

THIS IS THE 1,352nd ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, NOVEMBER 7, 1913

No. 45

Medicine Man *VERSUS* Specialists

In days gone by the masses permitted the medicine man to administer to them from the same bottle whether their case was one of measles or falling hair. It was a convenient thing to be able to go to the same bottle regardless of what your physical needs might be. That day, however, is pretty much in the past. If we have a trouble we go to a man who is a specialist for that particular trouble because we find that such action is necessary to obtain the most beneficial results.

In commerce the same thing applies, and the man who deals in general lines still has a certain following, but merchants realize more and more every day that the demands of the Public are too exacting for them to rely on concerns dealing in a variety of lines.

They realize they must go to the man who specializes in order to obtain the maximum results.

It is not a question whether you are making money. The question is are you obtaining maximum results? Can your present situation be improved?

Not only in order to progress but in order to hold your own the necessity of the maximum of efficiency is absolute. The standard of living has advanced and in proportion the demands of the consuming Public have become more exacting.

We are an "Exclusive Oyster House" and the only one in Canada. Our entire time and attention is confined to oysters and their requisites, such as Display cases and Paper pails. Anything pertaining to the handling of oysters we can supply.

We are the only people in Canada who have a Display case that will harmonize with modern fixtures. It is impossible for a commercial house to specialize properly on more than one item of commerce.

A postal will bring our proposition on both SEALSHIPT or COAST SEALED Oysters.

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada

(See page 43)

A Story with a Moral

Theodore Hook, the humorist, once made a bet that he could stand on the busy end of London Bridge and could not give away a golden sovereign in exchange for a shilling.

He won the bet.

The people, to whom he made his offer, refused it, shook their heads knowingly and passed on.

We have been talking to you about our *new pure fruit jams* for some months now. Many of you have seen the point and to-day are recommending these goods to your customers as one of the arrows with which the dreadful high cost of living can be pierced.

But again—others of you have shook your heads knowingly—and passed on.

It is to these that we now address ourselves

We ask you to investigate the quality and price of *Upton's pure fruit jams*. Compare the value offered with any other jam on the market.

If you do so, we are quite satisfied to leave the rest with you. We know you will not *again* pass on.

Enquire of Your Jobber or Write Us



The T. Upton Co., Limited

Factory at HAMILTON, Ont.

Sales Dept.: ST. CATHARINES, Ont.



the time is—NOW!

Though fish foods are eaten the year round, the present time is the most opportune for the dealer to boost his sales and profits. This is the regular fish-eating season and there is a ready demand particularly for quality fish. You should sell only the best in order to keep the fish trade coming your way the whole year round. And to be sure that you get the best you should order by the name—

**"Thistle" Brand
Haddies and Herring**



The name and fame of the "Thistle" Brand of fish have brought credit and honor to the producers, and will bring money to the retailer.

The "Thistle" label on Haddies, Kippered Herring, Herring in Tomato Sauce, and Tunny Fish, is known throughout the Dominion to guarantee the virtues of cleanliness, genuineness and natural flavor of the freshly-caught and instantly-canned fish, just as they are taken from their ocean home.

The cleanliness of "Thistle" Brand is always proverbial—their flavor is fine—they are genuine always.

Arthur P. Tippet & Co., Agents
Montreal, Que.



Sell the larger pails and increase your turnover and profits

and at the same time give your customers more for their money. Try it out, tell them about the larger quantity, etc., the results will be to your satisfaction.



E.D.S.

Jams and Jellies

are as pure as they are good —

Only the finest selected fruits, largely grown on our own orchards, and pure cane sugar are used. They are carefully prepared in a factory that is a model for sanitation and perfectness of equipment. Every pail or jar of E.D.S. Jams and Jellies is brim full of Pure fruit deliciousness.

Made only by

**E. D. SMITH & SON
LIMITED**

WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.



“Hot Oxo”

By day and by night, your customers see the slogan “HOT OXO” on store windows and over store fronts—on the bill boards and in the street cars, newspapers and magazines.

“HOT OXO” has become the national winter drink of Canada. Thousands of

**OXO
CUBES**

will be used every day for making delicious, nourishing, steaming drinks for cold days.

And thousands of cooks will use OXO CUBES for Soups, Broths, Stews, Meat Pies and other savory dishes.

OXO CUBES have made good. Oxo advertising is making sales easy for dealers who push OXO Cubes.

If you didn't handle Oxo Cubes last winter, stock them now and get all the benefit of the OXO advertising campaign.

We'll fill your order by return if you like. Write us for special terms.

Corneille David & Co.

Montreal Toronto Winnipeg St. John, N.B.



The jams that are as pure as fresh ripe fruit, pure apple jelly and best granulated sugar can make them.

Every pail and jar of L. & B. Banner Brand Jams and Jellies bears a label telling the true contents. Banner Brand is the original pure fruit and apple jelly jam. Its deliciousness appeals to the masses.

Put up in 2, 5, 7 lb. gold lacquered tin pails, 30 lb. wood pails and 12 oz. glass jars.

Order your supply now. New season's fruits are ready.

LINDNERS LIMITED

340 Dufferin St., TORONTO
Phone Parkdale 2985

REPRESENTATIVES:

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick; W. H. Lyne Usher, Halifax, Nova Scotia and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; Western office at Winnipeg.



A Trio of Leaders

Prepared with scrupulous care for thinking people—who know what they want.



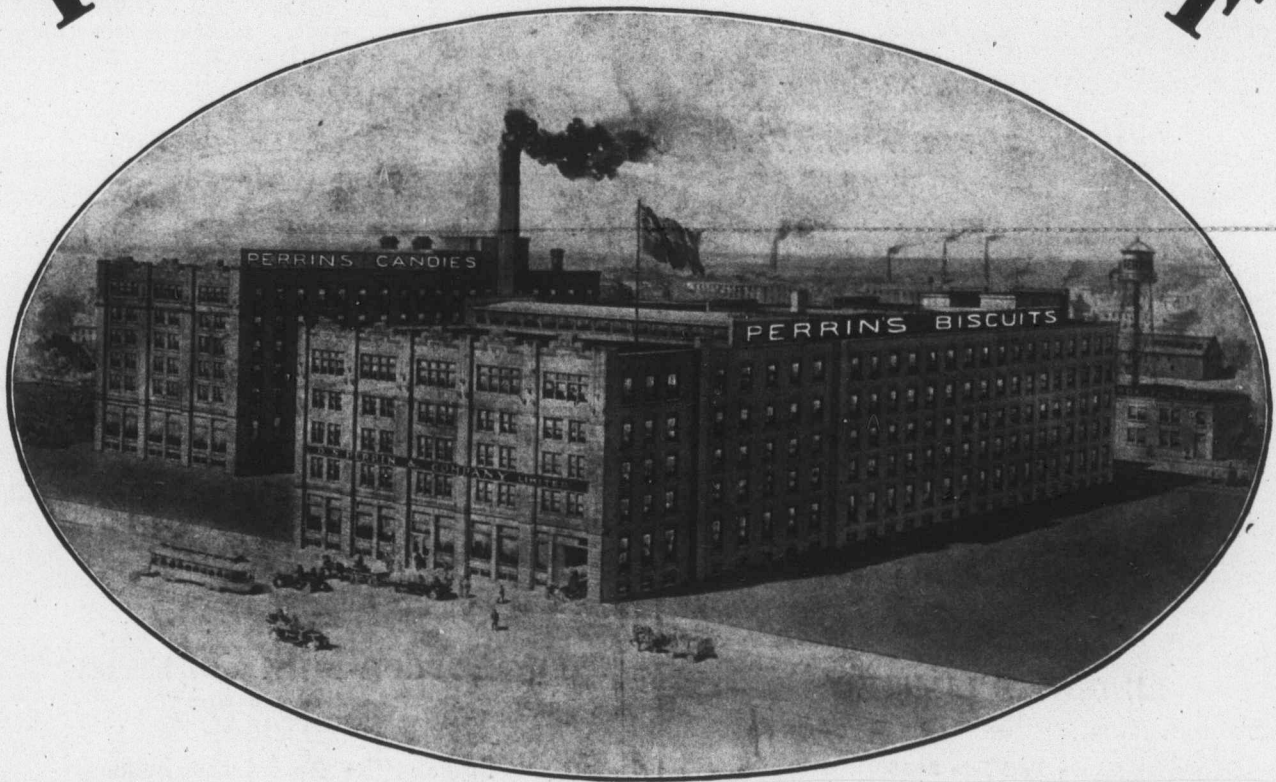
Borden Milk Co., Limited
"Leaders of quality"
MONTREAL

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



THE CANADIAN GROCER

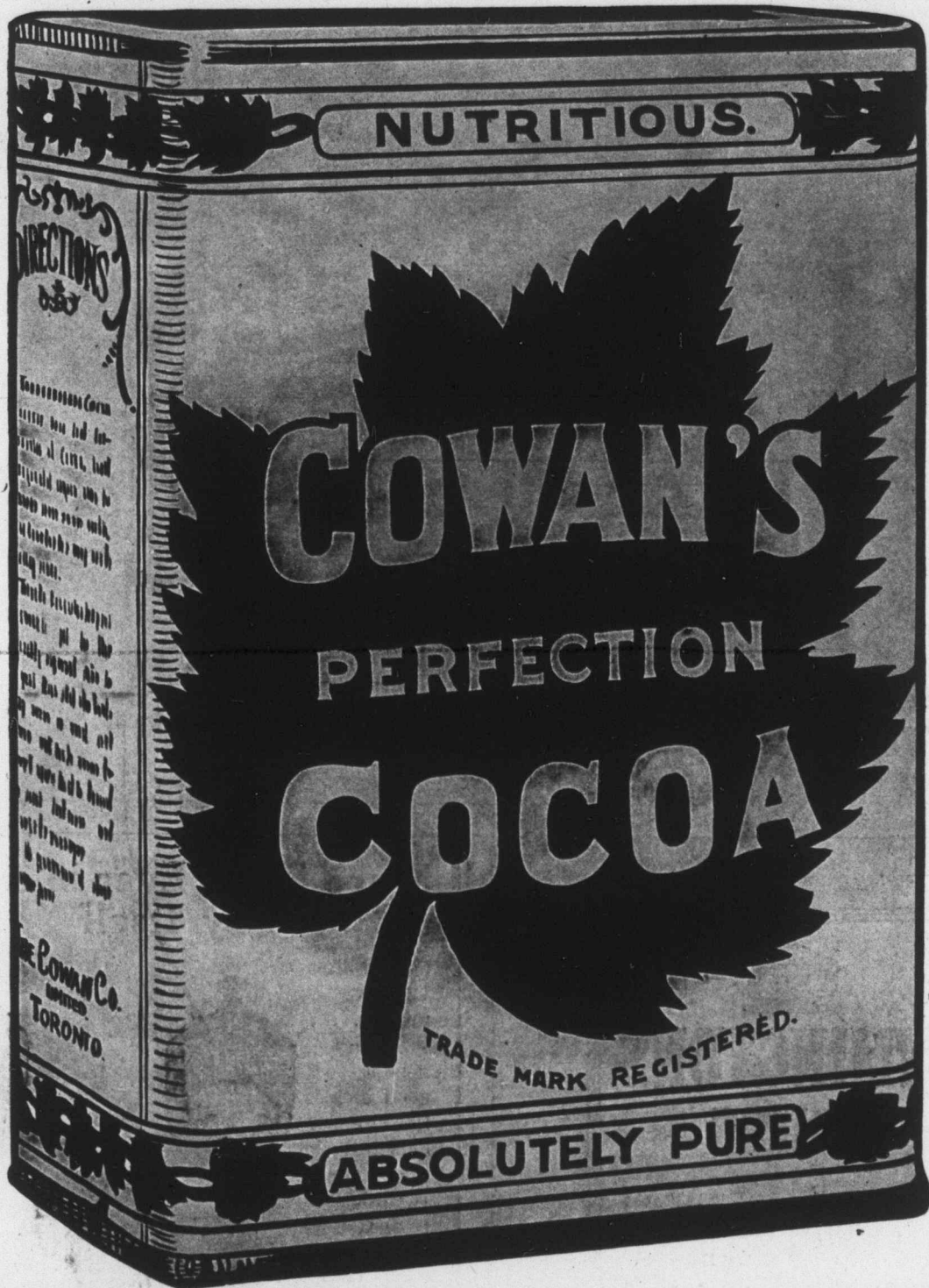
THE NEW HOME OF



PERRIN'S BISCUITS

LONDON

CANADA



Every grocer knows that COWAN'S PERFECTION COCOA is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used. For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc.,

Cowan's Perfection Cocoa is unsurpassed.

The Cowan Company, Limited
TORONTO, ONT.

In our 40 years' experience we believe we have learned how to select and balance choice teas in a blend that will please the most people.

REMEMBER
"We Pay the Freight"

Melagama


TEA and COFFEE

Packed and Made Popular by

Minto Bros.
Toronto

Advertised by enthusiastic friend-users—and by ourselves—the sales of Melagama Tea and Coffee keep on growing in volume.

Better order a case of each. We guarantee you'll soon sell every package. 'Phone, wire or mail your order now, at our expense.



SYMINGTON'S
SOUPS

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

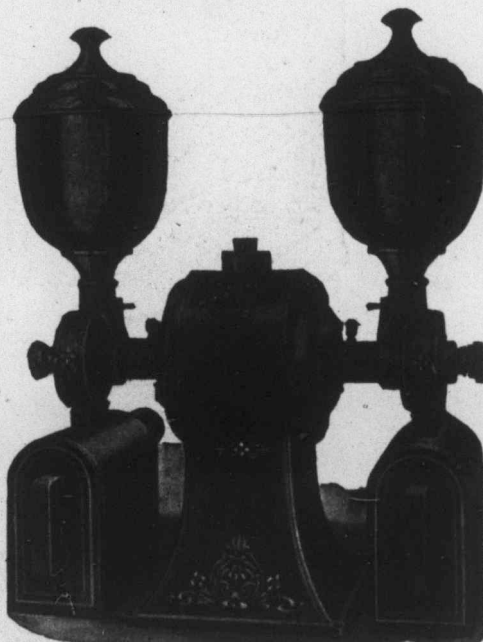
Mulligatawny, Green Pea, Lentil, Pea, Celery, Onion, Ox Tail, Scotch Broth, Tomato, White Vegetable, Mock Turtle.

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

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

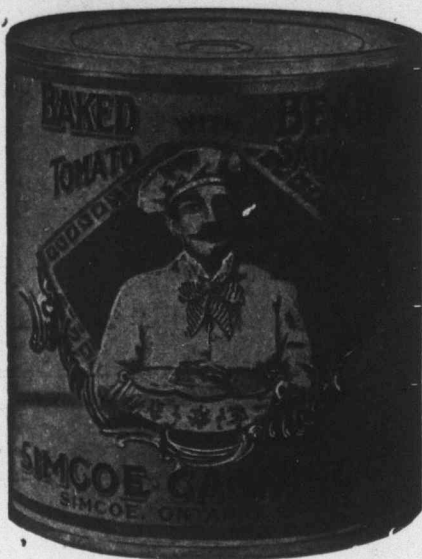
More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price. 26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.,
1615 North 23rd St. PHILA., PA.
AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

THE CANADIAN GROCER



Do you know that many of your customers are being

HELD UP

by the high cost of meats and that Baked Beans have become the popular substitutes? Beans baked as are the SIMCOE BRAND BAKED BEANS

contain as much nutriment in one tin as is contained in a pound of beefsteak. We are the originators of the 3's Family Size—THE CAN THAT CONTAINS MORE BEANS AT A LOWER PRICE.

*Write for our new Simcoe
"Hanger."*

Dominion Cannery, Limited
Hamilton, Canada

Tartan BRAND

THE SIGN OF PURITY

IN STORE—

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

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

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

BALFOUR, SMYE & CO.,

Wholesale and
Manufacturing Grocers

HAMILTON

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

CHAMPION PRIZE DAIRY ENGLISH STILTONS

SEVEN 1st PRIZES AND
SILVER CHAMPION CUP 1913

WRITE

TUXFORD & NEPHEWS
MELTON, MOWBRAY, ENGLAND

Feed your Coffee Grinding
troubles to the

Elgin National

The Elgin National Coffee Mills are best fitted to take care of the grinding requirements of the grocery store. They are built for service and they do their work—the daily grind—quickly, quietly and economically. It will pay you to look into the qualities of the Elgin. Any of the following jobbers will supply you with particulars:—

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.

TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.

MONTREAL—The Canadian Fairbanks Co. (and branches).

LONDON—Gorman, Eckert & Co.

ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.

WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).

REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.

SASKATOON—Campbell, Wilson & Adams, Ltd.

EDMONTON, ALTA.—The A. Macdonald Co.

CALGARY—Campbell, Wilson & Home, Ltd., and P. D. McLaren, Ltd.

FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.

VANCOUVER—The W. H. Malin Co.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.; Empress Manufacturing Co.

Made by

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



The Original
Antiseptic
Hand-cleaner
SNAP

WITHOUT—"Snap" in your business you are foregoing a considerable amount of good healthy business and incidentally losing a daily profit worth your while.

Snap is the original handcleaner and is as useful to the factory man's wife as himself, as useful for the banker and his wife as anyone—Everybody uses it.

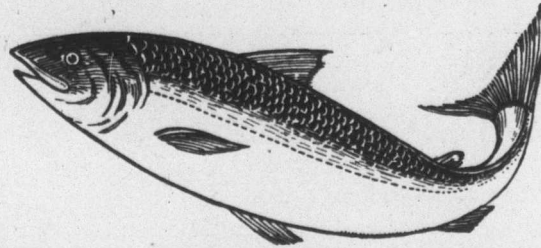
Snap Company, Limited
MONTREAL

THE CANADIAN GROCER

Anglo-British Columbia Packing Co., Ltd.

H. BELL-IRVING & CO., Limited, Agents, VANCOUVER, B.C.

Sockeye



Sockeye

SALMON

Buy—

**SOVEREIGN BRAND
HOLLY LEAF BRAND**

THE FINEST GRADE OF SOCKEYE SALMON

NO EXPENSE BETWEEN DRINKS



Instantaneous Electric Water-Heater.

A money-maker for Small Stores, Restaurants, Lunch Counters or Hotels, where drinks are dispensed.

Can be attached to any electric light socket.

Much cheaper to operate than old style urns.

Water boils in 45 seconds.

Capacity 3 quarts.

J. J. McLaughlin Limited

Toronto

Edmonton

We Roast our own Coffee



and do our own coffee blending



With the Fall and Winter months comes an increased demand for coffee. Royal Shield Brand is roasted, blended and ground in our own factory. We use the modern steel cutting plant only. Royal Shield Coffee has a quality and flavor all its own—it has the flavor that's popular throughout the West.



**Wholesale Grocers
and Importers**

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON, LETHBRIDGE

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Stratthdee, Ltd.
REGINA

What About Your
Christmas Trade

Mr. Grocer?

Clark's Mincemeat

will be one of your best sellers

The purest, the best, the most convenient

READY FOR USE

In all sizes. Cans, Pails, Barrels and Glass



Clark's Concentrated Soups

CHATEAU BRAND



Every variety, best of quality,
and prices right

NO BETTER SOUP ON THE MARKET

Clark's English Plum Pudding

Sizes 1 and 2.



Prepared from the very finest selected fruits, spices, etc.
An attractive package, and a first class seller. Get the
prices from your jobber.

STOCK UP NOW

W. Clark Limited, Montreal

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and
also of your expense for skilled sales-
men.

Is this worth your consideration?

We manufacture the best in show
cases and refrigerator counters.

Write now for illustrated catalogue
and estimates.

**Walker Bin & Store Fixture Co.,
LIMITED**



Berlin,

Ontario



REPRESENTATIVES:

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



TWO CENTS PER WORD

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



"Rideau Hall" Coffee

Old coffee drinkers will soon tell you that "Rideau Hall" coffee is the finest they have ever tasted. Send for trial order and get some of your coffee-drinking friends to pass judgment on it. It is the result of long experience in coffee blending—it is the coffee triumph of an expert.

Comes in one-pound and 25c tins.

Gorman, Eckert & Co., Limited
LONDON, ONTARIO

Western Selling Agents, Mason & Hickey, Winnipeg

BUY
"Redona" and "Matador"
SHELLED

ALMONDS

The most popular amongst the Grocery and
Confectionery Trades

COSMELLI & COMPANY

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



THE MCGREGORY PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG
FROM 1/4 TO 10 LBS.**

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

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

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

BLUEBERRIES AND SARDINES

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

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

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

SARDINES, KING EDWARD BRAND (Norwegian).

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

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

Fenwick, Hendry & Co.
Importers and Manufacturing
Wholesale Grocers
KINGSTON, ONTARIO, CANADA

The Best-Selling Corn Starch

in England is undoubtedly Brown and Polson's—it is the grocer's favourite as well as the most popular with the public.

Brown & Polson's Corn Starch

is sure soon to be as popular here as in England. You will find it pay you well to keep a good stock of Brown & Polson's and give it prominent window and counter display.

Canadian Agents:

HAMBLIN & BRERETON,
149 Notre Dame Avenue, E., Winnipeg,
510 Ninth Avenue West, Calgary,
842 Cambie Street, Vancouver.

MACGREGOR SPECIALTY CO.
TORONTO & EAST

Proprietors: BROWN & POLSON,
Paisley and London, England.



**For INFANTS,
INVALIDS and the AGED.**

GOLD MEDAL AWARDED

Health Exhibition, London,
Adelaide and Melbourne.

The "LANCET" describes it as:
"Mr. Benger's admirable preparation."
The "BRITISH MEDICAL JOURNAL" says:
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, MANCHESTER, Eng.

John Gray & Co., Limited Glasgow Scotland

**1 lb. Floral
Glass**

**Samples and Prices
from**

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.



Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

Headquarters for White Beans and Evaporated Apples.

—

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

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

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

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

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

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

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

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

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

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

W. H. Escott Co., Ltd.
Wholesale Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents.
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities. Suite 109, Willoughby-Summer Block, Saskatoon, Saskatchewan.

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

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

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

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

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

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

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON
 Manufacturers' Agents and Wholesale
 Commission Agents
 323-6 Cambie St., Vancouver, B.C.
 Can give strict attention to a few first-class
 Grocery Agencies. Highest References.

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

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



STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
 (naturels),
ANCHOVY PASTE.
 "Please ask for our offer."
C. F. STUHR & CO., HAMBURG.



Oakey's

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

'WELLINGTON'

KNIFE POLISH

JOHN Oakey & Sons, Limited
 Manufacturers of

Emery, Black Lead, Emery, Glass
 and Flint Cloths and Papers, etc.

Wellington Mills, London, England

NEWFOUNDLAND.

The CHAMBERLAIN-DOWNEY
 Company, Limited.
 Wholesale Jobbers & Manufacturers' Agents.
 Grocery, Confectionery and Tobacco Specialties.
 Correspondence solicited on Domestic and Foreign
 Lines.
TRACAGE AND WAREHOUSE.
 1214 Homer Street, Vancouver, B. C.

E. O. CORNISH
 COMMISSION AGENT
 Canned Goods a Specialty
 821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
 Winch Building Victoria, B.C.
 Manufacturers' Agents and Commission
 Brokers.
 We can give special attention to a few
 good agencies. Anything we handle we push
 References: Bradstreets, Royal Bank,
 Union Bank.

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

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

A well known firm of Manufac-
 turers wish to appoint a buying
 agent for the sale of Nut But-
 ters for Bakers and Confection-
 ers' use. Only first-class firms
 with an adequate staff of travel-
 lers and capable of covering the
 Country thoroughly well will be
 considered. Reply to Z.G. 339,
 Messrs. Deacon's Advertising
 Offices, 7 Leadenhall Street,
 London, E.C., England.

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

The failure to stock some standard commodity may be
 the means of a merchant losing trade.

Mathieu's Nervine Powders

are recognized everywhere as a speci-
 fic remedy in all cases of headaches,
 and they can be reconmended by
 every merchant with perfect safety
 as an effective remedy. Don't lose
 trade by allowing your supply to run
 short.

If you don't know them, try
 Mathieu's Nervine Powders yourself
 at our expense as per coupon attached.
 Syrup of Tar and Cod Liver Oil is
 recognized as a safe and effective cure.

For all forms of colds Mathieu's
 recognized as a safe

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

Please send regular box of Mathieu's Ner-
 vine Powders to the following address:—

Name
 With (Name of firm)
 Street
 City or townProv.....

JAPAN TEAS

Furuya & Nishimura



The Test of Time

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

**For Sale By All First-Class
Jobbers in Canada.**

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

Do you want a good line in Pickles?
There's nothing to beat

PURNELL'S FINEST ENGLISH PICKLES



for purity, fine flavor and good profit. For over 150 years their quality has always been of the same high excellence and they appeal to the most discriminating palates.

Your better trade will benefit. Ask your wholesaler for particulars.

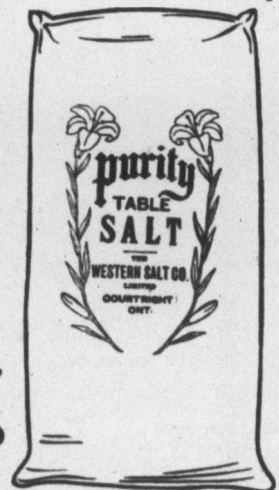
Purnell & Panter Limited
BRISTOL, ENGLAND

PURITY SALT

IF you are very particular in supplying the needs of your patrons you will give them only high and pure quality products. In selling salt the particular dealer recommends and gives his customers PURITY SALT. Perfectly distilled and dried by the use of the most improved processes.

