting all eggs in one basket" was known and carefully guarded against. Let the crop fail and the Dealer is up against it.

Why should any Dealer act as a Banker for the farmer, and often without drawing any interest for doing it? Why should any Dealer be forced to go on his knees to the Wholesaler and plead for extensions?—and have to pay interest on those extensions when he cannot in turn get interest from his customers?

Simply because the Wheat miners of the West will not wake up to the money-making possibilities of Mixed farming.

Let us consider Dairy farming alone:—

It will give a semi-monthly or monthly cheque, ready money for anything that is wanted on the farm or in the house. Cash can be paid for everything.

It will give relief from a very objectionable system of running a years' store bill all to be paid out of the possible grain crop in the Fall.

It means better buildings, both houses and stables, and the acquirements of many comforts in the farm home.

It means that farmers will live in their community all the year around.

It means that the farmers will employ help all the year around, and thus build up communities.

It will do away with the buying of Implements on time.

It will settle the vacant lands and close up distances between neighbors.

It will supply fertilizers for the land and lead to bigger and better crops.

It will—but why run on? Mixed farming, dairy, grain, vegetable, grasses, horses, pigs, fruits, etc., mean affluence to all in the community where it is practised.

Here Mr. Merchant is a sermon, or the meat for one, to be preached without ceasing year in and year out, to everyone who enters your store, farmer or townsman, woman or child, for each has some influence and all can be made to see light.

It's to your interest; community wealth increases buying power of individuals and cash enables you to take discounts. It is to our interest because an affluent community buys more paint in order to become more affluent and in this we all benefit.

Don't depreciate your personal influence in your town—your opinion probably carries more weight than anyone else's, you being a business man and, probably, a man to whom most of the population owe money.

They say a hint is as good as a kick to a wise man—You're wise—what?

As for the need of Mixed Farming in Western Canada from the point of view of a home Market read this:—

**WESTERN CANADA IMPORTED DURING 1913 25,000,000 POUNDS OF BUTTER,
50,000,000 POUNDS OF MEAT AND 7,000,000 DOZEN, OR 84,000,000 EGGS.**

'NUFF SED.

Here's a Store Where There are No Rules

Goodwin's Limited, Montreal, Have No Rules for Employees—
Believe in Developing Individual Responsibility—Customers Are
the Bosses.

An interview with W. H. Goodwin, of Goodwin's Limited.

MONTREAL, Que.—(Special)—Books of rules for employees are quite common with a great many of the larger stores all over the country. Some have quite a volume, with rules bearing on many points that have relation to the policy of the firm and its attitude toward customers. Others content themselves with a set of "instructions to clerks" of perhaps a dozen or more subjects, while others again issue bulletins periodically on certain matters, of which it is deemed advisable to have the clerks informed.

For instance, it may be that clerks are required to be at work at a certain time in advance of the regular opening of the store. Possibly it is desired to inform clerks that they should not use the telephones during business hours, or that the elevators are for the convenience of patrons rather than for employees. There are lots of points covered in these books of rules, and there are lots of the rules that are not rigidly adhered to, as the framers of them know.

It was with the knowledge that such sets of rules differed in many cases, and with the idea of finding some points that might be helpful to other merchants that a representative of CANADIAN GROCER interviewed W. H. Goodwin, of Goodwin's Limited, Montreal.

"Our book of rules!" exclaimed Mr. Goodwin, in response to a query. "We haven't such a thing. We try to have every employee feel that they are part of an institution that is placed here to serve the people. We want everyone in this store to feel that they are individually responsible for the success of the enterprise.

Holds Rules as a Restraint.

"We stand for a principle; that the making of sales depends on having the right class of goods and an intelligent and competent service. Our clerks are given to understand that we expect them to do their best. We would not attempt to lay down any hard and fast rules for them to go by. We want them to develop their individual talents and to lay down a set of rules for them to go by would defeat the purpose aimed at. They would be thinking all the time, 'Am I working according to rule, or is this or that done as the rules say?', rather than considering, 'Am I giving this customer the best possible service?' Rules, to my mind, are a restraint, and they do not tend to bring out the hearty co-operation that the lack of them inspires.

How to Cure Lateness.

"We say to our young ladies, for instance, 'Our customers expect us to be here ready to serve them when the doors open in the morning.' It is evident then that if they come in a half hour or an hour late, they have not caught the proper spirit. If they are late they report to the superintendent of employees, and if they have a valid excuse for their tardiness, as they sometimes have, it is recognized. If it happens that a clerk is late several times, the superintendent will point out to them that we do not attempt to say what time they should get up in the morning or what time they should leave their homes. That is not our affair, but it

is expected they will be sufficiently interested in their work to be here when the public expects them. We have some employees who are so interested and enthusiastic about their work that we have to practically drive them out at night.

A Special Line For Each.

"What we would like to see is the work so sub-divided that every clerk would feel that they were especially responsible for some particular task or that they have special knowledge of one particular line of work. The buyer of the department should have his clerks so that he could go to them and ask their advice on what to buy and be prepared to purchase what they recommend. They are the ones who meet the people who buy the goods, and they should be in a better position to say what should or should not be purchased than anyone else. The work should be so sub-divided that a girl, for instance, can say 'I know all about collars, that is my specialty.' Then she is valuable to that buyer.

"We want our clerks to study out and understand the relation of one department to another and to catch the spirit that we are here to sell the people what they want. Only as we can interpret the demands of the people and sell them the goods they want to buy are we serving our purpose.

No 'Boss' in This Store.

"There is no 'boss' in this store. The people are the bosses, but even they have their limitations, for they must pay the price for what they want.

"No, we don't have any rules and we don't want any. We all have our duties to perform and it is for us, individually, to recognize our responsibility and to give the best that is in us to the carrying out of our work."

It was remarked by the GROCER representative in the course of the interview, that the general offices had been removed from the top floor of the building to a space on the second floor. The offices are now situated along the front of the building, adjoining the dress goods, shoe and blouse departments. They are separated from these departments merely by a low rail, and all officials of the store may be easily approached and seen.

As for the reason for making this change, Mr. Goodwin said it was simply a recognition of the principle that there could not be too much "light." "People want to know all about everything and we want them to feel that we have nothing to conceal. We have no private offices in this building, except our board room. I have my desk here where anybody can see me without passing several boys with brass buttons, and it is the same with other officers of the company. We want the people and our employees to feel that we are all working together for the same end. We are here for the purpose of selling the people the goods they want. We endeavor to consider the welfare of the employees as well as the customers, and for that reason have our own hospital, with doctor and nurse who look after those needing their care."

Fall Sales Number Next Week

To the Trade—

ONLY one more week intervenes before the Fall Sales Number of Canadian Grocer goes to the trade. In past issues you have been given an idea of the practical character of the articles it contains. Those articles already suggested are but a few of the many that are in type. While the merits of any publication must in the final analysis be judged by the men who read it, yet we can confidently state that no more practical issue has ever reached the Canadian grocery trade. You, as business men of Canada are the inspiration for the articles it contains. The methods defined and the opinions expressed are those of yourself and fellow dealers, and while they all cannot be put into practice in your own particular case, many of them can and they all can be used as a nucleus for the selling of more goods and the building up of the business.

"The Average Cost of Deliveries and Salaries," is the title of an article dealing with an important subject. To obtain the material for this Canadian Grocer wrote a number of merchants in different parts of the country for their delivery and salary expenses in percentage and by striking an average from the replies received a fair idea of what these overhead expenses should be has been presented.

If the merchant is interested in store plans, he will see a number in this issue. One is the plan of an exclusive grocery store of a high character and another of a general store which is being conducted on very advanced lines.

"Pinning One's Faith on Display" is the subject of a most practical article, showing the many devices a Canadian dealer uses to get more business. The front of this store is of a unique design, and one that was arranged with a view to producing actual sales.

"Fire Rangers Bring Big Business to This Store." This tells how a Northern Ontario firm go after an

unusual class of trade. At the time of the gold rush to Gowganda it got its footing and since a big business has been built up.

For short, crisp items, each one bearing a practical idea, the department "How Other Grocers Do Things" will be found most valuable. A large collection has been gathered by the various editorial representatives.

"Difficulties With Credit Customers Discussed." No phase of the retail business is considered more important than that of looking after credits. This article discusses the ways of a number of grocers who make it their business to keep down bad credits.

"A Two Hundred Thousand Dollar Business Begun on \$75," is the title of another article that will give an inspiration to every young man in the trade. It points out how a Western Canadian merchant in six years' time has built up a large business from an exceedingly small source.

During a time like the present when a large number of the consuming public have secured a store of staple foods to last them for quite a while, it is the duty of the dealer to extend his business in some other way. What better than by stocking new goods and introducing them to his customers and adding new departments that readily find a home in the Canadian grocery store. One article will tell in detailed form just how a merchant is increasing his business and profits by this method.

In addition to all these and those already mentioned in previous issues will be many others that every dealer will be interested in. The Fall Number is one that should be kept on file for future reference. It will be mailed next week. Make sure your copy reaches you.

The EDITORS.

October 22, 1914.

Last Call

To Readers:

Our next issue will be our Annual Fall Sales Number, handsomely turned out, with the best line of practical sales promotion articles our editorial staff have ever got together. Be you proprietor or clerk, you will find this number will help to make you a better informed, a more efficient, a more valuable salesman. Be on the lookout for this number. Read it carefully and hang it up on a convenient nail for future reference. You will be surprised how often you will refer to it.

To Advertisers:

We have done our part. Our market information, our salesmanship help in our Fall Number will give the retailer the information he wants only up to a certain point. We give him ideas and suggestions for selling "sliced bacon," for instance, or maybe "strawberry jam." He can't sell sliced bacon or strawberry jam in general—he must sell somebody's sliced bacon or strawberry jam; if not yours, then some other fellow's. But in our Fall Number he wants you to tell him "the why," "the selling points" of your brands. If we in our editorial and news departments get him interested in stocking and pushing the sales of your *lines*, it is your duty and opportunity to interest him in your *Brands*. He will expect to see what you have to say in your advertisement. If you haven't sent it in already, please lose no time. Copy and cuts should be sent by first mail.

Manager,
CANADIAN GROCER.

Curtain Falls on Toronto R.G. Association

Executive Meetings Brings its Long Regime to Close — Now Amalgamated with Grocers' Section of the R.M.A.—The Closing Speeches—Past Officers of the Organization.

Staff Correspondence.

TORONTO, Oct. 21.—The end of the regime of the Toronto Retail Grocers' Association came last Thursday evening, when an executive meeting was held to finish up the business of this organization and to prepare for the entering upon the new under the banner of the Grocers' Section of the Retail Merchants' Association of Canada, Toronto Branch. One of the pleasing features of the meeting was a presentation of an envelope with cheque to one of the hardest workers in the Association, Fred C. Thorne. Mr. Thorne has held the position of secretary for the past five years and has attended to the arduous duties connected with that office faithfully. The presentation was made in a happy speech by one of the veterans, J. C. Bond. Mr. Thorne modestly acknowledged the gift, and the period in this case was the singing: "For He's a Jolly Good Fellow."

President Neil Carmichael was in the chair, and in a few fitting words referred to the ringing down of the curtain on the old association and urged the attendance of every man at the meetings of the new organization. He called upon some of the older heads for reminiscences of bygone days in the grocery trade and in the former association. It was a significant fact that everyone dwelt but lightly on the past—all looked to the future. This presages good things to come. It was a case of: "Welcome the Coming. Speed the Parting Guest," and if all signs hold true there will be some splendid work accomplished during the coming year. Among those who spoke were D. W. Clark, who was a charter member of the Toronto Retail Grocers' Association and who has occupied the position of President twice; Samuel Bone, a grocer of many years' standing; R. A. Dutton, who has been connected with the trade in Eastern Ontario as well as in Toronto; Donald McLean, another Toronto grocer with a long and honorable career, and W. J. Parks, who evolved into the grocery business not long since from the ranks of the travelling salesmen.

All these men held the view that while the old organization had served a good purpose in days gone by, they looked into the future as part of the Retail Merchants' Association with eagerness and anticipation that more was to be secured

from it. As the president put it, it was a matter of duty, not privilege, to further the interests of the trade. D. W. Clark's message summed up with: "The curtain falls to rise again and show us a wider and a broader platform." S.

PAST PRESIDENTS.

About the time Canadian Grocer was established back in 1886, the Toronto Retail Grocers' Association was also formed. Now that the last act of that body has been performed it is interesting to look back over the list of presidents and other officials of the Association. The files of this paper show that in 1887, Wm. Mara was at the head. Other presidents were the following:

- Mr. Berwick in 1889.
- Robt. Mills in 1890, with Mr. Thackary as secretary.
- Mr. Booth in 1892, with Mr. Corrie secretary.
- D. W. Clark in 1893. (Mr. Clark by the way is the only charter member now in business in Toronto).
- R. Ronald in 1894.
- A. White in 1896. J. S. Bond was vice-president in that year and R. M. Corrie secretary.
- J. S. Bond in 1897.
- W. H. Marmion in 1898.
- F. W. Johnson in 1899, with Edward Hawes as secretary.
- D. J. Kelly in 1900, with B. Panter vice-president.
- B. Panter in 1901. David Bell was treasurer that year.
- W. J. Sykes in 1902.
- David Bell in 1903.
- H. D. Kelly in 1905, with B. Panter as secretary.
- B. Snow in 1907.
- F. C. Thorne in 1908.
- Thos. Clarke in 1909, with J. C. Beaumont secretary.
- Donald McLean in 1910, with F. C. Thorne, secretary.
- W. C. Miller in 1911.
- Robt. Davies in 1912.
- D. W. Clark in 1913.
- Neil Carmichael 1914.

Bone said: "We should all be recruiting sergeants—let us show our fellow grocers it is their duty to enlist for service." R. A. Dutton: "Although opposed at first, I shall do my utmost to help things along." Donald McLean: "The only way to accomplish anything is by getting together." W. J. Parks: "I am delighted to know the two associations are now together."

There was a good attendance of members, among them being the following: Neil Carmichael, J. Davison, D. Bell, D. McLean, Bailey Snow, F. L. Giles, S. Bone, J. F. Giles, F. H. and W. H. Riesberry, R. A. Dutton, Allan Snider, Harry MacDonald, M. J. Cork, W. J. Parks, Donald Nicholson, J. S. Bond, F. C. Thorne and D. W. Clark.

After the meeting there was an interesting social game of euchre of the progressive character, the winner being Fred Giles, College street.

MONEY IN HANDLING GAME.

