

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, NOVEMBER 3rd, 1916

No. 43

OYSTER WEEK

November 6-11

If your material for window-trim and your books of recipes have not been received by Nov. 6th it is the result of irregularity somewhere, so kindly wire us, immediately, at our expense, and the material will be forwarded by the next mail. This, of course, is dependent on your being a customer of ours.

We must of necessity confine the supplying of this material to our own trade, but we are anxious that all of our patrons have the full benefit of it.

Put up your window-trim Nov. 6th without fail. You might to good advantage dress your window with food products that could be directly associated with the serving of oysters. This is an opportunity for a very attractive window. The benefit you derive will depend entirely on the effort you expend. If quality is adhered to it is an opportunity to add to the prestige you already enjoy.

You cannot expect to cheapen your oysters without cheapening your place. Get a price that will afford you putting oysters out in the best possible condition, and then do it.

Selling force is impossible without enthusiasm, and enthusiasm is the child of confidence. With the grade of stock we will ship you, you are entitled to a quality talk.

CONNECTICUT OYSTER CO., LTD.

"Canada's Exclusive Oyster House"

50 JARVIS STREET

TORONTO, CANADA

Link your store with our advertising
and direct the demand to you for

**O-Cedar
Polish**

(MADE IN CANADA)

AND YOU WILL GET THEIR ORDER

Your customers use O-Cedar and they have to order from
some dealer. Keep reminding them that you can supply them
and **you** will supply this demand.

THIS STAND WILL REMIND THEM

every time they come into your store. It is a very handsome
piece of store furniture, 45 inches high, 12 $\frac{3}{4}$ inches deep, and
25 $\frac{1}{2}$ inches wide, and holds a good stock of O-Cedar.

IT IS GIVEN FREE

with one individual order for \$100 (net) of O-Cedar Polish
and Mops. Place your order with your jobber to-day and
your sales will treble.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA



Let us sell your goods to the people of the West

Through operating the largest and most progressive wholesale commission house in Canada, we have built up a connection with the Western Markets that means much to you in the successful marketing of your goods. Our men cover Western Canada like a blanket from Lake Superior right to the Pacific Coast. Don't underestimate this selling service. It's just what you want to put your goods firmly in the Western field.

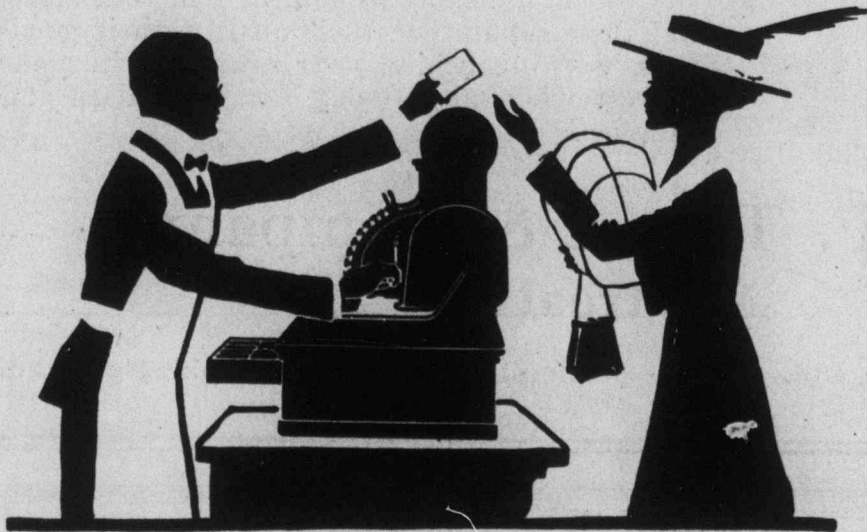
Donald H. Bain Company

(Successors to Nicholson and Bain)

**Wholesale Commission Agents
WINNIPEG, CAN.**

The Most Direct and Cheapest Advertising of Your Store

To advertise your store it is not necessary to spend freely of your profits. No need to go beyond your present customers—they are satisfied to trade with you. The more they spend with you, the greater your profits. Teach them to spend more.



Announce Your "Specials" on the N.C.R. Receipts

Put in your store a modern National Cash Register. It will print automatically advertisements on the back of receipts or sales-slips.

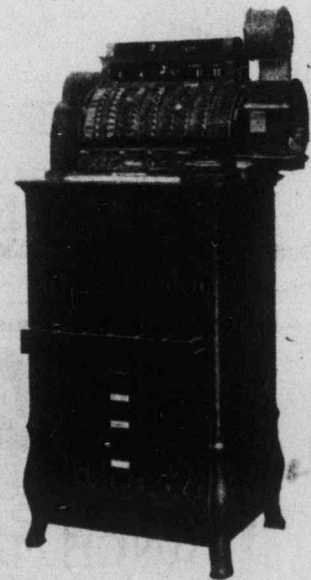
Feature your "Special" in this direct-to-the-customer announcement. Just when she is in your store, wondering what else she needs, let her be reminded by your advertisement on the back of the N.C.R. Receipt.

Cost is little—a few cents for the electrotypes. "Circulation" will grow—just so fast as your custom grows.

Now is high time to instal the machine that gives an advertisement-receipt as an *incidental* part of its service.

This is but part of the service rendered by the N.C.R. system. Let us tell you the rest. Write to-day.

THE NATIONAL CASH REGISTER COMPANY
OF CANADA, LIMITED



Christie Street
TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.



GROWTH is a matter of merit and service

The sales of Cox's Gelatine never stand still. Their unqualified goodness and world-wide reputation are building big business for thousands of grocers. But more particularly during the winter months, when social events call for dainty, unusual desserts.

Get them on display prominently in your store. Get their reputation, their quality, their goodness, working behind your sales. Write your nearest wholesaler to-day for particulars and supplies.

Arthur P. Tippet & Company Montreal

Winnipeg: Tees & Persee, Ltd.

Vancouver: Martin & Robertson, Ltd.

Introduce your customers to

Bowes Extra Special Mince Meat



The more particular, the more hard-to-please a customer is the more pleased she'll be with the pure, wholesome, appetizing qualities of this delicious mince meat.

The careful selection and the scientific blending of the choicest materials have produced in Bowes' Extra Special Mince Meat a degree of palatable wholesomeness that is irresistible.

It's a sure repeater, a dependable profit builder. Try it!

The Bowes Company, Limited

72-74-76 Front St. E., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



“Holding the Line!”

Just as the pluck and tenacity of our boys in the trenches are adding fresh laurels to the name of Canada and the world over, so, too, the purity and appetizing deliciousness of the

Borden Milk Products

is adding new admirers daily to the already immense army of “Borden” users. Ordering a stock to-day will put you in a splendid position to capture and consolidate the big, untapped Borden demand that is to be found in every community as a result of our consumer advertising.

The profits are good. Why not try the Borden lines.

Borden Milk Company, Limited

“Leaders of Quality”

MONTREAL

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

Casey
CANADIAN
GROCER

If any advertisement interests you, tear it out now and place with letters to be answered.

To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.



A straight talk to the manufacturer

Quality demands Quality

If after spending money and thought in bringing your product to the highest standard of quality you allow that quality to be jeopardized through insecure seals, then all your efforts will have been in vain.

The consumer is coming to realize more and more the importance of reliable seals on bottled goods. They know very well that a secure seal is usually an indication of dependable quality.

Therefore, it will pay you to have the most reliable seal of all—the *ANCHOR CAP*—fitted to your containers. Aside altogether from the added attractiveness this seal gives to a line of bottled goods the all-important point is its positive security.

Anchor Caps are airtight—absolutely—they will not come off in shipment and under them your goods reach the consumer in the same condition they left your factory.

It will pay you to investigate. Ask for our catalog and price list.



