

**PAGES
MISSING**

FEATURING—THANKSGIVING WINDOW DISPLAY

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, SEPTEMBER 24, 1915

No. 39

For the First Time in the History of Sugar Refining, Women are Beginning to Compare Sugars

YES, Mr. Grocer, the Housewife of to-day is doing what she never did before in her life—she is comparing sugars.

Whenever she opens her home paper, she sees the LANTIC SUGAR advertisements. When she goes shopping or calling, she has LANTIC SUGAR before her on the billboards.

Naturally, of an inquiring turn of mind, she asks herself, "What is this new sugar—is it better than what I am using?" Mentally, she is already comparing sugars.

Her next move is to come to you, Mr. Grocer—and this is what sometimes happens:

"Have you LANTIC SUGAR?"

"No, Madam, but we have something just as good."

Madam is perhaps in a hurry and may take the substitute. But she is a little disappointed. She wanted to see if there is any real difference in sugars. Lantic advertising has done its work.

The next time she runs out of sugar, she tries another retailer.

"I want a bag of Lantic Sugar."

"Yes, Madam, we have it. What else?"

Frankly, Mr. Grocer, isn't this a typical case, not only as applied to sugar, but also to other high-grade, well-advertised products?

Now, that Mrs. Housewife has the genuine LANTIC SUGAR, she puts it to the hardest tests. She is using it for preserving and finds that this pure, white, sparkling sugar, with its fine, even granulation, dissolves almost instantly—makes her Jellies "jell"—and her Fruits preserve—in a most gratifying manner.

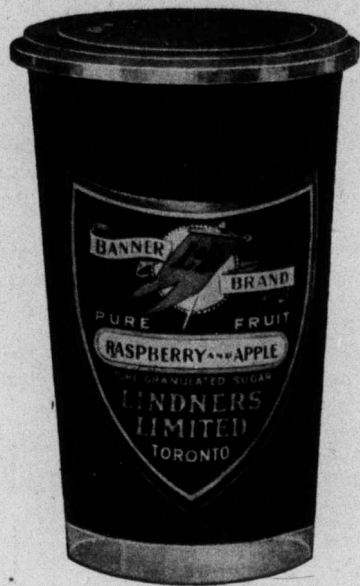
Where do you stand on the Sugar question? Are you open to conviction? Then, let us send you a trial order of LANTIC SUGAR in cartons and bags.



Atlantic Sugar Refineries, Limited
MONTREAL

CANADIAN GROCER

"Banner Brand" Jams and Jellies



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

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

You're safe in pushing

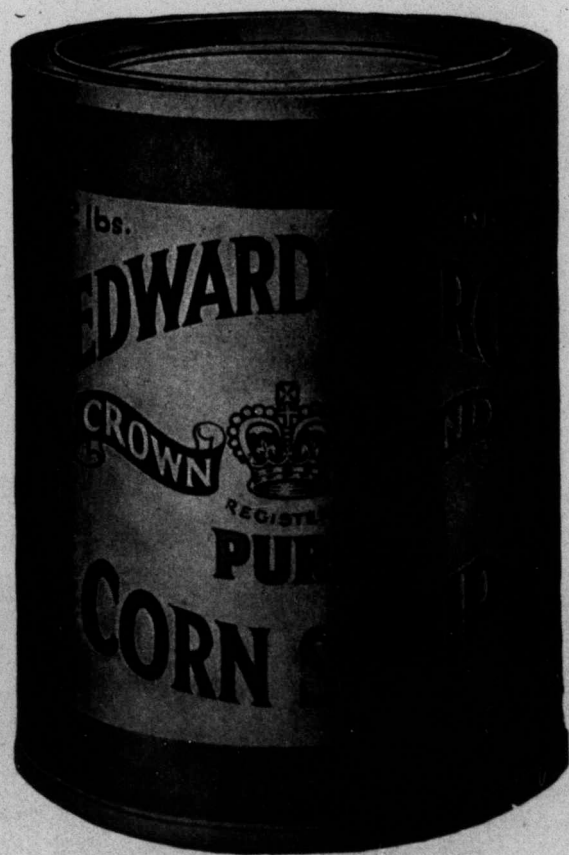
"BANNER" BRAND JAMS

LINDNERS LIMITED

306 Ross Ave., WINNIPEG

340 Dufferin St., TORONTO

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



And Now For Fall and Winter

Your customers are coming back from their summer holidays. Homes are being opened. Children are getting ready for school. All of which means a big demand for

"CROWN BRAND" CORN SYRUP

Are you ready for it? Have you plenty of the 2, 5, 10 and 20-pound tins?

And "LILY WHITE," too—our pure white Corn Syrup, that many prefer because of its delicate flavor.

The Canada Starch Co., Limited
Manufacturers of the famous Edwardsburg Brands
Montreal Cardinal Brantford Fort William

CANADIAN GROCER

CLARK'S TOMATO KETCHUP

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

NEW SEASON'S PACK NOW READY



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

Perfect in color.

Unbeatable in quality.

Exquisite in flavor.

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

Get prices from your jobber or
write us.

Selling prices are right. Your
margin is good.



W. CLARK, Limited, Montreal

Clark's

You've Got to Get MORE Sales

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

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

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

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

THISTLE BRAND FISH

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

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

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

Order your supplies to-day.

CODOU'S MACARONI

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

Arthur P. Tippet & Company

AGENTS

MONTREAL, QUE.

It's SAFER to Stock Lines that hold the public confidence

Goods that people KNOW to be good, dependable, convenient, makes it easier for you to sell them—and sell more of them, too.

BORDEN Milk Products

have held the confidence of three generations of mothers and physicians in a way that now means bigger sales and better good-will for you.

Borden Purity and Borden Advertising have sown the seed of heavy sales in the minds of most people in your locality. Why not cash in on these advantages by getting up an attractive window display of Borden Milk Products to-day?

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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



SUN-KIST SEEDLESS RAISINS

REG. U.S. PAT. OFF.

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

Packed—and backed—by 50 years' experience.

Wholesale distributors in every territory. ASK THEM

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 510 Ninth Ave. W. Calgary, Alta.
- Hamblin & Brereton, Ltd. Edmonton, Alta.
- T. A. MacNab & Co. St. John's, Newfoundland.

CARR & CO. CARLISLE ENGLAND

**Make good profits
by selling
MENNEN'S TALCUMS**

THE advertising now running for Mennen's Talcum Powder is creating a bigger demand than ever for these popular lines.

Why not take advantage of this advertising by showing Mennen's on your counter? The sight of the Mennen products in your store will recall the advertising in the mind of your customers and nine times out of ten effect a sale.

**You can make Mennen's
a very profitable line
without any trouble on
your part.**

*Endorsed by doctors
and nurses
all over the world.*

*It's easy to sell
Mennen's Talcum
Powder.*

Made in Canada by Gerhard Mennen Chemical Co., Montreal
Selling Agents

Harold F. Ritchie & Co., Limited
TORONTO

Not Sold By Weight

When we sell the customer a package of

Shredded Wheat

we are charging him not only for the wheat that goes into it, but for the patented process by which it is made digestible in the human stomach. We want our distributors to remember that you can grind up any old thing and call it a breakfast cereal, but Shredded Wheat is not made that way. The whole wheat is steam-cooked and baked in the finest, cleanest food factory in the world.



MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ontario

78-L

**“The Proof of the
Pudding——”**

the pie, the cake, is in the eating. It is then that the flavorings that you sell are put under the “acid” test. And a mighty severe test it is, too.

If you are handling our extracts we feel confident that you are pleasing your customers. But if you are not, we believe you could do so with benefit to yourself.



Shirriff's True Vanilla

is made from the finest Mexican Vanilla beans and our extracting process is continued for a whole year in order to get the full strength and flavor from the beans. Just think! Shirriff's True

Vanilla is made 50% stronger than the Government standard requires, according to the Pure Food Act. Every bottle is guaranteed.

Imperial Extract Co.
Steiner and Matilda Streets, Toronto



Enjoyed at the Front and at Home

“AYLMER” BRAND JAMS

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

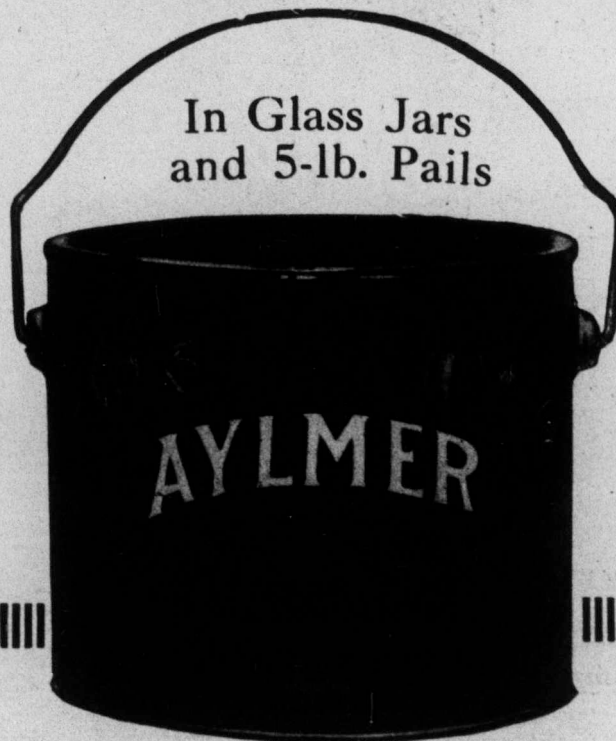
Ensure bigger and continued jam sales by getting “AYLMER” Brand into your displays prominently. Now is the time. Ask your jobber.

Dominion Cannery, Limited

HAMILTON, ONTARIO

Desired
by the
Soldiers

In Glass Jars
and 5-lb. Pails



Desired
by Your
Trade

McLEOD'S SPECIAL FLOUR

McLEOD'S
FLOUR
IS
ALWAYS
RIGHT

McLeod's "SPECIAL" is standard for purity, quality and uniformity--McLeod's "SPECIAL" is the best flour for pastry--and best for bread baking--as milling science has developed to-day it is the most perfect product--milled from the finest and most scientifically blended Ontario Winter Wheat and Manitoba Spring Wheat it requires less shortening for pastry and less water for bread baking--there is economy in using McLeod's "SPECIAL" it goes farther. McLeod's "SPECIAL" on the barrel is your warrant for satisfaction--because
**McLEOD'S FLOUR
IS ALWAYS RIGHT.**

The McLeod Milling Company, Limited
Stratford, Ontario.



Here's Where You Come In—

The public have now long passed the point of mere interest in McLeod Special Flour.

The uppermost question now is, "Where can we get it?"

And that's where you come in.

Cash in on the interest created in your community yourself by getting up an attractive window display to-day.

Write your nearest wholesaler or direct.

The McLeod Milling Company, Limited
Stratford, Ontario

Safeguard Your
Investments!

READ

THE FINANCIAL POST

OF CANADA

PUBLISHED WEEKLY, TORONTO, CANADA

ESTABLISHED 1887

PRICE 10 CENTS

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Subscription Office, Toronto, Canada

Gives its readers information essential in determining the quality of investments. Provides an up-to-date history of financial and commercial undertakings as a guide to present and prospective investments.

The Investor's Information Bureau is conducted, free of charge, for the benefit of subscribers.

Write for a free sample copy.

**The Financial Post
of Canada**

*"The Canadian Newspaper for
Investors."*

**143-153 University Avenue
TORONTO**

FIRST NEW PRUNES

We have just received the first car of Santa Clara 1915 grown Prunes, and as it will be some time before another arrives you had better write or 'phone your order at once.

Faced 25-lb. Boxes, 30-40s	11½c	Unfaced 25-lb. Boxes, 90-100s	7 c
Faced 25-lb. Boxes, 40-50s	10½c	Unfaced 50-lb. Boxes, 50-60s	9 c
Faced 25-lb. Boxes, 50-60s	9¼c	Unfaced 50-lb. Boxes, 60-70s	8½c
Faced 25-lb. Boxes, 60-70s	8¾c	Unfaced 50-lb. Boxes, 70-80s	7¾c
Faced 25-lb. Boxes, 70-80s	8¼c	Unfaced 50-lb. Boxes, 80-90s	7¼c
Unfaced 25-lb. Boxes, 70-80s	8 c	Unfaced 50-lb. Boxes, 90-100s	6¾c
Unfaced 25-lb. Boxes, 80-90s	7½c		

Perkins, Ince & Co., Wholesale Grocers, 41-43 Front St. E., Toronto

Maple Syrup

We are ready for operations in our new four-storey modern building, which is the most efficient of its kind on the continent. We are prepared to look after your needs with the utmost satisfaction. Watch for our complete price list in the following issue.

Canada Maple Exchange

22 Vallee St.

MONTREAL

The "Canadian" Cheese Cutter

Creates a better feeling with your customers

Aside from the saving effected by the cutting out of waste, the eliminating of shrinkage, of overweight, etc., there is a decided tendency, etc., toward creating a better feeling between you and your customers.

There is no delay, the customer's requirements are cut right to the fraction of a cent's worth of the ounce. No weighing, no extra handling or making the customer take more or less than required.



The CANADIAN Open

The cheese is kept free from dust and flies, and is always ready, not dried out and oily looking.

The "Canadian" is perfect in every detail and will compute by pounds and ounces as well as by money value from ¼-pound and 5c up.

Write to-day, asking about the "Canadian." No obligation to buy.

The Computing Cheese Cutter Co.

WINDSOR, ONT.

Furnivall's FINE FRUIT PURE JAM

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

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



Furnivall-New LIMITED

Hamilton, Ontario

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

Think of Good Profits Thrown Away



Take yourself for instance. You wouldn't think of throwing out a portion of your hard-earned profits at the end of each year—but do you realize that without the economy and selling service of a good refrigerator you are literally throwing away profits?

Eureka Refrigerators are built on the most improved, scientific principles of cold, dry air refrigeration, based on over 28 years' experience.

With a minimum ice consumption, the Eureka keeps perishable foods fresh and tempting. A real sales producer.

Made in all sizes for Butchers' and Grocers' use. Why not investigate?

Eureka Refrigerator Company 31 Brock Ave. Limited TORONTO

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McGillish, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Freeman's Electrical

Made in Canada



Driven Meat Chopper Bone Grinder and Coffee Mill

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

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

The Entire List of
HEINZ 57 VARIETIES
PURE FOOD PRODUCTS
have been awarded the
GRAND PRIZE
(The highest honor possible)
by the Jury of Awards
at the
**Panama-Pacific Inter-
national Exposition**
for their uniform excel-
lence and superior quality.

Anything that's Heinz is Safe to Sell

All Heinz goods sold in Canada
are made in Canada.

Libby's

Food Products

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

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

Libby, McNeill & Libby, Limited
GUELPH, ONT.

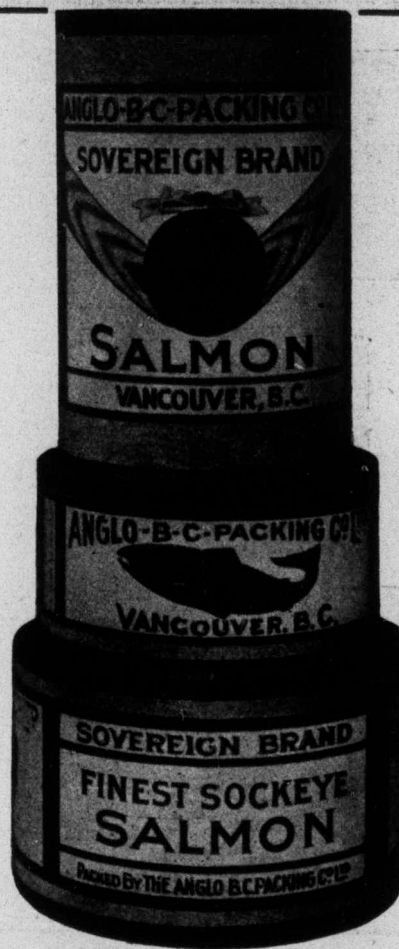
OCEAN BLUE secures the trade of the people who purchase with the utmost discrimination and intelligence.

After one trial they will always ask for

OCEAN BLUE

That is because nothing has been left undone to place OCEAN BLUE first in the front rank of quality.

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



Indian Chief Brand CLAMS



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

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

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

Shaw & Ellis, Pocologan, N.B.

AGENTS:

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

More Than Ever in a Class by Itself

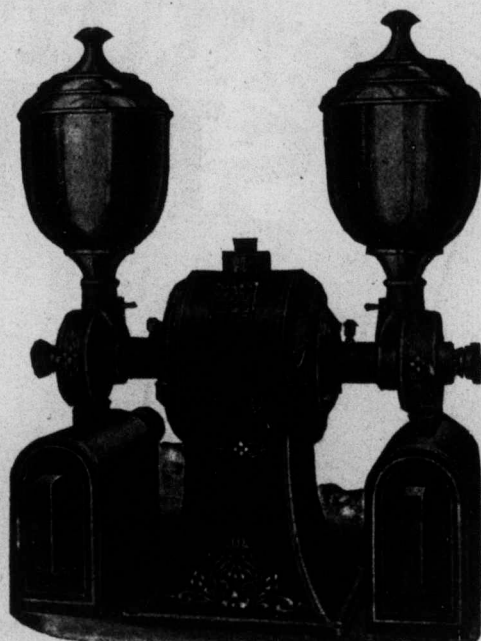
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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



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

How is it Affecting You?

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

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

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

Note these prices:

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

ORDER NOW.

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

Century SALT
is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

BUY AN ELGIN NATIONAL
because

It will STEEL-CUT Coffee faster than any other mill of corresponding size.

It can be adjusted while running to grind coffee to suit each individual's taste.

It is the strongest, the most simple, and the best looking mill made.

It costs less than any other mill to buy and nothing to operate—there is no overhead.

Ask your jobber for complete catalogue—there is an ELGIN made to meet your requirements.

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

BEE BRAND PRODUCTS
find a hearty welcome wherever displayed

Not only for their better quality, their satisfying deliciousness, but also because of their moderate price, which fits the purse of anyone. Get your wholesaler to stock you Bee Brand Products NOW.

FORBES & NADEAU, Montreal, Que.

The Finest Table Syrup on the Market—

The New
Crystal Diamond Cane Syrup

Put Up in Attractively Wrapped 2-lb. Tins



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.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Filled With Practical Articles

Fall Campaign Number to be One That Will Contain Many Splendid Selling Articles From Readers in All Parts of Canada—An Issue to Keep to File.

CANADIAN Grocer's Fall Campaign Number will contain bright, live, ginger articles aplenty. In last week's issue a few of these were referred to briefly. The list will be a lengthy one and will contain business articles from merchants in all parts of the country that will mean dollars and cents to every reader. The issue will be splendidly illustrated with fine half-tone engravings of handsome store interiors, windows, etc., and will be one that every dealer will want to keep on file. Here is a brief synopsis of a few more articles already prepared:

Getting the High-Class Trade.—In every city and large town there is one or more large grocers who go after the high-class trade. A representative of Canadian Grocer recently visited one of these stores in a certain Canadian city and secured the methods of the retailer for attracting trade in the luxury class goods. This retailer has been in business for almost 35 years and has built up a big trade in one of the most expensive sites. The interior displays are particularly fine, and illustrate in a large measure the success of this dealer in so far as the high-class trade is concerned.

Investing the Surplus Cash.—The question as to whether a retailer should turn all his money back into his business or whether he should place it in some outside investment is dealt with in a very important article to appear in the Fall Number. The views of a general merchant in a thriving Western Ontario town are given. This merchant started in business there some 30 years ago and has not only built up a fine trade, but is considered very well off. He discusses the question as to whether

all the money should be kept in the business or whether part of it should be invested in some manner outside the business. This is a problem in which every dealer is interested.

Watching the Course of Business.—Business management is one of the most important features in the running of a retail business. The most successful dealers are those who know just what they are doing from day to day, week to week and year to year. An article in the Fall Number will show how a certain retailer keeps track of the amount of business, cash and credit, he does every day in the year, the amount of money he receives on account each day, the total amount of his credit trade each day and the total amount of his outstanding accounts at the end of each day. He also knows the total cash and credit trade done each year and the amount of outstanding accounts at the end of the year. His system is a simple one, which will not only be described in this big number, but an illustration will be run showing exactly in figures how he accomplishes this in a very short time, and the amount of information he receives from it.

Next week still further practical articles for the Fall Number of Oct. 29, will be outlined on this page.

Toronto, Sept. 26th, 1915.

THE EDITOR.

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality

- Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

NOTE THIS

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

FRUIT BULLETIN

Elbertas and Crawford Peaches are perfect now—a good crop and extra fine fruit for home canning. The Government is begging people to do more home-fruit canning—this is a good suggestion, and every housewife should demand Niagara Grown Peaches.

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

Advertising is an insurance policy against forgetfulness. Stopping an advertisement to save money is like stopping a clock to save time. —it compels people to think of you—Galveston News.

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

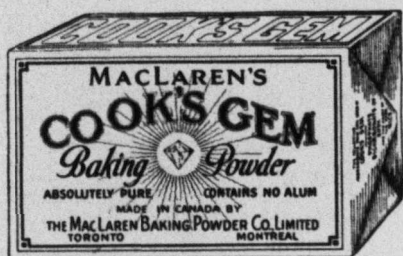
The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

Remember Assam

Remember, that it is the teas from Assam, India, that are mainly responsible for the distinctive flavor, richness, strength and economy of RED ROSE TEA. Your customers will appreciate these qualities.



PURITY FIRST



The purity, uniformity and stability of

Cook's Gem BAKING POWDER

have made it the most popular powder on the market.

The Safest to buy.
The Best to use.
The most Satisfying Results.

RESULTS COUNT

THE MACLAREN BAKING POWDER COMPANY, LIMITED

41-45 Lombard Street . . . Toronto, Can.

Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Company

Thamesville, Ont., Canada

CANADIAN GROCER



Keen's Oxford BLUE

**Recommend Keen's Oxford Blue
To Make Linen Snowy White**

Mr. Dealer! a good reputation is built up by supplying customers with satisfactory goods.

You can fully recommend *Keen's Oxford Blue*. It gives absolute satisfaction.

Display *Keen's Oxford Blue* where your customers will see it and be reminded of their wash-day needs. There is an especially good demand at this season.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO



"WESTERN-MADE-FOR-WESTERN-TRADE"



THE WONDERFUL INCREASE IN SALES OF

Gold Standard

BAKING
POWDER

IS AMPLE PROOF OF ITS UNVARYING HIGH QUALITY, AND ADAPTABILITY TO CANADIAN HARD WHEAT FLOUR. OUR PROFIT-SHARING PLAN SHOWS HOW TO MAKE MORE MONEY FROM YOUR BAKING POWDER SALES. LET US SEND IT TO YOU TO-DAY.



The Codville Company, Limited

Wholesale Grocers and Manufacturers

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON

CANADIAN GROCER

VOL. XXIX

TORONTO, SEPTEMBER 24, 1915.

No. 39

Urges Reduction of Retail Stores

Newfoundland Merchant Would Turn the Seven Stories in His Town Into One—He Claims This Would Tend to Cut Out Mail Order Buying and Eliminate Farmers Purchasing Direct—Reply to Recent Article in Canadian Grocer

Written by a Newfoundland Merchant.

I HAVE read with considerable interest, your article in the issue of August 13 "Can You Answer This?" in reference to farmers buying goods direct, and this man's difficulties are similar to hundreds of others one reads about in all trade papers. From my way of looking at difficulties like this, I consider David Lloyd George's remark regarding the liquor question in England in the early part of the war that "drink is a greater enemy to this country than Germany," applies equally to us as retailers; only it's not drink—it's ourselves. We are our own greatest enemies and we use up far more grey matter trying to beat our next door competitor than we do in fighting the mail order houses or trying to apply remedies to stop the club orders going to the city stores.

Take our own town here as an example. We have seven stores, and three of us have a delivery team each. Now my contention is this: Close up all those stores but one—if the town is small like ours and say two if larger—each party taking stock equal to his present holdings. We would then be able to carry everything from a tooth pick to a flying machine, which we cannot do at present.

Expenditure of Heavy Capital

To further illustrate my meaning: If one wants to purchase flour at any kind of price he has to buy it in earload lots of 200 barrels. For myself I have according to the season of the year anywhere from \$1,200 to \$2,500 tied up in flour and supposing my competitors have the same what a lot of unnecessary capital is being tied up in this one article.

Boots and shoes like flour is another heavy article. One must have the

This article, as intimated above, was written by a Newfoundland dealer. It has somewhat of a radical touch to it inasmuch as the writer proposes that in a town where there are six or seven stores, they put their capital together and operate but one. He presents his reasons. He refers to the petty jealousies that often exist among retailers and points to the harm these create. We would be glad to know what other retailers think of the proposal—The Editor.

variety and keep sizes up or he will lose sales. Supposing I have say \$2,000 worth of boots and shoes in stock. A woman comes in for a pair of shoes and she wants, says a 4½ in a certain kind on display. Well you haven't a 4½ in that particular kind, but you have in other kinds. But she wants this particular shoe and will take no other. You consequently lose a sale.

Now what I contend is that if we close all the stores but one, we could carry much less stocks of certain kinds and yet carry a much larger variety and still have less capital tied up.