The grocer who is in a district where there is a lot of game during the fall season, and where the hunters are in the way of making good bags, should make note of the fact that there is an opportunity to work up a nice little business in getting this game to market.

There are many hunters where the ducks are plentiful, who make a big bag without having any particular purpose in view, and don't know what to do with it when they get home; there are others who make a business of shooting game—or would do so if they were aware that there is a regular market open for their spoils—who are not in touch with buyers. There is an opportunity in handling this game for shipment, and the season is now on.

An Ontario firm, which holds a game license for wild duck, deer, bear and rabbits, states that they can handle on commission any shipments made to them, and announce the following prices:—Black duck, \$1.15 to \$1.25 per pair; red-heads, 90c to \$1 pair; blue bill, 70c to 80c pair; canvass back, \$1.25 to \$1.40 pair; teal, 40c to 50c pair; whistlers, 60c to 70c pair; large plover, 30c to 40c pair; wood duck, 50c to 70c pair. Mudhens, cowene, and saw bill are not worth very much, and their shipment is not advised.

Two Grocers' Associations are Now United

First Meeting Held Since The Amalgamation—Officers Elected For the Year With Neil Carmichael as Chairman—Co-operative Store Question Discussed.

TORONTO, Oct. 21.—For a good many years there have been two grocery associations in Toronto—The Toronto Retail Grocers' Association and the Grocers' Section of the Retail Merchants Association. That is now a thing of the past. A junction of forces has been effected, and from now on the two march upon the enemy in one battle line. While the amalgamation was practically arranged early in the summer, it was actually just consummated on Monday evening last, when the first meeting of the united forces was held in the R.M.A. rooms at 21 Richmond St., West.

The important business of the evening was the election of the officers for the coming year and the general resume of conditions and things in the grocery trade that need the attention and "watch-dog" services of the retailers.

The Officers Elected.

The preliminaries were in charge of F. C. Higgins and after M. Moyer, the organizer in Toronto, urged upon the members the necessity of entrenching themselves against the difficulties that are being met with, and of assisting in the organization work by prompt payment of fees, etc., the following list of officers was selected, some unanimously and others by ballot:

Chairman—Neil Carmichael.
1st Vice Chairman—F. C. Higgins.
2nd Vice Chairman—W. J. Parks.
Treasurer—Donald McLean.
Secretary—E. L. Cleverly.

Advisory Committee—(East End) — R. H. White, Church St.; R. Ferguson, Queen E.; J. S. Bond, Gerrard St.; T. E. Care, Pape Ave. (West End)—A. M. Smith (with Padget & Co.), West Toronto, Dundas St.; M. J. Cork, College St.; A. Snyder, Roncesvalles Ave.; Geo. Riley, College St., and Mr. Ballard.

(North End)—D. W. Clark, Avenue Road; D. Bell, Bathurst St.; F. C. Thorne, Euclid Ave.; J. Duggan, Christie St., and C. Webb, Vaughan Road.

Auditor—S. Bone, Avenue Road.

In the subsequent discussion it was evident there were many questions to be dealt with during the coming year. Among them is that of selling laundry soap at six-for-a-quarter, which many of the speakers touched upon. The peddler problem, a change in the garnishee law, and in the weights and measures act were others that will be given attention.

E. M. Trowern, secretary of the Retail Merchants Association, Ontario Branch, reviewed some of the work the association has now underway. He dealt with the Householders' Co-operative Association, referred to on another page, and a concern that some time ago attempted to launch a new system for looking after credits by the use of "coins" or discs in some respects similar to our Canadian coppers. The idea was that when a merchant had arranged for the amount of credit a customer was to get, he gave her a certain number of these discs and as she purchased goods from time to time, she was to hand back so many of them until the credit limit was reached, when she must pay the bill. Mr. Trowern was asked his opinion on the system and decided to send it to Ottawa to the Minister of Justice department for a ruling, as he thought it might come under the Banking Act. The reply received was to the effect that it was illegal to circulate such coin representations, the result being that the establishment of the system was discarded. The Ontario secretary urged all members to send in any new doubtful schemes that were offered them before signing up. The meeting proved to be a most interesting one and now that the officers have been elected, the subsequent gatherings will be even more practical. The next meeting will be held on the second Monday in November.

INSTALLED NEW FIXTURES.

In last week's issue the names of a large number of grocers were given who, uninfluenced in any way by the war, have shown every confidence in the future by installing new fixtures and equipment. In addition to that list, the following have installed new dust-proof bin fittings:—

H. A. Sprague, Tribune, Sask.
Dupuis Freres, Limited, Montreal, Que.
Cohoon & Patterson, Central Avenue and Main Street, London, Ont.

The Trites-Wood Co., Ltd., for their departmental store at Michel, B.C.

Cyrus Craft, Waterloo, Ont.

USEFUL PART OF THE BUSINESS.

Editor Canadian Grocer:—
I am a reader of Canadian Grocer and find it a very useful part of my business.
MUNRO & McMILLAN,
per McMILLAN.
Central Butte, Sask., Sept. 28, 1914.

SELLING HOUSE-CLEANING GOODS.

That the autumn is a good season for the pushing of house-cleaning goods is evidenced by the number of window displays about the country. Last week a Canadian Grocer representative observed two attractive trims in Western Ontario. One of these was in the window of Sherwood & Son, St. Catharines. This showed a neat arrangement of polishes, brooms, brushes, washboards, powders for cleaning purposes, etc. The display sold the goods, too.

In the window of G. E. Curtis, Simcoe, Ont., was another good trim. One of the features of this was the catchy show card work of one of Mr. Curtis' sons. The window included lye, ammonia, mops, brooms, silver polish, metal polish, soaps, sink cleaning powders, stove polish. One of the show cards read: "Arms and Ammunition for Household Use," and the other: "Are You Ready for the Enemy—Dirt." The Curtis boys found this is to be a good seller.

BELGIUM HAS CHICORY TO SELL.

The attention of coffee manufacturers is called to a request from a chicory manufacturing in Bruges, Belgium, where the present great war has been such a disaster to the people. A communication has been received from E. Moolaert, who manufactures chicory in the above-named town, by a party in Ottawa. This was then passed over to the Commissioner of Commerce, R. Grigg, who has forwarded the request to Canadian Grocer.

The letter asks for the names of firms who would be interested in the purchase of torrifed chicory, ground in powder and in grains. The following heart-touching appeal and appreciation is found in the letter:—

"In the great misfortune which has struck so cruelly our dear Belgium, so odiously devastated by the coward invader, I come to you and appeal to your kindness. I pray you to help me, by the means you have of helping us a little, by recommending my offers to the important firms who might be interested in the importation of chicory.

"Thanks! . . . To you all! . . . Great and noble nation of Canada, for all you are doing to relieve the sufferings of the little Belgian nation, who will never forget your generosity, and will be eternally grateful.

"E. MOULAERT."

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

O. Phaneuf, grocer, of Montreal, has disposed of his stock.

Willbrod Labreche & Fils, grocers, have registered in Montreal.

Thos. McCord, general merchant, Montmorency, Que., died last week.

A new market was opened last week on Ontario street, Maisonneuve, Que.

P. L. Turgeon, grocer and liquor dealer, Québec, P.Q., passed away last week.

D. Raeten has opened a new grocery store at St. Lambert, Que. J. Sarard et Fils has also opened a new store in that town.

Forbes & Nadeau, Montreal, have been appointed sales agents for the Province of Quebec for the Kellogg Toasted Corn Flake Co.

W. E. Forbes, of Forbes & Nadeau, Montreal, has been "under the weather" for two weeks, but is expected back at business this week.

Mitchel, Nelson & Co., grocers and hardware dealers, Granby, Que., have dissolved and are succeeded by N. Mitchell & Co., Limited.

Charles T. Wales, general merchant, of St. Andrews East, Que., died on Monday, Oct. 19. He had been in poor health for some time.

A. & R. Loggie, packers of canned goods, and general merchants, Loggieville, N.B., sustained fire loss at their branch at Buetouche recently.

Albert Webster, son of the head of W. R. Webster & Co., cigar manufacturers, Sherbrooke, Que., has left for the front with the Stratheona Horse in the capacity of lieutenant.

Thomas J. Jost, formerly connected for many years with Moir, Son & Co. (now Moirs, Ltd.), Halifax, N.S., and well known in commercial circles in that city, died on Sunday, Oct. 11, aged 80.

Last week a notice appeared in the Quebec City street cars, calling upon the populace to each send one pound of unperishable groceries on October 20 in aid of starving Belgians. The day will be known as Pound Day in the city.

The Quebec Marine Grocers, cor. St. Paul and Sault-au-Matelot streets, Quebec, have taken over the business formerly run by Murphy & Weir, as marine grocers. The new owners are Joseph E.

Drolet and Thos. J. O'Neil, the former of whom was bookkeeper in the old firm.

After nearly half a century in the grocery business, Robert McConnell, an esteemed resident of St. John, N.B., died last week. He was one of the oldest dealers in business, and his connection with the trade went back to the times before many of the modern methods of conducting a grocery house were even imagined.

Ontario.

A. R. Angle, grocer, Dunnville, Ont., has disposed of his business.

Frank L. Elkin, grocer, Port Arthur, Ont., has sold to Cox & Drewe.

Geo. E. Matthews, grocer, Hamilton, Ont., has sold to L. A. Charters.

Hellards, Limited, grocers, Ottawa, Ont., are succeeded by Hellard & Co.

Mrs. C. Wilford, general merchant, Streetsville, Ont., has sold to Sydney Hood.

F. R. Harrild has opened what is called the "Creamery Grocery" in Ridgeway, Ont., in the Grose-Bebee block.

A number of merchants in Peterborough, Ont., are appealing against the assessments in the business section of the city.

John Pearson has sold his general store at Pearson's Landing near New Liskeard, Ont., and has gone to Hawkeston. Mr. Molyneaux is the purchaser.

Geo. Lequer, who has been connected with the grocery and meat business with J. A. Calder, in Simcoe, Ont., has taken a position on the travelling staff of the Noble Biscuit Co. of St. Thomas.

How would you like to be getting your sugar at \$4.05 per hundred these days? A Toronto dealer who contracted before the war for a hundred sacks, is still paying for it at that figure.

Peebles-Hobson Co., grocers, Hamilton, Ont., are remodelling their store. The liquor department is being moved to where the meats are and the meats to the liquor department. A partition is being placed between the grocery and the present meat department.

Western Canada.

W. J. Reid, general merchant, Duval, Sask., is succeeded by J. J. Doupe.

Moffett & Robertson, general merchants, Viceroy, Sask., sustained a fire loss recently.

The stock of the estate of Robert Smith, grocer, Winnipeg, has been sold to J. P. Wilson.

The estate of V. W. Johnston, general merchant, Rosburn, Man., has been sold to M. Berkoff.

The estate of R. W. Wilson, general merchants, Simpson, Sask., has disposed of the stock to J. M. Blanchfield.

Hallonquist Bros., grocers, Weyburn, Sask., have donated five per cent. of the receipts of their store during a week to the patriotic fund.

The Paragon Grocery, owned by Robert Boyd, Regina, Sask., has been removed from 2318 14th ave. to a fine new stand down town at 1822 Hamilton street, opposite the new Trader Building.

At the annual meeting of the Regina Sask. Retail Merchants' Association, the following officers were elected for the coming year: H. D. MacPherson, president; first vice-president, F. J. Robinson; second vice-president, Chas. Biggs; treasurer, N. L. Green; secretary, J. S. Williams. The following were elected conveners of the various trade sections: Grocers, Charles Biggs; butchers, John Ferguson; men's furnishers, J. W. Creswell; hardware, H. E. Armstrong; music dealers, E. C. Corbeau. The other trade conveners will be nominated later. The executive was authorized to engage the services of a permanent secretary, under conditions arranged at the meeting. The credit rating system was adopted, and will be put in operation after the appointment of the new secretary. Provincial organizer Arden was present, and stated that the meeting was one of the most enthusiastic held in this city for some time past.

The Biscuit and Cracker Manufacturers Co. of New York, opened on October 1 an office in the Postal Telegraph Building, Chicago, Ill.

Do always try to make the most attractive display possible.

Another Advance in Sugar--Probably Top Now

Prices Said to be Forced Up Because Refiners Had to Buy on a High Market—Future Very Uncertain, but Opinions Are Heard That Top Figure Has Likely Been Reached—Tea Advances in London and Likely to go Higher, While Figures Decline at Primary Sources.

Office of Publication, Toronto, Oct. 22nd, 1914.

JUST when it had been considered that the high point of the sugar market had been reached, and with values further declining in New York, came a surprise to the trade in a further advance. The advance of last week had been predicted and it left the situation firm, but in view of the conditions, higher prices were hardly looked for. The Acadia refinery gave the first intimation when the figures were raised 50c and there was some buying, but this was mostly checked by the action of the others in taking the level up 30c. The Montreal basis is now 7.05. Opinions are now that there are not likely to be further advances until there is more information as to the future situation.

The advance is another indication of the price which refiners had to pay for raws when they were forced into the open market to compete with American speculators. Refined in the States to-day is down to 6c. Great Britain has turned her demands to Java, and this, coupled with the American beet crop, caused a violent reaction. Developments will depend upon the strength of the British demand for Cubans when the Java supply is exhausted in about a month.

There is a feeling in the trade that there is something doing in tea. This week's cable from London denotes an advance of 1d. since the last sale which puts the market about 2d. above the basis before the war and this is emphasized in Canada by higher transportation costs. At the same time Ceylons and Indians are down 3c to 4c at original sources—but the trouble is to get them forward. Until these cheap teas arrive it is expected that London will go still higher. Japan teas are hard to get and Germany is thought to be diverting supplies of China blacks.

Imported dried fruits are expected to arrive shortly and as prices are not so materially above a year ago the situation is relieved to a large extent and figures go to a lower basis, although higher than the opening of a year ago by ½c to 1c a pound.

The strength of wheat maintains the position of flour without change, although the demand is very weak at home and the price is not satisfactory for export. Domestic trade is on a hand-to-mouth basis and volume is light with consumers heavily stocked. Bakers show a reluctance to renew contracts under existing conditions. Wheat deliveries have been very light, but price now means a dollar net to the farmer and this should mean better business. Rolled oats and other cereals are strong.

England has again become a factor in the Canadian egg market and shipments for export have relieved the situation to such an extent that there is a reaction of feeling from a week ago, although the strength has not as yet raised the price level materially. Butter deliveries are light and prices somewhat higher, particularly in the East. There is an opinion that high prices for cheese—which by the way incline to a higher level—are turning more dairy products to this channel.