ANCHOR CAP AND CLOSURE CORPORATION OF CANADA, Limited
Sudbury Street West, Foot of Dovercourt Road TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



Clark's Spaghetti with Tomato Sauce and Cheese

is one of the most popular dishes with the
CANADIAN PUBLIC
To-day

Get right in line for your share of the trade and
STOCK NOW

W. CLARK, LTD.

Clark's

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Ask Your Wholesaler for

PURITY

Made
in
Canada

OATS

A Valuable
Sales
Hint

High Grade Alberta Oats perfectly milled by our Improved Scotch Process imparts to Purity Oats the rich, nutlike flavor the consumer demands.

*Do not risk being short.
Order now through your
jobber.*

Attention is attracted by the splendid looking round blue tube.

Interest is aroused by our improved Scotch process, which imparts the rich nutlike flavor of high-grade oats perfectly milled.

Desire is stimulated by the promise of a treat in store and which is always forthcoming.

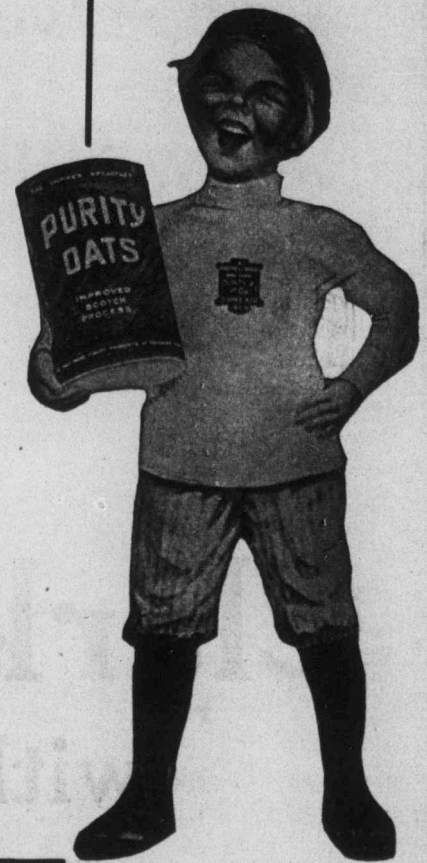
Action is assured by the attractive PURITY premiums—there's a coupon in every package.

Western Canada Flour Mills Co., Limited

Millers of Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid



Six Thousand Copies Sold

A recent circular describing THE GROCER'S ENCYCLOPEDIA contained several pages of commendations by wholesale and retail grocers; by manufacturers and food experts; by editors, librarians, and educationists. But even more impressive is the fact, just announced, that **Six Thousand Copies** have been sold. This is wonderful testimony to its practical money-making and money-saving value.

If YOU do not already own a copy, why not make yourself a present of one?

The Grocer's Encyclopedia is the source from which hundreds of up-to-date grocers, scattered throughout the country, are obtaining the information that is creating for them new and higher business reputation and is delighting and astonishing their customers.

Why not help yourself into the same class when you can do it so easily—merely by reading a book which you will find much more entertaining than a daily newspaper?

You will read a few lines here and an article there, and, before you realize it, you will have absorbed a great deal of knowledge on the goods you handle—you will have, at your tongue's end, interesting information that customers will enjoy hearing from you—and that will speedily give you the reputation of a man who "knows everything about all kinds of foods."

You will be surprised to observe what a difference such a reputation will make in the way that people think of you and refer to you. It establishes you as an **authority** in your line of business. Your word and your opinion will carry much more weight than they do to-day.

Such knowledge and such reputation are a great deal in return for an outlay of only \$10.00—the price of the Encyclopedia, delivered to you.

Copies can be obtained from THE CANADIAN GROCER, Toronto, Canada.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Oversea Export Co., Limited NORWAY

NORWEGIAN SARDINES, in Pure Olive Oil



The "Norse Crown" Sardine, packed by the Oversea Export Co., Ltd., is as choice a sardine as the world knows. It differs from ordinary sardines in being slightly smoked; giving to the fish an added palate quality of peculiar appeal. Every single fish in a "Norse Crown" tin is literally hand-picked and represents a perfect fish as to size and condition.

Special Brands to suit Individual Buyers.

Place your orders now for early Fall shipments. Full particulars and prices from the Sole Agents.

Stewart Menzies & Co. - 70 Lombard Street, Toronto

"Xmas Brand" Roasted and Salted Peanuts



Shelled, skinned, roasted and salted by us, these delicious peanuts come to you packed in an eye-catching carton for effective counter display.

The packages, which retail at 5c, are neat and attractive looking, just the kind of goods that pull quick, profitable sales.

Give them a trial. You will find them the best selling peanut line on the market.

**WALTER CHRISTMAS CO., Limited
MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

Malcolm Milk Products are satisfying new customers every day



—satisfying them in a way that is a mighty sure guarantee of a continuance of their patronage not only in this but along other lines as well. Malcolm Milk Products will consolidate old trade and turn first sales into steady repeat orders.

THE Malcolm lines are strictly Canadian-made, a product of Canadian Capital and Canadian Labor. So that in pushing the Malcolm Milk Products you not only add to your own profits and prestige, but you are doing "Your Bit" towards building up Canadian industry.

PROVE the selling qualities of these leaders. Send to-day for a trial supply and note results of a Malcolm window trim.



THE NEW PRICES.

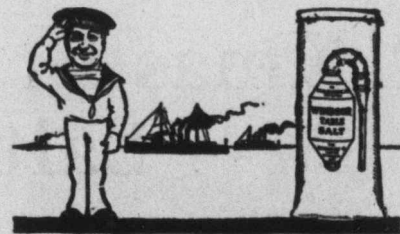
Owing to an error in last two issues, the prices were wrong. The following new prices took effect Nov. 1, 1916:

- St. George Evaporated Milk, family size, 4 doz. case \$4.10
 - St. George Evaporated Milk, hotel size, 4 doz. case 4.55
 - Banner Condensed Milk, 4 doz. case..... 6.50
 - Princess Condensed Milk, 4 doz. case 5.60
 - St. George Brand Coffee, 2 doz. case 5.00
- We deliver 5-case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.

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

**WHEN
BUYING
MINCE MEAT
INSIST
ON**

WETHEY'S



The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem than

Windsor Table Salt

Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO., LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.

**In your Locality
are many
Dogs and Cage Birds**

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

**SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.**

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.

VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

8 46

"It's not so much how much
you pay, as what you get
for what you pay." That's
why it pays to buy

**GIPSY
Stove Gloss.**

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Building, 24 and 26 Wellington St. W., Toronto

Western Agents: For Manitoba, O. F. Lightcap, Winnipeg. For Saskatchewan and Alberta, W. E. MacKenzie & Co., Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street, West Vancouver.

*A Reminder from the Old
Country*

**Rich Xmas
Plum Puddings**

The Best on the Market.

**ORDER EARLY
to ensure prompt delivery.**

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/4, 42/-, 52/-, 63/4, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews

Melton Mowbray, - - - England

You will increase your sales
and profits by featuring
Babbitt's

The well-known cleanser. When you sell your customer a package of Babbitt's for 5 cents you are giving her the biggest value obtainable for the money.

Repeat sales are always certain where Babbitt's is concerned. We give premiums for the trade-marks. Try what a Babbitt display will do for you. Stock up to-day.



Agents:

WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

**W. H. Millman
& Sons**
Wholesale Grocery Brokers

Some special low offerings in new Japan Teas now in transit.

WANTED
10,000 BAGS Delaware
POTATOES
Delivery one third each month
January, Feb'y, March, 1917.
FRED J. WHITE
Fruit and Vegetable Broker
TORONTO ONTARIO

FEATURE FOR THE TRENCHES

**G. Washington's
Refined Coffee**

Canadian Sales Agents:
Edmund Littler,
109 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

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.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker
and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

**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.

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency.
Our STORAGE, DISTRIBUTING and
FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers
and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

W. H. Escott Co.
Limited

Manufacturers'
Agents
Wholesale
Grocery
Brokers

Winnipeg
MANITOBA

BRANCHES:

Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.;
John Taylor & Co., Ltd., Toronto, and many
other large British, American and Canadian
firms. We can give the same time and service
to your product.
149 Notre Dame Avenue, East, Winnipeg

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager
Western Canada
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC.