It would also cut out competition, reduce our selling expenses and at least cut out one horse and driver—a considerable saving alone. It would be, too, in my way of thinking the ideal way to solve the high selling costs. Leaving out of consideration all the worry attached to watching drafts and overdue bills, you would have all the people coming to the one store, all getting treated alike and if, like ourselves and some of our competitors giving fortnightly credits, there would be an absolute stop to running accounts at every store and paying me a few dollars, some one else a few

more every fortnight, etc. Every once in a while, too, some one of us is getting stuck. Again we would also save hundreds of dollars on freight charges. Now each and all of us have a few packages of many different articles coming along every week or oftener. By my way of figuring with the one store principle we could have all our freight in ear load lots saving more than half the freight charges. And what would be easier than doing the same as the mail order houses do—pay your cash and get the goods.

A Believer in Variety

Our friend writing in Canadian Grocer of August the 13th probably finds he hasn't half or let us say one-quarter the articles he is asked for, and if he has, then not in large enough variety to please his customers. Yet if his stock and that of his competitor were all placed in one building they would have a good showing and more than likely secure every sale after all. It's the variety that does the trick. Show a woman a large variety of any article she wishes to see and you make half the sale right there. Use your selling arguments and then complete the sale.

I read an article a year or so ago of a man going into his friend's store after 10 p.m., and finding him sitting around the stove, asked what in the world he was doing keeping his store open so late and nothing doing, our retailer replied: "You see, Jones across the street is still open and until he closes I must keep open." His friend pointed out that he had just come from Jones and he said the same about him. This is a most positive instance of us being our own worst enemies. Jealous of each other! Yes, we'd almost cut each others throats.

(Continued on page 25.)

Hints on Selling Oysters

How They Should Be Handled to Work Up a Good Demand—An Article of High Food Value—Season for Pushing Sale is Here—Cooler Weather Will Help a Great Deal

Second of Series on The Oyster.

A PROMINENT Montreal dealer was asked last week what were the main points to be carefully watched in the selling of oysters. He replied in the following words: "The man who is trying to work up a good demand for oysters should do his utmost to get in his stock as frequently as possible. He should handle them in clean sanitary utensils, and be careful always to have oysters in stock in a cooler, or surrounded by crushed clean ice. The oyster has a delicate flavor, and the least carelessness will affect its delicacy and its freshness."

On the possibilities in this business for the grocer, the same dealer had the following remarks to make: "It is time for the grocer, or the provision dealer to realize that there should be a big future in the handling of bulk oysters, and it would pay them to invest a little money in the necessary plant and utensils for properly handling them. By carefully advertising the line, one is bound to experience a good demand, as the taste has become well-known. The live dealer will be able to make good profits from oysters."

Every year, the oyster season is in blast at this time, but this year has been somewhat of an exception, on account of the exceptional weather we have been enjoying during the middle of September. At first, the demand opened up very well, but fell off with the arrival of further exceedingly warm weather. In a few days, when the summer months have surely gone, and the coolness of the air suggests the return of autumn, the dealer realizes that the time for attending to his oyster business is at hand, and the trade is kept busy supplying the demand from every nook and corner in the land.

A Nutritious Food

Oysters are certainly one of the most relished and most popular foods in the fish line. It has been compared by some dietitians to milk, and its value as an invalid and infant food cannot be contested. We refer to bulk oysters, or those open in shell, and shipped in liquid form. As for the shell oysters, their popularity is coming more and more to the fore in the United States, and in this country the turnover has increased materially of late.

In this country, particularly with the improvement which our provincial authorities have brought into effect, there is

no doubt that immense quantities will be used, not only in our domestic markets, but large consignments are expected to find their way to foreign markets. Our own Malpeque oysters, as far as taste and flavor are concerned are splendid. The new systems of cultivation in vogue will not only improve the quality, but will also increase the production manifold, and thus will increase the wealth of the country materially.

It is the firm belief of oyster producers that, with a little advertising,

trade should develop materially, and with a little more pushing the oyster will in time be one of the main articles of diet in this country on account of its nutritious qualities, and its relatively low price.

Canadian Oyster Cultivation

Considerable development has taken place within the last year, in the production of oysters in this country. Up to a few years ago, due to the poor system in vogue, depletion of our beds had
(Continued on page 26.)

THAT \$4 SUGAR

Editor Canadian Grocer,

Dear Sir:—After reading your article on the selling of sugar at \$4 per cwt., I cannot refrain from putting before you a little conversation with a casual customer—I call him a casual customer as his total purchases only amounted to about \$5 per annum—in my store last mid-winter.

The said gentleman asked me my price for sugar per cwt. I quoted a price of \$7.20—and I stick to my prices. "Oh," he said, "You are too dear." "How is that," I replied. "It costs me \$6.92 and surely I deserve a little profit." "Well," said he, "How is it that you pay so much for your sugar? I can buy——sugar at \$4," to which statement I offered to bet him \$50 to his \$5 that he could not do so. In the end he explained to me about a firm at——, and said he had sent his \$2 down and ordered two hundredweight of sugar. I told him if he could get the sugar to order for me at once 1 ton and I would pay him \$5 for each cwt., so he would be making a good thing. He appeared very excited and said he would. I did not see anything of him for some considerable time, but I sent a message home to him by his son saying that I could do with the sugar now as my stock was getting low.

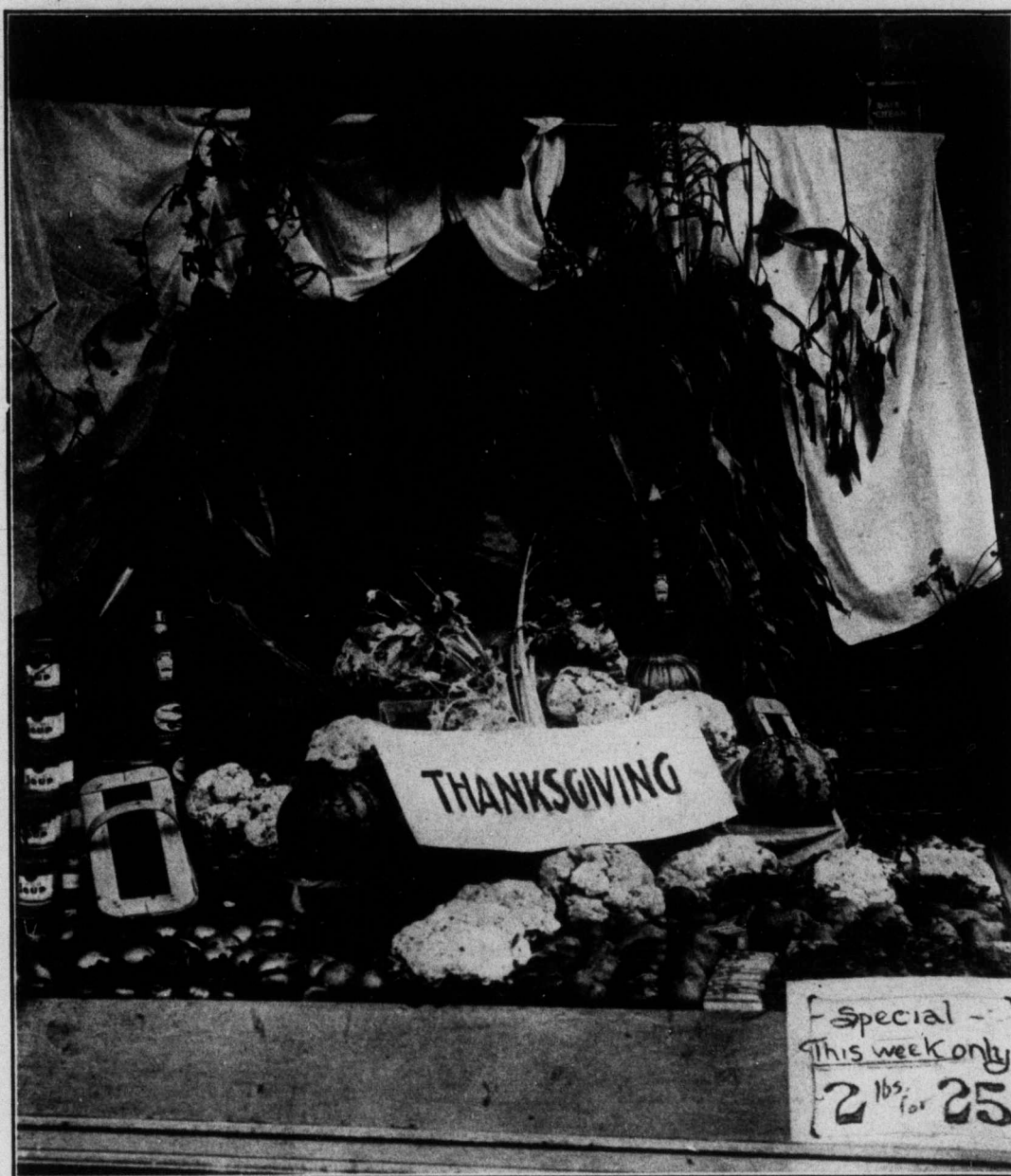
About three weeks after I saw him and asked how the sugar was, so then he told me. This firm wrote and acknowledge the receipt of the \$2 and sent him a membership certificate, but at the same time said that sugar had taken a rise to \$6.90, and they were sorry they could not send the two bags he ordered. Should they send one and return the balance? He wrote and told them to return the \$8, and now he is going about bewailing the loss of his \$2 bill. And if you only knew how sorely a loss touches this individual you would, like I do, have a silent chuckle to yourself every time you pass him.

Let a few more do the same as I did and they will soon have as good a laugh as I do and I consider this is an instance possibly wherein lies the secret. The point I should like cleared up is whether they could not be compelled to deliver the sugar after advertising it at \$4. He wrote and explained this to them and they wrote back stating it was an old advertisement that had been running and had not been revised to the prices they were then charging. If you were to tell your customers what you think of such a thing they only think you are trying to get one over them. I contend it is better for one or two to get bitten, in any neighborhood, than for this retailer to try and combat it. It soon kills itself.

Yours truly,

ONTARIO RETAILER.

The Thanksgiving Display



A Thanksgiving display shown last year by Geo. A. Curtis, Simcoe, Ont., which secured a lot of attention.

THE Dominion Government have announced that Thanksgiving will be held this year on Monday, Oct. 11th. It is high time, therefore, that the grocer should begin to think about his Thanksgiving display this year. Thanksgiving is one of the seasons of the year when a good display can be readily arranged because the facilities are so easily secured.

Note the accompanying illustration. This was the Thanksgiving display shown in the store of Geo. A. Curtis, Simcoe, Ont., last year, and it was one that got a great deal of business. A curtain pole stretches across the top of the window, which is a corner one. This is neatly draped and on the draping are a few sprigs of foliage. Cornstalks are used to good effect, and products of the garden are also neatly arranged. The window was built up in the form of a stairway, the steps getting narrower as they approach the top. On the top step may be seen a large squash. Cauliflowers, pumpkins, citrons and celery are arranged on the other steps. The display right in the front corner is worthy of particular notice. A row of white-topped cauliflowers runs around the corner, inside of which are individual rows of apples, potatoes, tomatoes and pears. In the very corner is a pile of chestnuts, for which the country surrounding Simcoe is famous. To the sides of the window may be seen cans of fruits, corn and bottles of meat sauce. The left-hand side of the window, as well as the extreme right, contains a display of cranberries, mixed in with apples. The whole effect was a very pleasing one, and the window sold considerable goods.

The Need of Business Men

Executive Ability, Experience and Energy Should Characterize Our Cabinet Ministers in These Trying Times—Suggestions for the Trade, Labor, Agriculture and Immigration Portfolios

THE following is taken from The Halifax Chronicle based on an editorial that appeared in Canadian Grocer, September 3rd:—

ACTION NEEDED

It is not only in connection with Canada's conduct of the war that there is great need of leadership—strong, efficient, resourceful and patriotic leadership, which brushes partisan considerations aside, and exerts every effort to make Canada's contribution to the cause of Empire and our Allies, worthy of it and its people. There is, unfortunately, also a lack of leadership in the management of the business affairs of the country. This is not a partisan criticism. It is a criticism voiced by independent trade journals of the failure of those who are charged with the administration of the country, and to whom not merely business men but the people generally ought to look for leadership, to measure up to the needs and opportunities of the hour.

The Canadian Grocer draws a moral from the recent action of Sir Thomas Shaughnessy, President of the Canadian Pacific Railway, in appointing a special representative in London to represent the C.P.R. Purchasing Department, with the idea that a man right on the spot could secure all possible business for Canadian manufacturers. The Canadian Grocer emphasizes the point that what the Dominion Government had failed to do, a business man like the President of the Canadian Pacific, has done.

This independent trade journal goes on to say that "what we need most of all—and particularly in these times—in the government of our country are big business men who grasp the problems with which they are confronted in a business way. When the war broke out last fall was the time the Canadian Government should have been represented in London to get everything that was going. Sir Thomas Shaughnessy was connected with the purchasing of war supplies only a few weeks before action was taken. Time and time again the MacLean publications have urged the Department of Trade and Commerce to send a representative to London to camp on the door-step of the War Office to get all possible orders for Canada—a man with the authority and prestige of the Dominion Government to carry him past the inevitable subordinate at the door and secure all possible business going for our manufacturers. The Department was asked to do merely what any live business man in the Minister's chair would do without urging. Sir Thomas Shaughnessy, as head of the C. P. R. Purchasing Department again points the way to Sir George Foster. Is it too much to expect the Department of Trade and Commerce to cease fooling with statistics and take some active steps to keep Canadian factories running during the coming winter?"

This is a timely protest. What has the Government been doing since Parliament prorogued to develop Canadian trade and to find markets for Canadian products? Everybody knows that up to the placing of orders for munitions of war there was a great deal of unemployment in Canada, and that were it not for these orders many factories would still be idle, and many bread-winners would be without work. The country calls for men equal to their responsibilities, quick to see the need of progressive efforts in developing Canadian industry and trade, and prompt to take advantage of every opportunity? It is high time for "speeding up" the rusty machinery at Ottawa. Let the Government, as the Canadian Grocer says, stop fooling with statistics and do something effectual to get business and keep the wheels of industry turning.

Editorial Note.—The interpretation The Chronicle puts upon our article is not strictly correct. The Prime Minister and some of his Cabinet have risen to the emergency, and even if we do not agree with them in some things they deserve all

praise. But we do think that the Ministers of Trade, Labor, Agriculture and Immigration—men for whom personally we have the highest respect—have shown themselves lacking in the executive ability, experience and energy necessary to enable them to take care of their departments in this great hour of trial.

Therefore, in justice to their chief and the country they should ask to be relieved of their portfolios, and the Premier should then put in their places the ablest executives in the country—regardless of their politics. For example, for Minister of Agriculture, why not a man like Senator Melvin-Jones, head of the Massey-Harris Co., one of the greatest executives in Canada; whose business covers the world; whose personal interests depend upon the success of farming more than those of any other man in Canada. We need more well-to-do emigrants to settle our vacant lands; to build houses; buy our surplus of food and clothing and luxuries; they mean more traffic for railways; therefore, a man like Sir Thomas Shaughnessy or Sir William Mackenzie should be induced to take our Department of Immigration. Or better still Sir Clifford Sifton, who made such a brilliant success of the department when he was at its head. To keep our factories going we must sell more goods. Our Minister of Trade should, therefore, be a good salesman as well as a good organizer. Mr. Butler, of the Canada Car Co., has put through in the face of strong competition some of the biggest transactions on record. A good Minister of Labor could so organize the country that every man and woman would be employed. We know a brilliant young Canadian who got his early training in a country store—the best of business schools—who has risen steadily to be the head of the largest institution of the kind, with branches and factories throughout the world, whose best work has been the organization and training of labor. As he resides in the States we hesitate to mention his name, but we believe he has enough loyalty to the old flag to resign a \$50,000 a year salary for a \$7,000 cabinet position.

It would be absurd to suggest men like these for Cabinet positions in ordinary times. They could not afford to consider them, but these are years when our great industrial chiefs must make sacrifices just as our soldiers at the front are doing. Conscription should not be limited

to finding men for the firing line. If appealed to by Sir Robert Borden, such men could not refuse to "do their part" for "Canada and the Empire," while his loyal colleagues would recognize the emergency and gracefully step aside and make way for them.

HAMILTON GROCERS MEET

At the last regular monthly meeting of the Hamilton Retail Grocers' Association, the secretary read a communication from the Canadian hospital at Shorncliffe, England, acknowledging the receipt of the maple sugar which the association sent some time ago. Nothing received there has been more appreciated the letter stated. The effort to procure \$1,000 for machine guns has been accomplished. A pleasant event took place when J. Young presented M. Cummings, chairman of the picnic committee, with a handsome Morris chair. Joseph Kirkpatrick, chairman of the transportation committee, was presented with a handsome gold-mounted fountain pen, and the secretary was also remembered with a check. John Knox, the vice-president, occupied the chair.

INTERESTING THE YOUNG FOLKS

Prior to the opening of school, G. Norman Willits, a general merchant in Brantford, Ont., sent out a circular to the surrounding homes with the catchy heading and introduction:

HURRAH FOR SCHOOL, GIRLS AND BOYS!

"We hope you have all had very pleasant holidays. Are you ready for school? It will be ready for you Wednesday, September 1.

"A teacher once asked a pupil, 'What is the highest form of animal life?' to which a bright scholar replied, 'The giraffe.' If the teacher had wanted to know where the highest form of eatables came from, the answer would have been, WIL-LIT'S GROCERY DEPT.

"PLEASE NOTE, we carry many more lines than good things to eat. The most important one we call your attention to is"

You may leave it to the employees to see that the little leaks are found, but you will have to see that they find them.

Why Molasses Has Almost Doubled

The High Sugar Market Tempted Planters Not to Make Molasses — Result is, Supply is Not Equal to Demand—Scarcity of Tonnage and High Rates Was Another Factor—May Even See 60c Fancy This Year—Highest Prices Since 1900.

MONTREAL, Sept. 23.—(Special).—Outside of certain dried fruits, the one grocery line which has consistently advanced in price for the past three or four months, and is still advancing, is molasses, and fancy molasses in particular. This is more important to the Province of Quebec, where the demand is chiefly for fancy molasses. This province and the Maritimes are the biggest buyers of fancy Barbadoes molasses. As there is not a single puncheon of fancy molasses left on the Island, and as the new crop will not be harvested until early next year, the situation is serious for Eastern Canada.

The Difference in Price.

The price being paid to-day is the highest for many years. After the advance of last week, the price became 57c per gallon for puncheons of fancy, and 48c for choice on the Island of Montreal. At the end of March this year, when the new crop was in, the price was 45c for fancy. Buyers were objecting to this price, claiming that it was exorbitant, and hinted that planters were simply holding them up. However, at this date, one far-seeing wholesaler stated that he expected to see 50c molasses; he had sold it before at that price, and expected to do so again. It is confidently expected to-day that molasses will reach the 60c mark. A year ago, fancy molasses was selling in Montreal at 38c. It opened in March at 35c. Thus, to-day grocers are paying nearly twice what they were paying a year ago.

It is not unnatural to expect that prices will go still higher. The market is depleted; stocks in the hands of traders are light, and are not expected to meet the demand until the new crop arrives next March. It has been suggested that, in view of these conditions, there will be considerable mixing of fancy and choice molasses. There are some houses who will not do business on this basis; but if they are faced with the possibility of having no fancy molasses by the end of the year, what then? Already there is being sold in Quebec what is called "fancy blend," which, although it may not be up to standard of straight fancy, its quality is fair. It is believed that if it should happen that fancy molasses were unprocurable, this fancy blend as a substitute would be well received.

Not the Same Choice.

Some of the "choice" molasses is not

what it used to be, so many say. It is not the brand that French-Canadian people accustomed their palates to years ago. When only choice molasses was being made, it was of a high standard; but since the planters started making fancy, they have been using the best part of the cane to make it, leaving only the residue for making the choice. Therefore, the latter cannot be of the same quality as the choice molasses of years ago.

This year there has been a fairly good demand for choice molasses in view of the fact that it sells at between ten and twelve cents less than fancy. The cheapness induces some consumers to have it rather than the other. It is stated that the demand for choice in the Province of Quebec has doubled this year for the above reason; but so little was sold in previous years, doubling of the demand does not mean so very much. On the whole, although fancy molasses is high, the greater proportion of consumers will demand it.

Highest Since 1900.

Probably not since 1900 has the price of molasses risen to the figures now being quoted. In that year no fancy was being made, and as the crop was a short one, choice sold as high as 50c per gallon. Yet in that year the consumption of molasses was restricted on account of the price; this year, although fancy is now selling for 54-57c to the trade, it does not seem to affect the consumption at all.

One of the chief reasons for the present high prices is shortage of crop. The high level of the sugar market has also been an important factor. The price of molasses and that of sugar are usually proportionate. When sugar goes up, the other has a tendency upward, too. The high price of sugar tempted planters to make sugar instead of molasses, as they could get a better price for it. This caused the price to soar, and it was only when molasses had reached a price proportionately high to that of sugar, that the planters started to make molasses. That accounts in a great measure for the present shortage, as well as for the high price. Planters, it seems, always make the one that will pay them the best—either sugar or molasses. Further difficulty in securing tonnage, and the high rates charged for it, played a large part in the doubling of prices.

Conditions may be different next year,

as the crop now in the ground will be a big one. Unfortunately this can have no effect on the present market, as it is impossible to get any new crop stuff here until February at the earliest.

WINNERS IN WELCH CONTEST

St. Catharines, Ont., Sept. 23.—The Welch Co., manufacturers of grape juice here, have announced the winners in their recent Dominion-wide window-dressing contest. This contest extended over the summer months and created wide attention. The judges were W. J. Bryans, Commercial Press, and B. T. Huston, MacLean Publishing Co., the first three winners being respectively F. C. Weber, druggist, Peterborough, Ont.; Robt. Barron Co., grocers, Toronto, and Bryson-Graham, department store, Ottawa.

The others were as follows: \$10 prizes—C. H. Willson, N. Saskatoon, Sask.; Frederick Bogardus, Guelph, Ont.; Peebles, Hobson & Co., Hamilton, Ont.; M. Sampson & Co., Montreal, Que.; Hepburn's, Edmonton, Alta.; J. Colleran, Marine Grocer, Port Arthur, Ont.; Cahill and Co., Halifax, N.S.; A. P. Johnson, Ottawa, Ont.; Alex. Fundas, Olympia Conf., Calgary, Alta.

\$5 prizes: Olympia Candy Works, Oshawa, Ont.; R. H. Williams & Son, Glasgow House, Regina, Sask.; Gordon Mitchell Drug Co., Winnipeg, Man.; T. H. Moorehead, Brampton, Ont.; Abbs & McNamara, St. Catharines, Ont.; Royal Ice Cream Parlors, St. John, N.B.; W. H. Sharp, St. John, N.B.; Brathwaite's Drug Store, Winnipeg, Man.; H. D. Hipwell, care of Barber's Drug Store, Chilliwack, B.C.; J. E. Gibbons, Sylvia Court Grocery, Vancouver, B.C.; B. Pinch, Sault Ste. Marie, Ont.; Pryce Jones, Calgary, Alta.; D. Carter, London, Ont.; W. E. Crowe & Co., Halifax, N.S.; Dwyer's Drug Store, St. Catharines, Ont.; B. G. Crabtree, Ottawa, Ont.; The Warne Drug Co., Peterborough, Ont.; Wm. J. Campbell, druggist, Niagara on the Lake, Ont.; D. M. Brown, Herkimer-Caroline streets, Hamilton, Ont.; J. I. Davis, Sydney street, St. John, N.B.

W. R. Butcher, grocer, St. Mary's, Ont., while returning recently from Stratford in his car, was struck by another going in the opposite direction. His party was somewhat shaken up and his auto badly wrecked.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

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

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St. Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

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

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, SEPTEMBER 24, 1915

No. 39

FRUIT AND VEGETABLE CROPS

A PART from the apple crop this year, fruit crops in Canada have been pretty good. Shipments of peaches from the Niagara district have been quite heavy. The fruit is of excellent size and quality and has been selling at reasonable prices. The Department of Agriculture at Ottawa notes that in some cases the fruit has arrived on the market in poor condition, being spotted and the low returns which have received in some instances have been due more to this fact than to lack of demand. The spotting of the fruit has been brought about by the continual wet weather throughout the district during the picking season. However, there has been a large quantity of good fruit placed on the market and sales have been splendid.

It is estimated that the grape crop this year will be 80 per cent. of a normal crop, but this increase will likely be offset by some mildew caused by wet weather which is particularly prevalent on red variety. The Niagara are reported cleaner.

The wet weather has also had some effect on plums. In the Niagara district some varieties are good but the weather has caused some rot, especially in Lombards. Japanese varieties are also rotting badly in some districts. Low prices have been realized for early varieties and in fact plums have never been much more reasonable. Essex and Norfolk counties report a crop of good quality with only slight frost. In British Columbia the quality is good, but prices are low.

In regard to pears with the exception of the slight development of scab on one or two kinds, the quality on the whole is good. The demand has been splendid but the supply has only been limited.

British Columbia reports a good crop of excellent quality.

As has already been reported in Canadian Grocer, the acreage in tomatoes this year was much less than usual. It was generally understood early in the season that the canners would not pack as many tomatoes this year at last. This was on account of the lessening of demand due to the cutting out of construction work and the fact that the hold-over was considerable. The small acreage combined with the continued wet weather, which has prevailed for the past four or five weeks, has caused the crop to rot in many districts, the estimate being that at least 60 per cent. have been spoiled. In some districts the crop has been completely destroyed and farmers have been plowing them into the ground. Early shipments from Ontario found a good market but owing to the continued importations from the United States prices ruled rather low. In British Columbia the greatest percentage of the crop there is of good quality.