Provisions continue to decline, and Toronto quotes another cent off all round. Hogs are lower, cool weather is at hand and generally there is a reluctance on the part of the people to buy high price foods. Lard is easier in sympathy, being a cent off in Montreal.

Apples are reported to be moving freely and it is considered that the publicity which has been given the big crop is having an effect on the consumption, although there is a complaint in some quarters that the prices are not as low as the public is generally led to believe.

Markets in Brief

QUEBEC MARKETS.

GENERAL GROCERIES—

Refineries advance sugar prices 30 to 50c.

More tea in sight from India and Ceylon.

Prices named for Smyrna figs. Bean market a little firmer.

PRODUCE AND PROVISIONS—

Lard off ½c; hogs much easier. Export trade helps egg market. Higher prices for butter. Poor supply of poultry; prices low.

FRUITS AND VEGETABLES—

Trade looking for cheap apples. Hothouse tomatoes up to 25c lb. Celery, cabbage, cauliflower plentiful.

FLOUR AND CEREALS—

Flour situation very dull. Better demand for rolled oats. Some bran being sold at \$23.

FISH AND OYSTERS—

Haddock and cod in fair supply. Better business in shelled oysters. Swordfish off the market.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Wheat higher and flour firm. Bran up a dollar; feeds all firmer. Rolled oats higher to the jobbers.

FISH AND OYSTERS—

Weather helps fresh fish. Smoked varieties require care. Oysters moving a little better.

FRUITS AND VEGETABLES—

A good demand for apples. Tomatoes higher; grapes still cheap. Fall vegetables even cheaper. Potatoes plentiful and cheap.

PRODUCE AND PROVISIONS—

Hams and bacon 1 to 1½c off. Barrelled pork cheaper; also hogs. Eggs firmer on exports to England. Cheese a fraction higher.

GENERAL GROCERIES—

Has sugar reached the top? Tea up in London; down in India. New fruits mean lower prices.

QUEBEC MARKETS.

Montreal, Oct. 21.—A further advance in the price of Redpath and St. Lawrence sugars, and an advance in Acadia of 50c has caused considerable excitement in the market this week. The advance seems to have been expected by the trade, and business picked up as a result. Business generally remain very quiet, especially in the city. In the country things continue to be better where farmers are receiving good prices for produce. The trade are convinced that the amount of money to be spent this year in luxuries will be away below the average.

Changes include a decline in California

CANADIAN GROCER

fruits which are weak, owing to export business being cut off. Lard dropped a cent in the last ten days, and barrelled pork fell a dollar per barrel. Cream of tartar is reported as coming in, which has brought the price down to 50c. Other changes include a decline in cotton twine—4-plies, 21-22c; 3-ply, 18½-19½c. Cocoa nut in bulk is down 2c per lb.

Hawaiian canned pineapples have been reduced 25c.

SUGAR.—The St. Lawrence and Redpath refineries both raised price of their sugar 30c per bag on Tuesday morning, Oct. 20. Previously it was announced that the Acadia refinery had raised their prices 50c, so that XXX granulated is now \$7.30. When Acadia sugar was advanced in price, business was stimulated immediately. The trade placed their orders with the other refineries in anticipation of a further advance, which was not long in coming. The trouble with the sugar situation, said a refiner, is that the retailer books an order with his wholesaler for a carload in case of an advance, which immediately become orders on the rise. Then wholesalers ask for a few cars at the old price.

It is somewhat peculiar that this advance has taken place at the same time as a decline in New York raw and refined, New York refined now being down to 6c. They were able to do this with their stock of cheap raws, but now that raws are costing more their prices are going up. It is stated that refiners are having to buy their raws in Cuba, not being able to secure it in British West Indies, where a preference is secured.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	7 06
30 lb. bags	7 15
2 and 5-lb. cartons	7 35
Yellow Sugars—		
No. 3	6 90
No. 1	6 65
Extra Ground Sugars—		
Barrels	7 45
50 lb. boxes	7 65
25 lb. boxes	7 85
Powdered Sugars—		
Barrels	7 25
50 lb. boxes	7 45
25 lb. boxes	7 65
Paris Lump—		
100 lb. boxes	7 80
50 lb. boxes	7 60
25 lb. boxes	7 80
Crystal Diamonds—		
Barrels	7 70
100 lb. boxes	7 80
50 lb. boxes	7 90
25 lb. boxes	8 10
Cartons and half cartons	9 05
Crystal Dominoes, cartons	9 15

DRIED FRUITS.—The first shipment of Smyrna figs is due to arrive in New York this week on the "River Delaware," and the whole shipment is sold. However, another vessel is expected on Oct. 26, which shipment will be sold at the same prices as those of the "River Delaware." Prices named tentatively, are:

1½ inch spread, 10 to 12-lb. boxes	0 09
2 inch spread, 10 to 12-lb. boxes	0 10½
2½ inch spread, 10 to 12-lb. boxes	0 11½
3 inch spread, 10 to 12-lb. boxes	0 12½
3½ inch spread, 10 to 12-lb. boxes	0 14

These prices are about ½c higher than those asked last year. Regarding

fruits generally, buyers are holding back, demanding lower prices. Shippers in Europe, however, state that they can hold back as long as they like. Cable advices state that prices in London are advancing for Valencia raisins. Under ordinary conditions, it is admitted by brokers, prices should be lower, and it is difficult to say why prices should be advancing. However, with war conditions as they are, it is futile to say in Montreal what markets should be. There is no change in California raisins. The crop is not so large as expected, and certain lines of seedless are getting scarce. California brokers show concern at the good supplies of fruit coming from Europe. The prune market is easy and very quiet. New crop currants are due to arrive next week, and the first shipment of new dates will reach New York on Nov. 28 by the S.S. Scistan. There is a full range, but prices have not yet been named.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 06
Nectarines, choice	0 11
Peaches, choice	0 06
Pears, choice	0 13
Apricots	0 14
DRIED FRUITS.		
Candied Peels—		
Citron	0 18
Lemon	0 12
Orange	0 13
Currants—		
Amalias, loose	0 07½
Amalias, 1-lb. pkgs.	0 08
Piliatras, fine, loose, new	0 06½
Piliatras, packages, new	0 06
Dates—		
Dromedary, package stock, per pkg.	0 10
Figs, choice	0 11
Hallowee, loose	0 06
Hallowee, 1-lb. pkgs.	0 07½
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½
50 to 60, in 25-lb. boxes, faced	0 10½
60 to 70, in 25-lb. boxes, faced	0 10½
70 to 80, in 25-lb. boxes, faced	0 09
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00
Muscata, loose, 3 crown, lb.	0 08½
Sultana, loose	0 12½
Lower grades Sultana, 1 lb. pkgs.	0 15
Valencia, new	0 06½
Seeded, fancy	0 07½
Seeded, choice	0 10
Seeded, fancy	0 09

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

TEAS.—Shipments of India and Ceylon teas were recently stopped on account of prohibitive war risks, but supplies are coming through again. The war risk having dropped to between 3 and 5 per cent. Prior to the sinking of the two tea vessels by the German cruiser Emden, the war risk had dropped to 2 per cent., but it rose suddenly to 15 per cent., which, of course, stopped all traffic, and resulted in the closing of both ports—Calcutta and Colombo.

Supplies that are now leaving India will be two months in reaching this country, so that the effect of this stoppage will be felt during the intervening period of time. Prices in India and Ceylon have declined, if anything, during the last few weeks. London is very bare of fine teas. Some of the best parcels of the season were on the City of Winchester, one of the vessels sunk by the cruiser Emden. The fact that they have been

lost makes it hard to find fine teas. Locally stocks are small of anything.

A peculiar situation exists regarding China blacks, though this, perhaps, does not interest Canadian trade very much. Cables from London state that the market there has been cleared of all grades under 8½d., which is an extraordinary position. Prices in Holland are above those in London, and exports to this country have been unusual. It is believed in some quarters that these supplies are finding their way into Germany, and perhaps into Russia. As China teas are brought to Canada for blending purposes, and are used to produce lower priced Indian teas, it is believed in some quarters that Indian and Ceylon teas will be higher as a result.

The market for Japan teas remains very strong, and it is only when buyers are in the market that they will begin to realize how few teas there are compared with other years, and with little prospect for securing further supplies from Japan. Higher prices of Japans seem inevitable. Messrs. Furuya and Nishimura state this week that markets in Japan are quite bare, and that a shortage is sure; that all lower grades have been shipped, and will be very scarce.

However, little business is being done in Canada. Consumers stocked up so heavily following the declaration of war, the reaction is now being felt. Retail business especially is very slow.

RICE.—The recent decline in the market resulted in considerable business. A further drop is expected if shipments keep coming in.

Rangoon Rices—		Per cwt.
Rangoon "B"	3 80
"C.C."	3 40
India bright	3 65
Lustre	3 75
Fancy Rices—		Per cwt.
Polished	5 25
Pearl	5 35
Imperial Glace	5 55
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (260 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 30c for half-pockets (12½ lbs.).

Imported Patna—		Per lb.
Bags, 22½ lbs.	0 06
Half bags, 11½ lbs.	0 05½
Quarter bags, 5½ lbs.	0 05
Velvet head Carolina	0 09½
Sago, brown	0 06
Tapioca—		
Pearl, lb.	0 05½
Seed, lb.	0 05½

MOLASSES.—Market continues very strong. A local wholesaler expressed the opinion this week that he expected to see an advance of from 3 to 4 cents. Inquiries continue to come in from New York.

Barbadoes Molasses—		Price for Island of Montreal.
		Fancy. Choice.
Punchons35 .35
Barrels41 .39
Half barrels63 .62

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

Corn Syrup—
Barrels, per lb., 7½c; ½ bbl., 40c; ¼ bbl., 0 06½
Pails, 20½ lbs., \$1.25; 25 lbs. 1 00

CANADIAN GROCER

Cases, 2 lb. tins, 2 doz. in case.....	2 85
Cases, 5 lb. tins, 1 doz. in case.....	3 80
Cases, 10 lb. tins, 1/2 doz. in case.....	2 80
Cases, 20 lb. tins, 1/4 doz. in case.....	2 85
Maple Syrup—	
Pure, per 5/8 lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal. 1 00	
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Prices quoted below are what are being asked, but very little business is being done. Spot stocks are limited. Business is expected to pick up as soon as colder weather is here.

Coffee, Roasted—		
Bogotas	0 25	0 30
Jamaica	0 25	0 28
Java	0 33	0 38
Maricao	0 23	0 27
Mexican	0 27	0 30
Mocha	0 30	0 33
Rio	0 19	0 22
Santos	0 23	0 26
Chicory, per lb.	0 12	0 15

NUTS.—New Grenoble walnuts will be shipped early in November and should be delivered here early in December. Shelled almonds will be shipped about the same time, and in both cases prices will be slightly higher than last year. The best contracts made do not guarantee shipment earlier than December 1. By that date it is expected that there will be good supplies of all kinds of nuts.

Shelled walnuts, per lb.	0 50
Shelled almonds, 28-lb. boxes, per lb.	0 45
Finest filberts	0 14	0 15
Pecans—		
Large	0 18	0 20
Almonds	0 21	0 22
Walnuts, Grenoble	0 21	0 22
Brazils, new	0 15 1/2	0 16 1/2
Peanuts, No. 1, 12 1/2c. No. 2	0 09 1/2	0 09 1/2
Peanuts, No. 3	0 08 1/2	0 08 1/2

SPICES.—The most important change this week is in cream of tartar. Hitherto, it has been understood that supplies were unobtainable, and the price rose as high as 75c. Recently reports have come to hand that new supplies are on the way, which has brought the price down to 50c. Other lines remain about the same, though slight advances have occurred all round without affecting the price to the retailer.

	5 and 10-lb. boxes,	1/2-lb. pkgs. dozen,	1/4-lb. tins, dozen,
Allspice	0 15-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 72-0 80	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochiti	0 21-0 23
Ginger, Jamaica	0 25-0 30	0 90-1 05	0 95-1 10
Mace	0 35-0 40
Nutmegs	0 30-0 35	1 05-1 20	1 10-1 25
Pepper, black	0 23-0 25	0 80-0 90	0 80-1 00
Pepper, white	0 31-0 32	1 05-1 10	1 10-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 85-1 15
Pickling spice	0 20-0 25	0 75-0 80	0 80-0 85
Turmeric	0 20-0 22

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

Carliamom seed, per lb., bulk	2 00	2 80
Caraway—		
Canadian	0 12	0 13
Dutch	0 20	0 20
Cinnamon, Ceylon, lb.	0 60	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chilies	0 25	0 30
Shredded coconut, in pails	0 20	0 25

DRIED VEGETABLES.—Old spot stocks are being offered to wholesalers at \$2.70. New crop has not yet arrived which is attributed to unfavorable weather in the bean district, and farmers not being able to thresh their beans. Some sales are reported of new crop choice primes at \$2.50. Wholesalers are offering \$2.40, but it is stated that no sales have yet been made at this price. Rumor stated that beans have been offered at \$2.35, but brokers express belief that this level will not be reached this year. Farmers are still holding up

their prices, but on account of less consumption in lumber camps and all round, it is hard to see how they can maintain them. Lots of new peas are being brought to Montreal, but the majority are too hard to cook. Good quality peas are scarce. The dried vegetable market is very quiet.

Beans—		
Hand picked, per bushel	3 30	
Canadian, white, per bushel	3 00	
Yellow, per bushel	3 25	
Yellow eyes, per bushel	3 40	
Lima, per lb.	0 08 1/2	
Peas, imperial green, per bushel	2 80	
Barley, pot, per bag	3 50	
Peas, per bushel	2 75	
Barley, pearl	5 00	

ONTARIO MARKETS.

Toronto, Oct. 22.—Business continues quiet, and during the past week has been a little more so than before, according to some opinions. However, there is a feeling that the volume passing is all that can be expected, and in the country districts it is particularly favorable. City business and trade in manufacturing centres consists of small sorting orders.

The trade was somewhat surprised by the further advance in sugar during the week, for it had been thought by many that the top had probably been reached. There is some speculation with regard to tea, and one wholesaler expressed the opinion that there was going to be something doing. New dried fruits will be here shortly, and their arrival will take the prices down, although quotations are above the opening prices of a year ago.