ROSE & LAFLAMME LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

To-The-Trade:
Buyers and sellers of
Hay and Potatoes

Denault Grain and Provision
Co., Limited
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery
Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

Why You Should Feature

KING GEORGE'S NAVY



Keep in with the men

It's a mighty good tip, Mr. Grocer. The good-will of the menfolk is worth much to every grocer and this good-will can be surely obtained and retained by selling the Men's favorite chewing tobacco—

KING GEORGE'S NAVY.

And the profits arising from the sales of this popular chew makes it particularly worth while.

Try it. Repeat sales are the rule.

A sample order should prove its merit to your satisfaction.

Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

Any Grocer handling Japan Tea will tell you that it is always a dependable selling line, a favorite with the most discriminating tea user.

This is proof, if proof were needed, that it pays to push advertised quality. Our wide-spread consumer advertising, backed up by its own delicious goodness is constantly adding new admirers of this pure product of old Japan.

Build your tea business on the solid foundation of quality and value. Order a supply of Japan Tea to-day and recommend it to the hard-to-please housewife.

Japan Tea pleases particular people.

JAPAN TEA

Fresh from the land of cherry-blossoms, packed and exported under the control of the Japan Tea Growers' Association which guarantees its purity and quality, Japan Tea reaches you in all its unadulterated strength, delicacy of flavor and delightful aroma.

ON SALE AT ALL GROCERS

The Japanese Government prohibits adulteration and coloring of Tea

One of the ads in our consumer advertising campaign.

If any advertisement interests you, tear it out now and place with letters to be answered.

That's it, of Course

"There it is—the one with the big red word Jell-O on it."

That is the way to be sure it is Jell-O. Every Jell-O package has the word Jell-O on it in big red letters.

The word Jell-O occupies in one particular very much the same position in the business world that the words "Kodak" and "Winchester" occupy.

You know everybody calls every kind of a camera a "Kodak," and all story writers speak of a rifle as a "Winchester." Now, it appears, all kinds of jellifying products are called "Jelloes," as though there were more than one



JELL-O

The Genesee Pure Food Co. makes all the Jell-O that is made, and the *other kinds*, made by Tom, Dick and Harry, are something else. They are not Jell-O.

You are interested because in selling Jell-O you turn your money over from four to six times oftener than with the "something else" kind.

THE GENESEE PURE FOOD COMPANY, Bridgeburg, Ont.

A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.

Made in Canada



A Common Scene in the Down-to-Date Grocery

Customers stopping in at the store or "phoning" their orders for a dozen or two of those "strictly fresh" eggs. And incidentally including also an attractive sized grocery order.

They have come to know, first of all, that the quality of eggs at "Smith's" store is right and further that every egg will reach them sound and unbroken, and in a clean, sanitary *Star Egg Tray*.

Do you need a business stimulator? Try eggs according to the *Star System*. We'll tell you how.

Write us.

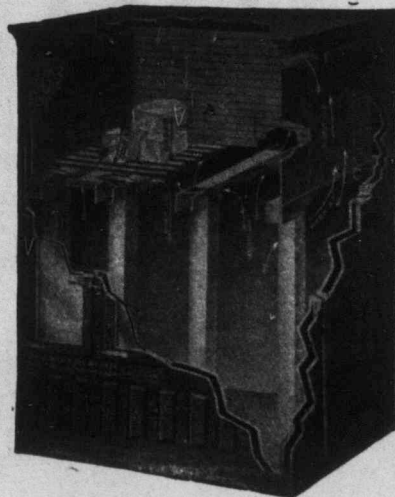
Star Egg Carrier & Tray Mfg. Co.
Jay Street Rochester, N. Y.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Manufactured by the
W. A. FREEMAN CO., LIMITED
HAMILTON. CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

That Particular Housewife

will find the quality of Tartan Brand Products so unusually satisfying that her future patronage is assured you once you sell her any of these superior lines. Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder, etc., will give every customer of yours a satisfaction that means extra dollars in your cash drawer.

We carry on a big mail business and give perfect service and prompt delivery to every customer.

Tell us your requirements. We have a very special line of Fancy Groceries, Foreign and Domestic.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

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.



WHICH?

Which tea demand are you catering to—the demand that's based solely on quality, or that created almost entirely by expensive consumer advertising?

MINTO TEA is not advertised to the consumers, yet its popularity is ever increasing.

The reason—

QUALITY

Draw your customers' attention to the fact that in every package of Minto Tea there is contained the exact amount of money it would take to advertise it to the consumer.

MINTO is a repeater, a real profit producer.

MINTO BROTHERS, 284 Church Street, TORONTO

ST. LAWRENCE

CRYSTAL DIAMOND LUMP SUGAR . . .

The Daintiest
Sugar on
the Market

Every Lump
the Same Even
Size

AT LAST WE HAVE THEM

*Fibre
Vinegar
Measures*

PINT QUART FUNNEL
\$2.50 per Set

Used and highly commended by the
Grocery Trade in the
United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG



There
is only
one re-
frigerator

to-day that
has warm air
flues across
ceiling of
cooling room
connected
with warm
air flues at
sides and
ends, and
that is the

Eureka

Its many
other points
of superior-
ity are sure
to interest
you. Get our
catalog.

Patented
1900, 1910,
1914.

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St.
E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.;
W. McAllister, 98 Bank St., Ottawa, Ont.; W Woods & Co.,
Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N.,
Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont.,
etc., etc.

EUREKA REFRIGERATOR CO., LTD.
27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.
TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.



The above is a photograph of the new Colman and Keen Show Cards. They are the last word in colored lithography, each package being reproduced in facsimile.

They will help to make Colman's and Keen's goods asked for everywhere by everyone.

CANADIAN AGENTS:

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

The Store That is Always Tidy



"I like Mr. _____'s store" said a well-to-do woman with a big family to buy for, "because it's always tidy."

No matter how particular you are the store can't be always tidy if you do up sugar and other staples. Stuff will be spilled, requiring frequent sweepings.

Lantic Sugar

in original packages, with other goods which should rightfully

be sold this way, make a store that is always attractive to the best kind of trade.

2 and 5-lb. cartons; 10, 20 and 100-lb. bags.

Atlantic Sugar Refineries, Limited

ST. JOHN, N.B.
MONTREAL, QUE.

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX.

TORONTO, NOVEMBER 3, 1916

No. 44



The Four Telephone Business Getting Battery of E. J. Quinn, Westmount, Montreal, in action.

Building Business by 'Phone

Systematic Development of Prospects for Seasonable business in the Grocery Trade
Produces Permanent Business in General Lines — Tripling the Range of
Retail Store Service by Telephone

THE illustration on this page shows two good customers arriving in a busy grocer's store on a stormy morning. The customers are warm and dry and comfortable and in the best of moods to do their buying. The two salesmen, you see, are rapidly taking the orders.

"But," you say, "There are only two people pictured—the salesmen at the telephones."

Certainly, but the customers are there. They are reaching their favorite corner grocery store by telephone. The weath-

er may be stormy but they are warm and dry and comfortable. Their time to do business may be short but they are doing their buying swiftly, and satisfactorily. They are the store's best customers, well to do residents of the district who can afford to have telephones in their homes. Is not that sort of business worth cultivating? It is being cultivated by the best business builders in the grocery trade all over Canada to-day. The telephone, as indicated in the article in the fall number of CANADIAN GROCER, which you no doubt read, has come to be

an important factor in retail business in residential districts as well as in the great down-town stores.