FLOUR A YEAR AGO AND NOW

THE arrival of new wheat on the market and the cutting down of exports to Europe recently caused a considerable slump in the flour market in Canada. A few weeks ago Manitoba first patents were quoted in Montreal at \$7.10 per barrel. The price of the same flour to-day is \$5.85 per barrel. This means a drop of \$1.25 per bbl. or 62½c per bag within the space of three or four weeks.

In considering the situation of flour it is interesting to look back a year or so ago and compare quotations with the present. On July 31st, 1914, just before war broke out, Manitoba first patents were

quoted in Montreal at \$5.60 per bbl. One of the first effects of the European hostilities was to force up the price of both wheat and flour so that at one time—around April and May, this year—it had reached the top price of \$8.20 per bbl. During recent years this was a record price for this article. Then the market began to drop gradually until it reached the \$7.10 mark. This was followed a few weeks ago by two or three 50c drops bringing the present price down to \$5.85.

Comparing this with the corresponding period of a year ago it will be seen that first patents at Montreal are to-day 95c per bbl. cheaper than on Sept. 25th of 1914.

Just before war broke out, as stated above, the price was \$5.60. Compared with to-day this was only 25c less.

Just what the future of flour is to be is at the present time rather uncertain; but with heavy crops and export none too good and wheat prices fairly low, it does not look as if prices would be very strong for a time at least. This is a market which the trade should watch very carefully.

THE TRADE PAPER'S FIELD

GOING in advance of the commercial traveler the trade paper creates demand with the retailer. It is the medium between the manufacturer, wholesaler and retailer and consequently occupies a field distinctly its own, being kept out of the hands of customers and bringing the retail buyers and the firms who sell them into the closest possible touch. To the retailer the trade paper is the only means he has of getting an unbiased view of what is going on in his field.

The thousands of circulars and elegantly printed advertising matter often circulated by large houses among their retailers undoubtedly have a certain effect, but the mere fact that it emanates from the jobber or manufacturer has a tendency to belittle its influence and importance. The retailer looks to the trade paper to learn the facts and obtain reliable information with reference to lines of merchandise on their merits, as well as suggestions covering the various branches of the business, designed to show the way to better mercantiling.

VACANT LOT GARDENING

EARLY last spring a movement was inaugurated for encouraging greater production and more extensive use of vacant land in towns and cities for the raising of foodstuffs. In many places retail dealers took an active interest in the campaign and in addition to helping along a good movement, they incidentally increased their sales of gardening tools, seeds, etc. Reports recently gathered from various towns and cities by the commission of conservation indicate that the campaign has

been a success. Several cities have handled the vacant lot problem in a systematic manner, and have secured results commensurate to the amount of energy expended. Some, by allowing interest to lag, have been only partially successful. In others, also, circumstances militated against success, in that unemployed men took up the cultivation of vacant lots, and, upon securing employment, neglected them. On the whole, however, the movement can be regarded as a distinct success. No estimate of the value of the product is available, but, judging from the enthusiasm of some of the vacant lot gardeners, the total value is large and there should be an even greater enthusiasm displayed next year.

THE PATRIOTIC FUND

WE have now entered upon the second year of the war, and the end seems as far off as ever. No one imagined, a year ago, that by September of 1915, Canada would have sent across the Atlantic nearly one hundred thousand men with as many more to follow if necessary. This magnificent enlistment, while primarily due to the loyalty of our people, has been, in a large measure, made possible by the Canadian Patriotic Fund.

This greatest of all the national benefactions is now assisting twenty thousand families of men who have enlisted for overseas service. These men have gone forward with the full assurance that the people of Canada will see to it that during their absence, their wives, widowed mothers and little children shall be maintained in comfort. We hear that the drain upon the Fund is assuming large proportions, that to meet the needs of July and August \$700,000 was expended, that the reserves are being materially decreased and that the national Executive Committee now finds it necessary to make a further appeal to the Canadian public.

There are many funds, most of them worthy, but of them all, the Patriotic Fund is the one we cannot allow to fail. It is the duty of the Government to arm, equip and maintain the troops. Not a dollar do the Federal authorities give to the Patriotic Fund. This work depends solely on the patriotism and generosity of our own people. Thousands of brave men are fighting our battles, believing that we meant what we said when we told them as they went forward: "Go and we will care for the wife and kiddies." It would be to our everlasting disgrace if our pledge were broken.

The national organization, with headquarters at Ottawa and branches or affiliated associations in every part of the Dominion, is worthy of our most generous support in the tremendous and ever-growing task that it has undertaken.

EDITORIAL NOTE

THE BRITISH Budget was in many respects a startling piece of literature.



THRO' OTHER SPECTACLES



Taking Eggs in Trade

Paul Findlay, in New England Grocer and Tradesman

An item has been going the rounds of the trade press lately on "Taking Eggs in Trade." I have been amused to note the comment and the seriousness with which this matter has been discussed. The whole contention is wrong and the view taken is mistaken. This is not opinion on my part, but actual knowledge gained from an experience of over a generation in the business of "taking eggs in trade."

General conditions in the matter of trading with farmers are no different today from what they were thirty years ago. A farmer has always looked for the long end of the deal, and he thinks he is entitled to it. This problem can be handled in connection with farm trade as easily as it can be handled in connection with individual credit, provided the merchant will think out the whole thing logically, make a plan and then have character enough to live up to his plan.

Beginning in 1878 and ending in 1914 it was the practice in the store of Findlay & Company to buy farm produce at its market value and sell it at a profit. The market value was the wholesale value. If eggs were worth 22c a dozen wholesale, and 26c a dozen retail, we paid 22c for them and sold them for 26c. If, at the same time, eggs were worth 22c wholesale for us to buy and 23c for us to sell by the case, we paid 22c and we sold for 23c. All around us were merchants who were paying full retail prices "in trade." We made our price in cash.

Our argument to the farmer was that his produce was just as much entitled to a cash value as our tea and coffee was entitled to be bought for cash. We argued that there was no reason why he should be compelled to load himself up with more groceries than he might need. This strengthened us with the farmer and enabled us to deal in his produce on a profitable basis.

From 1893 to 1914, twenty-one years, I had the business alone. Very early in the game I formulated the system of not only figuring the farmer's produce in cash, but actually paying him the money, even if I took it all back again. As soon as I had counted his eggs or weighed his butter I made out a ticket, went to the cash register and paid him his coin. Many times he would say to me: "Why,

Mr. Findlay, I am going to need a lot of groceries and you might as well keep this." I always told him in reply that certainly that was all right and I should be delighted to sell him anything he wanted, but this made things simpler and made him independent.

It always worked out beneficially and it always will work out to the advantage of the tradesman to handle his farmers in this way, and it is my contention that the grocer will make more money and at the same time strengthen his own good will with his trade if he will follow out this system.

• • •

What Tact Is

The Store Journal.

Tact is a rare and priceless gem.

The hardest of all salesmanship qualifications to define.

Perhaps it's best termed: How to "handle" a customer; what and how much to say and when to say it.

Indeed, it's really ability to read human nature, and then to properly apply the knowledge thus gained.

Did you ever try it?

Do so! You'll discover, if you have not already, that hardly any two customers can be successfully "handled" in just the same way.

And a little study and practice will enable you to distinguish between them—and show you how to handle each kind.

Use tact!

• • •

Doubtful Coffee Valorization

Tea and Coffee Trade Journal, New York

If Brazil's second valorization plan is worked out along the lines of present indications many people believe it extremely doubtful if the Brazilian planters will secure from it the relief promised. It has been suggested that the passage of the bill will be followed by a rush to export, which will result in depressing market prices.

Surely the Brazil Government has an elephant on its hands in the shape of a most unruly annual coffee crop. Actuated on the one hand by understandable motives of governmental paternalism not unlike those which move our own Government at times, on the other hand it is beset with financial sharks, advertising carpet-baggers and the most brazen co-

terie of ragtag grafters south of the Mexican borders.

It remains to be seen if this second attempt to save the Brazil planters from the ruin which their cupidity leads them to invite year after year, regardless of laws restricting the planting of new trees and the regulation of exports, will produce any more lasting benefits than the last plan.

It would seem that in the last analysis permanent relief is to be secured through an educational campaign in Brazil, designed to encourage other industries and a safe and sane advertising campaign in the United States to increase coffee consumption. Honestly administered, such a plan would eventually do away with the need of valorizations and their attendant evils.

• • •

Sugar in London, England

The Grocer.

The business passing is chiefly in British refined, as very little Government sugar is now available. White Java on the London market has been cleared for over a fortnight, and only a very small quantity remains unsold at the outports. The scarcity of English cubes is very marked, the demand far exceeding the supply. The trade also experience much difficulty in satisfying their wants from other sources, as so little at the moment is available, but it is hoped that this shortage will be gradually modified during the next few weeks. Certain quantities of American granulated have arrived both here and at other ports, but altogether inadequate to cope with the requirements of the present situation. Apart from the existing scarcity that prevails, it is calculated that enough sugar has been bought to satisfy our wants until the end of the year.

There have been further arrivals this week of West Indian sugar, and form some welcome addition of supply of this description. In Cuba grinding operations are still proceeding by the few centrals at work—in excess of last year. The weather is unsettled, and a hurricane caused small damage in the Eastern provinces. The high prices ruling have greatly stimulated efforts for production in Cuba, fresh factories being erected, while those already existing are enlarged, which augurs well for future output, provided weather conditions remain satisfactory.

Would You Meet the Price Cutter?

Western Dealer Has Problem to Be Solved—To Follow or Not to Follow Him, is the Question
—Selling Some Goods Below Cost—Ordinarily Price Cutting is Dangerous
—What Would You Do?

Editor, Canadian Grocer,—What would you consider the best policy to recover trade where same has fallen off on account of an opposing merchant underselling you. We are working on a very small percentage on account of the money stringency. The merchant in question has several stores through the West and in nearly every case his prices are below his competitors.

I understand wholesalers have discontinued giving him credit and his financial standing is bad. Would you think it a wise policy to cut prices lower for awhile? I might say he is selling some articles below actual cost and the clerks receive \$100.00 per month. He is paying 30c for butter while produce merchants are paying from 17c to 20c, also the same on eggs for which he pays 40c, outside prices are from 17c to 20c at time of writing.

Any suggestion you could offer would be appreciated in your next issue of Canadian Grocer.

A SUBSCRIBER.

Editorial Note.—Canadian Grocer has never been a believer in price cutting. It has always made the claim that when a dealer finds it necessary to have to cut prices it stamps him as either a poor buyer or an inferior salesman. Few retail stores that do not place salesmanship above everything else, will ever retain any degree of success, and as salesmanship is the power to persuade people to purchase products at a PROFIT, a man who does not make a profit on his goods, above the cost of doing business, is not a salesman.

Not being on the spot, and not being acquainted with full particulars of conditions in the district referred to by this retailer, it is a very difficult matter to say what he should and should not do. While it may therefore, be a good idea to undersell him at the present time, yet this is a policy we would not advise under ordinary circumstances. Usually a merchant who depends upon cut prices to get trade gives little or no service, and SERVICE is the thing that counts these days. By taking a personal interest in one's customers: by doing them little acts of kindness and favors which cost little or nothing, they become fast friends of the dealer, and it requires a good big slash in prices to get them to deal elsewhere. Diplomacy is too, a very important thing in a matter of this kind. No merchant can stand the pressure of price cutting on all goods and remain in the business for any length of time. Wholesalers and manufacturers are sure to discover his policy sooner or later and to exert stiff pressure upon

him to see that his bills are paid. The retailer who makes but a fair profit on everything and familiarizes his customers with what he is doing in this respect, will create the idea indirectly that while the other fellow is underselling on some goods he is making a larger profit on others.

If the general public gets this impression it will be much less difficult for the man who maintains his prices and who only makes a fair average profit on all his goods.

He is bound to secure the swing of the trade.

There can be no better method for securing and holding trade than an orderly arranged store, a bright front with bright window displays, a courteous salesman behind the counter, clean floors, counters and shelves, and a little better service than the other fellow is giving. If he is superior in all these items he can at least get the trade of the best people in the district at his own prices, providing they are reasonable.

It looks like a wise policy for any merchant to follow these days to sell his goods only at a profit above his expense of doing business, and to make sure that he gets in all his money. That will mean that when the present situation is tided over and results are coming in from the splendid harvest this fall, he will be in a good position to go strenuously after more trade and to get a considerable portion of it.

Canadian Grocer would be pleased to hear from other retailers in this regard.

If you think you lack opportunities it may be that you merely lack an inclination to look for them, or to grab them when you see them.

• • •

The gift of gab and a knowledge of the stock count for a lot, but they cannot overcome entirely the handicap of a bad personal appearance. Get yourself looking right.

OYSTERS HERE AGAIN

August's gone. September's here, the fields will soon be brown and sere. But there is balm to sooth my pain: the oyster's back with us again. I do not know just how the "R" comes in my blissfulness to mar; but this I know and this I say, I have not had a stew since May. Nor have I seen a single fry to gladden epicurean eye. I have not had a chance to dwell in joy on Blue Points on the shell. Summer brings me mingled joys; its pleasure on me sometimes cloys. I love to swim and fish and boat; 'tis fine in idleness to gloat. The hot spell brings good things to eat, but none of them is joy complete. The oyster is all things in one, a banquet, consomme to bun. It's appetizer, meat, dessert, sometimes a pearl stud for my shirt. The time of joy has come at last; the R'less months are in the past. I care not for the autumn's chill while I of oysters eat my fill.—Newark News.

URGES REDUCTION OF RETAIL STORES

(Continued from page 17.)

The public finding this out cash in on it. There should not be any need for this bad feeling and there is really no need for so many stores in small towns each striving to undersell the other. If our friend of August 13th and hundreds of others would put in practice the above idea I feel confident it would help solve their difficulties.

A Summing Up

All combined you carry smaller quantities and larger varieties than with each separate store, and you reduce freight charges, delivery charges, clerk hire, insurance on extra buildings, etc. Your customers can't race around from one to the other with an account at each store as there is no local competition. You purchase in larger quantities, getting better prices with one large store than several small ones. You don't have to worry about what Jones is doing, and your mind is thus relieved from this unnecessary strain. You can all put yourselves in good fighting trim, and its up to you one and all to get what trade is doing in your town. Your selling expenses will be so reduced you can meet any outside competition with a smile.

HINTS ON SELLING OYSTERS

(Continued from page 18.)

taken place to such an extent, certain people who were interested in the keeping up of this industry, devoted much time writing articles on the subject, which eventually had some effect. Among those who espoused the cause of the

oyster was J. A. Paulhus, of Montreal, whose able pen is not a little responsible for reorganizing this industry. The Government eventually yielded to the views held by these experts, and decided to place the industry on the same basis as in Europe and the United States. In a word, they decided to allow individuals

to go into the cultivation of oysters. At first, on account of conflicting regulations of the provincial and federal governments, it had been quite a job to come to an understanding by which private individual companies could start this cultivation. The problem, however, has been solved now.

Tightening Up On Credits

Difference Between Banker and Retailer in Granting Credit — How Some Retailers Collect Accounts—Form Letters Are Good, But Do Not Go Far Enough—
The Reason Why.

By **ROBERT O. HOLMES.**

HAVE you ever stopped to think of the vast difference between the methods of the banker or wholesaler in granting credit, and those of the average retail merchant? The former take pains to obtain security for any advances made to clients, while the retailers very often take absurd risks and write off annually large amounts for bad or doubtful debts. Why do the merchants take greater risks than the banker? Has the thought ever struck you that the merchant is probably a better risk for credit without security than the customer of the retail merchant, who is in many cases a most uncertain risk? Why is it that retailers take the risks they do, and when it becomes necessary to press for payment or security have to be satisfied with a lien on real estate or crops, or some uncertain security?

In discussing credit customers and how to deal with them, a country town retailer of wide experience, and who has made a close study of retailers' credit problems, stated in part as follows:—"The merchant of a century ago was more justified in giving credit than we are today, because a rather different standard of morals or commercial morality existed at that time; moreover, the competition that exists at the present time, the mail order business, or shopping by post and other enemies of the country trader, did not trouble our forefathers. There is no doubt that a

system of barter, exchanging produce for merchandise, was quite as much in evidence in earlier days as it is to-day, but with this difference, that farmers brought their produce to town and either sold or exchanged it for goods on the spot.

"Many of the customers we have to deal with to-day are very astonished if not greatly annoyed at our daring to ask for a settlement of our account, but my experience shows me that such cus-

tomers are in most cases people who do not intend to pay unless they are forced, and I am wondering how long they would allow their accounts to remain unpaid if no pressure were brought to bear.

"How is the merchant to carry on business under such conditions or show any profit? The merchant has to pay his accounts often by an overdraft at the bank, for which he has to pay a large interest. Does the customer pay any interest? I think not.

"I am willing to make allowances for those who give me a good reason why they are unable to pay, and deserving cases call for lenient treatment, but I ask, is it fair to give long credit to those in receipt of a regular income or salary paid weekly or monthly?

"I know it is convenient for many people to run a monthly credit account, and it may be said that this holds the customer to the merchant; but such accounts should be met promptly, within a few days of rendering the account. The giving of indiscriminate credit recoils on the merchant in many ways.

"Short credit makes long friends, and when a man loans money to his friends he finds that the friendship is not what it used to be; and although the cases are not parallel, loaning money to a friend is not so far removed from loaning merchandise to a customer. In both cases it is difficult to ask for the money that right-



Slow pay customers differ as widely as people of any other class

CANADIAN GROCER

fully belongs to you, and the only difference I can see is that in one case by asking for your bill to be paid you lose your customer and when you ask your friend to repay your loan you lose your friend."

Another merchant located in a small city, in discussing credit problems, referred to the customer who, after running up a good-sized account with a merchant, will transfer his account to another store, very often paying cash at the latter place. Then there are the customers who send a large portion of their trade to mail order houses.

The city merchant, in referring to mail order customers, said: "Many merchants do not seem to realize the amount of money that is sent from our city to the large mail order houses. I have been informed on good authority that no less than \$1,800 was sent out in one day in money orders alone from this city to mail order houses many miles from here.

"No doubt many of these mail order customers who are sending their cash out of the city have credit accounts with local merchants. Many business communities have been handicapped by the pernicious credit habit. Credit customers who are allowed over thirty days' credit are responsible, it is claimed, for at least 85 per cent. of the bad debts incurred."

Now how are these many objectionable features to be overcome? There are a few merchants doing strictly cash businesses, but the great majority of retail merchants are doing both a cash and credit business.

For the merchant who wants to improve conditions in connection with the credit end of his business, I would suggest that he begin at once to study carefully all applicants for credit. I would suggest cutting down all new credit accounts to a strictly monthly basis. This of course must be done politely and with considerable tact, for offensive measures should be encouraged in any business.

Then, regarding present accounts of long standing, I would advocate sending a polite letter to each debtor customer advising him that you are placing all accounts on a monthly basis. These letters would be followed up by other letters, and in cases where remittances were not forthcoming a personal call would be made. There are many debtors who, after getting in deep, are unable to make a large payment on account at one time, and for that reason they disregard the account entirely. Many of these debtors if properly handled can be encouraged to pay off the account in small amounts. I have known cases where fairly large accounts have been paid off at the rate of 75 cents or \$1 per month. Slow work to be sure, but far better than having to write the account off the book as loss.

In most of the smaller stores the merchant has to regulate his credits to a great extent by personal judgment.

In basing one's judgment of a customer's financial soundness and honesty no rule or set of rules can be followed. It is largely a matter of opinion. The merchant who knows the people of his neighborhood should not often make a mistake.

Some merchants have a positive genius for sizing up matters of this kind. They seem to be able to look right into their man and see whether at heart he is well intentioned and to be relied upon.

To illustrate the very important fact that all men cannot be judged on the same standard, two incidents may be quoted. A merchant once sold a stove to a customer who had only two dollars to put down on it, and who was known to be in hard circumstances. "He was honest to the core," explained this merchant. "One could see by his eye that he would never cheat you of a copper. I was prepared to wait for a long time, but I knew I would get my money in the end." And he got his money in due time.

This same merchant refused to sell a stove to a man who had recently moved to the town, despite the fact that the customer offered to pay ten dollars down on the purchase price. "I did not like his appearance," was his explanation. "He was too glib, too plausible, too ready with his promises. I somehow felt I would rather have the stove in my possession than his ten dollars." The merchant made an excuse to avoid an immediate delivery and then instituted enquiries. He found the man had a bad record and had left a lot of debts in the place he had come from. The stove was never sent and the merchant doubtless saved himself a loss by his caution.

An authority on the collection of accounts states that every debt can be collected, if the collector can only find the way to do it. In many cases there is only one way it can be done, only one avenue through which the pocket-book can be reached. That avenue can be found only by careful study of the individual.

I know a merchant who had three accounts which had been standing for over two years. Monthly statements had been sent out regularly, and the clerks had been sent to make personal calls, but without avail. The merchant then decided to try out a plan which he had heard of, but had never put into effect. One of the accounts was for \$10.12. The merchant sent out a statement for \$25.12, fifteen dollars more than the customer really owed. A letter accompanied the statement asking for a settle-

ment, as the account had been standing for a long time and the firm needed money. The letter was polite, but to the point. Within two or three days the wife of the debtor visited the store and raised quite a fuss, stating that she was willing to pay what her husband owed, but she didn't intend to pay other people's accounts. She was very much put out to think that she should receive a bill for \$15 more than she owed. The account was settled, and the merchant apologized for the error, etc., etc. After the lady left the store, the merchant dictated a letter to the former debtor expressing thanks for the settlement of the account, and regrets for the error which had been made. The desire was also expressed in the letter that the firm would continue to receive the customer's patronage. The customer is still dealing with the merchant, and now pays cash for all purchases.

The same plan was tried out on the other debtors who had long-standing accounts, and in several cases almost immediate responses were made. The debtors all kicked about the apparent errors in their accounts, but the merchant secured full payment of accounts in some cases and part payments in others.

In the case of some debtors who are apparently hopeless cases, it is a good plan to use the forms supplied by retail merchants' associations. Very often payment or part payment of accounts can be secured by this method.

The trouble with most merchants who have not proven successful in the matter of collections is that they have followed a certain system rigidly and woodenly. They send out the same letters to everyone, stereotyped forms which proceed by gradual stages from courteous reminder to stern threat. They never think to change them to suit individual cases. The debtor may be a pig-headed man on whom threats would have no other effect than to strengthen his obstinacy and render his resolution not to pay adamant. Nevertheless the form letter, threatened suit, goes out.

Slow-pay customers differ as widely as people of any other class. There are obstinate and timorous, sanctimonious and defiant, crafty and guileless, honest and dishonest debtors.

The many ramifications of human nature are found in full in this class. Is it any wonder, then, that the merchant, who tries to collect from every one of them, in the same way, is going to get left in a great majority of cases?

And now to describe the system of a Canadian merchant who has solved the difficulty as fully as it is possible to do so. He has a large business and carries a heavy volume of debts on his

(Continued on page 35.)



WHAT KEROSENE WILL DO

Someone has compiled the following interesting uses for kerosene:

A few drops of kerosene added to boiled starch makes ironing easier.

If the fingers are dipped in kerosene and the throat well rubbed relief is experienced in cases of sore throat.

A few drops added to the water with which windows are cleaned saves times and labor, and a small quantity on a squeaking hinge or roller will insure a speedy cure.

A few drops on a dusting cloth tends to brighten the furniture, as well as prevent dust from flying about the room.

A tablespoonful added to each boiler full of hot water will lessen labor as well as whiten clothes.

A drop of kerosene on a piece of newspaper is the best polisher for lamp chimneys.

Basins or sinks that have become greasy or discolored with use may be cleaned with the aid of kerosene and for cleaning a rusty stove there is nothing else quite so good, but it should never be applied while the stove is hot.

THE ENCYCLOPEDIA

THE MAKING OF FRUIT PULP

A special leaflet dealing with the process of making fruit pulp has just been issued by the Board of Agriculture of the Imperial Government, and the following extracts will prove of interest:

Among fruit preserving methods "fruit-pulping" is not so widely known as it might be, but specially merits attention on account of its simplicity. It consists in reducing the fruit to a state of pulp by heat, generally by means of steam. The treatment sterilizes the fruit, so that it may be kept under suitable conditions without decomposition for an indefinite period. The product is known as "fruit pulp."

Fruit pulp is chiefly used in jam-making. It is converted into jam where convenient to the manufacturer.

In recommending the making of fruit pulp the board do not intend to suggest that the use of fresh fruit for jam-making should be curtailed. When possible, fresh fruit should be used for jam-making since the product is superior and the

expense of pulping as a preliminary to jam-making is avoided. Pulping is, however, a useful supplementary method; by its means large quantities of fruit can be preserved, waste will be lessened, in plentiful seasons prices may be better maintained, and by the use of pulp stored up in seasons when fruit is cheap the cost of jam-making will be reduced in seasons when fruit is scarce.

The essential requirements for the preparation of fruit pulp on a commercial scale are a steam boiler, and barrels, tins, drums or jars, in which the pulp can be stored. The best qualities of pulp are stored in large stone jars, but these are expensive. The quickest and most convenient method of storage on a farm is to use casks. Casks which have contained wine or spirits are usually employed. They should be in good sound condition and preferably made of oak. Copper ladles and funnels are required for filling the casks.

Method of Making

In a jam factory pulp is usually prepared in the steam-heated pans otherwise used for boiling jam, but in the absence of special jam-making machinery the method here described may be adopted.

