

**PAGES
MISSING**

FEATURING—PARCEL POST NOT PAYING

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, NOVEMBER 12, 1915

No. 46

**Arrived
as requested—
Reindeer
Condensed Coffee
and Cocoa**

Thousands of soldiers' hampers will be sent to "Somewhere in France," and most will contain Reindeer Coffee and Cocoa if the many requests of soldier boys are given an ear.

These beverages contain both sugar and milk and require only the addition of boiling water, which is easily secured even in the trenches, to make a delicious, just-like-home cup of coffee or cocoa.

Every package and hamper going to the front should contain a good supply of these beverages.

This means extra business for you. Send for one of our "Your Soldier Boy" display cards. Show a soldier's hamper in your window with Reindeer Condensed Coffee and Cocoa and other suitable lines in evidence.

Stock up to-day and answer the call from the trenches.

Borden Milk Co., Limited
Leaders of Quality

Branch Office:
No. 2
Arcade Bldg.
Vancouver

**MONTREAL
Quebec**



CANADIAN GROCER



11 x 22 six-color display card
mailed on application.

The World's Finest Seedless Raisins "IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest Christmas trade with their sun-cured wholesomeness, their fine quality—clean and dry (not processed).

These raisins are used in millions of homes and have given absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.



Are you still skeptical?

Maybe you are still unconvinced of the fact that your bottled goods would sell quicker if sealed with Anchor Caps. Perhaps you are one of the few dealers who fancy that certain labels are all sufficient to create bigger sales.

But the fact is daily becoming more apparent that bottled goods sealed with the absolute security of Anchor Caps prove far better sellers than those whose closures leave doubt as to the well-preserved quality and flavor of the contents.

Wide-awake Grocers everywhere recognize the fact that Anchor Caps materially add to the selling value of bottled goods.

Your jobber can supply you with Anchor Caps on any line of bottled goods whatever. When ordering your next supply insist on Anchor Caps — you will find it well worth while.

Anchor Cap & Closure Corporation of Canada

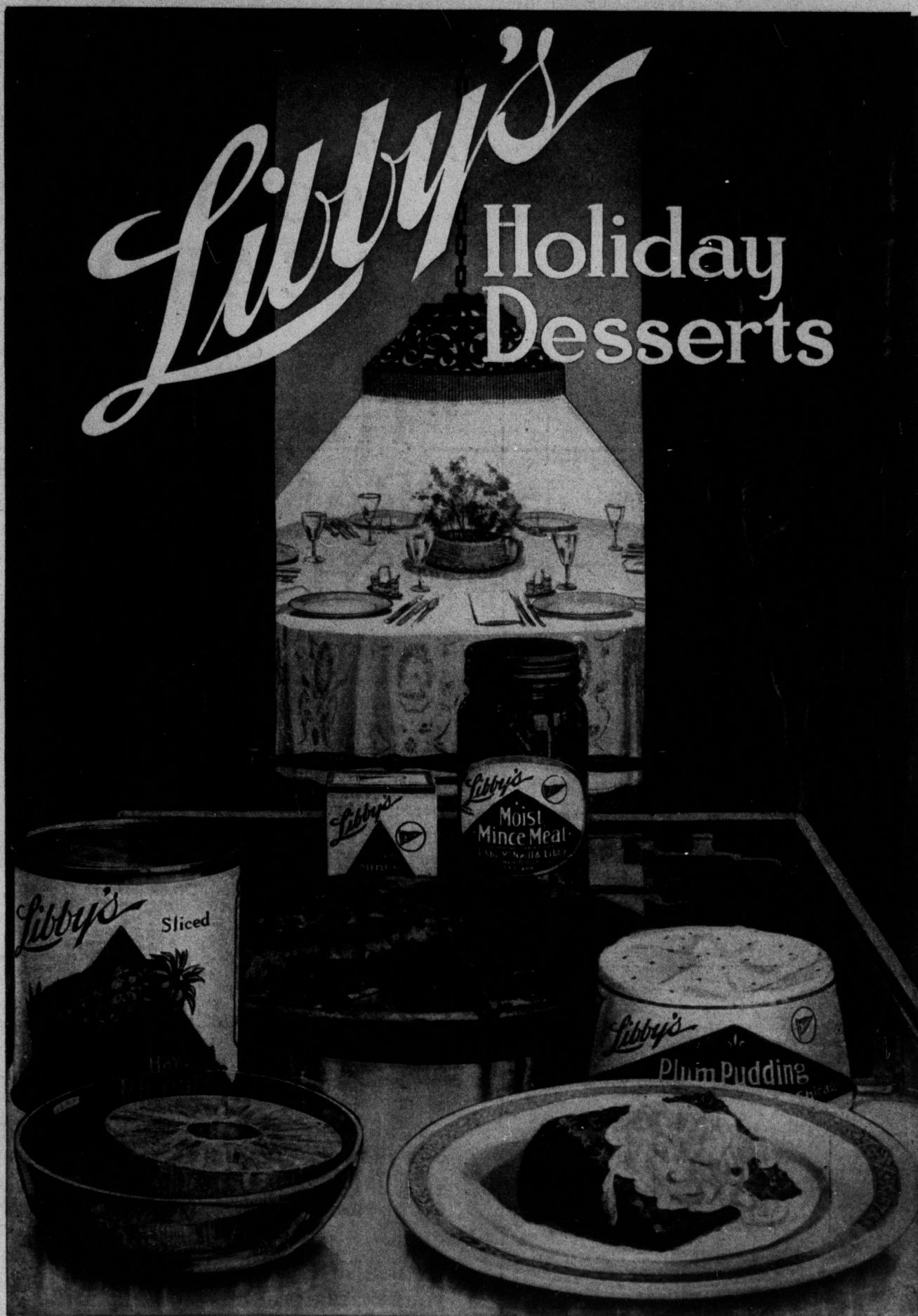
LIMITED

Sudbury St. W., Foot of Dovercourt Road

TORONTO, CANADA

Libby's

Holiday Desserts



Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.

*For better
winter selling, stock*



Note the "CODOU" Brand

Always the Best



The Best Only

Arthur P. Tippet & Co.

Agents

MONTREAL TORONTO

**"CODOU'S"
MACARONI
and
"THISTLE"
BRAND
FISH**

They possess the hidden qualities of wholesome goodness which are the real source of continued sales.

"Codou's" Macaroni

is made from best Taganrog Wheat—the ideal wheat for such a purpose—by French experts, who are past masters of the art of Macaroni making.

"Thistle Brand" Fish

have a reputation of over thirty (30) years as the finest and best article of the kind packed in Canada.

It is the superior quality of "Thistle Brand" which has made it a big seller everywhere. The quality of the fish, combined with the care exercised in curing and boxing, leaves no doubt as to "Thistle Brand" superiority.

Replenish your stock now and reap your share of the cold weather sales.

PURE GOLD ICINGS

are now in season and are desirable products to place before your customers.

The large increase in the sales of Pure Gold Icings, is an evidence of the fact that their worth is recognized by the housewife.

It means for them less work in the kitchen and better results on the table.

Packed in cases of 3 dozen assorted.

Pure Gold Mfg. Co.
LIMITED

TORONTO and WINNIPEG



SUN-KIST Seeded Raisins are NOT PACKED by any association or combination of growers or packers like thousands of other brands are. They ARE PACKED by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the WAY THEY SELL but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

Wholesale distributors in every territory. ASK THEM

Furnivall's
FINE FRUIT
PURE JAM

Satisfies the tastes of the most discriminating

Made from the very choicest of the season's fruit crop and manufactured under ideal conditions, the Furnivall Line is an "easy first" where purity and wholesomeness are concerned.

The winter demand will soon be due. Prepare for it now by stocking a supply of Furnivall's.



Furnivall-New
LIMITED
Hamilton, Ontario

Agents: Ontario — MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal — W. S. Silcock. St. John, N.B. — MacLaren Imperial Cheese Co. Halifax, N.S. — MacLaren Imperial Cheese Co. Sydney, N.S. — A. E. Sheppard. Hamilton — R. M. Griffin. Winnipeg — Man. — W. L. Mackenzie & Co., Ltd. Calgary, Alta. — MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta. — Central Brokerage Co.



“A PERFECT COFFEE in a
PERFECT PACKAGE”

is how an Enthusiastic Merchant Describes

Gold Standard

“THE CHAFFLESS
COFFEE”

IN VACUUM SEALED TINS

Recommend it to your customers—its palate-pleasing properties will enhance your reputation as a “Quality Grocer.”

Half, one and two-pound vacuum sealed tins.

THE CODVILLE COMPANY, Limited

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON

“COW BRAND”
Baking Soda

*Over Seventy Years the
Leading Household Requisite*

For trade satisfaction and profit there is no line of Baking Soda quite so good as Cow Brand.

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

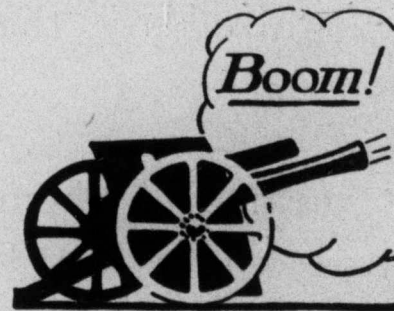
Your wholesaler will supply you.

CHURCH & DWIGHT

Limited

Manufacturers

MONTREAL



We boom “WINDSOR” AND “REGAL” Salt, summer and winter. We advertise them from one end of Canada to the other, and have done so for years. As a result, “WINDSOR” AND “REGAL” are asked for and used in practically every home in the Dominion.

You don't have to struggle for a turnover, with these steady sellers. You don't have to overcome a preference for other brands.

The market has been made for you, by advertising and quality. We bring the business to you, through advertising, and hold it for you, by quality.

There are no “cut prices” on “WINDSOR” OR “REGAL” SALT.

Any manufacturer who has to give special commissions or rebates to sell his goods, confesses they are inferior.

All Retail Grocers get the same terms and treatment—because they all buy from jobbers.

The Canadian Salt Co., Limited
WINDSOR, ONT.

“Windsor” ; “Regal” Salt

Now Aunt Jemima
gives more value to the
consumer than before



Every housewife who buys Aunt Jemima's Pancake or Buckwheat Flour, saves the cost of milk she generally uses, because sweet milk (in powdered form) is already mixed with the flour, saving expense and trouble.

Tell that to your customers

**Mrs. "Hard-to-please" can
always be satisfied in
the Banner Brand Line**



Banner Brand Jams and Jellies never fail to win the confidence of even the most particular housewife, because she knows from experience that nothing but fruits of the very first quality could possibly give Banner Brand Goods that delicious flavor which distinguishes them from all others. Dealers everywhere are strong for Banner Brand as a "good seller." Sell your customers "Banner" Brand Goods and cultivate that confidence which will mean repeat orders and increased profits.

STOCK UP TO-DAY.

Lindners Limited

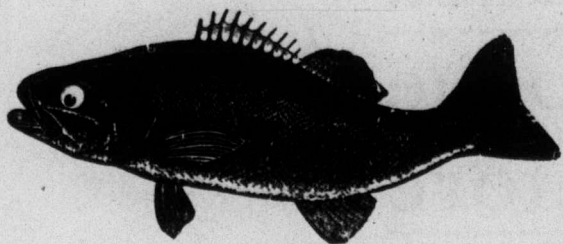
BRAMPTON

ONTARIO



Port Arthur, Ont.

47 William St.,
Montreal, Que.



Have you asked for our prices on
SALTED and **FROZEN LAKE HERRING?**

It will pay you.

One pound or a carload.

We have the **PRICE**, the **QUALITY**
and the **DIRECT SUPPLY**.

Let us hear from you.

J. BOWMAN & CO.

Wholesale Fish Dealers

26 Duncan Street

TORONTO, ONT.

Only Thing of Its Kind

There is just one preparation made
for the exclusive purpose of cleaning
toilet bowls—

Sani-Flush

The Sale Grows Rapidly

because people see the need of
something for this purpose.
Ordinary methods mean hard,
unpleasant work, and then
they fail to clean thoroughly.
Sani-Flush makes the bowl
white as new and clears the
trap. This insures a clean,
odorless, sanitary bowl.

Are you selling Sani-Flush?

**THE HYGIENIC PRODUCTS
CO., CANTON, OHIO, U.S.A.**



Grocery Jobbers who sell Sani-Flush:

Ontario
John Sloan & Co., Berlin.
Geo. Watt & Son, Ltd., Brantford.
Gilmour & Co., Brockville.
Macpherson, Glasco & Co., Ham-
ilton.
Edward Adams & Co., Ltd., London.
The F. J. Castle Co., Ltd., Ottawa.
Perkins, Ince & Co., Peterboro.
T. Kenny & Co., Ltd., Sarnia.
W. H. Gillard & Co., Sault Ste.
Marie.
Perkins, Ince & Co., Toronto.
Eby-Blain, Ltd., Toronto.
J. F. Smyth Co., Windsor.

Manitoba
The Codville Co., Ltd., Brandon.
The Codville Co., Ltd., Winnipeg.
The G. McLean Co., Winnipeg.
Campbell Bros. & Wilson, Winnipeg.
Walter Woods Co., Winnipeg.
Saskatchewan
A. Macdonald Co., Saskatoon.
Alberta
Revillon Wholesale, Ltd., Edmonton.
British Columbia
The Hudson's Bay Co., Vancouver.



The soap in the red label is a
"wonderful" seller

The records created by "Wonderful" Soap as a quick
seller and the satisfactory results which it produces
prove that it has been very aptly named.

"Wonderful" Soap is speedy and sure on wash day;
and does not injure the most delicate fabrics.

You can safely recommend "Wonderful" Soap to
your most hard-to-please customer; results will
bring you bigger business.

Wonderful Soap, in its attractive red label, makes
an effective display which catches the eye and
produces quick, profitable sales.

Guelph Soap Company
GUELPH ONTARIO

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBERS**

BUY

STARBRAND

"Made in Canada"

**Cotton Clothes Lines
and Cotton Twine**

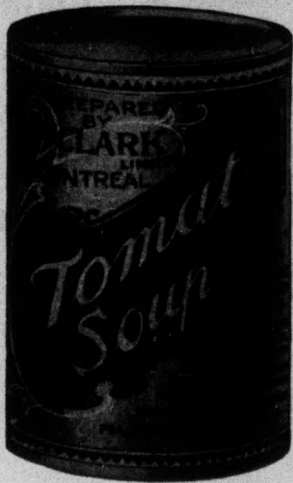
Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

CLARK'S

CONCENTRATED SOUPS



prepared from only the finest of materials and guaranteed absolutely pure.

MADE IN CANADA

and without a rival in either home or imported Soups.

TOMATO	CHICKEN
CELERY	MOCK TURTLE
PEA	MULLIGATAWNY
VEGETABLE	SCOTCH BROTH

etc., etc.



Ask your jobber for prices or send us a post card, but STOCK NOW.

W. CLARK, Limited, Montreal

Clark's

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—

As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

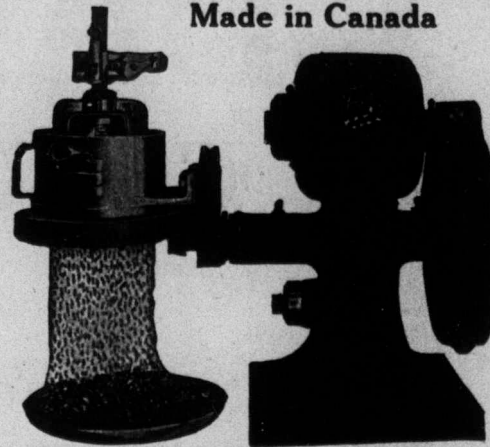
The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

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

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



THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date, sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS:

R. S. McIndoe, Toronto Watson & Truesdale, Winnipeg.
Maritime Fish Corporation, Limited, Montreal. W. A. Simonds, St. John, N.B. H. C. Janion, Vancouver, B.C.

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL

Munitions and Merchandise.

We are happy to say that, while a number of workpeople at our factories have for some time been engaged on Government work, in the production of munitions, we have been able to make such arrangements as will permit of our being able to supply customers as heretofore with all they require of

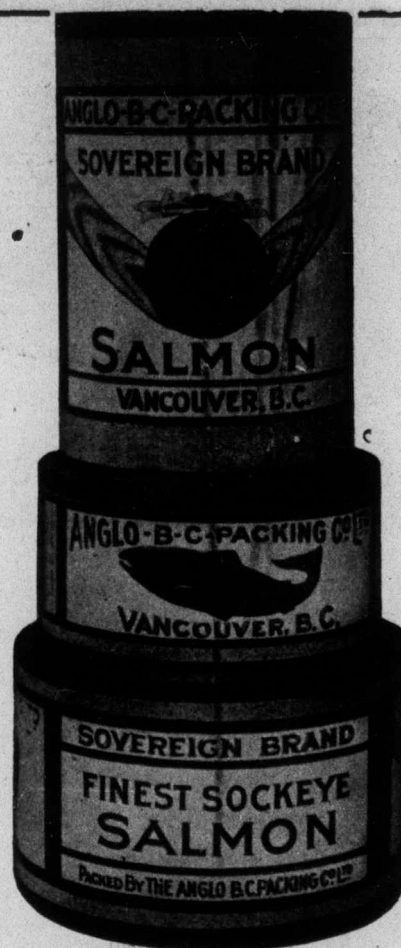
GIPSY

Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
31. Front Street, E. TORONTO.

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



Golden Wax Beans

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

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

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada

More Than Ever in a Class by Itself

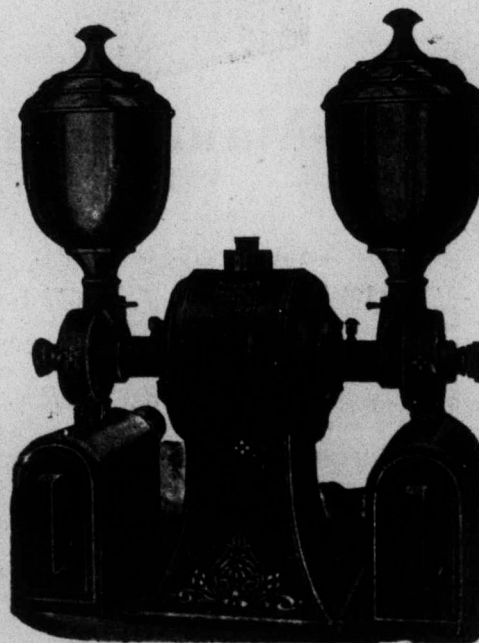
One of our 12 new models.

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

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.

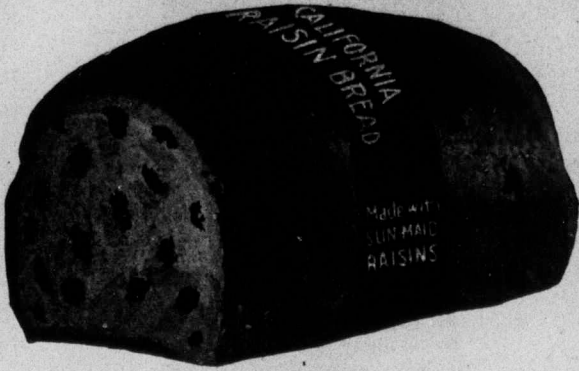


COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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



California Raisin Bread

Made with SUN-MAID Raisins

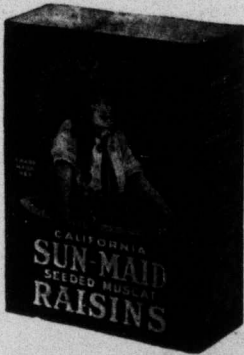
The Nationally Advertised Raisin

Baked by bakers—after a special recipe supplied by us—and sold by grocers, everywhere.

A New Profit

This is a double source of new profit. Our \$160,000 nation-wide advertising campaign on this bread, and Sun-Maid Raisins in connection with it, has created a new demand. You can sell more raisin bread, and you can make over twice as much per loaf on this bread as you are now making on white bread.

Thousands of grocers throughout the country are doing it. Let us tell you how we help them, and will help you. Send this coupon to-day for our plan of co-operation with grocers.



Sun-Maid Raisins

The Nationally Advertised Raisin

California's choicest product. In clusters and pound cartons.

Another New Profit

Our advertising is increasing the per capita consumption of raisins in the United States. People are using raisins now who never thought about them before. That means more raisin sales for you. The increased demand, of course, is for Sun-Maid Raisins, the only kind that is nationally advertised. We'll help you get the full results in new profits from this new demand. Send this coupon to-day for our plan of co-operation with grocers. (135)

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 6,000 Growers

Home Office, Fresno, California

Hearst Building, Chicago 113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. 76

Grocer's Name

Street

City Province

How many of these are on your daily sales slips?

How many of these money-making lines are you showing in your displays? The following are the best sellers from the 1915-16 list of

E.D.S. Pure Jams and Jellies

- Red Raspberry and Gooseberry
- Red Raspberry and Red Currant
- Columbian Red Raspberry
- Cuthbert Red Raspberry
- Strawberry
- Black Currant
- Black Raspberry
- Blackberry
- Cherry
- Greengage
- Peach
- Gooseberry
- Red Currant
- Red Plum
- Orange Marmalade.

PURE JELLIES

- Crabapple
- Strawberry
- Grape
- Red Currant
- Red Raspberry
- Black Currant



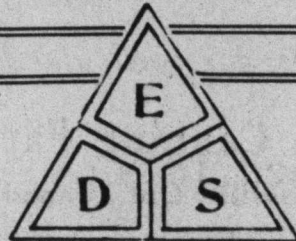
Every sale of these delicious high quality pure jams means continued business, means better business.

Their superior quality and unparalleled flavor are the result of the use of only the finest fruits and the exercising of the greatest care in processing, handling and packing.

ORDER YOUR SUPPLY NOW!

Made only by

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



CANADIAN GROCER

RED LABEL, BLUE LABEL, GREEN LABEL

THE THREE GRAINS

St. Lawrence
Granulated

is the only granulated that is packed in three different sizes of grain. Always uniform, always regular. No dust.
And just whatever your customers prefer.

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

TEA

Now is the time to secure your Japan Teas, as the selection at this time is large and varied.

Write us for samples and they will be cheerfully forwarded with quotations that will defy competition.

John Duncan & Co.

Established 1866

MONTREAL

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

No other coffee will give your customers

so much real satisfaction with so little trouble as

SYMINGTON'S *Reg'd Trade Mark* COFFEE ESSENCE

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

THOS. SYMINGTON & CO.,
Edinburgh and London

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



40
Cups from
one bottle

They Said It Couldn't Be Done

It was thought impossible to make a substantial corn broom that wouldn't turn at the tip, or the corn fall out, and at the same time make it light, as a woman wants it.

The answer is

"NUGGET" Brooms

To be sure the "Nugget" Broom is the only good light broom on the market, but one is enough when it is finished as strongly and appealingly as the "Nugget" and gives such long service.

Nugget Brooms are a regular trade-builder for you. Write for prices, etc.