Important and on the grow as this branch of retail business is at present, there is still room for greater development, and how to develop telephone business, and so increase the store's turnover by ten, twenty or thirty-three and a third per cent. as may be actually done is a subject of study by up-to-date grocers in Canada's principal cities at present.

One excellent way, and a method not

widely practised as yet is the systematic cultivation of telephone business by direct telephone salesmanship along regular and systematically laid out lines.

A retailer who has developed a telephone business that is the envy of his rivals did it simply by system. He began by securing the best he could in telephone service to his store, that is, he had a couple of telephones installed. One line he used at certain times of the day solely for out-going business. He made a study of his field of business and listed carefully the names of his customers, and of many good prospective customers. With the aid of an assistant who has a pleasant voice and a manner of address towards customers this business man set himself deliberately to enlarge his business.

Whenever he had secured a specially good line of seasonable goods, he made a point of calling up prospective customers as well as his own regular customers, telling them about the quality of the goods and their price. His own direct talk and the persuasive powers of his chosen telephone salesman achieved gradually growing success. Sometimes sales did not immediately result, but many indirect sales were actually traced to the opening of business relations through the telephone approach previously. Many direct orders for the goods thus advertised by telephone were given, and with the orders often came enquiries for other supplies.

In securing successful business of this kind the personality of proprietor and salesman count considerably. There must not be the slightest chance of the prospective customer's taking offence at being offered goods worth having at a price that encourages purchase. The

salesman by telephone must have quick perceptions, ready to detect by tone of voice the circumstances attending the customer at a distance. A little tact and common sense help immensely. Frankness and directness in making the approach save time and avoid much trouble. That courtesy counts above everything goes without saying. Store service, store courtesy, the evident desire to oblige, these qualities go inseparably with every campaign to upbuild telephone business.

The telephone is the doorway to the store for far-away or busy customers, and for customers in stormy weather. See that the store door swings on easy hinges, and is not locked, bolted and barred against incoming business by the phrase "Line Busy" too often chanted by the lady at Central. That means that if a store is after telephone business two or three 'phones are required to make the business extensive. One 'phone is all right for a small store in a small way of business. Two will do three times the work, and give six times the satisfaction to both store and customers. Big stores building up a considerable telephone business use many lines of telephone communication. Ten telephones are not at all an uncommon number in residential districts of great cities. The illustration shows four lines, two of them in use. In a battery of telephones used in retail business it pays to have one line devoted to out-going business exclusively during the time that the management is going after new telephone business by the system of calling up prospects regularly. As the business grows new lines can be installed.

In wet weather the telephone ap-

proach to customers can be tried with certainty, and nearly always with success. Many customers miss the satisfaction of going out shopping, and the bringing of the store right to their doors by the telephone and powers of a good salesman is appreciated. Backed up by a good system of delivery, and willingness expressed freely to take back the goods if they don't please at sight, telephonic approach to new customers can be made absolutely the most inexpensive business builder ever tried. When sales seem to be falling off, customers dropping into competitors' stores the telephone comes to the rescue to revive things, because it's ten to one that the reason for the falling sales is the persistence of some competitor in cultivating this line of business getting.

In Collecting Also

It is possible also to make good use of the telephone in collecting accounts that have run behind a little, and the direct approach by 'phone of the store management is better than the call of a collector at the door of the customer. Only a reminder pleasantly worded over the wire will often work better than even a personal letter in making collections.

Accounts that need reviving can be revived by 'phone, and it often pays a store proprietor to ring up a good customer asking how a special line supplied pleased, with the hint that a word of recommendation amongst friends would be appreciated. When building up new business by 'phone the recommendation of friends is valuable, and the advice of a kindly disposed customer as to who might be profitably called up gives a good approach which almost invariably leads to excellent business.

Should Oleo-Margarine Be Sold?

The Butter Situation is so Serious That the Trade is Very Much Interested in the Idea of Providing Relief by Securing Right to Sell Substitute —
Opinions From all Angles.

WITH the climbing prices in all lines of foodstuffs, the not unnatural tendency is to seek for some loophole of escape; to find some way of importing articles so that they may be sold at a more reasonable figure, or failing this to find some substitute for commodities that in the present day household economy have become almost necessities. Among the articles of most universal daily need, butter takes a very prominent place. Butter is now selling at a very high figure, with no indication of any relief in sight. In fact, with foreign markets holding uniformly firm and with the Canadian supply already heavily

depleted owing to unusually large exportation, there is every reason to believe that butter will reach a higher mark than has been attained on the Canadian market up to the present.

This fact has led to a growing feeling that something should be done to alleviate the situation as much as possible, and from this feeling has sprung a more or less general agitation in favor of the introduction of Oleo-Margarine in the Canadian market.

A Substitute for Butter.

Oleo-Margarine or Butterine, as it is pointed out by those favoring the scheme,

has already an extensive sale in Great Britain and also in the United States, where it is sold under the exacting condition of the Pure Food Law. There seems no question that Oleo-Margarine is a perfectly pure food product, and though possibly not having quite the food value of butter, it is composed of ingredients that are both healthful and nutritious.

The principle constituents of the commodity are beef stearine, cotton-seed oil and butter fat. Whereas butter is made exclusively of butter fat.

At Present Prohibited.

It is urged, therefore, that Oleo-Margarine would be of considerable advan-

tage to the Canadian public, and there is little doubt that it would be stocked by both wholesaler and retailer were it not for the fact that the Canadian statute books carry a law prohibiting its manufacture and sale within the Dominion. The law has been in force a considerable number of years, and was introduced at the wish of the Canadian dairy interests, that probably at the time of its inception needed protection. With a view to discerning whether the condition still existed, and whether the law could be repealed without, disorganizing to a too great extent the established production and trade in butter, THE CANADIAN GROCER discussed the matter with a number of wholesale produce merchants and retailers. The consensus of opinion seemed to be that the introduction of Oleo-Margarine would at least, in a measure, alleviate the present conditions and enable the poorer classes to reduce the high cost of living to that extent.

Would Not Disturb Present Business.

Mr. McLean, of the Bowes Company, favored the introduction of the commodity. The wholesale produce men would be the natural handlers, he said, and it would be their business that would be most effected. He did not, however, fear the condition. The demand for butter was such that no matter what measures were taken to relieve the situation it was bound to be scarce. One reason for this was the exceptionally large export trade this year.

The English market had taken this year nearly three times as much as during the previous year. Then, too, though butter production had been very good during the spring and early summer, the excessively hot weather of the later months had curtailed it in a marked degree, so there was no margin of production to allow for this advance in exportation. Unquestionably, according to Mr. McLean, it would in a measure help the situation without any really detrimental effects, if it were imported under a light tariff for, say, the duration of the war.

Under present conditions its introduction would not greatly change the butter situation, while it would provide a satisfactory substitute for those whose means were not equal to purchasing butter. In the summer time, of course, it might have an effect, but he thought that conditions would regulate themselves. In the summer months butter could be made about as cheaply as Oleo-Margarine and there would be no inducement to exploit it.

Does the Public Want It?

The difficulty in the introduction of the commodity, according to Mr. McLean, lay in the fact that the public might refuse to use it, as it would, of course, have to be sold under a special label. Though the fact that it would sell 6 to 10c. a pound cheaper would probably be an inducement

SOME OPINIONS IN BRIEF.

"The Canadian public does not realize how close we are to famine. Never in the history of Canada have we come so close to facing famine conditions, and anything that can be done to alleviate these conditions in any way should be done. Let us give the poor man a chance."

—Mr. Clemes, Gunns Ltd.

"There are certainly advantages to the introduction of Oleo-Margarine. It is a good, saleable product and only an expert could tell the difference between it and butter. I think it might be advantageously admitted free of duty, at least during the days of the war."

—Mr. McLean, The Bowes Co.

"Why not introduce butter from the United States duty free for the duration of the war? This would mean a great saving."