Three wooden vats, tubs or half barrels should be placed in a row in a position convenient for connection with existing steam piping. Whilst the contents of one vat are being steamed, a second will be in process of filling, and a third being emptied, so that with a sufficient head of steam the process of pulping will proceed continuously. A coil of 1-inch copper piping is required. This should be pierced with not more than 20 $\frac{1}{8}$ -inch holes. The coil should be placed in the vat or tub so as to reach to within a few inches of the bottom, and the pipe connecting it with the boiler should be fitted with a rapid coupling so that the coil may be quickly transferred from one vat to the next. For continuous working two such coils are required, as it is not possible to insert a coil amongst the fruit after the vat has been filled. The vats should be provided with wooden covers to confine the steam whilst the steaming process is going on. With a 8 horsepower boiler working at a pressure of 45 pounds, three vats of 100 gallons capacity can be kept in fairly continuous use. Five hundredweight of plums or apples may be cooled at a charge, and, if steam

can be maintained, three charges may be put through per hour.

Steam is also required for scalding out and sterilizing the interior of the barrels before filling them with pulp.

The process of sterilization is completed by burning a rag dipped in melted sulphur within the bung hole, and the bung is then kept closed until the barrel is ready for filling.

The casks must be completely filled and bunged down whilst the pulp is boiling hot, and placed in a position where they can be kept undisturbed until the pulp is required for use. They should lie on their side with the bung hole uppermost, and if there is any sign of fermentation a small hole should be bored in the wooden bung and closed with a spigot. The latter should be lifted daily until fermentation has ceased and the contents of the cask have settled down.

If the casks are subsequently moved the same process of daily opening the small hole in the bung must be repeated.

If tins or jars, after previous scalding, are filled with boiling pulp and at once hermetically closed the contents should keep indefinitely without fermentation. Tins used for pulp should be well lacquered inside.

In making plum pulp by the above method there is no necessity to add water. Five hundredweight of plums may be placed in the vat and the steam turned on for ten minutes. The contents of the vat should then be thoroughly stirred and the steam turned on for a further ten minutes, at the end of which time the pulp should be ready. It is essential that not only the flesh but also the kernels of the plums should be thoroughly cooked and sterilized.

In making apple pulp a certain amount of water must be added, varying with the character of the apple. In the case of hard apples about three gallons of water should be sufficient for each hundredweight of fruit, since more steam will be condensed than in the case of soft and easily cooked apples, to which rather more water may be added. After steaming for fifteen to twenty minutes the apples must be rubbed through a sieve of a mesh sufficiently small to retain the pips. The pulp must be again brought to the boil before finally storing in casks.



CURRENT NEWS OF WEEK



Quebec and Maritime Provinces

John Richardson, general merchant, Little Metis, Que., is dead.

Geo. V. Kneen, grocer, Maisonneuve, Que., has obtained a charter.

John A. Kindred, grocer, St. John, W. N.B., has sold to James A. Kindred.

Col. John A. Gunn, commander of the 24th Victoria Rifles, is now in France. He is president of Gunn's Ltd.

A son has been born in London, Eng., to Mrs. Gunn, wife of Lt.-Col. J. A. Gunn, commanding the 24th Battalion, Victoria Rifles.

The Mooney Biscuit & Candy Co. have recently moved their head office and executive offices to Montreal, and are located at 809 Lewis Building.

The price of bread was dropped from eight and nine cents per loaf to seven cents by a number of retailers in St. John, N.B., last week.

The Canadian Oriental Produce Co. has been granted a Federal charter to manufacture confectionery. Head office is in Montreal, the capital stock being \$50,000.

The regular monthly meeting of the Retail Grocers' Section, Maisonneuve Branch, Retail Merchants' Association, was held on September 21st, at 189 Letourneau street, Maisonneuve.

The Robin Hood Mills have opened an office at 205 St. Nicholas Building, Montreal, which is in charge of Charles Ritz. This is their Eastern head office.

Two molasses exporters visited Montreal this week. They were Harold A. Inniss, representing DaCosta & Co., and Mr. Gittens, of Leacock & Co., both from Barbadoes.

Ontario

W. J. Sunter, grocer, Toronto, has sold to Porteous & Black.

Barrett & Boddy, grocers, Toronto, are succeeded by Mrs. Barrett.

John Mountstephen, general merchant, Kakabeka Falls, Ont., died recently.

Joseph Perkins, of J. Perkins & Co., general merchants, Cochrane, Ont., is dead.

Geo. F. Smith has purchased the grocery business of Eliza. H. Friend, Toronto.

M. Foster has bought the business of F. Laphorn, general merchant, Gladstone, Ont.

C. D. Robinson & Co., general merchants, Waterford, Ont., have sold to A. Marchand.

Wm. Loughrey & Son, grocers, Horton street, London, Ont., have sold to H. Loughry & Co.

N. Wickett who recently took over a grocery store in New Liskeard, Ont., has had same renovated.

J. Crawford & Son, grocers, Toronto, have dissolved partnership, Howard Crawford continuing.

Moody & Clarke, grocers and butchers, St. Thomas, Ont., intend opening up their new store shortly.

Strawberries from Northern Ontario, were recently sold by E. F. Mason, a Peterborough, Ont. grocer.

E. E. Linnell, grocer, Hamilton road, London, Ont., has sold his grocery stock and store to F. Gohlenbury.

Smith & Orr, grocers, Adelaide street, London, Ont., have sold to Fred Laphorne, of Gladstone, Ont.

Ross & McFarlane, grocers, Hamilton road and William street, London, Ont., have dissolved partnership, Chas. Ross continuing.

The officials and staff of the Walter Woods Company in Hamilton and Winnipeg, have donated a machine gun to the militia department.

Capt. H. I. Matthews, of Colborne, Ont., is dead. He started the Lakeport Canning Factory, and was at one time a director of the Canadian Cannery.

Charles E. Wilton, general merchant, Centreton, Ont., had his store and residence struck by lightning recently, and almost totally consumed by fire. Mr. Wilton has insurance of \$2,000.

Frank Fearman, of Fearman Bros., grocery brokers, Hamilton, Ont., was married last week to Miss Gay, of Hamilton. Mr. and Mrs. Fearman have been spending their honeymoon at Algonquin Park.

The Ekonomie Foods is a new concern with Ontario charter, organized to manufacture and deal in dry soup compounds. The head office is in Thamesville, Ont., the provisional directors being J. P. Hale, of Bridgeburg. W. Tinline and T. H. Pluff, Orford, and Rev. A. M. Boyd and Dr. S. Stewart, Thamesville.

Western Canada

Jas. Park, general merchant, Minburn, Alta., is dead.

W. P. McCormick & Co., grocers, Winnipeg, have sold to H. L. Albright.

Weidman Bros. have purchased the grocery business of H. Fenson, Winnipeg.

W. H. Walsh Co., grocers, are closing their Eburne, B.C. business, but continue at Kerrisdale.

The Quaker Oats Co. have purchased the elevator at Ardath, Sask., of the Goose Lake Grain Co.

The Alberta Flour Mills have been incorporated under a Federal charter, with Calgary as head office, and \$5,000,000 capital. Among the provisional directors are A. J. Seyler and H. H. Farman.

D. D. Butler, sales manager of the Geo. McLean Co., wholesale grocers, Winnipeg, has returned home after a business and pleasure trip through the east embracing some of the Eastern States, as well as Eastern Canada. He also spent a few days at his former home in Simcoe, Ont., and was in Brantford which place he left to go west some years ago.

A meeting of Winnipeg grocers was held recently for the purpose of forming a grocers' section of the Retail Merchants' Association. James O'Hare was appointed chairman, and Mr. Kimball secretary for the ensuing year. The 6 o'clock by-law was discussed and it was decided that a committee be appointed, composed of A. F. Brock, Mr. Nesbitt and Mr. O'Hare, who will scrutinize the by-law and report their findings.

Organization work for the Manitoba branch of the Retail Merchants' Association has made big progress in Southern Manitoba, with the result that at the present time 15 towns now have branch associations organized. This work has been going on for the past six weeks, and the response on the part of the out-of-town merchants has been splendid. In each centre a local president and secretary has been chosen, but the chief work of the organization is undertaken by the Winnipeg office. The towns which have just been organized are: Hartney, Deloraine, Boissevain, Cartwright, Manitou, Goodlands, Pilot Mound, Killarney, Oak Lake, Griswold, Mather, Waskada, Neepawa, Souris, and Altona. At the present time the organization work is being undertaken by N. B. Henry.

Canned Goods Advance Again

Tomatoes, Corn and Peas All Higher—The New British Budget and Tea—Molasses Very Firm and Prices Are Higher Than For Many Years—Pepper is Firming Up Again.

Office of Publication, Toronto, Sept. 23rd, 1915.

WHAT did we tell you about canned goods? About two months ago CANADIAN GROCER prophesied we would see a price considerably over the one then prevailing on canned tomatoes. Since then tomatoes have gone up rapidly. Last week another advance was made, bringing the price 20c per dozen above the one prevailing when the prophesy was made. The reasons for this are two. First of all considerable export is going on to Great Britain, and secondly, the pack for this year is unusually short. After that the fact of a good demand and you get the reason for continued and sharp advances. Corn and peas in cans have both advanced this week, the former by 5c and the latter by 2½c a dozen. The Holding company says that it is probable we shall see still further advances in these. So that canned goods are going to cost both the retailer and consumer more. We understand that both corn and peas have been shipped to England. This is nothing new for peas, but we fancy it is for corn because they have not, ere this, eaten corn in England. It may be that the export is for the Canadian soldiers at the front, but as it is difficult to change the accustomed rations of the British authorities, it may be for private consumption.

The molasses situation is very interesting. All grades are remarkably firm and both high and low are advancing quickly. On August 10, high-grade molasses sold for some 4½c a gallon in barrels less than it does to-day, and it is still going up. Low grades are very firm too, the lowest price to wholesalers on low-grade molasses is at present considerably higher than a short time ago. The reason appears to be that the canes were turned into sugar on account of the shortage of sugar rather than molasses. It is obvious that it is cheaper to make sugar of it than it is molasses and planters turned their attention to the latter. The situation in Quebec is exceedingly firm, and, of course, they do a much bigger business in molasses down there than in Ontario.

The British Budget only came down Tuesday and it is not easy to forecast exactly what will happen as the result of the huge provisions made. So far as tea is concerned the tax is now 1s per lb.—that is 24c. The lowest teas which will be bought in England will be worth 50c wholesale, and will possibly be higher than that; and bear in mind, this is for a low-grade tea. With a tax on every pound of 12c it seems reasonable to suppose that consumption will let up to a certain extent and that people will find it beyond their reach to buy as much tea as formerly. If this be so and with the present condition of the market, it may be, although nothing definite can be foretold, that consumption will so materially decrease that tea will be easier to get for Canada. One tea house suggests that just now is the time to wait. Anything may happen and nobody knows what will happen and it would be foolish to predict anything with any reasonable amount of certainty. Even Canada may have a war tax on tea. What remains to be seen is the effect of the new war tax on the tea market and when this is known CANADIAN GROCER will be in a position to advise the trade what line of action to take.

There is another tax in England on sugar and that again may have the effect of inducing the public to buy less sugar, thus reducing the consumption in England. What effect this will have on the world's market cannot faithfully be said at present, but it does look as if it might influence sugar prices slightly and make cheaper sugar for oversea buyers. But we shall see what we shall see and these are only casual remarks made after a hasty survey of the new provisions brought down by yesterday's budget.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Further decline in rolled oats.
Lower prices on rye flour meal.
Care required with Ontario flour.
Manitobas liable to drop again.
Moulee declines \$2-\$3.

PRODUCE AND PROVISIONS—

Higher prices in new cheese.
Finest creamery advances again.
Pure and compound lard up.
Eggs receipts falling off.
Broilers and fowls plentiful.

FRUIT AND VEGETABLES—

Peas up to \$3.50-\$3.75 box.
Plums down to 25c large basket.
Peaches much cheaper.
Dearer apples anticipated.
Montreal potatoes jump to 75c.

FISH AND OYSTERS—

Dore and pike in better demand.
River fish more plentiful.
Halibut yield keeping up.
Salmon plentiful; prices lower.
Lobsters still at luxury prices.

GENERAL GROCERIES—

Further decline of 10c in sugar.
Canned goods take another rise.
Big drop in price of dried peas.
Peppers rising wildly.
Higher dried fruit prices named.
General advance in spot nuts.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour a waiting game.
Feeds now easier.
No change in cereals.

PRODUCE AND PROVISIONS—

No change in meats.
Butter goes higher.
British Government buys cheese?
Eggs advance sharply.
No demand for poultry.

FRUITS AND VEGETABLES—

Jamaica oranges selling.
Cranberries have arrived.
Peaches selling well.
No good cauliflowers available.
Spanish onions higher.

FISH AND OYSTERS—

Smoked lines begin to sell.
Oyster season set back.
Scarcity of whitefish.
Ontario trout coming in.
Lobsters high and scarce.

GENERAL GROCERIES—

Tomatoes advance sharply.
Corn and peas, too.
Molasses prices up.
Common teas down.
Sugar, down 10c.

QUEBEC MARKETS

Montreal, Sept. 22.—The chief points of interest in the market are a further decline of 10c in sugar, and an advance in several lines of canned goods. This is the third drop in sugar to take place within two weeks. It was brought about by continued weakness in the raw sugar market. Raws have sold as low as 3¼c. The weakness may be due to large crops in Cuba, or to the forcing of beet sugar on to the market at an early date.

Tomatoes are selling at 97½c. It be-

CANADIAN GROCER

gins to look as if no new prices will be named this year for the retail trade, as no agreement has yet been arrived at between the canners and the wholesalers. On account of a small corn crop, and the possibility of its being damaged by frost, there may be higher prices on corn. To-day's quotations for the latter are 90c.

A wholesaler vouchsafed the information this week that another 2c advance in the price of molasses was possible. Judging by the amount that has been brought into this province during 1915—about a third of the usual amount—it will soon matter little what prices wholesalers charge for their stock, as they will have none to sell. There has been some mixing done already, but this cannot go on for long, as there will be no fancy left to do it. However, what blended molasses there is on the market will soon be very acceptable.

Dealers in Ontario flour are warning the trade to be careful in their purchases, as considerable is being offered, in some cases from the choicest districts, which is smutty and of poor quality. Wholesalers have been turning down supplies for the above reason. There is a feeling here that another decline is probable in Manitobas.

Flaxseed, used for pharmaceutical purposes, has declined 1/2c, and is now quoted at 4 1/4-5c. Wholesalers report an advance of 1/2c on pure lard and 1/4c on compound lard. They quote for compound in pails \$2.10 and for pure \$2.60, these being for jobbing lots.

SUGAR.—A further decline of 10c per bag occurred on Saturday, Sept. 18, ostensibly because of the weak raw market. Other reasons are assigned for it by certain parties, but the chief factor was without doubt that the price of raws fell to 3 1/4c, and were offered at 3 1/8c. It is difficult to say exactly what is the cause of weakness in raws. Some say it is due to big crop in Cuba; others believe that the weakness is due to beet sugar refiners forcing their product on the market early.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 35
20 lb. bags	6 45
2 and 5-lb. cartons	6 65
Yellow Sugars—	
No. 3	6 20
No. 1	5 95
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 50
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lump—	
100 lb. boxes	6 55
50 lb. boxes	7 05
25 lb. boxes	7 25
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—It is felt by the trade here that prices on Japans will be firmer later, as there is a splendid demand for all grades. Nothing will be offered to the

retail trade this year under 19-20c. It seems that the Japanese are using many of the cheaper grades for home consumption. Siftings and fannings are higher than usual, and the above is given as the reason. Good Japan teas are bringing good prices. Letters received by importers from Colombo, dated August 18, bring the news that prices of fine Ceylons are as firm as ever, and that little chance is seen of a decline. With people returning to Montreal from their country homes, retailers are finding business better, and are buying more freely.

DRIED FRUITS.—The crop of Malaga raisins is smaller than usual, and is late in arriving. Usually these goods are on hand by this time, but it may be a month before they arrive. A very good demand is being felt here for Valencia raisins on account of the high prices. New prices came to hand this week from the California Dried Fruit Association on fancy seeded raisins and muscatels, which are higher than those of last year, and a shade higher than opening prices. Sultanas are as hard to get as ever, and currants, while they have not gone up since the advance two weeks ago, are very strong, and those who can get them will apparently be able to command big prices.

	Per lb.
EVAPORATED FRUITS.	
Apples, choice winter, 25-lb. boxes	0 09
Apples, choice winter, 50-lb. boxes	0 08 1/2
Apricots	0 15 1/2
Nectarines, choice	0 13 1/2
Peaches, choice	0 10
Pears, choice	0 13 1/2
DRIED FRUITS.	
Candied Peels—	
Citron	0 20
Lemon	0 13 1/2
Orange	0 13 1/2
Currants—	
Amalias, loose	0 07 1/2
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07 1/2
Filiatras, packages, new	0 08
Yeastings, loose	0 09
Dates—	
Dromedary, package stock, per pkg.	0 09
Fards, choicest	0 12 1/2
Hallowee, loose	0 08
Hallowee, 1-lb. pkgs.	0 07 1/2
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/2
1 lb. glove boxes, each	0 12
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10
80 to 90, in 25-lb. boxes, faced	0 09 1/2
90 to 100, in 25-lb. boxes, faced	0 09
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscateles, loose, 3-crown, lb.	0 09
Sultanas, loose	0 14
Sultanas, 1-lb. packages	0 15
Cal. seedless, 16 oz.	0 09
Seedless, 12 oz.	0 08 1/2
Fancy seeded, 12 oz.	0 09
Choice seeded, 12 oz.	0 08 1/2

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

NUTS.—Wholesalers announce the following advances in the price of certain nuts, made necessary on account of the big demand during the Jewish holidays, because of low stocks, and, thirdly, because new crop stuff will not arrive for a long time to come: Pure Mayette Grenobles, 16-17c; Brazils, 15-16c, and Sicily Filberts, 14-15c. The advance amounts to about a cent in each case. While wholesalers report that higher prices are expected on shelled almonds, due to

smaller crop than expected, the primary market was easier this week; importers, however, consider this only temporary. Inquiries for shelled walnuts are coming in freely, despite the fact that prices for November shipment will be much lower.

Almonds, Tara	0 17	0 18
Grenobles, new	0 16	0 17
Marbots, new	0 13 1/2	0 14
Shelled walnuts, new, per lb.	0 35	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 37	0 38
Sicily filberts	0 14	0 15
Filberts, shelled	0 21	0 24
Pecans, large	0 20	0 21
Brazils, new	0 14	0 15
Peanuts, No. 1, French	0 07	
Peanuts, No. 1, Spanish	0 08 1/2	

MOLASSES.—Representatives of Barbados planters who are in Montreal on their annual trip confirm the statement that there is no molasses left on the Island. Some idea of the small amount exported to this province during 1915 can be gathered from a statement of receipts of all molasses, choice, fancy, and all grades. The amount shipped to Quebec Province up to August 5 was 9,130 puncheons, compared with 30,384 puncheons up to the same date last year. The total shipment from Barbados for the year 1914 to all parts of the world was 89,311 puncheons; this year it was only 38,500 puncheons. From the above it will be seen that the amount shipped to Quebec Province this year is only about a third of last year's; this will give some idea of what prices are likely to be before long.

	Price for	
	Island of Montreal.	Fancy.
Barbadoes Molasses—		
Puncheons	0 57	0 48
Barrels	0 60	0 51
Half barrels	0 62	0 53
For outside territories prices range about 3c lower.		
Carload lots of 20 puncheons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3/4c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2	0 08
Pails, 8 1/2 lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, 1/2 doz. in case	2 90	
Cases, 20 lb. tins, 1/4 doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4 1/2c; 1/2 bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case	3 60	

SPICES.—The pepper market has been rising during the past week, and still higher prices are expected. It will be remembered that a gradual decline took place in primary peppers, and it looks as though the bottom of the market had been reached. The English market advanced 3/4d. in a very short time. Austrian sage is practically out of stock in first hands.

	5 and 10-lb. boxes.	1/2-lb. pkgs. dozen.	1/4-lb. tins lbs.
Allspice	—0 16	—0 69	—0 23
Cassia	—0 22	—0 89	—0 29
Cayenne pepper	—0 28	—1 05	—0 35
Cloves	—0 28	—1 05	—0 35
Cream tartar—45-66c.			
Ginger, Cochin	—0 22	—	—0 29
Ginger, Jamaica	—0 25	1 00—1 15	—0 31
Mace	—0 80	—	—1 00
Nutmegs	—0 40	—2 40	—0 75
Pepper, black	—0 22	0 90—1 00	—0 29
Pepper, white	—0 30	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 14—0 16	—	—
Turmeric	0 21—0 23	—	—

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

Cardamom seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian	0 13	
Dutch	0 16	0 18
Cinnamon, China, lb.	0 14	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 45
Cayenne chillies	0 36	0 35
Shredded cocanaut, in pails	0 18 1/2	0 22
Pimento, whole	12-15	

CANADIAN GROCER

RICE.—There is quietness in the primary market for Canadian ground rices, but wholesalers have been buying heavily during the past week or two, and supplies are now coming forward. After unusual activity in the first market last week, tapioca became quiet, with prices firmly held at the new level.

Rangoon Rices—		Per cwt.
Rangoon, "B"		3 30
"C.C."		3 30
India bright		4 00
Lustré		4 10
Fancy Rices—		
Imperial Glace	5 20	
Sparkle	5 60	
Crystal	5 00	
Ice drips	5 30	
Snow	5 20	
Polished	4 10	
Pearl	4 60	
Mandarin, Patna	4 30	
Java Onyx	7 00	

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

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

DRIED VEGETABLES.—New crop beans are not expected here until late in October, and the trade are anticipating that they will be spotted, and that it will be necessary to take them as they are, with the usual grading. Those with 1914 stuff on hand should hold on to them if they require good stuff. The market is weak on peas, supplies of which are very liberal. There is the same difficulty as last year as regards Ontario peas, which are inclined to be buggy. Quebec crop is good, and on the whole are good boilers. Prices being quoted are as low as \$2.50-\$2.75 per bushel, but some wholesalers are asking \$3.25 for first quality strictly boilers.

Beans—			
Canadian, 3-lb. pickers, per bushel....	3 45	3 75	
Yellow eyes, per bushel		4 00	
Lima, per lb.	0 07½	0 08	
Peas, white soup, per bushel	2 40	3 25	
Peas, split, bag, 98 lbs.		5 50	
Barley, pot, per bag	3 00	3 30	
Barley, pearl, lb.	0 05	0 06	

MONTREAL

CANNED GOODS.—There have been no advances on sockeye canned salmon since opening prices were announced, despite poor runs in certain sections. Chums, however, have been advanced by wholesalers 25c per case. Dealers state that buying is fairly heavy on Chums and Pinks.

A British Columbia packer, commenting on the situation, states that the pack of Pinks on the Fraser River will be less than anticipated, due to competition from Puget Sound packers. The run of Pinks on the Sound has been small, and packers there, in order to fill their cans, are sending their collecting boats to the lower Fraser River, and are bidding high prices for Pinks, which are really beyond the reach of what local packers could pay in order to sell his fish at anything like the price he has charged the trade, which so far has been the highest price

asked for Fraser River pack, and, indeed, is the maximum they can hope for as compared with the price they secure for Northern Pinks. This competition from Puget Sound will apply also to Cohoes, and the pack of these on the Fraser River is liable to be a small one.

Another B. C. packer has written to his Eastern representatives to the following effect: "The catch is over on high grades. A few sockeyes are still being taken in the Fraser, but, of course, the quality is not nearly as good as the early run, and as the season advances, the quality of sockeye continually deteriorates.

"From the standpoint of value, good Red Springs are splendid value in high-grade fish; medium, red and white Springs are also good value, but they lack color.

"Cohoes run later than either Springs or Sockeye. Up to date, canners have been busy packing Cohoes for export from where there has been a good demand, and will not be especially interested in Canadian business until after they have filled their foreign contracts. Pinks are plentiful, but they are being held firmly at association prices.

"Canners do not anticipate packing many Chums this year, as the margin of profit is small, and it does not pay for them to carry the goods."

Further advances were announced this week by the Holding Company in prices of canned vegetables. Their quotations at factory jumped 2½c on tomatoes, and are now on a basis which will bring the cost to the retailer over \$1 per dozen. However, local wholesalers continue to quote 97½, notwithstanding the higher laid down cost. It looks as if there is going to be an open season this year, and that each wholesaler will name his own prices. This fact probably accounts for the price of tomatoes remaining at 97½c. Those wholesalers who have large stocks of tomatoes on hand can afford to sell at 97½c, despite the advance at factory. There were further advances in corn, peas and beans this week, but, as in the case of tomatoes, it is unlikely that full quotations will be charged just yet a while.

There may be an interesting side to the corn market before long. It is well known that the tomato crop has been a poor one this year, but it was not known until recently that the corn crop was also likely to be poor. Montreal wholesalers announce this week that Canadian corn will be a short crop, and the frost is being dreaded, as the corn is late. If frost should set in early, it is stated, serious damage would result.

An advance has taken place in Bartlett pears, amounting to 12½c on 3-lb. tins, and 7½c on 2 lbs. This is attributed to short crop, which apparently applies to the pear crop generally. Quo-

tations now are as follows: 2 lbs., \$1.60, and 3 lbs., \$2.50.

An advance occurred in 3-lb. apples of 2½c doz., quotations now being 95c.

The following prices are current in Montreal on old pack salmon where available:

Chums, 1-lb. talls	0 80
Pinks, 1-lb. talls	1 20
Cohoes, 1-lb. talls	1 45
Red Springs, 1-lb. talls	2 00
Humpback (pink), ½-lb. tins	0 50
Canned Vegetables—	
Tomatoes, 3's	0 97½
Peas, standards	0 80
Early June peas	0 95
Extra sifted peas	1 45
Corn, 2's, doz.	0 90
Salmon, Sockeye—	
1 lb. talls, cases 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 57½
Five cases or more, 2½c doz. less than above.	