Purity Salt allows the dealer a good profit, and invariably gives satisfaction.

**The
WESTERN SALT CO.,
LIMITED
COURTRIGHT, ONTARIO**



BONITA BRAND COFFEE

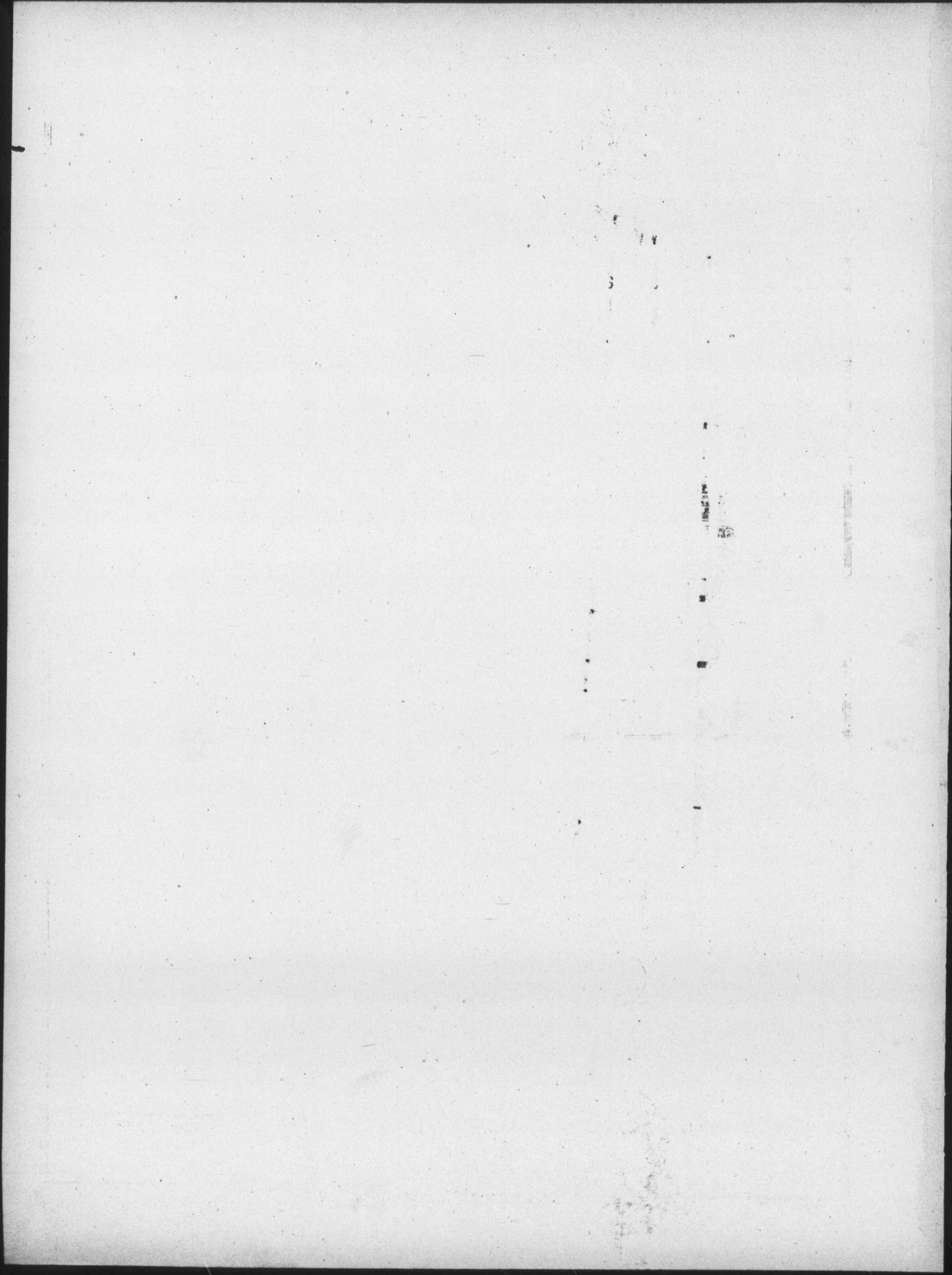


Attractive Quality!
Attractive Package!
Attractive Price!
Attractive Profit!

IN ORIGINAL PACKAGES ONLY
CASES OF FIFTY OR ONE HUNDRED ONE POUND BAGS

"The White Bag of Quality"

CHASE & SANBORN - MONTREAL



THE CANADIAN GROCER

St. Lawrence

Granulated

the Canadian Standard of Quality. 100% Pure Cane Sugar.
The final estimate of the present Cuban crop for 1912-1913 is 2,428,537 tons, being over 500,000 tons larger than the preceding year. On the other hand, the last estimate of the European beet crop for this season is about 500,000 tons less than last year.



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.



Our neat and instructive booklet **Fish and How Handled**

(It is Free)

Will show you how to make your fish department a dollar producer.

Ask For It

**Let Us Send You Those Five Store Signs Which Others Are Happy Over
North Atlantic Fisheries Limited, Montreal**

Ocean Brand

HADDIES

KIPPERS

BLOATERS

FILLETS

are the choicest quality procurable and are shipped in perfect condition.

We have not spent years in studying the handling and curing of fish without making sure of producing a line that cannot be equaled.

Wagstaffe's Mincemeat and Plum Puddings

Mincemeat Season • Mr. Grocer

Mincemeat, Plum Puddings, Drained Cut Peel, Orange and Lemon mixed in 1 lb. cartons and 25 lb. Gold Lined Pails.

Mincemeat packed in 1 lb. Glass, 2s, 5s, 7s, and 25 lb. Gold Lined Pails.

Plum Puddings packed in 1 lb., 2 lb. and 3lb. crocks. 1 dozen to the case.



REPRESENTATIVES:

W. L. Mackenzie & Co.,	- -	Winnipeg, Man.
McKelvie & Stirrett,	- -	Calgary, Alta.
Dominion Brokerage Co.,	- -	Edmonton, Alta.
Shallcross, Macaulay & Co.,	- -	Vancouver, B.C.
R. S. McIndoe,	- -	Toronto, Ont.
Gordon Miller,	- -	Montreal, Que.
H. M. Wylie,	- -	Halifax, N.S.



The Kiddies' Coppers Make Dollars

There is such a rich taste of goodness with all our lines that they must prove extra fine sellers.



Fresh and Crisp from the Factory

Mail This TRIAL ORDER to-day



60% CLEAR PROFIT

Sugars & Cannery, Limited
MONTREAL

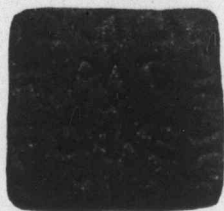
SUGARS & CANNERS, LTD., Montreal
Please ship, freight prepaid:
1 pail MIKADO MIX, 32 lbs. ... \$ 2.56
1 pail MINTO MIX, 32 lbs. 2.56
1 pail NUTTY CREAMS, 17 lbs. 2.40
1 pail MINT BUTTONS, 17 lbs. 2.20
Gross Goods (Assorted), 8½ gross boxes... 4.00

Name Here \$13.72
Address

The Connaught

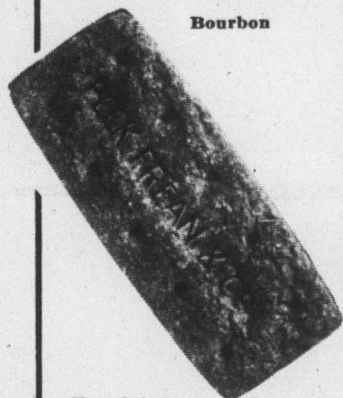


A Princely Biscuit



Pat-a-Cake

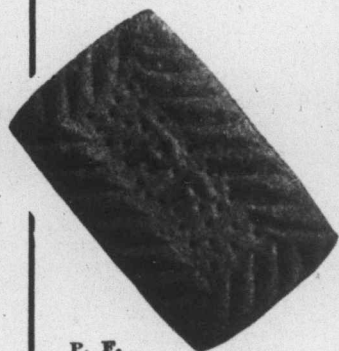
Bourbon



Chocolate Sandwich



Ye Billiken



P. F. Short Cake

*biscuits from
across the "brine"*

Peek,
Freaan **P.F.** London

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

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

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

The Connaught

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

PEEK, FREAN & CO., Limited

Biscuit Manufacturers

LONDON, ENG.

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

Three Snaps for the wide-awake Grocer

BROOMS—You know the prices have advanced—with the possibility of higher prices. Here is the opportunity to save money.

A good 4-string Broom at **\$2.50** a dozen.

Listed to-day by the makers at \$3.00 a dozen.

We have excellent values up to \$5.00 a dozen.

**MAPLE
FLAVOR
SYRUP**

—In wine quart tins at **\$1.90** a dozen.
Sold regularly at \$2.35 a dozen.

Freight paid on
5-case Lots.

**MIXED
PICKLES**

—5-gallon pails at **\$2.00** a pail.

F.O.B. TORONTO

QUALITY
GUARANTEED

This is your opportunity to put in your winter's supply at a big saving in cost.

NEW CROP RAISINS

We have in stock about every kind produced anywhere on earth.

MALAGA
TABLE RAISINS
VALENCIA
RAISINS and
SEEDLESS VALENCIAS

CALIFORNIA
SEEDED RAISINS
SEEDLESS RAISINS
THOMPSON'S SEEDLESS
BLEACHED SULTANAS

SMYRNA
SULTANNAS
Fine Bold Fruit
7½c. lb. Cleaned.

NEW CROP FIGS

COMMADRE
Tops and Serons

ELEME TABLE
10, 20 and 35 lb. box
8 oz., 12 oz. and 14 oz. glove

PULLED LOCOUMS
PROTOBEN

NEW CROP DATES

FANCY HALLOWEE
Boxes and Half-boxes

PACKAGE
DATES

FARDS
12 lb. Boxes

We have cut the prices on all NEW FRUITS down to rock bottom.

SEND US YOUR ORDERS

EBY-BLAIN, LIMITED

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

CORNER FRONT and SCOTT STS.

TORONTO, CANADA

THE CANADIAN GROCER



Increasing Always



Notwithstanding lower values of
goods and adverse conditions of trade,
our sales for the month of

OCTOBER

have reached

\$515,124.52

Hudon, Hebert & Co., Limited

MONTREAL

How we beat the tea pedlar

By this Grocer's son.

T. H. Estabrooks Co., Ltd.,
Toronto, Ont.

Gentlemen:—

I see that you reproduced my letter in your ad. in *The Canadian Grocer* on Oct. 24th, and I trust that it helped other Grocers to make the decision to sell more RED ROSE TEA.

Reading it recalled this incident.

Mr. H. lived in the country and bought his year's supply of tea when he sold his crops.

A tea pedlar tried to sell him a caddy of tea one day. As a last resort he dumped off a 50-lb. chest and drove away, saying, "If you like it, pay for it when I come around again, and if you don't like it, don't pay for it."

Our salesman called shortly after and said the chest didn't contain 40 lbs of tea. Weighing revealed a shortage of over 8 lbs. The price asked was 45c per lb.

The Taste Saved the Sale

Our order clerk then presented Mr. H. with a sample of Red Rose 40c tea. This, and a sample of the pedlar's tea were given to Mrs. H., distinguished only by a number. The better tea was to be purchased. The family of nine declared emphatically for No. 1, which was "Red Rose."

The test thoroughly convinced Mr. H's family, and to-day they won't let a tea pedlar inside their gate.

Mr. H. gave our order clerk an order for 100 lbs. of Red Rose Tea.

Red Rose won out at every test we've made and the best part of it is that **no tea pedlar can buy Red Rose Tea.**

Red Rose Tea

"Is Good Tea"

T. H. Estabrooks Co., Limited

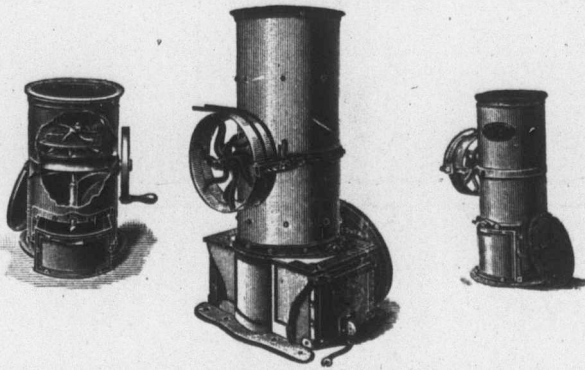
Head Office:—ST. JOHN, N.B.

Western Branches:

Winnipeg, 156 Lombard St.
Calgary, 322-326 Ninth Ave. W.

7 Front Street East
TORONTO, Ont.

NOTE—This is an actual incident in the experience of Messrs. — & Son, prominent grocers in the Niagara Peninsula.



Combined Sifter and Mixer
FOR ALL KINDS OF DRY POWDERS

- † Efficient and Rapid in Action.
 - † Breaks down all lumps.
 - † Self-cleaning and emptying.
 - † Sieves interchangeable.
 - † All lubrication effected from outside.
- Seven sizes for Hand or Power driving.

Grocers' Engineering & Whitmee Ltd.
COLE STREET, LONDON, S.E. ENGLAND,

Specialists in Appliances for all Grocers
Catalogues on Application

IRISH MILK

From Ireland

SWISS DAIRY BRAND

Sweetened Condensed Milk

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

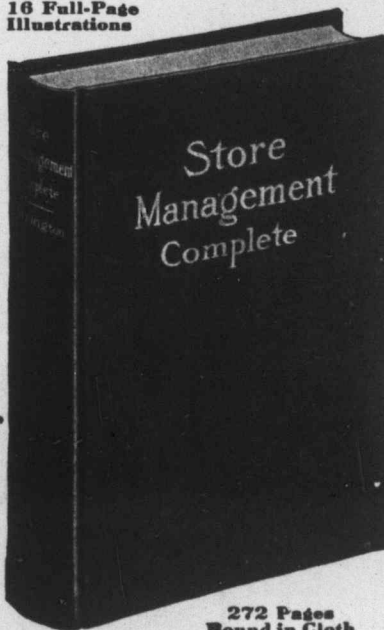
Freight allowed on 5 case lots up to 40
cents cwt.—3rd class.

A 10c. line with a Large Profit

Kirkwood & Sons
176 Dupont St., Toronto, Canada

Store Management—Complete

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ABSOLUTELY NEW

ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
**Retail Advertising
Complete**

\$1.00 POSTPAID
"Store Management—
Complete" tells all
about the management
of a store so that not
only the greatest sales
but the largest profit
may be realized.

THIRTEEN CHAPTERS

Here is a sample:
**CHAPTER V.—THE
STORE POLICY—**What it
should be to hold trade.
The money-back plan.
Taking back goods.
Meeting cut rates.
Selling remnants. De-
livering goods. Sub-
stitution Handling
telephone calls.
Courtesy. Rebating
railroad fare. Courtesy
to customers.

JUST PUBLISHED

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

Technical Book Dept., MacLean Publishing Co.
TORONTO

The "Eureka" saves many times its cost

The store without a good refrigerator has, as it were, a hole
in the "profit bucket." Good profits are allowed to leak out
by spoilage and waste. The profits so lost in one year would,
in many cases, pay the cost of an Eureka.

The Eureka is backed with over twenty-seven years of manu-
facturing experience. Made any size for Butchers and
Grocers.



Eureka Refrigerator Co., Ltd.
54 Noble Street, Toronto

Montreal Representative:

JAMES RUTLEDGE Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg

The Maximum of Quality

"SALADA"

Tea for twenty-one years has served the public with unequalled quality. Its reputation for reliability in purity and fine flavor has won the public confidence and the enormous demand makes selling easy. There is no uncertainty in handling "SALADA;" both the sale and profit is sure and every pound you sell advertises you as a dealer in "Quality." Make "SALADA" the leader in your Tea Department and see what it will do for you.

"SALADA"

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



White Swan Baking Powder

A pure phosphate Baking Powder—bone-forming, healthful. Contains absolutely no alum. You can recommend White Swan Baking Powder to your customers with the full knowledge that its efficiency, purity and sterling value for the money will assist you in building up a good, profitable trade.

Order from your wholesaler or direct.

"Surity
of
Purity"

White Swan Spices & Cereals Limited, Toronto



**One Quality
Always and
That the Best**

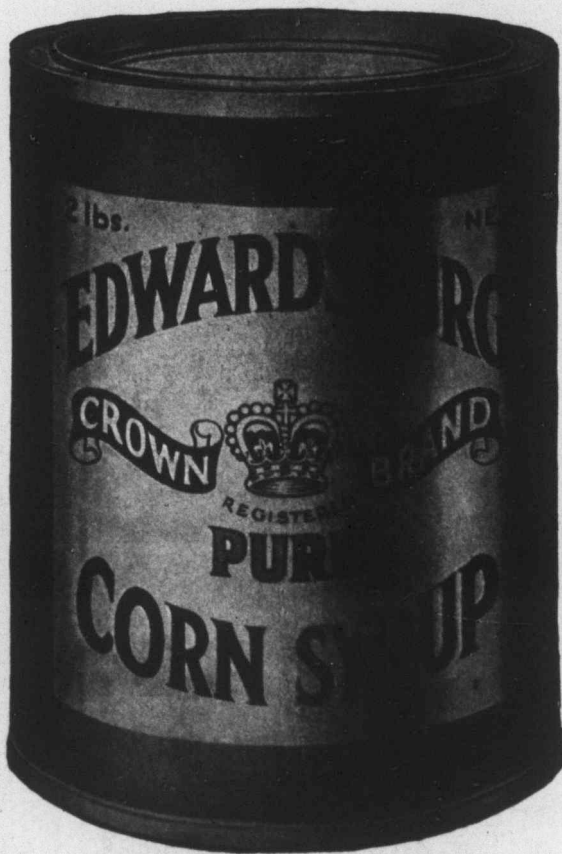
Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

**COLMAN'S MUSTARD
OR
KEEN'S MUSTARD
IN SQUARE TINS**

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co., Limited

Agents for the Dominion of Canada
403 St. Paul Street, Montreal
Toronto Office, 30 Church Street



This is CROWN BRAND Weather

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

Crown Brand Corn Syrup

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

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

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

Dealer's Idea on Catering to High Class Trade

Second Class Goods Tabooed by J. Forde & Co., Brantford, Ont.
—Care in Selection of Fruits, Butter, Eggs, Sausages, Ham, Bacon, etc. — Outside Canvassing Done Twice a Week Where Customers Haven't Phones — Specializing on One Line in Advertising.

"What is our system for catering to a high class trade?" observed J. Forde, of J. Forde & Co., grocers, Brantford, Ont., in answer to a question.

"In a word we never keep second grade of anything.

"We confine ourselves to first class goods and let the other fellow handle the rest if he wants to.

"We try to dispense with anything that is 'messy.' We never, for instance, sell mince meat in pails. The only fruit we keep are lemons and oranges.

"We sell no 'cheap' goods. For example we carry no biscuits under 15 cents a lb.; no 2 for a quarter goods. The first-class trade doesn't want them.

Aim to Get Best Produce.

"In butter nine-tenths of what we sell is creamery; only a little dairy. We pick the makers from among the best whom we can depend on for a uniform standard.

"Our eggs we get from places where we can depend on them. Some are stamped with the name of the parties, and a while ago we used to stamp the date of gathering as well. But we found that if many customers were sent eggs gathered four or five days ago, they would come to the conclusion that they were not fresh. Some were so unreasonable as to think the eggs should be laid the day they got them.

"In coffee we experimented for years

until we found a blend that suited. We use an electric coffee mill, grinding it as it is sold to keep it fresh.

"In hams and bacons we keep what we consider the two best brands.

"We also carry a special line of sausages that retail at 35 cents a lb. For this we are careful to know our orders ahead before wiring so we never get stuck. This is limited mainly to cold weather.

"In bread we have one line of home-made, and keep that only because we were asked for it occasionally and felt we had to, instead of sending out to buy it each time.

Little Canvassing Work Done.

"We do very little canvassing for orders. Twice a week a man calls at houses of regular customers who haven't 'phones. Lots of grocers in Western Ontario have men who beat up business all the time, but that is a poor way in my opinion to get it and it is a kind of business on which a grocer is apt to get 'stuck.'

"In our bookkeeping we have a loose-leaf ledger system and bills are rendered monthly. These are sent in to the women as they do the ordering and most of them pay by cheque.

Disadvantage in Phone Customers.

"There is one disadvantage, of course, in having so much done by 'phone. Our customers often do not visit our store in weeks and we cannot set new or special

lines of goods before them as we could on a visit. But for all that we aim to keep a thoroughly clean store and make it attractive by displaying the finest quality of goods. If we haven't what is asked for, we study markets enough to know where we can get it. We do this whenever possible to oblige our customers.

The Christmas Confectionery.

"For Christmas we have good supplies of the finest dried fruits and nuts and candies. We never sell anything cheap in the candy line, but only first-class quality, and find bottled confectionery a popular form.

"In staple lines we sell at regular prices as low as any store. That is imperative, no matter what class of customers you have. But on the finer lines your profits naturally are much higher and your percentage of profit shows up better than in a medium class of trade.

How Ads are Prepared.

"In our advertisements we seldom mention 'bargains.' We usually content ourselves with setting out a special line, say cheese, and giving a list of fine brands. Prices are seldom given, as few of our people bother asking prices. At Christmas we make a 'spread.'"

J. Forde & Co. have been in business at this stand for three years, and 57 years in the old; not Mr. Forde himself, of course all that time, but his father before him.

IN STOCK CHEESE

Oka
Roquefort
Limberger Bricks 25c
McLaren's Cream, Jars
Ingersoll Cream, Packages
Pimento, Packages
Camembert, Tins
Old and New
Canadian

J. FORDE Co.

Importers of Fine Groceries,
39 and 41 Market Street
Bell and Automatic Phones 141

Genuine Turkish Delight

20 cts. pound

7lb. Tins

\$1.20

J. Forde Co.

Grocers

39 and 41 Market Street

Bell and Automatic 141

Soups

Ox Tail	Tomato
Chicken	Bouillon
Consomme	Vegetable
Mock Turtle	Mulligatawny
Clam Chowder	Celery
Clam Bouillon	Julienne
etc.	etc.

13c. Tin, 2 for 25c.

\$1.40 Doz.

J. FORDE Co.

Importers Fine Groceries

39 and 41 MARKET ST.
Bell and Automatic 141

Samples of the newspaper advertising of the J. Forde Co., Brantford, Ont. Only one line is advertised in each piece of copy. Prior to Christmas, of course, larger space is used advertising many Christmas goods.

Laundry Soaps Advance 20c. Case in the West

Manufacturers Explain That Prices in Western Canada Did Not Advance Two Years Ago When They Went Up in the East — Also Raw Materials Have Held Pretty Firm—Advance Occurs in England—Condition of the Market in Old Country.

The soap situation as it affects Canada, Great Britain and the United States is one of the most interesting topics in the grocer's curriculum at the present time. The prices in England have advanced on an average one cent per pound on laundry soaps as a result of the continued increase in the cost of raw materials. Canada had not been influenced so far as the wholesale and retail trade are concerned, until this week when the Western jobbers were notified of an advance of 20c per case.

No Change in the East.

This applies only to Manitoba and farther West. When Canadian Grocer inquired as to the possibility of an advance in the East the reply of one manufacturer was that it was not being considered.

A second manufacturer stated definitely that no advance would follow at the present time, and, for the future, would depend entirely upon the market situation of the raw products.

The difference in action as regards East and West is explained by the fact that a couple of years ago when the last advance in soap took place Western Canada prices were left unchanged, so that this rise, as it were, was "coming to them."

Such in brief is the position this week.

Why Old Country Prices Went Up.

The English manufacturers have increased the price about four times what has gone into effect in Western Canada, but they are operating under somewhat different conditions. Certain ingredients among oils are used extensively in laundry soaps in England which do not bulk so largely in Canadian and United States laundry products, such as palm kernel, cotton oil, cocoanut oil, etc. During the past ten years the cost of these has nearly doubled. Fourteen years ago cocoanut oil could be bought from 5 to 7 cents per lb.; two months ago it had jumped to 15½ cents, although at present it is down to 12 cents, the ruling price for the past year or so. Within a comparatively short period cocoanut oil has advanced 3 cents; cotton oil 1½ cents; tallow 1 cent, and grease 1 cent; while wooden boxes are up as well. Cotton oil is the highest in ten years, and palm kernel oil is 3 cents above normal.

What Science Has Done.

There is a reason for this, beyond the apparently unreasoning attitude of some

other products that followed suit, playing the universal trump card of "higher prices." In the last few years the Germans with their marvellous scientific discoveries, have developed means of extracting the odor and taste from various oils and converted them into sweet and otherwise appetizing food products, to replace butter and other essentials of Canadians. With the larger demand these substances have gone up.

As has been pointed out, some of these oils are not used ordinarily in Canadian laundry soap manufacture, although practically every ingredient has experienced some advance.

Future Uncertain.

A Canadian manufacturer, in discussing the situation with Canadian Grocer this week, said:

"I cannot tell what will be the outcome in Eastern Canada. If an increase of some sort is considered necessary owing to the advance in all lines of materials it may be one of price, or smaller package, or take some other form. So far as the West is concerned there has been an advance in all lines of 20 cents per case."

Another manufacturer expressed the opinion that there would be no immediate advance for the East, and any future ones would depend on future prices of the raw materials.