—Mr. Marshall, Rutherford, Marshall Co.

ment. There might be inducements to deteriorate the product by using inferior vegetable oils. This was not so of butter, for butter could only be made of butter fat, and naturally any manufacturer would put up the best product possible from the ingredients he had to use.

On the Verge of Famine.

Mr. Clemes, of Gunns Ltd., could see no likelihood of any change for the better in the butter situation. He could sell butter now more advantageously in England than he could in the City of Toronto. The general situation, according to Mr. Clemes, not only in the produce line, but in all lines of food products, as far as he could judge, were far more serious than many people understood. "We are nearer to famine," he said, "than we have ever been in the history of this country." It might be possible to make conditions easier by putting an embargo on the exportation of foodstuffs, but this was a measure any Canadian would hesitate to suggest. What would be the use of sending soldiers to fight for the Mother Country if we refused to share our food products with them? It had become essential, he thought, to do everything that showed a likelihood of benefiting the consumer. The law against Oleo-Margarine had been framed in the interest of the farmer. Why should the farmer always get the advantage? he asked. Why not give the poor man a chance? Besides, the farmer would not suffer under present conditions. A good proportion of the farmers were having to buy their butter anyway, and would, he thought, favor the introduction of a substitute, at least during war time.

That the introduction of Oleo-Margarine would be an advantage temporarily at least Mr. Marshall, of Rutherford, Marshall & Co., was sure. Certainly something needed to be done to relieve the butter situation. It was impossible to expect a change under conditions as they stood. Russia, who had been a large exporter of butter to England, had placed an export embargo upon it. So England

naturally had to look to the Canadian market. He did not expect a different condition next year. The shortage of feed, owing to the hot summer, had led to a decrease both in egg and butter production, and a great many farmers had been unable to winter their cattle and hens, so conditions next summer could hardly improve.

Remove Tariff on American Butter.

Failing the introduction of Oleo-Margarine, Mr. Marshall thought that something might be done by removing the tariff against American butter. Butter was at present selling in New York for 36-37c., and in Chicago from 34-36c. That would mean with the duty removed a selling price ten cents per pound lower than at present.

The Retail Viewpoint.

Retail merchants were prone to question whether there would be a sale for Oleo-Margarine once introduced. Mr. Medland, of the T. J. Medland Company, King Street, Toronto, thought it should be given a trial at least, though he was inclined to doubt that it would find a ready sale, even among poor people for a time at least. He instanced the difficulty he had noticed in selling shortening, another cottonseed oil product when it was first introduced. He didn't see why any grocer should object to selling it, and it seemed unjust that a man could not buy a cheaper article to take the place of butter if he so desired.

Mr. Nettleton, Queen St. East, Toronto, would gladly handle it himself if it were introduced. He thought that the difference in price would mean a considerable inducement.

An Adverse Opinion.

Mr. Simpson, of the F. Simpson & Sons, Yonge Street, Toronto, was rather of a contrary opinion. He was inclined to think that the advantage in price would go to the handlers rather than the consumer, and that it was a commodity that would tend to foster unscrupulous selling methods. He pointed out that the farm-

(Continued on page 28.)

CANADIAN GROCER

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TORONTO, NOVEMBER 3, 1916

No. 44

OLEO-MARGARINE threatens to become an issue.

* * *

IF PAPER keeps on going higher it will be necessary to find some substitute for wrapping purposes!

* * *

SHOPPING by telephone is becoming more and more a habit with the city woman. Grocers must recognize this.

* * *

SIX HOURS a day is now suggested as a possibility in some industrial plants. It seems too bad to cut into a day like that.

* * *

SOME complaints are heard about the advance in food prices in Canada. In Germany or Austria they must be jealous of the comparative stability of our prices.

* * *

IT IS not difficult to live cheaply—if you like thin soups and bread without butter and mush and such like. But, if one insists on eating the most expensive foods, why blame the grocer for the high cost of living?

THE QUESTION OF OLEO-MARGARINE

THE question of the sale of oleo-margarine in Canada is being discussed seriously in the trade, as shown in the article on another page. There are at least two good reasons why the introduction of this substitute for butter might prove advantageous to the public, at least. At present there is a serious scarcity of butter and every indication that the shortage may develop almost into a famine. Great Britain depends upon Canada for a large supply of dairy products and

it is one of the duties imposed upon us by the war to relieve the food problems of the Mother Country as far as lies in our power. Oleo-margarine is sold in Great Britain very extensively and also in the United States. Its introduction on the Canadian market would probably relieve the scarcity and make it possible to export butter in larger quantities to Britain. That is reason number one. The second is perhaps a more pressing one. To-day butter is reaching almost a prohibitive price for the poor family. It has become so expensive an item that many families must be going without it. Certainly, if the usual percentage of increase is added this winter there will be plenty of families in Canada eating dry bread. Under the circumstances, the introduction of oleo-margarine would provide a substitute more within the means of poorer families.

There are objections, of course. The prohibition of the substitute was effected some years ago, largely for the purpose of providing protection for the dairy interests. It does not seem that this need could exist now, but there is the period after the war to be considered, and, once allowed in again, it might be difficult to exclude oleo-margarine again later, if conditions demanded it. This objection need not weigh so far as the grocery trade is concerned. The farmer is in a position to look after himself, and it is possible that, in view of present conditions, he would not object to the sale of the substitute.

A more real objection is the danger of pernicious sales methods creeping in. There might be a tendency in unscrupulous quarters to sell the substitute as the genuine article. If anything of this kind were done it would throw a degree of suspicion on the whole trade and in the long run would create con-

ditions which the grocer would find against his best interests.

Certainly, however, it is a point that will bear discussion. It should be considered very carefully in the grocery trade and, if then deemed advisable, steps should be taken to lay the facts before the Government.

THE WIDENING FIELD OF THE GROCERY STORE

THE day of the grocery that confined itself to the staple articles of food, is a waning day. More and more the wide awake grocer is looking for new avenues of trade to the present untapped. Out of the idea of the departmental store has grown the idea of the departmental grocery. To-day if you desire fruit and vegetables you go, not to the market, but to the grocer, if you need a bottle of ink or mucilage your grocer will supply you. Father can buy his favorite cigar and mother can purchase paint for the kitchen floor. Other needs are developing daily and daily the grocer's variety grows. Partly because there is profit in all these lines—and partly because with a better class of store is developing a better conception of service. Everything the householder or housekeeper needs. This is the way the grocery is tending. Who knows what may be the next addition to the grocer's wares.

CIVILITY AS A BUSINESS ASSET

IT is only a decade or two ago that Jay Gould, the railroad magnate, stated the business standards of his time in the well-known phrase, "The Public Be Damned." It was not a word used in anger, merely a statement of policy. It was followed out in the railways of the Gould system. It was followed out on other railways. With what result? As one writer on the subject states: "Every woman who was insulted by an underling railway employee went home and taught her children to fear God and hate a railroad." These children growing up into manhood did not forget the lesson, and out of this feeling grew the mass of anti-railroad legislation of recent years. Even trifles will cause a prejudice and prejudice is no trifle. It has cost American railroads twenty years' labor and millions of dollars to, in a measure, eradicate a feeling that common courtesy would have smothered in its infancy. More and more great corporations are realizing this. The management of one large chain of stores, outlines the policy of the business in the phrase, "The public is always right." This is the extreme in the other direction. The idea is that it is better to lose money by the mistakes of a customer, than to lose the good opinion of a customer, through lack of consideration or civility on the part of the store.

Some large corporations are going even farther to catch the kindly feeling of their patrons. One large insurance company sends a small gift with greetings to all its members on their birthdays. It's a small courtesy, but it amuses and warms the heart, even when one smiles at the knowledge that it is only office routine. It is office routine backed by courtesy—and courtesy has wonderful potentialities in the way of business-getting and holiday.