SUGAR.—Announcement of a further advance of 30c by the refiners came as a surprise, although it was to be expected following action of Acadia in taking their basis up 50c; this latter concern is now 10c above the market. Opinion seems to be that the top has probably been reached. This is in view of weak situation in the United States, which makes it strongly evident that Canadian refiners were forced to pay when the market for raws was at the top. To-day the situation is that Great Britain is out of market for Cubans, having a supply available in Java, and this, together with the beet crop in the United States, has knocked the bottom out of things in New York to the extent that there has been a recession of 1 1/2c from the recent high point. The future course of the market will depend largely upon the extent to which Great Britain may buy in the Cuban market, to which she will have to turn her attention in the next few weeks. In the Canadian market there was some buying on the advance made by Acadia, but this was checked to a large extent by the higher figures announced by the other refiners. Although higher prices come in Canada, while they are falling off in the States, it should be remembered that Canadian refiners did not bull the market when they had a chance, but rather took the course of working on the basis

of the cost of raw material, and this raw is now being used.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 11
20 lb. bags	7 21
10 lb. bags	7 26
2 and 5-lb. cartons	7 40
Nova Scotia refined, 100-lb. bags	7 01
Extra Ground Sugars—	
Barrels	7 51
50 lb. boxes	7 71
25 lb. boxes	7 91
Powdered Sugars—	
Barrels	7 31
50 lb. boxes	7 51
25 lb. boxes	7 71
Crystal Diamonds—	
Barrels	7 86
100 lb. boxes	7 86
50 lb. boxes	7 86
Paris Lumps—	
100 lb. boxes	7 86
50 lb. boxes	8 16
25 lb. boxes	8 16
Cartons (20 to case)	8 41
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	9 01
Yellow Sugars—	
No. 1	6 71
Barrels granulated and yellow may be had at 6c per cwt. above bag prices.	

TEA.—There are many interesting and unusual features to tea situation at the moment. Prices are going up rapidly in London, and at the same time all teas are very cheap in India and Ceylon. Shipments are now coming forward in pretty good shape, but it must be remembered that between the 7th of September and the 10th of October there were no arrivals in London. The result is indicated in this week's sale in London, when the prices were advanced 1d above the previous sale. It is feared that this is not the worst, and that the shortage caused by suspension of traffic in the Bay of Bengal will have the effect of putting prices still higher before there are new arrivals. After that there should be a reaction. That is the situation as nearly as can be judged at the moment, for price is away down at Calcutta and Bombay. The prohibition of vodka is likely to increase the Russian demands on London, and other European countries are also looking to this source. This will probably mean higher prices as a protection, with the possibility that the embargo will be put on again for a short time at least.

DRIED FRUITS.—Foreign dried fruits are now coming forward, and some of the supplies should with the trade in the course of a few days. While the prices are generally 1/2c to 1c above the basis of a year ago, as was to be expected in view of high cost of transportation, exchange, insurance, etc., they are considerably below figures at which the tail end of the old stocks were being held pending the arrival of the new goods. Currants will be down 1c to 1 1/2c, and Valencia raisins about 1c. New prices for figs are about 1c above a year ago, 10-lb. 1 1/2-inch boxes being quoted at 12c; two-inch at 12 1/2c; and umbrella boxes at 15c to 16c. Although the prices of the first arrivals are higher than usual, it is the opinion of the trade that there will be a reaction after the holiday trade. Prices are kept up by the increased costs, but when there are better facilities for getting goods forward

CANADIAN GROCER

sugar market. Eggs are being quoted at 27c; butter is weaker; while evaporated apricots are much lower, being quoted at 11 $\frac{3}{4}$ c. New evaporated apples are on the market, and are wholesaling at 8 $\frac{1}{4}$ c.

Produce and Provisions—	
Butter, creamery, per lb.	0 29 0 30
Butter, dairy, No. 1	0 21
Cheese, per lb.	0 17 $\frac{1}{2}$ 0 18
Eggs, fresh, per doz.	0 27
Lard, 3's, per case	7 50
Lard, 5's, per case	7 45
Lard, 10's, per case	7 40
Lard, 20's, each	2 50
General—	
Beans, Ontario, per bushel	3 65
Coffee, whole roasted, Rio	0 22
Cream of tartar, lb.	0 52
Cocunut, lb.	0 20 $\frac{1}{4}$
Evap. apples, 50's	0 12 $\frac{1}{2}$
Potatoes, new, per bush., B.C., \$1.25;	
N. B.	1 10
Rolled oats, 20's, 32c; 40's, \$1.60; 50's	3 10
Rolled oats, ball of 30 lbs.	3 10
Flour, 30's	3 45
Rice, per cwt.	4 50
Sugar, standard, gran., per cwt.	7 07
Sugar, yellow, per cwt.	6 57
Walnuts, shelled, 54c; almonds.	0 53
Canned Goods—	
Apples, gals., case, \$1.61-\$1.91, doz.	3 82
Broken beans, 2's	2 60
Corn, standard, per 2 dozen	2 21
Peas, standard, per 2 dozen	2 05
Plums, Lombard	2 10
Peaches	3 16
Strawberries and raspberries	4 71
Tomatoes, standard, per dozen	2 65
Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
Fruits—	
Apples, per bbl., Ontario	4 00 4 25
Lemons	10 00
Oranges	4 00 4 50
Dried Fruits—	
Apricots, per lb.	0 11 $\frac{1}{4}$
Apples, per lb.	0 08 $\frac{1}{4}$
Currants, per lb.	0 11 $\frac{1}{4}$

ALBERTA MARKETS.

By Wire.

Edmonton, Oct. 21.—Country trade is particularly brisk, but city shows some slackening off owing to heavy buying at beginning of war, especially of absolute staples. Fall trade is expected to be very good when crops are all garnered, prices being high. The shortage of potatoes is severe in the south, which is drawing on central Alberta. Sacks are unobtainable from India owing to vessels being used as Government transports. Wheat has increased and price of flour is likely to go higher. Butter (creamery) is higher at 33c, dairy No. 1 at 26c and No. 2 at 21c. Cheese is 17c. Ontario beans have dropped to \$2.90. Potatoes have increased to 65c and rolled oats advanced to \$3.25 to \$3.75. Sugar, granulated, is up to \$8.70, and yellow \$8.05. Apples \$1.50, peas \$2.15, peaches \$3.55, strawberries \$4.35, raspberries \$4, tomatoes \$4.35, cohoos \$5.75, humpbacks \$4.35, lemons \$6.75.

Produce and Provisions—	
Butter, creamery, per lb.	0 33
Butter, dairy, No. 1, 26c; No. 2.	0 21
Cheese, per lb.	0 17
Lard, pure, 3's, per case	7 50
Lard, pure, 5's, per case	7 45
Lard, pure, 10's, per case	7 40
Lard, pure, 20's, each	2 50
General—	
Beans, Ontario, per bushel	2 30
Coffee, whole roasted, Rio	0 22
Evaporated apples, 50's	0 11 $\frac{1}{2}$ 0 11 $\frac{1}{4}$
Potatoes, per bush.	0 65
Rolled oats, 20's	0 70
Rolled oats, ball	3 25
Flour, 30's, \$3.55-\$3.65; rolled oats, 30's	2 80
Rice, per cwt.	4 50
Sugar, standard gran., per cwt.	7 07
Sugar, yellow, per cwt.	6 55
Canned Goods—	
Apples, gals., case	1 50
Corn, standard, per two dozen	2 15
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 30

Peaches	3 55
Strawberries, \$4.35; raspberries	4 00
Tomatoes, standard	4 35
Salmon, sockeye, 4 doz. tails, case, 1s	9 50
Cohoos, 1's, \$5.75; humpbacks, 1's.	4 35
Fruits—	
Lemons	6 75

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Oct. 21.—With exception of sugar, all markets are steady. Sugar has jumped up 50c. Indications are higher for Manitoba flour, but there is no change in Ontario. Increased sales are reported. Pork easier. American is lower at \$27 to \$28.50. Molasses market is steady, with prospects higher. Sales are heavy in vegetables and fruits, particularly apples and potatoes. Dealers report collections improving.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 20 0 22
Bacon, roll, per lb.	0 17
Beef, barrel	28 25 28 50
Beef, corned, 1 lb.	3 15 3 30
Pork, American clear, per bbl.	27 00 28 50
Pork, domestic, per bbl.	27 00 29 00
Butter, dairy, per lb.	0 22 0 23
Butter, creamery, per lb.	0 23 0 24
Eggs	0 26 0 27
Lard, compound, per lb.	0 11 0 11 $\frac{1}{4}$
Lard, pure, per lb.	0 13 $\frac{1}{4}$ 0 13 $\frac{1}{2}$
Flour and Cereals—	
Cornmeal, gran.	6 00
Cornmeal, ordinary	1 90
Flour, Manitoba, per bbl.	7 55
Flour, Ontario	6 85
Rolled oats, per bbl.	6 75
Oatmeal, standard, per bbl.	7 40
Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00
Oranges, Val., case	4 00 5 00
Potatoes, new, bbl.	1 25 1 35
Sugar—	
Standard granulated	7 40 7 50
United Empire	7 20 7 30
Bright yellow	6 90 6 97
No. 1 yellow	8 50 8 59
Paris lumps	8 50 8 59
Beans, white, per bush.	3 15 3 20
Beans, yellow eyes, per bush.	3 70 3 75
Canned pork and beans, per case	2 80 3 00
Molasses, per gal.	0 34 $\frac{1}{2}$ 0 35
Cream of tartar, per lb., bulk	0 55 0 58
Currants, per lb.	0 10 $\frac{1}{4}$ 0 10 $\frac{1}{2}$
Rice, per cwt.	4 50 5 00
Cheese, per lb.	0 16 $\frac{1}{4}$ 0 16 $\frac{1}{2}$

CLAIMS FOR DAMAGED GOODS.

THERE is quite frequently a difficulty experienced in fixing the responsibility for damaged shipments.

It is no exaggeration to say that nine times out of ten, when there is delay in adjusting claims, the cause is due to carelessness in some particular on the part of the claimant. When a shipment is opened and checked, if the goods or any of them are not satisfactory, either in quality or on account of breakage or other damage, the merchant ought immediately to notify the party who is responsible for their condition. If goods are bought as firsts, and upon examination it is found that, owing to defects of manufacture they cannot be disposed of as firsts, a complaint detailing the merchant's objections to them, and giving the date of the invoice, should be sent to the shipper without delay. He will then be in possession of information upon which to base an offer of adjustment, or to give instructions as to the disposal of the goods.

In the case of breakage or other damage of such a nature that it might have

occurred while in transit, the local agent of the transportation company should at once be notified, and requested to call and examine the shipment. Even if the shipment has been receipted for the consignee should not neglect the formality of advising the agent that the goods are in bad order, and to request him to take a description of the damage, so that claim can be entered by him.

When the consignor receives the carrier's receipt "in good order," his responsibility ceases, and the carrier becomes responsible for the safe delivery of the shipment, and it is the duty of the consignee to examine each package in the shipment before accepting delivery. The merchant who authorizes a carter who has no interest in the shipment except to collect his charge for delivering what the freight man gives him (and many merchants have that habit) to bring down any freight there may be for him, has nobody but himself to blame if the carter receipts "in good order" for a damaged shipment. But even in such cases the merchant should put the blame where it belongs—on the transportation company. By all standards of fairness the consignor should not be expected to stand the loss resulting from goods arriving broken or otherwise damaged; yet in almost every instance claim is made on him for free replacement of the broken article, or for repairs for it, or for the value of the goods, and often for the transportation charges and other expenses as well.

Most large firms freely offer their customers the services of their claims department to assist them in instituting and prosecuting claims of this nature. But unless the consignee acts promptly, following the procedure outlined above and putting the documents with all particulars in the hands of the consignor, and requesting him to enter claim in his behalf, his chances of recovering from the carrier are meagre.

Where damage is discovered before the shipment is signed for, same should be noted by the agent on the receipt, if the consignee desires possession of the balance of the shipment.

In the event of the shipper instructing the return to him of any goods, they should be packed carefully and shipped with the same promptness that an order from a customer would receive, and the shipping bill mailed to the consignee, together with a description of the goods.

Goods should not be returned until the consignee has received authority from the shipper to do so. Otherwise they are likely to be refused, because the original shipper will note the reason for their return. If these instructions are carefully followed, a large part of the usual difficulties should be done away with.

Bullish Wheat Market Keeps Flour Firm

An Advance of 7c Bushel Noted in Week—This Should Bring Farmers From Cover as It Means \$1.00 Net to Them—Trade Out of Line for Export—Rolled Oats Firmer—Bran Has Been Advanced \$1.00.

MONTREAL.

FLOUR.—There is apparently plenty of wheat and flour to be got, and no market to get it out. Nevertheless, prices remain as they were, and business is practically at a standstill. Prices quoted are purely nominal. Buying, what there is, is of the hand to mouth variety, and stocks in both wholesalers' and retailers' hands are reported to be good; so that this state of affairs may continue for some time. The large millers have nothing to say about conditions, declaring that things are just the same as the week previous. Practically no exporting is being done. The wheat market fluctuates, now up, now down, with little from that source to bring about a radical change.

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

CEREALS.—The price of rolled oats was dropped by one milling concern last week, and after securing quite a lot of business at the reduced rate, they put them back to where they were. The drop took place on Friday. Other cereal prices remain unchanged, and the amount of business being done is small. The oat crop is considerably smaller this year, and has begun to arrive. With the approach of colder weather it is certain that the demand for rolled oats will improve, so that a weaker market is hardly likely just now.

Cornmeal—		Per 95-lb. sack.
Kiln dried	2 45 2 50
Softer grades	2 20 2 35
Rolled Oats—		90's in jute.
Small lots	3 12½ 3 50
25 bags or more	3 02½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—		100-lb. bbls.
Small lots	3 50
Hominy, per 95-lb. sack	3 75

FEEDS.—Business continues quiet, and the situation is practically the same as a week ago. Some lines show signs of easing off, while others are quite firm. Bran is easy, and as stated last week, can be bought from some of the smaller millers for \$23, but the big millers are holding at \$25, believing that higher prices will prevail before very long. Shorts and middlings are holding their own pretty well. The market for feed oats was down early last week, but advanced again. The price for uncleaned is now 61 to 62½c per bushel, and for cleaned, 65c.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	29 00
Wheat moulee	30 00
Feed flour	35 00
Mixed chop, ton	38 00
Crushed oats, ton	38 00
Barley, pot, 95 lbs.	3 00 4 00
Oats, chop, ton	38 00
Barley chop, ton	38 00
Feed oats, cleaned, Manitoba, bush.	0 65

TORONTO.