"There are two statements," he pointed out, "that make the situation easier for us in Canada, in the face of advances of greases, etc. One is the drop in the cost of resin; the other the recent advance in the selling price of glycerine, a fairly important by-product in soap manufacture. These will help to offset the other factor.

"So far there has been no movement to increase prices of toilet soap in Canada. I really do not know what the outcome in this line will be."

The Fall Campaign Number of The Canadian Grocer, published October 10, contains over 200 pages of reading matter and advertisements, with many illustrations, and includes many practical suggestions for the fall and winter trade.—From "California Fruit Grower," Oct 25 (published in San Francisco).



To H. LAPORTE, president Laporte, Martin & Cie, Limited, Montreal. Mr. Laporte was born on November 7, 1850 at Lachine, P.Q. In October, 1870 he began for himself in the retail business, the store being situated at the corner of St. James and Richmond Streets, Montreal. In 1881 he opened a small jobbing business on Notre Dame W. between St. Martin and Richmond Streets. Laporte, Martin & Cie became the name of the firm in 1888. In 1892 the firm built a large warehouse at the corner of Notre Dame W. and Seigneurs St., but this was completely destroyed by fire in 1894. In 1904 the firm was incorporated as Laporte, Martin & Cie., Limitee. Mr. Martin left immediately after incorporation, Mr. H. Laporte buying him out. The business was conducted on St. Peter Street till 1908 and since at 568 St. Paul Street.

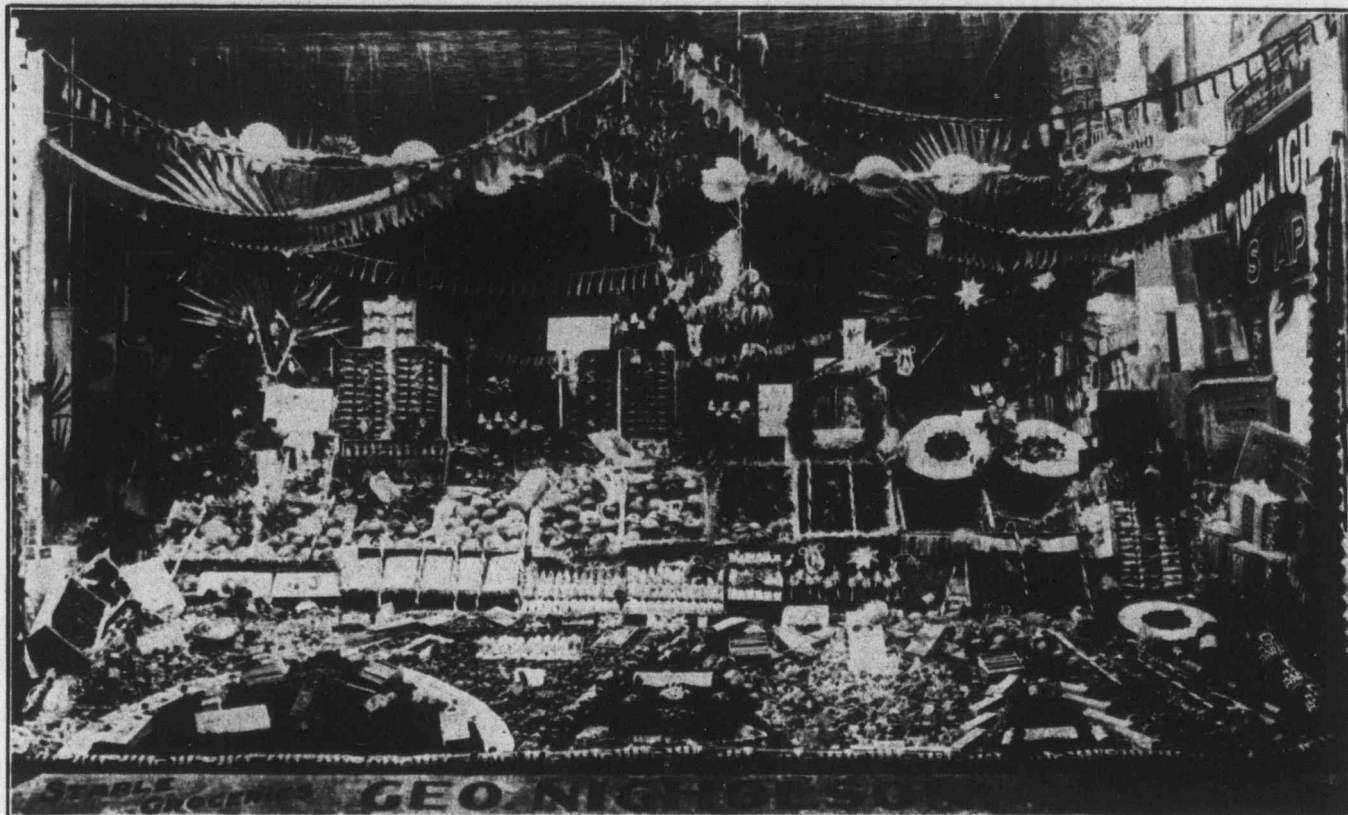
To J. F. DESMARDIS, general manager C. H. Catelli Co., Montreal. Mr. Desmardis was born November 7, 1877 at St. Liboire, Bagot County, P.Q. From 1901 to 1909 he was engaged in life insurance work with the Great West Life Assurance Co. as Inspector of Agencies. After February 1, 1910, he was proprietor of D. Spinelli Co. and on February 1, 1911, when the amalgamation took place became general manager of C. H. Catelli Co.

A merchant sent out his new Swede clerk to make collections. When he returned the merchant asked him how they had responded.

"Oh," said the Swede, "Jim Brown said he'd pay when he sold his wheat, Jan Peterson said he'd pay next week, Bill Jones said he'd pay in January—"

"Stop right there," said the merchant. "That's the first time I ever knew Bill Jones to set a date when he would settle. Are you sure Bill said he'd pay in January?"

"Ay tanak so," said the Swede. "He said it would be one cold day when he paid—ay tanak dat he be in January."



Christmas display shown in December, 1912, by Geo. Nicholson, a Winnipeg grocer.

AN ATTRACTIVE CHRISTMAS GOODS WINDOW

The above display was shown last December by Geo. Nicholson, of Winnipeg, Man., and again illustrates how attractive a Christmas window can be made if given some attention.

Along the bottom and towards the front may be seen semi-circular and triangular shaped arrangements of nuts, candies, currants, raisins and peels. The remainder of the floor was tastefully filled with seasonable foods.

The rear is made up of boxes of oranges and apples which lent a particularly attractive color effect, and among which were placed Christmas crackers.

Two large palms were placed in the background with other decorations above to lend a Christmassy touch to the entire display.

Another good feature of this window was the introduction of a few display cards. Two or three neatly written cards tendering suggestions or giving information as to quality can never do harm and are sure to do some good.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building.
Telephone Main 1255. O. S. Johnson.
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York.
Telephone 8971 Rector.
Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607.
Phone Rand 2324.
Boston—C. L. Morton, Room 643, Old South Bldg.
Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12900.
E. J. Dodd.
Subscription: Canada, \$2.00; United States \$2.50;
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 7, 1913

COMPLAINT FROM TOBACCONISTS.

A meeting was recently held in Montreal and attended by a large number of tobacconists, the object of which was to form a defensive association so that grocers could be prohibited from selling any form of tobacco.

Their slogan was to all intent and purposes "Let the cobbler stick to his last." "Why should the retail grocer handle tobacco," "Why should the shoe shining parlors or restaurants be allowed to sell it," and so forth, were some of the questions discussed.

It can hardly be seen how the tobacconists are going to win out on this point. The retail grocer is a very heavy distributor of tobacco. In most cases he sells more plug than the tobacconists in close proximity and he will continue to do so for the simple reason that the plug of tobacco has become a fixed portion of the weekly grocery order. The housewife realizes that she can secure her husband's supply of tobacco from her grocer, so why should she bother ordering it elsewhere? As long as her husband is satisfied with its condition he is quite willing to give his grocer the business whose service in all other lines is quite up-to-the-minute.

On the other hand, will the retail tobacconist state why he sells walking-canes, picture postcards, chewing gum, etc., etc. Isn't he entering the field of the stationer and confectioner in this respect? It seems to us that the tobacconists are just now awakening to the fact that many wise grocers have got the retailing of tobacco down to a finer point than they have, in spite of severe handicaps, and their aggressiveness is making them sit up and take notice.

We will be glad to hear from retailers on this point. Tobacco is a profitable and legitimate side line for the retail grocer, and he has just as much right to handle it as the tobacconist has to vend those lines common to many "smoke" stores, but foreign to the business.

A FAILURE PREDICTED.

Following the decision of the grocers of Moose Jaw, Sask., to trade on a strictly cash basis only, the railway employes are planning to open a co-operative store there in order to get credit. The idea is to form a sort of joint

stock company and sell to themselves on time.

Just how such a concern is going to last for any length of time is difficult to understand. Honest railway employes are good customers but dishonest ones are not, and there are always black sheep in every flock. Many of these move about from town to town leaving behind them a trail of unpaid accounts. The Moose Jaw railway employes' co-operative association can count on a considerable loss every year from this trouble, and if things go against them in other ways the losses will be even greater. At the same time, when members of the society have money in their pockets they will spend some of it at least among the retail grocers, thus further lessening the chance of the association getting their own. A short life is predicted for this infant concern.

At the same time the retail trade should hesitate before placing business on a purely cash basis. This drastic action may have been necessary in Moose Jaw, but much thought should be given before such a course is adopted. In this case it has aroused antagonism among the railway employes, the majority of whom no doubt are good pay. Before taking such action every dealer should make a careful introspection of his methods and see that he is working his credit business properly. Let him ask himself: "Have I been lax in giving credit indiscriminately?"; "Am I careful enough to know my customer when asked for credit?"; "Have I been getting after my money as I should?" and "Do I need a little bracing up in the matter of collecting accounts more systematically?"

If these questions cannot be answered satisfactorily, then there is room for a change in methods. Adopt the cash system if you have to, but take a deep look into present methods before doing so.

CANADIAN POULTRY ADVANCING.

A new situation has developed in the poultry markets that will have far-reaching effects. Towards the close of last week Western Ontario was visited by a large number of buyers for U.S. firms who took advantage of the tariff being struck off to start the purchasing in the Canadian market of stocks for United States Thanksgiving.

The result was felt at once. Prices of turkeys, geese, ducks and chickens advanced for Canadian buyers, the first named moving up nearly 3 cents for choice birds. Local buyers fear that opening of new market to the south will create a permanent scarcity, during the rest of the present year and prices will be abnormally high. The available stock this week already is far below last year's. One Toronto wholesaler was visited this week by a Boston buyer who urged him to ship regularly to the New England market, offering to take carloads of his finest stock.

BUSINESS SITUATION IMPROVING.

It is apparent that business conditions in Canada are gradually shaping upwards. Consequent on the movement of the crops and threshing operations, money has eased up in a great many cases thus permitting farmers and those dependent on them to liquidate their debts with more facility.

In its last issue The Financial Post says that some bright reports have come to hand during the course of the current week. The Bank Statement is one of them. It shows for the first time in some months an increase in deposits in the month of September, which, though anticipated, is now a fact which should inspire more confidence. Since the close of that month, however, the banks find the process of liquidation still further improved and is, in fact, all that can reasonably be expected. Deposits are

increasing and loans are decreasing at branches situated in the agricultural districts. This applies not only to the West, but to other districts in Canada.

If payments continue to be as favorable during the balance of the year there should be in Canada, an easier condition with respect to money than has prevailed for some time. Such a condition has been looked for. It need not be expected, however, that there will be a return of easier credits, nor are money rates in Canada likely to show any tendency to relax. Although liquidation is proceeding satisfactorily and debt is being paid, there is, The Post says, at the same time, as big a demand as ever for credit. Mortgage companies are still besieged with applications for loans in anticipation of funds being available as a result of the tremendous volume of fall payments now being made.

Typical of the generally-reported sound commercial conditions is the report from one large wholesale grocery and provision house in Montreal. This firm reports close on to half a million dollars business for the month of October. This is away ahead of last year.

Prices, of course, in many cases are not as high, and possibly margins of profit narrower. Cheaper goods are more in demand. But this firm's gross increase has been very large, and consequently their profits will be bigger. Collections, too, are reported by this company to be not too bad considering the general money situation.

In the Maritime Provinces, as in the East, generally, business is normal. There is no sign of it slackening and in some instances increases are recorded. On the whole, the level of a year ago is being approximately maintained.

SELL CONDENSED MILK.

Every autumn the price of milk in the larger centres usually takes an advance beyond prices selling during the summer. This is, of course, due to the decrease in supply as the cold weather advances.

With condensed, evaporated and homogenized milk, however, it is different. Prices do not change so frequently. Here, then, is a splendid opportunity for the retail trade to push the sales of these milks and get them thoroughly introduced to every customer. The mayor of Hamilton, Ont., is helping the retail dealers there by advising consumers to purchase condensed milk, etc. Fresh milk there is selling at nine cents per quart. Condensed milk is more economical. It will keep longer and being sweetened will save sugar. It can, too, be used as required in small quantities.

The dealer anxious to build up a good trade in condensed milk will find, in many cases, this to be the psychological time. He has good arguments to offer by pointing to the high price fresh milk has reached.

ELIMINATE THE EXAGGERATED AD.

The other day a newspaper advertisement was noticed with this head-liner — "Surely A Very Startling Announcement." This was followed by a somewhat commonplace statement that the firm was selling out a certain department of business and prices were quoted on a number of items.

Now the question arises, what was the "startling" thing about this? It was not because it was unusual, because the same thing is happening every day in some Canadian town or city. Could it be that the prices quoted were "startling?" It was stated in the advertisement that the firm would sell off these goods at cost or below. But was that very "startling?" Haven't scores of others done the same thing in the past? Just where one could

put his finger on the "startling" part of the announcement would be a problem difficult to solve.

This advertisement is referred to here to point out the fallacy of using exaggerated statements in newspaper advertising. The public of to-day do not appreciate it. "The Biggest and Best Sale on Earth;" "The Most Startling Statement Ever Made," etc., etc., have long since lost their meaning. To promote confidence in an advertisement and to demonstrate one's sincerity in the value offered, plain honest statements are most effective. They may be made somewhat strong at times, but they must be plain and not of the "exaggeration" type. The alleged big exciting and startling sales have lost their glamour. The public want straight common sense talks to-day.

STOPPING MAIL ORDER HOUSE INROADS.

According to the Research of the American Fair Trade League, the mail order houses of the United States do approximately \$500,000,000 worth of business annually, while retailers do \$2,500,000,000 worth. This means that 20% of the entire retail trade is grabbed by mail order houses. The report further points out that the small towns are losing ground and attributes the growth of the catalogue institutions to misleading advertisements and price-cutting.

There is food for thought in this brief summary for every retail merchant. The business of mail-order houses is growing rapidly in this country, due in many instances to "catch" advertising and aggressive methods. That the legitimate retailer can hold his own if he goes about it properly is beyond question. This requires considerable thought and work but it can be done. The way to go about it is to study the methods the catalogue houses are using and adopt those legitimate ones necessary to offset them.

Each man must study out his own system. Locality, occupations of customers, their character and temperaments, their needs and requirements, etc., must all be taken into consideration. Once a thorough grasp of the necessities of each locality has been secured, and when the methods of the big competitors become familiar, wonders can be worked in holding trade at home, and in preventing mail order houses from getting a foothold.

Study how to give good service as well as how to accept people's money and success is much more easily attained.

POINTED EDITORIALS.

Railway construction is charged with severely handicapping salmon spawning in British Columbia.

The early bird catches the worm. So, sometimes, does the eater of the early apple.

Why is it that some collectors invariably antagonize some debtors? This is where character study comes in.

A neatly written show card or two in a Christmas window adds a touch of refinement with positive selling qualities.

A salesman who oversells a customer is an expensive luxury. The man who sells a customer all that he can pay for is on the high road to success.

Methods for Selling Fish on Extensive Scale

F. Simpson & Sons, Toronto Grocers, Have Been Handling Fish for Twenty Years — Good Business Gradually Worked up by Catering to Likes of Customers—Displays and Advertising Used to Create Demand.

(Article No. 2. The first appeared in issue of Oct. 24.)

Primed with the experiences and maxims of Fish Man No. 1, the Man in Search of New Ideas left Canadian Grocer this week for a talk with a veteran in the fish business, F. Simpson, of F. Simpson & Sons, grocers and fish dealers, Toronto, a firm that caters to a high class trade up Yonge Street, near Bloor.

It is over 20 years since Mr. Simpson added fish to groceries: he has never been sorry he did so. He has his fish quarters next his grocery store connected by an inner door. There is no separate opening to the street from the fish store. Customers pass in from ordering groceries to order fish; or link the two in telephone orders, and they both go in the same bill. They are dissected, however, by the bookkeepers, and the fish business, financially, run absolutely separately.

Attention Given to Display.

Before talking to Mr. Simpson, who was in an inner office, the Man in Search took a look around. In the window was a neat display of dried and smoked fish, probably seven or eight varieties. These form, however, only a small fraction of this firm's business: fresh fish is the vital part of it.

There was an unusual coloring to the window: the backs and flooring were of black material. So was the "counter;" and the "bins" where the fish were kept on and surrounded by ice.

Use Slate Instead of Marble.

But here comes Mr. Simpson.

"You see we don't use marble here, but slate, to set our fish on," he explained. "Marble is of the chalk family and absorbs. Slate is hard and nothing goes below the surface. It does not look as nice as shining marble, but I prefer it."

We asked Mr. Simpson to tell fish beginners something about how he built up his big business in fish; something about his methods; his views in general.

But to do so the Man in Search employed the reverse of the Socratic method: there the teacher taught by asking questions; here we learned by asking questions of the teacher.

"You seem to scale your fish before sending them out," we observed, noting a man at work in a little room adjoining the fish sales quarters.

Paid More For Scaling.

"Probably ninety-five per cent. of the fish we send out go out without scales or

ADVICE OF MAN WITH BIG SALES

Remove scales from all fish sent to private homes. Customers will cheerfully pay extra cost.

Get fresh supplies as frequently as possible; daily preferred.

Clean bin in store for holding fish daily.

Have sales at reduced (and ticketed) prices of surplus stock on Saturday night.

Prefer fresh to frozen fish, replacing lake fish with sea products during winter.

Make special mention of fish in weekly circular sent to grocery customers.

heads," he responded. "The balance go to restaurants, or hotels, or boarding houses. We ask our customers about it, and nearly all request us to do it. Now, of course, this means a good deal of the time of a man, but we find it absolutely necessary to retain the trade. Consequently, we do as every merchant must who is honest to himself, charge more for our fish. We add the cost of preparing it, and the 'cost of living' goes up. But the public want it and will have it, and we give it to them. That is all. Twenty years ago we probably would not scale a single fish that went out of our store. Poultry is the same: we dress most of it before it goes out—and charge up the extra. This is only an instance of the tendency on every side, but the grocer must be prepared to give the service that is demanded, or lose his trade to some one else." And the Man in Search might add: The consumer is quite willing, not only to pay the extra cost, but to give the grocer a profit on the extra service he renders.

"Do you charge more for the fish you scale?"

"We have the same price for all, but this price is higher because we do most of the scaling."

"Is the sale of fish increasing normally?" was another question.

Public Consuming More Steadily.

"There is no doubt of it. Families who used to try fish once a month, almost

by chance, are taking it regularly every week, and oftener, as a regular dish; and, of course, there is a large sale among my customers for fish as an entree for dinners."

"To what do you attribute this?"

"In a large measure to the fact that we are sending fish to people's homes in a form that is attractive and easy to handle: cleaned, and without head and scales. I tell you it makes a lot of difference to the person who is preparing it for a meal. As I said before, the cost makes no difference. Keep a variety; keep it absolutely untainted, and deliver it in a tasty form, and people will not consider the price. There is, of course, a growing recognition among people of the benefits of fish eating, that helps sales."

Varieties Kept on Sale.

"What varieties do you find the best sellers?"

"In summer and early fall, trout, whitefish, halibut and herring are among our leaders. Then when it gets cold and we cannot get trout or herring except frozen, we turn mostly to cod, haddock and halibut, sea fish. That is, lake fish first, then sea fish. They must be fresh for most of our trade; we don't do so much in frozen."

"In prepared fish, during the late fall and winter season, we sell finnan haddie and ciscoes probably more than any others."

How Long it Will Keep.

"How long do you keep fish?"

"In a well established business, a 'regular' one like ours has grown to be, we know pretty well how much we want, and try to clean up every night as far as possible. Hence we have daily deliveries of fish to us. But about four days is the most I would like to keep fish. To avoid going beyond that, whenever we have too much, we simply distribute it to charitable institutions. Every night we clean out our slate holders thoroughly and take the fish downstairs, putting in fresh ice with the fish next morning."

"Do you ever reduce prices to increase sales?"

Saturday Night's Lower Prices.

"Only on Saturday nights. Then, if we find we are likely to have some on hand over Sunday, we put it in the window, lower the price 2 or 3 cents a pound,

(Continued on page 41.)

General Merchant Submits Problem on Profits

Does a \$36,000 Turnover, Runs the Business Carefully, Watches Credits Closely and Yet Profits Are Not What It Would Appear They Should Be—Where Lies the Trouble—Suggestion Is Made That It Is Due to Insufficient Margins on Many Goods.

By Henry Johnson, Jr.*

Here is an interesting letter:—
Henry Johnson, Jr.:

Dear Sir,—We have been in the general merchandise business here for fifteen years, and each year we are becoming more dissatisfied with conditions and future prospects.

We carry a \$3,800 stock, keep three horses, run two delivery wagons, myself and son comprise the firm, have two drivers, one man and a boy.

We average \$36,000 annual business, are reasonably good collectors, collect fairly close, and work very hard. We open at 7 a.m. and close at 10 p.m. every day and Saturday we close at 12 midnight.

Work half day each Sunday on the books and all day the first Sunday in each month. We are busy from opening to closing time and we two are the only men behind the counter.

We run duplicate salesbooks and ledger. Everybody who owes us gets a bill the first of the month whether they owe us 29c. or \$200.

We always carry from \$2,800 to \$3,200 on our books. We have 285 active accounts. We are very careful in extending credit, yet our losses average $\frac{1}{2}$ of 1 per cent.

Our weekly payroll is as follows: Self and son, each \$15.00; one man, \$10; one boy, \$5.

Principals do not charge goods taken home, but this will not average much over \$4—certainly not more than \$6 weekly.

Early last summer we started to lay up a surplus, and we put away \$10 per week to be divided equally at the end of the year; but apparently this was too much of a handicap on the business.

Neither of us spends any money foolishly and we save wherever we can. We aim to make and always figure 20 per cent. gross on selling price, and it costs us 12 per cent. to do business.

Where is the other 8 per cent. Can you help us to locate it?

We cannot work any harder, we cannot possibly get along with less expense. We are the fourth oldest store and do about the largest business.

Yours very truly,
_____ & Son.

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

Mostly Good Management.

Concise; to the point; strangely characteristic. Does it not sound very familiar to all of us?

Business of about the average size, or better than the average; hence, good trade.

Managed by the partners themselves, hence probably as free from waste and the usual leakages as possible.

Hard, earnest work a-plenty; showing honest application to business.

Losses $\frac{1}{2}$ per cent., which is as small as they are anywhere, probably, not excepting the wholesale grocer; hence credit carefully watched and intelligently handled.

Then where is the leak?

The Probable Leak.

I think I see it in: "We aim to make and always figure 20 per cent. gross on selling price." You do not figure enough! And I must try to show you how and why.

You do not make and cannot make 20 per cent. on sugar, nor on flour, probably not on kerosene, likely not on gasoline, nor on potatoes, nor eggs, nor butter. In fact, there is a long list of staples which you handle on a margin of less than 12 per cent. average. Analyze your stock a little and you will see how many, many things this covers.

I cannot say what proportion of your business is handled on a margin smaller than your average expense account, but one very well posted merchant insists that 45 per cent. of our goods are so handled. This obviously means that we must make more than the average percentage on 55 per cent. of our sales or we cannot hope to attain the normal gross average of 20 per cent. on our total sales; and without 20 per cent. average all along the line, we cannot really make any money.

Get Wider Margins.

You must stop figuring the modest 20 per cent. as a maximum and get it in as a minimum everywhere you can. You must get 50 per cent., 45 per cent., 40 per cent., 33-1-3 per cent., and 25 per cent.—25 per cent. being the true minimum on anything, no matter how apparently staple, on which you can control the price. Moreover, you can control the price to a much greater extent than you evidently think you can do, by taking thought, by getting in more profit-

able lines, by changing off from lines which may be in demand onto lines on which you can create demand and establish in favor with your customers.

You are in exceptionally advantageous position in this connection because you do all your own selling.

Go over your coffees and readjust your costs and selling prices so that you may make from 25 per cent. on the cheapest grades to 50 per cent. or more on the better grades; then push hard and consistently on the higher grades. But here you must manage to get liberal margins.

Go over your soaps — normally a splendidly profitable line—and get 30 per cent. to 40 per cent. and better on those. Sell the soaps that yield you strong margins. If you are giving away a soap at 6 for 25c. because you think you are "forced" to do it by competitive conditions, stop; stop no matter what you may think will happen. Most of your customers will stay with you on this and you can well afford to let a few go to establish the new selling price. Tell your customers with perfect frankness just what soap costs, and you will find few indeed, who will not pay your price after you tell them. The fact that you have a good trade indicates that there is something in your management beside price which holds your trade loyal to your store.