Stevens-Hepner Co., Limited
Port Elgin, Ont.

This is only one of the winners in the line of Keystone Brand Brooms and Brushes



Century Salt

Pure,
even
crystals

This is the evidence of the extreme care taken in the refining and packing of Century Salt. The salt that is best for table or dairy. Every store should handle Century. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT CO. Limited
SARNIA - ONTARIO

CANADIAN GROCER



THE TRADE-MARK
WHICH GUARANTEES SATISFACTION



MARTIN-SENOUR PAINTS AND VARNISHES

(MADE IN CANADA—SOLD ON MERIT)

Martin-Senour Paints and Varnishes are the easiest and most profitable to sell because they are well known for their unsurpassed quality, because our message of quality in Martin-Senour Products reaches and is read by nearly every possible user in Canada, through the mediums of largely circulated daily and weekly press, magazines, farm and religious journals, etc.—because our sales help and co-operation consists of most effective methods of interior and exterior displays, mailing campaigns, follow-up systems, and direct help of salesmen.

Many of our Dealer Agents consider the exclusive agency for Martin-Senour products one of the bulwarks of their business.

It will pay you to get full particulars re our exclusive agency proposition.



The **MARTIN-SENOUR** *Go.*

LIMITED
PRODUCERS OF PAINTS AND VARNISHES
CHICAGO MONTREAL WINNIPEG
HALIFAX • LINCOLN • TORONTO



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 agents wanting agencies.

KEEP POSTED ON SUGAR

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

SMITH & SCHIPPER CO., 138 Front Street, New York

ONTARIO.

MACKENZIE & MORRIS LIMITED BROKERS

Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

W. G. PATRICK & CO. Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

HEADQUARTERS FOR White Beans and Evaporated Apples

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES

Wire or phone
HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO. ST. JOHN'S - NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C. 5th edition and private.

QUEBEC.

W. J. McAULEY Commission Broker

Flour, Feed, Grains, Potatoes.
We are open for a good agency in food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. Box 1721.
Edmonton - - - - - Alberta

H. P. PENNOCK & CO., Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - - - - - MAN.
Domestic and Foreign Agencies
Solicited.

W. H. Escott Co., LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

One Inch Space
\$1.00 Per Issue
on Yearly Order.

The effect of the Great Conflict

upon business and investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions — and of the best possible business and financial counsel.

THE FINANCIAL POST of CANADA

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its by-mail

INFORMATION BUREAU

which deals with financial or business problems, furnishes a service of unsurpassed value.

Annual Subscription \$3.00 the Year.
Write for a Sample Copy.

THE FINANCIAL POST of CANADA

143-153 University Avenue
TORONTO CANADA

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out

There's a steady demand
for *and* a growing
business to be done in

JAPAN TEA

*—the delicious, healthful and
invigorating beverage from
the sun-kissed Isle of the
Pacific—Japan.*

TAKE ADVANTAGE OF THE WIDE-SPREAD PUBLICITY CAMPAIGN
NOW BEING CARRIED ON FOR THIS HIGH-GRADE TEA

With Benefit To Yourself

We do not expect grocers to handle our extracts unless it is to their benefit to do so. So far as profit is concerned there is a good margin for the grocer in selling

Shirriff's TRUE VANILLA

But more important than profit is the fact that this famous vanilla extract will give the greatest satisfaction to customers. Its flavor and bouquet are unsurpassed. And it is 50 per cent. stronger than the Government Standard requires according to the Pure Food Act.

Shirriff's True Vanilla will benefit you because it will best satisfy your customers. And satisfied customers are a store's best asset.



Imperial Extract Co., Toronto, Ont.

No. 22

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

MAKING CHARCOAL

"What a little bag of charcoal you get now for 10 cents—why, you know in the early days of Canada we used to make the finest hardwood charcoal by the carload, at practically no cost. Of course, it took labor to gather the logs, to pile and cover them up with earth, to make them air-tight and to keep up the fire that did not consume the wood, but turned it into a huge pile of charred wood, which was called charcoal.

"Many a time I have watched my fires all night long. It was then that a good chew of

King George Navy

and a daily paper would have come in fine. No such tobacco was made then, and I have never tasted any since that can equal it for fine and lasting flavor."

I get it from my grocer at the corner.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



When talking about Red Rose Tea to your customers don't forget to tell them about its "Indian Assam" qualities—its distinctive flavor, its richness and its strength.



THE DEMAND

The demand for O-Cedar Polish is growing steadily. Our big national advertising campaign is bringing business to every dealer who carries this line.

O-Cedar
Polish

(Made in Canada)

has become a necessity to every housewife. She would sooner be without soap than be without O-Cedar. She must have it to keep her home bright and clean—and it means so little work.

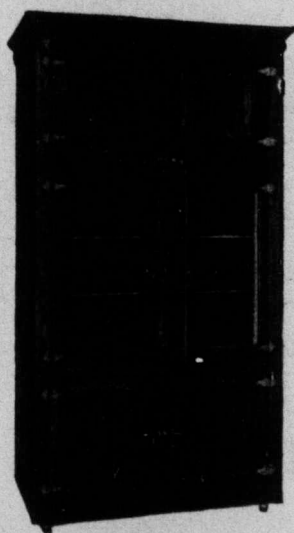
Place your order to-day for a full stock and be ready to meet the demand.

ORDER FROM YOUR JOBBER

CHANNELL CHEMICAL CO., LTD.

369 Spadina Avenue

TORONTO



**Bigger, quicker
and easier sales**
*—that's what the
Eureka means to
you*

The "Eureka" refrigerator, with its superior facilities for the sales-pulling display of meats, butter, etc., will more than pay for its initial cost in a bigger, easier and more profitable turnover. Then why worry along handicapped as you are with that inferior, unreliable and ineffective ice-box?

Try the Eureka for business building. Write to-day and receive full particulars of the most reliable refrigerator on the market.

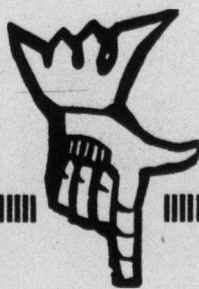
REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. N. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO



Robinson's
"Patent"
Barley

—*always a big seller*

— the cereal food that has stood the test of time and has held first place in its class for nearly one hundred years in America and Europe.

Robinson's "Patent" Barley is a big selling line because of its great nourishing power. It's the *food* for infants and invalids.

Order in a good supply now—through your wholesaler.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA

SATISFACTION AND PROFIT

Distribute satisfaction to
your customers and reap
profit for yourself by
selling

**CHASE & SANBORN'S
HIGH-GRADE COFFEES**

Chase & Sanborn,

-

Montreal

CANADIAN GROCER

VOL. XXIX

TORONTO, NOVEMBER 12, 1915

No. 46

The Parcel Post Sufferers

System Being Operated at a Loss—Mail Order Houses Getting Advantages That Are Being Paid For by the Rest of us—Criticisms of a Daily Paper—An Injustice to Retailers.

IN *Canadian Grocer*, issue of Oct. 8th, there appeared an editorial on the Canadian Parcel Post system. It was pointed out that the system was not paying and that it was being used chiefly by the department stores in the big centres and was being paid for by the people as a whole, whether they used it or not. In connection with this, the following from the Windsor, Ont., *Record* will be interesting:

RETAIN PARCEL POST SYSTEM

"*The Canadian Grocer*, a trade journal, comes out with an attack on the Canadian parcel post system, asking, "Does parcel post pay?"

"The journal claims the parcel post system is 'clearly transferring the business of centres to a few big cities, and if this business is being done at a loss, it is up to the government and M.P.'s outside the big cities to deal with the matter.' It goes on to say:

"If these are the facts, as they undoubtedly are, in these times of heavy and increasing taxation, it would be a great public economy to abandon the present parcel post system entirely and establish one on a self-sustaining basis."

"Parcel post has come to stay. There may be some adjustment in rates that will be found necessary and advisable, but the country does not wish to let private corporations like the express companies handle a public business that properly belongs to the post office department.

"Before parcel post was inaugurated we had experts go over the books of the express companies. The railway commission made an exhaustive enquiry. The express companies, which are owned by the railways, were making excessive profits. They were arrogant towards the public. They had traffic agreements that meant a dangerous monopoly, and they were wont to ask the mere parcel consignor, 'Well what are you going to do about it?'

"Finally, patience ceased to be a virtue, and we established the parcel post as a natural public

enterprise. Experience in this and other countries proves the wisdom of maintaining parcel post, despite its critics."

What *CANADIAN GROCER* especially objects to is the fact that the Parcel Post System is being run for the chief benefit of the big mail order houses and because it is not paying its way. This naturally means that the people of the country have to make up the deficiency. The *Windsor Record's* attack on the express companies for charging excessive rates is no doubt justified. That is admitted. But it is not sound business for this charge to be transferred from the people using the express companies' service to the people of Canada as a whole, the great majority of whom never use this service from one year's end to another. Then too, if the rates of the express companies were excessive, the law of the land provided a remedy in the Railway Commission. Surely the *Windsor Record* or any other paper for that matter, which subsists chiefly on the patronage of its local merchants will see the injustice of a parcel post system that chiefly benefits the big stores in the distant centres, and which is not only being paid for by the people of Canada who are not using it, but is also doing an injury to local merchants in every small town and city throughout the country. Because it is not paying and because the mail order houses are the great beneficiaries we have the peculiar situation of retail merchants actually putting their hands in their purses and handing out money to their strong competitors—the catalogue institutions. Where is the justice of that whether the express companies' charges were exorbitant or not? In the latter case only those who used the express service suffered; in the former the pockets of those who do NOT use parcel post are touched.

Let us acknowledge, as the *Record* states, that Parcel Post has come to stay. If that be the case, then why should it not be put on a paying basis. Those who use it are the ones who should pay for it. It certainly should not be an extra expense on the people of the country as a whole. If it is not paying to-day something should be done to make it pay. Otherwise it becomes a burden and not a benefit.

Selling Oysters Successfully

Bray Bros., Sherbrooke, Que., Display Their Fish at the Door Under Hygienic Conditions —
Fresh Fish Handled Outside the Store—Sells 60 Cases of Olives Annually

THERE is a right way and a wrong way of handling oysters. The wrong way was the old way, where this delicate food was shown at the door in a tub, mixed up with lumps of ice, at the mercy of every wind that blew. The new way, and it is the way which will surely bring business to the grocery store, is the same as the old way in this respect only—the oysters are shown at the door. You have got to show oysters, like everything else, if you expect to sell them. The system in vogue now differs from that of a few years ago in that the receptacle is not an old tub, but a vessel made of enamelware, or some other clean material, often supplied by the producers themselves. The oysters do not come in contact with the ice, but are surrounded by a chamber containing ice. Moreover, the receptacle is closed with a glass lid, thus retaining the flavor of the oysters, and keeping them clean.

This is the system adopted by Bray Bros., Sherbrooke, Que., who have built up an excellent trade. It is left entirely to the oysters themselves to make the sale, which they do by their very tempting appeal to the passersby. While their sales have not been quite up to average this year on account of the warm weather, they are quite satisfied with the business done, and expect to do even better later in the year.

How Fish are Sold

They have also made a success of fish, both fresh and smoked. The latter is shown at the door, just like the oysters, in sealed boxes. They have the appearance of cleanliness, and are not revolting to the better class trade. Fresh fish is kept in a refrigerator, not inside the store.

If there is one reason more than another why Bray Bros. have been successful with their fish department, it is because they supply nothing but fresh fish. Being in close proximity to a port, they are able to have it fresh. When

it was stated to Mr. Bray that many grocers fall down on their fish department, he was at a loss to know why, saying that they had met the keenest sort of competition, and were up against some serious price-cutting right now; but they are holding their own, and have done, ever since they handled this line.

Good Meat Slicer Brought Business

They have also been able to build up a trade in high class hams and bacon. Until six years ago, they were content to leave this business to the butchers of the city. In that year they argued that if they were successful in securing other high class business, they could handle this line just as well, especially as many inquiries were coming in. So six years ago, armed with a cheap meat slicer, they made an attack on the stronghold of the butchers, but did not achieve phenomenal success until they spent some money on a good slicer. To quote Mr. Bray: "Having an efficient slicer, and the fact that we carried a high class line, is the secret of our success in this branch of the trade."

Having done well with the above three lines, it is only natural to expect that Bray Bros. do not leave untouched the vegetable and fruit business. Foreign and domestic fruits are handled in season.

Make Feature of Specialties

As will be seen by the accompanying illustration, Bray Bros. go hot after the grocery specialty business. Take olives

for instance. They branched into this business about ten years ago. Since then, people in this country have begun to consume this delicacy, until it has become a side dish at the hotels. Their sale of olives annually, (and their store is by no means a large one) amounts to from fifty to sixty cases. One large rack on the right hand side of the store is devoted to a constant olive display. They are also to be found in the silent salesmen. The latter are among the bulwarks of this business. They bring the business, and Mr. Bray admits that, whereas people see new goods in these cases, and ask for them, they would never do so if the goods were on the shelves.

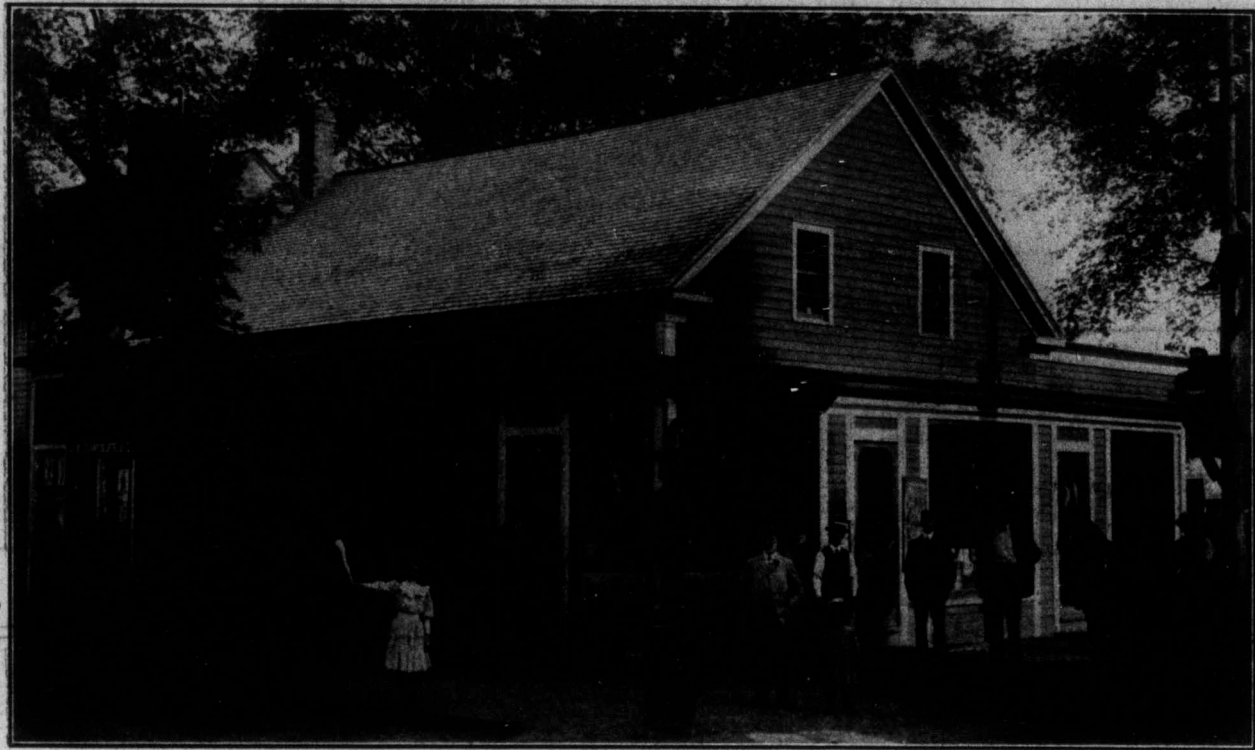
An interesting story of how this firm introduced a specialty successfully is worth relating here. Some years ago, a Sherbrooke woman went on a visit to Minneapolis, and while there, tasted some coffee at a food show. On her return, she asked Mr. Bray if he carried the line. He did not, but he immediately wrote to the manufacturers who had not then introduced their line here to any extent. They made a proposition, offering to give each of his customers an extra tin for every tin of coffee purchased. This looked good to them, and they pushed the line until their sales amounted to 1,500 lbs. per year. However, a good thing like this could not last for ever, and eventually the free deal came to an end, the manufacturers sending over a sales force to handle the business for themselves.

It became necessary for Bray Bros. to turn their energies in another direction, which they do now with their own coffee grinder, exerting every effort to divert their excellent coffee business along another channel. Their electric coffee grinder is a wonder, grinding at the rate of two pounds per minute.

Coffee grinding always means the aroma of coffee permeating the store, and this results in a great many coffee sales which otherwise would not be made.



Note the displays of specialties in the store of Bray Bros., Sherbrooke, Que. The rack at the left is given over completely to olives.



This store was established in 1828 in Kentville, N.S. It is now being conducted by Lamont & Stedman.

Experience in the Cash System

Firm in Kentville, N.S., Adopted This Couple of Years Ago—Turnover Has Increased — What They Now Think of the Change—May Instal Motor Delivery

Written for Canadian Grocer by David Williams

THERE are hundreds of grocers from the Atlantic to the Pacific who are more or less interested in the question of credit to customers, and many of them have seriously considered the advisability of adopting a cash system.

To this class the experience of the firm of Lamont & Stedman, Kentville, N.S., who have wrestled with the problem for the last two years, may be of interest.

When the firm decided on their new plan, it may be recalled a sketch of their proposed policy appeared in *Canadian Grocer*, and the remark was ventured that it would be interesting to watch the outcome.

To give the reader some idea of what they had to contend with, perhaps a short sketch of their former history and a slight reference to the community among which they are situated would be of interest.

The Town of Kentville is in the midst of the far-famed Evangeline Valley and surrounded by a mixed farming and apple-growing country. The farmers and fruit growers of the district are not a people to be easily carried away with any new kind of doctrine or innovation, and they and their forefathers have per-

sued the even tenor of their way for a century or more.

Established Back in 1828

The store which is shown in the cut was built in the year 1828 by the founder of the business, G. S. De Wolf, and was conducted under the name of J. E. De Wolf from that time till 1895. There has been no change in the building since except the new wing on the left was added later. In the year above stated Mr. Lamont took over the business and carried it on under the style of De Wolf & Lamont, till three years ago, when Mr. Stedman was admitted as a partner, and the name changed to Lamont & Stedman.

In the old free-and-easy days, when the business was young, things were done quite differently in some respects to the way they are now. It was the time of long credit, when settlements were supposed to be made once a year, but frequently the time was much longer and the day of reckoning was slow in coming. At that time, too, the men of the community were largely not so abstemious as they are now, and among the stock of the store might be found a number of barrels of pretty strong stuff, where a thirsty customer could get

a drink for the asking and take home a gallon if he chose to buy one. To-day it is different.

As stated in the article, about two years ago the firm of Lamont & Stedman decided to abandon the old method which had been the custom of the store for over eighty years—that of giving credit and adopt a purely cash system. Their preliminary arrangements and methods of carrying out their proposition were described in the article referred to.

On the 1st of January, 1913, the new method was for the first time put in practice. It may be stated here that quite a large proportion of the business of the store was a catch one, as the stand was in a good section of the town. This being the case, no matter what attitude the credit customers assumed, a certain amount of business was assured. However, the problem was no easy one to face with a change so radical and affecting at least one-half of their trade.

Took Firm Stand

In adopting the new system, Lamont & Stedman were convinced that there must be no half-way measures—it must be all or none. There could and would be no deviation from the absolute rule. No credit. Come what would or go,

there should be no let up. In this they were absolutely right, for here is the rock upon which so many founder who start upon the same voyage. Favors are granted to a few, and the circle gradually widens till they are back to the old place. Not so, however, with this firm. "He that putteth his hand to the plow and looketh back is not fit for the kingdom," was their motto, and they rigidly observed it.

To give an instance of the firmness with which they adhered to the principle. There was one customer—one of their best—who paid weekly, and was in such circumstances that it was difficult for him to do otherwise, and as a consequence he withdrew his trade. Later, however, he returned with part of it. All customers who had been in the habit of paying bills promptly were treated the same as those who were more dilatory. It was absolute cash.

Of course, it took a little time to get customers educated into the new order, and some were entirely lost; but by courteous treatment, business management and right prices, things soon began to adjust themselves. Evolutions are not wrought in a day or radical changes made to fit the wheels of progress at once. However, things went along fairly smoothly and business kept up as well as was anticipated, while later on a larger volume of trade was done than usual.

Big Increase in Turnover

The summing up at the end of the first year showed the firm's turnover had increased from \$45,000 the previous year to \$76,000. The profits of the year's transactions had not been quite in proportion, for the reason that in order to hold their customers and attract new ones the margin on some lines had been figured rather close.

The present year that has not been done, but a fair percentage charged, and notwithstanding the fact that times are a little strenuous and money tight, their turnover will be \$60,000.

The success of the venture has been so marked that upon no conditions would they think of returning to the old methods.

In always selling for cash the firm have always cash to pay for everything they purchase, and are in a position to take all discounts offered.

They do a large business in farm produce, all of which is bought for cash, and no farmer with butter, eggs or any other produce which they handle has to do any tricking or trading or waiting for their money. It is cash, and they can go where they choose for their purchases, but usually all their groceries are bought in the store.

Farmers Like the Cash

They also do a large meat business,

cash is very marked in dealing with the farmers in the country around. They never have to look for any cattle, sheep or hogs they may require. The farmers are only too ready to supply them with all they need, because they are sure of their cheque upon the spot.

One of the difficulties the firm found in conducting a cash trade in the town was the handling of telephone orders. This, however, was favorably met in the following manner: Each delivery man on going out was supplied with a

book and a sufficient amount of change in his wallet. Collections were made on delivery. In some instances where the driver would call he might find the customer out, and in that case if they were good, the order was left and collected on the next round either that day or the following. This was the only deviation allowed from the absolutely cash rule.

The firm are at present seriously considering the advisability of doing away with their horses and delivery wagons, and adopting a system of motor delivery.

More Money from Eggs

Writer Suggests Grading According to Size and Charging More For the Larger Eggs—He Figures Out a Dollar Extra on a Case—Careful Handling Necessary.

By J. T. W.

COMPARATIVELY few grocers seem to realize the fact that with a very little added effort they can gain from 75c to \$1.50 extra profit on every case of eggs they sell. To some grocers this may seem more or less of an impossibility, yet the fact that it is today being done by hundreds of grocers in all parts of the country should be evidence enough to convince even the most skeptical.

How is it done? By grading the eggs into two lots, according to size. Reasonable enough, isn't it? You sell oranges, lemons, corn, tomatoes and a hundred and one similar items according to size, why not eggs?