ONTARIO MARKETS

TORONTO, September 23.—The chief topic of interest on the street is the effect that the British Budget will have on trade and prices. As he cables only came over the day of writing, it is difficult to say anything very authentic. We may, however voice one or two suggestions as to possibilities and leave them without definite prophecy.

Tea is now taxed at 24c per pound in Britain, the new Budget imposing a further fourpence or 8c. This is a big tax and it may be that the effect is liable to be felt in tea consumption. Of course it should be remembered that the Englishman likes his tea. Tea men here seem to agree that the cheapest tea will be around 50c a lb. wholesale, and certainly that will mean a strain for a number of the working-class people, who are burdened with heavy income tax and taxes galore, on other commodities, postage and so forth. Tea is a popular beverage and last year's consumption—despite the absence of the men at the front—was greater than ever before. It is questionable whether this additional tax will shake the consumption much, so popular is tea. But it may! One tea concern suggests that, if less tea be used in England, prices may decline materially. However, we shall have to wait to see the result.

Sugar, which also gets an additional tax, may share the same effect.

The chief features of the market this week are another 10c decline in sugar and a further stiffening in canned goods.

SUGAR.—Two days after our last report, which itself recorded a decline of ten cents, there came another drop, likewise of a dime. The decrease, was sympathetic to the New York market and was on account of extreme weakness felt there. Present levels are easy: demand is hand-to-mouth and no very great business is being done.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 41
20 lb. bags	6 51
10 lb. bags	6 56
2 and 5-lb. cartons	6 70
Nova Scotia refined, 100-lb. bags	6 31
New Brunswick refined, 100-lb. bags	6 41
Extra Ground Sugars—	
Barrels	6 31
50 lb. boxes	6 99
25 lb. boxes	7 11
Powdered Sugars—	

CANADIAN GROCER

Barrels	6 61
25 lb. boxes	7 01
Crystal Diamonds—	
Barrels	7 06
100 lb. boxes	7 16
50 lb. boxes	7 26
Cartons (20 to case)	7 81
Cartons (50 to case)	8 31
Crystal Dominoes, cartons	7 81
Paris Lump—	
100 lb. boxes	7 16
50 lb. boxes	7 26
25 lb. boxes	7 46
Yellow Sugars—	
No. 1	6 01
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The "London" (Eng.) Grocer of three weeks ago, speaking of the month or so preceding that, shows a decline in the price of common grades, which amounted to nearly 5 cents and reports that lower grades are of such poor quality that no demand is visible. Fine teas are abnormally high and are firm at that. There is a big call for good grades and the market is advancing.

The chief topic in the tea market is the probable effect of the English budget on demand. Tax is now one shilling—24c—a pound. The additional 8c may act as a prohibitive with a lot of consumers who, having now other tax burdens, can't afford the 50c or more which even the lower grades will now cost. If consumption should be thus decreased in Britain it might (argues one tea man here) mean cheaper tea for Canada. This is one view.

DRIED FRUITS.—There is really nothing new from what we said last week. Firmness exists—so far as futures are concerned—all along the line. Currants, according to the latest cables, are firm and likely, if they move at all to go higher. Seedless raisins are all cleaned up and business is being declined at pretty well any price at all. Seeded is sold up too. Despite the scrap between packers and growers in California, prunes have firmed up and demand is consistently good. Peels and apricots present no unusual feature. There are no price changes on present spot stuff.

Apricots—		
Standard, 25 lb. boxes	0 13 1/4	0 15
Choice, 25 lb. boxes	0 15	0 15 1/4
Apples, evaporated, per lb.	0 08	0 08 1/4
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 13	0 22
Currants—		
Filiatas, per lb.	0 09 1/4	0 10 1/4
Amalas, choicest, per lb.	0 10	0 10 1/4
Patras, per lb.	0 10 1/4	0 11 1/4
Vostizas, choice	0 12	0 13
Cleaned, 1/2 cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09 1/4	0 10
Fards, choicest, 50-lb. boxes	0 09	0 09 1/4
Package dates	0 08	0 08 1/4
Hallowees	0 07 1/4	0 07 1/2
Prunes—		
30-40s, California, 25 lb. boxes	0 14 1/4	0 15
40-50s, 25 lb. boxes	0 12 1/4	0 13 1/4
50-60s, 25 lb. boxes	0 12	0 12 1/4
60-70s, 50 lb. boxes	0 10 1/4	0 11 1/4
70-80s, 50 lb. boxes	0 09	0 09 1/4
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07 1/4	0 08
25 lb. boxes, 1/2c more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07 1/4
25 lb. boxes, 1/2c more.		
Raisins—		
Valencia	0 11	0 11 1/4
Seeded, fancy, 1 lb. packets	0 09 1/4	0 10 1/4
Seeded, choice, 1 lb. packets	0 09 1/4	0 10 1/4
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11 1/4	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Buying is distinctly hand-to-mouth just now; the average purchaser taking 5-lb. lots, where formerly he bought much bigger quantities. That, of course, is on spot stuff. Buying on

futures proceeds apace. Prices in some cases will be lower than last year, but in others they will be higher. We are not altering our quotations: these only apply on spot stocks, however, and not on futures.

In Shell—		Per lb.
Almonds, Tarragona	0 17 1/2	0 18
Brazils, medium, new	0 13	0 15
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12 1/2	0 13 1/2
Peanuts, hand-picked, roasted	0 11	0 11 1/2
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 11	0 15
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 38	0 40
Filberts	0 35	0 36
Peanuts	0 55	0 56 1/2
Pecans	0 55	0 60
Walnuts	0 38	0 40

SPICES.—The market keeps active with brisk trading in all grades of peppers, both black and white, cloves, cassias, gingers and so forth. The demand is distinctly better, buyers now purchasing for fall needs. Prices keep firm on account of the scarcity of supplies. A steamer to New York last week eased the situation a little, though available supplies do not begin to approximate demand.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 16
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 32
Cassia, ground	0 14	0 20
Cinnamon, Batavia	0 27	0 35
Cloves, whole	0 28	0 45
Clives, ground	0 18	0 22
Cream of tartar	0 25	0 30
Curry powder	0 30	0 35
Ginger, Cochin	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21
Ginger, Jamaica, whole	0 25	0 28
Ginger, African, ground	0 14	0 18
Mace	0 30	0 30
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	0 25	0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 25	0 30
Pastry spice	0 22	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 19	0 24
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 35	0 37
Pickling spice	0 16	0 20
Turmeric	0 18	0 20

MOLASSES.—All grades are remarkably firm and the market all round is advancing. Low grades are selling much higher than formerly. High grades, i.e., fancy or choice, are worth 53 1/2c and more. One month ago they sold for 49c, and the market looks as if it were going higher still. The reason seems to be that planters turned the cane into sugar rather than molasses: for two reasons, first, because it was cheaper so to do, and secondly, sugar was in real demand and at a high price. The situation is interesting.

TORONTO

CANNED GOODS.—It looks as though our prophecy of a few weeks ago, anent tomatoes, were going to be fulfilled. It was pointed out that the day was not far distant when canned tomatoes would sell for over \$1 to the trade. A further advance this week takes them to 97 1/2c and \$1, and that is net cash price. It looks as if they will still go higher because of the short pack and the export demand. In this connection the New York Journal of Commerce says:

"For the first time in several years exports of canned tomatoes from Italy to

England have suffered a slump, while shipments of this commodity to the United Kingdom from the United States and Canada have shown a heavy increase.

"Exports of canned tomatoes from Italy to England in the first seven months of 1914 totaled 278,506 cases, against 221,690 cases during the corresponding period of the present year. Shipments of canned tomatoes from the United States and Canada to England during the first seven months of last year were only 1,017 cases, whereas in the same seven months this year they reached the large total of 284,161 cases. Canada secured the bulk of the increased business."

That last phrase is important.

Canned corn and canned peas were also advanced by the holding company, the former a nickel a dozen and the latter two cents and a half. There is a strong demand all over the country for canned goods.

MANITOBA MARKETS

Winnipeg, Sept. 25.—"Country trade was never better," was the remark of the sales manager of a large wholesale grocery firm the other day, and he added that city trade was improving and it was expected that the quartering of some 10,000 troops in the city during the winter would help business in all lines.

A week's wet weather has delayed threshing and delivery, and receipts of grain have been comparatively light. A lot of stuff has been going into store, though, in country elevators, and the big export houses have been active buyers of futures. It would seem they do not expect prices to go lower.

In staple lines of groceries there are no changes of importance except in sugar, which is down to \$6.95 for standard granulated. Ontario beans are now practically off the market until the new crop comes in. Fall prices on nuts will be announced shortly.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	6 95
Extra ground or icing, boxes	7 80
Extra ground or icing, bbls.	7 60
Powdered, boxes	7 60
Powdered, bbls.	7 40
Hard lump (100-lb. case)	7 90
Montreal, yellow, bags	6 55
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 90
Halves, 50 lbs., per cwt.	7 05
Bales, 20 lbs., per cwt.	7 80
Powdered, 50s	7 35
Powdered, 25s	7 70
Icing, barrels	7 65
Icing, 50s	7 90
Cut loaf, barrels	7 75
Cut loaf, 50s	8 00
Cut loaf, 25s	8 25
Sugar, British Columbia—	
Extra standard granulated	6 90
Bar sugar, bbls.	7 05
Bar sugar, boxes	7 30
Icing sugar, bbls.	7 25
Icing sugar, boxes	6 90
H. P. lumps, 100-lb. cases	7 85
H. P. lumps, 25-lb. boxes	8 00
Yellow, in bags	8 50
Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 13
10s, per case 1/2 doz.	3 01
20s, per case 1/4 doz.	3 03
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25

CANADIAN GROCER

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 53	
New Orleans	0 34	
Maple Syrups	Per case.	
Imperial quarts, case, 2 doz.	5 40	
Imperial, 1/2 gals., 1 doz.	5 55	
New, pure, 1/2 gal. case	9 00	
New, pure, 1/2 gal., quarts, case 2 doz.	9 70	
New, pure quart bottles, case 2 doz.	9 75	
Butter, No. 1 creamery, lb.	0 25	

DRIED FRUITS.—

Apples, evaporated, new, 50's	008 1/2	
Apricots, choice, 25's	0 12	
Apricots, choice, 10's	0 12 1/2	
Currants—		
Dry clean	0 08 1/2	
Washed	0 09	
1 lb. package	0 09 1/2	
2 lb. package	0 18	
Vostizias, bulk	0 11	
Dates—		
Hallowee, loose, per lb.	0 09	
Hallowee, 1-lb. pkgs.	0 07 1/2	
Fard dates, 12-lb. boxes	1 25	
Peaches—		
Standard, 25-lb. boxes	0 06 1/2	
Choice, 25-lb. boxes	0 07 1/2	
Choice, 10-lb. boxes	0 07 1/2	
Raisins, Muscatels—		
3 crown, loose, 25's	0 09 1/2	
3 crown, loose, 50's	0 09	
Raisins, Sultanas—		
Corinthian Giants	0 13 1/2	
Superfine	0 12 1/2	
Finest	0 10 1/2	
Fine	0 10 1/2	
Prunes, in 25-lb. boxes—		
80 to 100	0 09 1/2	
80 to 90	0 09 1/2	
70 to 80	0 10	
60 to 70	0 10 1/2	
50 to 60	0 11	
40 to 50	0 11 1/2	
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	0 15 1/2	
5-crown, 10-lb. boxes, per lb.	0 15	
5-crown, 10-lb. boxes, per lb.	0 13 1/2	
4-crown, 10-lb. boxes, per lb.	0 15	
3-crown, 10-lb. boxes, per lb.	0 12 1/2	
Glove boxes, per doz.	1 00	
Cooking figs, taps, about 5 lbs., lb.	0 07 1/2	
Cooking figs, choice naturals, 23-lb. bags	0 07	0 07 1/2

RICE AND TAPIOCA.—

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

DRIED VEGETABLES.—

Beans—		
California, hand-picked, per bushel	4 30	
Three-lb. pickers	5 65	
California Lima Beans—		
Bag lots	0 07 1/2	
Less than bag lots	0 06 1/2	
Barley—		
Pot, per sack, 96 lbs.	3 30	
Pearl, per sack, 96 lbs.	4 30	
Peas—		
Split peas, sack, 96 lbs.	6 00	
Sacks, 40's	3 02	
Whole peas, bushel	2 90	

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Sept. 23.—Butter, creamery, is up to 31c to 33c. Cheese, large, has eased to 17c. Eggs, local fresh, are 23c, and extra selected 28c. Lard has eased off to—32's, \$8.25; 5's, \$8.17; 10's, \$8.10; 20's, \$10.50. Lemons have eased to \$3.50 to \$4. Potatoes are down to \$10 to \$15 a ton. Rolled oats have eased to \$3.10. Oranges are high at \$5 to \$5.75. Sugar, standard granulated, is down 10c to \$7.25, and yellow, \$6.60.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 31	0 33
New Zealand cubes	0 36 1/2	
New Zealand brick	0 37	
Cheese, per lb., large	0 17	
EGGS—		
Local fresh	23 c	
Extra selected	28 c	
Vancouver Island	32 c	
Lard, 3's, per case	8 25	
Lard, 5's, per case	8 17	
Lard, 10's, per case	8 10	
Lard, 20's, per case	10 50	

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	06 c
Beans, Lytton	06 1/2 c
Cream of tartar, lb.	06 c

Cocoa, lb.	15 1/2 c
Cornmeal, ball	\$3 00
Evaporated apples, 50's	09 c
Flour, best patents, bbl.	4 30
Lemons, box	3 75
Potatoes, per ton	15 00
Roller oats, ball of 80 lbs.	3 10
Onions, lb.	5 40
Oranges, box	5 00
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 25
Sugar, yellow, per cwt.	6 60
Walnuts, shelled, lb., 40c; almonds	0 42
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 50

CANNED GOODS.

Apples, gals., 6/case	\$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2's, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20
SALMON.	
Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Cohoos, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 10c; Apples, lb.	09 c
Prunes, 70-80, 25's, lb.	10 c
Currants, per lb., 8c; Raisins, seeded, lb.	10 c
Peaches, per lb.	06 c
White figs, per lb.	05 c

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Sept. 23.—Sugar declined 10c last Saturday to \$7.55. Live hogs are rather scarce, and there is an increase in price of lard; and bacon is likely to rise, as stocks in packers' hands are small. A shortage in sockeye salmon is likely before the new year. Small white beans are easier at 6 1/4c. Local potatoes are 35c a bushel, and peaches are down to 75c. Italian plums are 60c. Evaporated apricots, choice, are down to 10c. City business is rather quiet.

General—

Beans, small white Japan, lb.	0 06 1/2
Flour, No. 1 patent, 98's	2 90
Roller oats, ball	3 00
Roller oats, 80s	2 55
Rice, Siam, cwt.	2 15
Potatoes, local, per bush.	4 00
Sugar, pure cane, granulated, cwt.	0 35
Shelled walnuts, finest halves, lb.	7 55
Shelled walnuts, broken, lb.	0 40
0 30	

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 18	0 17
Butter, No. 1, dairy, lb.	0 22	
Eggs, new laid, doz.	0 30	
Eggs, storage, case	8 25	
Lard, pure, 3s, per case	8 55	
Lard, pure, 5s, per case	8 60	
Bacon, smoked backs, per lb.	0 19	
Bacon, smoked bellies, per lb.	0 21	

Canned Goods—

Tomatoes, 2s, standard, case	2 55
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 25
Tomatoes, gals., case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Lobster, 1/2s, per doz.	2 65
Salmon, finest sockeye, tails, 48x1s, per case	10 00
Salmon, pink, tails, 48x1s, per case	4 60

Dried Fruits—

Evaporated apples, 50s, per lb.	0 09 1/2
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14

Fruits and Vegetables—

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

ALBERTA MARKETS

By Wire.

Edmonton, Sept. 23.—Conditions in Edmonton and district continue brisk. There are complaints regarding collections throughout the country. Sugar declined 10c a hundred on September 18. 1915 prunes arrived this week are 1 1/2c to 1 3/4c below old price. Lard has ad-

vanced 1c per lb. Ashcroft beans are .06 1/4c lb. Flour market is steadying down, and is practically back to same basis as previous to the war. The general opinion is prevailing that that price will last some time. Borden Milk Co. have extended the rebate on St. Charles and Peerless Family, indefinitely giving retailers reduction of 25c a case. Cream of Wheat Company are now stocking their products at Winnipeg, and change has brought about a decline of 75c a case in this market. The 1915 price of package oats shows a decline approximately of 50c. Canned goods prices have advanced to a point where jobbers in Alberta will likely have to quote tomatoes at \$2.75 case and corn and peas at \$2.25. Eggs, extras, are 30c; No. 1 28c, and No. 2 are 20c. Butter, No. 1, is 22c, and No. 2 is 18c.

General—

Beans, Ashcroft, lb.	0 06 1/2
Beans, Japan, per bush.	3 90
Coffee, whole roasted, Rio	0 15
Potatoes, per bush.	0 35
Roller oats, 20's, 80c; 40's	1 60
Roller oats, ball, \$2.15; 80's	1 75
Flour, fancy patents	2 90
Flour, seconds	2 80
Rice, per cwt.	3 90
Sugar, standard gran., per cwt.	7 55
Sugar, yellow, per cwt.	7 15

Produce and Provisions—

Cheese, new, lb.	0 18 1/2	0 19 1/2
Butter, creamery, per lb.	0 30	
Butter, dairy, No. 1, 22c; No. 2	0 18	
Eggs, extras, 30c; No. 1	0 28	
Eggs, No. 2	0 20	
Lard, pure, 3's, per case	8 40	
Lard, pure, 5's, per case	8 35	
Lard, 10's, per case	8 25	
Lard, pure, 20's, each	3 70	

Canned Goods—

Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 25
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 75
Salmon, sockeye, 4 doz. tails, case, 1s	9 70
Cohoos, 1's, \$5.85; humpbacks, 1's	4 35

Dried Fruits—

Evaporated apples, 60's	0 10	0 10 1/2
-------------------------	------	----------

SASKATCHEWAN MARKETS

(By Wire)

Regina, Sept. 25, 1915.—The estimated wheat yield of Saskatchewan will be about 133,490,027 bushels, according to a report issued by the Department of Agriculture. The cutting of wheat, oats and barley is completed in many districts, but wet weather has interfered with harvesting operations. Over the week-end of Sunday, Sept. 12, snow fell in the Regina district, but the weather has taken a milder turn, and harvesting is now general again.

The sugar market continues to be of interest. On September 14 another decline was noted, this time amounting to ten cents, and it is now quoted at \$7.44. Another drop in flour has occurred, bringing the price of 98's down to \$3. Rolled oats and other cereals have all declined in sympathy with flour. Rolled oats are quoted at: 80's, \$2.75; 40's, \$1.40; 20's, \$0.72 1/2; bails, \$3.15. Lard is lower: 3's at \$8.20; 5's at \$8.15; 10's at \$8.10; 20's at \$2.70. Cream of tartar is a little higher. Eggs are scarcer and are quoted at 24c for strictly fresh.

Cheese is from 16³/₄ to 16⁷/₈c. Butter is 28c for creamery and 23c for dairy.

Produce and Provisions—		
Butter, creamery, per lb.	0 28	
Butter, dairy, No. 1	0 23	
Cheese, per lb., large	0 16 ³ / ₄	
Eggs, new laid	0 24	
Lard, 3's, per case	8 20	
Lard, 5's, per case	8 15	
Lard, 10's, per case	8 10	
Lard, 20's, each	2 70	
General—		
Beans, Ontario, per bushel	3 90	
Coffee, whole roasted, Rio	0 17 ¹ / ₂	
Cream of tartar, lb.	0 50	
Cocoanut, lb.	0 19	
Cornmeal, ball	2 95	
Apricots, per lb.	0 12	
Flour, 98's	3 15	
Rolled oats, ball of 80 lbs.	2 75	
Rice, per cwt.	3 90	
Sugar, standard gran., per cwt.	7 44	
Sugar, yellow, per cwt.	7 04	
Walnuts, shelled, file; almonds	0 41	
Canned Goods—		
Apples, gals., case	1 58	
Beans	2 25	
Corn, standard, per 2 dozen	2 00	
Peas, standard, per 2 dozen	2 00	
Plums, Lombard	2 10	
Peaches	3 10	
Strawberries, \$4.33; Strawberries	4 73	
Tomatoes, standard, per case	2 45	
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	
Sockeye, 3/4's	12 35	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 50	
Fruits and Vegetables—		
Apples, Washington, bbl.	1 85	
Celery	0 10	
Sweet potatoes, per crate	4 50	
Lemons	5 00	
Oranges, Valencias	5 75	
Potatoes	0 80	
Tomatoes	0 80	
Dried Fruits—		
Currants, per lb.	0 09 ¹ / ₄	
Prunes, 70-80, 25's, lb.	0 10 ¹ / ₂	
Evap. apples, 50's, lb.	0 09 ¹ / ₂	

NEW BRUNSWICK MARKETS

(By Wire)

St. John, Sept. 23.—There has been another drop in flour. Local dealers advise customers to "buy easy," as easier quotations are expected. Sugar is holding considerable attention now. Another drop of 10c following that of last week has taken place. Standard is now \$6.40 to \$6.45; United, \$6.30 to \$6.35; Bright, \$6.20 to \$6.25; Yellow \$6 to \$6.05. Southern crops are reported to be favorable. Rolled oats are easier at \$6.35—drop of 90c. Advices to local dealers from the South say that molasses stocks there are practically exhausted. Local market is firm with tendency to advance. Eggs and butter are easier, vegetables plentiful, weather improved, business generally fair; collections average.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 30	0 23
Bacon, roll, per lb.	0 20	0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	24 25	26 00
Butter, dairy, per lb.	0 20	0 22
Butter, creamery, per lb.	0 26	0 27
Eggs	0 23	0 24
Lard, compound, per lb.	0 11 ¹ / ₄	0 11 ¹ / ₂
Lard, pure, per lb.	0 13	0 13 ¹ / ₂
Cheese, new	0 15	0 15 ¹ / ₂
Flour and Cereals—		
Cornmeal, gran.	6 75	
Cornmeal, ordinary	1 95	
Flour, Manitoba, per bbl.	6 00	
Flour, Ontario	5 95	
Rolled oats, per bbl.	6 35	
Oatmeal, standard, per bbl.	8 00	
Potatoes, bushel	0 60	0 70
Fresh Fruits and Vegetables—		
Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50	5 00
Oranges, Val., case	4 00	
Sugar—		
Standard granulated	6 40	6 45
United Empire	6 30	6 35
Bright yellow	6 20	6 25
No. 1 yellow	6 00	6 05
Paris lumps	7 60	
Lemons, Messina, box	4 50	5 00
Beans, hand-picked, bush.	3 70	3 75
Beans, yellow eyes, per bush.	3 80	3 85
Canned pork and beans, per case	2 50	2 50
Molasses, Barbadoes, gal.	0 52	0 53
Cream of tartar, per lb., bulk	0 35	0 35
Currants	0 09 ¹ / ₄	0 09 ¹ / ₂
Rice, per cwt.	4 25	4 50

Reinforcements for the Princess Patricia's C.L.I.

THE Universities of Canada have now for some time been working loyally together to reinforce that gallant regiment, the Princess Patricia's Canadian Light Infantry. Three companies have already gone oversea, numbering nearly 900 men, and a fourth company is now under formation at Montreal.

The University Companies are now known throughout the length and breadth of Canada, so that there is a continuous flow of men of the right type to Montreal. Not only do such men find entry to a famous regiment, but they are rapidly equipped and trained and sent without delay oversea to England, where they are comfortably billeted in huts at an excellent camp near the sea on the south coast of England. Moreover, the men secure the great advantage of good comradeship with congenial spirits of similar tastes and antecedents.

The first company under a notable officer, Captain Gregor Barclay, has been declared by regular officers of experience to be second to none compared with any company of any army in the world.

The second company was raised over-strength in seven weeks by Captain G. McDonald and Captain Percy Molson. Both companies are now in France.

The third company sailed eighty over-strength because the newspaper publishers pointed out through their columns that the company was being formed. This resulted in such a rush of recruits that it was necessary to apply to the Militia Council of Ottawa for a special authority to increase the strength from 250 to 330 men. Each man before embarkation writes to a friend, who is a likely recruit, and tells him of the advantages of the Universities Company, so that even before the men have disembarked a fresh company is assembling on the McGill Campus at Montreal.

Recruits are examined locally by an army medical officer, and are attested by a magistrate in the nearest city, after which an application is made for transportation, which is speedily furnished from Montreal.

This system is effective and rapid, and free from red tape. There are in nearly every city representatives of the various universities, who are always ready to help forward the good work, and to give information to men anxious to enlist.

The regulations respecting enlistment, pay and separation allowances are precisely the same as those for other Canadian troops.

At Montreal the university lends buildings for barracks, and the campus for drill ground. Affiliation with the McGill Officers' Training Corps is a great benefit, and interesting tactical work is carried out on the slopes of Mount Royal.

There is competent instruction in tactics, musketry, bayonet fighting and trench making. The C. P. R. is kind enough to lend their gallery for shooting practice. A machine gun is available, and signalling, now of immense importance, is also taught.

All information can be obtained from Capt. A. S. Eve, 382 Sherbrooke Street West, Montreal, the headquarters of the successive companies.