Get 30 per cent. and upward on many of your canned goods and boost the better lines always. Keep pounding for Betterment in the lines used by your people. Make your appeal to your people on the basis of good goods and satisfaction rather than on price.

Work Your Selling Power.

Get away from what others simply "hand out" and exercise your own selling power much more than you seem to have done in the past. It cannot be done in a week nor in a month; but a year will work wonders in the way of change. Study to make your store attractive to particular buyers. You will find they will go to you if you do this.

Then reinstate that surplus idea — right away—and stick to it.

I am satisfied that you have the basis of a splendidly successful business and that all you need to do is work along the lines suggested to make money out of the job.

ASSOCIATION NEWS

The retail merchants of Dundas, Ont., have formed a branch of the Retail Merchants Association of Canada. The officers are: President, J. G. Collinson; vice-president, E. E. Fisher; secretary, W. E. Dunlop; treasurer, Robert Clarke.

MANY SECTIONS INCLUDED.

Fourteen sections of the Winnipeg branch of the R. M. A. of Canada are, according to Jno. F. Kennedy, the secretary, now in course of formation. A Business Tax Committee has been appointed by the association to investigate conditions in regard to the business tax there, the idea being to eventually equalize the tax as between retailers, wholesalers and manufacturers.

LONDON GROCERS TO HAVE BANQUET.

At the last regular meeting of Retail Grocers' Association of London, Ont., it was decided to hold a banquet on or

about November 26th instant. It was decided to invite Hugh Blain, of Toronto, also Colonel A. M. Smith, Moses Masuret and Mayor Graham to deliver addresses, besides several prominent retail grocers from Toronto, Hamilton and Brantford, who have taken an active part in association work. The musical part of the programme is in the hands of a strong committee, so that a fine intellectual and musical treat is in store for all those that attend. The London grocers are noted for their hospitality. It was also decided to have a smoker after the next regular meeting on November 11, when Cyril Hayes ex-secretary of the Grocers' Association, will give several readings. Several well-known grocers have promised to give musical numbers.

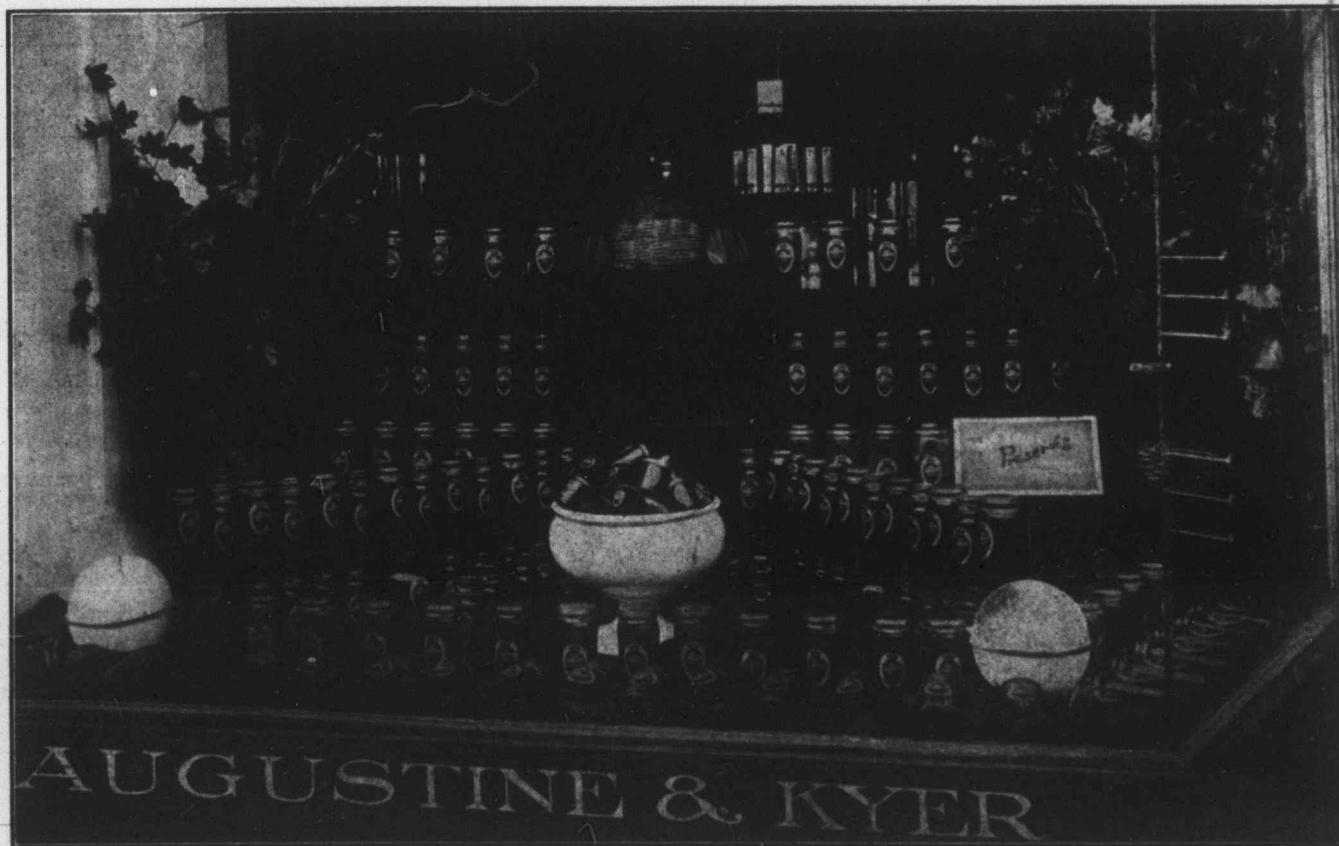
Publicity Commissioner, Gordon Phillips, addressed the grocers at their last regular meeting, urging them to give him a helping hand in building up the city and showing its many advantages.

President Ranahan was in the chair and thanked Mr. Phillips and pledged the support of the Association.

EARLY CLOSING PETITION.

A petition is being presented to the retail grocers of London, Ont., for their signatures, asking the city council to pass a by-law compelling all retail grocers or fruit stores handling groceries to close their places of business at 7 o'clock p.m. every day in the week including Saturdays and days previous to public holidays. It has not as yet got the necessary three-quarters of the members of the trade, but is being well received. Many grocers claim it is a hardship to close at 7 o'clock Saturday nights and say they would lose a lot of money but would prefer to close every Wednesday afternoon in the year. Others think that 7 o'clock is all right every night, except Saturdays and ten o'clock Saturdays. Many who have signed the petition do not care whether it carries or not as they think it is only an experiment. The outcome is watched with a great deal of interest.

David Bell, grocer, Yonge Street, Toronto, anticipates going to San Francisco to attend the International Conference of Retail Grocers should that city be decided upon as the place of meeting. Of course, it is rather far to look forward to, but if everything turns out as Mr. Bell hopes he will be there.



Above is a handsome display of preserved fruits in glass shown by a Seattle, Wash., U.S.A., retail firm, Augustine & Kyer. Canadian grocers will be much interested in this trim, as it indicates a variety of neat display used by one of their confreres across the line.

Current News of the Week

Ontario.

E. H. Young, grocer, Hamilton, Ont., has sold to E. G. Cox.

W. M. Curle, grocer, Toronto, is succeeded by D. Sullivan.

A. Norman, grocer, Hamilton, Ont., has sold his business to C. Mortimer.

Mrs. J. D. Smith, general dealer, Hammond, Ont., is succeeded by J. W. Charbonneau.

Morrow & Co., 39 Front E., Toronto, are going to open offices in Montreal immediately.

W. Cawker, a member of the firm of Allen & Cawker, grocers, Bowmanville, Ont., is dead.

Stuart, Limited, Sarnia, Ont., are contemplating the erection of a jam factory in some Western Ontario town.

Norman E. Fountain, general merchant and postmaster at Fairfield Plains, Brant County, Ont., died last week.

W. J. Marshall, of Rutherford, Marshall & Co., Toronto, is spending a few days hunting at Point au Baril.

Walter Woods & Co., Hamilton, Ont., are adding another storey to their warehouse. This makes four storeys altogether.

Wm. D. McRae, son of W. R. McRae, who established the Golden Lion grocery store in Kingston, Ont., died last week in Toronto.

Thieves attempted to break into Jas. Redden & Co.'s store in Kingston, Ont., but after breaking the rear windows their plans were frustrated by screens.

J. S. Carter, Sarnia, Ont., for many years connected with the salt-producing industry of Western Ontario, died last Sunday. Until a short time ago he was president of the Dominion Salt Co.

H. Riordan has sold his grocery business at the corner of Dundas and Maitlands Streets, London, Ont., to John Kerr, who recently conducted a departmental store at Wingham. Mr. Riordan intends going on a farm.

The Mayor of Hamilton, Ont., thinks milk dealers and butchers there are charging too much, and has secured authority to allow meat to be sold on the market. He urges the consumers to buy condensed milk for a while.

The American Computing Co. of Canada, Hamilton, Ont., have moved from 19 Hunter W. to the old Custom House on Stuart Street, near the G. T. R. Station. The Customs House has been occupied by the Dominion Vinegar Works as an office during the rebuilding of its plant next door.

The Provincial Secretary for Ontario has called for tenders for supplies of flour, oatmeal, potatoes, meat, etc., for insane hospitals at Brockville, Cobourg, Hamilton, Kingston, London, Mimico, Orillia, Penetanguishene, Toronto; the Central Prison and Mercer Reformatory, Toronto; and Hospital for Epileptics at Woodstock.

A defective pipe from a gas stove is thought to have been responsible for a blaze that, before it was extinguished, did much damage at the grocery store conducted by Hazell & Dawson, corner of Main and Wentworth Streets, Hamilton, Ont., last week. Mr. Hazell, who lives in the house adjoining the store, first noticed the fire and immediately sent in an alarm for the department. The firemen managed to keep the blaze confined to the second floor, where it is estimated that goods valued at from \$700 to \$1,000 were destroyed. The building escaped serious damage.

Western Canada.

J. A. Currie has succeeded John Moore, grocer, Mather, Man.

H. G. McIntyre, grocer, Winnipeg, sustained fire loss recently.

O. S. Moffatt has opened a new store in Perdu, Sask., and stocked it with general groceries. Mr. Moffatt was formerly salesman for McMillan & Co.

J. H. Homes, owner of a number of cheese factories in Hastings County, Ont., is in Edmonton, Alta. Mr. Homes is looking for a site for a cheese factory in Alberta.

The Canadian-American Egg Co., Canora, Sask., claim to have a secret process for preserving eggs without putting them in cold storage. It is said the new process keeps them good for two years.

New Westminster, B.C., grocers are considering shortening the terms of credit to customers following the action of Vancouver wholesalers in reducing their own credit time limit from 30 to 15 days.

The grocers of Moose Jaw, Sask., have decided that for the present they will extend no more credit to their customers and have adopted a cash system which they propose to enforce for at least the coming winter.

Canadian Pacific Railway employes in Moose Jaw, Sask., intend forming a co-operative grocery store to secure credit, which they cannot get from local retail grocers who insist on a cash basis. The store will cater to the general public on an ordinary basis, while each shareholder

will have five per cent. discount while paying for his shares and ten per cent. after they are fully paid up.

Three Winnipeg men employed by a wholesale produce house have been arrested on a charge of stealing hundreds of dollars' worth of goods from their employers and disposing of them for their own benefit. They admitted the thefts when arraigned before the magistrate and have been remanded for sentence.

After being engaged for forty years Miss Evelyn Smithers, aged 76, of Glasgow, has decided to marry her fiancé, J. E. Campbell, a grocer, of Winnipeg, aged 82. Miss Smithers has arrived in Canada and is probably now in Winnipeg. Hitherto Miss Smithers, who became engaged to Mr. Campbell in Scotland, has been afraid to cross the ocean, and put the marriage off from year to year in the hope that Mr. Campbell, who is a grocer in Winnipeg, would make enough money to justify his retiring to his old home for the rest of his days.



COUNTING BISCUITS.

Following letter from a Niagara Falls Centre retailer again shows the necessity of counting all goods that come into the store:—

"Editor, Canadian Grocer.—Why is it we have to watch the manufacturers of cakes and biscuits so closely? This is an instance that occurred recently and is very similar to one that happened to me once before. I received a case of 10c sodas which were invoiced at 4 doz. On opening the case I happened to count them and found only 46 boxes, to my surprise.

"Here is another instance from another house. I bought some 10c Graham biscuits and some fig bars from them. The Graham biscuits were full count but one carton was empty, while the fig bars were short in weight apparently on account of having been opened on the road. I think some of the biscuit houses are among the first to be watched. I wonder if the hired help is cheap or is it carelessness."

New Prunes 3 Cents Higher: Canned Meats Up

First Shipments of Californians Eagerly Taken Up—Scarcity of Cattle Result in 10 Per Cent. Advance in Canned Goods — Lobsters Very High—Bad Coffee News.

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—

Pure lard declined ¼c.
Eggs advanced 1 to 2c.
Creamery butter up ¼c.
Hams declined ½ to 1c.

FISH AND OYSTERS—

Feeling of firmness in many lines owing to heavier buying of U. S. dealers along coast.
Sales of oysters much heavier than one year ago.

FLOUR AND CEREALS—

Flour market easier and some price shading is being done.
Higher cost of containers firming up rolled wheat.
Mill feeds firmer.

GENERAL GROCERIES—

Sugar has recently taken on a firmer feeling due to conditions in Old Country.
Lobsters advance due to scarcity.
Shipments of Valencia raisins late in arriving.
Prune market firming up.
Some advances expected in canned goods in near future.
Canned salmon strength maintained and further advances may follow.

FRUIT AND VEGETABLES—

Almeria grapes arrive.
Florida fruits coming in good shape.
Slackening reported in U.S. buying of potatoes.

ONTARIO.

PRODUCE AND PROVISIONS—

Pure lard advanced ¼c.
Eggs very firm and will go higher.
Poultry up 1 to 3c owing to heavy buying from U.S. firms.
Butter in fair demand; stocks lighter.
Hogs declined early in week, but advanced 25 points later.

FRUIT AND VEGETABLES—

Florida oranges arrived in fine shape.
Verdelli lemons slightly lower.
Potatoes continue firm and may go higher. Sweet potatoes growing in demand.

FISH AND OYSTERS—

As result of U.S. tariff finnan haddie and halibut advanced 1c lb. Increases expected in nearly all lines of ½ to 1c.
Lake lines giving place to sea fish.

FLOUR AND CEREALS—

Cuts still being made in Manitoba and Ontario wheat flours to get business.
Rolled wheat up 10c to cover extra cost of barrels.

GENERAL GROCERIES—

New prunes in at prices averaging 3c higher than year ago.
Official statement that pack in salmon for Fraser River was highest in 12 years, but light in northern. Second advance is possible.
Sugar firm and demand good.
Last week's reports from Brazil of heavy losses in coffee plantations confirmed.

QUEBEC MARKETS.

Montreal, Nov. 6.—Trade has been rather brisk during past week or so, as certain lines that sell well at any price have come down, and so usual volume has been increased.

Lobsters for the high grades are up in price again, 1 lb. talls being quoted at \$6.40-\$6.50; 1 lb. flats being \$6.75 to \$6.90 per dozen. These prices make lobster almost a luxury, and in this connection it is interesting to note that forty years ago 1 lb. talls could be bought for 10 cents.

Corn beef and all canned beef products have all advanced, the amount of meat being shipped across the border having a stiffening effect on our market.

White beans are also scarce and likely to advance. Farmers have not started delivering yet, and will not till the middle of November. There is an old tradition that beans should not be threshed till that time, and it seems that nothing will prevail on tradition.

SUGAR.—The situation is still surrounded by doubt, because the continental beet market has not turned out so large as was expected, and many were inclined to base chances of a decline on the big volume forthcoming. New York again is firmer, and refined slightly dearer, while Greenock market is at the

moment prohibitive from an importers' standpoint. Dealers would buy more, undoubtedly, were there a decline, as they seem to be simply purchasing from hand to mouth; still towards the end of last week some pretty substantial business was transacted, due perhaps to a feeling on part of some that New York situation made chances of an immediate decline impossible. But with sugar practically nothing is impossible. That is why market constitutes such a puzzle. Canadian market very frequently acts in direct opposition to the U.S. and vice versa. Still a few weeks ahead should see a more active demand.

Extra Granulated Sugars—	Per 100 lbs.
100-lb. bags	4 60
20-lb. bags	4 80
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
25-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lump—	
100-lb. boxes	5 15
50-lb. boxes	5 25
25-lb. boxes	5 35
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 25
50-lb. boxes	5 35
5-lb. cartons	6 20
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 55
No. 1	4 65
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

MOLASSES AND SYRUPS.—Shipments from West Indies being over for the season, market is naturally devoid of interest. The cooler weather though has stimulated buying of grocery grades, and a sound business is now passing.

Recent reports from Barbadoes go to show that growing conditions are favorable, and that the outturn should be a good one.

Barbados Molasses— Prices for Island of Montreal.
Extra Fancy. Fancy. Choice
Punchons 44 41 39
Barrels 47 44 42
Half Barrels 49 46 44
For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.
Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—
Barrels, per lb., 3¼c; ¼ bbls., 3¼c; ½ bbls. 0 04
Pails, 30½ lbs., \$1.85; 25 lbs. 1 25
Cases, 2 lb. tins, 2 doz. in case..... 2 80
Cases, 5 lb. tins, 1 doz. in case..... 3 85
Cases, 10 lb. tins, ¼ doz. in case..... 2 75
Cases, 20 lb. tins, ¼ doz. in case..... 2 70
Maple Syrups—
Pure, per 5½ lb. tin

Pure, in 15 gal. kegs, 8c. per lb., or per gal 1.00
Maple Sugar, pure, per lb. 0 10 0 11

DRIED FRUITS.—The mere fact that there are no immediate changes to note in market does not offer any strong reason why careful attention should not be paid, as there are always certain happenings at primary centres which must have either good or bad effect on conditions here. For example, producers have been unable to get second shipment of Valencias off in good time, and the next boat will be somewhat late. Were there not good supplies on hand at the moment, as Valencias have not been over-active, prices might be likely to go up. But, seeing how things stand a few weeks' delay will not have much effect.

California prunes are firmer than they have ever been this season—that is, the 1913 crop, as stocks have been pretty well sold, and those who are holding want pretty good prices. Perhaps the report is true that 50 carloads have been destroyed in a fire which broke out in the packing establishment.

Locally business is just medium, there being no very strong movement at the moment.

EVAPORATED FRUITS.	Per lb.
Apples, 50-lb. boxes	0 07½ 0 08
Nectarines, choice	0 11
Peaches, choice	0 15½
Pears, choice	0 15½
DRIED FRUITS.	
Candied Peels—	
Citron	0 17
Lemon	0 11
Orange	0 13
Currents—	
Amaliss, loose	0 07½ 0 08
Amaliss, 1-lb. pags.	0 07½ 0 08½
Willatras, fine, loose	0 08½ 0 09
Dates—	
Dromedary, package stock, per pkg.	0 07½
Farda, cheapest	0 11
Hallowes, loose	0 08
Hallowes, 1-lb. pags.	0 08½
Figs—	
Finest, 6 crown, about 12 pounds.....	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.	
Prunes—	
50 to 60, in 25-lb. boxes, faced	0 14
50 to 60, in 25-lb. boxes, faced	0 15
60 to 70, in 25-lb. boxes, faced	0 12
70 to 80, in 25-lb. boxes, faced.....	0 08½

THE CANADIAN GROCER

80 to 90, in 25-lb. boxes, faced..... 0 08
 90 to 100, in 25-lb. boxes, faced..... 0 07½

Raisins—
 Malaga table, box of 22 lbs., accord-
 ing to quality 2 50 5 25
 Muscatels, loose, 3 crown, lb. 0 07½
 Sultana, loose 0 10
 Sultana, 1 lb. pkgs. 0 11½
 Valencia, old stock 0 04
 Seeded, fancy 0 09½
 Seeded, choice 0 09
 Prices quoted on all lines of fruits liable to be
 shaded for quantities, according to the state of the
 market.

TEAS.—Market for black Ceylons and Indians keeps very firm. China teas are arriving very slowly, probably on account of troubles in interior. Japans are plentiful, and market steady at opening prices.

Japans—
 Choicest 0 40 0 50
 Choice 0 35 0 40
 Fine 0 30 0 35
 Medium 0 25 0 30
 Good common 0 18 0 25
 Common 0 15 0 18
 Yamashiro 0 75 1 00

Ceylon—
 Broken Orange Pekoe 0 30 0 40
 Pekoes 0 20 0 22
 Pekoe Souchongs 0 29 0 32
 Garden grown 0 75 1 00

India—
 Pekoe Souchongs 0 19 0 20

Ceylon Greens—
 Young Hysons 0 24 0 26
 Hyson 0 22
 Spanish No. 1 0 12¼
 Virginia No. 1 0 13¼
 Gunpowders 0 19 0 35

China Greens—
 Pingsuey gunpowder, low grade..... 0 14 0 18
 Pingsuey gunpowder, pea leaf 0 20 0 30
 Pingsuey, gunpowder, pinhead 0 30 0 50

RICE.—There is little change in local rice market, business being fairly good, but no development strong enough to bring about any change.

Rangoon Rice—
 "B," bags 50, 100 and 250 lbs..... Per cwt. 3 30
 "B," pockets, 25 lbs. 3 40
 "B," pockets 12½ lbs. 3 50
 "C.G.," bags 50, 100 and 250 lbs..... 3 30
 "C.G.," pockets 25 lbs. 3 30
 "C.G.," pockets 12½ lbs. 3 40
 India bright 3 45
 Lustré 3 55

Fancy Rices—
 Polished Patna Per cwt. 4 40
 Pearl Patna 4 60
 Imperial Glace 4 90
 Sparkle 5 10
 Snow, Japan 5 30
 Ice drips, Japan 5 45
 Crystal, Japan 5 10
 Carolina head 7 10

Imported Patna—
 Bags, 250 lbs. Per lb. 0 05½
 Half bags, 112 lbs. 0 05½
 Quarter bags, 56 lbs. 0 05½

Velvet head Carolina 0 09 0 10
Sago, brown 0 04½ 0 05

Tapioca—
 Singapore, medium pearl Per lb. 0 04½ 0 05
 Singapore, seed 0 04½ 0 05
 Penang 0 04½ 0 05

ONTARIO MARKETS.

Toronto, November 6.—New prunes and canned meats divide chief attention this week with latter in lead for simple reason that most firms cannot claim immediate interest in new crop of prunes because their shipments have not arrived. Rise in canned meats affects every one and is figured at about 10 per cent. This, it is explained, is due to scarcity of cattle. Some say tariff is cause; others, that shipments of cattle over line causing scarcity in Canada is simply illustration of general scarcity, not cause. Increases apply to corned and roast beef and tongue.

SUGAR.—Most interesting event in raw markets this week was shipment of Cuban raws to Japan where they compete now successfully with Java and Philippines. This, in connection with

U.S. tariff bill is expected to curtail U.S. domestic cane and beet industries and advantage of ½¢ to ¾¢ per lb. advantage hitherto enjoyed by United States consumers below European parities is likely to be wiped out with result that prices of refined across line will equal world's prices. Low quotations in States raised during past week from \$4.15 to \$4.25, and most are now up to \$4.35, bringing them close to Canadian prices.

Locally, demand is good all over province as grocers had let stocks run down.

Extra Granulated Sugars—
 100 lb. bags Per 100 lbs. 4 50
 20 lb. bags 4 60
 2 and 5 lb. cartons 4 80
 Beaver granulated, in 100 lb. bags..... 4 35

Extra Ground Sugars—
 Barrels 4 35
 50 lb. boxes 5 10
 25 lb. boxes 5 30

Powdered Sugars—
 Barrels 4 70
 50 lb. boxes 4 90
 25 lb. boxes 5 10

Paris Lump—
 100 lb. boxes 5 25
 25 lb. boxes 5 55

Crystal Diamonds—
 Barrels 5 30
 100 lb. boxes 5 25
 50 lb. boxes 5 35
 5 lb. cartons 7 40
 Crystal Dominions, cartons 7 50

Yellow Sugars—
 No. 3 4 45
 No. 2 4 35
 No. 1 4 05
 Barrels granulated and yellow may be had at 5¢ per
 cwt. above bag prices.

SYRUPS AND MOLLASSES. — Improved demand continues and normal is being increased now by buying for Christmas trade.

Syrups—
 2 lb. tins, 2 doz. in case Per case. 2 50
 5 lb. tins, 1 doz. in case 2 85
 10 lb. tins, ½ doz. in case 2 75
 20 lb. tins, ¼ doz. in case 2 70
 Barrels, per lb. 0 05½
 Half barrels, lb. 0 05
 Quarter barrels, lb. 0 04
 Pails, 33½ lbs. each 1 85
 Pails, 25 lbs. each 1 35

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

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

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

Maple Sugar—
 Pure, per lb. 0 14 0 15
 Maple Cream Sugar 1 80
 24 twin bars 3 90
 40 and 46 twin bars 1 90

NUTS.—Reports indicate there will be serious delays in shipments as many shippers in Southern Europe find themselves unable to fill all orders by direct Mediterranean steamers and must send by England, Holland and Belgium ports. In a few days brisk Christmas trade is expected to begin.