For instance, let us take a case of eggs and grade them as suggested. You will find that approximately two-thirds of them or 20 dozen are large. If the small eggs which will average, let us say, an ounce each, sell for 25 cents a dozen, then the large eggs averaging an ounce and a half should bring 37½ cts. per dozen. But let us be conservative: Instead of charging 12½ cts. additional for these larger eggs, let us suppose the grocer charges 5 cts. additional. The customer, you will agree, is receiving exceptionally high value for her money, and the grocer is gaining an additional profit of practically a dollar on each case of eggs.

Not a New Idea

This idea of selling eggs according to size is by no means a new one. Eggs by weight is the common custom in a great many foreign countries. Certain of the United States have attempted to pass similar laws, but have met with strong opposition from the grocers' associations, for the reason that they realize that selling eggs by weight means buying eggs by weight, which will neces-

sarily occasion a great deal of extra handling with a market tendency to further increase the tremendous yearly loss that already exists.

Those grocers who have adopted this more profitable egg selling method, have also made it a point to safeguard the extra profit gained by providing themselves with a complete system for safe egg handling that will not only prevent egg breakage, but that will enable them to deliver the eggs with the smallest possible outlay, both of time and money.

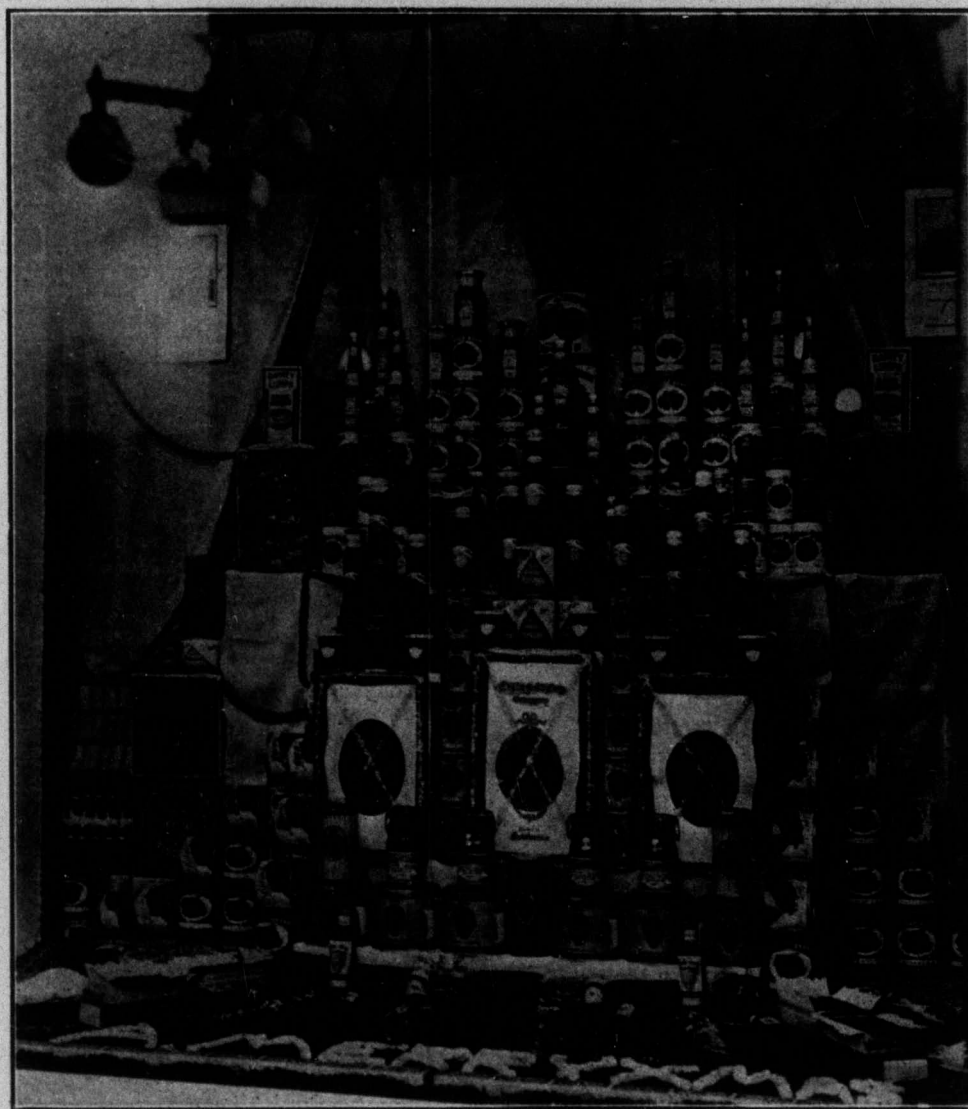
Eggs when properly handled are one of the most profitable lines that any grocer handles; and further, high-quality eggs are so much in demand that once a grocer builds a reputation for furnishing strictly fresh eggs, he finds he has one of the strongest and most appealing "leaders" that is to be found in the grocery business.

SEATS FOR CUSTOMERS PAY

Dupuis Freres, Montreal, have introduced order-taking tables in their grocery department, and are already pleased with the success. They have found it an excellent way for pushing one or two lines a week. A sample of each is placed on the table, and the attention of each customer called to it especially. There was the case of a certain line of pickles, three gross of which were cleared out in three weeks by this method. One of the chief advantages of the order-taking table in the opinion of Dupuis Freres is that the woman who can be induced to sit down to place her order will usually place a larger order than she would standing up. It is the intention of this company to cover each table with plate glass, and have a list of specials under the glass where it can be seen as the order is being taken.

A Fine Christmas Window

Appetizing Arrangement of Christmas Baking Materials, Christmas Dainties and Preserved and Canned Foods—Now the Time to Push Sales of Holiday Goods—Urge Public to Buy Early.



Christmas window shown last year by Geo. Kerr & Co., Lethbridge, Alta. This is an exceedingly attractive trim.

FROM now on every retail dealer should be displaying Christmas goods. Many dried fruits are going to be short this year, and if this is pointed out carefully to customers, it will have a tendency to make them purchase early their dried fruits and other baking materials for their Christmas baking.

Here is a splendid Christmas window showing dried fruits, nuts, peels, confectionery, fancy biscuits, canned tomatoes, canned pineapple, canned fruits, preserved fruits in glass, sugar, etc. On the floor of the window were attractive trims of shelled nuts, peels, figs, bottles of various extracts, raisins in packages, confectionery in boxes and bulk, etc. Written across the window in loaf sugar will be seen the words, "A Merry Christmas." This floor in itself would be a very fine salesman, but backed up by the pyramids of attractive jams and preserved fruits, fancy biscuits, canned vegetables, etc., this becomes an exceedingly fine selling display. Note how the boxes of apricots, prunes and other dried fruits are shown. These are decorated with tinsel and turned face outward so that the quality of the fruit can be seen. This display was shown by Geo. Kerr & Co., Lethbridge, Alta., last year, and as will be readily seen, created a great deal of business.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

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

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

OFFICES:

CANADA—

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

UNITED STATES—

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

GREAT BRITAIN—

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

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

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, NOVEMBER 12, 1915

No. 46

NET PROFITS COUNT

EVERY time a merchant is tempted to make a sale at a cut price he should remember that it is the net profit that counts, not the total sales. The business exists solely for the profit it makes. If it makes no profit it is not a success. The merchant's business can grow only by making a profit. Every new thing that comes into the store must be paid for out of the profit. Every dollar you take out of your store outside of your salary must come out of the profit. Otherwise you will meet trouble sooner or later.

"It is the net profit that counts, not the total sales." Every sale made at a loss takes away that much profit from a profitable sale. Every sale made at cost means that much opportunity for making a profit gone. Every sale made at a profit adds that much to your other profits. If you don't get the profit, how can you ever have it? If you don't ask a profit, how can you ever get it? Better small sales with some profit than large sales with no profit. Make your sales as big as you can, but always make the profit just as big in proportion.

PRICE CUTTING—BUSINESS SUICIDE

IN FRONT of the writer is a clipping from a United States grocery trade newspaper referring to a fierce price cutting war being indulged in by two grocers in the city in which this paper is published. The 50 cent line of a certain brand of baking powder is being offered for 39 cents; 17 lbs. of granulated sugar for a dollar, a tin of a certain brand of syrup for 10 cents which should be at least 13; all laundry soap at six for a quarter; two tins of a certain cleanser for 15 cents which should be at least 10 cents each, etc. The paper printing the item points out that it is only a question of time before something will happen to

either one or the other if they continue this price slashing war. It is not, it adds, reasonable for any retail grocery concern to continue in business very long at the prices these two stores are selling well known staples.

This goes to show that there are foolish merchants in the United States as well as there are in Canada. That, however, does not excuse the Canadian retailer from a campaign of price cutting which in the end only tends to demoralize business in his community and which cuts down the profits of everybody.

It is high time that the retail trade in this country realized that profits on grocery articles are too slim to admit of price cutting and still provide for a net profit over and above the cost of operating the business. How for instance, can sugar which cost 6¼ cents sell at 16 lbs. for a dollar? In times like these particularly when the merchant requires every cent of profit he can get, there is no room for cutting prices on staple goods. Let it be discontinued.

CHRISTMAS CUT SERVICE

IN the Fall Sales Number of CANADIAN GROCER of Oct. 29th, there appeared a page of cuts which retail dealers can use in their Christmas advertising. This is a new service this paper is rendering to its readers. We have collected a large number of Christmas cuts of this character and are giving them to our readers at practically cost price in order that they may brighten up their Christmas newspaper advertising.

From time to time readers have asked us for such a service and we are positive it will prove of actual money value to those who use it. Another page of these Christmas cuts is shown in this week's issue. Look over these and write immediately for any you

may desire. Order also from page which appeared in the Fall Sales Number.

FIGURING PROFITS

IN a few weeks' time thousands of retail firms will be taking inventories, and balancing up their books for the year to see whether or not the business of 1915 has yielded the desired profits. At inventory time there is always considerable discussion regarding the correct way to figure profits. It is a well-known fact that many merchants fail in business because they do not figure their profits correctly. There is a variance of opinion regarding the correct way to figure profits, some merchants claiming that profits should be figured on the cost price of goods, while others state that profits should be figured on the selling price. Authorities who have made a close study of the question claim that it is scientifically correct to use either the cost or selling price as a base in figuring the percentage of profit, as long as it is stated and made clear on what base the percentage has been calculated. The majority of successful firms have adapted the method of figuring the percentage of profit on the selling price. The vital issue, however, is the showing of net profit in dollars and cents at the end of the business year, when the inventory has been completed and the books are closed. And in order to make a satisfactory showing, it is necessary that a proper method of figuring profit should be followed throughout the year. Where many men make their mistake, and fool themselves, is in their refusing to see or acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum, or in other words, if 25 is twenty-five per cent. of 100, it is only twenty per cent. of 125.

In an article on the correct way to figure profits which appeared in Canadian Grocer some months ago, an instance was quoted showing how a retail merchant had erred in figuring profits. The merchant bought an article at \$1 each. His cost of doing business, so he said, was 25 per cent. (based on gross sales), and he wanted to make a profit of 10 per cent., so he marked the article to sell at \$1.35. His price should have been \$1.54 to make a 10 per cent. profit.

This merchant's cost of doing business was 25 per cent. of his selling price, but in pricing his goods he made the frequent and fatal mistake of only adding 25 per cent. of the invoice price. He also made a similar mistake in regard to his 10 per cent. profit.

A BRIGHTER OUTLOOK

A DECIDEDLY optimistic feeling has developed in business circles during the past two or three weeks. Retailers especially those in the towns and villages dependent upon agriculture, have been placing orders more freely, and a better all-round feeling is in evidence in all branches of the trade. City

trade is still below normal owing largely to slackness in the building trades, but retailers are looking forward to a good volume of Christmas trade. The continued warm weather of the past six weeks has created dullness in late fall and early winter goods but this business will come with a rush on the advent of cooler weather. In large centres where shell-making is being carried on in a large way, business has been greatly stimulated by the new industry. The announcement made during the early part of the week that further large orders for shells would shortly be placed in Canada has helped to create a feeling that business during the coming winter should be good. The unemployment problem which in former years has been a big problem to deal with, will be non-existent during the coming winter. There is now a great scarcity of mechanics and a great many laborers who were out of work during the summer are now steadily employed. Able bodied men are enlisting in large numbers, and in many cases their places have to be filled by others. And it is quite evident that business will become very active before the end of the year. Usually the crest of the grain movement is reached about the second week in November. By that time this year the real movement will only have commenced its full swing. When navigation closes it is doubtful if 50 per cent. of the exportable surplus of wheat will have reached ports on the eastern side of the lakes. Meanwhile, deliveries at primary points in the West will continue, and against them money will be advanced by the banks, which are in a good position, and probably will remain so, to make the advances. While a very large proportion of the crop proceeds will be utilized in settling old debts, there will be a very large balance go into farmstead improvements and into necessaries of life. The economy of some years and the inevitable wear and tear has created a real need for these that will now be met. It is all too obvious that a crop much greater than generally expected has injected into the business situation, especially in the West, a confidence the effect of which will not be fully felt until the early months of 1916.

EDITORIAL NOTES

THE MORE active we make conditions here the sooner will the ranks of khaki march down Under den Linden.

* * *

THE YOUNG man who is going to make good must possess the qualities requisite for success. If he does not possess them, he must develop them.

* * *

THE MORE knowledge there is in existence concerning the basis of granting credit and the handling of credit, the better for the business community, and the place to first commence an inculcation of credit knowledge is in our educational institutions.

Problems of Toronto Grocers

Several Come Before Association Meeting—Legality of Coupons Discussed—Sugar Price-Cutting on Part of Department Stores—Government Commission of Enquiry Approved—Election of Officers at Next Meeting.

TORONTO, Nov. 11—(Special).—The legality of coupons issued by manufacturers and redeemed by retail dealers was the subject of considerable discussion at the regular meeting of the local Grocers' Section of the Retail Merchants' Association on Monday evening. Chairman Neil Carmichael presided. The above matter was called to the attention of the members by Dominion Secretary E. M. Trowern, who claimed that the method a certain manufacturer was adopting in so far as his coupons were concerned was against the Trading Stamp Act. He declared that the act did not allow a manufacturer to use a coupon which he did not redeem himself. In other words, he maintained that a manufacturer could not issue a coupon redeemable by the retailer. A retailer himself could issue a coupon, but he not only had to redeem it himself, but he had to mark the face value of it on that coupon. Mr. Trowern further pointed out that not only the manufacturer but the merchant and the customer were equally guilty and subject to heavy penalty in case of conviction. On motion of D. W. Clark and F. C. Thorne it was decided to advise the manufacturers that the grocers would refuse to redeem further coupons and also to ask them to stand by the grocers in case of any action in regard to the redemption of coupons in the past. This was carried.

There was also considerable discussion on the fact that large department stores were selling sugar at prices about equal to or less than what the grocers had to pay for it. On motion of W. J. Parks and J. M. Cork, the Dominion Board will be asked to take the matter up with the refiners with a view to having the retailer better protected.

Inland Revenue Versus Postage Stamp

How many grocers are using Inland Revenue stamps on their cheques or have you been licking the every-day 2-cent postage stamp? W. J. Sykes appeared before the meeting on Monday night to ask the retailers in future to use the Inland Revenue stamp. Mr. Sykes is connected with the Inland Revenue Department in Toronto, and pointed out that while it was immaterial to the Finance Minister whether he got the 2c war tax through the Inland Revenue Department or the Post Office Department, nevertheless the war tax on cheques was an Inland Revenue matter and he urged

the grocers to use the Inland Revenue stamp in preference to a Post Office stamp.

"We feel," said Mr. Sykes, "that when we have to enforce the act in reference to this matter we should have the revenue come to us. We issue an attractive, modest, neat little stamp which improves the appearance of a cheque, whereas the postage stamp spoils the effect of a neatly written cheque. Will you back up our efforts to help us find out what this war tax is bringing into the country?"

He further pointed out that nearly all the banks were now carrying the Inland Revenue stamp and merchants could secure their supplies from their local bank. If they were not carrying them, he would like to be informed of the particular bank, and he would see that the retailers could be accommodated in future. The grocers took kindly to the suggestion and will ask their members in future to use the Inland Revenue stamp in preference to the other. It is interesting to note that Mr. Sykes is an old grocer, and not only that but a past president of the former Toronto Retail Grocers' Association.

Approve Enquiry Commission

A resolution was read from the Dominion Board in reference to the Commission of Enquiry which the Government is undertaking to determine the resources, productive capacity, etc., of the country. This was commended by the Dominion Board and the Grocers' Section were asked to approve of it also. Dominion Secretary Trowern stated that the Retail Merchants' Association would be called upon to present any difficulties they care to and they would be invited to attend sessions to thresh these out. The idea was to secure more system in the operation of the affairs of the country and to eliminate the drawbacks to the advancing of business as a whole. On motion of Donald Nicholson and Geo. Bentley, the resolution was accepted by the Toronto Grocers' Section.

W. J. Nichol, convener of the Committee looking after the R. M. A. brand of goods reported that the cleanser would be on the market in a few days, probably at the end of this week or the beginning of next. He also stated the contract had been practically let with the Chisholm Milling Co., to pack the R.M.A. brand of rolled oats for the association. The rolled oats will be put up in 1¾ lb.

and 5 lb. cartons to retail at 10 and 25 cents. The price to the retailer will be based on the price of rolled oats in bags from time to time. The association will be asked to guarantee the price of a certain number of cartons and labels. The rolled oats matter has not yet been finally disposed of, but will likely be at the next meeting.

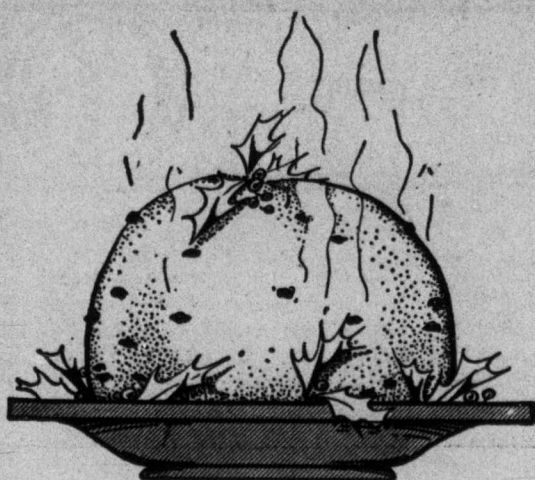
The last item of business was the nomination of officers for the coming year. The election will take place at the next meeting on the second Monday in December. This will be one of the most important meetings of the year, and every member is urged to be present on that occasion.

WATCHING FRAUDULENT DEBTORS

The Canadian Credit Men's Association is investigating supposed fraudulent transactions, and, where the evidence warrants, bringing the offenders to justice. The association for that purpose has a large fund at its disposal.

The latest case comes from Calgary, Alberta. Two partners of a firm there, the insolvent debtors in question, were arrested at the instance of the Credit Men's Association, the charge being that they had removed goods from their store prior to making an assignment, with the object of defrauding their creditors to the extent, at any rate, of the goods removed. Wind of this transaction reached the manager of the association at Calgary, with the result that he engaged a private detective, who almost on the first night of his vigil discovered traces of the supposed transaction. The two partners and one of their clerks were arrested, and at the trial held in Calgary on the 2nd inst., the principals were sentenced to six months in the Lethbridge penitentiary and the clerk having pleaded guilty on the 3rd inst., was sentenced to four months in the same institution. The goods removed by the defaulters in the meantime had been sold by them, but the association has now recovered same—an amount of \$2,900.

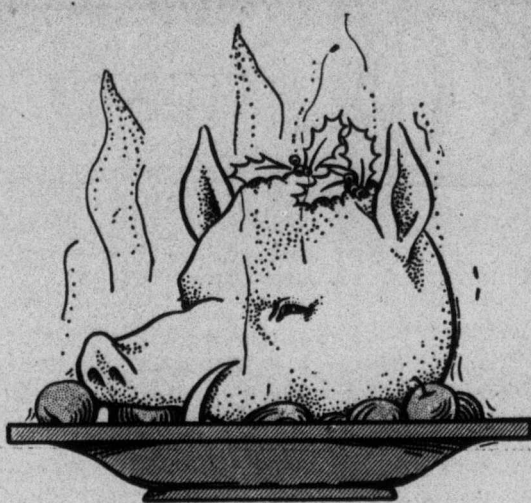
In a window dressing competition put on in Winnipeg by the Robin Hood Mills, Moose Jaw, Sask., the winner was the Fort Garry Market, with T. R. Hardern second. Runners up in the contest were: J. A. McKerehar, P. Nelson, D. W. Wilson, L. Krivel, O. Hughes, and J. Borrowman.



No. 1—60 cents.



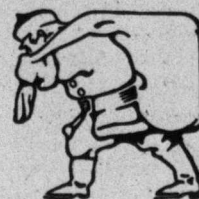
No. 2—40 cents.



No. 3—60 cents.



No. 5—60 cents.



No. 6—40 cents.



No. 4—50 cents.

These Cuts For Sale

CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

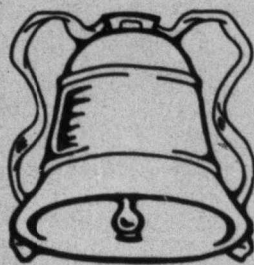
Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only \$5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

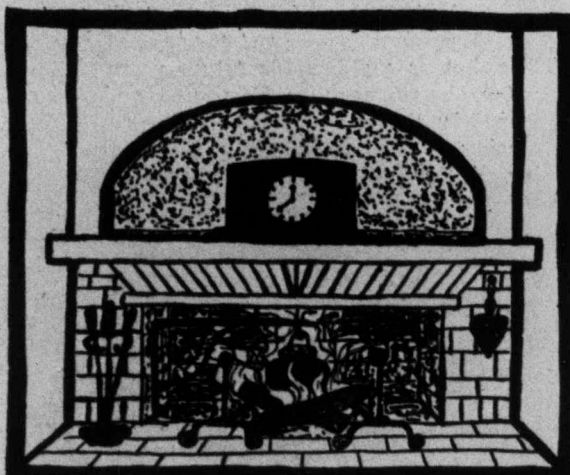
CANADIAN GROCER, 143 University Ave., Toronto



No. 8—40 cents.



No. 7—40 cents.



No. 10—60 cents.



No. 11—50 cents.



THRO' OTHER SPECTACLES



Arbitration vs. Law Suits

Modern Merchant.

Frequently in the last few years I have discussed the value of arbitration as a means of settling business disputes. The opinion I have expressed is that if business men would cultivate the habit of submitting their controversies to three arbitrators in whom they had confidence, they would be saved a vast amount of expensive and annoying litigation, and in most cases justice would be done just as well.

In the November bulletin of the National Wholesale Grocers' Association is the report of eleven arbitrations held recently by the members of that organization. Reading them, to a lawyer, is exceedingly interesting. Each one is material for a perfect law suit, yet the whole eleven were settled without even one law suit. And outside of the arbitrator's fees, there was no expense.