The newspapers have proved themselves to be the most efficient means of raising recruits, and every reader who cannot himself go to the front can help in the present struggle by calling the attention of his friends to this opportunity.

TIGHTENING UP ON CREDITS

(Continued from page 27.)

books. If he did not handle his collections intelligently and aggressively, it would not be long before he would be dragged down. His system is as follows:

The first two months' bills are sent out. If no response is elicited, the store collector—a member of the staff puts the bulk of his time to this important phase of the business—is placed on the case. But the procedure here shows originality. The collector does not go to the debtor at once and demand payment. Experience has taught that an account becomes harder to collect after each refusal. He first makes discreet enquiries about his man, finds out his habits, his hobbies, his principles, his associates. From the information thus gleaned, collector and the merchant consider the case and plan how the approach is to be made. If the debtor is a testy individual, a letter is written, couched in the terms calculated to reach him.

The methods adopted by the merchant vary just as widely as do the natures of the various men approached. Some they get into a settling frame of mind by peremptory notice of suit. Others are handled gingerly and diplomatically.

It is not often that they lose accounts. Sometimes it takes months to bring the recalcitrant ones to time, but it is mostly in cases of absolute penury that failure results.



FRUIT AND VEGETABLES



Cranberries Arrive: Grapes Selling Well

Montreal Reports Big Demand for Grapes—Cranberries Make Their Appearance: Only Fair Crop Prospects—Most Fruits and Vegetables Show Downward Trend—Potatoes Firming Up in the East

MONTREAL

FRUIT.—There are no new fruits on the market beyond those mentioned in last week's report. Biggest sellers are grapes and plums. Blue grapes are bringing 30c for 6 qt. baskets, and Tokay grapes, 4 baskets to crate, 2.75 per crate. A feature of this week's market is an advance in the price of pears, which are getting slightly scarce, and are bringing 3.50 to 3.75 per box. Plums are down to 25c for large baskets of preserving variety. Table plums remain at the same price. Oranges are still high—too high for big sales. Peaches are cheaper—30-40c for 11 qt. baskets; boxes 1.25-1.40. Montreal musk melons are here only for another week, and are bringing 7.00-8.00 for No. 1's. The supply of apples is fair, but it is expected that prices will be high right through the winter. All prices being quoted to-day are higher than they were a year ago. It is said that winter apples will range around 3.00 wholesale. Last year No. 1's could be bought by the car load at 2.60-2.75. There are no Fameuse on the market yet; Wealthys are bringing 4.00. Pineapples are quiet. Cantaloupes are now in baskets at 75c, containing about a dozen each.

Apples—		
Alexanders, No. 1's	3 00	3 50
Peach, No. 1's		0 50
St. Lawrence, No. 1's		4 00
Wealthy, No. 1's		4 00
Duchess, No. 1's		3 50
Bananas, bunches		2 25
Grapesfruit, 46-64-80-96		3 50
Grapes, Belgium hothouse, lb.		1 00
Grapes, blue, 6 qt. baskets		0 30
Grapes, Tokay, crate, 4 baskets		2 75
Lemons—		
Verdills	2 75	3 00
Limes, box		1 25
Musk melons, doz.	7 00	8 00
Oranges—		
Valencias, Cal., late 196-250		6 00
Jamaica, 196-200-216		4 00
Pineapples, 18-24 and 30-36		3 00
Peaches, preserving basket, 11-qt.	0 30	0 40
Peaches, box	1 25	1 40
Pears, new, box	2 75	3 00
Pears, new, box	3 00	3 75
Plums, preserving, basket, 11-qt.		0 25
Plums, table, box 4 baskets		1 75
Cantaloupes, baskets		0 75
Apricots, box		2 00
Watermelons, each	0 40	0 50

VEGETABLES.—There is a good demand for all lines of vegetables. An advance took place this week in the price of Montreal potatoes, following a report that the supply of New Brunswick pota-

atoes will be short on account of disease. Montreals are quoted at 75c bag. Can get all the first class cabbage required at 35c dozen. Best cauliflowers are bringing 1.50 dozen for the best. Corn can be bought as low as 5c dozen, but good stuff is costing between 10 and 15c. Cucumbers are now so cheap, they are being put up in bags at 60-70c. Leeks are down to 10c bunch, or a dollar per doz. There are plenty on the market. Red onions in Montreal are up to 1.50 bag containing 75 lbs. to bag. Red tomatoes brought 40c per box this week, and rose 75c. Watercress is down to 30c per dozen.

Beets, bag	0 75	0 75
Beans, wax, Montreal, per bag	0 60	0 75
Beans, green, Montreal, per bag	0 60	0 75
Cabbage, Montreal, per doz.	0 35	0 50
Cabbage, red, doz.		0 40
Carrots, bag		0 75
Cauliflower, Canadian, doz.	1 50	1 50
Celery, Montreal, doz.	0 50	0 50
Corn, doz.	0 05	0 15
Cucumbers, fancy, doz.		0 10
Egg plant, doz.		0 50
Leeks, bunch		0 10
Head lettuce, doz.		0 50
Curly lettuce, 3 doz.		0 50
Onions—		
Montreal, bag	1 50	1 50
Parsnips, bag		1 00
Parsley, Canadian, doz. bunches		0 15
Peppers, 11-qt. basket	0 40	0 50
Potatoes—		
Montreal, new, bag		0 75
Sweet, hamper		2 00
Radishes, doz.		0 15
Rhubarb, hothouse, doz.	0 15	0 20
Spinach, Canadian, box	0 75	0 90
Turnips, bag		1 00
Tomatoes, Montreal, box		0 50
Pumpkins, doz.		1 00
Squash, doz.		1 00
Vegetable marrows, doz.		0 50
Watercress, Canadian, doz.		0 30

TORONTO

FRUIT.—The first cranberries of the season arrived on the market Tuesday, and sold at \$8.50 to \$9.50 a barrel. It looks as if they won't be the glut on the market this year that they were last because American crop prospects are only one-half of what they were a year ago. Plums are a trifle firmer as supplies get down and we quote 25 to 30c. Cantaloupes are lower for the same reason. Demand is falling off some now. Pears on the other hand, are firmer and there is a stiff call for them. Jamaica oranges can now be had for \$3.25 a case: this seems to have influenced the demand for Valencias a little and they are lower by

25c. There are a few blueberries still coming and quality is better than it has been. We quote \$1.25 11 qt. basket. Peaches are doing a roaring trade these days at lower levels. They have had a good season. Demand all round is brisk.

Apples, new, bbl.	2 50	3 25
Apples, 11-qt. basket	0 15	0 30
Apples, crab	0 20	0 25
Apricots, 11-qt. basket	0 35	0 45
Bananas, per bunch	1 25	2 00
Blueberries, 11-qt. basket	1 00	1 35
Cocconuts, sack	4 00	4 25
Currants, red, box	0 05	0 05
Currants, black, 11-qt. basket	1 00	1 40
Cantaloupes, Can., 11-qt. basket	0 30	0 40
Cranberries, bbl.	6 50	9 50
Grapes, Cal., case	2 10	2 50
Grapes, Tokay, case	2 00	2 50
Can., 6-qt. basket	0 20	0 30
Oranges—		
California Valencias	4 75	5 50
Jamaica, case	3 25	3 40
Lemons, new, Verdill, box	3 50	4 00
Late Valencias, case	4 75	5 50
Limes, per 100		1 00
Peaches, Can., 11-qt.	0 25	0 50
Peaches, Can., 6-qt.	0 15	0 25
Peaches, Georgia, 5 basket	2 00	2 25
Pears—		
California, Bartlett, box	2 75	3 00
Canadian, 11-qt. basket	0 25	0 50
Plums, Canadian, large basket	0 20	0 30
Plums, 11-qt. basket	0 40	0 45

VEGETABLES.—Beets are down somewhat lower, and are getting good business. So are carrots. There is no cauliflower around worth having. Cucumbers find a brisk demand at same levels that obtained last week. Onions are lower, particularly Canadian stuff. Sweet potatoes are now down to \$1.75. Some can be bought for \$1.50, but demand is not heavy. Vegetable marrow has a lower tendency on a weak call. Peppers are considerably lower, not finding much demand. Corn can be gotten for 8c; good quality stuff at that. The rest of the list shows no change but business has shown a decided spurt with the cooler weather.

Beets, hamper, 11-qt. baskets	0 15	0 25
Beets, new, Canadian, bag	0 70	0 75
Beans, wax, basket	0 40	0 45
Cabbage, new, doz.	7 20	0 40
Carrots, new, bag	0 15	0 25
Celery, doz.	0 25	0 40
Corn, doz.	7 05	0 12
Cucumbers—		
Canadian outdoor, basket	0 25	0 35
Egg plant	0 25	0 40
Onions—		
Can., baskets	0 25	0 35
American	0 35	0 45
Spanish, case	3 00	3 25
Green peppers, basket	0 25	0 35
Peppers, red	0 35	0 50
Green peas, Can.	0 25	0 40
Potatoes, Ontario, new, bag	0 75	0 80
Potatoes, Jersey sweets	1 50	1 75
Potatoes, N.R., Delawares	0 80	0 85
Parsnips, 11 qt.	0 25	0 30

(Continued from page 36.)



FISH AND OYSTERS



Good Business in Lake Fish

Some Prices Higher in Montreal—Toronto Reports a Little Interest in Smoked Lines — Un-Seasonable Weather Bad for Oysters, But Cooler Atmospheric Conditions Will Help

MONTREAL

FISH AND OYSTERS.—In spite of the hot weather lately, the demand for fresh fish has been up to expectations, and all available stocks have been readily distributed. Lake fish, particularly dore and pike, have been in better demand than before, and as the production has not been equal to average, prices have advanced some. There was also more river fish this week, such as perch, dressed bullheads, carp, pike, etc. The yield of halibut is keeping up in spite of predictions that from Sept. 1 supplies would be short. Still, prices have a tendency to ascend. Salmon from both East and West are plentiful, and prices are a little lower. The warm weather last week put a damper on the sale of salt and pickled fish; same could be applied to sale of shelled oysters. Lobsters are keeping at luxury prices, and few are marketed. In lines of smoked and preserved fish, the demand has not started in earnest yet; a few small lots are moving, but the bulk of the trade will not begin until proper climatic conditions arrive.

TORONTO

FISH AND OYSTERS.—One more week the sun has blazed away, and put the "Kybosh" on the oyster trade. Fish men who got stocks in did not sell them readily because the weather was too hot to be reasonable. This week—at time of writing—however, is cool enough and if fall has really come oysters should be a good seller. A special feature of the market this week is some Lake Ontario trout. This is coming freely and sells for about 12c. It is partially taking the place of white-fish, which is still scarce. Apparently this is a close season in some districts. Anyway, the catch is off, and 13 to 14c is a firm quotation. Other lake stuff still gets some business. Smoked lines are showing a little interest now. Haddie at 10c and kippers at \$1.25 a box are getting fair demand, though of course the unseasonable weather has mitigated against the sale

of smoked lines too. Lobster is scarce and mighty high: there is a big demand right along. General business keeps up. It is mixed in character, most fish men selling a little of everything.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07 1/2-.08	.09 1/2-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07 1/2	.09 1/2-.10
Haddies, filets, per lb.	.12	.10 1/2
Haddies, Niobe, boneless, per lb.	.08 1/4
Herring, Ciscos, per lb.	.16
St. John bloaters, 100 in box	1.20	1.10
Yarmouth bloaters, 60 in box	1.20
Smoked herrings, medium, box	.16
Smoked boneless herrings, 10-lb. box	1.40
Kipped herrings, selected, 60 in box	1.25	1.25
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12
Red, Cohoes or silvers, per lb.	.08 1/4-.09	.11
Pale qualla, dressed, per lb.	.07-.07 1/2	.08
Halibut, white western, large and medium, per lb.	.09 1/4-.10	.09-.10
Halibut, eastern, chicken, per lb.	.09-.09 1/2	.12
Mackerel, bloater, per lb.	.07 1/4-.08	.08
Haddock, medium and large, lb.	.04 1/4-.05	.05
Market codfish, per lb.	.03 1/4
Steak codfish, per lb.	.06 1/4-.06	.08
Canadian soles, per lb.	.06
Blue fish, per lb.	.15-.16
Smelts	.09
Herrings, per 100 count	2.00
Round pike	.05-.05 1/2
Grass pike	.08

DRID AND PREPARED FISH.

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

BULK OYSTERS, CLAMS, ETC.

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

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

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

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11 1/4-12 1/4	12-13
Haddock, fancy, express, lb.	5 1/2-6	6
Mackerel, each	18	18
Steak, cod, fancy express, lb.	5 1/4-6	8
Herrings, Gaspareaux	5	3
Flounders	5	12
Salmon, Western	14 1/4-15	17-18
Salmon, Eastern	15-16	17-18

FRESH LAKE FISH.

Carp, lb.	0 09
Pike, lb.	0 08	0 07
Brook trout	0 22	0 28
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 05
Whitefish, lb.	0 13	13-14
Herrings, per 100	3 00
Lake trout	0 10	12-13
Dressed bullheads	0 11

Eels, lb.	0 09	0 08
Frogs, medium, lb.	0 25	0 20
Frogs, large, lb.	0 40	0 45
Dore	11-12

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.08 1/2-.09	.07-.08
Whitefish, small tulbees, lb.	.06 1/2-.06	.04-.05 1/2
Lake trout, large and medium, lb.	.09	.10
Dore, dressed or round, lb.	.08	.09-.13
Pike, dressed and headless, lb.	.06-.06 1/2	.07
Pike, round, per lb.	.05 1/2-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	19 00
Salmon, Labrador, bbls., 200 lbs.	13 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 80
Tongues and sounds, per lb.	0 07 1/2
Scotch herrings, imported, half bbls.	8 00
Holland herrings, imp'd milkers, hf bbls	8 00
Holland herrings, imp'ted milkers, kegs	0 95	0 85-1 00
Holland herrings, mixed, half bbls.	7 00
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35
Turbot, bbl.	14 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbl.	7 00	8 50

WINNIPEG

FISH AND POULTRY.—There is nothing new to report. Moderate demand on a well-supplied market. Oysters are beginning to move.

Fresh salmon	0 13
Fresh halibut	0 09
Pickeral	0 07 1/2
Steak cod, per pound	0 07 1/2
Lake Winnipeg whitefish	0 09
Finnan haddie	0 08 1/2
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goldeyes, dozen	0 50
Oysters, gallon	3 00
Poultry—	
Live—	
Fowl	0 11
Roosters	0 09
Chickens	0 16
Turkeys	0 12
Ducks	0 10
Ducklings	0 12
Geese	0 10

If you cannot be patient and polite with customers all day, your place is not in a store, but in some mechanical job.

Make your sales people so much a part of your concern that they will want to help it make good. Treat them like partners.

Any window display worth setting up is worth setting up the best you can. Don't be careless and permit messy window trims to drive away trade.



PRODUCE AND PROVISIONS



Cheese, Butter and Eggs Higher

Butter Shows a Decided Upward Trend—Supplies Are Inadequate—Eggs of Good Quality—British Government Buying Cheese?

MONTREAL

PROVISIONS.—Deliveries of hogs have been fairly light; consequently the market is firm in all lines of cured meats. Bacon continues rather scarce. Surplus of lard has been fairly well cleaned up, and the market is consequently firm and high. Compound lard advanced $\frac{1}{4}$ c this week, and for which the reason cannot be readily seen.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Bacon—		
Plain, bone in	0 24	
Boneless	0 25	
Peameal	0 26	
Bacon—		
Breakfast, per lb.	0 22	
Roll, per lb.	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 $\frac{1}{2}$	
Long clear bacon, 80-100 lbs.	0 14 $\frac{1}{2}$	
Flanks, bone in, not smoked	0 15 $\frac{1}{2}$	
Barrelled Pork—		
Heavy short cut mess	25 00	per bbl.
Heavy short cut clear	26 00	
Clear fat backs	27 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 12	
Tubs, 50 lbs. net	0 12 $\frac{1}{2}$	
Boxes, 50 lbs. net	0 12 $\frac{1}{2}$	
Pails, wood, 20 lbs. gross	0 12 $\frac{1}{2}$	
Pails, tin, 20 lbs. gross	0 12 $\frac{1}{2}$	
Cases, 10 lbs., tins, 60 in case	0 12 $\frac{1}{2}$	
Cases, 3 and 5-lb. tins, 60 in case	0 14	
Bricks, 1 lb., each	0 14 $\frac{1}{2}$	
Lard, Compound—		
Tierces, 375 lbs. net	0 09 $\frac{1}{2}$	
Tubs, 50 lbs. net	0 10 $\frac{1}{2}$	
Boxes, 50 lbs. net	0 10	
Pails, wood, 20 lbs., net	0 10 $\frac{1}{2}$	
Pails, tin, 20 lbs., gross	0 10 $\frac{1}{2}$	
Cases, 10-lb. tins, 60 in case	0 11 $\frac{1}{2}$	
Cases, 3 and 5-lb. tins, 60 in case	0 11 $\frac{1}{2}$	
Bricks, 1 lb., each	0 12 $\frac{1}{2}$	
Hogs—		
Dressed, abattoir killed	13 50	14 00

BUTTER.—The market is higher, and considerable quantities of Eastern Townships butter has been exported, which caused a little flurry in the market. Indications are that Great Britain will require more Canadian butter, but this cannot be shipped until the weather is cool enough for ordinary storage. The price of finest creamery advanced this week to 31c.

Butter—	
Finest creamery	0 31
Dairy prints	0 28
Dairy, solids	0 24
Separator prints	0 23
Bakers	0 21

CHEESE.—Because of the high prices ruling at boards in the country a week ago, the feeling was stronger last week until the last half, when the feeling be-

came easier. There is a steady demand over the cable as well as a good local demand. Dealers have advanced prices in Montreal on new make to 15-16c.

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

EGGS.—Receipts are falling off. There is a good demand for fresh gathered new stock, both for local consumption and for export trade. Inquiries from Great Britain are fairly active, and dealers are confident that the export of eggs this fall to Great Britain will relieve our market of any surplus storage eggs there may be. Quotations remain unchanged.

Eggs, case lots—	
Stamped	0 28
Selects	0 22
No. 1's	0 24
No. 2's	0 19

POULTRY.—There is a good demand for all lines of live poultry. Receipts of broilers and fowls are large, but they are meeting with fairly quick sale. Prices on the whole remain much the same as they were last week.

Poultry—	
Frozen stock—	
Large roast chicken	0 20
Fowl, small	0 15
Turkeys, fancy	0 25
Ducks	0 17
Geese	0 12
Pigeons, pair	0 35
Fresh stock—	
Fowl, dressed	0 18
Roasting chicken, 3-3 $\frac{1}{2}$ lbs., each	0 23
Spring broilers, dressed, pair	0 75
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Live stock—	
Fowl, 5 lbs. and over	0 17
Fowl, small	0 15
Turkeys	0 19
Ducks, old	0 14
Geese	0 09
Ducklings, 3 lbs.	0 14
Broilers	0 15

HONEY.—The following are prices being quoted here on new honey:

Honey—	
Buckwheat, tins	0 08
Strained clover, 60-lb. tins	0 10 $\frac{1}{2}$
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 $\frac{1}{2}$
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

Receipts in Montreal

	Boxes	Boxes	Cases
Week ending Sept. 18, 1915...	13,336	66,185	11,297
Week ending Sept. 19, 1914...	12,588	41,615	5,863

TORONTO

PROVISIONS.—There is a firm tone to all bacons and pork products this week. Heavy buying, partly because of cold weather, and light deliveries of

hogs appear to be the reason. Pure lard is distinctly strong on a heavy current demand, but there are no price changes.

Hams—	
Light, per lb.	0 18 $\frac{1}{2}$
Medium, per lb.	0 18 $\frac{1}{2}$
Large, per lb.	0 14 $\frac{1}{2}$
Bacon—	
Plain, per lb.	0 23
Boneless, per lb.	0 25
Pea meal, per lb.	0 28
Bacon—	
Breakfast, per lb.	0 20
Roll, per lb.	0 14
Shoulders, per lb.	0 14
Pickled meats—1c less than smoked.	
Dry Salt Meats—	
Long clear bacon, light	0 13 $\frac{1}{2}$
Cooked Meats—	
Hams, boiled, per lb.	0 25
Hams, roast, per lb.	0 26
Shoulders, boiled, per lb.	0 24
Shoulders, roast, per lb.	0 25
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00
Short cut, per bbl.	26 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 11 $\frac{1}{2}$
Tubs, 60 lbs.	0 11 $\frac{1}{2}$
Pails	0 12
Tins, 3 and 5 lbs., per lb.	0 12
Bricks, 1 lb., per lb.	0 12 $\frac{1}{2}$
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 09 $\frac{1}{2}$
Tubs, 50 lbs., per lb.	0 10 $\frac{1}{2}$
Pails, 30 lbs., per lb.	0 11
Hogs—	
Dressed, per cwt.	11 75
Live, per cwt. off cars	8 65

BUTTER.—Creamery prints are up a cent this week. Demand is brisk and there is not now enough coming forward. This may be the beginning of a general upward movement. The make is getting down now anyway, and export still goes on in as big quantities as may be. Domestic business is good. Dairy seems to be getting the preference still.

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

CHEESE.—The slight easiness which we reported last week was short lived, and prices have advanced about three-quarters of a cent. It is reported that the British Government has been buying heavily. At the cheese boards cheese on Monday was worth around 15c, and we quote 15 $\frac{1}{2}$ to 15 $\frac{3}{4}$ for new large. It has been suggested that we shall see prices up where they were last spring, but others argue that there will not be the same scarcity.

Cheese—	
New, large, per lb.	0 15 $\frac{1}{2}$
New, twins, per lb.	0 15

EGGS.—The situation here is that few are coming forward. Dealers cannot get nothing like the number they want. De-

CANADIAN GROCER

mand is brisk again at home, and if there were any surplus we could certainly build up a nice export trade again. We quote 27 to 31 cents for special new laids in cartons, and 27 to 28 cents for straight new laids. There is one feature, too: the new-laid are of first class quality, and that helps to keep the price up.

Eggs—
 Specials (in cartons), doz. 0 27 0 31
 No. 1s (straight new laids) 0 27 0 28
 No. 2 0 17 0 18
 Cracked 0 15 0 16

POULTRY.—Demand for this is somewhat slow just now. Some turkeys and ducklings are fairly well in demand, but most lines are slow. There was good trade last week, which was a Jewish holiday. There are no price changes to report.

Poultry—

	Live.	Dressed.
Old fowl, pound	0 12-0 00	0 15-0 18
Spring broilers	0 16-0 17	0 00-0 00
Old turkeys	0 13-0 15	0 00-0 00
Ducklings	0 11-0 12	0 17-0 18
Turkeys	0 00-0 00	0 21-0 22

HONEY.—Prices and situation alike are unaltered.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10 1/4
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 1/2
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.

Lard prices have advanced following an advance in live hogs due to light receipts. The advance is not likely to be other than temporary. Cheese is firm and butter and eggs are due to advance. Guaranteed new-laid eggs are already bringing fancy prices. Cured meats are steady.

Hams—

Light, per lb.	0 18
Medium, per lb.	0 17
Large, per lb.	0 14
Backs, clear, per lb.	0 21

Bacon—

Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13

Dry Salt Meats—

Long clear bacon, light	0 13
-------------------------	------

Cooked Meats—

Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23

Barrelled Pork—

Heavy pork, per bbl.	23 00
----------------------	-------

Lard—

Tierces	0 12 1/2
Palls	2 62
Cases, 55	8 02
Cases, 35	8 10

BUTTER.—

Creamery	0 26	0 27
Best dairy	0 16	0 23
Cooking	0 12	0 15

EGGS.—

Eggs—		
New laid	0 18	0 19

CHEESE.—

Cheese—		
New, large	0 16	
New, twins	0 16 1/2	
Manitoba	0 13 1/2	

FRUIT AND VEGETABLES

(Continued on page 39.)

Parsley, basket, 11-qt.	0 25	0 35
Tomatoes, Canadian, 11-qt.	0 20	0 25
Tomatoes, Canadian	0 15	0 20
Turnips, 11-qt. basket	0 70	0 75
Vegetable marrow	0 20	0 30

WINNIPEG

FRUITS AND VEGETABLES.—Potatoes have advanced 5 cents per bushel

and from the way the potato crop is turning out potatoes will probably be scarce and dear before next spring. Other lines of vegetables are cheaper. The market is well supplied with peaches and plums at reasonable figures and wholesale fruit men are well satisfied with the business being done.

Fresh Fruits—

Valencia oranges, case	5 75	6 50
California lemons	5 00	5 50
Washington apples	3 00	3 25
Cocoanuts, dozen	1 00	1 00
Peaches, case	0 95	0 95
Plums, case	0 90	1 50
Bartlett pears	2 25	2 25
Tomatoes, 4 in case	0 50	0 50
Bananas, bunches	2 50	3 50

VEGETABLES.—

Vegetables—

Beets, per lb.	0 00 1/2
Mint, per dozen	0 20
Radishes, per dozen	0 10
Onions, per dozen	0 10
Cabbage, per lb.	0 00 1/2
Parsley, dozen	0 15
Peppers, per basket	1 00
Mushrooms	0 50
Carrots, per pound	0 01
Head lettuce, dozen	0 40
Cucumbers, per dozen	0 90
Rhubarb, per lb.	0 01 1/2
Cauliflower, per dozen	0 50
Garlic, lb.	0 40
New potatoes, bushel	0 45
New peas, lb.	0 03
New turnips, bushel	0 45

SERVICE DEPARTMENT

Editor Canadian Grocer,—Kindly advise me address of the Canadian Credit Men's Association and also that of the Retail Merchants' Association of Canada.