A clerk who answers a customer sharply may leave an impression that months of careful, costly advertising could not eradicate. The rude retort of a delivery boy, even under provocation, may do you inestimable harm. It's a sad fact but more people will pay attention to a knock than to a boost. The days of business civility are here. The days when the telephone girl would give you back as good as you gave are passed. If you are abusive you will have to explain to one of the heads. Employees are not permitted to meet incivility with incivility—Incivility is too costly. Civility the best business asset.

THE LOW COST OF LIVING

ONE hears so much nowadays about the High Cost of Living that it is a distinct relief to hear the faint echo of a discussion on what might be termed the Possible Low Cost of Living. For instance, we find the *Toronto Mail and Empire* discussing the fact that the Governor of the Guelph jail has fed his guests during the past year at a cost per head of 11¼ cents a day. But the worthy governor has little chance to puff out his chest at this rather remarkable achievement for along comes the Kent county jail governor with figures that show that he has done it on 10¼ cents. To the harassed householder this may be cheerful news; but, then, the prisoners have not had any chance to make their report. It might be interesting to get the opinion of the man who has been fed at the cost of 10¼ cents a day. It is doubtful if he would be very enthusiastic on the score of the low cost of living; he might, in fact, clamor for the class of food that makes living high.

People can live cheaply nowadays—no doubt about that. It would entail, of course, a recurrence of cabbage soup and the frequent appearance of corn-meal mush and the total absence of such aristocratic items as butter and eggs. But it could be done just as it has been in the stone-walled haunts of Wellington and Kent County delinquents.

The only thing that keeps living high is the refusal of the public to live low. Instead of recognizing this, people take it out in lavishing blame on the grocer and the shadowy but menacing "middleman." They do not recognize that the biggest factor in the advance of living costs is pampered palates.

Baking Powders Will Advance

All Materials Are Going up and the Makers Now Claim That There is no Profit in the Line—The Question of Supplying Labels is Being Considered.

THERE is a very strong likelihood that baking powder will be next among the long list of commodities whose prices have been soaring upward.

According to the wholesalers baking powder has for long time ceased to be one of the commodities on which to figure a profit. This is partially due to the methods of selling. Big buyers have been accustomed to have a special label on baking powder bearing their own name. These labels were, of course, supplied by the manufacturer who stocked them, more or less, heavily. This was all right as long as he controlled that particular man's trade. But when a competitive company was, by a slight cut in price, enabled to slip in, the situation was changed. He also probably supplied labels. Thus there were two firms stocked with an expensive supply of labels, with only one man's trade on which to dispose of them. Naturally in their efforts to unload these labels a lively little trade war would ensue, very disastrous to the manufacturer's profits, and very advantageous to the buyers.

Now it is stated this condition is to be changed. Whether the label system is abolished or not remains to be seen, but certainly, according to reports, baking powder will go up.

Materials Advancing.

All the commodities that go into the products of the cheaper grades of baking powder, known as phosphate baking powders, have advanced. Only a few days ago there was announced a 25% increase in starch, which is the principle filler in this class of baking powder. The reason given for this advance, was the increased cost of manufacture. Coal is materially higher, labor is higher, and every department in the manufacture of starch has shown an increase in overhead charges.

Now this, according to the authorities does not take into account the advance in the price of corn, of which corn starch is made. Manufacturers were heavily stocked for a time and an increase was not necessary.

Now another cent a pound increase is hinted at and this, with corn at the highest point it has reached in 50 years. In fact there is a little era of advance in everything that goes into or on a baking powder tin. Starting from the outside and working in it might be noted as follows: Increase in the price of labels owing to the advance in paper and inks; increase of 25% to 50% in the price of

tins, owing to the vast demand for this metal in the munition industries. This item alone the manufacturers say will add 10c. per dozen to the price of baking powder. Increase in the cost incidental to the production of starch. Another 10c. per dozen increase in the price according to the same authorities. Further increase in price of starch, owing to the exceptional price of corn. The possibilities of increase that lie hidden in this factor have not been yet estimated, but they are many. Soda, another constituent of baking powder has advanced 50% since the beginning of the war. Phosphate about 20% and alum about 10%. Even the cost of wooden boxes for packing has been materially increased.

In the better grades of cream of tartar baking powder, the advance is also noticeable, probably a general increase of 100% in the ingredients used.

These are surely startling enough figures, and there is creditable authority for the prediction that at the most conservative estimate there will be an increase

of between 25c. and 40c. per dozen in the price of all grades of baking powder.

The necessity of such an increase leads to possibilities of unscrupulous manufacture. Adulteration is naturally one of the easiest methods of keeping prices down. This is most readily done by the use of a cheap phosphate containing 27-30% of sulphate—commonly known as Plaster of Paris. Just how injurious this substance may be is problematical, but under the American Pure Food Law not more than 3% of the substance is permitted even in the cheapest grades of baking powder. The Canadian Government has done something in this regard, but it is an undoubted fact that such malpractice still exists.

The grocer, who according to law, is always the scapegoat of any action based on adulteration of products, should get a guarantee from the manufacturer that the baking powder purchased is practically free from this substance, and thus safeguard himself against any possible difficulty.

Winter Fruits Will Be High

Apples Are Scarce and High-priced—Vegetables Will be Dear, Particularly Spanish Onions—One Exception is California Citrus Crop.

WINTER fruits and vegetables with one or two outstanding exceptions promise to reach very high figures. One reason for this is the keen demand of the English market for all produce that will start shipment. Apples on the London market are bringing according to the latest reports 30s-36s. per barrel, as there is little likelihood that there will be more than a temporary break in the price, and a strong probability that the price will increase, it is idle to expect cheap apples in Canada this year. Spy, McIntosh and Fameuse varieties will probably sell about \$6.50-\$7.00. Baldwins, Greenings and similar varieties about \$5.50 to \$6.00. Ben Davis about \$4.50. Nova Scotia has an unusually large crop that is now coming in the market. The quality is somewhat inferior, the No. 3 grade being much in evidence. Most markets are selling Nova Scotia Gravenstein, Kings, and Blenheim \$4.00, \$4.25, No. 3 grades about \$1.25—of course these are packed in the Nova Scotia barrel which is a peck short of the Ontario Standard.

Spanish onions are another line that is bound to be high. Three cargoes of these have recently been torpedoed which has made a present scarcity—but the fact that England is shut-off from buying in many European markets is a much more potent factor in keeping prices up. There will be a continuously strong demand for all European Commodities offering.

Almeria grapes in the familiar wooden kegs are governed by similar conditions coming from Spain, England is their natural market and will undoubtedly handle a good portion of the crop which is light. These grapes will probably range in price from \$6.00-\$8.00 per keg, according to quality, in which there is a very wide range.

Emperor Grapes from California packed in drums—and reported to be somewhat poorer in quality this last year and the asking price is high. They will probably sell around \$5.00 per drum.

Lemons will remain high for some months. Few Italian lemons are offered.
(Continued on page 23.)

White Phosphorus Match Law

After December 31 Next, Retailers Will Not Be Allowed to Sell Them—Manufacture Was Prohibited Since Jan. 1, 1915—Match Prices Advancing on Account of Higher Prices on Chemicals, Colors, Etc.—A 10% Rise Recently.

AFTER December 31, 1916, it will be against the law for grocers to handle or sell what are known about 0.44 per cent. carbon and 5.55 per cent. as white phosphorus matches. Since January 1st 1915 it has not been legal for manufacturers to make this variety of match, and wholesalers who were granted an extension over manufacturers have not been selling for all this year. Retailers however, are allowed till the end of 1916 to dispose of stocks.

Some three years ago the United States Government passed a law prohibiting the use of white phosphorus matches. In May, 1914, the Dominion Government passed a similar law. This was aimed chiefly at the manufacture of white phosphorus matches because if the manufacture of them were stopped, it can be easily seen that they could not be sold through the retail trade. This law as above intimated, went into effect Jan. 1st, 1915, and since that time no manufacturer in Canada, so far as is known, has turned out any of the white phosphorus brand of match.