Here is the report of Arbitration No. 12, showing how effectively the plan compromises the difficulty:

Sept. 23, 1915. A Missouri jobber purchased from a California packer 300 cases No. 2½ Extra Standard Y. C. peaches. They were rejected on arrival on the ground that the fruit was irregular, and the syrup not up to the usual test for Extra Standards. The rejection was sustained and the arbitrators recommended that the buyers take the peaches with an allowance of 5 cents per dozen.

Any one who has seen a judge trying to decide whether a rejection of certain goods was justified, the goods being some, perhaps, that he never even heard of, will prefer the settlement of such technical questions by men who know the subject. The court really never decides such questions anyway—it takes the word of experts, who are partisan because they are hired by one party or the other. Personally, if I were a party, no matter which party I was, I should prefer having it decided by non-partisan experts.

The Danish Butter Trade

The Grocer, London, Eng.

The forcing up of Danish butter quotations to a level that has passed all previous records through the extraordinary demand from Germany and Austria, has brought business in this descrip-

tion practically to a standstill in this country. Matters have become very complicated, and this week the Copenhagen quotation was suspended. From the various reports current it would seem that Danish producers desire to retain their hold on the British markets, and do not wish to let their output go in such large quantities to Germany and Austria. A scheme, it is reported, has been arranged to maintain exports in Great Britain, and to restrict the outlet to other and new sources that appear to be wanting more than their share. It is interesting to know this, because buyers on this side are no longer prepared to pay such prices for butter, and are strongly resenting the action of the Danes in the matter. The sudden desire of Danish butter producers to study the interests of British merchants is looked upon with some degree of suspicion when the butter position is weakening. The view is entertained that Germany may have grown tired of the very high prices asked, and that the Danes are trying to find an easy way out of the difficulty by specially studying the interests of Great Britain. Their consideration for their old supporters in the United Kingdom may have come too late to be wholly effectual for retailers are keenly resenting the very high charges, and we commend to the notice of the Danish producers the resolution passed by the members of the Northern Council of Grocers' Associations at their meeting on Tuesday to the effect that "if the pledge recently made to maintain our supply (of Danish butter) at reasonable prices is not respected, we shall discourage the import of all Danish supplies, not only at the present time, but as a policy for future years, and encourage supplies from other and more friendly sources." Danes may remember that what Lancashire says to-day, England will say to-morrow.

Brighter Business Outlook

The Financial Post.

From that great international grain clearing house, the Chicago wheat pit, comes the statement that at present Canada is doing the largest wheat export business in the world. So great has been the movement of Canadian grain through New York that Chicago traders have been endeavoring to have Canadian and American wheat reported separately

each day. One of the largest cash handlers is credited with the statement that the outflow from Canada will continue freely until January when the Australian and Argentine crops will begin to move. In the meantime this country promises to fill up a large portion of the export demand.

A Canadian market expert estimates that the receipts at Winnipeg will average 1,800 cars daily for the next forty days, or 72,000,000 bushels. (This estimate was made Nov. 1.) A further estimate is to the effect that the total movement by the end of November will be 154,000,000 bushels. On the basis of 210,000,000 bushels for export, there would still be a surplus of 56,000,000 bushels.

Despite all wailings to the contrary, the price being paid for grain on the prairies is above normal and the actual proceeds to the farmer are not materially affected by the high freight rates by rail or water. The latter fall upon the backs of the consumers, not upon the producer. Under the circumstances the expanding bank clearings (recorded on page 16), higher railroad and steamship earnings and greater demands upon our industries can be no surprise. Already our jobbing houses are revising their orders to manufacturers.

A Matter of Advertising

The Wholesale Grocer.

To one small town in Kansas, a Chicago mail order house mailed 476 catalogues for \$42.84. The inches of advertising in each catalogue is 52,400, making the total number of inches of advertising in the catalogues sent out approximately 24,942,400, or 393 miles of advertising sent out from one little post office at one time, for a cost of less than fifty dollars.

How many inches of advertising have the merchants in this town used in the past year? We will wager not even one mile, let alone 393.

In fact, it is safe to say that the whole country and several others besides have not done this amount of advertising in several years, yet the merchant wrings his hands and wails at the invasion of the mail order house among his customers.

If you hide your light under a barrel and keep your goods a secret you can never expect to win.



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

Marcel & Frere, grocers, Montreal, have registered.

Laurette & Fils, grocers, have registered in Montreal.

Denton Bros., grocers, Little River, N.S., have registered.

P. D. St. Michel, wholesale fruit merchant, Quebec, P.Q., is dead.

Baker & de Gruchy, general merchants, Cape Cove, Que., sustained a fire loss recently.

Wm. C. Christmas & Co., importers and commission merchants, Montreal, are registered.

John M. Cronan, for years associated with the grocery and shipping business in Halifax, is dead at age of 62 years.

Frank L. Benedict & Co., grocery commission merchants, Montreal, Que., sustained slight damage by water recently when the Read Building in which they are located, was damaged by fire. The loss is covered by insurance.

Ontario

John Spencer, grocer, Toronto, has sold to J. Shirt.

W. J. Philpott, grocer, Toronto, has sold to W. E. Carr.

G. Ante, grocer, Hamilton, has disposed of his business.

H. G. Lemon, grocer, Harriston, Ont., has sold to S. Knechtel.

W. J. Scott, grocer, London, Ont., has sold to Freeman Talbot.

Walker & Sons, Fort William, Ont., have opened a branch store.

The Western Oil Refining Co., St. Catharines, Ont., has obtained a charter.

Good Bros., grocers, Toronto, have dissolved, J. D. Good continuing under old style.

T. P. Demo, general merchant, Moose Creek, Ont., is succeeded by D. F. Jamieson.

A. P. Graham has purchased the grocery business of G. W. Rodd, Markham, Ont.

T. E. Elliott, for a number of years a grocer in Midland, Ont., died recently in Toronto.

Harry E. Gignac has become sales manager of the Neal Baking Company in London, Ont.

Garfield Anderson, general merchant, Stratton, Ont., sustained a fire loss recently; insured.

Hunter & Trout, general merchants, Wiarton, Ont., have dissolved, Jas. Hunter continuing.

Pte. Ross E. Brown, formerly employed by the Salada Tea Co., Toronto, has been wounded at the front.

The Gunn-Langlois Co., Ltd., have sold their produce and grain business at Clinton, Ont., to Jenkins & Son.

Fire recently damaged the plant and stock of the Canadian Chicle Company, Peterborough, Ont., to the extent of \$6,000.

Philip Maylard, London, Ont., and a traveler for the Lake of the Woods Milling Co., was drowned in Northern Ontario while on a hunting trip.

W. J. Mooney, president of the Mooney Biscuit Co., will make his home in future in Montreal. He has been a resident of Stratford, Ont., for many years.

Jas. E. Merriman, of the wholesale grocery firm of W. H. Merriman Company, St. Catharines, Ont., died recently, aged 45 years. He was a native of St. Catharines, a school trustee and an ex-alderman and was prominent in the organization of the Ratepayers' Associations in various sections of the city. He was ill but a few hours before death.

Western Canada

The MacLean Fruit Co., Regina, Sask., is changing name to MacLean Grocery Co., Ltd.

Minders Bros., grocers and butchers, Winnipeg, are succeeded by Minders & Kamel.

The British Columbia Fruit & Produce Distributors, Ltd., Calgary, Alta., has obtained a charter.

A large photograph in a recent issue of an Edmonton, Alta. paper, showed the employees of the Hudson's Bay Company retail department there, who are now in training with the various home defence units in the city. Included in these are the general manager, department managers, clerks, salesmen, engineers, porters, elevator operators, delivery men, chauffeurs and messengers and is therefore representative of every phase of operation in the big store.

The premises recently purchased by the Macdonald-Crawford Co., in Saskatoon, Sask., on the corner of Twenty-Fourth street and Ontario avenue, at a cost of about \$10,000, are being put in

to shape for the removal of the company's business from their present premises on First Avenue. They anticipate occupying their new premises by November 15. The present premises which were formerly occupied by the Jackson Fruit Co., are being renovated and altered to suit the requirements of the company and an additional warehouse, with a frontage of 30 feet is being added at a cost of about \$5,000, which will give a full frontage of about 60 feet by about 120 feet, and will about double their present floor space. The new premises will contain fruit and grocery departments in addition to the necessary offices, and five floors will be occupied.

GROCERS GIVE FIELD KITCHEN

The grocers of Kingston, Ont., through the energetic efforts of John Gilbert and D. Couper, an ex-mayor of that city, have collected a fund among themselves for the purchase of a field kitchen and have presented it to the 59th Overseas Battalion. The task of collecting was cheerfully taken up by the above grocers, and although it involved the spending of considerable valuable time to call on such a large number of merchants they stuck to it and raised the required sum. As Mr. Gilbert's son is now serving in the trenches in France this is by no means the first occasion he has served his King and Country.

FIND USE FOR TOBACCO STEMS

A small army of men, says a dispatch from Wheeling, Va., has been sent out by the National Salt & Chemical Company to buy up tobacco stems, which will be the principal fuel used by the company in the manufacture of chemicals in the furnace plant of the Benwood Brewing Company, just leased by the National Company. While the tobacco stems are being used for fuel the smoke will be run through condensers and the residue will form an important ingredient used in the manufacture of chemicals. Among the products will be soft soap and saltpeter. Coal tar will be secured from the plant of the Somet-Solvay Company at the Riverside plant of the National Tube Company. This is the first time that a use has been found for tobacco stems. Local tobacco plants have always had them hauled away and dumped on refuse piles.

Sugar Advances 25 Per Cwt.

Flour Market Ten Cents Higher—Rolled Oats Advances Too — Chocolate, Cocoa and English Sundries All Climbing—Stronger Market on New Currants—Bean Situation Firm —Canned Vegetables Firmer.

Office of Publication, Toronto, Nov. 11th, 1915.

THE event of the week in the grocery markets was the advance in sugar, on Tuesday, which amounted to 25 cents. This came a little as a surprise, but was, as usual, the result of the firmness in the New York market, where both raws and refined were higher. This makes once more a comparatively high basis for sugar.

English sundries, such as jams, pickles, sauces and so forth, are up a nickel this week. The wonder is that they have not been higher than they are now, long before this, for many were practically prohibited from export, being required for the troops. Freight difficulties, too, have added to the firmness and strength of British products of this kind. Chocolate and cocoa are up two or three cents a pound. This week, in fact, sees advances in more lines than has been the case for a long time.

Dried fruits do not show any appreciation at this writing, but the market on all of them is certainly firm. In the case of most lines they are so nearly allied that strength in one often lends strength to others. Take the firmness in currants, for example: this means a corresponding and sympathetic firmness in raisins. So, too, did the firmness and strength of Valencias; not only did it put prices up on Valencias, but it imparted general firmness to the tone of kindred lines, seeded and seedless raisins and such. All along the list dried fruits are firm and high. Prunes, the crop of which turned out much less than was first anticipated, are firm and high. Peaches are much in demand. Even dates, a line which is not a big seller, is firmer by reason of the fact that expected shipments did not arrive yet.

Flour is up a dime this week. This is in sympathy with the position of wheat which, in a few weeks, has gone up fourteen cents. It is claimed that the flour market is now in about the right proportion to the price of wheat. Rolled oats are up and firm at the new levels. Apparently the heavy rains in Ontario played havoc with the crop and that, coupled with a good demand, has boosted the price.

Beans and peas are very firm, and we should not be surprised to see an advance at an early date. Crops have been short and the farmer's don't seem to be particularly anxious to get in what crops they have got.

Molasses, which was so spectacular in its behaviour some few weeks ago, has started in again with the same antics. Last week saw a rise of three cents in Ontario and at present all levels are firm and quite strong.

QUEBEC MARKETS

Montreal, Nov. 11.—The most interesting market as far as the grocer is concerned, is that for dried vegetables, and for dried beans in particular. This market has been a strong one for a long time, but sharp declines were expected on arrival of the new crop, although it was understood that the quality of the new beans was not good, at least, in many districts. So far these declines have not taken place; in fact, one of the largest wholesalers in Montreal advanced his price for 3-lb. pickers from \$3.60 to \$4.20 per bushel. Opinions as to what is going to happen vary. Some be-

lieve that the market will remain firm, whereas others look for sharp decline as soon as the Ontario farmers commence to market their stuff.

The potato market is firming up again and prices have advanced from 5 to 7c per bag by the car. The reason given is that, when the market first went up, everybody bought heavily. The stock they bought has been worked off, and they are now in the market again. They will again buy heavily, and no doubt there will be another decline. Prince Edward Island should be ready to ship now, but they are not offering. The last boats of the season are now leaving, so

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Manitobas jump 10c per bbl.
Ontarios advance 20c per bbl.
Further advances in flour expected.
Rolled oats up 5c per bag.
Feed market quiet.

PRODUCE AND PROVISIONS—

Compound lard up ¼c lb.
Several pork products advanced.
Drop in price of turkeys.
Old cheese jumps to 20c lb.
Export demand for new lards.

FISH AND OYSTERS—

Frozen cod and smelts are up.
Dressed codfish down to \$6.50 case.
Fresh halibut down; haddock up.
Much better demand for oysters.
Pike and dore have gone up.

FRUIT AND VEGETABLES—

New York celery offered \$4 crate.
Malaga lemons now on market, \$5.
Canadian radishes and tomatoes done.
Pears now being offered \$4 bbl.
Peaches down to 60c per box.

GENERAL GROCERIES—

English sundries advance 5 to 10%.
Chocolates and cocoa up 2 to 3c lb.
French peas up \$1 per case.
Refined sugar up 25c.
Market for good teas still firm.
Prunes jump ¼c per pound.
Stronger market on new currants.
New shelled almonds arrive.
Price of dried beans advanced.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour 10c higher.
Rolled oats and oatmeal up.
Ontario oats are poor quality.
Wheat market firmer.

PRODUCE AND PROVISIONS—

Hogs higher.
Bacon and pure lard up.
Butter market steady.
Cheese advances again.
Season against poultry trade.

FISH AND OYSTERS—

Smoked lines selling better.
Whitefish very scarce.
Good demand for oysters.
Frozen stuff coming along.

FRUIT AND VEGETABLES—

Spanish onions firmer.
New Messina lemons selling.
Mushrooms on the market.
Apples firm and in demand.
Pumpkins easier now.
Oranges in good demand.

GENERAL GROCERIES—

Tea levels firm.
Sugar up 25c.
Molasses starts to climb.
Beans and peas scarce.
New dates not in yet.
New almonds this week.
Are canned goods going up?

that supplies cannot come in by boat. It is believed they are holding for higher prices, which means they will store their potatoes until next spring.

A large number of imported groceries of English origin have been advanced five to ten per cent. This applies to jams, pickled goods, canned goods, condiments, and several other lines.

CANADIAN GROCER

The market for chocolate and cocoas of American and Canadian manufacture is stiffening up, many manufacturers having raised their prices within the past few weeks. This is probably due to difficulty in getting supplies, and lack of shipping facilities. The advance amounts to 2c per lb. on cocoa and 3c on chocolate.

French vegetables are going up; the latest to be affected is peas, which have gone up \$1 per case. Green codfish is up to 4-4½c, an advance of ½c. Herrings are up 50c per bbl., due, it is believed, to a demand for import. Roquefort cheese is now quoted at 52c lb., an advance of 4c. Imported Castile soap is up 1c to 12½c. Brandy which used to sell at \$9 per case is now quoted at \$13, which is an advance of 60 per cent. This, however, includes the increase in duty.

SUGAR.—There has been an advance in Canadian refined of 25 cents. The raw market is stronger than ever, Cubans having changed hands at 3¾c, while N.Y. refined advanced to \$5.50. Local refiners still insist that this may only be temporary on account of American refiners being short, and having to buy for immediate delivery. It is interesting to note that January raws can be bought some 63 cents lower than present quotations, and whether we shall see another advance or decline in December depends on the lateness or otherwise of arrival of this new crop. One refiner, it is reported, advanced prices only 20 cents.

Business with local refineries is fair, but this is not a buying period.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	6 90
Extra Ground Sugars—	
Barrels	6 65
50 lb. boxes	6 85
25 lb. boxes	7 05
Powdered Sugars—	
Barrels	6 45
50 lb. boxes	6 65
25 lb. boxes	6 85
Paris Lump—	
100 lb. boxes	6 90
50 lb. boxes	7 00
25 lb. boxes	7 20
Crystal Diamonds—	
Barrels	6 90
100 lb. boxes	7 00
50 lb. boxes	7 10
25 lb. boxes	7 30
Cartons and half cartons	8 55
Crystal Dominoes, cartons	8 15

TEA.—Opinion of the trade here is that Ceylons are gradually strengthening. There are some Indias selling as low as 10¼d. and 10½d., but they are poor quality, and there is little demand. Good teas continue strong, i.e., for good liquoring teas which have some point to them. The feeling is that Ceylon teas are firming to where they were three or four weeks ago. Japan teas are as strong as ever, and dealers see no possible chance of them getting easier just now.

DRIED FRUITS.—The price of prunes has advanced ½c per lb. during the past week. A wholesaler who was asked to give a reason this week for the

higher price on prunes, made the following statement for the information of his customers: "It is estimated that California prune crop will amount at the most to 170,000,000 lbs., of which 90 per cent. are sold. The Oregon-Washington crop, which was estimated at 30,000,000 lbs., produced only a third of this tonnage, and orders are pro-rated down to 75 per cent. The 1915 crop came on an absolutely bare market. The export market has been consistently active with continued buying at each advance. Foreign shipments will exceed those of last year. Packers are buying any and all sizes on a 5c basis in any part of the State of California.

"Packers familiar with the crop and sales developments anticipate further advances. Independent brokers in New York and Chicago are more specific, and forecast a 6c basis in 90 days."

The market is pretty well depleted of currants. Some wholesalers have stopped their sale, not being sure whether they will get any new ones or not. It is understood, however, that several vessels which left Greece towards the end of October, are now nearing New York. The opinion here is that the goods will be in bad order, the vessels having been recalled and stopped on several occasions, and the goods reloaded. Spot stocks of currants are being offered at 10½-11c for packages and 10c for loose, for both Filiatras and Amalias.

Citron peels are scarce, but it is understood that a supply is assured from New York of good quality stuff, to sell to the trade in the neighborhood of 22c-25c. Higher prices on evaporated apples are expected on account of small crop.

The price of new currants which have already arrived on this market from Greece, took a jump this week.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09½	0 09
Apples, choice winter, 50-lb. boxes	0 09	0 09
Apricots	0 15½	0 17½
Nectarines, choice	0 14	0 14½
Peaches, choice	0 10	0 11
Pears, choice	0 10	0 10½
DRIED FRUITS.		Per lb.
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Filiatras, fine, loose, new	0 10½	0 10½
Filiatras, packages, new	0 11½	0 11½
Dates—		
Dromedary, package stock, per pkg.	0 30	0 30
Farfa, choicest	0 12½	0 12½
Hallowee, loose	0 07½	0 07½
Hallowee, 1-lb. pkgs.	0 07½	0 08
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	0 11½
1 lb. glove boxes, each	0 12	0 12
Cal. bricks, 10 oz.	0 09½	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Prunes—		
30 to 49, in 25-lb. boxes, faced	0 13	0 13
40 to 50, in 25-lb. boxes, faced	0 11½	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½	0 10½
60 to 70, in 25-lb. boxes, faced	0 10	0 10
70 to 80, in 25-lb. boxes, faced	0 09½	0 09½
80 to 90, in 25-lb. boxes, faced	0 09	0 09
90 to 100, in 25-lb. boxes, faced	0 08½	0 08½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60	3 60
Muscata, loose, 3-crown; lb.	0 16	0 17
Sultana, box	0 16	0 17
Cal. seedless, 16 oz.	0 11½	0 11½
Fancy seeded, 16 oz. pkgs.	0 10½	0 10½
Choice seeded, 16 oz. pkgs.	0 10	0 10

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

NUTS.—New shelled almonds arrived this week, and opened at a price higher than a year ago. They will be offered to trade in the neighborhood of 42-43c, whereas last year the price on arrival here was about five cents lower. Reports vary as to the quality of new shelled walnuts arriving. It will be remembered that last year, some of shelled walnuts were not fit for human consumption. Reports on this year's crop are to effect that they are excellent, while others state they are thin. Shelled pecans will be here by the end of the week; they open high this year—in the neighborhood of 60c to the trade.

Almonds, Tara	0 17½	0 18½
Grenobles, new	0 15	0 16
Marbots, new	0 15½	0 16
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 25-lb. boxes, per lb.	0 38	0 40
Sticky almonds	0 14	0 15
Filberts	0 21	0 21
Filberts, shelled	0 20	0 21
Pecans, large	0 17	0 18
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	0 07
Peanuts, No. 1, Spanish	0 06½	0 06½

MOLASSES.—Little can be said about spot stocks of fancy, since they are almost of negligible quantity. One of the largest holders in this market admits that his stock of fancy is now sold out. There is, however, quite a bit of choice left. Interest is now centered in the new crop, which, if the weather is good, will be a bumper one. Large shippers are looking for orders now, and for early December shipment are naming a price on a basis of 57c to the retail trade. While the first molasses will undoubtedly bring high prices, the market will surely take a big drop on the second shipment; in fact, it is expected that prices will be around 45c early in January. By the time the first shipment is in Montreal unloading, the early January shipment will be loading, and prices are expected to vary about ten cents per gallon. Of course, the market on new crop will depend on the price of sugar, just as it did last year. When wholesalers were offered molasses last year at 38c they laughed and held off, declaring that the price before long would come down to 30c. Before the season was over, however, they were scrambling for it at prices up to 45c and at the end of the season were paying over 50c per gallon. The high price of molasses this year may have the effect of inducing planters to make more molasses than sugar.

Barbadoes Molasses—	Price for	
	Island of Montreal.	Choice.
Punchons	0 57	0 48
Barrels	0 60	0 51
Half barrels	0 62	0 53
For outside territories prices range about 3c lower. Carload lots of 30 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., 3½c; ¼ bbls., 4c; ¼ bbls.	0 04½	0 04½
Pails, 8¾ lbs., \$1.05; 25 lbs.	1 40	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00	3 00
Cases, 10 lb. tins, ¼ doz. in case	2 90	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85	2 85
Cane Syrups—		
Barrels, lb., 4½c; ¼ bbls.	0 05	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00	3 00

RICE.—Imported rice is still cut off, the prices making them prohibitive in this market.