F. Y. U—.

Timmins, Ont.

Editorial Note.—The head office of the Canadian Credit Men's Association is in Winnipeg, and the address is the Ashdown Block. The manager is Henry Detchon. They have also an office in Toronto on Front Street W. Thomas Learie is the manager there.

The head office of the Retail Merchants' Association of Canada is at the corner of Yonge and College streets, Toronto. The Dominion Secretary is E. M. Trowern, and the Provincial secretary, W. C. Miller.

A. B. C. EGG STANDARD

Vancouver, B.C., Sept. 25.—At a meeting recently of the commission men in this city, who are engaged in the egg business, it was decided to adopt a standard for the grading of eggs received in this city. The standard will likely be the same as that adopted by the third annual convention of the Canadian Produce Association, which met in Guelph, Ont., last January. In addition, it is the hope of the commission men here to obtain the services of a government man as inspector.

W. H. Ault, of the live stock branch of the Department of Agriculture, Ot-

tawa, was present at the meeting and expressed himself as being in sympathy with the projected movement. Practically all the wholesale dealers in Vancouver are behind the movement, seventeen firms being represented at the meeting.

The following is the proposed standard:

Specials—Eggs of uniform size, weighing over 24 ounces to the dozen or over 45 pounds net to the 30 dozen case, absolutely clean, strong and sound in shell; air cell small, not over 3-10 of an inch in depth; white of egg to be firm and clear and yolk dimly visible; free from blood clots.

Extras—Eggs of good size, weighing at least 24 ounces to the dozen, or 45 pounds net to the 30-dozen case; clean, sound in shell; air cell less than 3/8 in. in depth; white of egg to be firm and yolk slightly visible.

No. 1's—Eggs weighing at least 23 ounces to the dozen or 43 pounds net to the 30-dozen case; clean, sound in shell; air cell less than 1/2 inch in depth; white of egg to be reasonably firm; yolk may be quite visible, but mobile, not stuck to the shell, or seriously out of place; air cell not necessarily stationary.

No. 2's—Eggs clean; sound in shell; may contain weak, watery eggs and eggs with heavy yolks, and all other eggs sound in shell and fit for food.

SPOT CASH STORES

Cleveland Plain-Dealer.

A Kansas grocer has started an interesting experiment, the results of which should have some value as an economic object lesson. He has opened a second store in which he proposes to sell all goods strictly for cash at ten per cent. below the prices charged in the older establishment. From the second store he will deliver no goods; the store has no telephone and will contribute to no charity.

If consumers want food at cost and are willing to take a basket in hand and go after the food, here will be their opportunity. Mere theorizing will give way to an actual test of the results of direct cash dealing between middleman and consumer. The cost of delivery, of delinquent collections and the taking of 'phone orders will be written down in readable form.

It is plain to be seen which of the Kansan's stores will be patronized by those who believe that some kind of personal degradation attaches to the carrying of groceries home in a basket.

Just because the boss is away is no excuse for doing any less work, or doing your work any more inefficiently than when he is around,



FLOUR AND CEREALS



Decline in Rolled Oats

In Montreal, But Not in Toronto—Rye Flour Cheaper — General Easiness in Ontario Winter Wheat Situation—Flour in a Waiting Market.

MONTREAL

FLOUR.—There is a feeling here that it is not unlikely that a further decline will take place before long in the market for spring wheat flour. Although new winter wheat flour is not arriving in large quantities, the market is weaker, and lower prices are being paid; choice patents are selling for 5.45, and straight rollers at 4.80 to 5.00 per barrel in wood, and in jute at 2.10 to 2.25 per bag. Perhaps the temporary upward move of the wheat market last week had the tendency to induce farmers in Ontario to hold off wheat, and thus checked free offerings for millers; which is a very unusual thing for this time of year. People who buy Ontario wheat flour will do well to exercise care in their buying, as there is some poor quality stuff coming from the choicest districts. Wholesalers are turning down supplies right and left on account of smut and poor quality. It is expected that with the arrival of colder weather, the difficulty of soft flour will be largely overcome, and the millers will not find the wheat so tough to grind. A Montreal dealer who tested a sample of new wheat from Saskatchewan, declares it to be excellent, and probably the best on record.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	5 85	5 85
Second patents	5 35	5 35
Strong bakers	5 15	5 15
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 45	5 70
90 per cent., in wood	4 80	5 00
90 per cent., in bags	2 10	2 25

CEREALS.—Rolled oats are dull, despite the arrival of cooler weather. Dealers say they never saw anything like the condition of this market before. Prices have dropped about 40c per bbl. within the past week or two, which is not surprising in view of the state of the oat market. There was a further decline in rolled oats this week, which brings the price now to 2.55 per bag. Rye flour meal is being offered cheaper, but no new is being handled in this market as yet, as it is arriving soft like the Ontario wheat, and will not be fit for use inside of a month.

Cornmeal—	Per 96-lb. sack	
Gold dust	2 45	2 50
Unbolted	2 15	2 15

Rolled Oats—	90's in jute.
Small lots	2 55 2 60
25 bags or more	2 40
Packages, case	4 00
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 80
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 60
Rye flour, bag	3 25
Barley, pot	3 00

FEEDS.—This market is easing off again for many reasons. First, the price of oats and corn is getting lower; secondly, the production of feed flour became so heavy, a drop was inevitable; thirdly, there is so much feed wheat being offered. Wheat moulee has weakened by a further drop of \$2 to \$3 per ton on account of the lower prices ruling in all lines of grain.

Mill Feeds—	Per ton
Bran	25 00
Shorts	27 00
Middlings	30 00
Wheat moulee	28 00
Feed flour, bag	1 87½
Mixed chops, ton	35 00
Crushed oats, ton	36 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	40 00
Barley chop, ton	34 00
Feed oats, cleaned, Manitoba, bush	0 60
Feed wheat, bag	1 50

TORONTO

FLOUR.—The chief factor in this situation is again the uncertainty. The market is in a waiting condition. Such business as is consummated is entirely for present account and is merely enough to supply immediate needs. The trade is holding off, not wishing to take a chance in stocking up till the future trend is more clearly defined. There is no price change to report, either in Manitoba or Ontario stuff. Demand cannot be said to be heavy. Indeed, so far as winter wheat is concerned a weaker tendency is apparent at this writing, even though arrivals are by no means heavy. There is again further talk of poor quality, and this possibly is influencing buying. The protracted hot weather is not good for flour.

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

CEREALS.—Again the market is featureless, unless it be for the poor business in rolled oats. Our prices must be regarded as weak though no decline has taken place from the \$2.70 we quote. All cereals are slow. There is some business in peas at somewhat easier levels.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 15 4 25
Corn flour, 98 lbs.	2 55 2 75
Cornmeal, yellow, 98 lbs.	2 25 2 40
Graham flour, 98 lbs.	3 30 3 40
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 50
Oatmeal, granulated, 98 lbs.	3 50
Peas, Canadian, boiling, bush.	2 45 2 55
Peas, split, 98 lbs.	4 75
Rolled oats, 90-lb. bags	2 70 2 80
Rolled wheat, 100-lb. bbl.	3 85 4 00
Rye flour, 98 lbs.	3 10 3 25
Whole wheat flour, 98 lbs.	3 30 3 40
Wheatlets, 98 lbs.	3 65 3 75

MILL FEEDS.—Feed flour shows a weakness at \$1.60. Demand is falling off now to some extent. The feed market in general is easing up. This has been the strong spot in the grain situation for some time, but now the easiness felt in cereals reacts against a continuous demand for feed.

Mill Feeds—	Mixed cars, per ton	
Bran	25 00	26 00
Shorts	27 00	28 00
Middlings	30 00	31 00
Wheat moulee	31 00	32 00
Feed flour, per bag	1 60	1 65
Oats—		
No. 3, Ontario, outside points	0 55	0 61
No. 3, C.W., bay ports	0 67	0 67

WINNIPEG

FLOUR AND CEREALS.—Rolled oats have declined 10 cents per sack of 80 lbs., and oatmeal has followed suit. There is fair domestic demand for flour, but export trade is quiet. Hay prices are up \$1 per ton. Crushed oats and barley are \$4 to \$8 lower.

Flour—	
Best patents, per sack 98 lbs.	2 90
Bakers, per sack 98 lbs.	2 65
First clear	2 30
Second clear	1 75
Rolled oats, 80 lbs.	2 40

If you are careless in writing your advertising you may be sure people will be still more careless about reading it. Probably they will not read it at all.

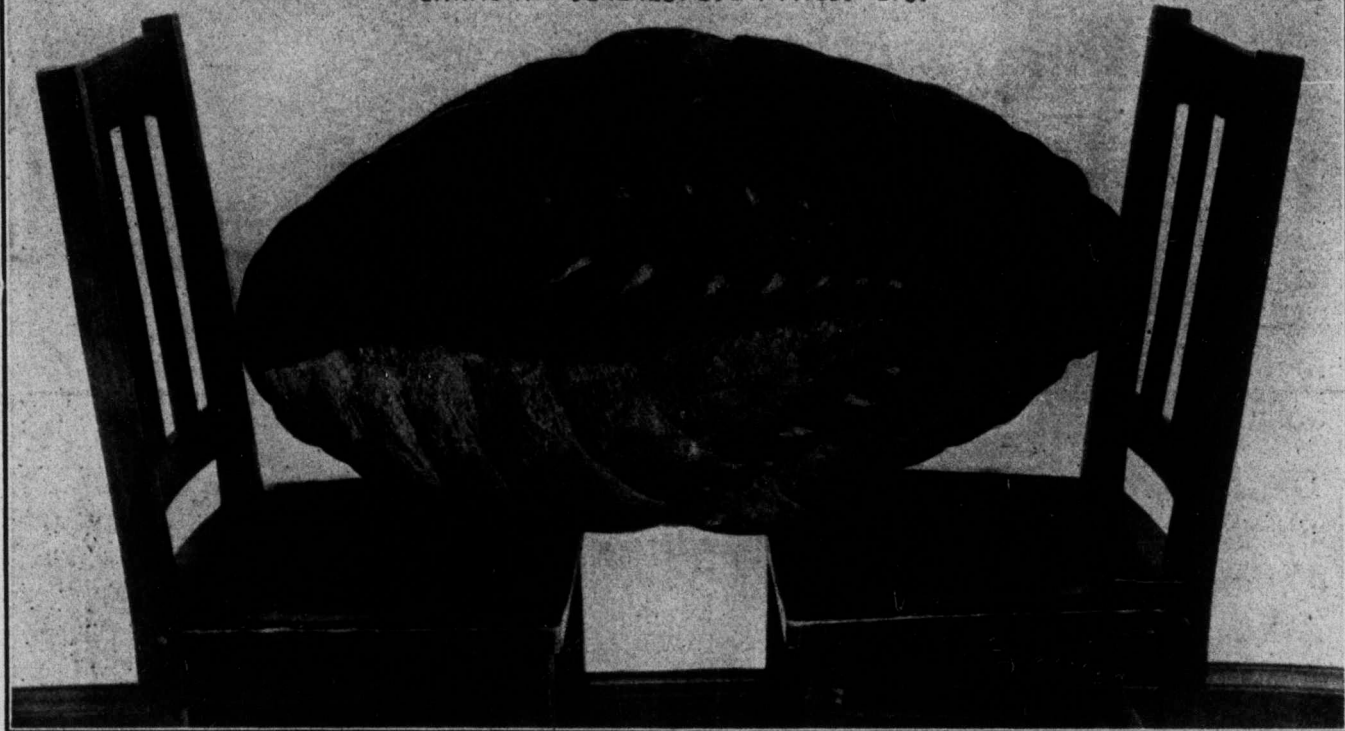
Don't be sore at an old regular customer who happens to buy something at a competitor's, but see that there is no cause for it to happen again.

CANADIAN GROCER

Rainbow Flour

AND ITS RESULTS

THIS LOAF MADE WITH RAINBOW FLOUR - WEIGHT 52 LB
CANADIAN CEREAL & FLOUR MILLS LTD.



MEAN THAT BY CARRYING A STOCK
OF RAINBOW YOU WILL HAVE A
LARGE PATRONAGE OF SATISFIED
AND PERMANENT CUSTOMERS.

WATCH FOR OUR SALESMEN, OR IF YOU ARE IN A
HURRY PHONE M. 5069 AT OUR EXPENSE. PROMPT
DELIVERIES.

We Solicit Export Business.

Canadian Cereal and Flour Mills Co., Limited

Cable Address: "Cancereal," Toronto

Canada's Bumper Wheat Crop

The Western Crop is not only the biggest in history, but is of exceptionally high quality. This is the best wheat the world produces. From this wheat

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

brands of Macaroni and Vermicelli are made.

Together with a most modern plant and equipment and expert workmen the result is that the highest quality is obtained.

They are well advertised, well known and popular as a

Made-in-Canada
product worthy of that designation.

Ask Your Wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS

Tees & Perse, 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.

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

Per doz.

5c. Tins, 4 doz. to case, weight 10 lbs. \$ 0 49

4 oz. Tins, 4 doz. to case, weight 20 lbs. 0 65

6 oz. Tins, 4 doz. to case, weight 25 lbs. 0 90

8 oz. Tins, 4 doz. to case, weight 35 lbs. 1 30

12 oz. Tins, 4 doz. to case, weight 48 lbs. 1 60

16 oz. Tins, 4 doz. to case, weight 70 lbs. 2 25

3 lb. Tins, 2 doz. to case, weight 85 lbs. 5 00

5 lb. Tins, 1 doz. to case, weight 80 lbs. 9 50

ROYAL BAKING POWDER.

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

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

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

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	Per doz.
Strawberry, 1914 pack.....	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10
Aylmer Pure Jellies.	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

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

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

BLUE.

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

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

UN-NUMBERED.

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

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

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising)	
2 doz. to case, weight 70 lbs.	\$3 00
Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 50
Perfection, ½-lb. tins, doz..	2 40
Perfection, ¼-lb. tins, doz..	1 25
Perfection, 10c size, doz..	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.....	0 21
Soluble bulk, No. 2, lb.....	0 19
London Pearl, per lb.....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz..	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond 6's and 7's, 6 and 12-lb boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz.....	1 00
--	------

Chocolate Confections. Per lb.

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



It Gives a Certain Prestige to Handle a Product like **CRISCO** For Frying For Shortening For Cake Making

To the real merchant, there is a pleasure and a pride in the selling of good goods. And, by the natural compensation of things, there comes to such a merchant a certain prestige, reputation and character from the sale of such goods.

Crisco rightfully may be numbered among products of this class. It is a cooking fat of unusual merit and convenience—it supplies a need not met by any other fat—and it has behind it the guaranty of an old and favorably known house.

The Procter & Gamble Distributing Co.

OF CANADA, LTD.

HAMILTON, CANADA

Send for Crisco Advertising Matter for your local use

All Procter & Gamble products sold in Canada are made in the Procter & Gamble factories at Hamilton. They include Crisco, Red Soap, Blue Soap, The White Washday Soap, Gold Soap, Sapolio and Pearline.



What is Crisco?

To thousands of housewives of the Dominion, Crisco has come to be regarded as the ideal cooking fat. It can be used in cooking wherever you have been accustomed to use butter or lard, or any compound.



It gives the same superior results as the best grade of creamery butter at half the cost.

It makes your food more appetizing, and more digestible than the best grade of lard could make it—at no increased expense.

It cooks lard in that it gives off no odor or smoke in deep frying, that it can be used over and over for different foods, and that it is unusually convenient to use.

Made in U.S.A. entirely, except facilities at Hamilton, Canada



Saving the Family's Digestion

Housewives who are concerned about the health of their families have always looked for a cooking fat that would be less taxing on the digestion than lard.

They will be glad to know that Crisco is superior to the best lard in digestibility.



It is made of vegetable oil only—and only the cream of the higher grade of this oil. It contains no animal fat whatever.

It melts at a temperature lower than that of the human body. No action of the digestive juices is required to reduce to the liquid state from which it is readily taken into the system.

Made in U.S.A. entirely, except facilities at Hamilton, Canada



Frying Without Smoke or Smell

It is impossible to use butter or lard in frying without filling the kitchen with smoke. The reason is that these two fats cannot be made hot enough for frying without smoking somewhat themselves.



The smoking temperature of Crisco is considerably higher than that which is necessary for frying—especially where a deep frying kettle and plenty of Crisco are used.

Any amount of deep frying therefore can be done by the use of Crisco, without tainting the atmosphere of the kitchen, and raising the food.

Made in U.S.A. entirely, except facilities at Hamilton, Canada

CONCORD NORWEGIAN SARDINES

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish, and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



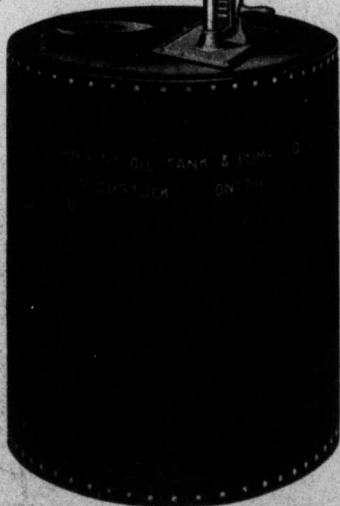
Are you handling
CONCORD? Order
from your wholesaler
TO-DAY.

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
H. C. Janion, Vancouver, B.C.

End the Waste of Dollars Now

Model F
Cut 80



The old-style method of handling coal oil is wasting you dollars of profit that might easily be lying in your bank right now if you had the

WAYNE Oil Tank

measuring your oil with exactness and cleanliness; no loss, no dripping, no time waste, no odor of oil on your hands and clothes. The WAYNE measures instantly just the amount of oil your customer wants, whether one pint or five gallons, and you can keep it on the same floor as your store without fear of smells or fire.

Write us for full descriptions and ask us to prove just what the WAYNE can do for you in saving profits and over-measure and time. It means dollars to you. Write to-day.

The Wayne Oil Tank and Pump Co., Limited
WOODSTOCK, ONT.

- Nonparell wafers, No. 1, 5-lb. boxes 0 32
- Nonparell wafers, No. 2, 5-lb. boxes 0 27
- Chocolate ginger, 5-lb. boxes 0 33
- Milk chocolate wafers, 5-lb. boxes 0 38
- Coffee drops, 5-lb. boxes... 0 38
- Lunch bars, 5-lb. boxes ... 0 38
- Milk chocolate, 5c bundles, 3 doz. in box, per box 1 36
- Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box 0 90
- Nut milk chocolate, 1/2's, 6-lb. boxes, lb. 0 88
- Nut milk chocolate, 1/4's, 6-lb. boxes, lb. 0 38
- Nut milk chocolate, 5c bars, 24 bars, per box 0 90
- Almond nut bars, 24 bars, per box 0 90
- JOHN P. MOTT & CO'S.
- Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.
- 10c size (for cooking) doz. 0 90
- Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 85
- Nut milk bars, 2 dozen in box 0 80
- Breakfast cocoa, 1/4's and 1/2's 0 36
- No. 1 chocolate 0 30
- Navy chocolate, 1/2's 0 26
- Vanilla sticks, per gr. 1 00
- Diamond chocolate, 1/2's ... 0 24
- Plain choice chocolate liquors 20 30
- Sweet chocolate coatings ... 0 20

- CONDENSED AND EVAPORATED MILK.
- BORDEN MILK CO., LTD.
- East of Fort William, Ont.
- Preserved Per case
- Eagle Brand, each, 4 doz. \$6 25
- Reindeer Brand, each, 4 doz. 6 25
- Silver Cow Brand, each 4 doz. 5 75
- Gold Seal Brand, each, 4 doz. 5 00
- 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 30
- Peerless Brand, tall, each, 4 doz. 4 50
- Jersey Brand, tall, each, 4 doz. 4 50
- St. Charles Brand, Hotel, each, 2 doz. 4 25
- Peerless Brand, Hotel, each, 2 doz. 4 25
- Jersey Brand, Hotel, each, 2 doz. 4 25
- St. Charles Brand, gallons, each, 1/2 doz. 4 75
- "Reindeer" Coffee and Milk, "large" each, 2 doz. 4 80
- "Reindeer" Coffee and Milk, "small," each, 4 doz. 5 50
- "Regal" Coffee and Milk, each, 2 doz. 4 50
- "Reindeer" Cocoa and Milk, each, 2 doz. 4 80

- COFFEE.
- WHITE SWAN SPICES AND CEREALS, LTD.
- WHITE SWAN.
- 1 lb. tins, 4 doz. to case, weight 80 lbs. 0 36
- 1 lb. tins, 2 doz. to case, weight 35 lbs.
- Add one-half cent per pound to the above.
- ENGLISH BREAKFAST COFFEE.
- 1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 21

- 1 lb. tins, 2 doz. to case, weight 40 lbs. 0 20
- MOJA.
- 1/2 lb tins, 2 doz. to case, weight 22 lbs. 0 32
- 1 lb tins, 2 doz. to case, weight 40 lbs. 0 36
- 2 lb. tins, 1 doz. to case, weight 40 lbs. 0 36
- PRESENTATION COFFEE.
- A Handsome Tumbler in Each Tin.
- 1 lb. tins, 2 doz. to case, per lb. 0 27
- Shipping weight, 50 lbs per case
- MINTO BROS.
- MELAGAMA COFFEE.
- Ref. Whol.
- 30c 1s, 1/2s, B. or G. ... 0 25
- 40c 1s, 1/2s, B. or G. ... 0 32
- 45c 1s, 1/2s, B. or G. ... 0 34
- 50c 1s, 1/2s, B. or G. ... 0 37
- Tumbler coffee 0 25
- Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.
- MINTO COFFEE (Bulk.)
- M. Bean or Gr. 0 38
- I Bean or Gr. 0 35
- N Bean or Gr. 0 32
- T Bean or Gr. 0 30
- O Bean or Gr. 0 28
- Spec. Grd. Compound 0 25
- Packed in 25 and 50-lb tins.
- FLAVORING EXTRACTS.
- WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.
- 1 oz. bottles, per doz., weight, 3 lbs. \$ 1 25
- 2 oz. bottles, per doz., weight 4 lbs. 2 00
- 2 1/2 oz. bottles, per doz., weight 6 lbs. 2 30
- 4 oz. bottles, per doz., weight 7 lbs. 3 50
- 8 oz. bottles, per doz., weight 14 lbs. 6 50
- 16 oz. bottles, per doz., weight 23 lbs. 12 00
- 32 oz. bottles, per doz., weight 40 lbs. 22 00
- Bulk, per gallon, weight 16 lbs. 10 00
- CRESCENT MFG. CO.
- CRESCENT MAPLEINE.
- Special Delivered Price for Canada.
- Per doz.
- 1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c. \$1 35
- 1 oz. (4 doz. case), weight 14 lbs., retail each 30c ... 2 50
- 2 oz. (3 doz. case), weight 15 lbs., retail each 50c ... 4 25
- 4 oz. (2 doz. case), weight 17 lbs., retail each 90c ... 7 50
- 8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00. 13 25
- 17 lbs., retail each \$3. 24 50
- Pint (1 doz. case), weight 29 lbs., retail each \$5.50. 45 00
- Quart (1 doz. case), weight 53 lbs., retail each \$10. 7 50
- Gallons, each, retail each \$18 14 50
- GELATINE.
- Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 30
- Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. 1 30
- Cox's Instant Powdered Gelatine (2-qt. size), per doz. 1 10
- W. CLARK, LIMITED, MONTREAL.
- Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$15; 14s, \$37.
- Roast Beef, 1/2s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$16.
- Bolled Beef, 1s, \$2.75; 2s, \$5; 6s, \$16.
- Jellied Veals, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.
- Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.30; 2s, \$4.25.
- Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.75; 2s, \$5.
- Cambridge Sausage, 1s, \$2.40; 2s, \$4.
- Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25.
- Lamb's Tongues, 1/2s, \$1.90.
- Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65.

OVAL Apple Picking Baskets

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

Prompt Shipment.

Order Now.

Walter Woods & Co.
Hamilton Winnipeg

Jersey Sweet Potatoes

"Whitco" Brand

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

Opening of Oyster Season

First Express arrivals.

Oysters Haddies Kippers

Just the thing for these days.

We are heavy operators in Canadian
Crawford Peaches.

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.
MacLean Publishing Co.
Technical Book Department
143-153 University Avenue, Toronto

Ever consider the possibilities of the trade in Fish?

We have daily arrivals of fine, fresh, frozen

Lake Trout and Herring

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

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

The margin for the dealer is a good one.

Lemon Bros.
OWEN SOUND, ONT.

Full Swell Pack
Perfectly Graded
Fruit under:—

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

It will pay you to handle these brands of Oranges

J. J. McCabe
Agent
TORONTO



Consistent Satisfaction

That is the outstanding feature of all permanent profit-makers and your success depends entirely upon your ability to pick products that give "consistent satisfaction" to all parties concerned.

"Consistent Satisfaction" cannot be obtained by "hit-and-miss" methods of manufacture nor by a "please-you-when-we-can" way of marketing the product.

"Consistent Satisfaction" is the result of an unswerving determination to produce only the best possible product; to put quality into the package and to keep it there. It also calls for sufficient faith in the goods themselves for the manufacturer to unhesitatingly stand sponsor for his products—for him to give those who buy from him the utmost in reasonable guarantees of the merit of his goods.

White Swan Pure Food Products have been giving "Consistent Satisfaction" for nearly 20 years, and is the secret of the steady growth of this line of quality foodstuffs.

White Swan Goods are the highest in quality. If there is any doubt in your mind about this the Government Warranty should dispel it.