In shell—
 Almonds, Formigetta Per lb. 0 15 0 16
 Almonds, Taragona 0 17
 Brazils 0 21 0 20
 Chestnuts, peck 2 00
 Filberts, Sicily 0 15½ 0 15
 Filberts, Barcelona 0 10½
 Peanuts, green, per lb. 0 10½ 0 11
 Peanuts, roasted 0 12½ 0 14
 Pecans 0 14 0 15
 Walnuts, Bordeaux 0 13 0 13½
 Walnuts, Grenoble 0 12 0 12½
 Walnuts, Marbots 0 15 0 15½
 Walnuts, Corras 0 13 0 14

Shelled—
 Almonds 0 40 0 41
 Filberts 0 27
 Peanuts 0 50 0 48
 Pecans 0 75
 Walnuts 0 32 0 35

SPICES.—With pickling over, demand for spices has dropped and only stimulus will be later Christmas orders. Prices remain as they were, celery's rather sensational tobogganing having stopped.

5 and 10 lb. ¼ lb. ¼lb.
 Tins, pkgs, doz, tins, doz.

Allspice 14-17 50-60 70-80 80-90
 Cassia 22-27 72-80 90-90
 Cayenne pepper 23-28 72-80 90-115
 Cloves 30-35 1 08-0 95 ...-1 08
 Cream tartar 30-33
 Curry powder -35
 Ginger 22-27 65-85 75-95
 Mace 75-1 00-2 75
 Nutmegs 25-30 80-00 1 60-2 50
 Peppers, black 18-20 67-0 75 80-90
 Peppers, white 28-29 95-1 10 1 10-2 10
 Pastry spice 20-27 65-95 75-1 10
 Pickling spice 14-18 75-0 00 75-00
 Turmeric 16-18
 Range for pure spices according to grade. Pails or
 boxes 2 cents per lb. below tins. Barrels 3 cents be-
 low tins.
 Cardamom seed, per lb., in bulk 1 80 2 25
 Caraway, per lb. 0 12
 Cinnamon, Ceylon, per lb. 0 50
 Mustard seed, per lb., in bulk 0 10 0 12
 Celery seed, per lb., in bulk 0 30 0 35
 Shredded cocoonut, in pails 0 18 0 20

DRIED FRUITS.—That terrible uncertainty as to price of new prunes was dissipated last few days with arrivals of small quantities from California for some wholesalers. Prices, as expected, are away up and average about 3 cents higher compared with last year. New quotations are given below. As was foreshadowed no 30's-40's have come to Toronto, as this large size is very scarce. Oregon's will be prized more highly than usual this year and will be needed to fill in gaps in California's and at same prices.

New Comadre figs are higher than old crop by 1 cent, selling at 5 to 5¼¢. Evaporated apples are slightly lower.

Apples, evaporated, new, per lb. 0 08½
 Apples, evaporated, old, per lb. 0 08

Apricots—
 Standard, 25 lb. boxes 0 16 0 18
 Choice, 25-lb. boxes 0 18 0 20
 Fancy 0 22 0 24

Candied Peels—
 Lemon 0 11
 Orange 0 12
 Citron 0 16

Currants—
 Filiatras, per lb. 0 06½
 Amalas, choicest, per lb. 0 07
 Patras, per lb. 0 07½
 Vostizzas, choice 0 09
 Vostizzas, shade dried 0 10½ 0 11
 Cleaned, ¾ cent more.

Dates—
 Fards, choicest, 12-lb. boxes 0 06½ 0 06½
 Fards, choicest, 50-lb. boxes 0 08 0 07½
 Package dates, per pkg. 0 06½ 0 07¼
 Hallowees 0 07

Figs—
 Table figs, new, 3 and 4 crown..... 0 12 0 12¼
 Natural figs, in bags, lb. 0 05 0 07
 Comadre figs, in taps, per lb. 0 05 0 05¼
 Elems, figs, in boxes, according to
 size, lb. 0 08

Prunes—
 40-50s 0 13¼
 50-60s 0 10
 60-70s 0 09½
 70-80s 0 08½
 80-90s 0 08
 90-100s 0 07

Peaches—
 Standard, 50-lb. boxes 0 08½
 Choice, 25-lb. boxes 0 08½
 Choice, 50-lb. boxes 0 08½

Raisins—
 Sultana, choice 0 10 0 12
 Sultana, fancy 0 12 0 14
 Valencia, new stock 0 08
 Seeded, fancy, 1 lb. packets 0 09
 Seeded, choice, 1 lb. packets 0 08½

COFFEES.—Coffee values remain at about last week's report. Damaged conditions in Brazil seem to indicate that considerable area is affected and estimates of growing crop have been materially reduced, bringing output down to less than eight million bags. Should this prove correct, material advance in price of Brazilian coffee can be expected and naturally all other types will ad-

THE CANADIAN GROCER

vance proportionately. Mild coffees, such as Mexicans, Bagotas, Maricarbos are in active demand, fall prices being paid for good selections.

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

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

Rangoon, per lb.	0 03 1/2 0 04
Rangoon, fancy, per lb.	0 05 1/2 0 06 1/2
Patna, per lb.	0 06 1/2 0 08 1/2
Japan, per lb.	0 06 1/2 0 08
Java, per lb.	0 06 1/2 0 07
Carolina, per lb.	0 08 0 10
Sago—	
Brown, per lb.	0 04 1/2 0 06
White, per lb.	0 05 1/2 0 07 1/2
Tapioca—	
Bullet, double goat	0 09 1/2
Medium pearl	0 05
Seed pearl	0 06 1/2
Flake	0 09 1/2

CANNED GOODS.

Toronto, November 6.—Recent advances in price of corn in U. S. have raised question whether there will be one in Canada owing to short packs. So far as can be learned canners have no intention of doing so as it is felt there would be swing over to peas on account of cheapness, and corn would be left stranded. Pack of corn is much less than last year. However, there are hints of advances in some other lines and no likelihood of repetition in anything else of cut in tomatoes.

Advance in canned salmon on "leaf" brands of 5 cents dozen, which goes into effect on November 17, may not be last this year, not owing to any scarcity but unusual demand. Huge quantities have been shipped to London and Liverpool whence they are sent to other European countries as well as to supply demand in Great Britain. Canner informed Canadian Grocer that English demand was due quite as much to low stocks as to lessening in price. Last information now is that B.C. pack along Fraser River was best in twelve years—thus disposing of press story of C.N.R. injuring run by railway operations—but northern rivers fell far below average owing to heavy storms.

Report of general advance in Norwegian sardines is denied by large local importers who claim prices have been kept as they were. Canadian sardines are becoming very scarce and, it is reported, may soon be off market.

VEGETABLES.

Ontario and Quebec Prices.	
Group A, per doz.	
2's Asparagus Tips	2 27 1/2
2's Asparagus butts	1 42 1/2
2's Beets, sliced, Blood Red, Simcoe	0 97 1/2
2's Beets, whole, Blood Red, Simcoe	0 97 1/2
2's Beets, whole, Blood Red, Rosebud	1 27 1/2
3's Beets, sliced, Blood Red, Simcoe	1 32 1/2
3's Beets, whole, Blood Red, Simcoe	1 37 1/2
3's Beets, whole, Blood Red, Rosebud	1 52 1/2
Beans—	
Group A	
2s, golden wax, midget, Arctic brand	1 15
2s, golden wax	0 85
3s, golden wax	1 22 1/2
Gallon, golden wax	3 52 1/2
2s, Refugee or Valentine (green)	0 85
3s, Refugee (green)	1 22 1/2

2s, Refugee, midget, Auto brand	1 15
Gallons, Refugee	3 52 1/2
(Group B is 2 1/2 doz. less in each case.)	
Beans—	
2's Crystal wax	95
2's Lima	1 17 1/2
2's Red kidney	0 97 1/2
3's Cabbage	0 97 1/2
2's Carrots	0 97 1/2
3's Carrots	1 27 1/2
Cauliflower—	
2's	1 37 1/2
3's	1 17 1/2
Corn—	
2's	82 1/2
2's Fancy	1 02 1/2
Gals., on cob	4 52 1/2
2's Peas, standard, sieve 4	0 82 1/2
2's Peas, Early June, sieve 3	0 85
2's Peas, Sweet Wrinkles, sieve 2	0 87 1/2
2's Peas, extra fine sifted, sieve 1	1 27 1/2
Gals. Peas, standards	4 02 1/2
Gal. Peas, Early June	4 12 1/2
Gal. Peas, Sweet Wrinkles	4 27 1/2
Parsnips—	
2's	97 1/2
3's	1 17 1/2

CANNED GOODS ADVANCES COMING.

Hamilton, Ont., Nov. 6.—
(Special) — Information comes from the United States to the effect that canned corn has advanced there, but it is not likely that a similar advance will be made here. The reason for the advance across the line is probably due to the fact that the pack in the States is decidedly short of last year, but on the other hand, last year there was a very large over-production.

On account of the low price of peas, beans, etc., corn is not likely to advance here,—that is from the standpoint of the packers at any rate. If the price of corn went up beyond 10 cents to the consumer, he would switch over to peas and other vegetables. There is apparently, however, no large floating supply of corn available.

It is, however, practically certain that advances will be made on some lines in the near future. The trade may expect these to be announced shortly. Just what lines will go up, is not exactly known, but good guessers should be able to hit upon some at least.

Pumpkin—		
2's	50	
2 1/2's	72 1/2	
3's	82 1/2	
Gals.	2 27 1/2	
2's Spinach	1 27 1/2	
3's Spinach	1 77 1/2	
Gals. Spinach	5 30	
Sauerkraut—		
2 1/2's, Simcoe	92 1/2	
3's, Simcoe	97 1/2	
Gals., Simcoe	2 77 1/2	
Squash—		
3's	97 1/2	
Gals.	2 77 1/2	
2's Succotash	97 1/2	
Tomatoes—		
2's	85 1/2	
2 1/2's	95	
3's	1 00	
Gals.	2 92 1/2	
Turnips, 3's		97 1/2
FRUITS.		
Apples—		
3's, Standard	97 1/2	
3's, Preserved	1 47 1/2	
Gals., Standard	2 42 1/2	
Gals., Preserved	4 02 1/2	

Blueberries—		
2's (Huckleberries) standard	1 47 1/2	
2's (Huckleberries) preserved	1 77 1/2	
Gals. (Huckleberries) standard	8 02 1/2	
2's Black Cherries, pitted H.S.	1 92 1/2	
2's Black Cherries, not pitted H.S.	1 92 1/2	
2's Red, Ptd. Cherries, H.S.	1 92 1/2	
2's Not ptd., Red Cherries, H.S.	1 92 1/2	
Gals., Ptd., Cherries	8 52 1/2	
Gals., Not Ptd., Cherries	8 02 1/2	
2's Cherries, White Ptd., H.S.	1 92 1/2	
2's Cherries, White, Not Ptd., H.S.	1 92 1/2	
2's Black Currants, H.S.	1 92 1/2	
2's Preserved, Black Currants	2 27 1/2	
Gals. Black Currants, standard	2 27 1/2	
Gals. Black Currants, solid pack	8 27 1/2	
2's Red Currants, H.S.	1 92 1/2	
2's Red Preserved Currants	2 27 1/2	
Gal. Red Currants, standard	5 27 1/2	
Gals. Red Currants, solid pack	8 27 1/2	
2's Gooseberries, Preserved	1 77 1/2	
2's Gooseberries, standard	2 02 1/2	
Gals. Gooseberries, solid pack	8 77 1/2	
Grapes—		
2's, white, Niagara, preserved	1 37 1/2	
Gals., white, Niagara, standard	3 27 1/2	
Lawtonberries, gals., standard	7 02 1/2	
2's Pineapple, sliced, H.S. White Bahama	1 92 1/2	
2's Pineapple, grated, H.S. White Bahama	1 47 1/2	
2's Pineapple, whole, H.S. White Bahama	1 92 1/2	
3's Pineapple, whole, H.S. White Bahama	2 47 1/2	
Peaches—		
2's white, heavy syrup	1 27 1/2	
2 1/2's white, heavy syrup	1 77 1/2	
3's white, heavy syrup	1 87 1/2	
1 1/2's yellow, flata, heavy syrup	97 1/2	
2's yellow, heavy syrup	1 27 1/2	
2 1/2's yellow, heavy syrup	1 77 1/2	
3's yellow, heavy syrup	1 87 1/2	
3's yellow, whole, heavy syrup	1 52 1/2	
3's pie, not peeled	97 1/2	
3's pie, peeled	1 27 1/2	
Gals., pie, not peeled	2 52 1/2	
Gals., pie, peeled	3 77 1/2	
Pie fruits, assorted, gals. (add 5 per cent.)	3 77 1/2	
Pears—		
2's Bartlett, heavy syrup	1 52 1/2	
2 1/2's Bartlett, heavy syrup	1 77 1/2	
3's Bartlett, heavy syrup	2 02 1/2	
2's Flemish beauty, heavy syrup	1 47 1/2	
2 1/2's Flemish beauty, heavy syrup	1 72 1/2	
3's Flemish beauty, heavy syrup	1 97 1/2	
2's Keiffers, heavy syrup	1 27 1/2	
2 1/2's Keiffers, heavy syrup	1 52 1/2	
3's Keiffers, heavy syrup	1 77 1/2	
2's light syrup, globe	97 1/2	
3's light syrup, globe	97 1/2	
3's pie, not peeled	97 1/2	
3's pie, peeled	1 27 1/2	
Gals., pie, not peeled	2 52 1/2	
Gals., pie, peeled	3 77 1/2	
Pineapple, sliced, 2's	2 00	
Plums—		
2's, Damson, light syrup	87 1/2	
3's, Damson, light syrup	1 27 1/2	
2's, Damson, heavy syrup	97 1/2	
3's, Damson, heavy syrup	1 37 1/2	
Gals., Damson, standard	2 77 1/2	
2's, egg, heavy syrup	1 77 1/2	
2 1/2's, egg, heavy syrup	1 37 1/2	
3's, egg, heavy syrup	1 47 1/2	
2's, green gage, light syrup	97 1/2	
2 1/2's, green gage, heavy syrup	1 07 1/2	
3's, green gage, light syrup	1 37 1/2	
Gals., green gage, standard	1 47 1/2	
2's, Lombard, light syrup	3 02 1/2	
2 1/2's, Lombard, light syrup	1 07 1/2	
3's, Lombard, light syrup	1 27 1/2	
2's, Lombard, heavy syrup	97 1/2	
2 1/2's, Lombard, heavy syrup	1 27 1/2	
3's, Lombard, heavy syrup	1 37 1/2	
Gals., Lombard, standard	2 77 1/2	
2's Rhubarb, preserved		1 52 1/2
3's Rhubarb, preserved		2 27 1/2
Gals. Rhubarb, standard		3 52 1/2
2's Strawberries, H.S.		1 92 1/2
2's Strawberries, preserved		2 27 1/2
Gals. Strawberries, standard		7 52 1/2
Gals. Strawberries, solid pack		9 77 1/2
Lawtonberries—		
2's Blackberries, H.S.		1 92 1/2
2's preserved		2 12 1/2
Raspberries—		
2's black, H.S.		1 92 1/2
2's black, preserved		2 12 1/2
Gals., black, standard		7 02 1/2
Gals., black, solid pack		9 27 1/2
2's red, H.S.		1 92 1/2
2's red, preserved		2 12 1/2
Gals., red, standard		7 27 1/2
Gals., red, solid pack		9 27 1/2
Group B, 2 1/2 cents less per dozen.		
Salmon—		
Fraser River Sockeyes—		
1 lb. tails, dozen	1 90 1 95	
1 lb. flats, dozen	2 02 1/2 2 07 1/2	
1/2 lb. flats, dozen	1 22 1/2 1 27 1/2	
Northern River Sockeyes, dozen	1 90	
Red Springs, dozen	1 90	
Cohoos, dozen	1 45	
Pinks, dozen	1 00	

MANITOBA MARKETS.

POINTERS—

New Prices on Muscatels.

Sugar.—Firm.

Dried Fruits.—Firm.

Winnipeg, November 5.—November came in with much milder weather than was experienced in the latter part of October and thus by keeping down what

FLOUR and CEREALS

Flour Sales at Lower Rates: Rolled Wheat Higher

Advance in Latter Due Solely to Increased Cost of Barrels — Little Ontario Wheat Being Made up into Flour—Prices Still Too High for Export.

Market continues sluggish, but some movement to stimulate buying of flour is expected soon. As wheat, with heavy shipments keeping up, shows no sign of advancing, trend of flour movement downward is natural. Mills continue cutting prices both of Manitoba and Ontario flour, but these are by no means all in line with one another, so that "market quotations" are difficult to secure. Last week cut of as high as 80 cents in Manitoba flour was mentioned, while Ontario, though not so marked, still moves in same direction. Export demand remains dull.

In Montreal order of 100,000 barrels is reported as booked for export trade, and several contracts with Old Country firms for forwarding during winter months. This is noticeable occurrence in Toronto circles also.

Wheat keeps at same level, a shade lower than last week; more encouraging reports from Argentine weakening prices.

MONTREAL.

FLOUR.—There is no quotable change in flour here, although it is stated some millers are shading prices more or less to get business. Supply of the raw material has been splendid owing to the open weather permitting threshing and delivery operations.

	Car lots, in bags.	per bbl.
Manitoba Wheat Flour—		
First patents	5 40
Second patents	4 90
Strong bakers'	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	4 40
90 per cent.	4 30
Straight roller	3 90
Blended flour	4 30

CEREALS.—Rolled wheat is firmer here on account of higher cost of barrels. Movement in rolled oats is gradually picking up with approach of the colder weather.

	Per 95-lb. sack
Cornmeal—	
Kiln dried 2 60
Softer grades 2 50
Rolled Oats—	
Small lots 2 22½
25 bags or more 2 12½
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—	
Small lots 1 85
Hominy, per 95-lb. sack 2 40

MILL FEEDS.—The mill feed market is gradually firming, with no change in prices to quote.

	Car lots, per ton
Mill Feeds—	
Bran 22 00
Shorts 24 00
Middlings 25 00
Wheat moulee 25 00

Feed flour	34 00
Feed cornmeal, per cwt.	1 85

TORONTO.

FLOUR.—Situation so far as prices are concerned rather difficult to give exactly, as rate cutting continues for purpose of stimulating demand. Hand-to-mouth buying, however, is still general report. Below prices are quoted at "reduced" rates on Ontario flours.

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

CEREALS.—Rate cutting, due to keen local competition in rolled oats and cornmeal, has extended from Toronto to Hamilton, with result that retailers in these cities are benefiting to extent of at least 10 cents per bag. For outside points, however, prices keep up, and supplies of cornmeal do not improve rapidly, as United States mills are still far behind orders.

Peculiar situation has confronted rolled wheat in barrels. Several of these packages have increased from 35 to 50 cents, and price has been raised to cover pretty well extra cost of package. This increase is due to scarcity, as sugar is being sold in bags and packages more than formerly, and refiners, it is reported, are not using as many barrels. Result is apple buyers find supply scarce and greater demand from these has raised price to grain men. Split peas are stronger owing to poor crop, and advance of 10 cents has been made.

Cornmeal, per 95 lb. bag—		
Kiln dried, 25 bag lots	2 25
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 22½
25 bags to car lots	2 12½
Rolled oats in cotton sacks, 5 cents more.		2 17½
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.		
Rolled Wheat—		
50 lb. boxes	1 45
100 lb. barrels, small lots	2 90
100 lb. barrels, 5 bbl. to car lots	2 80
Split peas, 95 lb. bags	3 35

MILL FEEDS.—Open weather extending into November keeps down demand in mill feeds, although prices now are much firmer than, say, two weeks ago, and more business is being done at regular quotations.

	Car lots, per ton.
Mill Feeds—	
Bran 22 00
Shorts 24 00
Middlings 25 00
Wheat moulee 25 00
Feed flour, per bag 1 70

WINNIPEG.

FLOUR AND CEREALS.—There is good domestic trade for flour but export prices are barely in line and millers are firm expecting advances. Rolled oats are firm and have advanced as also oatmeal.

Flour, Manitoba Wheat—	Per bbl.
Best patents 5 30
Second patents 4 60
First clears 4 20
Low grade 2 90
Jute bags, 10 cents less. 3 10
Cornmeal, 95s 1 95
Rolled oats, 80s 1 80
Oatmeal, granulated, 98s 2 30
Wheat granules, bale, 16-60 3 25

OYSTER RECIPES

Following oyster receipts might be passed along to customers:—

Oysters a la Maitre d'Hotel.

Wash and drain two dozen oysters. Put them in a stewpan with one tablespoonful of butter, stir carefully, and when the edges of the oysters begin to curl, add the juice of half a lemon, one tablespoonful of finely chopped parsley and a little salt and pepper. Serve on slices of hot buttered toast. This can easily be prepared in a chafing dish and will be much appreciated as a supper dish.

Oyster Croquettes.

Croquettes are delicious when thus prepared: Bread two dozen large cooking oysters, drain them on a cloth, chop them and mix well in a basin with one-half pound of bread crumbs, two ounces of butter, two tablespoonfuls of white sauce, pepper, cayenne and a little lemon juice. Stir over a slow fire to get warm through, then spread on a plate to cool. Shape the mixture into small cork shapes, cover with egg and bread crumbs and fry in boiling fat. Drain well, garnish with fried parsley and serve very hot.

An Oyster Entree.

Blanch some large oysters, press them slightly between two dishes till cold, then slit them open (without quite severing them), squeeze a little lemon juice inside and fold the oysters together again. Dip them in some frying butter and fry in hot fat till they are quite crisp. Drain and pile them up high on a fish paper and garnish with cut lemon and fried parsley. This makes a nice entree.

FRUIT & VEGETABLES

Florida Oranges Arrive in Splendid Condition

First Shipments of Large Quantities This Week Cause Drop of 25 Cents in Tail-ends of Valencias — Potatoes Continue Firm, Although Demand from States Has Slackened Somewhat—Sharp Decline in Export Market for Apples.

MONTREAL.

GREEN FRUITS. — Business has shown some slight improvement but as said in recent issues prices of certain lines are so high that they are prohibitive as general rule. For instance Mackintosh and Fameuse apples are considerably higher than last year, difference in price in former being considerable. Florida fruits are now on market prices comparing favorably with those of last year. Fameuse apples are decidedly scarce and prices are expected to go still higher, while supplies of peaches also amount to zero, wholesalers having cut them off lists, any that are held in storage being worth about 2.50 per box.

Apples—		
Baldwins, No. 1	5 00
Baldwins, No. 2	4 50
Mackintosh Reds	8 50
King	10 00
No. 2s, all grades, 75-81 less than No. 1s.	5 00
Fameuse, bbl.	7 50
Bananas, crate	2 00
Cranberries, Cape Cod, bbl.	8 50
Grapes, Tokay, 25-lb. box	2 25
Almeria grapes	5 00
Grapefruit, Jamaica, 54s, per case	5 00
Lemons, Verdelli, case	3 50
Oranges—		
Jamaicas, 12s to 25s	3 00
Late Valencias	6 00
Pears, Oregon, box	3 25
Pears, Bartlett, Can., per bbl.	6 00
Pears, Winter, 11-qt. bkt.	0 50

VEGETABLES.—Potato situation is as strong as ever though it may ease up for little now as American buyers are not so keen as hitherto, and growers may feel inclined to make concessions to move holdings as weather is now more uncertain. Supplies of other varieties have been just medium and demand not being over active things have remained pretty steady. Corn is now off list of supplies forthcoming, not being considered worth while. Quebec turnips are a little easier.

Cabbage, per doz.	0 25	0 50
Celery, per doz. heads	0 25	1 00
Cucumbers, Boston, doz.	2 00	2 00
Egg plant, basket of 12	0 75	0 75
Garlic, per lb.	0 10	0 10
Onions—			
Spanish, per case	3 25	3 50
Spanish, half case	1 75	1 75
Red Danvers, 75-lb. bag	2 00	2 25
Peppers, green, 11-qt. bkt.	1 00	1 00
Peppers, red, 11-qt. bkt.	1 50	1 50
Potatoes—			
Green Mountains and Quebec, bag	1 00	1 00
Potatoes, sweet, per bbl.	4 25	4 25
Potatoes, sweet, Jersey, hpt.	1 25	1 50
Turnips, Quebec, bag	1 25	1 25
Tomatoes, 11-qt. bkt.	0 50	0 75
Tomatoes, box 33 lbs.	1 75	2 00

TORONTO.

GREEN FRUITS.—First large shipments of Florida arrived this week and dealers were well pleased at quality of crop, sweet and in good shape generally though some lots were slightly

lacking in color. Prices are far below Valencias and better sales are expected as result, quotations opening at \$4.25 to \$4.50 per case. Valencias that ran as high as \$6.50 a week ago were down from \$5.25 to \$5.75 and are practically off market. California navels are reported in excellent condition and first shipments will leave South between 5th and 10th arriving in Ontario between 15th and 20th. Almeria grapes have put in an appearance on market. Verdelli lemons are down 25 to 50 cents, fore-taste of greater abundance in new crop. Florida pineapples are shade higher. Apples continue at about same prices as week ago and drop in English market has not produced effect in Ontario yet, and is hardly expected to as supply is so limited.

CANADIAN.