CANADIAN GROCER

SPICES.—Reports coming from New York during the past two weeks have been bullish, practically on all lines of spices, but particularly on peppers. Importers state there are enormous demands, but small supplies; they expect more violent fluctuations than they have had since the Civil War. This is important, since this is a time when considerable buying is done for Christmas. Wholesalers do not appear to have advanced their prices on anything but peppers and gingers, and some have allowed their quotations to remain where they were rather than quote higher than competitors. A large firm of spice dealers stated this week that they would like to sit still for six weeks, and take their travellers off the ground. They say they have advised the latter that they do not care whether they sell or not.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	0 16	0 69	0 23
Cassia	0 22	0 89	0 29
Cayenne pepper	0 28	1 05	0 35
Cloves	0 28	1 05	0 35
Cream tartar—50c.			
Ginger, Cochín	0 22	0 89	0 29
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 80	0 80	1 00
Nutmegs	0 40	2 40	0 75
Pepper, black	0 22	0 80-1 00	0 29
Pepper, white	0 30	1 15-1 20	0 34
Pastry spice	0 22	0 85-1 20	0 29
Pickling spice	0 14-0 18		
Turmeric	0 21-0 23		

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

Cardamon seed, per lb., bulk	2 00	2 00
Carraway—		
Canadian		0 13
Dutch		0 20
Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 30	0 45
Cayenne chillies		0 25
Shredded cocconut, in palls	0 19½	0 22
Pimento, whole		12-15

COFFEE.—There are no changes in the primary market, and trade continues to be good in Canada. A Montreal importer says he does not expect lower prices, as Javas and Mochas are very dear, and further complications in the East will make it harder to get coffees of that type.

Coffee—		
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 25	0 28
Mexican	0 25	0 28
Maricao	0 22	0 24
Jamaica	0 22	0 24
Santos	0 19	0 22
Rio	0 16	0 18
Chicoory		0 14

DRIED VEGETABLES.—The bean market is attracting considerable interest this week because of the fact that, although the new crop of beans is arriving freely, the market is strong, and one wholesale house this week advanced its price on 3-lb. pickers from \$3.60 to \$4.20 per bushel. This is a house which, some weeks ago, was glorying in the fact that the province of Quebec was producing beans this year, something she had never done to any extent before. It appears, however, that what this province has supplied has been only a flea-bite to what was required, and that as fast as they came in they passed out again. The reason for this advance, as given by the above firm, is that farmers are sitting on their crops, knowing that

the crop in the States is a small one. Opinions vary as to the cause of the strong market. One commission agent uses these words: "The market is strong. It looks as though it will take a substantial rise instead of a sensational fall. It is certainly working upward. They don't seem to have the beans in the country. It is either that, or else the farmers are holding on to their crops. We would like to know which it is." A wholesale grocer says of the bean situation: "There is a splendid demand. Shipments are arriving rather freely, but prices are holding up. However, we are looking for sharp declines, as the farmers have finished their field work, and are now going to start and thresh. They will play wrong, as they often do, and rush their supplies on the market all at once. They are well off, with plenty of money to meet their obligations. They want high prices. High prices are now on, but the farmers think they will go higher. They won't, for the people will not eat beans at higher prices." Somewhat the same conditions apply to the pea situation; there are lots coming in, but they won't come up to the test. It is said that peas from some sections of Ontario are only fit for hog food. Farmers are holding on to their supplies just as they are doing with beans. There are very few splits on the market yet.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 75	4 20
Yellow eyes, per bushel		4 00
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 30 lbs.		6 50
Barley, pot, per bag		2 30
Barley, pearl, lb.	0 08	0 08

CANNED GOODS.—The price of several lines of canned goods was advanced this week, including tomatoes, corn, peas and beans. Pork and beans have also advanced, the following quotations being current to-day: 3-lb., \$1.45; 1-lb., 65c, and family size, \$1.05. The price of tomatoes is now \$1.02½, standard peas 92½c, early June peas 95c, corn 92½c, and string beans 92½c. The advance amounts to about 2½c all round.

The strong bean market is expected to have some effect on the consumption of canned goods. If beans go much higher, not only will the price of canned pork and beans be advanced, but people will not eat many of them, and purchase instead canned tomatoes, peas and corn.

Canadian sardines have advanced 25c a case, and are now quoted at \$3.25. The situation as regards canned salmon is without any interest for the retail trade. Dealers have pretty well placed their orders, and prices are steady.

Canadian apples are advancing. Gallon tins are quoted to-day at \$3.25 per doz., an advance of 50c; 3-lb. tins are now \$1.10, whereas they were formerly 95c. This was to be expected on account of the small crop apples.

Canned Vegetables—		
Beans, string, doz.	0 92½	0 92½
Corn, 2's, doz.	0 92½	0 92½
Peas, standard, doz.	0 95	0 95
Peas, Early June, doz.	1 02½	1 02½
Tomatoes, 3's, doz.	1 45	1 45
Pork and beans, 1's, doz.	0 65	0 65
Pork and beans, family size	1 05	1 05
Canned Fruits—		
Apples, gallon, doz.	3 25	3 25
Canned Fish—		
Sardines, Canadian, case	3 25	3 25

ONTARIO MARKETS

Toronto, Nov. 11.—The event of the week, undoubtedly, is the advance of 25c in sugar. This market again followed New York, where raws and refined alike being high, an advance was made. No doubt the step was a big one, but the market is firm and strong at the new figures, and there seems to be no reason to expect any weakness as an aftermath. This makes sugar on the basis of \$6.36 here. Otherwise, the markets hold little feature, unless it be the continued firmness and strength of dried fruits. All these are very strong. As one wholesaler pointed out to Canadian Grocer to-day, this is not surprising, because each line affects the other. Hence a firmness in currants reacts upon the raisin market, making that stronger, and a scarcity of Sultanas helps to firm up kindred lines—currants, seedless and seeded raisins and the like. We have no advances to record from our last week's levels, but it should be said that in several cases increases are rumored in the primary markets, and it looks as if we have not touched the high spot in the dried fruits market here yet by any means.

Both blue and white peas and also beans are difficult to get. The crops appear to be short, anyway, and the farmers are holding back even what they have got. Moreover, the beans are, on the whole, of poor quality.

Molasses has again started on its upward trip; an advance of 3c on low grades was recorded the first of this week, and the cheapest lines are now worth 23c in barrels. Readers will remember the antics of this market a few weeks ago. From several sources we hear that the market is firm and likely to show no easement until new crop arrivals.

The new almonds are expected in Montreal by the beginning of next week. That may affect the market price somewhat.

Business keeps good. Orders are larger, and collections are nothing to grumble about.

SUGAR.—An advance in both raws and refined in New York yesterday led to an advance in this market of 25c, and sugars are now on the basis of \$6.36. This rise in price here was purely sympathetic to the New York market; raws there on Wednesday were quoted at 3¾c. There is said to be an acute shortage in raws, due partially to export de-

CANADIAN GROCER

mands being exorbitant. Business here is steady, and about the usual volume. There was nothing in this market alone to warrant any further advance.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	6 38
100 lb. bags	6 46
20 lb. bags	6 51
2 and 5-lb. cartons	6 65
Nova Scotia refined, 100-lb. bags	6 26
New Brunswick refined, 100-lb. bags	6 36
Extra Ground Sugars—	
Barrels	6 76
50 lb. boxes	6 96
25 lb. boxes	7 06
Powdered Sugars—	
Barrels	6 56
25 lb. boxes	6 96
Crystal Diamonds—	
Barrels	6 91
100 lb. boxes	7 01
50 lb. boxes	7 21
Cartons (20 to case)	7 66
Cartons (50 to case)	8 86
Crystal Dominoes, cartons	8 01
Paris Lump—	
100 lb. boxes	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Yellow Sugars—	
No. 1	5 96
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

MOLASSES.—An advance of 3c took place at the first of the week, and this made a level on low grades of 23c in barrels. This strength again seems to be due to a big demand. The market, even at the higher figure, is quite firm and shows no sign of easing at all. Cane syrup is also in good demand, though the quotation is unchanged.

Corn Syrups—	
Barrels, per lb., 3% ^o ; ½ bbls., 4c; ¼ bbls.	0 04½
Pails, 35% lbs., \$1.25; 25 lbs.	1 48
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4% ^o ; ½ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00
Molasses—	
Fancy, gallon	0 60 0 65

TEAS.—There is still some difficulty in ascertaining the state of the market on Indians. A Calcutta cable Wednesday quoted 10¼d., or 20½c, whereas another house is said to have heard that the same teas were selling at 9d., or 18c. Which is true seems difficult to ascertain. In support of the theory that the Indian market is fairly strong is the report of the Calcutta Tea Brokers' Association, under date of October 7th, to the effect that the excess is being reduced, and that suggests firmness rather than any weakness. As we go to press we cannot provide further or more definite information with regard to this market. It was, however, firm last week, and we do not incline to the belief that it has broken as widely as three or four cents from a couple of weeks ago. Buying here is average, with little feature.

DRIED FRUITS.—The dates which it was previously said would be in Toronto this week are still somewhere en route, and have not showed up as yet. They should be here any day, though. There has been a brisker demand for dates. Prunes and peaches are firm in the primary markets, and finding good demand in this centre. No change in prices; but in both cases last week's levels are strong. Raisins of all kinds are strong. Valencia is a word one only hears men-

tioned now and then; as Mrs. Gamp would say: "There ain't no sich thing." Seeded and seedless are firm, the scarcity of Valencias, of course, continuing to contribute to this end. Currants show no disposition whatever to ease up, but are firm, and in primary market advances are now the order of the day. This produces two results: one direct, one indirect. It means, first of all, actually higher levels on currants, and, secondly, a firmness for other and kindred fruits. There is no doubt that the scarcity of currants has in some sort contributed to the firmness in raisins. Apricots and dried apples are in good demand at last week's levels.

Apricots—		
Standard, 25 lb. boxes	0 10½	0 11
Choice, 25 lb. boxes	0 12	0 14
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 20	0 23
Currants—		
Filistras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizzas, choice	0 16	0 17
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 07½
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 13
50-60s, 25-lb. boxes	0 13½	0 14½
60-70s, 50-lb. boxes	0 12½	0 13½
70-80s, 50-lb. boxes	0 10½	0 11½
80-90s, 50-lb. boxes	0 10	0 11
90-100s, 50-lb. boxes	0 09	0 10
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 06	0 06½
25 lb. boxes ¼c more.		
Raisins—		
Valencia	0 15	0 16
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Tarragona almonds are slightly easier, and we quote a price lower by about a cent than last week's. Demand has let up some; dealers apparently have filled their requirements. New almonds should be in this country Sunday or Monday; boat should dock about that time. There is a good demand at present prices. Brazils have fallen off a little; they had a spurt at Hallowe'en, but have got quieter since.

In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 15	0 16
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Fibberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts Marbots	0 13	0 14
Shelled—		
Almonds	0 38	0 40
Fibberts	0 31	0 33
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 36	0 38

SPICES.—There is nothing new in this market; the firmness in cassias and peppers continues, though cream of tartar at this writing is a shade easier. Demand is steady and supplies are hard to get. Prices show no alteration.

Spices—		
Allspice, ground	0 10	0 10
Allspice, whole	0 11	0 12
Cassia, whole	0 21	0 22
Cassia, ground	0 14	0 15
Cinnamon, Batavia	0 27	0 28

Cloves, whole	0 27	0 28
Cloves, ground	0 18	0 22
Cream of tartar	0 45	0 50
Curry powder	0 30	0 35
Ginger, Cochin	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21
Ginger, Jamaica, whole	0 25	0 28
Ginger, African, ground	0 14	0 16
Mace	0 80	1 00
Nutmegs, brown, 64s, 52c; 50s, etc; 100s		
Nutmegs, ground, bulk, 45c; 1 lb. tins		
Pastry spice	0 25	0 28
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 20	0 24
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 24	0 28
Pickling spice	0 15	0 20
Turmeric	0 18	0 20

BEANS.—crops of beans seems to be short, and the quality is, as one man put it, "nothing to rave over." Our quotation of \$4.20 is low enough. Farmers do not appear anxious to ship in what they have got, and goodness knows the crop is short enough at that. Blue and white peas are in the same condition—short crops, and difficult to get at what stocks there are.

Beans, hand-picked, bushel	4 20	4 25
Peas, blue, bushel	3 00	3 05

TORONTO

CANNED GOODS.—The holding company is talking about an advance soon on vegetables and fruits—of 2½c on the former and 5c on the latter. All lines are firm. Tomatoes are strong again now after a lull in demand, and corn and peas both feel a good steady call, which, consonant with poor crops, makes for high levels. Salmon is in good demand at this writing.

Salmon, Sockeye—		
1 lb. talls, cases 4 doz., per doz.	2 52½	
1 lb. flats, cases 4 doz., per doz.	2 72½	
½ flats, cases 8 doz., per doz.	1 57½	
Five cases or more, 2½c doz. less than above.		
Chums, 1-lb. talls	0 80	
Pinks, 1-lb. talls	1 20	
Cohoos, 1-lb. talls	1 45	
Red Springs, 1-lb. talls	2 00	
Humpback, ¼-lb. tins	0 50	
Canned Vegetables—		
Tomatoes, 3's	1 10	1 15
Peas, standards	0 95	
Early June peas	0 95	
Extra sifted peas	1 45	
Corn, 2's, doz.	0 95	
Canned Fruits—		
Strawberries, heavy syrup, doz.	2 15	
Black raspberries, heavy syrup, doz.	1 95	
Pumpkins, doz.	0 90	

MANITOBA MARKETS

Winnipeg, Nov. 11.—Trade prospects here are looking up. The heavy movement of wheat to Eastern points is beginning to tell, but it will be another month yet until the vast sums being distributed among Western farmers come back in the natural course of trade for utilization in other fields.

At time of writing little short of 100,000,000 bushels of wheat, to say nothing of other grains, has been marketed. Nothing short of \$100,000,000 has passed in hard cash into farmers' hands; another \$50,000,000 worth at least of produce will go through from now to Christmas. This represents an immense purchasing power in the West, even after all debts are paid.

Business is improving in the grocery trade as elsewhere and better times are in store. Contrary to the generally accepted belief, many of those least likely to know and most capable of forming a

CANADIAN GROCER

judgment, look for real business activity after New Years when the wealth of Western Canada will be in the course of distribution.

There is no news of price changes in staple lines. The new crop of Ontario beans is not yet on the market. Dried fruits are unchanged, sugar firm, and an advance anticipated. Country trade is excellent; city trade improving.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	6 85
Extra ground or icing, boxes	7 80
Extra ground or icing, bbls.	7 35
Powdered, boxes	6 70
Powdered, bbls.	6 80
Hard lump (100-lb. cases)	7 60
Montreal, yellow, bags	6 25
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Halves, 50 lbs., per cwt.	7 35
Bales, 20 lbs., per cwt.	7 60
Powdered, 50s	7 05
Powdered, 25s	7 40
Icing, barrels	7 35
Icing, 50s	7 60
Cut loaf, barrels	7 45
Cut loaf, 50s	7 70
Cut loaf, 25s	7 85
Sugar, British Columbia—	
Extra standard granulated	6 80
Bar sugar, bbls.	6 75
Bar sugar, boxes	7 00
Icing sugar, bbls.	6 85
Icing sugar, boxes	6 60
H. P. lumps, 100-lb. cases	7 85
H. P. lumps, 25-lb. boxes	7 70
Yellow, in bags	6 20
Corn Syrup—	
2s, per case 2 doz.	2 75
1s, per case 1 doz.	3 13
10s, per case 1/2 doz.	3 01
20s, per case 1/4 doz.	3 03
B. C. Cane Syrups—	
2-lb. tins, 2 doz., to case, per case	3 75
5-lb. tins, 1 doz., to case, per case	3 60
10-lb. tins, 1/2 doz., to case, per case	3 60
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, 1/2 gal., 1 doz.	5 65
New, pure, 1/2 gal. case	9 00
New, pure, 1/2 gal. quart, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25
Dried Fruits—	
Apples, evaporated, new, 50's	0 08 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13 1/2
Currants—	
Dry clean	0 04 1/2
Washed	0 11
1 lb. package	0 10 1/2
2 lb. package	0 21
Vostizna, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 07 1/2
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 05 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 07 1/2
Raisins, Muscatis—	
3 crown, loose, 25's	0 05 1/2
3 crown, loose, 50's	0 09
Raisins, Sultanah—	
California, 50's	0 12 1/2
Prunes, in 25-lb. boxes—	
80 to 100	0 07 1/2
70 to 80	0 05
60 to 70	0 05 1/2
50 to 60	0 05 1/2
40 to 50	0 11 1/2
Table Layer Figs—	
1-crown, 5-lb. boxes, per lb.	0 15 1/2
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13 1/2
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 00
Cooking figs, taps, about 8 lbs., lb.	0 07 1/2
Cooking figs, choice natural, 25-lb. bags	0 07 1/2
Rice and Tapioca—	
No. 1 Japan, per lb.	0 09
No. 2 Japan, per lb.	0 05 1/2
4s, per lb.	0 05 1/2
Patna, per lb.	0 07 1/2
Carolina, per lb.	0 05 1/2
Sago, pearl, lb.	0 05 1/2
Tapioca, pearl	0 08
Dried Vegetables—	
Beans—	
California, hand-picked, per bushel	4 30
California Lima Beans—	
Bag lots	0 07 1/2
Less than bag lots	0 05 1/2

Barley—	
Pot., per sack, 80 lbs.	3 30
Pearl, per sack, 80 lbs.	4 30
Peas—	
Split peas, sack, 80 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	1 80

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Nov. 11.—Butter is now 34c to 36c for creamery. Cheese is also up, large being 19c and twins 19c per lb. Eggs, fresh, are open, Vancouver Island being 58c to 60c. Package figs are off market. Canned peaches are up 20c per case. Tomatoes are selling 5c per case lower. Currants are up to 12c, and prunes to 7 1/2c. Dried peaches are easier at 6 1/2c, and figs 6 3/4c per lb.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 34	0 36
New Zealand cubes	0 30	0 30
New Zealand brick	0 40	0 40
Cheese, per lb., large, 19c; twins	0 19 1/2	0 19 1/2
Cheese, Stilton, lb.	0 23	0 23
Eggs—		
Local fresh	0 50	0 50
Vancouver Island	0 58	0 58
Lard, 5's, per case	0 85	0 85
Lard, 10's, per case	0 90	0 90
Lard, 20's, each	13 30	13 30
General—		
Almonds, shelled, lb.	0 45	0 45
Beans, foreign, per lb.	0 16 1/2	0 16 1/2
Cream of tartar, lb.	55 c	55 c
Beans, Lyton	0 85 1/2	0 85 1/2
Figs, 12-10 oz. packages, per box	2 25	2 25
Cocunut, lb.	18 1/2c	18 1/2c
Cornmeal, bulk	33 1/2c	33 1/2c
Flour, best patents, per bbl.	6 30	6 30
Honey, Idaho, 24 lbs.	4 60	4 60
Lemons, box	3 75	4 25
Potatoes, per ton	12 00	15 00
Rollod oats, ball of 80 lbs.	3 10	3 10
Onions, lb.	0 08 1/2	0 08 1/2
Oranges, box	5 00	5 75
Rice, 50's, sack	1 80	1 80
Sugar, standard gran., per cwt.	6 30	6 30
Sugar, yellow, per cwt.	0 45	0 45
Walnuts, shelled, lb.	0 50	0 50
Jams, glass jars, doz.	2 25	2 25
Jams, 4-lb. tins, doz.	7 50	7 50
Canned Goods—		
Apples, gals., 6-case	\$1 62	\$1 62
Beans, 2's	2 10	2 10
Corn, standard, per 2 dozen case	2 15	2 15
Peas, standard, per 2 dozen case	2 10	2 10
Plums, Lombard, 2's, case	4 00	4 00
Peaches, 2 1/2's, case	4 50	4 50
Strawberries and raspberries, 2's, case	4 50	4 50
Tomatoes, standard, per dozen, case	2 30	2 30
Salmon—		
Sockeye, 1's, 4 doz. case	\$9 00	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75	10 75
Pinks, 1's, 4 doz. case	4 00	4 00
Dried Fruits—		
Apricots, per lb., 11c; Apples, lb.	10 c	10 c
Prunes, 70-80, 25's, lb.	07 1/2c	07 1/2c
Currants, per lb., 12c; Raisins, seeded, lb.	09 c	09 c
Peaches, per lb.	05 1/2c	05 1/2c
White figs, per lb.	05 1/2c	05 1/2c
ALBERTA MARKETS (EDMONTON)		
By Wire.		
Edmonton, Nov. 11.—New York sugar has advanced three times since the change recently reported here. Everything in the freezable line is being brought in to this market before close of navigation, which is now at hand. Currants still reflect the unsettled conditions in Greece, and advance 2c per pound. Cocunut has also increased 1 1/2c per pound. Eggs, extra, are 40c, and No. 1 32c. Butter is higher; No. 1 is 27c and No. 2 is 22c lb. Four inches of snow fell here the beginning of this week.		
General—		
Beans, Ashcroft, lb.	0 05 1/2	0 05 1/2
Beans, Japan, per bush.	2 90	4 00
Bean, ton	15 00	15 00

Coffee, whole roasted, Rio	0 18	0 19
Potatoes, per bush.	0 25	0 25
Rollod oats, 20's, 50's; 40's	1 00	1 00
Rollod oats, ball, \$2.15; 80's	1 75	1 75
Flour, fancy patents	2 85	2 85
Flour, seconds	2 80	2 80
Rice, Siam, per cwt.	3 80	3 80
Shorts, ton	20 00	20 00
Sugar, standard gran., per cwt.	7 45	7 45
Sugar, yellow, per cwt.	7 05	7 05
Walnuts, shelled, lb.	0 38	0 38

Produce and Provisions—

Cheese, lb.	0 17 1/2	0 17 1/2
Bacon, lb., 20c; bellies, lb.	0 20 1/2	0 20 1/2
Butter, creamery, per lb.	0 32	0 32
Butter, dairy, No. 1, 27c; No. 2	0 22	0 22
Eggs, extra, per doz.	0 40	0 40
Eggs, No. 1	0 35	0 35
Eggs, No. 2	0 30	0 30
Lard, pure, 5's, per case	9 00	9 00
Lard, pure, 5's, per case	9 85	9 85
Lard, 10's, per case	9 75	9 75
Lard, pure, 20's, each	3 25	3 25
Canned Goods—		
Corn, standard, per two dozen	2 20	2 20
Peas, standard, 2 dozen	2 20	2 20
Peas, standard, 2 dozen	2 15	2 15
Plums, Lombard	2 25	2 25
Peaches	3 55	3 55
Strawberries, \$4.45; raspberries	4 00	4 00
Tomatoes, standard, per 2 dozen	2 30	2 30
Salmon, sockeye, 4 doz. tails, case, 1s	9 85	9 85
Salmon, pink, case	4 15	4 15
Cheese, 1's, \$5.50; humpbacks, 1's	4 25	4 25
Lobster	2 35	2 35
Dried Fruits—		
Evaporated apples, 50's	0 10 1/2	0 10 1/2
Apricots, 25's	0 12	0 12
Peaches, 25's	0 07	0 07
Pears, 25's	0 13	0 13
Prunes, 50-100, 25's, unfaced	0 07 1/2	0 07 1/2

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Nov. 11.—Quite unexpectedly sugar has dropped 20c. Small white beans have advanced, and are now quoted at \$6.75 per cwt. Storage eggs have advanced to \$9.50 per case. Gallon tomatoes are \$2.10. Cleaned currants are quoted at 13c. Advances of about two cents per pound have taken place in several brands of chocolate and cocoa. Evaporated apples have advanced to 10c. All sizes matches have gone up about 40c a case. Imported cheese is dear, and some kinds are hard to get. New navel oranges are expected next week, last car of Valencias being now in.