FLOUR.—The wheat market is jumpy with a general upward tendency and since a week ago the advance has been about 7c. This has had effect of maintaining price of flour in face of a very quiet market. Receipts have been very light and it is expected that shipments will now come more freely as the figure has advanced beyond dollar point to the farmer and this ought to bring them from cover. The advance has put the market out of line for export business except in connection with government orders. Millers are undoubtedly putting considerable flour into storage at the moment. Domestic business is very quiet and may continue so for some time. Heavy purchases at outbreak of war indicate that consumers are prepared for some months and retailers show no desire to do anything but a hand to mouth trade while situation is unsettled. Bakers, too, show a disposition for close orders and there is not much disposition to renew contracts, many of which come due at this time of year.

Manitoba Wheat Flour—		Small Car lots, lots. per bbl. per bbl.
First patent	6 80 6 60
Second patent	6 30 6 10
Strong bakers'	6 10 5 90
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		Small Car lots, lots. per bbl. per bbl.
Fancy patents	5 50 5 30
90 per cent.	5 10 4 90
Straight roller	5 00 4 80
Blended flour	5 35 4 95

CEREALS.—Cereals are generally firm on strength of grain markets. This is particularly true of rolled oats and jobbers are now paying 20c above the level of a week ago. The quotations to the trade have not generally advanced.

Barley, pearl, 95 lbs.	5 00
Ruckwheat grits, 95 lbs.	6 50 4 00
Corn flour, 95 lbs.	2 90 3 00
Cornmeal, yellow, 95 lbs.	2 65 2 75
Graham flour, 95 lbs.	3 00 3 30
Hominy, granulated, 95 lbs.	3 00
Hominy, pearl, 95 lbs.	3 00
Oatmeal, standard, 95 lbs.	3 63
Oatmeal, granulated, 95 lbs.	3 63
Peas, Canadian, boiling, bush.	2 75 3 00
Peas, split, 95 lbs.	5 00
Rolled oats, 90-lb. bags	3 25 3 45
Rolled wheat, 100-lb. bbl.	3 75 4 00
Rye flour, 95 lbs.	3 00
Wheatlets, 95 lbs.	3 75 4 00
Whole wheat flour, 95 lbs.	3 75 4 00

MILL FEEDS.—There has been a much better demand for mill feeds during the week and price of bran has gone up to \$24.00, although orders at \$23.00

would still meet with consideration. Big mills have generally stuck to the \$25.00 figure, preferring to wait for better prices rather than sell. The price was taken down by the Ontario mills. Weather has not been favorable for a heavy consumption of feeds.

Mill Feeds—	Mixed cars, per ton
Bran	24 00 25 00
Shorts	26 00 28 00
Middlings	29 00 31 00
Wheat moulee	30 00
Feed flour, per bag	1 75 1 85
Oats—	
No. 3 Ontario	0 45
No. 3, C. W.	0 51

WINNIPEG.

FLOUR AND CEREAL.—After providing some excitement by rapid advances, the flour and cereal market has resumed its former quiet tone. This week sees no advances—no change in any direction. From present indications, moreover, there is little likelihood of any price changes being struck for a time.

Manitoba Wheat Flour—		Per bbl.
First patents	6 60
Second patents	6 20
Strong bakers'	6 10
Cereals—		
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 95 lbs	2 80

SANITARY FOOD REGULATION.

(Continued from page 26.)

factory, or place where food is prepared for sale, served or sold.

DISEASED PERSONS.

Section 8.—No employer shall require, permit or suffer any person to work, nor shall any person work in a building, room, basement, cellar, or vehicle occupied or used for the production, preparation, manufacture, packing, storage, sale, distributing and transportation of food, who is affected with any venereal disease, smallpox, diphtheria, scarlet fever, yellow fever, tuberculosis or consumption; bubonic plague, Asiatic cholera, leprosy, trachoma, typhoid fever, epidemic dysentery, measles, mumps, German measles, whooping cough, chicken pox or any other infectious or contagious disease.

The war has not altered the fact that people trade at the stores that give them the best values and the most agreeable treatment.

If you are within easy reach of the jobber, make him carry stock for you to the greatest practical extent. That is what he is paid a profit for.

Fall Apples Going to Consumers Freely

Advertising Seems to Be Having Effect Although Complaint in Some Quarters is That Price is Not So Low as Publicity Material Would Indicate—Prices Generally Low and Business a Little Better.

MONTREAL.

FRUIT.—Wholesalers state that the advertising campaign being conducted by the Government, while having a good effect on the sale of apples, is giving people the impression that this fruit can be bought for next to nothing. They are repeatedly meeting people who express surprise when asked \$3 for a barrel of apples. The cool weather is beginning to help sales. Baldwins and russets have arrived, both being quoted for No. 1s at \$3. No. 1 Spys are expected to sell at \$3.25, though they may be 25c lower. Fancy Spys are expected to bring \$3.25, as these will be held if anything. Supplies of McIntosh and Fameuse are not sufficient to cope with the demand. A bigger rush of apples may lower prices, though not on Spys or Baldwins. Alexanders and Colverts are now off the market. The orange market is firmer than last week, but they are moving slowly. Very few are coming in. Lemons are moving fairly well at \$3.50, probably due to the oyster season in part. Canadian grapes are bringing 17 to 20c, and are not expected to go lower. The supply fluctuates considerably. Tokay grapes are higher, in auction bringing around \$2.40. Cranberries from P.E.I. are selling as low as \$5.00 per bbl., but Cape Cods bring \$6.50.

Apples—	
Starks, No. 1, bbl.	2 75
Colverts, No. 1	2 50
Baldwins, No. 1, bbl.	3 00
Spys, No. 1, bbl.	3 25
Russets, No. 1, bbl.	3 00
Greenings, No. 1, bbl.	2 75
Alexanders, No. 1, bbl.	2 75
Fameuse, No. 1, bbl.	3 50
McIntosh Reds, No. 1, bbl.	3 50
No. 2, all varieties, 50c less per barrel.	
Bananas, crate	2 00
Cranberries, bbl.	6 50
Grapefruit, Jamaica, case	3 50
Grapes, Cal., box	2 50
Grapes, Can., small basket	0 17
Lemons, Messina—	
Extra fancy, 300 size	3 50
Limes, small boxes	1 25
Oranges—	
Cal. late Valencia, 150-176-200-216	3 50
Cal., 100-126-150-288 size box	3 50

VEGETABLES. — The principal change this week is in the price of hot-house tomatoes, which have advanced from 10c per lb. to as high as 25c. Potatoes are getting plentiful, and everybody is handling them; so that the increased demand (which is marked) is not noticed by any one wholesaler. Egg plants are getting much smaller in size, and are practically done as far as this country is concerned. In future they will be imported from the United States. Celery, cauliflower and cabbage are very plentiful just now, and are having a fairly good sale at rather low prices. Peppers are slow for the time of the

year. Head lettuce are expected to be selling at 90c doz. by the end of the week; in fact, this price is being realized already. American beans are changing hands for \$2.50 per basket, which is not a high price for the time of the year. Business is reported as very quiet.

Artichokes, bag	1 50
Beans, American, basket	3 00
Beets, bag	0 50
Cabbage, per dozen	0 25
Carrots, bag	0 50
Cauliflower, dozen	0 50
Cucumbers, dozen	0 40
Celery, doz.	0 75
Egg plant, per dozen	0 40
Lettuce, head, per box	1 75
Curly lettuce, per box	1 40
Onions—	
Spanish, per case	3 00
Spanish, per 1/2 case	1 75
Native, per doz. bunches	0 30
Red, 100-lb. bags	1 75
Parsnips, bag	0 75
Parsley, doz. bunches	0 10
Peppers, green, 3/4 qt. basket	0 50
Potatoes—	
Montreal, bag	0 75
Potatoes, sweet, Jersey, hpr.	1 50
Spinach, Montreal, in boxes	0 50
Turnips, bag	0 50
Tomatoes, Montreal, box	0 50
Tomatoes, hothouse, lb.	0 18
Watercress, doz.	0 40

TORONTO.

FRUITS.—With low prices generally prevailing business has picked up somewhat during the past few days, according to wholesalers. This particularly refers to the business in apples which are moving freely and of which the consumption promises to be heavy. Generally the prices are 2.25 to 2.50 for good varieties, and for No. 2's the figure is 40c to 50c under. Dealers believe that extensive advertising is having a favorable effect on the call for apples. Grapes are still coming freely and continue cheap. This is about the last month for California Valencia oranges, and the prices are spread over a bigger range without material change. Cranberries are still being sold at 6.50 but this price is considered low for Cape Cods although some of the later arrivals may go even cheaper. Lemons are at the same price and there seems to be no difficulty in getting supplies.

Apples—	
Greenings	2 25
Kings	2 50
Baldwins	2 50
Spies	2 75
No. 2s, 40-50c less.	
Crab, basket	0 25
Bananas, per bunch	1 50
Cantaloupes—	
Canadian, basket	0 40
Colorado, crate	1 75
Cocoanuts, sack	3 75
Cranberries	6 50
Elderberries	0 20
Grapes—	
Canadian, 6-qt. bkts.	0 16
Tokays	1 90
Oranges—	
California, late Valencia	2 75
Lemons, Verdilla	4 00
Limes, per 100	1 25
Pears—	
California, box	3 25
Canadian, late varieties	0 30
Peaches, Colorado, box	1 25
Pineapples, Porto Rico, case 10	4 50
Quinces	0 40
Grape fruit	3 75

VEGETABLES.—Favorable weather for the vegetable harvest and a good crop is having the tendency to put prices still further down and the result is that there is a very fair demand and a good volume passing. Beets, carrots, cauliflower, onions, red peppers, etc., are reduced. Tomatoes are a trifle dearer and the season is drawing to a close after holding out unusually well on account of the fine weather. Potatoes have not changed in price. There is a good crop in Ontario and the quotations although low are expected to last. The demand here is not strong.

Beets, Canadian, bag	0 70
Beans, Canadian, basket	0 25
Cabbage, Canadian, dozen	0 35
Carrots, bag	0 70
Cauliflower, doz.	0 85
Citrons, doz.	0 75
Egg Plant, 11 qt. basket	0 25
Cucumbers—	
Slicing	0 25
Medium pickling sizes	0 35
Gherkins	0 35
Celery, doz.	0 35
Corn, per doz.	0 10
Mushrooms, per lb.	0 60
Water Cress, 11 qt. basket	0 50
Onions—	
Spanish, big crate	3 00
Can., 75-lb. bags	0 95
Green peppers, basket	0 35
Red peppers	0 50
Potatoes, Delaware	0 80
Tomatoes, Canadian, basket	0 25
Parsley, basket, 11-qt.	0 30
Pumpkins	0 10
Tomatoes, Canadian, basket	0 20
Turnips, bag	0 50
Sweet potatoes, hamper	1 25
Squash, Hubbard, doz.	0 75
Lettuce, box	2 00
Parsnips, Canadian, bag	0 75
Persimmons, California, crate	2 50
Pomegranates, doz.	1 00

WINNIPEG.

FRUIT.—The demand has improved materially during the week. There has been a still further advance in pears, which are now quoted from \$3 to \$3.50. Tokays are also stronger, being quoted from \$2.25 to \$2.50. Apples have dropped somewhat, in boxes being quoted from \$3 to \$3.50.

Apples—	
Washington	1 25
Apples, bbla.	3 00
B. C. Box Apples	1 75
Cranberries, bbl.	7 75
Bananas, lb.	0 04 1/2
Lemons—	
California	6 50
Messina	6 50
Oranges—	
California Valencia	4 00
Pears	3 50
Pears, Michigan, in bbla.	4 50
Grapes, Ontario, basket	0 25
Cal. Tokays	2 25

VEGETABLES. — The only real change in this market is a drop in Valencia onions, which are now quoted from \$4 to \$4.25. The demand for sweet potatoes is improving and B.C. celery continues to sell well.

Celery, B.C.	0 07
Head lettuce, Minnesota, hampers	3 80
Onions—	
Cal., 100-lb. sacks	2 00
Valencia, per case	4 00
Parsley, per doz. bunches	0 40
Sweet potatoes	4 25
B. C. Celery, per case	6 50

Further Reductions in Prices of Hams and Bacon

Toronto Quotations Off Another Cent or More and Montreal Also Easy—Hogs Are Cheaper—Revival of Export Business in Eggs Creates Firmness in the Situation.

MONTREAL.

PROVISIONS.—Lard market still remains weak. Considerable exportation is taking place to Europe, but the time is approaching where Europe will be able to supply her own wants from her own resources. Low prices for cotton seed oil will make compound lard very attractive as compared with pure lard, and will cut inroads into pure lard business. Prices are down 1/2c this week. Barrelled pork is a dollar per barrel cheaper again this week, which is due to cheaper hogs on the market. The demand for meats of any kind is only fair.

The dressed hog market has a decidedly easier tone, prices this week being 12 3/4 to 13c, which is from 1/2 to 3/4c lower than a week ago.

	Per lb.		Per bbl.
Hams—			
Medium, per lb.	0 19		
Large, per lb.	0 18		
Backs—			
Plain, bone in	0 24		
Light, per lb.	0 22		
Boneless	0 26		
Peameal	0 27		
Bacon—			
Breakfast, per lb.	0 19	0 20	
Roll	0 17		
Shoulders, bone in	0 15		
Shoulders, boneless	0 16 1/2		
Cooked Meats—			
Hams, boiled, per lb.	0 28		
Hams, roast, per lb.	0 29		
Shoulders, boiled	0 27		
Shoulders, roasted	0 28		
Dry Salt Meats—			
Long clear bacon, 50-70 lbs.	0 15 1/2		
Long clear bacon, 80-100 lbs.	0 14 1/2		
Flanks, bone in, not smoked	0 15 1/2		
Barrelled Pork—			
Heavy short cut mess		31 00	
Heavy short cut clear		31 00	
Clear fat pork		30 00	
Clear pork		29 00	
Lard, Pure—		Per lb.	
Tierces, 350 lbs., net		0 12 1/2	
Tubs, 50 lbs., net		0 13 1/2	
Boxes, 50 lbs., net		0 13	
Pails, wood, 20 lbs., gross		0 13 1/2	
Pails, tin, 20 lbs., gross		0 12 1/2	
Cases, 10-lb. tins, 60 in case		0 13 1/2	
Cases, 3 and 5-lb. tins, 60 in case		0 13 1/2	
Bricks, 1 lb., each		0 14	
Lard, Compound—			
Tierces, 375 lbs., net		0 10 1/2	
Tubs, 50 lbs., net		0 10 1/2	
Boxes, 50 lbs., net		0 10 1/2	
Pails, wood, 20 lbs., net		0 10 1/2	
Pails, tin, 20 lbs., gross		0 10 1/2	
Cases, 10-lb. tins, 60 in case		0 11 1/2	
Cases, 3 and 5-lb. tins, 60 in case		0 11 1/2	
Bricks, 1 lb., each		0 12 1/2	
Hogs—			
Dressed, abattoir killed	12 75	13 00	

BUTTER. — Market firmer, and chances are for advances during the week end. Markets in the country were all up last week and, as it is getting towards the end of the season, and stocks are short of last year by between 65,000 and 75,000 boxes.