Apples—		
Snows, hand picked, bbl.	4 00
Wealthy, No. 1, bbl.	4 00
Wealthy, No. 2, bbl.	3 00
Cooking, bbl.	2 25
Snows, etc., bkt.	0 35
Talman Sweets, bbl.	2 50
Citrons, each	0 08
Pears, Clargos, 6-qt. bkt.	0 50
Pears, Keifers	0 30

IMPORTED.

Apples, Jonathans, case, fancy, \$2.50; extra	2 75
Bananas, per bunch	1 75
Cranberries, bbl.	8 50
Cranberries, box	3 25
Grapefruit, Jamaica, case	4 00
Grapes, Almerias	5 00
Grapes, Tokay, case	2 25
Grapes, Malagas, bbl.	5 50
Grapefruit, Florida, case	5 00
Oranges, California Valencias	5 25
Oranges, Florida	4 25
Limes, box of 100	0 75
Lemons, Verdelli	3 50
Pears, California, 1/4 case, \$2.25; case	4 00
Pineapples, Florida	4 00
Pineapples, Cubans	5 00
Pineapples, Porto Ricos	5 50
Pomegranates, case	4 00

VEGETABLES.— Potatoes continue firm at last week's higher prices and jobbers are inclined to opinion they will go still higher soon when Ontarios are cleaned up and as demand from States for New Brunswicks keeps up strongly. Indeed some dealers are quoting five cents advance on last week even now. Sweet potatoes in Toronto district have had unusual sales and are growing steadily in popularity. Present prices, result of several declines, are regarded as about rock bottom. Cabbage is shade higher. Few baskets of red tomatoes still come in but quality is poor.

Beets, Canadian, per bag	0 95
Cabbage, case	1 00
Carrots, Canadian, bag	0 90
Cauliflower, dozen, large	1 50
Squash, bbl.	1 50
Potatoes, Ontario, bag	0 95
Potatoes, New Brunswick, bag	1 00
Sweet potatoes, hamper	1 25
Sweet potatoes, bbl.	3 50

Parsley, bkt.	0 30	0 40
Egg plant, basket of 12	0 40	0 50
Mushrooms, per lb.	0 40	0 75
Onions—			
Spanish, crate	3 00	3 25
Large cooking, bag	1 75	1 85
Celery, domestic, doz.	0 20	0 25
Tomatoes, red, basket	0 40	0 60
Tomatoes, green, bushel	0 50	0 75
Tomatoes, green, basket	0 20	0 20
Pumpkins, each	0 08	0 10
Turnips, bag	0 50	0 60
Vegetable marrow	0 15	0 25

WINNIPEG.

FRUITS AND VEGETABLES. — Florida grape fruit and Messina lemons are cheaper, all other lines steady. Apples are scarce and dear and for the most part of indifferent quality. Cranberries are up \$1.00 per bbl.

Florida grape fruit, case	6 00	6 50
Apples, box	2 25	2 50
Apples, Ontario, bbl.	5 00	6 50
Cranberries, Cape Cod, bbl.	10 00	10 00
Potatoes, loads	0 35	0 35
Potatoes, car lots	0 32	0 35
Tokay grapes, case	3 00	3 00
Malaga grapes, kegs	6 50	8 50
Cocanuts, dozen	1 25	1 25
Washington pears, crate	3 25	3 25
Bananas, per bunch	2 50	3 50
California lemons, case	11 00	11 00
Messina lemons	7 00	7 00
Valencia oranges	6 50	7 00
Florida oranges, case	5 50	5 50
Evaporated cranberries	3 50	3 50
Imported honey, box	5 00	5 00
Ontario tomatoes, basket	0 75	0 75
Ontario pears, basket	0 40	0 40
Valencia onions, 140-lb. crate	3 75	3 75
Spanish onions, 40-lb. crate	1 75	1 75

HALIFAX, N.S.

Halifax, N.S., Nov. 3— (Special) — There has been sharp decline in apple market both in Great Britain and Germany with consequent reaction upon shippers of Nova Scotia. This fact is accounted for by heavy shipments of recent weeks glutting markets of those countries and weather conditions over there causing rapid ripening of fruit.

AUGUST STRAWBERRIES GROWN.

A late variety of strawberries, ripening in August, have been introduced from the United States and grown in the Talbot Ridge fruit district, in Kent County, Ont. Experiments with this fruit were conducted on a small scale this year by A. W. Ross of Blenheim, Ont.

Owing to the addition of 4 extra pages Connecticut Oyster Co. advt. appears on page 47 instead of page 43

PRODUCE & PROVISIONS

Butter and Eggs Firmer; Poultry Higher

U.S. Buyers Cleaning Up Canadian Poultry for Thanksgiving — Lard Up in Toronto, but Down in Montreal—Easier Feeling in Quebec in Hams—Better Demand for Cheese.

Eggs are making great run these days and although they failed to score in Toronto this week they were threatening every moment and did succeed in Montreal. Outlook seems to be for advancing market up to Christmas, after which it will be up to the hens to decide whether to relieve prices by laying as last year or holding out still longer.

Hogs were lower on Monday but soon stiffened again and decline begins to look far off. Lard took unusual course in Montreal by declining half cent, but stocks were heavy, while in Toronto it advanced quarter cent. Hams dropped 1/2 cent in Montreal but remained steady in Toronto.

Prices in creamery moved up 1/2 cent in Montreal this week being firmer in consequence of sharp advance in prices in England, where New Zealand rose to 128s. and Australian 126s., an advance of 10s. per cwt. in last three weeks. Montreal firm was offered New Zealand at 31 1/2, duty paid, but as this is several cents higher than finest creamery here business with New Zealand is not likely to be brisk. Montreal buyer figures out that with advance in New York and Boston of fine creamery to 32 1/2c and 33c, Canadian can be laid down profitably, from 30 1/2 to 31c duty paid. Western firms have withdrawn nearly all stored goods from Montreal.

MONTREAL.

PROVISIONS.—Although live hogs were in pretty strong demand and market as natural result stronger, yet easiness, hard to account for, prevails in hams and lard, and prices for the former are 1/2 to one cent per lb. lower. This should result in more active trade. Lard has declined 1/2 cent per pound.

	Per lb.
Hams—	
Light, under 12 lbs.	0 19 1/2
Medium, 12 to 20 lbs.	0 19
Large, 20 to 40 lbs.	0 18
Bacon—	
Plain, bone in	0 23 1/4
Boneless	0 26
Peameal	0 26
Bacon—	
Breakfast	0 20
Roll	0 21
Shoulders, bone in	0 18
Shoulders, boneless	0 16 1/4
Cooked Meats—	
Hams, boiled	0 30
Hams, roasted	0 31
Shoulders, boiled	0 27
Shoulders, roasted	0 28
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15 1/4
Long clear bacon, 90-100 lbs.	0 14 1/4
Flanks, bone in, no. smoked	0 15 1/4
Barrelled Pork—	
Heavy short cut meat	29 00
Heavy short cut clear	30 00
Clear fat pork	29 00
Clear pork	28 00
Lard, Pure—	
Tierces, 375 lbs. net	0 14
Tubs, 50 lbs. net	0 14

Boxes, 50 lbs. net	0 14
Pails, wood, 20 lbs. net	0 14 1/2
Pails, tin, 20 lbs. gross	0 14
Cases, 10-lb. tins, 60 in case	0 14 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 14 1/2
Bricks, 1 lb., each	0 15 1/2
Lard, Compound—	
Tierces, 375 lbs. net	0 10 1/2
Tubs, 50 lbs. net	0 10 1/2
Boxes, 50 lbs. net	0 10 1/2
Pails, wood, 20 lbs. net	0 11
Pails, tin, 20 lbs. gross	0 10 1/2
Cases, 10-lb. tins, 60 in case	0 11 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 11 1/2
Bricks, 1 lb. each	0 12 1/2
Hogs—	
Live, f.o.b.	9 30
Live, fed and watered	9 35
Dressed	13 25

BUTTER.—More active trade has been done lately, seasonable weather making demand better. In spite of lack of orders from North-west and Vancouver prices for creamery have advanced 1/2 cent per pound. Stocks here should be pretty well decreased this month as held stock is being moved out freely and heavy local consumption must also be considered. This, of course, must have future effect.

	Per lb.
Butter—	
Creamery prints, fresh	0 30 1/2
Creamery solids	0 30
Dairy, prints or solids	0 23
Separator, prints or solids	0 23 1/2

EGGS.—From now on order of things seems to be "moving upward." On top of increase last week comes another advance of one cent all round. Not that the hen is not doing her duty. She is working within nature's limit, but yet consumer would be glad to see her strain a point as with supplies so low further advances must be scored.

	Per dozen.
Eggs, case lots—	
New laid	0 43
Selects	0 34
No. 1s	0 30
No. 2s	0 26
Splits	0 25
New laid eggs, in cartons	0 44

CHEESE.—Market situation has not changed much from last week, demand from all points being just fair. Cross ocean requests have not been so frequent during past week for September colored make for simple reason that tail end make sold up to present pretty cheaply. Trend of prices at country points is still puzzling, some moving upwards, others going down, balance remaining steady.

	New.	Old.
Cheese, White or Colored—		
Large	0 14	0 13
Strong	0 15	0 17
Twins	0 14 1/2	0 15
20 lb. new	0 15	0 15 1/2
Stilton	0 15	0 17

POULTRY.—Market has lost its strength there being nothing important to note, a few good orders having been received for out-of-town account.

	Live.	Dressed.
Fresh stock—		
Broilers, per lb.	0 22	0 24
Broilers, per pair	0 14	0 15
Ducks, milk fed	0 12	0 13
Ducks, old	0 12	0 13
Fowl	0 14	0 15

TORONTO.

PROVISIONS.—Pure lard, owing to small stocks on hand, advanced 1/4 cent this week to 14 for tierces, and movement was made possible also by hogs holding firm. On Monday there was decline of 15 cents to \$8.50 but prices advanced again to \$8.75 and higher for choice lots.

Hams—		
Light, per lb.	0 20	
Medium, per lb.	0 19 1/2	
Large, per lb.	0 19	
Bacon—		
Plain, per lb.	0 23	
Boneless, per lb.	0 25	
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 16	0 16 1/2
Shoulders, per lb.	0 14 1/2	0 15
Pickled meats—		
Less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15 1/4	0 16
Long clear bacon, heavy	0 15	0 15 1/4
Cooked Meats—		
Hams, boiled, per lb.	0 29	
Hams, roast, per lb.	0 30	
Shoulders, boiled, per lb.	0 25 1/2	
Shoulders, roast, per lb.	0 25 1/2	
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	25 00	26 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 14	
Tubs, 60 lbs., per lb.	0 14 1/2	
Pails, 30 lbs., per lb.	0 14 1/2	
Pails, 3 and 5 lbs., per lb.	0 15 1/2	
Bricks, 1 lb., per lb.	0 15 1/2	
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10 1/2	0 10 1/4
Tubs, 60 lbs., per lb.	0 10 1/2	0 10 1/4
Pails, 20 lbs., per lb.	0 10 1/2	0 11
Hogs—		
F.O.B., live, per cwt.	8 75	8 85
Live, fed and watered, per cwt.	9 10	9 20
Dressed per cwt.	12 50	13 75

BUTTER.—Demand this week is fair and prices remain unchanged holding steadily to advances noted week ago. Supplies are shortening up as factories are closing. Those firms that manufacture butter report scarcity of cream as U. S. buyers are taking it regularly, partly for table use, partly for factories. Some feel many factories next year will limit themselves to collecting and shipping cream across border.

Butter—		
Creamery prints, fresh	0 28	0 30
Creamery solids	0 26	0 27
Dairy prints, choice	0 22	0 24
Dairy solids	0 20	0 22
Separator prints	0 23	0 25

EGGS.—While there is no actual advance this week in eggs, prices continue very firm and all indications point to further increases before Christmas. Of course new laid's are uncertain factor because most dealers find it impossible to guarantee regular supply. These, on farmer's market this week advanced to 45 cents and even 50 cents. When questioned as to prospects for next few weeks wholesale buyer told Canadian Grocer: "You may be sure there will not be any decline. As to what increase there will be I know not. Why should not storage eggs be advanced same as

anything else if market will warrant it. We were not consulted last year when eggs slumped and every house lost thousands of dollars. Nor will hens consult us this year if they take a notion to lay soon after Christmas and cause drop again. Supply in Canada is below demand and market under such conditions is likely to take regular course."

Therefore do not be surprised at anything.

Eggs, case lots—	Per dozen.	
Strictly new laid	0 35	0 37
Strictly new laid, in cartons	0 37	0 40
Fresh eggs	0 32	
Storage, selects	0 31	0 33
Storage, No. 1 stock	0 30	0 31
No. 2		0 25
Splits		0 25

CHEESE.—There is strong undertone to market this week due to better demand from Old Country. Supply is falling off as many factories are closing for season. Reports from England indicate that Argentine may join Siberia as competitor to Canada and New Zealand there.

Cheese—		
Old, large	0 14%	0 15
Old, twins	0 15	0 15%
New, large	0 14%	0 14%
New, twins	0 14%	0 14%

POULTRY.—Expected drop from Thanksgiving prices has been postponed indefinitely. It was due this week but American buyers headed it off. At close of last week they invaded Western Ontario like mighty host and cleaned up all those turkeys, geese, chickens, fowls, ducks, etc., etc., etc., that were within sight and hearing of their call. Prices amongst farmers went up and more than equalized drop that was due under ordinary conditions. One of largest buyers in Canada told Canadian Grocer that representative of Boston firm called on him and wanted to make arrangements to ship poultry over weekly by earload, and he himself suddenly had found his supply curtailed and far fewer birds were offered than one year ago at this time. He felt certain result would be to lessen supply and create higher level for poultry throughout most of year, and particularly during few weeks preceding Christmas and around New Year's.

Increases have come in almost every line; turkeys 2 to 3 cents; spring chickens, 1 to 2 cents; ducks, 1 to 2 cents; and geese, 1 to 2 cents.

Frozen Stock—	Per lb.	
Turkeys, dressed	0 24	0 25
Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 15
Ducks, spring	0 12	0 18
Fowl	0 10	0 12-0 15
Chickens, lb.	0 13-0 14	0 17-0 18
Geese	0 10-0 12	0 14-0 16
Turkeys, spring	0 18-0 20	0 20-0 25
Turkeys, old Tom	0 14	0 16-0 18

HONEY.—Prices remain unchanged this week with many of earlier buyers waiting anxiously for time when market will take advance and let them out safely. Some bought early in season at bee-men's prices, thinking these would hold

and now find retail prices are as low as they bought for and hence are holding to prevent loss.

Clover, bbls., per lb.	0 09	0 09%
60, 30-lb. tins, per lb.		0 10
10, 5-lb. tins, per lb.		0 10%
Buckwheat, bbls.		0 07
Buckwheat, tins		0 07%
Comb	2 25	2 75

WINNIPEG.

PRODUCE AND PROVISIONS.—Eggs have advanced 2 cents per dozen and are very firm. Hams have declined 1/2 cent per lb. Lard, cheese and butter are steady. There is no Manitoba cheese on the market.

Cured Meats—		
Hams, per lb.	0 18%	0 21
Shoulders, per lb.		0 14
Bacon, per lb.	0 20%	0 22%
Long clear, D.S., per lb.		0 13%
Mess pork, bbl.		28 00
Lard—		
Tierces, per lb.	0 13%	
50 lb. tubs	6 75	
20 lb. pails	2 75	
3 lb. tins, cases	8 55	
5 lb. tins, cases	8 47	
Butter—		
Creamery, per lb.	0 29	0 32
Dairy, per lb.	0 23	0 25
Cheese—		
Ontario, large, per lb.	0 15	
Ontario, twins, per lb.	0 16%	
Eggs—		
Good eggs	0 27	
Fresh gathered	0 35	

TO WATCH OUTSIDE MANUFACTURERS.

Washington, D.C., Nov. 3.—A law just passed by Congress, ostensibly for the purpose of allowing foreign exhibits for the Panama Exposition in San Francisco, Cal., in 1915, to enter the country free of duty, will be bitterly fought by an organization of manufacturers and owners of proprietary brands of food and other products called the National Registration League, on the ground, to quote from their literature, that if literally enforced, it may cause the arrest of manufacturers "for continuing to manufacture their own products," and of merchants who innocently sell those products.

In New York on Friday, November 21st, at 2 o'clock, a convention will be held at the Hotel Astor to launch plans for the enactment of another law protecting United States owners of trademarks, trade designs, trade labels and trade names from the "piracy" which, it is claimed, will result from the new law referred to, and from all other forms of "piracy."

The law in question is known as the Kahn law. The first section merely authorizes the admission of foreign exhibits for the exposition free of duty; it is not objected to. The League are fighting other sections. It claims that the Kahn law enables exhibiting manufacturers to "steal" trade marks of U. S. firms. This is the portion of the law to be attacked.

U.S. FRUIT TARIFF.

The new United States tariff as it relates to fruits and the old rates are as follows:—

Apples, peaches, pears, quinces, cherries, plums—Old rate, 25c bushel; new rate, 10c bushel.

Bananas—Old rate, free; new rate, unchanged.

*Lemons—Old rate, 1 1/2c per lb.; new rate, graded scale.

*Oranges—Old rate, 1c per lb.; graded scale.

Pineapples, in bbls. or pack—Old rate, 8c cu. ft.; new rate, 6c cu. ft.

Pineapples, in bulk—Old rate, \$8 per M.; new rate, \$5 per M.

*New duty on oranges, lemons, limes, grapefruit, shaddock, or pomelos is regulated as follows:

In packages, 1 1/4 cu. ft. or less, 18c per package.

In packages over 1 1/4 cu. ft. and not over 2 1/2 cu. ft., 35c per package.

In packages over 2 1/2 cu. ft. and not over 5 cu. ft., 70c per package.

In packages over 5 cu. ft. or in bulk, 1/2c. per lb.



Following items are from Canadian Grocer of November 10, 1893:—

"At a meeting of the business men of Welland, Ont., the other night it was deemed advisable to establish a market and the town council was memorialized to proceed with the project."

"Is sugar going to go any lower? is the question that is agitating the grocery trade here. A drop of a full half cent in less than eight days is enough to unsettle any market." Editor's Note.—Above, it must be understood is from our Montreal market report in issue of November 10, 1893. Sugar at that time was quoted at 4 3/4c.

INTRODUCTION TO THE AD.

The introduction of a newspaper advertisement run by the Paragon Stores, Regina, Sask., read as follows:—

"Don't throw a side glance at this Ad., but get right down and figure it out. It's here to put money in your pocket."

FISH AND OYSTERS

New Tariff Has Started Fish on the Up Grade

Toronto Markets Begin to Feel Effects, With Finnan Haddie and Haddock Up 1 Cent—Eastern Shippers Demand Cold Storage Depots and Provision on Freight Boats.

MONTREAL.

FISH.—As predicted couple of weeks ago, U. S. tariff will result in general stiffening of prices as supplies will be short and Americans are willing to pay more. This is already verified and in next couple of weeks considerable advances expected of at least cent per lb. Colder weather of past week has improved sales considerably and good fall business is under way.

Fresh Fish—	
Bluefish, per lb.	0 18
Carp, 100 lb. boxes, per lb.	0 10
Cod, market, 250 lb. cases, per lb.	0 06
Doree, 100 and 150 lb. cases, per lb.	0 11
Flounders, per lb.	0 06
Frogs legs, large, per lb.	0 07
Frogs legs, small, per lb.	0 25
Haddock, per lb.	0 06
Halibut, per lb.	0 11
Herring, per 100 fish, large.	3 00
Mackerel, lb.	0 12
Perch, dressed, per lb.	0 09
Pike, dressed, per lb.	0 08
Salmon, B.C., per lb.	0 15
Salmon, Gaspe, per lb.	0 18
Steak cod, per lb.	0 07
Smelts, per lb.	0 12
Sword fish, per lb.	0 00
Turtles, small, per lb.	0 15
Whitefish, per lb.	0 12
Shell Fish, Fresh—	
Clams, per barrel	7 00
Lobsters, live, per lb.	0 30
Lobsters, boiled, per lb.	0 32
Oysters, bulk, standards, per gal. \$1.50;	
Selects	1 80
Oysters, solid meat, standards, per gal., \$1.80; selects	2 00
Oysters, Cape Cod, shell	9 00
Oysters, Malpeques, shell	9 00
Periwinkles, per bushel	2 50
Fawns, per gal.	2 00
Scallops, per gal.	3 00
Shrimps, per gal.	2 00
Frozen Fish—	
Haddock, per lb.	0 04½
Herring, per 100 fish	1 50
Pike, per lb.	0 06
Smelts, fancy, per lb.	0 12
Smelts, No. 1, per lb.	0 08
Salmon, fancy, Spring, per lb.	0 14
Salmon, Gaspe, per lb.	0 15
Salmon, Qualla, per lb.	0 07½
Whitefish, per lb.	0 07
Prepared Fish—	
Boneless fish, 20 lb. boxes	0 06
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07
Cod, pure, 3 lb. box, per lb.	0 15
Cod, boneless strip, 30 lb. box, lb.	0 10
Cod, shredded, box of 3 doz.	1 80
Cod, skinless, per 100 lb. box	6 50
Cod, dried, per 100 lb. bundle.	7 00
Pollock, dried, per 100 lb. bundle.	6 50
Salted and Pickled Stock—	
Cod, green, ordinary, per 200-lb. bbl.	9 00
Cod, green, white naples, per 200-lb. bbl.	9 50
Haddock, No. 1 green, per 200 lbs.	8 50
Herring, Gaspe, No. 1, ¼ bbls., \$2.75; bbls.	5 00
Herring, N. S., per ¼ bbl.	3 00
Herring, N. S., per bbl.	5 50
Herring, Holland, per keg, 75c; per ¼ bbl., \$5.00 to \$6.00; per bbl.	9 00
Herring, Labrador, ¼ bbl., \$3.25, bbl.	5 75
Herring, Scotch, keg of 12 lbs. net, \$1.25 to \$1.35; ¼ bbl.	7 50
Mackerel, No. 1, 20 lb. kits, \$1.75, ¼ bbl., \$7.00; bbl.	12 00
Salmon, Labrador, ¼ bbl., \$8.00 to \$9.00, bbl.	14 00
Trout, lake, kegs	7 00

TORONTO.

FISH.—After waiting one month to feel effects of new U.S. tariff admitting fish free, local wholesalers had taste of new conditions this week in movement towards higher prices with result that finnan haddie advanced from 8 to 9 cents and haddock from 6½ and 7 to straight

8 cents. Cod quail is slightly higher also. "In addition to finnan haddie going up, smelts will advance and all small box goods," declared a wholesaler this week. "Former duty on these was 35 per cent., which on finnan haddie would represent couple of cents. Americans can afford to give one cent more and still be cent ahead per lb. since duty is removed and this would give them practically control of our markets. So you can see even at best it will be keener competition, higher prices and scarcity at times. It is difficult, indeed impossible, to predict exactly how much increased cost will be, but prices will stiffen all along line."

Fresh whitefish is practically done and haddock are scarce this week.

Frozen Fish—	
Blue fish, weight 3 lbs., each	1 00
Whitefish, per lb.	0 12
Halibut	0 10
Salmon, Qualla	0 10
Salmon, Cohoe	0 12
Fresh Caught—	
Blue fish, lb.	0 14
Frogs legs, lb.	0 16
Haddock, per lb.	0 08
Herring, per lb.	0 08
Lobster, live, lb.	0 45
Lobster, boiled, lb.	0 45
Mackerel, weighing 1¼-3 lbs., each	0 15
Pickrel, yellow, per lb.	0 12
Pike, per lb.	0 08
Salmon, B.C., per lb.	0 15
Smelts, per lb.	0 12
Steak cod, per lb.	0 09
Trout, per lb.	0 12
Whitefish, per lb.	0 12
Flounders	0 08
Smoked—	
Filletts of haddie	0 12
Finnan haddie, per lb.	0 09
Kippers, new, box of 40 and 50.	1 25
Rloaters, box of 60	1 25
Digby herring, per bundle	0 75
Prepared—	
Cod, quail on toast	0 07½
Cod, steak	0 08½
Cod, Imperial, 25 lb. pck.	0 07
Salted and Pickled—	
Herring, Holland, new—	
Milkers	0 85
Mixed	0 80
Herring, Labrador, bbl.	6 50
Herring, sea, pails	1 25
Mackerel, pail	2 25
Oysters, bulk—	
New York counts, gal.	2 00
Extra selects, gal.	1 90
Straights, gal.	1 65
Oysters, Shell—	
Malpeques, bbl.	11 00
Torbays	11 00
Rockaways	8 50
Blue Points	8 50
Oyster Bay counts	8 00

HALIFAX, N.S.

FISH.—Business was quite brisk in local fish markets past week. When weather moderated big schools of mackerel struck in along western shore in vicinity of Halifax County, and in one day 25,000 fish were landed here. Large sold readily at 30 cents each and smaller at four for 25 cents. Most of large fish were iced and shipped to American market. Such heavy run of mackerel at this season of year was unexpected. Receipts

of cod and haddock also increased. Weather for drying fish has been very bad, and much of codfish in stock has spoiled. Some dealers say this will cause shortage, and as result prices will go higher.

ST. JOHN, N.B.

FISH.—Fish market during last week has been hampered considerably owing to bad weather prevailing, and supply was hardly up to average. Variety was about same, and prices remained unchanged. Since coming of new tariff between Canada and United States local shippers have commenced to send greater quantities of fish across border than previously, and consequently prices are expected to be a little stiffer here than they have been.