General—

Beans, small white Japan, lb.	0 05 1/2	0 05 1/2
Flour, No. 1 patent, 50's	2 90	3 00
Molasses, extra fancy, gal.	4 07	4 07
Rollod oats, ball	2 55	2 55
Rollod oats, 80s	2 15	2 15
Rice, Siam, cwt.	4 00	4 00
Potatoes, local, per bush.	7 35	7 35
Sugar, pure cane, granulated, cwt.	0 25	0 25
Shelled walnuts, finest halves, lb.	0 40	0 40
Shelled walnuts, broken, lb.	0 30	0 30
Produce and Provisions—		
Cheese, new, Ontario, large, per lb.	0 19	0 19
Butter, creamery, lb.	0 33	0 33
Butter, No. 1, dairy, lb.	0 27	0 27
Eggs, select storage, case	9 00	9 00
Lard, pure, 5s, per case	9 00	9 00
Lard, pure, 5s, per case	9 05	9 05
Bacon, smoked backs, per lb.	0 21	0 21
Bacon, smoked bellies, per lb.	0 22 1/2	0 22 1/2
Canned Goods—		
Tomatoes, 3s, standard, case	2 85	2 85
Corn, 2s, standard, case	2 25	2 25
Peas, 2s, standard, case	2 35	2 35
Tomatoes, gals., case	2 10	2 10
Apples, gals., Ontario, case	1 75	1 75
Strawberries, 2s, Ontario, case	4 90	4 90
Raspberries, 2s, Ontario, case	4 50	4 50
Lobster, 1/2s, per doz.	2 65	2 65
Salmon, finest sockeye, tails, 48x1s, per case	10 00	10 00
Salmon, pink, tails, 48x1s, per case	4 50	4 50
Dried Fruits—		
Currants, lb.	0 15	0 15
Evaporated apples, 50s, per lb.	0 10	0 10
Peaches, choice, 25s, per lb.	0 07 1/2	0 07 1/2
Apricots, choice, 25s, per lb.	0 10	0 10
Pears, choice, 25s, per lb.	0 14	0 14
Prunes, 50-100	0 07	0 07
Sultana raisins, Cal., extra fancy	0 15	0 15
Fruits and Vegetables—		
Grapefruit, Cal.	5 00	5 00
Oranges, case	6 00	6 00
Lemons, case	6 00	6 00
Peaches, crate	0 90	1 00
Tomatoes, 4-basket crates	1 00	1 00

CANADIAN GROCER

SASKATCHEWAN MARKETS

Regina, Nov. 11.—Markets at this point are stationary this week. There are no changes of any importance worthy of note. Emphasis may be placed on the splendid manner in which business has picked up this fall. All lines of business show greatly increased sales over same period last year. The magnificent crops are largely responsible for the business revival. Considerable loss has been experienced by destructive prairie fires throughout the West, and relief is being despatched to stricken families. Harvesting is completed in the north and east, and machines and threshing outfits have been sent to those portions of the province where threshing was delayed by lack of machinery.

Produce and Provisions—	
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 17½
Eggs, new laid	0 40
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 5's, per case	9 35
Lard, 8's, per case	9 30
Lard, 10's, per case	8 30
Lard, 20's, per case	12 10
General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17 0 17½
Cream of tartar, lb.	0 60
Cocoonut, lb.	4 15
Cornmeal, ball	2 95
Apricots, per lb.	0 12
Flour, 98's	3 00
Rolled oats, 80's	2 20
Rice, per cwt.	3 90
Onions, 100 lbs.	1 50
Sugar, standard, gran., per cwt.	7 04
Sugar, yellow, per cwt.	6 64
Walnuts, shelled, 4½; almonds	0 41
Canned Goods—	
Apples, gals., case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 00
Salmon—	
Sockeye, 1's, 4 dozen case	9 65
Sockeye, ½'s	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 19
Cranberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencia	5 75
Potatoes, bushel	0 90 0 65
Dried Fruits—	
Currants, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 10¼
Evap. apples, 50's, lb.	0 09¼

NEW BRUNSWICK MARKETS

(By Wire.)

St. John, Nov. 11.—Business is good with local dealers. Collections are fair. There is a scarcity of beans causing concern, stocks being about exhausted. Locally prices are rising, hand-picked beans being \$4.10 to \$4.15, and yellow-eyes \$4.15 to \$4.25. They will likely go higher. Flour stronger with a slight advance in both Manitoba and Ontario. Dealers think this is only temporary. Cornmeal is easier at \$1.75. Sugar is unchanged and wholesalers look for little change before the new year. Eggs are slightly firmer at 30 to 32c. Butter is unchanged with supplies fair. Much country produce is being received before close of navigation. River boats are still running with heavy orders from country districts. Potatoes are coming along better with prices firm. Dealers expect high quotations this winter.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 23 0 23
Bacon, roll, per lb.	0 17 0 17
Beef, corned, 1's	2 90 3 35
Pork, American clear, per bbl.	25 50 29 00
Butter, dairy, per lb.	0 27 0 27
Butter, creamery, per lb.	0 30 0 32
Eggs	0 30 0 32
Lard, compound, per lb.	0 11¼ 0 12
Lard, pure, per lb.	0 15 0 15¼
Cheese, new	0 16¼ 0 17
Flour and Cereals—	
Cornmeal, gran.	5 75
Cornmeal, ordinary	1 75
Flour, Manitoba, per bbl.	6 60
Flour, Ontario	6 20
Rolled oats, per bbl.	6 00
Potatoes, bbl.	0 90 1 00
Fresh Fruits and Vegetables—	
Apples, bbl.	3 50 4 00
Lemons, Messina, box	4 50
Oranges, Val., case	4 00 5 50
Potatoes, bbis.	2 25 2 35
Sugar—	
Standard granulated	6 10 6 15
United Empire	6 00 6 05
Bright yellow	5 90 5 95
No. 1 yellow	5 70 5 75
Paris lumps	7 25
Lemons, Messina, box	4 50
Beans, hand-picked, bush.	4 10 4 15
Beans, yellow eyes, per bush.	4 15 4 25
Canned pork and beans, per case	3 00 3 40
Molasses, Barbadoes, gal.	0 82 0 53
Cream of tartar, per lb., bulk	0 25 0 28
Currants	0 11 0 11¼
Rice, per cwt.	4 45 4 50

Letters to the Editor

IS THIS A BARGAIN AFTER ALL?

Editor Canadian Grocer,—After reading your article on a certain Windsor concern's methods, I carefully examined the sample order you give, with an idea of finding out how the firm managed to do their business at a profit. I am handicapped, however, as I know very little of the prices prevailing in the East. I have, however tried, and enclose it herewith, and no doubt after examination you would be able to correct it and get it more exact. I don't think the profits are overestimated—rather the reverse, and yet the whole order shows a profit of approximately 35 per cent. on the returns.

The condition of business is, that their own orders are selected, so I guess every order will bear relatively the same profit. The proprietary articles are only three in number and are obviously only thrown in to make the order look cheap, and these particular lines are the only ones on which there is no profit.

Order	Price charged	Profit
1 large can salmon	\$.15	\$.07
1 box Nugget	.05	*.01
5 lb. rolled oats	.18	.05
1 lb. tea	.45	.20
1 lb. 2nd grade tea	.33	.12
1 lb. baking pdr	.40	.25
10 lbs. sugar	.40	*.22
Box complexion soap	.50	.35
1 lb. coffee	.35	.17
½ lb. mustard	.20	.05
8 bars laundry soap	.25	.05
Bottle lemon ess.	.20	.05
Bottle vanilla ess.	.20	.05
½ lb. esy cocoa	.20	.05

Box talcum pdr	.40	.25
½ lb. fresh cocoanut	.20	.11
Can O.D.C.	.06	*.02
½ lb. blk pepper	.20	.08
1 lb. baking soda	.05	.02
1 egg separator	.08	.02
Box soda biscuits	.15	.05
Gross	\$.50	\$1.97
Less loss		.25
Net profit		\$1.72

*Loss.
Baking powder made from phosphates and starchy flours added such as rice or corn starch can be made remarkably cheap, while tea, coffee, talcum powders, complexion soaps, etc., can be bought easily so as to carry the profits I have reckoned. The only mystery about such business is, that anyone can be induced to part with their money to buy such "a pig in a poke."

J. MERCER.
Victoria, B.C., Oct. 30, 1915.

TRADE WITH WEST INDIES

Watson Griffin, special trade commissioner from Ottawa to the British West Indies, reports that as a market for flour, meat, butter and condensed milk produced in the western provinces of Canada, all the British West Indies Islands are nearer to Manitoba, Saskatchewan and Alberta than the British Isles or countries of continental Europe, and that for manufactured articles from Ontario and Quebec the cost of transportation to the West Indies is less than the cost to Saskatchewan and Alberta.

Mr. Griffin visited all the colonies that have joined in the Canada-West Indies preferential tariff agreement, as well as the colony of Jamaica, and the Republic of Cuba. His conclusion is that the trade of the British West Indies is worth going after. The various colonies included in the preferential agreement annually import about forty-five millions, and export about forty-one millions worth of goods.

Mr. Griffin states that the trade of the British West Indies should be controlled largely by the Maritime Provinces of Canada. The flour trade will go to the central and western provinces. It is the general opinion of customs collectors and merchants throughout the British West Indies that Canada will soon monopolize their flour market. The manufacture of flour for the West Indies makes a market that is more certain than any foreign market that might be suddenly closed by hostile tariff legislation. The West Indian planters will never produce wheat or flour. Canned peaches and, perhaps, some other kinds of canned fruit can best be supplied by Ontario and British Columbia.



FRUIT AND VEGETABLES



Messina Lemons and Mushrooms In

New Lines Find Good Business—Onions Higher, But Potatoes Easier—Apples at Moderate Price; Snows Are Good Quality—Sprouts Find Good Demand.

MONTREAL

FRUITS.—Apples are running at about the same price, and are arriving fairly plentifully. At present, there is no sign of shortage. They are coming in especially well from Nova Scotia—all kinds except Fameuse. The latter, for No. 1's are bringing 6.00. Nova Scotia cranberries appear to be selling in preference to those from Cape Cod, as the latter cost about \$3 per bbl. more, and the former are very nice eating. Malaga grapes are something new on the market, being offered in barrels of 50 lbs. at \$5. The quality is all right, and this price will prevail more or less, during the winter. Blue grapes are still being offered at 17c. There are new Malaga lemons on the market, quoted for 420 size, at \$5. For pineapples there is little demand. Peaches are offered in boxes at 50c., but they are not much good for eating, having no flavor. They are all right for preserving. No pears are offered in boxes, but in bbls. at 4.00. Quinces are down 40c basket. There is little demand, except from the Jews.

Apples—	
Fameuse, No. 1's	5 50
Alexanders, No. 1's, bbl.	3 00
Wealthy, No. 1's	3 50
Calvert	2 25
McIntosh Reds	5 30
Starks	4 50
Spices	5 50
Ren Davis	3 75
Russets	5 00
Greenings	4 50
Bananas bunches	2 00
Alexanders, Cape Cod, bbl.	6 00
Cranberries, Nova Scotia, bbl.	6 50
Grapefruit, 46-54-64-80-96	3 50
Grapes, blue, 6 qt. baskets	0 17
Grapes, Tokay, crate, 4 baskets	2 25
Grapes, Malaga, heavy weight, bbl.	5 00
Lemons—	
Verdills	3 00
Malaga, 420 size	5 00
Oranges—	
Valencias, Cal., late 196-280	6 00
Jamaica, 196-200-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	3 00
Peaches, box	0 60
Pears, bbl.	4 00
Quinces, basket	0 40

VEGETABLES.—Potatoes still are firm, and prices remain about the same. The demand is good. Spanish onions remain in the neighborhood of 5.50 to 6.00, and it is said they will be scarce. If more are brought in from Spain, they will cost around \$7, it is said. Local onions are quoted at 1.75 to 2.00, and are in good demand. Beets, carrots and parsnips have been in better demand since

last week, and the farmers are bringing in less. There are lots of cabbage on the market, selling for 25 to 35c per doz. Cauliflowers are getting dearer, good ones bring a dollar per doz. Good celery brings 50-75c per doz., and New York celery, by the crate, is selling at 4.00. There is little demand for celery roots. Cucumbers are quiet, and Montreal cucumbers are about done. Boston cucumbers are too high to enjoy a big sale. Boston head lettuce took a jump this week, being offered at 1.75. There are no more Montreal radishes being offered, and anybody wanting radishes must bring them in from the States. Canadian tomatoes are done, and hothouse are still being quoted at 18c per lb.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	3 00
Beans, green, N.Y., per basket	3 00
Brussels sprouts, qt.	0 12 1/2
Cabbage, Montreal, per doz.	0 25
Cabbage, red, doz.	0 40
Carrots, bag	0 50
Cauliflower, Canadian, doz.	0 50
Celery, Montreal, doz.	0 25
Celery, N.Y., crate	0 50
Celery roots, doz.	4 00
Cucumbers, fancy, Boston, doz.	1 50
Cucumbers, Montreal, basket	0 50
Egg plant, N.Y., doz.	1 75
Leeks, bunch	0 10
Head lettuce, Montreal, doz.	0 50
Head lettuce, Boston, box	1 75
Curly lettuce, doz.	0 25
Onions—	
Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 50
Parsley, Canadian, doz. bunches	0 15
Peppers, 18 each basket	0 40
Potatoes—	
Montreal, bag	1 00
New Brunswick, bag	1 15
Sweet, hamper	1 40
Spinach, Canadian, box	0 50
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 15
Pumpkins, doz.	1 00
Squash, doz.	0 50
Vegetable marrows, doz.	0 40
Watercress, Canadian, doz.	0 30

TORONTO

FRUIT.—Business on the wholesale fruit market this week has been exceedingly dull for some reason or other. A few Canadian grapes are selling now, blues being in good demand and prices somewhat lower than our last quotation. The first Messina lemons of the season arrived this week and are worth anywhere from \$3.50 to \$4 a case. There was a big call as soon as dealers knew they were in. Apples are firm at quoted levels. Snows and spies are of good

enough quality, better than was anticipated. Prices are firm; snows are a trifle higher than last week's ruling. California late Valencia oranges are a trifle easier and we now quote \$3.50 to \$5.50, which is a big range; wholesalers are asking all sorts of prices, however. Pumpkins are down to 60 cents as a top price. Peaches are off the market now altogether. Canadian pears are lower on a poor demand. Pines are coming in more freely, and price is down a little.

Apples, new, bbl.	2 50	4 00
Apples, snow, bbl.	3 00	5 00
Apples, Spies, bbl.	3 00	5 00
Apples, 11-qt. basket	0 20	0 00
Apples, McIntosh Reds, basket	0 75	0 00
Bananas, per bunch	1 50	1 00
Cocoanuts, sack	4 50	5 00
Citron, dozen	0 40
Cranberries, bbl.	5 75	9 00
Grapefruit—		
Jamaica, case	4 25	4 50
Porto Rico, case	4 00	5 10
Grapes, Malaga, keg	6 00	8 50
Grapes, Tokay, case	2 00	2 25
Grapes, Emperor, keg	4 50	4 00
Grapes, Can., blue	0 08	0 15
Can. Red Rogers, 6-qt. basket	0 20	0 25
Oranges—		
California, Valencias	3 50	5 50
Jamaica, case	3 75	4 00
Lemons, new, box	4 00	4 50
Limes, per 100	1 50
Pears—		
California, Bartlett, box	3 00	4 00
Canadian, 11 qt. basket	0 40	0 50
Pineapples, Porto Rico	4 25	4 75
Plums, Canadian, large basket	0 20	0 25
Pumpkins, doz.	0 50	0 60

VEGETABLES.—There is comparatively little new on this market the past week. Boston head lettuce is selling freely and we quote a price of \$1.50 to \$1.75 for a case of two dozen. Potatoes have eased up a little, and our levels are about five cents lower than last week. Imported mushrooms find quite a big demand from high-class dealers. They are at a price beyond the ordinary man, however, \$2.50 to \$3 for six quarts. Onions are firmer and about ten to fifteen cents higher at \$1.30. Spanish remain unchanged; there is a big range in these, however. Cucumbers show no alteration. Cauliflower is worth anywhere from \$1 to \$2 a dozen. Celery remains unchanged with but an indifferent demand. General business, in response—as usual—to colder weather was better again last week.

Beets, Canadian, bag	0 60	0 75
Cabbage, new, doz.	0 30	0 40
Carrots, new, bag	0 65	0 75
Cauliflower, 11 qts.	1 00	2 00
Celery, doz.	0 15	0 25

(Continued on page 39.)



FISH AND OYSTERS



Halibut Showing Signs of Scarcity

Now is the Transition Time—Fresh Fish Getting Scarcer; Frozen More Plentiful—Pickled Fish Movement Now Under Way.

MONTREAL

FISH.—Trade is now in one of its transitory stages, when fresh fish gets scarce and frozen fish is just coming in. This year, due to the exceptionally fine weather, the fresh fish season has lasted longer than usual; in fact, though it is late in the season, good supplies of lake fish are still promised for this week. Of course, quite a lot of frozen fish will go into consumption. Ground fish from the East is still pretty scarce, but indications point to a bigger volume being available from now on. Fresh haddock has gone up as high as 7c per lb. this week, and there are some products of haddock and cod, such as haddies and fillets, which are unobtainable. Fresh halibut from the West is also showing signs of scarcity. We hear of three steamers of one of the biggest firms operating on the Coast, with a catch of only 22,000 lbs., which means a big loss to the firm, and indicates a great scarcity of fish. Prices of halibut have advanced 1/2c per lb. this week. In lines of pickled and salt fish, a good movement is on foot now, as the country trade has started to stock before the close of navigation. In a general way, there does not seem to be any surplus, and prices have all along maintained a pretty high level. Trade in oysters, bulk and shell, is very satisfactory, the demand being pretty active, and prices are comparatively easy. In smoked and prepared fish there is a steady demand, and supplies not being over plentiful, means a steady price.

TORONTO

FISH AND OYSTERS.—This market seems to have been pretty stagnant last week, and we record no price changes whatever. Ranges, in the case of one or two lines, are wider, but outside of that there is little new. More and more frozen stuff is coming, and it is beginning to sell now as stock of fresh stuff gets lower and lower. Whitefish is still to be had in small quantities and at outrageous prices. Salmon still keeps high and firm, with a good demand. There has been a noticeably better demand for

smoked lines this last few days; haddie and ciscoes being ordered both oftener and in larger quantities. There are no price changes. Oysters have had a good sale too; hotel and restaurant trade keeps up, and is a good stand-by.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.09 1/2-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07 1/2-.08	.09 1/2-.10
Haddies, fillets, per lb.10	.12
Haddies, Niobe, boneless, per lb....	.09
Herring, Ciscoes, baskets	1.50
St. John blotters, 100 lb. box	1.10	1.25
St. John blotters, per box60	1.00
Yarmouth blotters, 50 in a box	1.20	1.25
Smoked herrings, large, box14
Smoked herrings, medium, box15
Smoked boneless herrings, 10-lb. box	1.40
Kipperd herrings, selected, 60 lb. box	1.25	1.50
Smoked salmon, per lb.20	.15-.17
Smoked halibut10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspé, large, per lb.13	.13
Red, steel heads, per lb.12	.11-.12
Red, sockeyes, per lb.12
Red Cohoes, dressed, lb.10	.10 1/2
Red Cohoes or silvers, per lb.09-.09 1/2	.12
Pale quaila, dressed, per lb.07-.07 1/2	.08
Halibut, white western, large and medium, per lb.09 1/2-.11	.10-.12
Halibut, eastern, chicken, per lb.10	.12
Mackerel, bloater, per lb.07 1/2-.08	.12
Haddock, medium and large, lb.04 1/2-.05	.06
Market codfish, per lb.04
Steak codfish, per lb.05 1/2-.06	.08
Canadian soles, per lb.06
Blue fish, per lb.15-.16
Smelts10	.12
Herrings, per 100 count	2.00	3.00
Round pike06
Grass pike06 1/2
Swordfish, lb.09

DRIED AND PREPARED FISH.

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

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50	1 50
Selects, per gal., solid meat	2 00	1 95
Best clams, imp. gallon	1 50
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best standards, pt. cans, each.	0 40	0 40
Sealed, best select, quart cans, each.	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Malpeques, bbl.	8 00	9 00
Live lobsters, medium and large, lb.	0 35	0 45
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 -13	12 -14
Haddock, fancy, express, lb.	6 - 6 1/2	8
Mackerel, medium, each	14 -15
Steak, cod, fancy, express, lb.	5 1/2 - 6	6
Herrings, each	3	3
Flounders	5	9
Salmon, Western	15 -16	19 -20
Salmon, Eastern	15 -16	16 -18

FRESH LAKE FISH.

Carp, lb.	0 00
----------------	------	------

Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 15	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 11	0 12
Dressed bullheads	0 12
Eels, lb.	0 08	0 08
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

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

PICKLED FISH.

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

WINNIPEG

FISH AND POULTRY.—Not without interest is the following on the Western fish trade: "Seventeen earloads of fresh fish left Prince Rupert Thursday for eastern points. Twelve cars made up a special train, and five cars were on the regular Grand Trunk Pacific train. Superintendent Frank Norman, of the Canadian Express Company, states that it is about the heaviest shipment they have yet had. The cars are going to Montreal, Toronto, New York, Boston and Chicago, a good portion going east over the Transcontinental. During October sixty cars were shipped from Prince Rupert and in September seventy cars. Many of the United States fishing boats that have been using Seattle are now unloading at Prince Rupert."

There is good authority for stating that special retail establishments for distributing coast fish will shortly be in operation in Winnipeg.

Fresh salmon	0 12
Fresh halibut	0 09
Pickered	0 07 1/2
Steak owl, per pound	0 09
Lake Winnipeg whitefish	0 08 1/2
Finns haddie	1 75
Kippers, per box	0 11
Lake trout, per lb.	0 11



PRODUCE AND PROVISIONS



Hog Products Firmer

Higher Quotings in Lard, Backs and Bacon—Butter Steady—New Laid Eggs Climb Higher—Cheese Firmer Again—Higher Prices on Some Markets—Weather Against Good Poultry Movement.

MONTREAL

PROVISIONS.—Deliveries of hogs are not as large as is usual at this time of year, and owing to continued demand from Great Britain on Wiltshires, holdings of pork products are limited. All lines of meat products are in demand, especially pure lard, supply of which is not quite sufficient to fill present requirements. The market on shortenings has advanced again this week, owing to higher prices on crude oil. Prices on the latter have been advanced 1/4c. Our prices on barrelled pork and backs have also been advanced this week.