Butter—		
Finest creamery, new milk	0 29	
Dairy butter	0 24	0 25

CHEESE.—Market is firm, new made bringing from 16 to 17c, and old special 18 to 19c. Small stocks here and in Great Britain, and demand for export to the latter country, are causes of firmer market.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—Market has a considerably better tone than a week ago, due to export business which has begun. Quite a few thousand cases will leave this week for England—a temporary resumption of business which disappeared four years ago, and is due to the war cutting off supplies in England. New laid eggs are still bringing 35c, and selects 30c.

Eggs, case lots—	
New laid	0 35
Selects	0 30
No. 1s	0 26
Sorts	0 20

HONEY.—Crop, as reported before, is much smaller than on previous years, and has affected the price, and there is likely to be a further difference in the near future. The demand is only fair.

White Clover Buckwheat	
per lb.	per lb.
Honey—	
Barrels	0 11 1/2
Tins, 60 lbs.	0 08
Tins, 30 lbs.	0 12
Tins, 5 and 10 lbs.	0 12 1/2
Comb, 13-14 oz. section	0 17—0 18

POULTRY.—Prices are all down owing to light demand, and to the fact that a great deal of poor stock is coming on to the market. It has been stated that farmers would not carry over their stock this year on account of high prices of feed. This is true, and judging from the quality of stock they are sending in, they have not been feeding any grain to them for some time. Wholesalers are finding it necessary to fatten them up themselves, before they are in condition to be put on the market. Fancy stock is bringing good prices, and there is a good demand for it as so little is coming in. As soon as the nights are cool enough to allow stock to be thoroughly cool before shipping, dressed poultry will be shipped. Some lots of dressed stuff are coming in now, but it is very poor. Fowls of 3 to 4 1/2 lbs. are down to 9 to 12c per lb.

Fresh Stock—	
Fowls, 5 lb. and up	0 15
Fowls, 3 to 4 1/2 lb.	0 09
Old cocks	0 09
Fancy fat milk-fed chickens	0 13
Chickens	0 10
Young ducks	0 12
Old ducks	0 09
Geese	0 10

TORONTO.

PROVISIONS.—There is a noticeable falling off in the consumption of hams and bacon. This is no doubt partially due to the season and the waning popularity of cooked meats with the cool weather but the general tendency of the common people to buy cheaper goods is also an important factor; also there is the weakness of the hog market owing to the difficulty of exportation and the fact that the West is shipping instead of taking stocks from the east. Prices are off this week a cent to a cent and a half

all round. Barrelled pork is also down a couple of dollars. Lard is easy but prices remain as last week.

Hams—		
Light, per lb.	0 18	0 18 1/2
Medium, per lb.	0 17 1/2	0 18
Large, per lb.	0 16 1/2	0 17
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14 1/2	0 15
Shoulders, per lb.	0 13 1/2	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14 1/2
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26 1/2	0 27 1/2
Shoulders, boiled, per lb.	0 21	0 22
Shoulders, roast, per lb.	0 21	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12 1/2	0 12 1/2
Tubs, 60 lbs.	0 12 1/2	0 12 1/2
Pails	0 13	0 13 1/2
Tins, 3 and 5 lbs., per lb.	0 13 1/2	0 13 1/2
Bricks, 1 lb., per lb.	0 14	0 14 1/2
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09 1/2	0 09 1/2
Tubs, 50 lbs., per lb.	0 09 1/2	0 10
Pails, 20 lbs., per lb.	0 09 1/2	0 10 1/2
Hogs—		
F.O.B., live, per cwt.		7 60
Live, fed and watered, per cwt.		8 00
Dressed, per cwt.	11 60	12 50

BUTTER.—Situation for butter is generally firm and the tendency if anything towards a higher level. Weather still continues open but a change may be looked for at any time. There is a question as to whether the good demand and high prices for cheese may not be affecting the butter output which seems to be falling off.

Butter—	
Creamery prints, fresh made	0 29
Separator prints	0 27
Dairy prints, choice	0 26
Dairy, solids	0 22
Bakers	0 18

CHEESE.—Situation very firm and price quotations are a shade higher. Demand for export continues very firm and good shipments have been going forward.

Cheese—	
Old, large	0 17 1/2
Old, twins	0 17 1/2
New, large	0 16 1/2
New, twins	0 16 1/2

EGGS.—There has been an interesting development in the egg situation during the week. This was the advent of old country buyers in the Canadian market, resulting in the exportation of a couple of thousand cases from Ontario, and the outlook is that the shipments may amount to fourteen to fifteen thousand cases. This is the first time in several years that eggs have been exported to England. Demand is due to war conditions and the effect has been that while there are no important changes in prices the situation is strong in contrast with weakness a week ago.

Eggs, case lots—		Per dozen.
Strictly new laid, in cartons	0 31	0 30
Straights	0 28	0 29
Straights	0 27	0 28
Trade eggs	0 22	0 23

POULTRY.—Market is quiet. Demand is light and receipts the same. Question is whether farmers are holding for higher prices, which are not likely to come, or whether the weather has not yet been cold enough to force the chickens from their outdoor roosts. It is believed that high price of feeds and weakness of demand for luxuries will mean cheap poultry this fall. Price quoted below are buying quotations. Selling prices to trade are 1c to 2c pound higher.

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

HONEY.—Business is fair and should improve with cooler weather. Market is inclined to be firm with some talk of prices being slightly advanced on account of short crop; there is some speculation, however, as to extent of holdings from last season which are believed to be large.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11 3/4
60 lb. tins	0 12	0 12 3/4
20 lb. tins	0 12	0 12
5-10 lb. tins	0 12 1/2	0 13
2 1/2 lb. tins	0 13	0 13 1/2
Comb	2 40	2 80

WINNIPEG.

PROVISIONS.—The general tone of the market is firm, and advances may be expected at least until the end of the year.

Cured meats are generally quoted as a week ago. Hams, however, have been dropped 1c, this being a rather usual decline, which comes at this time of year as result of falling off in the demand for cold boiled hams. Lard remains at the prices to which it was recently advanced.

Cured Meats—		
Hams, per lb.	0 21	
Shoulders, per lb.	0 15	
Bacon, per lb.	0 25	
Long clear, D.S., per lb.	0 14	
Mass pork, bbl.	28 00	

Lard—		
Tierces	0 12	
Tubs, 60s	7 25	
Pails, 20s	2 00	
Cases, 5s	7 00	
Cases, 3s	7 00	

BUTTER. — Still an upward movement is expected, but no advances have been struck during the week. The supplies on hand are thought to be quite sufficient until the 1st of the year. It may then be necessary to get in some Eastern butter, when prices would certainly advance to cover the freight charges on this.

Butter—		
Creamery, Manitoba	0 30	
Dairy	0 25	
Cooking	0 19	0 21

CHEESE.—This market continues steady. It is not expected that any change will come for some time.

Cheese—		
New, large	0 16 1/2	
New twins	0 17	

EGGS.—While the advance of last week has not been followed by a fur-

TEN COMMANDMENTS OF MAIL ORDER HOUSES.

The following ten commandments are offered by one philosopher, for the guidance of catalogue house patrons:

1. You shall sell your farm produce for cash, whenever you can, but not to us. We do not buy from you.

2. You shall believe our statements and buy all you need from us because we want to be good to you although we are not acquainted with you.

3. You shall send the money in advance to give us a chance to get the goods from the factory with your money. Meanwhile you will have to wait patiently a few weeks as that is our business method.

4. You shall buy church bells and church fixtures from us and forward the money in advance, for this is our business method and you shall collect from the business men in your town as much money as you can for the benefit of your churches as it is against our rules to donate for building country churches.

6. You shall buy your tools from us and be your own mechanic in order to drive the mechanics from your vicinity, for we wish it so.

7. You shall induce your neighbors to buy everything from us as we have room for more money—less money there is in your community the sooner we can put your local merchants out of business and charge you what we please.

8. You shall look often at the beautiful pictures in our catalogues, your wishes will increase and so you will send in a big order although you are in no immediate need of the goods otherwise you might have some money left to buy some necessary goods from your local merchant.

9. You shall have the merchants who repair your goods you buy from us hook the bills so you can send the money for his labor to us for new goods, otherwise he will not notice our influence.

10. You shall in case of sickness or need apply to your local dealer for aid and credit as we don't know you nor do we care to

ther upward movement, yet there are indications that prices will go still higher. An upward tone to the market indeed may be expected until January, when Southern eggs will commence to reach this market.

Eggs—		
Extra firsts	0 27	
Checks	0 15	0 16
Extra, in cartons	0 30	

ANOTHER CO-OPERATIVE CONCERN.

The "Toronto British Co-operative Society, Limited," is the high-sounding name of a new concern granted an Ontario charter to "buy, sell, manufacture and deal in goods, wares and merchandise." The capital of the company is placed at \$10,000. The incorporators are given as follows: Arthur Edward Crate, postal clerk; Robert Cassels, shipping clerk; William John Bell, draughtsman; Andrew Baxter Law, real estate agent; George Edgar Fenton, painter; John Charles Sim, plasterer; Walter Francis Ellis, grocery salesman; Frederick Joseph Downie-Bacon, secretary; James Thomson, baker; and Arthur Ellis, loomfixer, all of Toronto.

POTATOES IN NEW BRUNSWICK.

Since the outbreak of the war the Provincial Government of New Brunswick has ordered 100,000 bushels of potatoes for the English troops, as the province's gift in part, and this week added 15,000 bushels more to be given to the aid of the Belgians. There is a great abundance of potatoes in New Brunswick this fall, and low prices are expected to prevail.

VALUE OF CHOCOLATE.

Quite recently a gentleman in Europe, observing the passage of some troops through a village, noticed the women, in their enthusiasm, offering little gifts to the soldiers, and, making some inquiries, ascertained that the soldiers almost invariably asked for chocolate or cigarettes. Lately European Governments have made large purchases of chocolate, finding that it is the favorite emergency ration on account of its small bulk and the large amount of nutriment it contains.

FARRINGTON PHILOSOPHY.

Oftentimes a profit may be made by buying low when one could not be obtained by selling high.

If it is absolutely necessary that you employ your relatives or your wife's relatives in your store, do so, but tell them that when business is in question relationship must be forgotten.

Fish Dealers Preparing for Winter Business

Stocks Are Being Secured Before the Close of Navigation to Reduce Freights—More Interest Now in Smoked Lines Although Weather Has Been Very Unfavorable — Better Business on Oysters.

MONTREAL.

FISH AND OYSTERS.—Fresh haddock and cod are in fair supply with no changes in prices. Supplies of frozen halibut have been coming in, as fresh stocks were scarce. Supplies are plentiful this week, however. Lake fish are all plentiful, and prices reasonable. Fresh cured haddies; kippers and bloaters are beginning to arrive daily, as well as filets. Salt cod and salt herrings are also starting to move. Swordfish are now off the market. With the close of navigation approaching, people at a distance are buying more freely in order to save freights, and are stocking up for winter. This is making business brisker. Business in shelled oysters has shown signs of improvement this week. Prices are lower.

TORONTO.

FISH AND OYSTERS.—Business has been largely confined to fresh fish and has not been very active. Warm weather has handicapped trade in dried and smoked fish for the reason that these varieties are rather precarious stocks to handle with mild temperatures.

Demand for oysters has also been affected by the warm weather, but has been showing some improvement of late.

FRESH FISH.	
	Montreal Toronto
Hallbut, fancy, express, per lb.....	0 13 0 12
Haddock, fancy, express, lb.....	0 06 0 07
Steak cod, fancy, express, lb.....	0 08 0 08-0 09
Market cod, per lb.....	0 08 0 08
Flounders, fancy, express, lb.....	0 08 0 08
Gaspe salmon, per lb.....	0 16
B. C. salmon.....	0 14 0 14
Chilled salmon.....	0 15
Dressed bullheads, per lb.....	0 10 0 10
Whitefish, per lb.....	0 12 0 12
Lake trout, per lb.....	0 11 0 12
Bluefish, per lb.....	0 15
Herrings, per 100 count.....	2 00
Dore, per lb.....	0 07
Mackerel, per lb.....	0 11 0 12
Sea bass, per lb., black.....	0 14 0 15
Pike, per lb.....	0 08 0 07-0 08
Perch, per lb.....	0 10 0 07-0 08
Carp.....	0 09
Eels.....	0 08 0 10
Pickarel.....	0 11 0 11

SMOKED FISH.

SMOKED FISH.	
	Montreal Toronto
Haddies, per lb.....	0 07 0 08-0 09
Haddies, 15-lb. and 30-lb. boxes, lb.....	0 07 0 08-0 09
Haddies, filets, per lb.....	0 11
Haddies, Niobe, boned, per lb.....	0 09
Herring, Ciscoe.....	1 30
St. John boniers, 100 in box.....	1 30
Yarmouth boniers, 50 in box.....	1 30
Smoked herrings, medium, box.....	1 30
Smoked boned herrings, 10-lb. box.....	1 30
Kipper herrings, selected, 50 in box.....	1 35-1 30
Smoked salmon, per lb.....	0 25
Kipper herrings, ordinary, 50 in box.....	1 25
Ciscoe herrings, basket of 15 lbs.....	1 75
Smoked halibut.....	0 20

FROZEN FISH—SEA FISH.