Dealers here and in Nova Scotia are making demand that Government adopt measures compelling freight boats to instal refrigerators for help of shippers in sending fish to Boston in good condition. In fact, question of developing cold storage facilities for handling food fish and assuring steady supply of bait is receiving generous share of attention from prominent dealers.

WINNIPEG.

FISH AND POULTRY.—The only change in fish prices this week is a reduction of 4 cents on Holland herrings. The market is well supplied with fish and poultry.

Fish—	
Codfish	0 10
Halibut	0 12
Pickrel	0 08
Salmon	0 14
Trout	0 12½
Whitefish	0 08½
Oysters—	
Imperial gallon	2 25
Large tins, 4 1-6 gals.	10 50
Cured—	
Kipper herrings, box	1 75
Holland herrings, keg	0 65
Salt mackerel, kits	2 75
Poultry (live)—	
Chickens, per lb.	0 14
Turkeys	0 14
Geese	0 10
Ducks	0 10

WORTH TWICE THE PRICE.

The MacLean Publishing Co., Ltd., Toronto, Ont.

Dear Sirs:—

Enclosed you will find our cheque for subscription to the Dry Goods Review and the Canadian Grocer.

We find the reading of your valuable journals very profitable and would not be without them were they twice the price.

Your very truly,

McJANNET, LTD

Gravenhurst, Oct. 27, 1913.



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

High Cost of Living

This subject has been discussed from Ocean to Ocean and the Retailer is fast becoming alive to the fact that in handling oysters intelligently he accomplishes a double purpose.

Oysters, as a substitute for other foods, are, in fact, an economy, and the Retailer could, with profit to himself, and a saving to his patrons, induce his customers to use oysters more frequently.

There are no bones, fat or feathers to pay for and throw away. Every last ounce is nourishment. In addition to being economical, they are palatable, and make a well balanced ration. The percentage of proteins and fats are apportionately balanced.

Suggest to your patrons their serving to their family Escalloped Oysters. This is a very economical dish and very palatable. We will supply you with books of recipes if you desire them.

Oysters this season are the best they have been in years. The stock we are shipping is the nicest we have had since opening our Canadian House, six years ago. They have the size, the color and the flavor, and these qualities will prove them to you a business builder.

Maximum efficiency—our motto.

CONNECTICUT OYSTER 'CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST.

TORONTO

SEE FRONT OUTSIDE COVER

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

ROYAL BAKING POWDER.

Table listing sizes and prices for Royal Baking Powder: Royal-Dime, 1/4-lb, 6-oz, 1/2-lb, 12-oz, 1-lb, 3-lb, 5-lb.

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

WHITE SWAN SPICES AND CEREALS, LTD.

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

Table for Borwick's Baking Powder listing sizes and prices per dozen tins.

COOK'S FRIEND BAKING POWDER.

Table listing cartons and prices for Cook's Friend Baking Powder.

Table listing tin boxes and prices for Cook's Friend Baking Powder.

FOREST CITY BAKING POWDER.

Table listing sizes and prices for Forest City Baking Powder.

BLUE.

Table listing prices for Koen's Oxford per lb and in 10-lb lots.

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.

Table listing prices for coupon books based on quantity.

For numbering cover and each coupon, extra per book, 1/2 cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00. The King's Food, 2 doz. in case, per case, \$4.80.

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

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

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

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

White Swan Flaked Rice, \$1.

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

DOMINION CANNERS.

Aylmer Jams. Per doz.

Table listing various jams and their prices.

Jellies.

Table listing various jellies and their prices.

Marmalade.

Table listing various marmalades and their prices.

Pure Preserves—Bulk.

Table listing prices for pure preserves in bulk.

14's and 30's per lb.

Table listing prices for specific preserves.

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Table listing various cocoa products and their prices.

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Table listing various unsweetened chocolate products and their prices.

Icings for Cake—

Table listing various icings for cake and their prices.

Table listing various chocolate wafers and other chocolate products and their prices.

Table listing various nut milk chocolate products and their prices.

EPF'S.

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

Table listing prices for EPF's chocolate in tins and boxes.

JOHN P. MOTT & CO.'S.

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

Table listing various chocolate products from John P. Mott & Co. and their prices.

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, 1/4 and 1/2-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 30c lb.; German's sweet chocolate, 1/4, 1/2, and 1/4-lb. cakes, 6-lb. boxes, 29c lb.; Caracas sweet chocolate, 1/4, 1/2, and 1/4-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Claqueme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, 1/4-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

ROYAL



BAKING POWDER

Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

The Lead for you is the Lead which gives satisfaction to your customers.

JAMES' DOME



Trade Mark.

Black Lead

has done so from generation to generation. Its users prefer it to any other.

Dried Fruits

We now have in stock mostly all lines of new fruits including all kinds.

Table Raisins,
Valencia Shelled Almonds,
Eleme Figs,
Commadre Figs,
Hallowee Dates,
Fard Dates,
Santa Clara Prunes,
Oregon Prunes.

The favor of your order solicited

H. P. ECKARDT & CO.

WHOLESALE GROCERS
Church Street and Esplanade
T O R O N T O

THE CANADIAN GROCER

"SOCLEAN," THE DUSTLESS SWEEPING COMPOUND.

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

"ANTI-DUST" SWEEPING POWDER.

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

STARCH. THE CANADA STARCH CO. LTD.

**EDWARDSBURG BRANDS
and
BRANTFORD BRANDS.**

Boxes. Cents

Laundry Starches—
40 lbs. Canada Laundry.... .06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs. 06 3/4
48 lbs., No. 1 white or blue, 4 lb. cartons07
48 lbs., No. 1 white or blue, 3 lb. cartons07
100 lbs., kegs, No. 1 white. .06 1/2
200 lbs., bbls., No. 1 white. .06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. .07 1/2
48 lbs., silver gloss, in 6-lb. tin canisters08
36 lbs., silver gloss 6-lb. draw lid boxes08
100 lbs., kegs, silver gloss, large crystals07
25 lbs. Benson's satin, 1-lb. cartons, chromo label07 1/2
40 lbs. Benson's Enamel (cold water), per case.... 3 00
20 lbs. Benson's Enamel (cold water), per case.... 1 50
Celluloid—boxes containing 45 cartons, per case.... 3 00
Culinary Starch.
40 lbs. W. T. Bensen & Co.'s prepared corn07 1/2
40 lbs. Canada pure corn starch08
(20-lb. boxes 1/4c higher.)
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.06
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs.06 1/2
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs .07
Barrels, 200 lbs.06 1/2
Kegs, 100 lbs.06 1/2
Lily White Gloss—
1-lb. fancy cartons, cases 30 lbs.07 1/2
6-lb. toy trunks, lock and key, 3 in case08
6-lb. toy drum, with drumsticks, 2 in case07 1/2
Kegs, extra large crystals, 100 lbs.07
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—

Boxes containing 45 cartons, per case 3 00
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .06
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .07 1/2
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. .07 1/2
(20-lb. boxes 1/4c higher than (40's.)

OCEAN MILLS, MONTREAL.
Chinese starch, 48, 1 lb., per cs., \$4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.00; 4-oz. tins, 4 doz. per case, \$3.00; 5-oz. tins, 5 doz., per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.00.

**SOUPS—CONCENTRATED.
CHATEAU BRAND.**
Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

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

SODA—COW BRAND.
Case of 1-lb., containing 60 packages, per box, \$3.00.
Case of 1/2-lb., containing 120 packages, per box, \$3.00.
Case of 1-lb. and 1/2-lb., containing 30 1-lb. and 60 1/2-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.
**THE CANADA STARCH CO.,
LTD.**
CROWN BRAND CORN SYRUP.
2-lb. tins, 2 doz. in case... 2 50
5-lb. tins, 1 doz. in case... 2 85
10-lb. tins, 1/2 doz. in case. 2 75
20-lb. tins, 1/4 doz. in case. 2 70
Barrels, 700 lbs. 3 1/2
Half barrels, 350 3 1/4
Quarter barrels, 175 4
Pails, 38 1/2 1 85
Pails, 25 lbs. each 1 35

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

**BEAVER BRAND CORN AND
MAPLE SYRUP.**
Quart tins (wine measure)
2 doz. in case, per case.. 4 70

MOLASSES.
**THE DOMINION MOLASSES
COMPANY, LTD.**
Gingerbread Brand.
2s., Tins, 2 doz. to case.
Quebec, per case\$ 1 85
Ontario, per case 1 90
Manitoba, per case 2 30
Saskatchewan, per case... 2 60
Alberta, per case 2 70
British Columbia, per case 2 40

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

SAUCES.
**PATERSON'S WORCESTER
SAUCE.**
1/2-pint bottles 3 and 6 doz.
cases, doz.\$ 0 90
Pint bottles, 3 doz., cases,
doz. 1 75

H. P.
H. P. Sauce— Per doz.
Cases of 3 dozen \$1 90
H. P. Pickles—
Cases of 2 doz. pints.... 3 35
Cases of 3 doz. 1/2-pints.. 3 25

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

NUGGET POLISHES. Doz.
Polish, Black and Tan 0 85
Metal Outfits, Black and
Tan 3 65
Card Outfits, Black and
Tar 3 25
Creams and White Cleaner 1 10

TOBACCO.
**IMPERIAL TOBACCO COM-
PANY OF CANADA.**
Chewing—Black Watch, 6s... 45
Black Watch, 12s 45
Bobs, 5's and 10's 39
Bully, 6s 44
Currency, 6 1/2s and 12s 39
Stag, 5 1-3 to lb..... 39
Old Fox, 6 lb. boxes 40
Pay Roll Bars, 7 1/2s 50
Pay Roll, 7s 50
War Horse, 6s 42
Plug Smoking, Shamrock, 6s,
plug or bar 45
Rosebud Plug, 7s 50
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 30
Cut Smoking — Great West
Pouches, 8s 50
Regal Cube Cut, 9s 70

TEAS.
THE "SALADA" TEA CO.
East of Winnipeg.
Wholesale R't'l
Brown Label, 1s and 1/2s .25 .30
Green Label, 1s and 1/2s .27 .35
Blue Label, 1s, 1/2s, 3/4s,
and 1/2s30 .40
Red Label, 1s and 1/2s .. .36 .50
Gold Label, 1/2s44 .60
Red-Gold Label, 1/2s55 .80

LUDELLA.
In 30, 60 and 80 lb. cases.
Black, Green or Mixed:
Blue Label 1s 0 20
Blue Label 1/2s 0 21
Orange Label 1s 0 23
Orange Label 1/2s 0 24
Brown Label 1s and 1/2s... 0 28
Brown Label 1/2s 0 30
Green Label 1s and 1/2s... 0 35
Red Label 1/2s 0 40

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

Wholesale R't'l
Brown Label, 1-lb. or 1/2 25 .30
Red Label, 1-lb. or 1/2... 27 .35
Green Label, 1s, 1/2 or 3/4 .30 .40
Blue Label, 1s, 1/2 or 3/4 .35 .50
Yellow Label, 1s, 1/2 or 3/4 .40 .60
Purple Label, 1/2 only... .55 .80
Gold Label, 1/2 only70 1.00

**JAMS AND JELLIES.
T. UPTON & CO.**
Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case \$1.00 per doz.; No. 2 tins, 2 dozen in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, \$71-2c. per pail; No. 7 tin pails, 6 pails in crate, \$52 1-2c per pail; No. 7 wood pails, 6 pails in crate, \$52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.
Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Rasp- berry, strawberry, black cur- rant, red currant and pineap- ple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz glass jars, 2 doz. in case, \$1. per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, \$71 1/4c per pail; No. 7 wood pails, 6 pails in crate, \$52 1/4c per pail; No. 7 tin pails 6 in. crate, \$53 1/4c; 30-lb. wood pails, 7 1/4c per lb.
Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12- oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 3 in crate, 42 1/4c per tin; No. 7 tins, 12 in case, 57 1/4c per tin; No. 1 wood pails, 6 in crate, 57 1/4c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
**WHITE SWAN SPICE AND
CEREALS, LTD.**
White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90

List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.
YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c pack- ages 1 25

MANUFACTURERS

Producers Importers Canadian Agents



have you the facilities in the West for marketing your goods in this vast and wealthy country? If your goods can be sold in Canada we guarantee to sell them in the West with our highly efficient sales force covering every inch of the Western territory, and with our five immense warehouses centrally located we guarantee to give prompt service.

There's money in the West and your goods are wanted. Write to us for terms. **WRITE TO-DAY.**

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Winnipeg, Man.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE

MINCE MEAT

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

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

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

F. W. FEARMAN CO., Limited
HAMILTON

30 Years' Experience In Mince Meat Is At Your Service.

We guarantee you the best goods on earth at the money.

Insist on Wethey's Always

Ask your jobber or write us

J. H. WETHEY, Limited
St. Catharines



German Eagle Brand Products

The Sausage Season is here. You can't do better than give your customers Schneider's Pure Country Pork Sausages.

Write for a Trial Order Now

J.M. Schneider & Sons Limited

HIGH GRADE GERMAN SAUSAGE
PORK PACKERS

Berlin

Ontario

APPLES

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

LEMON BROS.

Owen Sound, Ontario

The general satisfaction given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

makes the Lemon Business the ideal feature of the Retailer's Fruit Department.

J. J. McCABE

Agent

Toronto, Ont.

TO THE COFFEE & TEA TRADE



Use Fancy Paper Bags

Adolph Kraut Co.

57 Warren St. New York.



EPPS COCOA

"THE BEST EVER SINCE 1839"

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

JAMES EPPS & CO., LTD. (LONDON, ENGLAND).

Canadian Address, 25 E. Front Street, Toronto.

Gentlemen:—Please send particulars of your SPECIAL OFFER and oblige.

Name

Address

Ripe, Sweet Florida Oranges

Genuine Parson Brown Variety.
Florida's Sweetest and Earliest Orange.
Must be eaten to be appreciated.

Special offering:

Full car Late Red Cranberries.
Prices will be higher.

Almeria Grapes. **New Dates.**
Fancy Apples.

Florida and Jamaica Grape Fruit.

White & Co., Limited

Wholesale Fruit and Fish
TORONTO and HAMILTON

OYSTERS

Do You Sell Them?

Are Your Sales Increasing?

Ours are—and yours should be—and they will if you handle our oysters.

Get in line with us now for a record season's business. Our Oysters are fresh daily and are large, fat meat and solid measure always.

We can supply with all oyster trade requirements such as Refrigerator Display Cases—Display Banners, etc.

Get into communication with us, THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

Guelph and North Bay



Pure Pork Sausages *are favorites*

When you taste Elgin Sausages, back to the farm goes the memory of the days when "dad killed the pigs" and made sausages. Elgin Brand Pure Pork Sausages are favorites because of their real old-fashioned flavor. Your trade will appreciate the fine quality and seasoning of Elgin Brand Sausages.

Send for our convenient Post Card Order Book.

We solicit your Cold Storage Consignments.

The St. Thomas Packing Co.
LIMITED
ST. THOMAS, ONT.

Pork Packers and Provision Merchants. Dealers in Butter, Eggs and Cheese.

Wholesale Branches at Windsor and London, Ont.

WRITE US FOR QUOTATIONS

Whether you are buying or selling

If you are buying new stock of coffee essence try DISTIL, now being introduced in Canada. Though not a new product (having been made in Britain for over a quarter of a century, and has been awarded 22 prize medals for quality) it will, nevertheless, be a new delight for your patrons, and will also be a new delight to you in profits. Distil is the perfect coffee essence.

Price, \$5.80 per case of 4 doz. 5 oz. bottles.

Order direct from
**The Harry Horne
Co.,
Toronto,**
or
**Leadley, Limited,
Winnipeg.**

Agents wanted for
Vancouver, Montreal
and St. John. Cor-
respond with The
Harry Horne Co.



**THE DISTIL
MFG. CO.,
LIMITED**

London, Eng.



—for the breakfast

Cairns' pure orange marmalade makes for a perfect breakfast. Your customers will eat lots, and buy lots of Cairns'. The profit is good. Stock well and display.

We have supplied the tables of their late Majesties Queen Victoria and King Edward, and are now catering to King George V. by special command.

Alexander Cairns & Sons
Paisley, Scotland

Canadian Agents:
SNOWDON & EBBITT, Montreal, Quebec
Agents for British Columbia
NELSON, SHAKESPEARE, WATKINS, LTD.,
Vancouver, B.C.



For every purpose around the house

No fabric is so frail, nothing too coarse to be well and safely cleansed with the pure, abundant lather from Wonderful Soap.

No other Soap in the market gives safer, surer or more speedy results in any and every kind of household washing and cleaning.

Wonderful Soap is the housewife's favorite. It cleans quickly and thoroughly without the necessity of bleaching.

It is put up in attractive labelled wrappers and well packed. It looks well, sells well, and produces good profits.

Try our Crystal Soap Chips.

The Guelph Soap Co.
Guelph, Ontario

You may be getting a fair amount of satisfaction out of your tobacco department, but are you getting all?

There is just one way you can be sure of getting all the trade and profits that should be coming your way, and that is by stocking the three favorite tobaccos.

"Master" "King George's" "Rose
Mason" "Navy" "Quesnel"
SMOKING CHEWING PLUG SMOKING

The Rock City Tobacco Co.
Limited
QUEBEC WINNIPEG

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVitie & Price, Limited

Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
Alberta
CAMPBELL, WILSON & HORNE, Limited,
CALGARY, EDMONTON AND LETHBRIDGE
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER

CLEAVE'S ^{Devonshire} Cream CHOCOLATE

Unrivalled!

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

ATTRACTIVE 5 cent LINES

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

Superb Lunch Chocolate (Plain)

Chocolate Ice Wafer Biscuits
and other popular sellers made by

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

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

ROWAT'S

Pickles

are just fresh, juicy pickles, carefully packed in pure vinegar. Every bite is a delight. Most of your customers know this; the others will just as soon as you stock and display these profit-makers.



Rowat & Co,
Glasgow, Scotland

CANADIAN DISTRIBUTORS

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

COOK'S FRIEND BAKING POWDER

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

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

Ask Your Wholesaler

W. D. McLaren, Limited, Montreal



EVERY POUND OF
ANCHOR BRAND FLOUR

has character in every ounce

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

The most searching analysis and tests make uniformity certain.

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

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

Standard Prices—Worth More.

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

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba



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

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

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

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

J. MALCOLM & SON
St. George, Ontario

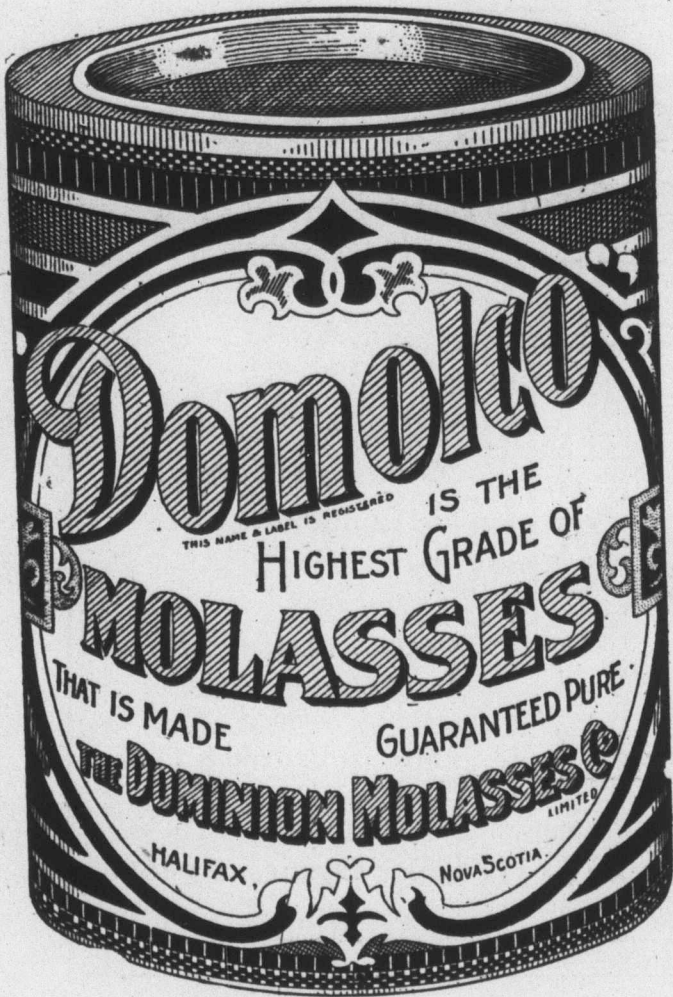
PORK AND BEANS

This is the opportune time for the sale of this line, and we would advise you to get our prices before placing your order. We can increase your profits, and the quality of our Pork and Beans are equal to any brand packed.

If your wholesalers cannot supply you, write us direct and your enquiries will have our attention.

Put up in 1, 2 and 3 lb. cans, plain and Tomato Sauce.

Oshawa Canning Company



Note
registered
label

OFFERED
TO YOUR
PATRONS

as the most superior Molasses for table use to any other on the Canadian market.

We know this to be a strong statement, but the proof will be found in every tin.

Almost every family on your list of customers uses Molasses to some extent and the majority of them will come to your store regularly for their supply when once you get them started using

DOMOLCO

Put up in sanitary lever top tins in cases as appended:

- No. 2's—2 dozen to the case.
- No. 3's—2 dozen to the case.
- No. 5's—1 dozen to the case.
- No. 10's— $\frac{1}{2}$ dozen to the case.
- No. 20's— $\frac{1}{4}$ dozen to the case.

THE

Dominion Molasses Co., Ltd.

HALIFAX, N.S.

"SHELL" BRAND

CASTILE SOAP ("LaCoquille")

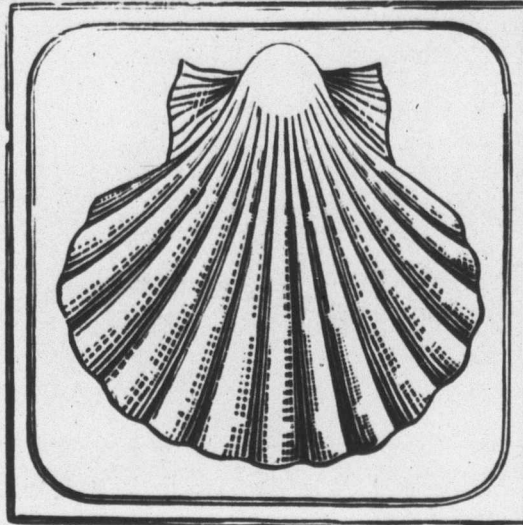


The Standard of Purity



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

For sale by all
wholesale houses.



A Pure Oil Soap



This soap is especi-
ally manufactured
by

Messrs. Couret, Freres
Marseilles, France
For
Messrs. Estrine & Co.

P. L. MASON & CO., Toronto, General Agents

Those Who Know Cane's Washboards Always Specify Them

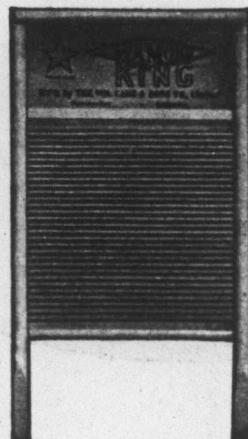
Because They are Right in Price and
Give the Best Service

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

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

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

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



A SLIGHT DIFFERENCE

in price on a cheap article like

SAL SODA

should not count when quality is considered

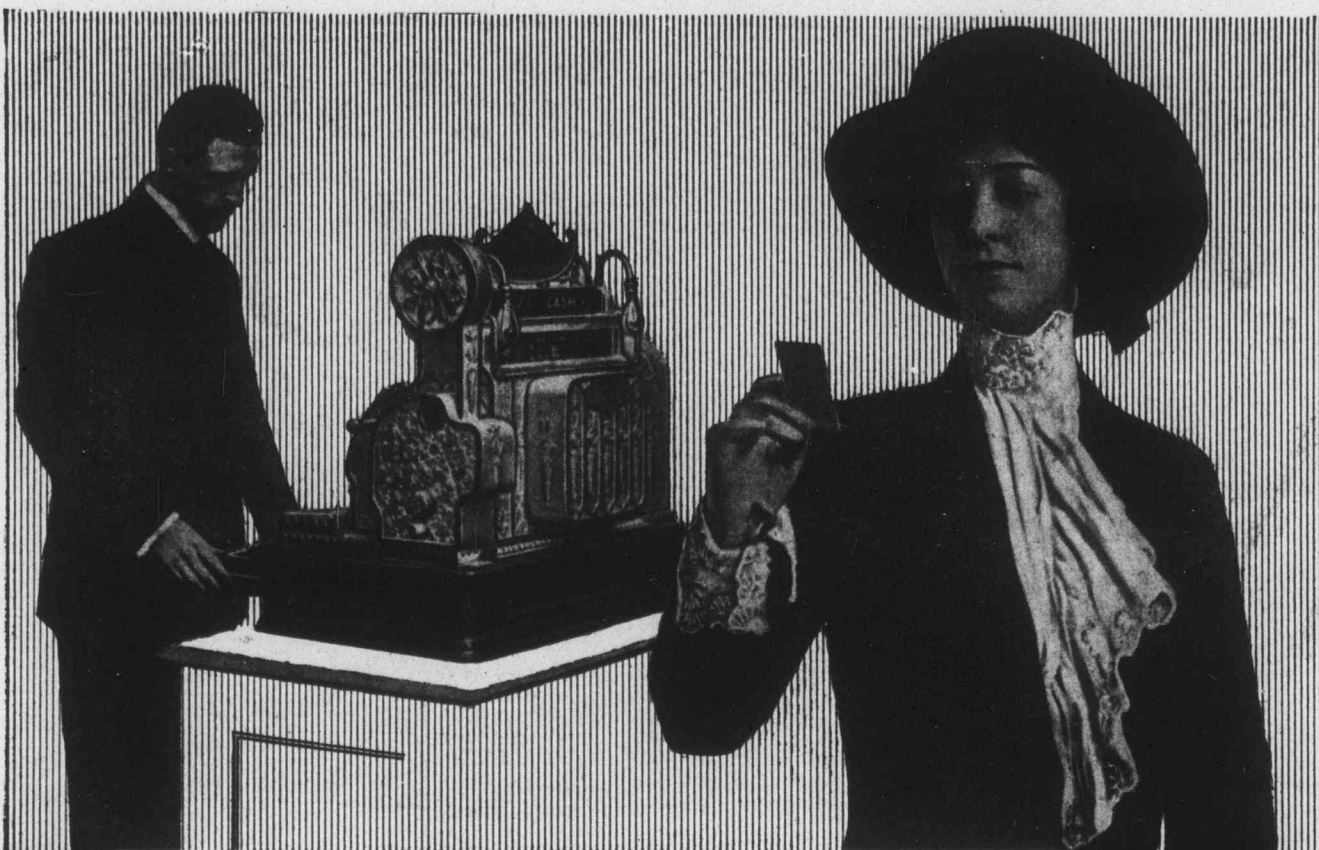
BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and
therefore GOES FURTHEST of any
Washing Soda Sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS
MONTREAL



Enforced Records Increase Profits

WHEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

The printed receipt going to the customer leaves a duplicate record in your cash register, and enables you to trace the transaction, know who handled it, how much it was, and whether cash, charge, received on account, or paid out.