Hams—	
Small, per lb.	0 20
Medium, per lb.	0 19
Large, per lb.	0 18
Backs—	
Plain, bone in	0 24
Boneless	0 29
Peameal	0 29
Bacon—	
Breakfast, per lb.	0 23
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—	
Hams, boiled, per lb.	0 23
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15 1/2
Long clear bacon, 80-100 lbs.	0 14 1/2
Flanks, bone in, not smoked	0 15 1/2
Barrelled Pork—	
Heavy short cut mess	Per bbl. 27 00
Heavy short cut clear	27 80
Clear fat backs	28 00
Clear pork	28 00
Lard, Pure—	
Tierces, 350 lbs. net	0 14 1/2
Tubs, 50 lbs. net	0 15 1/2
Boxes, 50 lbs. net	0 14 1/2
Pails, wood, 20 lbs. gross	0 15
Pails, tin, 20 lbs. gross	0 15
Cases, 10 lbs. tins, 60 in case	0 15 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 15 1/2
Bricks, 1 lb., each	0 17
Lard, Compound—	
Tierces, 375 lbs., net	0 11 1/2
Tubs, 50 lbs., net	0 11 1/2
Boxes, 50 lbs., net	0 11 1/2
Pails, wood, 20 lbs. net	0 12
Pails, tin, 20 lbs. net	0 12
Cases, 10-lb. tins, 60 in case	0 13
Cases, 3 and 5-lb. tins, 60 in case	0 12 1/2
Bricks, 1 lb., each	0 13 1/2
Hogs—	
Dressed, abattoir killed	13 75 14 00

BUTTER.—Receipts this year have at last caught up to those of 1914, but there is not as much held in Montreal storage houses as there was a year ago to-day, owing to the fact that large quantities have been exported to the British market. The buying price is a little lower than it was two or three weeks ago, but quality of the butter arriving is not equal to that of September, which is

only natural at this time of the year. The price of finest creamery is unchanged this week.

Butter—	
Finest creamery	0 34
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 26
Bakers	0 23

CHEESE.—The market during the past week has been erratic, the highest point reached being at Brockville, where 17c per lb. was paid. It is rumored that considerable buying is being done by the war office; and as the producing season is nearly over, it would not take much export business to produce a very high market. As it is to-day, inquiries for cheese are coming in better than for the past few weeks, and exporters are finding it easier to secure business, even at advanced prices.

Cheese—	
Old make	0 20
Stilton	0 19
New make	0 18 0 18 1/2

EGGS.—Receipts of new laids or eggs from country storekeepers, are practically nil. The demand for eggs is good. A good trade is being done by city wholesale houses with out of town places who, up to a week ago, had enough fresh eggs to supply their trade. During the past week there have been a number of inquiries over the cable, and indications are that fairly good prices would be paid for first quality Canadian eggs. The price of new laids remains at 42c.

Eggs, case lots—	
New laid, stamped	0 42
Selects	0 33
No. 1's	0 30
No. 2's	0 28

POULTRY.—With the arrival of cooler weather, deliveries of poultry will increase rapidly. There is any amount of poultry in the country, but the weather has been so fine, farmers have not taken the time to market it. They will, no doubt, do so as soon as the weather is cold. There is a shade improvement in the quality of poultry arriving so far. It is a little early to market turkeys, as they are not quite fat enough. Prices on the latter have dropped to 20-22c. Prices on live fowl are steady; small fowl are a drug on the market. No

line is really brisk, business being rather quiet.

Poultry—	
Frozen stock—	
Fowl, small	0 12 0 13
Ducks	0 14 0 17
Geese	0 12 0 15
Pigeons, pair	0 30 0 35
Fresh stock—	
Turkeys	0 20 0 22
Fowl, large	0 17 0 19
Fowl, small	0 15 0 15
Roasting chicken, milkfed, 4 lbs. or over	0 21 0 23
Roasting chicken, ordinary	0 18 0 20
Spring broilers, dressed, pair	0 76 1 00
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Live stock—	
Fowl, 5 lbs. and over	0 17 0 18
Fowl, small	0 12 0 13
Turkeys	0 17 0 18
Ducks	0 16 0 16
Geese	0 12 0 13
Chicken	0 13 0 14

HONEY.—Supplies are coming in freely, and there is a fair demand. Prices are the same as for the past two or three weeks.

Honey—	
Buckwheat, tins	0 08
Strained clover, 50-lb. tins	0 10 1/2
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 1/2
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

Receipts in Montreal

	Butter,	Cheese,	Eggs,
	Boxes	Boxes	Case-
Week ending Nov. 6, 1915.....	7,751	49,200	20,425
Week ending Nov. 7, 1914.....	4,287	31,067	18,510

TORONTO

PROVISIONS.—A number of the hog products show an upward tendency this week, particularly backs, plain and boneless, breakfast bacon and pure lard. The advance in the latter is about three-quarters of a cent all round. The trade knows that packers have been curing more for the export market this year, and this has led to less available stocks for the domestic supply. They are behind on some of the cures. At the beginning of the week live hogs advanced 10c at the Union Stock Yards to \$8.85 and \$8.95, fed and watered.

Hams—	
Light, per lb.	0 18 0 18 1/2
Medium, per lb.	0 18 1/2 0 19
Large, per lb.	0 14 1/2 0 15
Backs—	
Plain, per lb.	0 24 0 25
Boneless, per lb.	0 28 0 30
Pea meal, per lb.	0 28 0 27
Bacon—	
Breakfast, per lb.	0 22 0 24
Roll, per lb.	0 16 0 18
Shoulders, per lb.	0 16 0 15
Pickled meats—1c less than smoked.	
Dry Salt Meats—	
Long clear bacon, light	0 13 1/2 0 13 1/2

CANADIAN GROCER

Cooked Meats—		
Hams, boiled, per lb.	0 25	0 25
Hams, roast, per lb.	0 25	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Shot cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 13 1/2
Tubs, 50 lbs.	0 13 1/2	0 13 1/2
Pails, 20 lbs.	0 13 1/2	0 14
Tins, 3 and 5 lbs., per lb.	0 13 1/2	0 14
Dricks, 1 lb., per lb.	0 13 1/2	0 14 1/2
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10 1/2
Tubs, 50 lbs., per lb.	0 11	0 11 1/2
Pails, 20 lbs., per lb.	0 11 1/2	0 12 1/2
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—For some reason or other the butter market is on the quiet side this week, with no price changes. This may be due to the fact that the open autumn has permitted the cattle to continue their grazing on good pasture, and, therefore, has tended to a continuous good flow of milk. Dairy butter is, however, on the scarce side owing to the good prices farmers are getting for milk at the cheese factories.

Butter—
 Creamery prints, fresh made 0 31 0 33
 Separator dairy, choice 0 28 0 32
 Dairy prints, lb. 0 26 0 28
 Bakers' 0 22 0 23

CHEESE.—The cheese market continues to show firmness. Wholesalers this week have advanced the prices a shade, large being quoted at 17c and 17 1/4c, which is 1/4c per pound above quotations of last week. Twins also are listed 1/4c higher than before. This is due to the export demand. On account of these splendid prices for cheese factories through the province are remaining open longer than usual. As one wholesale provision dealer put it: "Cheese at 16c is better for the farmer than butter at 30c."

Cheese—		
Large, per lb.	0 17	0 17 1/4
Twins, per lb.	0 17 1/4	0 17 1/2

EGGS.—New-laid eggs are exceedingly scarce on the wholesale market, because they are difficult to get. The few that country town merchants are getting in find a ready sale among those who have the money at home, so the wholesalers are not getting many of them. The general price to the trade is from 45c to 48c per dozen, but one dealer states he can readily get 50c for all he can supply. Storage stock is moving rapidly.

Eggs—		
New laid, specials, in cartons.....	0 45	0 48
Extras 0 33	0 35	
No. 1, storage 0 30	0 31	
No. 2, storage 0 25	0 28	

POULTRY.—Chickens are in good demand, but the weather is against a good healthy movement in all lines of poultry. When the cold weather sets in, poultry will begin to move livelier. A number of price changes have been made since a week ago.

Poultry—		
	Live.	Dressed.
Old fowl, pound	0 08-0 10	0 13-0 15
Spring broilers	0 15-0 16	0 18-0 20
Old turkeys	0 12-0 13	0 15-0 18
Ducklings	0 08-0 10	0 17-0 18
Turkeys	0 15-0 16	0 21-0 22
Chickens	0 10-0 12	0 15-0 18

HONEY.—Some honey is coming in from the country, but the movement is

on the whole quiet. Quotations on comb variety are higher.

Buckwheat, tins	0 07	
Strained clover, 40-lb. tins	0 04 1/2	
Strained clover, in 10-lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11 1/2	
Comb honey, No. 1, doz.	3 00	
Comb honey, No. 2, doz.	2 40	

WINNIPEG

PRODUCE AND PROVISIONS. —

Eggs and butter are strong on light receipts and rapidly advancing in price. Lard is also up, notwithstanding easier prices in the live hog market. There is a good demand for cured meats and the provision market is generally firm with an upward tendency.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.		0 21
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light		0 19
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.		20 00
Lard—		
Tierces 0 13 1/2		
Pails 2 87		
Cases, 50 8 77		
Cases, 35 8 85		

BUTTER.—

Butter—		
Creamery 0 32	0 34	
Best dairy 0 19	0 25	
Cooking 0 12	0 15	

EGGS.—

Eggs—		
No. 1 fresh 0 28	0 30	
Straight receipts 0 30	0 32	

CHEESE.—

Cheese—		
New, large 0 17		
New, twins 0 17 1/4		

FRUIT AND VEGETABLES

(Continued from page 36.)

Cucumbers—		
Hothouse, doz.	1 75	2 50
Egg plant	0 20	0 30
Onions—		
Can. 75-lb. sack	1 00	1 30
Spanish, case	3 75	4 00
Lettuce, Boston, head	1 50	1 75
Mushrooms, imported, 6 qt.	2 50	3 00
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 25	1 40
Parsnips, bag	0 80	0 85
Sprouts, qt.	0 10	0 15
Tomatoes, Canadian, 11 qt.	0 30	0 40
Turnips, bag	0 45	0 50

WINNIPEG

FRUITS AND VEGETABLES. —

Trade generally is quite up to expectations. There is keen competition in the apple market with box apples, both Western and Eastern, leading features. Merchants are making great displays of these goods and the apple barrel is soon going to be relegated to the past, at least in Winnipeg. Ontario box apples are decidedly popular. A new price list of vegetables is appended. Fruits are steady.

Fresh Fruits—		
Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket		0 27
Ontario pears, per basket	0 40	0 60
Tokay grapes, case		2 50
Valencia orange, case	5 00	6 75
California lemons	5 00	5 50
Cucumbers, dozen	1 00	1 20
Pineapples, case	0 75	1 10
Bananas, bunches	2 50	3 00
Cranberries, Cape Cod, bbl.		11 00
Vegetables—		
Onions, per dozen		0 30
Cabbage, per lb.		0 01
Peppers, per basket		0 75
Mushrooms		0 50

Carrots, per lb.	0 01
Turnips, bushel	0 45
Manitoba potatoes, local loads	0 55
Manitoba potatoes, sacked, carloads ..	0 50
Caulliflower, per dozen	2 00
Garlic, per lb.	0 25
Squash, per lb.	0 04
Pumpkins, per lb.	0 04

STANDARDIZING THE EGG

Three general classes for eggs are provided under the standards prepared by the Live Stock Branch of the Department of Agriculture at Ottawa. They are as follows: "Fresh gathered," "Storage," and "Cracked and Dirtyes." Four grades are provided in the first class, three in the second, and two in the third.

The grades in the "Fresh Gathered" class are "Specials," "Extras," "No. 1's," and "No. 2's." The grade "Specials" is omitted from the "Storage" class, and both specials and extras from the class for "Cracked and Dirtyes."

"Specials" according to the standards are eggs of uniform size weighing over 24 ounces to the dozen or over 45 pounds net to the 30-dozen case; absolutely clean, strong and sound in shell; air cell small, not over 3/16 of an inch in depth; white of egg firm and clear and yolk dimly visible; free from blood clots.

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

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

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

Retailers in order to protect themselves in the matter of purchasing eggs should acquaint themselves with these standards and the above definitions of the grades. Only by creating a demand for certain grades of eggs will the supply be forthcoming, and the demand can come only with a thorough knowledge on the part of the retailer and consumer as to what constitutes the various grades. It has also been frequently suggested that since the adoption of the standards consumers generally, in order to safeguard themselves, would do well to insist that all eggs as offered for sale be labelled in accordance with their proper grade.

Producers, too, should more systematically grade their eggs before marketing, and knowing definitely what they have in hand, thereby be in a better position to demand a price commensurate with the quality supplied.



FLOUR AND CEREALS



Strength in Flour and Oat Products

Ten Cent Advance in Flour Last Week Maintained — Wheat About 14c Bushel Above Oct. 1 Price—Rolled Oats and Oatmeal at Higher Quotations — Feeds Steady and on Quiet Side.

MONTREAL

FLOUR.—Late last week, as announced by wire on this page, there was an advance of ten cents per bbl. on all lines of Manitoba flour. Since then, there has been an advance in the price of Ontarios, which are now quoted as follows:—Fancy patents, 5.75-6.00; 90 per cents in wood 5.25-5.50; 90 per cents. in bags, 2.40-2.45. The latter market still has an upper tendency, as all the mills in Ontario appear to have late contracts with New York for the whole of their November output. This has resulted in a scarcity. It is really the wheat market which has caused the price of flour to advance. In face of many advances in wheat, and the fact that prices of winter wheat flour are higher in New York, millers claim the above advances became necessary. New York is buying flour here for their export trade. With a strong Manitoba wheat market, a further advance of 10c may be confidently expected. It is understood that some of the mills were in favor of a 25c advance last week, but that the price was only advanced 10c in order to prevent what is known among millers as "the filling game," that is, the custom of travelers sending in last minute orders at old prices, in order to protect their customers. It is said to be the first change in the price of flour of only 10c which has taken place since the big mills began to control the market.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	5 95	
Second patents	5 45	
Strong bakers	5 25	
Flour in cotton sacks, 10 cents per barrel more.		

Winter Wheat Flour—	Car	Small
	lots.	lots.
Fancy patents	5 75	6 00
90 per cent., in wood	5 25	5 50
90 per cent., in bags	2 40	2 45

CEREALS.—An advance took place in the price of rolled oats last week amounting to 5c per bbl. With the arrival of colder weather, the demand is improving considerably, although the demand for export is quiet.

Cornmeal—	Per 95-lb. sack	
Gold dust	2 50	
Unbolted	2 15	
Rolled Oats—	90's in jute.	
Small lots	2 45	2 55
25 bags or more	2 25	2 35
Packages, case	3 90	4 00
Rolled oats in cotton sacks, 5 cents more.		

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 95-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 90

FEEDS.—Prices are ruling steady at the reduction made a week or so ago, and the demand is good. Lower prices need not be expected unless the demand falls off, or the output for some reason or other should be considerably increased.

Mill Feeds—	Per ton
Bran	21 00
Shorts	23 00
Middlings	27 00
Wheat moulee	29 00
Feed flour, bag	1 87 1/2
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Barley, pot, 95 lbs.	2 85
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 70

TORONTO

FLOUR.—Since the advance of 10c per barrel in flour, announced last week, there has been no further change in quotations. As repeatedly stated on this page, the flour market is a difficult one to gauge at the present time, in so far as the future is concerned, and just what the next move will be is hard to say. However, the trade should remember that since the 1st of October the Winnipeg cash price of wheat has advanced some 14 cents per bushel. This naturally meant a firmer flour market. An advance of 14c on wheat is equivalent, millers say, to some 70c on a barrel of flour, but it should be understood that the millers did not follow the rapid drop in wheat during August. It is to be assumed that wheat and flour prices are now pretty much on a parity with one another. The 10c advance on flour last week showed the tendency of the market.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
	per bbl.	per bbl.
First patents	5 95	5 85
Second patents	5 45	5 25
Strong bakers	5 25	5 15
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots.	5 00	4 40

CEREALS.—With the approach of winter and a better demand for rolled oats, this market is strengthening. Probably the chief cause in the firming up of

rolled oats and oatmeal has been the injury to Ontario oats by the continued wet weather during the harvest season. So much is this the case that one large mill at least is grinding only Western oats, not being willing to take any chance on getting inferior quality. Prices from a week ago are marked up at least 10c per bag. The advance in the oat market is the direct reason. Several of the other cereals are also higher, including rolled wheat, rye, flour, etc.

Barley, pearl, 95 lbs.	4 00	5 00
Buckwheat grits, 95 lbs.	4 50	4 50
Corn flour, 95 lbs.	2 55	2 75
Cornmeal, yellow, 95 lbs.	2 25	2 40
Graham flour, 95 lbs.	2 40	2 40
Hominy, granulated, 95 lbs.	3 00	3 00
Hominy, pearl, 95 lbs.	3 00	3 00
Oatmeal, standard, 95 lbs.	2 85	2 85
Oatmeal, granulated, 95 lbs.	2 85	2 85
Peas, Canadian, boiling, bush.	3 00	3 00
Peas, split, 95 lbs.	6 00	6 00
Rolled oats, 90-lb. bags	2 60	2 60
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 95 lbs.	3 00	3 00
Whole wheat flour, 95 lbs.	2 50	2 50
Wheatlets, 95 lbs.	3 25	3 25

FEEDS.—Because Ontario millers are busily engaged in grinding, feeds are fairly plentiful, and some mills have begun to accumulate supplies for the winter trade. The market for feeds can be described as steady, with no immediate prospects for a change. There is a good demand for bran, but shorts are quiet, and will be until after the New Year, when they are required more for feeding growing pigs. Bran, it should be remembered, is some \$6 a ton lower than it was some little time ago. The supply of feeds, referred to above, does not apply to the West. Reports from there indicate that they are going into immediate consumption.

Mill Feeds—	Mixed cars, Ton	
	per ton.	lots
Bran	20 00	21 00
Shorts	23 00	24 00
Middlings	25 00	25 00
Feed flour, per bag	1 50	1 50
Oats—		
No. 3, Ontario, outside points	0 30	0 40

WINNIPEG

FLOUR.—Heavy export sales of flour are reported during the last week. An advance is anticipated, but not yet announced.

Flour—	
Best patents	5 80
Bakers	5 30
Clears	4 80
XXXX	3 50
Rolled oats, 80 lbs.	2 20
Oatmeal, standard and gran., 95 lbs.	2 70
Cornmeal	2 25



Do You Appreciate Quality?



If so remember that your customers also appreciate it. Stock the goods that have merit back of them.

Quality in



Every Package

For sale by your jobber.

Every sale means a pleased customer and a repeat order.

Write for window display.

They increase sales.

Sent prepaid upon request.



Canadian Cereal and Flour Mills Co.
LIMITED

TORONTO

CANADA



Produced from Canada's Finest Wheat

Made in Canada

The great question of how to market Canada's 1915 wheat can be partially solved by pushing the sale of

L'Etoile Macaroni
(Star)

Hirondelle Macaroni
(Swallow)

They are made from the finest Canadian Manitoba Hard Wheat, produced by experts with the best facilities possible in our well-equipped and most modern factory.

Order your stock now, display and push it this Fall and ensure satisfactory business for yourself, and an economical food for your patrons.

Order from your wholesale.

C. H. Catelli, Limited
MONTREAL

AGENTS

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

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

WHITE SWAN SPICES AND CEREALS, LTD.

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

DOMINION CANNERS, LIMITED.

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

Aylmer Pure Jellies.	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry..	2 10
Plum jam	1 85
Green Gage plum stoneless.	1 85
Gooseberry	1 85
Grape	1 55

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 83
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.	
8-oz.	2.55
12-oz.	3.85
16-oz.	4.90
2 1/4-lb.	11.60
3-lb.	13.60
5-lb.	22.35

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

BLUE.

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

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

UN-NUMBERED.

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

CEREALS.

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

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

WHITE SWAN

Biscuit Flour (Self-rising)	Per case
2 doz. to case, weight 70 lbs.	\$3 06

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz..	4 50
Perfection, 1/2-lb. tins, doz..	2 40
Perfection, 1/4-lb. tins, doz..	1 25
Perfection, 10c size, doz....	0 90
Perfection, 5-lb. tins, per lb.	0 87
Soluble bulk, No. 1, lb.....	0 21
Soluble bulk, No. 2, lb.....	0 19
London Pearl, per lb.....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz....	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	6 90

Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond 6's and 7's, 6 and 12-lb. boxes	0 20
Diamond, 1/4's, 6 and 12-lb. boxes	0 27

Icings for Cake—

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

Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes....	0 45
Milk medallions, 5-lb. boxes	0 25
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

Lantic Sugar

—the Absolutely Pure

CANE SUGAR

Put up—for your greater profit
and convenience—in

Full Weight Packages

2 and 5 pound
sealed cartons

10, 20 and 100
pound bags



Tell Your Customers

that we will send them free copies of
our Recipe Book on receipt of the Red
Ball Trade-Mark, cut from the top of
the 2 or 5-pound carton.

Atlantic Sugar Refineries, Limited
MONTREAL

CUSTARD POWDERS

We are the Selling Agents for WHITE'S CUSTARD POWDERS and Jelly Crystals—

CUSTARD POWDERS IN THE FOLLOWING SIZES Doz.

6 oz. Tins (c/s 72)	\$.90
10 oz. Tins (c/s 72)	1.35
16 oz. Tins (c/s 36)	2.10

(VANILLA, LEMON AND ALMOND FLAVOURS)

Notwithstanding the extra cost of importation, we are maintaining the old selling prices, which are lower than most other lines. The quality is unquestionable, and we will appreciate a trial order.

JELLY CRYSTALS—ALL FLAVOURS—
Cartons 1 or 3 Doz., 90c per Doz.

Write, Wire or Phone at our expense: Adel. 1057, 941, 867

Warren Bros. & Co.

LIMITED

Queen and Portland Streets

TORONTO, ONT.

Don't Shoot at Random!

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

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



AGENTS:

Wm. H. Dunn
Limited
Montreal

Dunn-Hortop
Limited
Toronto

Hamblin &
Brereton, Ltd
510 Ninth
Ave. W.
Calgary, Alta.

Hamblin &
Brereton, Ltd.
Edmonton,
Alta.

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

CARR & CO. CARLISLE
ENGLAND

Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 33
Coffee drops, 5-lb. boxes	0 33
Lunch bars, 5-lb. boxes	0 33
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90
JOHN P. MOTT & CO'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/4's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings ..	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved Per case	
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 00
Jersey Brand, Family, each, 4 doz.	8 90
St. Charles Brand, tall, each 4 doz.	4 30
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 30
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 80
"Regal" Coffee and Milk, each, 2 doz.	4 80
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 30
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 25
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22
---	------

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
---	------

MOJA.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 3 doz. to case, weight 40 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE. A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	

MINTO BROS.

MELAGAMA COFFEE.