Injurious to the Health.

The reason, of course, for this law was due to the fact that the phosphorus fumes from the chemicals that constituted the head of the match, were injurious to the health. These fumes penetrated the cavities of the teeth of the employees and caused what is known as necrosis, or a mortification in the jaw bone. This of course was a serious thing for the employee so affected.

Not only does the law at the present time prohibit the manufacture of white phosphorus matches, but it also prohibits the importation of them.

The following are some extracts from the White Phosphorus Match Act.

"It shall not be lawful for any person to use white phosphorus in the manufacture of matches.

"It shall not be lawful to import to Canada matches made from white phosphorus and matches so made shall be included amongst the goods enumerated and described in Schedule C of the Customs Tariff, 1907.

"It shall not be lawful for any person to use, sell or to offer or propose for sale or to have in his possession for the purposes of sale any matches made with white phosphorus.

"Any inspector may at any time for the purpose of carrying into effect any

of the provisions of this act, or any regulation made thereunder, enter any place or premises or any steamships, etc., which the inspector suspects is being used for the storage or carriage of matches made with white phosphorus; and may also open any package or store containing matches made with white phosphorus or which he suspects of containing such matches.

"Any person who violates any provision of this Act, or any regulations made thereunder in respect of which no penalty is herein provided, shall be liable on summary conviction to a

LAW RELATING TO SALE OF MATCHES

Following is an important extract from the White Phosphorus Match Act passed in 1914 relating to the manufacture, importation and sale of match heads made with white phosphorus:

"It shall be unlawful for any person to use, sell or to offer for sale or to have in his possession for the purposes of sale any matches made with white phosphorus."

This clause takes effect on January 1, 1917, and relates chiefly to the retail trade. It means that all white phosphorus matches must be got rid of before that time.

penalty not exceeding \$500 and costs.

"This Act shall come into force on the first day of January, one thousand nine hundred and fifteen, except section 5 thereof, which shall not come into force until the first day of January, one thousand nine hundred and sixteen."

Section number five refers to the sale of matches by retailers.

Further extensions still were granted them. First till January, 1916, then June 1, 1916 and finally till the end of 1916.

In view, therefore, of the fact that after December 31st next, it will be illegal for retailers to sell white phosphorus matches, those who have stocks on hand should see that they are moved off their shelves prior to that time. As intimated above, the act was, of course,

primarily put through to prohibit the manufacture of white phosphorus matches, because it is in the making of them that the injury to human health is liable to occur and not in the selling or using of them. Nevertheless, the law is there and as retailers have had two years in which to dispose of their remaining stock, they would be well advised to clear their shelves between now and the end of the year.

It is interesting to note at the present time the condition of the match market. Very recently there was a pretty general advance of about 10 per cent. made by Canadian companies. This is due to large increases in prices of chemicals used in the manufacture. For instance, chloride of potash, which is one of the chief ingredients required by manufacturers, is a prominent chemical in the manufacture of ammunition. The trade will appreciate the fact that of late this has been in big demand throughout Europe, which means much higher prices to the match manufacturers. Lumber is also much higher in price and since large quantities are used in match manufacture this is an item of increased cost.

WINTER FRUITS WILL BE HIGHER

(Continued from page 22.)

ing for import owing to it being almost impossible to get ships to carry them. The Mediterranean trade being practically entirely given over to war necessities. A few Malaga lemons from Spain are offering, a rather inferior grade of fruit at about \$6.00 per case.

The exception to be noted is in the promise of the California Citrus crop. There is a large lemon crop that will materially relieve the situation, though this relief will not be felt for about two months.

Then the California navel crop is reported exceptionally large and good, 25 per cent. heavier than last year is the estimate. It will be the end of this month before the first of the crop is offering, but once on the market they will probably sell low and the low figures of former years, \$2.00-\$2.75 according to size are to be expected.

Florida oranges and grape-fruit are now offering, but as these will come on a practically bare market they are likely to remain firm in price for some time to come.

Why Business Men Fail

An Analysis of the Reasons Which Account for Failure — How Some Successful Business Men Have Managed to Overcome Their Weakest Points.

AN article appears in *System*, the Magazine of Business, under the title "Can we explain why business men fail?" It deals very comprehensively with the elements that make for success or failure and, although the points adduced do not always bear on direct retailing problems, the whole article is of such vital interest for the merchant that it is reproduced herewith:—

Business is full of contradictory legends of its men of genius; of amazing judges of human nature; men who followed one idea through life—had a thousand; managers who labored "like horses," attributing their success to good old-fashioned hard work — and others who won as by a flash of insight; men who rose by sheer hanging on—and others who showed their gift by making a complete change after forty. How much of it, when all's said, holds good? What personal qualities actually distinguish the man who goes marching up through achievement after achievement from his desk neighbor who cracks under the responsibility of guarding a ten or twenty thousand dollar investment?

Broach this question and you have the ear of every manager, everyone who is employing, using—attempts to develop—other men. For you are not merely dealing with a side of business which is still in the stage of tradition—you are tackling the inmost mysterious question of personal efficiency. And the reasons for success or failure, the chances of the game and the run of the cards, make poker seem mathematical by comparison.

Every man in business who expects to be a general officer—and every group of men in control of a great enterprise—is effective in proportion as he or they show a blend of personal qualities that meets all the needs of the business and checks whatever weaknesses exist. What, in the opinion of practical business men, should this blend include—and how can an employer develop it in his men?

Marshall, the English economist, says that promptness, judgment, resource, carefulness, and steadfastness of purpose are the chief materials of which business ability consists, rather than any specialized skill or craftsmanship. Having these qualities, he asserts, a man should not only rise rapidly in one line, but may change to a quite different business and continue successfully. I have recently been working with a man who illustrates this belief. At forty he is



king pin of three successful corporations making quite different products. He has never had any "specialized skill," but the five prime qualities Marshall names are certainly native in him.

These causes of failure split roughly into three classes. A few of them, such as "laziness" and "bad temper," may go back to poor physical condition. Others, such as "guesswork," "lack of study," "untrained employees," and "lack of system," are probably mere habits of work. But most of the troubles, after all, strike deeper; they are plainly mental kinks of flat sides on the wheel of character. Here is an abbreviated list:—

- Suspicion.
- Lack of decision.
- Failure.
- "Do it to-morrow."
- Over-indulgence.
- Conceit.
- "Nobody can tell me anything."
- "My grandfather did it this way."
- "I never learn from others."
- "My mind is made up."
- Indifference.
- Carelessness.
- "My theory would have worked, but—"
- Temptation.
- Misuse of credit.
- Stubbornness.
- Poor memory.
- Poor supervision.

Every manager will recognize in this list many a little blue devil that spoiled a good man for him. But will he apply

the set to himself? Will he take seriously any of the similar lists which various efficiency "fans" have put into print?

Boyd Fisher has been reminding factory managers over at Detroit that "a stream can rise no higher than its source." "I am convinced," says he; "that one-third of the average manager's time is properly taken up with the effort to improve his thinking, his work habits and his health." So thoroughly does *System* believe in this new item of "manager maintenance" that it asked the three hundred men who contributed to this series some very frank questions about their own mistakes and successes, and about their most valuable men. The replies are at least interesting, as showing what the actual heads of concerns and departments think about business ability. Coupled with careful character studies which were made by members of *System's* staff of many prominent business men during extended interviews, they may be more than merely interesting.

The first thing that is evident from a survey of these thousands of replies is that business men are not stopping with outward efficiency—mere time schedules, filing schemes and desk methods. They are going even deeper than questions of health, help and social life—though they have some things to say about this side of efficiency which might warrant an article. Beyond question, they are directly and earnestly engaged in the tedious, rather abstract work of further balancing up their own faults and developing their personal powers.