FROZEN FISH—SEA FISH.	
	Montreal Toronto
Salmon—	
Gaspe, large, per lb.....	0 12
Red, steel heads, per lb.....	0 12-0 13
Red, sockeyes, per lb.....	0 10-0 11
Red, Cohoes or silvers, lb.....	0 10
Pale, qualla, dressed, per lb.....	0 07-0 07 1/2
Pale, qualla, dressed, per lb.....	0 07-0 07 1/2
Halibut, white western, large and medium, per lb.....	0 07 1/2-0 08
Halibut, eastern chicken and medium, per lb.....	0 09

Mackerel, bloater, per lb.....	0 07-0 08	0 09
Haddock, medium and large, lb.....	0 05 1/2-0 06	0 07-0 08
Market codfish, per lb.....	0 06-0 06 1/2	0 07-0 08
Steak codfish, per lb.....	0 05 1/2-0 07	0 09
Canadian spoles, per lb.....	0 08	0 09
Blue fish, per lb.....	0 16-0 17	0 15
Smelts.....		0 07
FROZEN—LAKE AND RIVER.		
White fish, large, per lb.....	0 10-0 11	0 11-0 12
White fish, small tubbees, per lb.....	0 06 1/2-0 07	0 07
Lake trout, large and medium, lb.....	0 11-0 12	0 13
Dore, dress or round, lb.....	0 09-0 10	0 09-0 10
Pike, dressed and headless, lb.....	0 06 1/2-0 07	0 06
Pike, round, per lb.....	0 06-0 06 1/2	0 07-0 08
PICKLED FISH.		
Salmon, Labrador, tierces, 300 lb.....	20 00	0 00
Salmon, Labrador, bbls., 200 lbs.....	14 00	0 00
Salmon, Labrador, half bbls., 100 lbs.....	7 50	0 00
Salmon, B.C., bbls.....		14 00
Sea trout, Basin's Bay, bbls., 200 lb.....	12 00	0 00
Sea trout, Labrador, bbls., 200 lb.....	12 00	0 00
Sea trout, Labrador, half bbls., 200 lb.....	6 50	0 50
Mackerel, N.S., bbls., 200 lb.....	12 00	0 00
Mackerel, N.S., half bbls., 100 lb.....	7 00	0 00
Mackerel, N.S., pails, 20 lb.....	1 75	0 00
Herrings, Labrador, bbls.....	5 75	6 25
Herrings, Labrador, half bbls.....	3 25	3 40
Herrings, Nova Scotia, bbls.....	6 00	6 25
Herrings, Nova Scotia, half bbls.....	3 10	3 40
Lake trout, half bbls.....		8 00
Quebec codfish, bbls.....		5 00
Quebec sardines, half bbls.....		2 75
Tonges and sounds, per lb.....		0 07 1/2
Scotch herrings, imported, half bbls.....		8 00
Holland herrings, imp'ted milkers, hf bbls.....		7 00
Holland herrings, imp'ted milkers, kegs.....	0 85	0 70-1 00
Holland herrings, mixed, half bbls.....		7 00
Holland herrings, mixed, kegs.....	0 75	0 65-0 95
Lochfyne herrings, box.....		1 35
DRIED AND PREPARED FISH.		
Dried codfish, medium and small, 100 lb.....		7 50
Dried hake, medium and large, 100 lb.....		6 00
Dried pollock, medium and large, 100 lb.....		6 00
Dressed or skinless codfish, 100-lb. case.....		7 50
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.....		0 08
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.....		0 07
Boneless codfish, strips, 20-lb. boxes.....		0 12
Shredded codfish, 12-lb. boxes, 24 cartons, a box.....		1 80
Boneless codfish, in 2-lb. and 3-lb. boxes.....		0 15
BULK OYSTERS, CLAMS, ETC.		
Standards, solid meats, gal.....		1 75
Standards, ordinary, gal.....		1 50
Selects, per gal.....		2 00
Best clams, imp. gallon.....		1 50
Best scallops, imp. gallon.....		2 00
Best prawns, imp. gallon.....		2 00
Best shrimps, imp. gallon.....		2 25
Sealed, best standards, quart cans, each.....		0 45
Sealed, best select, quart cans, each.....		0 45
OYSTERS, CLAMS, MUSSELS AND SHELL FISH.		
CRUSTACEANS, ETC.		
Oysters, per gal.....		1 65
Cape Cod shell oysters, per bbl.....		9 00
Malpeque shell oysters, selected J.A.P., per bbl.....		6 00
Malpeque shell oysters, C.C.I., bbl.....		11 00
Clams, per bbl.....		6 00
Mussels, per bbl.....		5 00
Live lobsters, medium and large, lb.....		0 30
Boiled lobsters, medium and large, lb.....		0 32
Soft shelled crabs, doz.....		0 00
Winkles, bush.....		0 00
Little Necks, per 100.....		0 00

WINNIPEG.

FISH.—The demand during the past week has been good, and it becomes evident that when really cold weather arrives, fish are going to sell better than for some years. Undoubtedly the present high price of fresh meat, and the need which people are feeling at present of economizing, has something to do with this. For oysters there is not yet a heavy call, but it is likely that cold weather will stimulate this.

Fish—	
Whitefish, per lb.....	0 09
Pickarel.....	0 06
Trout.....	0 12 1/2
Gold eyes.....	0 03 1/2
Jackfish.....	0 06
Halibut.....	0 11
Salmon.....	0 15
Fresh sole.....	0 10
Fresh cod.....	0 11
Fresh smelts.....	0 12 1/2
Oysters, per gal imp.....	2 75
Shell oysters, per cwt.....	2 00
Shell oysters, per bbl.....	17 00

SUBVENTIONS TO SEED GROWERS.

Ottawa, Oct. 22.—The war has cut off a large proportion of Canada's supply of field, root and garden seeds, which hitherto have come from France and Germany, and in order to stimulate production in Canada of clean seeds the Department of Agriculture has decided to grant annual subventions to be paid per pound of re-cleaned seeds to bona-fide growers of them. The subventions will be paid under the direction of experts employed by the Federal and Provincial experiment stations.

The subventions now offered to Canadian growers will offset European cheap labor in re-cleaning seeds. They include: For mangel or sugar beet seed, 3 cents per pound up to a maximum of 10,000 pounds; for turnips, or Swedes, 4 cents per pound up to a maximum of 5,000 pounds; for parsnip seed, 7 cents per pound up to a maximum of 500 pounds; for cabbage seed, 25 cents per pound, up to a maximum of 400 pounds; for onion seeds, 25 cents per pound, up to a maximum of 2,000 pounds; for cucumber seed, 20 cents per pound, up to a maximum of 100 pounds.

R.M.A. FOR ST. JOHN, N.B.

St. John, Oct. 22.—(Special).—A movement is afoot in St. John to have a branch of the Retail Merchants' Association of Canada formed here, and to have a provincial executive as well. A meeting was held this week in the Board of Trade rooms, which was addressed by N. C. Cameron, of Peterborough, Ont. He was given an attentive hearing by a representative body of local dealers, as he put forth the advantages of organization, and as a result of his visit there seems every likelihood that an association will be formed here. A committee was appointed to take the matter up with the general body of retail merchants.

Do show articles of good quality. People will forget the price, but they will not forget or forgive if you supply them with poor quality.

WORTH \$20 A YEAR.

Editor Canadian Grocer:—
The Grocer is all right and is worth ten times the price asked.
C. LACROIX,
19 Rue St. Joseph, Quebec, Que.

A True Patriotic Manufacturer

Ample excuse was given us by the rise in price of flour following declaration of war to raise the price of

Hirondelle

(Swallow)

and

L'Etoile

(Star)

brands of Macaroni, Vermicelli and Spaghetti.

We Have Stuck to Our Prices

even though we are scarcely able to meet the increased demand for these goods, owing to the fact that the imported goods are practically off the market and to the economy of this extremely nutritious and wholesome food.

Take advantage of the demand for Canadian-made goods and the increasing patriotic sentiment by stocking these Canadian lines.

C. H. Catelli, Limited

Montreal

AGENTS

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

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

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons--	Per doz.
No. 1 (25c size), 4 doz. cs.	\$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal-Dime	\$ 0 65
" 1/4-lb.	1 40
" 6-oz.	1 95
" 1/2-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 85

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

100 books and over, each	0 03 1/2
500 books to 1,000 books, 0 03	
For numbering cover and each coupon, extra per book, 1/4 cent.	

CEREALS.

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

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

DOMINION CANNERS, LIMITED.

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

Aylmer Pure Jellies

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

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

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

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

Get in
while the
market is
readjusting
itself

This is your opportunity to break in on the vast Western market. We are right on the ground with seven large warehouses and a large staff of efficient salesmen ready to place your goods before the buyer in a way that will produce certain results.

We have an intimate knowledge of the commercial conditions, and we will give you conscientious, thorough, and satisfactory service. We handle goods on a commission basis, and are open for any line not competing with those we already carry.

Write us for terms and particulars

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

HEAD OFFICE, WINNIPEG, MAN.

Branches:

LETHBRIDGE, REGINA, SASKATOON
EDMONTON, CALGARY, VANCOUVER

A tip on the side, Mr. Grocer

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

PRICES:

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

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

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO





"Breakfast Foods"

There are Breakfast Foods and Breakfast Foods. There's a new one every once in a while.

But White Swan Breakfast Food has been on the market for twenty years and is a *Food*, not a *Fad*. Its merit is steadily winning recognition and new satisfied customers. At the St. Louis World's Fair in 1904 it won the gold medal—the highest award.

White Swan Breakfast Food is "Made in Canada" from the best of Canada's Wheat by Canadian millers. It is attractively packaged and will make a fine showing. Put a display on your counter and tell your customers about it. It will pay you well.

It costs:

2 doz. to case, per case,	\$3.00
Shipping weight 85 lbs.	

Don't bother about pen and ink. Pencil your order on the margin of this sheet and mail it in. We'll look after your order just as promptly and carefully. Try it.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ½'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes..	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, 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 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ..	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ¼'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ¼'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings..	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.	
Eagle Brand, each 4 doz. ..	\$ 6 25	
Reindeer Brand, each 4 doz.	6 25	
Silver Cow Brand, each 4 doz.	5 60	
Gold Seal Brand, each 4 doz.	5 60	
Mayflower Brand, each 4 doz.	5 60	
Purity Brand, each 4 doz.	5 60	
Challenge Brand, each 4 doz.	4 85	
Clover Brand, each 4 doz.	4 85	
Evaporated (Unsweetened)—		
St. Charles Brand, small, each 4 doz.	2 00	
Peerless Brand, small, each 4 doz.	2 00	
St. Charles Brand, Family, each 4 doz.	3 90	
Peerless Brand, Family, each 4 doz.	3 90	
Jersey Brand, Family, each 4 doz.	3 90	
St. Charles Brand, tall, each 4 doz.	4 50	
Peerless Brand, tall, each 4 doz.	4 50	
Jersey Brand, tall, each 4 doz.	4 50	
St. Charles Brand, Hotel, each, 2 doz.	4 25	

Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

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

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

Whol. Retail.	
1s, ½s, Grd.	25 30
1s, ½s, B. & G.	32 40
is only, B. & G.	35 45
1s, ½s, B. & G.	38 50
Packed in 30 and 50-lb. cases.	
Terms net 30 days prepaid.	

(MINTO COFFEE (Bulk))

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

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

Per doz.	
½-oz. (4 doz. case) weight 9 lbs., retail each 15c.	\$1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50.	13.00
Pint (1 doz. case), weight 29 lbs., retail each \$3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	47 75
Gallons, each, retail each \$20	17 15

Fresh Pork Sausage

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

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

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

Mince Pies Only a Few Weeks Away

It's only a few weeks until Christmas. The cool nights have already got women to thinking about Christmas baking — and mince pies!

The mince pie trade is worth hustling for and you can get a goodly share of it with

Shirriff's Mincemeat

This mincemeat has a just like "home-made" taste that discriminating home cooks like. And why shouldn't it be delicious? It is made from a "home-made" recipe from carefully mixed fruits, peels and spices, all ingredients being of the highest grade.

You need not hesitate to recommend Shirriff's Mincemeat to the most particular women in your locality, for it is pure enough, clean enough and delicious enough to use for your wife's mince pies. Let her try it and prove it.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto



You're Sure of Steady Sales When You Stock

Paterson's Worcestershire Sauce

For the extreme care exercised in preparing, the delicious flavor developed, the sanitary precautions scrupulously preserved, the persistent uniformity and quality, and the safe-from-harm packing in sealed cork bottles have made Paterson's the insistent choice of careful and discriminating housewives.

Make sure of steady sales by getting Paterson's Worcestershire Sauce on display in your store. Ask your nearest wholesaler to send you a trial case to-day.

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.

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

PURE GELATINES

Prompt Shipments from
 Stocks in Toronto and Montreal

SOLE AGENTS

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 506 Board of Trade Bldg.
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Fish and Oysters

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

Be Prepared

Remember you can't do business
 without the goods.

A full stock of saleable lines.

Whitco Brand Haddies. In a class by
 themselves.

Shredded Codfish **Cod Steak**
Labrador Herrings

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

Kippers **Bloaters** **Fillets**

Oysters—Large and clean. Fresh daily.

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

WHITE & CO., Ltd., Toronto

**BOAR'S HEAD LARD
 COMPOUND.**

N. K. FAIRBANK CO., LTD.
 Tierces 0 10½
 Tubs, 60 lbs. 0 10½
 Pails, 20 lbs. 0 10½
 Tins, 20 lbs. 0 10½
 Cases, 3 lbs., 20 to case... 0 11¼
 Cases, 5 lbs., 12 to case... 0 11½
 Cases, 10 lbs., 6 to case... 0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

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

Per jar.

Durham, 4-lb. jar 0 87
 Durham, 1-lb. jar 0 28

VERMICELLI AND MACARONI

C. H. CAPELLI CO., LIMITED.

Hirondelle Brand.
 Prices for Quebec.

1 lb.
 pkgs. loose.
 Vermicelli, Macaroni, Spa-
 ghetti, Macaroni (short
 cut), Animals, Stars, Al-
 phabets, Small Paste As-
 sorted, 30 lbs., cases..... 7 6¼
 Egg noodles, case 10 lbs.,
 loose; cases 60 pkgs., ½
 lb. each 7¼ 7

Marguerite Brand.

Same assortment as above 6¼ 6

Capelli Brand.

Vermicelli, Macaroni, Spa-
 ghetti, 30 lbs. (loose)..... 5½

30 lb. cases, 1 lb. pkgs..... 5½

Terms, Net 30 days.

Ontario.

L'ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more .07½
 1 lb. pkg., less than 25 case
 lots07½
 5 lb. box, loose, per lb... .05½
 10 lb. box, loose, per lb... .05½
 21 lb., loose, long, per box 1.50

Terms, net 30 days.

WHITE SWAN LYE

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

JELLY POWDERS.

**WHITE SWAN SPICES AND
 CEREALS, LTD.**

White Swan, 15 flavors, 1
 doz. in handsome counter
 carton, per doz. \$ 0.90
 List Price.

JELL-O.