Here is where YOU come in. We give you a line on which you have a surer profit—the Government warranty which seals and guarantees every package of White Swan Pure Food Products absolutely protects both you and your customer; and our "money-back-if-not-satisfied" guarantee will prevent any loss. And besides this we give you a line which will give

Consistent Satisfaction

We know our goods and want none but satisfied customers.

White Swan Spices and Cereals LIMITED

156 Pearl Street, Toronto, Can.

- Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.
- Tongue, Ham and Veal Pate, ¼s, \$1.20.
- Ham and Veal, ¼s, \$1.
- Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
- Potted Meats, Glass—Chickea, Ham, Tongue, ¼s, \$1.25.
- Ox Tongues, tins, ¼s, \$2.40; 1s, \$5.25; 1½s, \$8; 2s, \$10.
- Ox Tongues, Glass, 1¼s, \$9.75; 2s, \$12.
- Mince-meat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
- In Pails, 25 lbs., 8c lb.
- In Tubs, 45 lbs., 7½c lb.
- In Glass, 1s, \$2.25.
- Plum Pudding, 1s, \$2.30; 2s, \$2.80.
- Clark's Peanut Butter—Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.
- Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
- Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
- Pork & Beans, Plain Talls, 1 00c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
- Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
- Pork & Beans, Chilli Flat, 1, 60c; 2, \$1; 3, \$1.15.
- Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
- Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
- Clark's Chateau Concentrated Soups, 95c.
- Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

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

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

- NATURAL MINERAL WATER
- Evian, Source Cachat, 50 btles; cs. \$9 00

- IMPORTED GINGER ALE AND SODA
- Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15
 - Ginger Ale, Trayders, cs. 6 doz. splits, doz. 0 95
 - Club Soda, Trayders, cs. 6 doz. pts., doz. 1 05
 - Club Soda, Trayders, cs. 6 doz. splits, doz. 0 95

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

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

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

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

- BOAR'S HEAD LARD COMPOUND.

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

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

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

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

- WHITE SWAN LYE.
- Single cases, 4 doz. \$ 3 50
 - 5 case lots, 4 doz. 3 25
 - Shipping weight 50 lbs. per case.

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

- Laundry Starches—Boxes.
- 40 lbs., Canada Laundry .. 06¼
 - 40 lbs., boxes Canada white gloss, 1 lb. pkg. 06¼
 - 48 lbs. No. 1 white or blue, 4 lb. cartons 07¼
 - 48 lbs. No. 1 white or blue, 3 lb. cartons 07¼
 - 100 lbs., kegs, No. 1 white 06½
 - 200 lbs., bbls., No. 1 white 06½
 - 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. 07¼
 - 48 lbs. silver gloss, in 6-lb. tin canisters 08¼
 - 36 lbs., silver gloss, 6-lb. draw lid boxes 08¼
 - 100 lbs., kegs, silver gloss, large crystals 07¼
 - 28 lbs., Benson's Satin, 1-lb. cartons, chrome label ... 07¼
 - 40 lbs., Benson's Enamel (cold water), per case ... 3 00
 - 20 lbs., Benson's Enamel (cold water), per case ... 1 50
 - Celluloid—boxes containing 45 cartons, per case 3 60
- Culinary Starch.
- 40 lbs. W. T. Benson & Co.'s prepared corn 07¼
 - 40 lbs. Canada pure corn starch 06¼
 - (120-lb. boxes ¼c higher.)
 - Casco Potato Flour, 20-lb. boxes, per lb. 10

- BRANTFORD STARCH.
- Ontario and Quebec.
- Laundry Starches—Canada Laundry—Boxes about 40 lbs.06
- Acme Gloss Starch—1-lb. cartons, boxes of 40 lbs. 06¼
- First Quality White Laundry—3-lb. canisters, cs. of 48 lbs. 07¼
- Barrels, 200 lbs. 06½
- Kegs, 100 lbs. 06½
- Lily White Gloss—1-lb. fancy carton cases 30 lbs. 07¼
- 8 in case08

In buying
KETCHUP

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

Try It and See

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

The T. Upton Co., Limited
ST. CATHARINES

We receive fresh arrivals every morning of all varieties of

Domestic Fruits and Vegetables

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

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

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

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH and NORTH BAY

No. 16

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)



Reserved Provisions for the Soldiers

"In time of war the civilian population are the last to be fed—soldiers come first. Even when the Mackenzie rebellion scare was on the first thing the Toronto authorities did was to place a guard over every provision store and would not allow a bit to be sold. The soldiers were to fight to protect the people's property—they must be fed."

"No, I don't remember whether they stopped the sale of tobacco then or not. Likely they did, for all the grocers handled tobacco then as they should, and mostly do, now.

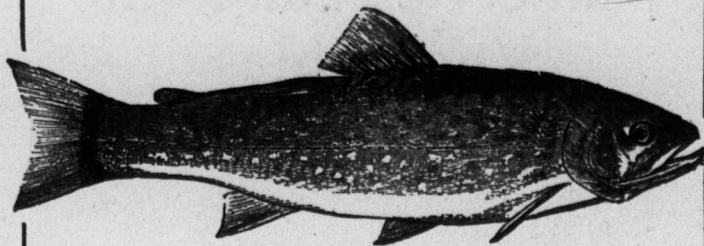
"When I want a plug of King George Navy all I've got to do is to walk down to the corner grocery, and there it is."



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

*Caught in Canadian Waters
by Canadian Fishermen*



*Processed
and Packed by
Canadians.*

*Transported
by Canadian
Companies.*

Everything is Canadian between your Customer's table and the waters of "Old Atlantic" that yield the delicious

Brunswick Brand Sea Foods

There's no better fish in the world than those obtained in the Canadian waters of the Atlantic; no better facilities for packing them than are at our disposal in our sanitary sea foods plant.

In short "Brunswick" Brand Sea Foods are of a quality which Canadians are proud to own, and best of all, they represent an entirely Canadian product.

Stock up with Brunswick Brand $\frac{1}{4}$ Oil Sardines, Kippered Herrings, Herrings in Tomato Sauce, Finnan Haddies (oval and round tins), Clams and Scallops. Satisfy the masses of Canadians and give employment to Canadians.

ORDER TO-DAY.

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



Keep Posted

on the Development and Progress of Canadian Affairs

MacLean's — a *Made-in-Canada Magazine* — for keeping its readers posted on the progress and development of things Canadian.

You will be interested in the series by the inimitable *Gadsby*. There is only one H. F. Gadsby—witty and discerning political writer, master of josh and jolt, coiner of epigrams and greatest of paraphrasers — and Gadsby is giving his very best work to *MacLean's Magazine* in a series of sketches of prominent Canadians.

Other writers known to you contributing are: Alan Sullivan—master of prose; L. M. Montgomery, author of "Anne of Green Gables," "Anne of Avonlea," etc.; Dr. Orison Swett Marden, W. A. Craick, Madge McBeth, Margaret Bell and Britton B. Cooke.

20 cents a copy.

\$2.00 a Year.

The MacLean Publishing
Co., Limited

143 University Ave., Toronto, Canada

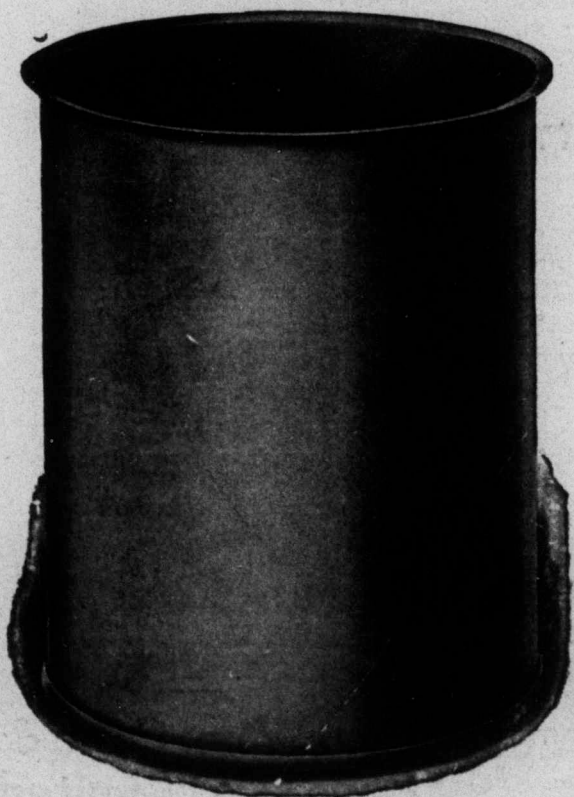
THERE are hundreds of successful Grocers in
Canada whose first order for stock included

Redpath Sugar

and who have made it their leader ever since—some
for half a century or more.

Neither this record, nor the quality which has made
“Redpath” a household name, is approached by any
other Refinery in Canada—and the public knows it!

Canada Sugar Refining Co., Limited, Montreal



Sanitary Cans

“The Can of Quality”

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

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

Buyers' Guide

**CHIVER'S
JAMS—JELLIES—MARMALADE**

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.
Ingersoll Ontario

ST. MARC COFFEE

Gives all users entire satisfaction.

AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

FOR SALE—HONEY, CHOICEST WHITE, in handsome pails. Bradfield, Dunnville, Ontario.

FOR SALE—ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE BUSINESS—one of the oldest established general store businesses in Eastern Ontario. Established fifty years. Best location in city for large city and farm trade. Turnover \$35,000 to \$40,000 a year, exclusively retail. Stock may be reduced to suit purchaser. Good reasons for selling. City Grocer, Canadian Grocer, Toronto.

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

FOR SALE—GENERAL STORE AT KINBURN, thirty miles west of Ottawa. Best store building and business, in the Ottawa Valley. Turnover \$60,000. Apply to D. B. Eastman, Kinburn, Ont.

FOR SALE—General store in one of the best communities in Ontario—strictly cash trade. Does a turnover of about \$18,000 a year. Liberal terms given if desired. Box 115, Canadian Grocer.

FOR SALE—LESS THAN HALF PRICE — One Taylor safe, \$75; 12-foot hat case, oak, \$35; desk, roll-top, \$10; chair, \$8. Electric fixtures for window and store, 70-foot shelving; will pay freight. A. Henderson, Box 113, Fort Frances, Ont.

WANTED

WANTED — INFORMATION REGARDING good grocery for sale. R. G. List, Minneapolis, Minn.

WE ARE OPEN FOR A GOOD AGENCY IN food-stuff line, calling on wholesale and retail trade in Maritime Provinces. W. P. Mallman, Commission Agent, 5 William St., Hantsport, N.S. Sept. 24. Oct. 1, '15.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada
PROMPT DELIVERIES

by us are therefore certain.
THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of WINDSOR SALT

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

WANTED BY AN OLD-ESTABLISHED packing house, a representative between Toronto, Ottawa and Montreal, and west of Toronto, north of Stratford to Owen Sound, on commission basis. Write Box 174, Canadian Grocer, Toronto.

WANTED—HIGH-GRADE MEN TO CALL on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 50% of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our ad. this issue. For particulars write Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

SITUATION WANTED

GROCERY AND PROVISIONS. MAN experienced in family and cash trades seeks position early in October. Highest references. Box 112, Canadian Grocer office, Toronto.

POSITION AS MANAGER OR SUPERINTENDENT—long experience, careful buyer and estimator; eighteen years in all branches; can report almost immediately. George D. Perry, 112 Gothic Ave., Toronto.

MISCELLANEOUS

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

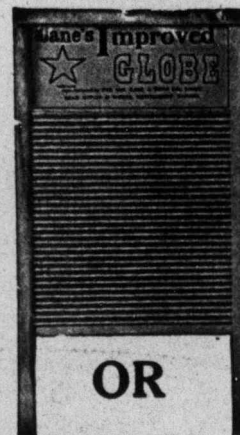
BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

"It's an ill wind that blows no good"

A
L
U
M
I
N
I
U
M

Z
I
N
C



OR

The War—

has raised the price of zinc and consequently the price of washboards—

BUT

the BIG CANE VALUE AN WASHBOARDS IS BIGGER THAN EVER because it has come to a point where we can use aluminum in place of zinc.

ALUMINUM IS LESS LIABLE TO CRACK, SPLIT OR CARRY DEFECTS THAT WILL TEAR THE CLOTHING BEING WASHED ON IT, AND IT PRESENTS A MUCH BRIGHTER APPEARANCE THAN ZINC, AND IS MORE ATTRACTIVE ON THAT ACCOUNT.

We are prepared to deliver our standard brands of washboards with aluminum washing plate at the same price as that of zinc ones on receipt of instructions from our customers, through the jobbing trade. ORDER NOW.

The Wm. Cane & Sons Co., Limited

Newmarket, Ont.

Every Housewife

likes a change. Suggest
MAPLEINE

for delicious flavor, where
flavor is needed. Makes
fine syrup.



Order from
Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKLEY'S KNIFE POLISH

20-102-7776



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

**Put Your Credit Accounts on
the Right Side of the Ledger**

Adopt the **ONLY WAY** to make
credit business **SAFE** and at the
same time eliminate charging,
errors and disputes.

ALLISON COUPON BOOKS

Are in Use All Over the World.

HERE'S HOW THEY WORK:

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



For sale everywhere by jobbers.

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

**The Most Information
The Most Entertainment
—and all Made-in-Canada**

Here are a few of the features which make the
October issue of MacLean's the best number yet
put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock*, an article that
presents a new viewpoint on a vexed question. It is present-
ed in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut*, a powerful
article on financial and trade conditions arising out of the
war.

"Tryst," by *Alan Sullivan*, a short story that for sheer per-
fection of style equals anything that Mr. Sullivan has ever
done.

"The Wicked Partner," by *H. F. Gadsby*, a light sketch of
the Hon. Robert Rogers, written not from the political but
from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse*, a short
story that is different from anything you have ever read
before—one of the best things yet turned out by this rising
young author.

"The New British Columbia," by *Norman Lambert*, an
article on the Northern part of the mountain province which
for vivid descriptive power has never been excelled. This is
illustrated by a series of remarkably beautiful photographs
of the Rockies.

"The Next Man Up," by *W. A. Craick*, an article on the
men who are second in command of the big corporations
of Canada. It gives an inside picture of the workings of
some of the big railways and banks.

There are nine other stories and articles, all of a high order,
and our *Review of Reviews Department*, which contains con-
densed versions of the best articles which appeared during
the previous month in the magazines of the world. This is
one of the biggest features of MacLean's Magazine and is in
itself of such value that you need MacLean's for this depart-
ment alone. There are twenty articles in the October issue
carefully selected as the most informative and interesting,
published the world over.

Special Offer—To new subscribers only. In order to introduce
MacLean's Magazine into homes where it is not now read, we
are giving the magazine for eighteen months for price of
twelve—see coupon below.

**MACLEAN'S
MAGAZINE**

**THE MACLEAN PUBLISHING
CO., Limited**

143-153 University Ave., Toronto, Ont.

**Special
Offer to You.**

MacLean Publishing
Co., Ltd.

Dear Sirs:
Enter me as a subscriber
to MacLean's Magazine
for eighteen months, start-
ing with your October num-
ber, and on receipt of invoice
I will remit \$2.00.

Name
Address



Tomato Catsup

Winona gardens again to the fore with the most delicious sun-ripened tomatoes in Canada

Again the E. D. S. pack of Tomato Catsup sets the highest standard of excellence, as in the past. The sale of E. D. S. Tomato Catsup has leaped ahead rapidly, because of its absolutely dependable high-grade quality.

When you sell E. D. S. Tomato Catsup you can honestly recommend it, for back of every bottle is our rock-fast guarantee of absolute purity (no preservatives, no coloring, nothing but the pure pulp of fresh-picked, sun-ripened tomatoes and the finest spice and vinegar). The flavor which has made the E. D. S. Catsup so popular is the result of the fine grade of tomatoes used, being grown and fully matured in a locality particularly adapted to them and the great care exercised in picking, processing and bottling.

**Anticipate a big demand.
Order your supply now.**

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

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

INDEX TO ADVERTISERS

A	
Allison Coupon Co.	53
Anglo-B.C. Packing Co.	9
Armsby & Co., J. K.	3
Assignees Agents	52
Atlantic Sugar Refineries ...	Front cover
B	
Balfour-Smye & Co.	13
Benedict, F. L.	52
Betts & Co.	11
Bickle & Greening	48
Borden Milk Co.	3
C	
Canada Maple Exchange	7
Canada Sugar Refining Co., Ltd.	51
Canada Starch Co.	Inside front cover
Canadian Cereal & Flour Mills Co.	4
Canadian Shredded Wheat Co.	4
Cane & Co.	52
Carr & Co.	3
Catelli, C. H.	42
Clark, Ltd., W.	1
Codville Company	16
Coles Mfg. Co.	9
Computing Cheese Cutter Co.	7
Comte & Cie.	52
Concord Canning Co.	44
Connors Bros.	50
Crescent Mfg. Co.	53
D	
Dominion Cannery	5
Dominion Salt	10
E	
Eckardt, H. P., & Co.	47
Escott & Co., W. H.	14
Estabrooks Co., T. H.	15
Eureka Refrigerator Co.	8
F	
Fairbank, N. K., Co.	Inside back cover
Fearman, F. W., Co.	48
Forbes & Nadeau	10
Freeman Co., W. A.	8
Furnivall-New	7
H	
Hargreaves (Canada), Ltd.	9
Heinz, J. J., Co.	8
Horne, Harry, Co.	14
Horton Cato Mfg. Co.	55
I	
Imperial Extract Co.	4
Irish Grocer	52
L	
Lake of the Woods Milling Co.	Outside back cover
Lambe & Co., W. G. A.	14
Laporte, Martin, Limited ...	55
Leeuw, Henri de	14
M	
MacNab, T. A., & Co.	14
MacLaren's Baking Powder Co.	15
Magor, Son & Co.	16
Malcolm's Condensing Co.	10
McAuley, W. J.	14
McCabe, J. J.	45
McKenzie & Morris	14
McLeod Milling Co., Ltd.	6
Measam, George E.	14
Mennen, Gerhard	4
Millman, W. H., Sons	14
Minto Bros.	14
N	
Niagara Fruit Growers	13
O	
Oakey & Sons, John	53
P	
Patrick & Co., W. G.	14
Pennock, H. P., Co., Ltd.	14
Perkins, Ince & Co.	7
Proctor & Gamble	43
R	
Robinson & Co., O. E.	52
Rock City Tobacco Co.	49
S	
Sanitary Can Co.	51
Shaw & Ellis	9
Smith & Proctor	11
Smith & Son, E. D.	54
Stirling & Young	14
St. Lawrence Sugar Refining	11
T	
Thames Canning Factory ...	15
Tippet & Co., A. P.	2
Toronto Salt Works	52
Trent Mfg. Co.	52
Tucketts, Limited	Inside back cover
U	
Upton Co., T.	49
W	
Walker, Hugh, & Son	49
Watson & Truesdale	14
Wayne Oil Tank Co.	44
White & Co.	45
White Swan Co.	46
Wiley, Frank H.	14
Woods & Co., Walter	45
Woodruff & Edwards	10



HOLDING CUSTOMERS



Interest in business is nursing each customer with care, getting him to come back to your store for future purchases, because you take an interest in him, because you are honest and know your business.

This has been our way always and to-day our list of thousands of customers is the best proof that it is the best policy.

If you are not already acquainted with our way of doing business, do so by asking our Sales Promotion Department to send you a sample of our "Victoria" Red Sockeye Salmon. The same extra fine quality under a Bright New Label.



LAPORTE, MARTIN, LIMITÉE

Wholesale Grocers

584 St. Paul St. West

Montreal



Royal

Salad Dressing

MADE IN CANADA

Always Ready
Always Right

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

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

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

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

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

Greatest Grain Crop on Record

Official Government Bulletin issued last week shows Greatest Acreage, Biggest Average, Largest Total in history of Canada.

308,839,800 bushels wheat average 23.78 per acre.

91% in excess of last year's yield

488,000,000 bushels	Oats	average 42.94 bushels per acre
51,655,000	“ Barley	“ 34.22 “ “
2,385,000	“ Rye	“ 21.24 “ “
12,199,600	“ Flax Seed	“ 12.08 “ “

When the proceeds of this crop begin to circulate through Canada business is going to hum.

How many of your customers—manufacturer or wholesaler—have been buying for more than immediate requirements?

An influx of money is going to mean a flood of orders to the firms that get in their way.

Our Annual Fall Sales and Christmas Goods Number, Published Oct. 29th

will enable you to get your advertisement in the way of the biggest lot of orders that has been booked in years.

This number will come out just when the retail grocery trade of Canada are placing their Fall and Christmas goods orders.

They will want to see what you have to offer.

They have found in past years mighty attractive offers in our advertising pages, and they will be on the lookout for them this year.

Reserve Your Space Now

The earlier we receive your copy the better service we can give you.

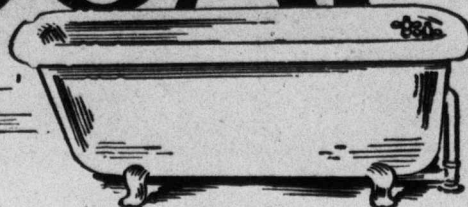
The right kind of an advertisement in this issue will get you your share of this 91 per cent. excess.

We have a first-class ad-writing department at your disposal free. Ask us to get up a specimen advertisement for you. Give us the particulars. We will put the pep into it.

THE MANAGER.

CANADIAN GROCER

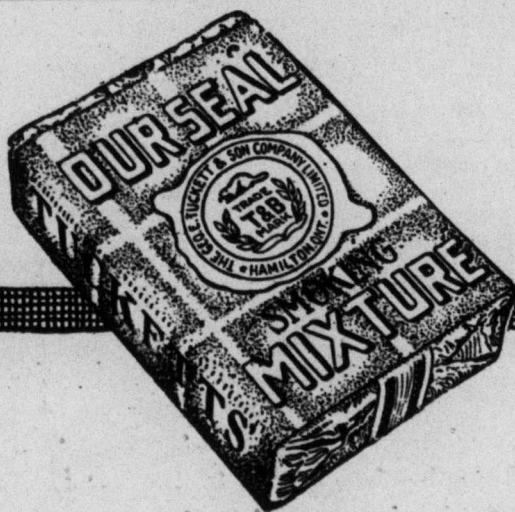
FAIRY SOAP



Our extensive advertising has made everybody know FAIRY SOAP and it's easy for you to sell what everybody knows about.

The big white, floating, oval cake of FAIRY is the BEST soap a nickel can buy and the easiest a grocer can sell.

THE N.K. FAIRBANK COMPANY
LIMITED MONTREAL



“At last! I have struck my favorite”

—this is the thought of the discriminating smoker when he has tried “Our Seal.”

The Young smoker—you know him, is the most discriminating user of tobacco, or perhaps we might say the hardest to satisfy. This trade is worth while though and worth going after. “Our Seal” will get and hold it, for the delightful mellow flavor and fragrance “gets to” both old and young. “Our Seal” should be in your stock right now—it's the “Prince” of Tobacco Blends—the result of long experiments.

ORDER FROM YOUR WHOLESALER.
TUCKETT LIMITED

HAMILTON

CANADA



This is the Loaf she Baked—
 This genuine country bread was baked by an habitual user of FIVE ROSES, and sent to us *unsolicited!* Unbelievably good with its thin, crackling crust, its well-swollen personality conveying a promise that was equalled by performance. This is the contagious quality loaf that by making FIVE ROSES so easy to sell, makes it harder to sell any other flour.

This is How she Baked it—
 Cook 2 potatoes about 1 o'clock p.m., then take the water from the potatoes and scald about 2 tablespoons FIVE ROSES. Grate potatoes very fine and add to above. When cooled a little, soak 1 Royal Yeast Cake in a little warm water, to which add 1 teaspoon sugar. Add to last-mentioned mixture with ½ teaspoon ginger. Mix and keep in warm place until 5 or 6 in afternoon. Then take 1 cup or more (according to quantity of bread desired) and mix with warm water. Let stand and mix again before bedtime, working dough long enough not to have to work it again in the morning. The harder the dough at this stage the better the bread. Next morning, put the dough in pans, let rise 2 hours, and bake.

When mixing the dough, it is good to add ½ cup of olive oil* or a piece of butter, which makes good soft bread.

And this is What she Says—
 I always bake with FIVE ROSES, which I consider the best, and I got mostly all my neighbors to do the same and they seem to be all successful. You will notice that all my recipes call for Olive Oil*, as I am always more successful with it than with butter, as everything is lighter.

Mrs. Sarah Leckovitz
 Sturgeon Falls, Ont.

* A free sales suggestion to the alert dealer.

—and I got mostly all my neighbors to do the same

Among every dealer's customers, there is always one (sometimes several) buyers whose flour products are uniformly successful.

When she displays her justly famous bread and pies, her cakes and puddings, what a tremendous selling suggestion she is to all who envy her contagious success!

This compelling missionary work becomes an automatic part of your sales work when YOU sell

Five Roses*
 FLOUR *for Breads-Cakes
 Puddings-Pastries*

And the thousands of FIVE ROSES Cook Books which we are steadily pouring out—of which already almost a quarter million have been distributed to flour buyers—teach FIVE ROSES users to be successful—

- to use more flour
- to try new recipes
- to convert new buyers.

The dealer who profits most by these silent forces at work throughout Canada—which cost him nothing—is he who is always in a position to meet the buyer with the brand she wants!

Ask your jobber for FIVE ROSES, or write our nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED
"The House of Character"
MONTREAL

Toronto, Ottawa, London, St. John, Sudbury,
 Winnipeg, Keewatin, Vancouver, Calgary,
 Medicine Hat.

* Guaranteed NOT BLEACHED—NOT BLENDED.