Ret. Whei.	
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 20, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)

M. Bean or Gr.	0 30
I Bean or Gr.	0 35
N Bean or Gr.	0 33
T Bean or Gr.	0 30
O Bean or Gr.	0 25
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	13 00
32 oz. bottles, per doz., weight 40 lbs.	23 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

Per doz.	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 30
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 30
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each \$10	7 50
Gallons, each, retail each \$18	14 00

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 20
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 20
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Bolled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.50; 2s, \$4.25.	
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lamb's Tongues, 1/2s, \$1.50.	
Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.75.	

Oval

APPLE Picking BASKETS

$\frac{1}{2}$ Bushel and $\frac{3}{4}$ Bushel

Prompt Shipments.

ORDER NOW.

Walter Woods & Co.

Hamilton - Winnipeg

Fish and Oysters

We solicit a trial order for your **Fish and Oysters** this week. We want you on our list of steady customers and can assure you that the quality of our goods will please you.

If you are not receiving our Price List Write Us.

Oysters, Haddies, Ciscoes, Bloaters, Kippers, Smelts, Fillets, Digby Herrings, New Labrador Herrings. Oysters, Solid Meats, 1s, 3s and 5s.

Don't forget we are the largest importers Foreign Fruits, Malaga Grapes, Nuts, Oranges, Dates, Bananas, Lemons, Apples, Etc.

White & Co., Limited

TORONTO

Branch at Hamilton

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

Lemon Bros.

OWEN SOUND, ONT.

New Messina Lemons

Due November 1st
Order ahead these brands:

"St. Nicholas"
"Queen City"
"Puck"
"Kicking"

They will be among the first arrivals.

J. J. McCabe

Agent

TORONTO



Dealers who handle White Swan products, which are guaranteed with a Government Warranty, can welcome the Inspector when he calls.

Take a look at White Swan quotations in the List of Proprietary Articles on page 42 of this issue.

White Swan Spices and Cereals, Limited

156 Pearl Street, Toronto, Ontario

Sliced Smoked Beef, glass, 1/4s, \$1.25; 1/2s, \$1.90; 1s, \$2.75.
 Tongue, Ham and Veal Pate, 1/4s, \$1.20.
 Ham and Veal, 1/4s, \$1.
 Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
 Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, \$1.25.
 Ox Tongues, tins, 1/4s, \$2.40; 1s, \$5.00; 1 1/4s, \$8; 2s, \$10.
 Ox Tongues, Glass, 1 1/4s, \$9.75; 2s, \$12.
 Mince-meat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
 In Pails, 25 lbs., 8c lb.
 In Tubs, 45 lbs., 7 1/2c lb.
 In Glass, 1s, \$2.25.
 Plum Pudding, 1s, \$2.30; 2s, \$2.80.
 Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 15c.
 Clark's Peanut Butter — Pails 24 lbs., 15c per lb.
 Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40. 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
 Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25. Individuals 50c doz.
 Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25. Individuals 50c doz.
 Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15. Individuals 50c doz.
 Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
 Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
 Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
 Clark's Chateau Concentrated Soups, 95c.
 Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
 Spaghetti with Tomato and Cheese, 1s, \$1.30 a doz.
 Fluid Beef Cordials, 20 oz. btls., \$10 per doz.
 English Plum Puddings, 1s, \$2.30 doz.; 2s, \$2.80 doz.
LAPORTE, MARTIN, LIMITED
 Montreal, Agencies.
BASIN DE VICHY WATERS.
 L'Admirable, 50 btles, litre, cs. 5 00
 Neptune 7 00
 San Rival 8 00
VICHY LEMONADE.
 La Savoureuse, 50 btles., cs. 8 00
NATURAL MINERAL WATER
 Evian, Source Cachat, 50 btles, cs. 80 00
IMPORTED GINGER ALE AND SODA
 Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15
 Ginger Ale, Trayders, cs. 6 doz., splits, doz. 0 95
 Club Soda, Trayders, cs. 6 doz. pts., doz. 1 05
 Club Soda, Trayders, cs. 6 doz. splits, doz. 0 95
BLACK TEAS.
 Victoria Blend, 50 and 30-lb. tins, lb. 0 38
 Princess Blend, 50 and 30-lb. tins, lb. 0 35
JAPAN TEAS.
 H. L., ch., 90 lbs., lb. 0 45
 Victoria, ch. 90 lbs., lb. 0 30
COFFEES.
 Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
 Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
MALT EXTRACT.
 Miller of Milwaukee, cs. 2 doz., cs. 4 25
 Miller of Milwaukee, bri. 8 doz., bri. 16 20
BOAR'S HEAD LARD COMPOUND.
N. K. FAIRBANK CO., LTD.
 Tierces 0 10 1/2
 Tubs, 60 lbs. 0 10 1/2
 Pails, 20 lbs. 0 10 1/2
 Tins, 20 lbs. 0 10 1/2
 Cases, 5 lbs., 12 to case .. 0 11 1/2

Cases, 3 lbs., 20 to case .. 0 11 1/2
 Cases, 10 lbs., 6 to case .. 0 11
F.O.B. Montreal.
MUSTARD.
COLMAN'S OR KEEN'S.
 Per doz. tins
 D. S. F., 1/4-lb. \$ 1 00
 D. S. F., 1/2-lb. 2 90
 D. S. F., 1-lb. 5 70
 F. D., 1/4-lb. 0 90
 Per Jar
 Durham, 4-lb. jar 0 95
 Durham, 1-lb. jar 0 31
JELLY POWDERS.
WHITE SWAN SPICES AND CEREALS, LTD.
 Raspberry 0 14
 Strawberry 0 14
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
 List Price.
SPICES.
WHITE SWAN SPICES AND CEREALS, TORONTO.
 Dredge
 Caulster 4oz Round Pkgs.
 Allspice \$0.90 \$0.90
 Arrowroot, 4 oz. tins, 85c.
 Cayenne 0.90 0.90
 Celery Salt
 Celery Pepper
 Cinnamon 0.90 0.90
 Cinnamon, 1 oz. Pagsots, 45c.
 Cloves 0.90 0.90
 Curry Powder
 Gluger 0.90 0.90
 Mace
 Nutmegs 0.90 ..
 " Whole, 5c. Pkgs., 45c.
 Paprika 0.90 ..
 Pepper, Black 0.90 0.90
 Pepper, White 1.10 1.10
 Parsly Spice 0.90 0.90
 Pickling Spice (Widow front) 0.75
 Dozens to case 4 4
 Shipping weight, per case 10 lbs. 17 lbs.
WHITE SWAN LYE.
 Single cases, 4 doz. \$ 3 50
 5 case lots, 4 doz. 3 25
 Shipping weight 50 lbs. per case.
THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.
Laundry Starches—
 Boxes, Cents
 40 lbs., Canada Laundry .. .06 1/2
 40 lbs., boxes Canada white gloss, 1 lb. pkg.06 1/2
 48 lbs. No. 1 white or blue, 4 lb. cartons07 1/2
 48 lbs. No. 1 white or blue, 3 lb. cartons07 1/2
 100 lbs., kegs, No. 1 white06 1/2
 200 lbs., bbls., No. 1 white06 1/2
 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkg.07 1/2
 48 lbs. silver gloss, in 6-lb. tin canisters08 1/2
 36 lbs., silver gloss, 6-lb. draw lid boxes06 1/2
 100 lbs., kegs, silver gloss, large crystals07 1/2
 28 lbs., Benson's Satin, 1-lb. cartons, chrome 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. Benson & Co.'s prepared corn07 1/2
 40 lbs. Canada pure corn starch06 1/2 (120-lb. boxes 1/2c higher.)
 Casco Potato Flour, 20-lb. boxes, per lb.10
BRANTFORD STARCH.
 Ontario and Quebec.
Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.06
Arme Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06 1/2
 First Quality White Laundry—
 3-lb. canisters, ca. of 45 lbs.07 1/2
 Barrels, 200 lbs.06 1/2
 Kegs, 100 lbs.06 1/2
Lilly White Gloss—
 1-lb. fancy carton cases 30 lbs.07 1/2
 8 in case05

LARGEST MAKERS IN THE WORLD

Tin Foll—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

In buying **KETCHUP**

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

Try It and See

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

The T. Upton Co., Limited
ST. CATHARINES

POTATOES

That are absolutely sound—free from
rot. The white varieties—Ask us to
quote you prices.

SPANISH ONIONS

Finest winter stock — Fresh arrivals
this week.

OYSTERS

Let us have a trial order from you. We
know the quality of our oysters will
satisfy you, and our prices are right.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH

and

NORTH BAY

Buyers' Guide

CHIVER'S
JAM—JELLIES—MARMALADE
 Are guaranteed absolutely pure and of the highest quality.
 Send us your orders.
 Agents:
Frank L. Benedict & Co., Montreal

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

O. E. Robinson & Co.
 Ingersoll Ontario

**THEY ARE GOOD
 OLD STAND-BYS**
**Baker's Cocoa
 and Chocolate**



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package.

MADE ONLY BY
Walter Baker & Co. Limited
 Established 1780
 Montreal, Can. Dorchester, Mass.

2500 to 3000
 Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton. Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car. 45,000 pounds.
A. M. TABRABAIN & BRO.,
 9943-5 Whyte Ave. E., Edmonton, Alta.

EGG FILLERS

Our capacity is three times the total filler requirements of Canada
PROMPT DELIVERIES
 by us are therefore certain.
THE TRENT MFG. CO., LIMITED
 TRENTON, ONTARIO, CANADA

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

McCASKEY ACCOUNT REGISTER—200 AC counts; perfect condition; used 6 months; complete with all supplies. Cost \$120.00; a bargain, \$85.00 cash. **P. J. Lindenman, Platts-ville, Ont.** (5-12)

WANTED

WANTED—FIRST-CLASS BUTCHER AND grocery fixtures, second-hand; spot cash. **P. Harvey & Co., Windsor, Ont.**

GROCERY BUSINESS IN LIVE TOWN OR city—turnover from \$12,000 to \$25,000. Would purchase property if suitable. **H. E. Henry, 13½ Lyman Street, St. Catharines, Ont.**

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

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

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

When writing advertiser kindly mention that you saw his ad. in this paper.

ASSIGNEES AGENTS LIMITED

154 Simcoe Street **TORONTO**
COLLECTIONS ASSIGNMENTS

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

Write us for New Price List of WINDSOR SALT

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

"The Utmost in Lemons" Placido Costa & Co.

MESSINA BRANCH AT CATANIA
 Agents for Canada Wanted

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

Grocery Advertising

By Wm. Borsodi

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

ALL ORDERS PAYABLE
 IN ADVANCE.

PRICE \$2.00

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

Get In On This Christmas Window Contest

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

Selling Power, Attractiveness and Originality

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

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10' x 7' in dimensions.

The Prizes

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

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO



Make Sea Foods a Bigger Business Producer

The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods, whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales.

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



HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock:

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled short-bread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
BELGIUM.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—
Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 10 Vaudreuil St., St. Pauls Street East, Montreal

A "BIG HIT"!!

A DRESSY PACKAGE:—

A PALATABLE FOOD:—

A SCIENTIFIC FACTORY:—

HAS WON FOR

CANADA SOUPS

The Favor of the Trade and Consumer Alike.

Mr. Merchant and Manufacturers' Agents Investigate!!!

5
Bowls
for
5
Cents



Increased Profits
Over All Foreign
Competitors.

Shun Foreign Trade
and
Buy Only-Made-in-
Canada Goods.

CANADA FOODS, LIMITED

IT SELLS BETTER

the second time.
That is because
MAPLEINE
once used is always used.



Order from
Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKLEY'S KNIFE POLISH

20-102-5718

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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

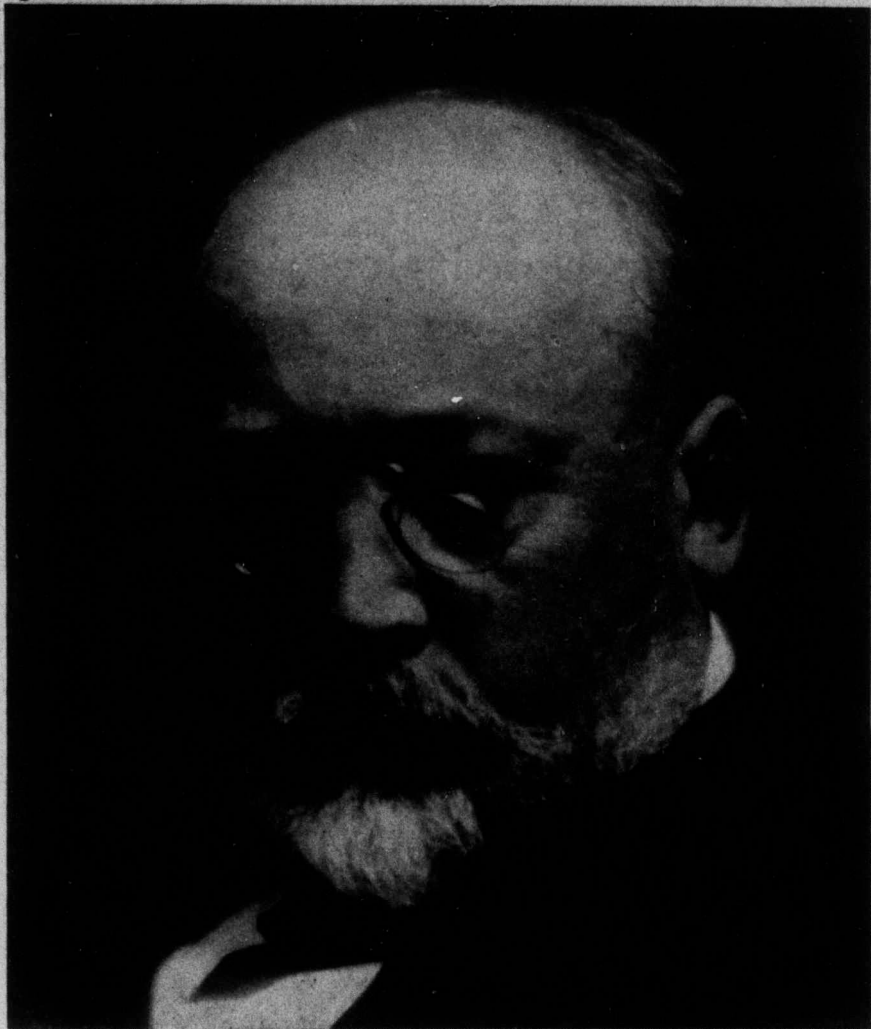
Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors

Just the thing for the GROCER, BUTCHER and BAKER. No charge accounts, no disputes; insure accuracy; save time in waiting on trade; save labor in bookkeeping.

THEREFORE SAVE MONEY.

Write Your Jobber or
ALLISON COUPON COMPANY
532 East Market St.
Indianapolis, Indiana, U.S.A.



"It has always been a profound belief of mine that the things which people regard as next to impossible are the easiest things to do. Consequently I have always set myself out to perform the next-to-impossible wherever I have run against it."

**The Secret of
Van Horne's Success**

A splendid article by C. Lintern Sibley, on the life and success precepts of Sir William Van Horne in

November
MACLEAN'S MAGAZINE

The MacLean Publishing Company, Limited
143-153 University Avenue - - - Toronto, Ontario

MENNEN'S

Talcums Shaving Cream Cream Dentifrice

THERE'S a world of difference between business you have to **make** and the kind that "just comes." The Mennen products fall into the latter class.

While you need to use constant selling effort to dispose of many of the goods in your store, Mennen's are widely advertised and well-known lines that have already a **created demand**.

The mere display of Mennen products in your store is sufficient to effect sales.

Write and ask us about Mennen "Window Trims" and "Display Cards."

**Made in Canada by Gerhard Mennen
Chemical Company, Montreal**

**Selling Agents: Harold F. Ritchie Company, Limited,
Toronto**

How many women customers come into your store daily?

Now, just think, if you had a display of the

New "All-Canadian" ALL-WOODEN

WASHBOARDS

(retailing at 20c) in your store, what a number of profitable and easy sales could result!

The prevailing prices of zinc and aluminum have put these materials out of the question for washboard purposes

The new "All-Canadian" fills the want thus created, and for all-round serviceability and wearing qualities, it equals the zinc or aluminum line.

The new "All-Canadian" will be the washboard of the future. Try the selling merits of a trial order.

Wm. Cane & Sons Co., Ltd.
NEWMARKET ONTARIO

INDEX TO ADVERTISERS

A		Laporte, Martin, Limited ...	55
Allison Coupon Co.	53	Lemor, Bros.	45
American Vineyard Co.		Libby, McNeill & Libby.....	1
Inside front cover		Lindners, Limited	5
Anchor Cap & Closure Corp..		M	
Inside front cover		Mackenzie & Morris	14
Anglo-B.C. Packing Co.	9	MacLean's Magazine	53
Armsby & Co., J. K.	3	MacNab, T. A., & Co.	14
Assignees Agents	50	Magor, Son & Co.	18
Atlantic Sugar Refineries ...	43	Malcolm's Condensing Co....	56
Aunt Jemima Mills Co.	5	Martin-Senour Co.	13
B		Mathieu, J. L., & Co.....	56
Baker, Walter, & Co., Ltd....	50	McAuley, W. J.	14
Balfour-Smye & Co.	12	McCabe, J. J.	45
Benedict, F. L.	50	McVitie & Price, Ltd.	52
Betts & Co.	49	Measam, George E.	14
Bickle & Greening	48	Mennen, G., Chemical Co.	54
Borden Milk Co.Front cover		Millman, W. H., Sons	14
Bowman & Co., J.	6	N	
C		National Licorice Co.	8
California Associated Raisin		Nickel Plate Stove Polish Co.	6
Growers	10	O	
Canada Foods, Ltd.	52	Oakey & Sons, John	56
Canadian Cereal & Flour		P	
Mills Co.	41	Patrick & Co., W. G.	14
Canadian Salt Co.	4	Pennock, H. P., Co., Ltd. ...	14
Cane, Wm., & Sons Co., Ltd.	54	Placido Costa & Co.	50
Carr & Co.	44	Pure Gold Mfg. Co.	3
Catell, C. H., Limited	42	R	
Channell Chemical Co., Ltd..	17	Red Rose Tea	17
Chase & Sanborn	18	Robinson & Co., O. E.	50
Church & Dwight	4	Rock City Tobacco Co.	16
Clark, Ltd., W.	7	S	
Codville Company	4	Sanitary Can Co.	
Coles Mfg. Co.	9	Inside back cover	
Concord Canning Co.	8	Sheznoka Ken Tea Guild....	15
Connors Bros.	52	Smith & Schipper	14
Continental Bag & Paper Co.,		Smith & Son, E. D.	10
Ltd.	8	Stevens, Hepner Co., Ltd.	12
Crescent Mfg. Co.	53	St. Lawrence Sugar Refining	11
D		Star Egg Carrier & Tray	
Outside back cover		Mfg. Co.	55
Dominion Cannery		Symington, Thos., & Co.	12
Dominion Salt Co., Ltd.	12	T	
Duncan, John	11	Tarrabain, A. M., & Bro.....	50
E		Tippet & Co., A. P.	2
Eckardt, H. P., & Co.	47	Thames Canning Factory	9
Escott & Co., W. H.	14	Toronto Salt Works	50
Eureka Refrigerator Co.	17	Trent Mfg. Co.	50
F		Tucketts, Limited	
Fearman, F. W., Co.	48	Inside back cover	
Freeman Co., W. A.	8	U	
Furnivall-New	3	Upton Co., T.	49
G		W	
Guelfh Soap Co.	6	Walker, Hugh, & Son	49
H		Warren Bros. & Co.	44
Hamilton Cotton Co.	6	Watson & Truesdale	14
Hargreaves (Canada), Ltd....	9	Webb, Harry	14
Hygienic Products Co.	6	White & Co.	45
I		White Swan Spices & Cereals,	
Imperial Extract Co.	16	Limited	46
L		Wiley, Frank H.	14
Lambe & Co., W. G. A.	14	Woods & Co., Walter	45



HOLDING CUSTOMERS



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

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

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



LAPORTE, MARTIN, LIMITÉE

Wholesale Grocers

584 St. Paul St. West

Montreal



It's Convenient to Carry Eggs in a Star Egg Tray

Put Yourself in the Place of the Housewife—Your Customer

What Would Your Impression of A Grocer Be at Receiving Eggs Cracked, Broken and Mussy?

Remember, for the time being you're the housewife. You have just placed a rush order for a dozen eggs. You are going to bake and need the whole dozen. The Grocer delivers the eggs in a paper box (a counter package). There's two broken. The balance of the dozen are all smeared and mussy. You have started the baking and need the eggs. The second one you break into your cake batter you discover is bad. It's too late, the egg is lost as well as your cake and all your labor. An exaggeration! not by any means. It's an actual occurrence that's happening every day in hundreds of homes. Some of them your customers'. How is it to be prevented?

Star Egg Carriers and Trays

That's what they were designed and built for—to deliver eggs, absolutely without breakage as well as enable the grocer to candle his eggs right in the Carrier and thus be able to guarantee every egg he sells.

Incidentally *Star Egg Carrier* delivery costs only a fraction as much as any other known method, and it saves hours of valuable time each week.

Our printed matter will interest you. Send us your name and address.

STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street, Rochester, New York



—and they are in Easy Reach in the Refrigerator



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

How is it Affecting You?

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

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

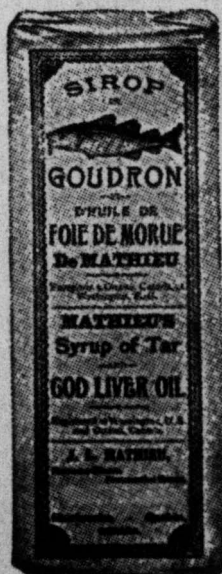
We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

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

ORDER NOW.

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



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., Proprietors
SHERBROOKE, QUEBEC

CANADIAN GROCER



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

TUCKETT'S ORINOCO



is the finest Old Virginia—not the tasteless, harsh weed that is often sold for real "Virginia" tobacco.

"Orinoco" is a really delightful blend that has a rich, mellow flavor and a fragrance that bespeaks tobacco goodness.

It is the kind that brings the man to your store for his tobacco supply. Cultivate this trade.

Order from your wholesaler.

TUCKETT, LIMITED

HAMILTON, ONTARIO

A "Made in Canada"
"SAUER KRAUT"

To the Retail Merchants of Canada:—

Dear Sirs:

We are now in a position to make deliveries of 1915 Pack Sauer Kraut of finest quality, in Sanitary Tins of the following sizes, namely: 2's, 2½'s, 3's and Gallons, also in bulk in 25 gallon barrels, or any other size required.

Our Canadian Sauer Kraut is fully guaranteed as to quality, and the price is right. It is packed by Canadians from the best variety of Cabbage grown in Canada.

Full particulars of prices and terms on application, or may be obtained through the Wholesale Trade.

Place your order now

Dominion Cannery, Limited
Hamilton, Ont.