Assorted case, contains 2 doz 1 80
 Straight.

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

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50
 Straight.

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

**SOAP AND WASHING
 POWDERS.**

RICHARDS' PURE SOAP.

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

FELS NAPTHA.

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

STARCH.

**THE CANADA STARCH CO.,
 LTD., EDWARDSBURG**

**BRANDS and
 BRANTFORD BRANDS**

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry.....	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.06¼
48 lbs. No. 1 white or blue, 4 lb. cartons07¼
48 lbs., No. 1 white or blue, 3 lb. cartons07¼
100 lbs., kegs No. 1 white ..	.06¼
200 lbs., bbls., No. 1 white ..	.06¼
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07¼
48 lbs. silver gloss, in 6-lb. tin canisters08¼
36 lbs., silver gloss 6-lb. draw lid boxes08¼
100 lbs., kegs, silver gloss, large crystals07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07¼
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s
 prepared corn07¼
 40 lbs. Canada pure corn
 starch06¼
 (120-lb. boxes ¼c higher.)
 Casco Potato Flour, 20-lb.
 boxes, per lb.10

BRANTFORD STARCH.

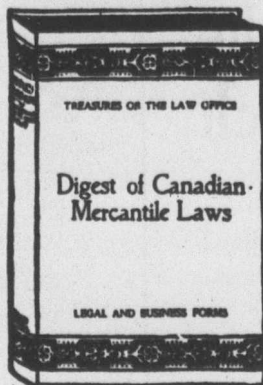
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06¼
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.07
Barrels, 200 lbs.06¼
Kegs, 100 lbs.06¼
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.07¼
8 in case07¼
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08
Kegs extra large crystals, 100 lbs.07
Canadian Electric Starch— Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch— Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.06
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs.07¼
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs.07¼
(20-lb. boxes ¼c higher than 40's.	

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can interest written "one per cent. per month" in a note be collected by "legal process"?—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say \$100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for \$53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.—." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "\$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. Eastern Edition, Price, \$2.00. Special Western Edition, \$2.50.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under the Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, \$2.50.

Eastern Edition, Price \$2.00

Special Western Edition, \$2.50

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave.,

TORONTO



The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.

For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

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

Better fill in your stock now and get your share of the profitable summer fish sales.

Connors Bros.

Limited

Black's Harbor, N.B.



OCEAN MILLS, MONTREAL.

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

COW BRAND BAKING SODA.

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

SYRUP.

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

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

LILY WHITE CORN SYRUP.

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

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents
Cases, 4 doz. each, flats, per case \$5 44
Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

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

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

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

DOMOLCO BRAND.

2s. Tins, 2 doz. to case.
Quebec and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case ... 3 65
Alberta, per case 3 75
British Columbia, per case. 3 55
British Columbia, per case. 2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

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

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen .. 1 90
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. 1/4-pints.. 2 20

STOVE POLISH.

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

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 Cleanser 1 15

TEAS.

THE SALADA TEA CO. East of Winnipeg.

Wholesale R't'l.
Brown Label, 1s and 1/2s .29 .35
Blue Label, 1s, 1/2s, 3/4s, and 1/4s 35 .45
Red Label, 1s and 1/2s... .41 .55
Gold Label, 1/2s49 .65
Red-Gold Label, 1/2s55 .80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

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

MARMALADE.

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

Prices subject to change without notice.

MINTO BROS., Limited. Toronto.

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

MELAGAMA TEA.

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

MINTO TEA.

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

YEAST.

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

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

Black Watch, 7s, 1/2 butts, 9 lbs., boxes 6 lbs. \$0 53
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 45
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 67
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 67
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 67
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57
Empire, 7s and 14s, caddies 15 lbs., 1/2 caddies 6 lbs. 0 52
Great West, pouches, 9s... 0 67
Forest and Stream, tins, 11s, 2 lb. cartons 0 80

UNCHANGED!

From Coast to Coast the price on

WETHEY'S CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO
ADVANCE.

We have protected the trade and
ourselves for some time to come.

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO

NEW CROP FIGS

Finest Eleme Table Figs, Camel Brand,
3, 4, 5, 6 and 7 Crown, 10-lb boxes.

Next shipment will be higher. Order
now.

GRAPE FRUIT

Florida or Porto Rico. Quality Extra
Fancy. Prices low. Let us send a
sample box.

CRANBERRIES

Extra Fancy Cape Cods—Mayflower
Brand.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861
Guelph and North Bay



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

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HALIFAX, NOVA SCOTIA

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Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

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No. 1 CANADA, 5 stg.	- -	\$4.50
" 2 " 4 "	- -	4.00
" 3 " 4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

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 TORONTO, ONT. GEO. J. CLIFF, Manager

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 Most Reasonably Priced
 "Quality" Cocoa
 On Sale Anywhere.
FRANK L. BENEDICT & CO.
 Agents Montreal

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EGG FILLERS
 FOR 30 DOZEN CASES
 FOR ONE DOZEN CARTONS
THE TRENT MFG. CO., LTD.
 TRENTON, ONTARIO, CANADA

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 Winter Keeper**
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 Direct Railway connection. Car distri-
 buting. Write for rates.
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 General Trades' Journal**
 If you are interested in Irish trade.

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

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Mathieu's Nervine Powders



are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation—Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
 Proprietors
 Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name
 With (Name of firm)
 Street
 City or town.....Prov.....

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More."
 Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
 HOLLAND, MICH.



Your card in our **MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY** pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE
 IN ADVANCE.

MacLean Publishing Co.
 143-153 University Ave., Toronto

Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

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.

MISCELLANEOUS

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

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

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

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.

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.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

AGENCY WANTED FOR VANCOUVER AND District by an A.I. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (250)

AGENCIES WANTED FOR OTTAWA CITY — any line. Commission. Box 63, Canadian Grocer, Toronto, Ont.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boudary. Address, C. J. Allen, Greenwood, B.C., Can.

WANTED BY YOUNG MARRIED MAN position as grocery clerk or manager, excellent references. Write Box 62, Canadian Grocer, Toronto. (0)

FOR SALE

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GROCERY STORE FOR SALE — EXCEL- lent proposition. Stock and fixtures about \$3,500. Turnover \$13,000 to \$14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

GENERAL STORE AND MEAT MARKET— phone central, in connection. On Calgary and McLeod branch C.P.R. Stock \$5,500.00, turnover \$1,500.00 per month. Living rooms above store. Reply to Box 67, Canadian Grocer Toronto.

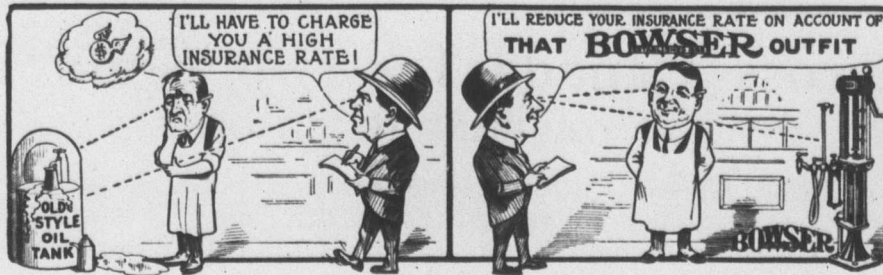
FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

FOR SALE — LIGHT AMBER HONEY IN 60 lb. cans. Apply L. Livesay, Onondaga, Ont.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTION- ery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.



In a village grocery store where everything may be furnished from a postage stamp to a complete house-keeping outfit, a customer entered the other day and leisurely approached the proprietor. "Look here, David," he complainingly remarked, "I ain't kickin' none, but ain't there some way that you can kind of separate your grocery business and your post-office business so they won't get mixed so much?"

A Justifiable Kick

Not so where a

BOWSER
ESTABLISHED 1885

Safe Oil Storage System

is used. Then there are no tainted goods, no dissatisfied customers, no oily hands, floors or clothes. All the oil, odor and all, is in the tank where it belongs until pumped into the customer's can. Bowser outfits do not leak or splash. No lost

"There you go complaining again," said the proprietor. "No hard feelings, David, but the other day I got some postage stamps just after Jake Smith got two gallons of oil and every blamed one of them tasted of kerosene."

A very characteristic incident, but its equal happens many times where kerosene is handled by slipshod methods. The trouble is, "Mr. Proprietor" does not always know when there is a "justifiable kick"—many a good customer goes elsewhere and says nothing.

oil—no lost time—no lost customers. Made in all styles, sizes and prices to meet individual requirements.

We have a book "For Your Store" which would be interesting and valuable to you. Write at once for a copy. No obligation.

S. F. BOWSER & COMPANY, Inc.
66-68 Frazer Avenue, - - Toronto, Ont., Canada

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, gasoline and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

Furnivall's

FINE FRUIT
PURE JAM

After once using Furnivall's the question of Jam is settled for all time. It becomes with most families merely a matter of asking you for the size and flavor they prefer. With Furnivall's you can be sure of each new order turning into continuous sales. How much will we send you for first order? Write to-day.



Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Roble St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

THEDFORD BRAND
"QUALITY APPLES"
in Standard Boxes—Wrapped

Graded and packed by experts in our own packing house. Our very low prices this year place this most excellent brand of boxed fruit within the reach of the most modest purse.

All standard winter varieties. Grown in the famous Lambton fruit belt.

Stock our boxed apples this year and guarantee your customers no waste on their winter apples.

Pleased to quote you on any assortment or quantity.

Our prices will surprise you.

Theford Fruit Growers Assn.(Inc.)
THEDFORD, ONT.

KINDLY MENTION
THIS PAPER WHEN
WRITING ADVERTISERS

Apples

We will pack

10,000

barrels

of the celebrated
Georgian Bay Apples

this Fall. Place your
orders early.

LEMON BROS.

Owen Sound, Ontario

Don't
forget

"Aurora"

The best brand of

Valencias

J. J. McCabe

AGENT

TORONTO, ONT.

Would you like a UNIVERSITY EDUCATION?

Scattered up and down this great country of ours there are a number of young men who have the ambition to **make good** in every sense of the word, to whom a University training would act as a spur to greater success. If you are one of these ambitious, go-ahead young men, we offer you the opportunity to realize your ambition.

Our proposition has already helped many, let it help you. The work is pleasant and healthful, besides the training we give you in salesmanship will always be of great service to you in whatever work you finally engage in.

In every city and town in the Dominion there are many business men and private residents who would appreciate your interest in bringing

MACLEAN'S MAGAZINE

to their notice. It is **the** Magazine of Canada and is winning its way into the confidence of every Canadian reader of high-class matter.

A liberal commission is allowed on all subscriptions, and the spending of a few hours a week will easily enable you to realize your ambition and enter the University next fall.

If you are interested, write us at once and we will forward full particulars.

MACLEAN PUBLISHING CO.

143 University Avenue

Toronto, Ont.

40,000 Cases Dried Fruits

IN STOCK AND TO ARRIVE.

In this offer we combine:

Quality

Delivery

Right Prices

RAISINS

CURRENTS

Cases of 36 and 56 1-lb. pkgs.
Boxes of 25, 50 and 80 lbs.

We recommend and guarantee "VICTORIA" Brand.

CALIFORNIA

Seeded: In cases of 36 1-lb. pkgs., or 50 12-oz. pkgs.
Seedless: Cases of 45 12-oz. pkgs. and boxes of 50 lbs.
3 and 4 crs. Layers: Boxes of 50 lbs.

VALENCIA

4 crs. Layers, boxes of 28 lbs.
Selected, boxes of 7, 14 and 28 lbs.
F. O. S., boxes of 28 lbs.

MALAGA TABLE

Bundles, cases of 20 1s lb.
Loose, boxes of 5½ and 22 lbs.

SULTANA

Choice, boxes of 28 lbs.
Fancy, cases of 1s packages.
Bleached, cases of 50 1s pkgs.

PRUNES

CALIFORNIA

Boxes of 25 lbs.

OREGON

All sizes, 30-40 to 90-100.

EVAPORATED FRUITS

Apples, Pears, Apricots and Peaches,
Boxes of 25 and 50 lbs.

PEELS

Whole—Lemon, Orange, Citron, in 7-lb. boxes.

Cut—Lemon, Orange, Citron and Mixed, in ½ and 1-lb. pkgs.

DATES

Cases of 100 5-oz., and 30 1-lb. pkgs.

Natural, 50 lbs., bags.

FIGS, "CAMEL" Brand

"Layer," 4, 6, 7 crs., boxes of 10 lbs.

"Umbrella," 9 crs., boxes of 10 lbs.

"Globe Box," 16 oz.

"Square Box," 6 oz.

"Camel Natural," 60 lbs., bags

Do not order without having previously received our quotations.

PHONE OR WIRE AT OUR EXPENSE.

LAPORTE, MARTIN, LIMITÉE

568 St. Paul St.

Tel. Main 3766

Montreal

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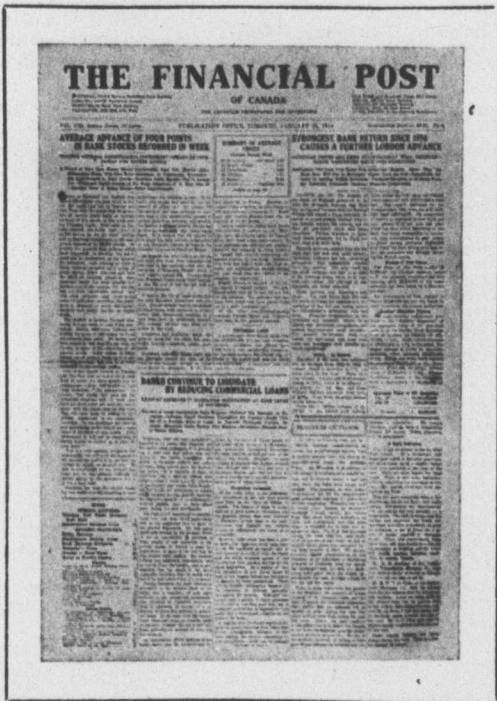
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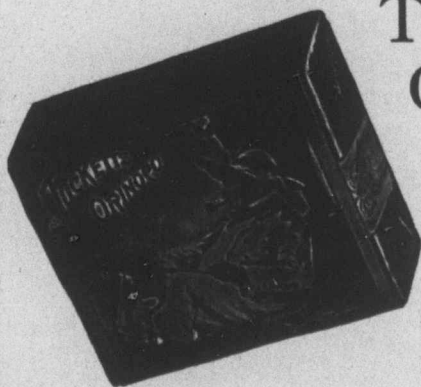
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