There is a style and size of National adapted to the needs of your store.
Write for information.

The National Cash Register Company

285 Yonge St. - TORONTO

Canadian Factory, Toronto

**Medical Science
and
Sardines**

Medical science tells us that the sardine supplies an excellent proportion of nitrogenous material — a body builder and brain food.

This, together with the fact that

**“King Oscar”
Brand
Sardines**

are packed in pure Olive oil makes them a most desirable food.

Recommend “King Oscar” Brand Sardines, they will make for more business and better profits.

Canadian Agents

J. W. Bickle & Greening

(J. A. Henderson)

HAMILTON ONTARIO



By Special Royal
Permission

**MASON'S
'O.K.'
SAUCE**

THE ORIGINAL

As purveyed by appointment to the House of Lords. As supplied to the House of Commons, H.M. Navy & Army, Government Offices and the Leading Hotels and Caterers throughout the World.

CAUTION — No connection with any firm or company trading in a similar name.



THE MARK
OF QUALITY

An introductory size
and a certain leader to
the larger size. Price

10cts.

Sole Manufacturers:

GEORGE MASON & CO. LIMITED,
LONDON, ENGLAND.

Represented by:—

The Lind Brokerage Co., 49 Wellington St. E., Toronto.
G. H. Gillespie, 437 Richmond Street, London, Ont.
J. T. McBride, 62 Canadian Life Chambers, Montreal.
Nelson Shakespeare Watkins, Limited, 860-864 Cambie Street,
Vancouver.
David Brown, 328 Smith St., Winnipeg, Man.
W. C. Mullins & Co., 25 King St., St. John, N.B.
Fenwick Hendry & Co., Wholesale Distributors, Kingston and
District.

Litster Goods

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

Litster Pure Food Co.,
Limited

TORONTO



**D. & J. McCALLUM
PERFECTION
SCOTCH**

Every dealer knows that these two words represent the finest grade Scotch Whisky made. They represent good round profits and perfect satisfaction to the consumer. McCallum's "Perfection Scotch" wins friends everywhere.

Wm. E. McIntyre, Limited

23 Water Street,

General Agent

St. John, N.B.

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

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

The Canadian Fishing Company, Limited
VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

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

Quality and Service Unsurpassed

We have them

Giant
Prince
Globe
Beaver

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.
HAMILTON and WINNIPEG



Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

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

CONNOR BROS., LIMITED

Black's Harbor, N.B.

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



Sterling Brand Extracts

Stock up for the holiday trade

Right now is the time to push the sale of "Sterling Brand" extracts.

Holiday baking takes lots of extracts. Increase your holiday sales by suggesting "Sterling Brand" Extracts to your customers. The quality and strength of "Sterling Brand" extracts will bring the customer back for more.

Get after "the profits that want to come back," now.

The T. A. Lytle Co., Limited

"Canada's Largest Pickle Industry"

STERLING RD., TORONTO



Ford Builds 300,000 Gasolene Cars a Year

A MILLION CARS OF ALL MAKES NOW IN USE

They Buy a Hundred Million Gallons of Gasolene a Year

DON'T YOU WANT SOME OF THIS BUSINESS ?

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

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

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue

Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.

Sales Offices in all Centres and Representatives Everywhere.

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

Established 1885.

For the regular baking and the holiday baking you should sell **HUGMAN'S Pure Spices and Red Rose Baking Powder, Extracts, Jelly Powders**—they are top-notchers.

Orr & McLain, Winnipeg
are our Western Agents
A. W. Hugman,
MONTREAL Limited

Reaching the West



—the Region
'Round
Regina

You need help if you are shipping from the East. The distances are so great you are at a disadvantage. To overcome this try shipping in carload lots direct to Regina. This saves freight on the long haul. We will receive such cars, sort consignments, and re-ship to your various customers. Railways radiate from Regina. Our charges are reasonable. The plan will save you much money.

By placing a stock of goods with us you may make our warehouse your Western Branch. We are equipped to carry large quantities in storage, and to attend to re-shipping on orders from you or your customers.

Even if your goods do not bulk large, avoid the extravagance of high charges on many parcels, by combining the Western orders in one consignment to us for distribution.

We can tell you more when we get your address. Write to-day, so that you may know all about the service in time to use it.

REGINA STORAGE AND FORWARDING COMPANY, LIMITED, REGINA

HIRONDELLE

(Swallow Brand)

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

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

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

C. H. Catelli Company, Limited
MONTREAL, CANADA

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



pay good profits and make for larger sales. They lighten the labors of washing and cleaning and are the enemies of dirt. It will pay you to stock these lines of cleansers: "Young-Tom" Washing Powder, Purity Laundry Soap, Uncle

Tom Tar Soap, Glycerine Pumice and Olive Oil Soaps.

Young-Thomas Soap Co., Limited

Regina, Sask.

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

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

FOR SALE

FOR SALE — FIRST-CLASS GROCERY, good location, good business, five-year lease. Particulars furnished on application. Address Box 384, Napanee.

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

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

FOR SALE—ONE TAYLOR'S SAFE, FIVE mouths in use; size of outside measurements 34 x 28 x 45. Thirty-six feet of quarter-cut oak grocery fixtures, also thirty-six feet of counters, made by the Arnet Furniture Co., Souris; in good order. One showcase; thirty-two feet of quarter-cut oak grocery fixtures; one sixteen foot counter, practically new; one Gipe carrier system, four stations, complete; will sell cheap. Two electric coffee mills, guaranteed to be in good running order. One set of Toledo scale, with or without electric attachment; 2 set of Dayton scale. Will sell any of the above on very easy terms, with no interest. Apply. Box 223, Moose Jaw.

MISCELLANEOUS

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

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

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

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

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

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

A Business Man in Action

The business of the world is conducted by individual men. The motive power that accumulates fortunes, stimulates enterprise and keeps the industrial machine well oiled for the grinding out of food supplies to the peoples of the earth, is assuredly in common parlance—brains. But brains differ in timbre. That is why a celebrated thinker said that the

Best Study of Mankind Was Man

In the current issue of MacLean's Magazine, the story of the Bordens—big men of both political parties in Canada, gives us studies of popular, successful and very human fellowmen. These character and family sketches are contributing mightily towards the interests of the readers. In the December number look out for the racy account of the Fighting Denissons of Toronto, a family who would not settle in the Queen City when it was proposed that

Toronto Be Called Dublin

The Germans who have aided the Kaiser in making modern Germany what a magnificent machine it is, are well described by Frederic W. Wile, Berlin correspondent of the London Daily Mail. MacLean's has the copyright. Ballin, just out, is timely. He is even now trying to make the German Empire a partner in the Hamburg-American Steamship Line. Bebel, the Red Napoleon, will be described in December.

In Fiction, the best stories are appearing. A short story by Cody relates how a

Lawyer is Beaten by a Boy

In our new serial, Spanish Gold, by George A. Birmingham, there appears a humorous story that will set everyone agog.

If this is not enough, take a look in December at:—

- The New Scrooge.*
- Millions From Waste.*
- Moving a University.*
- A 1,000 Miles of Wealth.*
- The Banking Situation.*
- The Popular Book.*
- Power That Serves.*

And the unexcelled Review of Reviews Department in Canada's premier magazine.

SECURE A COPY OF THIS MAGAZINE FROM YOUR STATIONER TO-DAY. 20 CENTS A COPY.
—TWO DOLLARS A YEAR.

The MacLean Publishing Company
Limited

143 University Avenue

Toronto, Canada

Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.
Ingersoll, - - - - Ontario
Established 1888.

COMTE'S COFFEES

The profits please the dealer. The quality pleases the customers. We want more agents. Write.

Augustin Comte & Co., Limited
P.O. Box 2963, MONTREAL

GRATTAN & CO., LIMITED

ESTD. 1825

The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COCO-BUTTER

A new product which has already made good. 100% pure vegetable fat. No odor. Lasts indefinitely. 1 lb. goes as far as 1-1.3 lbs. Lard, etc., and is cheaper.
Write
Colonial Coco-Butters, Limited, Montreal

UP-TO-NOW GROCERS

Sell UP - TO - THE - MINUTE delicacies.

MAPLEINE

Is one of the good ones. How's your stock? Order of Your Jobber or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario. Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.



FRUIT PULPS

of all kinds

Bitter Oranges for Marmalade. Peels in Brine

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

SUCHARD'S COCOA

The Highest Quality Most Reasonably Priced

"Quality" Cocoa. On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of

WINDSOR SALT

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

WRITE TO

10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision
and General Trades' Journal

If you are interested in Irish trade.

Did you ever count up your NEEDLESS losses?

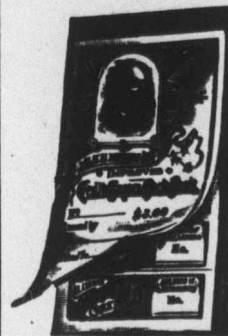
Every business has to meet certain losses that no ordinary forethought could avoid. But how much did YOU lose during the past year THROUGH BAD ACCOUNTS? You probably lost a good deal of money AND SEVERAL customers. What are you going to do about it?

ALLISON'S COUPON BOOKS

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

How They Work

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



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

EGG FILLERS

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

HOLLAND RUSK

A friend to the grocer, because its popularity means increased sales. Goods that have ready sale, are profitable ones to handle.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY
ALL
JOBBERS

½-lb. tins—
3 doz. in case

The Polish Discovery—the wonderful

Bon Ton CREAM METAL POLISH

- Remains in solution—no sediment.
- Polishes in half the time.
- Contains no acids or injurious chemicals.
- Greater profits to merchants.

¾ pt. (3 doz. to case), 10c size, doz 85c
(counter display boxes).
½ pt. (3 doz. to case), doz. 1.50
Pts. (2 doz. to case), doz. 2.50
(Central Canada Prices.)

Polish Sales Multiply with Bon Ton.

Used by Grand Trunk Railway Co., Toronto Railway Co., Northern Navigation Co., the Bank of Montreal, and hundreds of large users across Canada.





A Tale of Two Shipments

Mr. Brown, a live Western Canada grocer, had long since become disgusted with the way his shipments were received, and was at a loss to know what the solution would be, when one morning it came in the form of

Thompson & Norris Corrugated Boxes

On this morning, two shipments arrived, one in wooden boxes, split as usual and some of the contents leaking out, the other, bottled goods, in T. & N. Corrugated boxes sound as a dollar—no loss—no ill temper, and less freight charges. "That settles it," says Brown, "proper shipment or no order for the next traveler who calls."

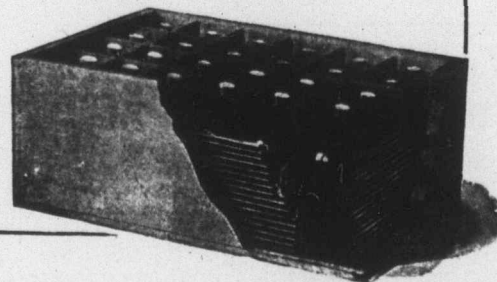
Which is happening to your shipments?

Write for our catalogue and let us prove our proposition to your satisfaction.

The Thompson & Norris Co. of Canada

Niagara Falls, Canada

Brooklyn, N.Y.; Boston, Mass.;
Brookville, Ind.; London, Eng.;
Julich, Germany.



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
Montreal and
Toronto

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

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

CARR & CO. CARLISLE ENGLAND

ZIP HAND CLEANER



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

ZIP ZIP ZIP

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

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

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

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

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

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

ABSOLUTELY NEW JUST PUBLISHED

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

Technical Book Dept., MacLean Publishing Co.,
TORONTO

272 Pages
Bound in Cloth

INDEX TO ADVERTISERS

A		McLaughlin, J. J.	9
Allison Coupon Co.	67	McLeod & Clarkson	15
Anglo-B.C. Packing Co., Ltd	9	McVitie & Price, Limited...	57
B		Magor, Son & Co.	28
Balfour-Smye & Co.	8	Malcolm & Son, Jno.	58
Benger & Co., Ltd., F. B.	13	Mason & Co., P. L.	60
Benedict, F. L.	67	Mason & Co., Geo.	62
Bickle, J. W., & Greening... ..	62	Mathieu & Co., J. L.	15
Borden Milk Co.	3	Millman, W. H., & Sons.	14
Bowser & Co., S. F.	64	Minto Bros.	6
Brantford Cold Storage Co.	14	Mott, John J., & Co.	58
Brown & Polson	13	N	
C		National Cash Register Co.	61
Cairns & Sons, Alexander... ..	56	Nicholson & Bain	53
Campbell Brokerage Co.	15	Nickle Plate Stove Polish Co.	67
Campbell Bros. & Wilson, Ltd	10	North Atlantic Fisheries, Limited	19
Canada Starch Co., Ltd.	28	O	
Canadian Fishing Co., Ltd.	63	Old Calabar Biscuit Co.	8
Cane & Sons, Wm.	60	O'Loane, Kiely & Co., Ltd.	14
Catelli Co., Ltd., C. H.	65	Oshawa Canning Co.	58
Carr & Co.	68	P	
Chamberlain-Downey Co. Ltd	15	Paterson & Sons, R.	26
Chase & Sanborn	17	Patrick & Co., W. G.	14
Clark, Ltd., W.	11	Peck Frean, Limited	22
Coles Mfg. Co.	6	Pennock, H. P., & Co., Ltd.	14
Cleaver & Son, Ltd., John.	57	Perrin & Co., Ltd., D. S.	4
Colonial Coco-Butters, Ltd.	67	Purnell & Panter, Limited.. ..	16
Comte's Coffee	67	R	
Connecticut Oyster Co.	14	Reckitt & Sons	49
Outside front cover and	14	Regina Storage & Forwarding Co.	65
Connors Bros.	63	Robinson & Co., O. E.	67
Cornelle, David, & Co.	2	Rock City Tobacco Co.	56
Cornish, E. O.	15	Rowat & Co.	57
Cosmelli & Co.	12	Royal Baking Powder	49
Cowan Co.	5	Ruttan & Chipman	14
Crescent Mfg. Co.	67	S	
D		St. Lawrence Sugar Refining Co.	19
Deacon & Co., Samuel	15	St. Thomas Packing Co.	55
Diamond, John	16	Sanitary Can Co.	Inside back cover
Distil Manufacturing Co.	55	Salada Tea	27
Dominion Cannery, Ltd.	7	Schneider & Sons, J. M.	54
Dominion Molasses Co.	59	Simpson Produce Co.	15
E		Smith & Proctor	19
Eastern Manufacturers, Ltd.	14	Smith & Son, E. D.	2
Eby-Blain, Limited	23	Spurgeon, H. G.	14
Eckardt & Co., H. P.	51	Stuart & Foster	67
Escott & Co., W. H.	14	Stuhr, C. F.	15
Estabrooks Co., Ltd., T. H.	25	Sugars & Cannery, Limited.	21
Epps & Co., Ltd., James	54	Symington & Co., W.	6
Eureka Refrigerator Co.	26	T	
F		Tippet, Arthur P., & Co.	1
Fairbank Co., N. K.	Inside back cover	Thompson & Norris Co. of Canada, Limited	68
Fearman, F. W., Co.	53	Toronto Salt Works	67
Fenwick, Hendry & Co.	13	Trent Mfg. Co.	67
Furuya & Nishimura	16	Tuxford & Nephews	8
G		U	
Gorman, Eckert & Co.	12	Upton Co., Limited, T.	Inside front cover
Grattan & Co., Ltd.	67	W	
Gray & Co., Ltd., John.	13	Wagstaffe, Limited	20
Grocers' Engineering & Whitemee Co.	26	Walker Bin & Store Fixture Co.	12
Guelph Soap Co., Ltd.	56	Walker, Hugh, & Son	55
H		Warren, G. C.	14
Holland Rusk Co.	67	Watson & Truesdale	14
Hudson, Hebert & Co., Limited	24	Wellington Mills	15
Hugman, Ltd., A. W.	65	Western Distributors	14
I		Western Salt Co.	16
Irish Grocer	67	Wetley, J. H.	53
K		White & Co.	55
Kessell & Co., F.	67	White Swan Spices & Cereals Limited	27
Kilgour Bros.	12	Wiley, F. H.	14
Kirkwood & Sons	26	Winn & Holland	60
Kraut Co., Adolph	54	Woodruff & Edwards	8
Lake of the Woods Milling Co.	Outside back cover	Woods & Co., Walter	63
Lambe & Co., W. G. A.	14	Y	
Laporte, Martin, Limited	69	Young-Thomas Soap Co., Ltd	65
Leadley, Ltd.	14	Z	
Letch Bros. Flour Mills, Ltd	58	Zip Mfg. Co.	68
Lemon Bros.	54	M	
Lindners, Limited	3	MacNab, T. A., & Co.	15
Litster Pure Food Co.	62	McCabe, J. J.	54
Lytle Co., Ltd., T. A.	64	McCann & Langford	15
M		McIntyre, W. E.	62
MacNab, T. A., & Co.	15	McLaren, W. D.	57
McCabe, J. J.	54	N	
McCann & Langford	15	O	
McIntyre, W. E.	62	P	
McLaren, W. D.	57	R	
N		S	
O		T	
P		U	
R		W	
S		Y	
T		Z	

IN STOCK AND TO ARRIVE

Dried Fruits, Crop 1913

Thousands of assorted packages as following:—

CLEANED CURRANTS

36 1-lb. packages to case. Loose 25 and 50-lb. boxes.

VALENCIA RAISINS

4 ers layers 28 lbs. F.O.S. 28-lb. boxes. Finest selected, 7, 14, 28-lb. boxes.

CLEANED SULTANA RAISINS

36 1-lb. packages to case. Loose 25 and 28-lb. boxes.

MALAGA TABLE RAISINS.

“Empress” Clusters, “Princess,” “Duchess,” “Countess.” In 1-lb. bundle. In 5½ and 22-lb. boxes.

CALIFORNIA MUSCATEL RAISINS.

2, 3, 4 crowns in 50-lb. boxes.

CALIFORNIA AND OREGON PRUNES.

From 30/40 to 90/100 in 25-lb. boxes.

GOLDEN HALLOWEE DATES.

30 1-lb. packages to case. Loose 60-lb. boxes.

FIGS “CAMEL” BRAND

Layer 4, 6, 7 crowns in 10-lb. boxes. Umbrella, 8 crowns in 10-lb. boxes. Glove Box in 16-oz. boxes. Natural in 60-lb. bags.

EVAPORATED FRUITS

Apples, 1912 and 1913 crop, in 25 and 50-lb. boxes. Pears, “Castle” Brand, 1912 crop in 25-lb. boxes. Peaches and Apricots, 1913 crop. “Commander” brand. in 25-lb. boxes.

PEELS.

SHELLED NUTS

Lemon, Orange, Citron, in 7-lb. boxes. Walnuts in 55-lb. boxes. “Dinbola” Brand Cut, 240 ½-lb. pkg. to case. Almonds in 28-lb. boxes.

Nuts, Terragone, Brazil, Filberts, Grenoble Marbat and Maillette, Pecans, large. Peanuts, “Coon,” “G,” “Bon-Ton,” green and roasted.

Write, Phone, Wire at once.

Laporte, Martin, Limited

568 St. Paul St., - Montreal

Telephone Main 3766

“All hands together and everybody lift.”

Is a good motto at an old-fashioned barn-raising or for the staff of the most up-to-date retail grocery store.

It is suggested by the postscript from Mr. Theo. Legault's letter in last week's Grocery.

“We had great pleasure in studying last week's Canadian Grocer (Fall Number), all hands, clerks, etc., reading it up with much interest.”

You can read much between the lines here; a fine store spirit—all hands, clerks, etc., reading it up with much interest. It wasn't the latest baseball news they were after, but the latest news on what the best grocers in Canada were doing. They didn't pick it up with the languid interest of a casual or monthly reader, but like men who knew what they wanted, where they could find it, and set about “reading it up.”

When you send in your advertising copy next time bear in mind the clerks in Mr. Legault's store, and many more of the kind who will be “reading up” what you have to tell them.

This is the kind of reader that gives a paper class. They are not made in a day, a month, or a year. They are the friends won by years of faithful and timely service. They are the kind of readers who make a paper valuable to its advertisers. They are the kind of readers you want for customers. You can reach them more directly, more effectively, and more cheaply through Canadian Grocer than by any other means.

THE NAME "FAIRBANK" MEANS SOAP SURETY



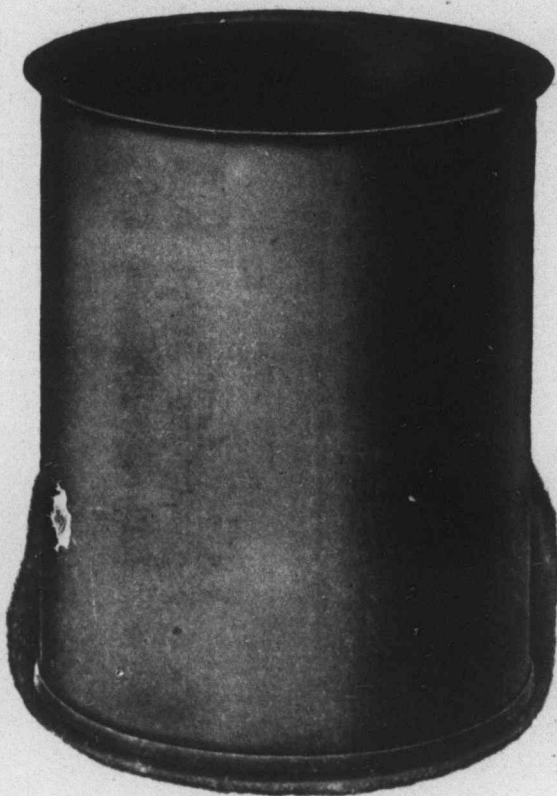
FAIRY SOAP

Make a prominent display of FAIRY SOAP at all times, because it's being extensively advertised at all times—connect YOUR STORE with OUR ADVERTISING.

The white, floating, oval cake of FAIRY SOAP at 5 cents is BETTER SOAP than any you can sell up to five times its price. It will please your customers better; it will SELL better. Women everywhere know the soap; grocers everywhere know its sale.

"HAVE YOU A LITTLE 'FAIRY' IN YOUR HOME?"

The N. K. Fairbank Company,
LIMITED, - - MONTREAL



Sanitary Cans

"The Can of Quality"

Tomatoes, Peaches, Pears,
Plums, Apples.

Enamel Lined Cans for Straw-
berries, Raspberries, Beets.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

FIVE ROSES FLOUR

Mr. Blaney



Mr. Blaney

The Five Roses Cook Book Brought This One—

IN WRITING us for a copy of the FIVE ROSES Cook Book, Mr. O. Blaney, of Riceville, Co. Prescott, Ont., has this to say:

"I have been selling FIVE ROSES, also Household, Harvest Queen, Rosebud, etc., etc.—FIVE ROSES was the most called for."

Unsolicited, straight from the shoulder, in plain King's English, Mr. Blaney points out the certain road to steady sales, steady profits, satisfaction to buyer and seller.

He tells YOU what we already know—that FIVE ROSES is the best sold flour in Canada to-day.

The flour "most called for," as he puts it, almost automatically brings the best profits. Sales are easy, consistent, dependable.

Every day dealers everywhere report that FIVE ROSES is the "most called for."

Ask your jobber or write nearest office.

Ask for your copy of The Five Roses Cook Book



PACKED to suit all requirements in bags of 7, 14, 24, 49 and 98 pounds; also barrels of 98 and 196 pounds.

LAKE OF THE WOODS MILLING CO., LIMITED
 Montreal Toronto Ottawa London St. John
 Keewatin Winnipeg Vancouver

"The House of Character"

Capacity 11,500 bbls.