WHY MEN FAIL

Some of the faults which 300 executives say are at the root of many business failures: there is a remedy for nearly every one

I

POOR PHYSICAL CONDITION, CAUSING —

- a. Bad temper;
- b. Laziness— mental or physical;

II

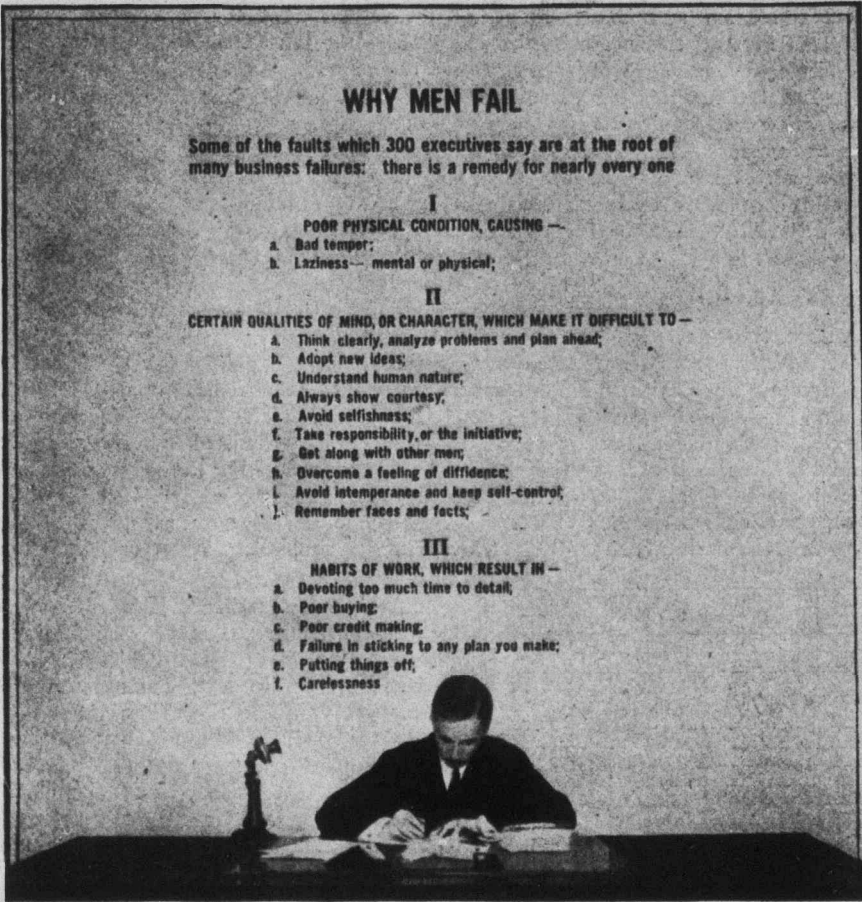
CERTAIN QUALITIES OF MIND, OR CHARACTER, WHICH MAKE IT DIFFICULT TO —

- a. Think clearly, analyze problems and plan ahead;
- b. Adopt new ideas;
- c. Understand human nature;
- d. Always show courtesy;
- e. Avoid selfishness;
- f. Take responsibility, or the initiative;
- g. Get along with other men;
- h. Overcome a feeling of diffidence;
- i. Avoid intemperance and keep self-control;
- j. Remember faces and facts;

III

HABITS OF WORK, WHICH RESULT IN —

- a. Devoting too much time to detail;
- b. Poor buying;
- c. Poor credit making;
- d. Failure in sticking to any plan you make;
- e. Putting things off;
- f. Carelessness



Best Ways to Remedy Common Faults

Four questions were asked by *System*, with the purpose of showing up business men's weak points, indicating their most valuable qualities, contributing suggestions on how to pick men of calibre and how to strengthen oneself or one's associates. The questions were:—

- (1) What blunders do you observe men in business making most frequently and what qualities do they seem to lack?
- (2) Think of the three best men in your business—what qualities brought them promotion?
- (3) How would you train a son of yours to take your place and go ahead with the business?
- (4) In yourself, how have you strengthened the business qualities that seemed weakest?

Practically half of those who answered the first query put at the head of the list the inability to think, to analyze, to exercise judgment — or narrowness and unwillingness to see more than one side to a question. Sometimes the charge is put in a general way, as: "feeble thinking," "snap decisions," "arguing," "doesn't cut to the core of a problem and settle that," "fails to eliminate non-essentials," "fails to understand basic conditions," "not making a thorough study of the problem," "not getting a broad view," "seeing only his own side," "not seeing all

sides, including the customer's, and deciding for himself," "inability or unwillingness to adopt new ideas."

Other men suggest how this inability to think works out in particular cases they have observed. "Never know they are losing ground," says one. "Lack of observation," writes another. Lack of foresight, working too much in the present, ignoring suggestions of subordinates, not reading what other men have learned, not recognizing that a working force must be educated before it can do intelligent work, not recognizing when they (salesmen) have closed their argument, and lack of judgment due to over-enthusiasm, are a few of the pertinent answers.

That men in business still hang on to detail too closely is a common criticism among those brought together by *System's* investigation. One answer in twelve included this point. "The manager confines his attention to one or two departments and neglects the others," one executive said emphatically. "Too much routine—failure to take advantage of the brains of the staff," wrote another. "They don't 'let George do it,' while they keep a steady hand on the pulse of things," runs a third reply.

Human Nature With Success

Knowledge of men is always attributed to practically every one of the famous old-time heads of big enterprises,

such as railroads and packing industries, and the lack of it was mentioned many times among the replies as one of the serious defects in ambitious men. That business men too often do not analyze themselves, that they fail to appreciate the all-important viewpoint of their customers, that they neglect the rights, feelings and suggestions of inferiors, falsely estimate the strength of those whom they make their opponents, and do not bring out all that is in their help, are some of the explanations of failures given by the men who answered *System's* questions.

"A florist failed," says a university professor by way of illustration, "because he attempted to run a small-town business on the city plan of separating green house from store, and invested too much in novelties which did not sell out clean. He was probably driven to these illogical expedients because he had failed to understand people. He had been economizing, for instance, on inefficient help, and had handled his credits in such a blundering way as to offend many good 'risks' without dodging the really bad accounts."

Blunders in buying and credit making are frequently mentioned among the answers, but the inability to read people seems to be the underlying fault in most of the cases. "Men are too free with credits," says one; "poor buyers," writes another. "Too sympathetic"; "too lenient"; "try to sell something scarcely anyone wants"; "pay more attention to selling than to buying and collecting"; "advertise themselves instead of their goods"; "cater to their own tastes rather than the public's"—several men suggest.

Some of the criticisms offered take an even more frank tack. That business men lack courtesy is acknowledged by several. One believes they can not say "No!" as they should, and another that they say it too easily, when a salesman has something worth their attention. That they are often not suited nor prepared for the positions they try to fill, yet have exalted opinions of themselves and readily take on things outside their specific training, is the observation of a number. This happy-go-lucky way of doing things expresses itself, according to one executive, in "poor and illogical organization," and particularly in departments rooted in tradition, where undefined zones of work keep men clashing and jealous.

Cultivate the Point of View of "the Other Fellow."

"Acquisitiveness," the character analyst will tell you, is essential to success in business. "Selfishness," according to four men who answered this question, is a common handicap to men who otherwise might go high. "Business men too often have ignoble aims," says one

executive. "We all overreach ourselves at times," a high official told me. "Poise and self-confidence are fine things," commented another, "but it is easy to be so self-centred that you fail to give customers the enthusiastic attention and deft service which will bring them back in a buying state of mind. In fact, many houses 'barely exist' simply because they have never got acquainted with their true selves."

How the positive of this quality can be developed is told by an automobile dealer out in Iowa. "Just think of the other fellow and you'll succeed," he writes. "I was weak in my ability to meet men. So I have practised this. When a customer comes in, I go and shake hands with him and tell him, 'Gee but I'm glad to see you'—and I've trained myself not only to feel that way, but

health and time and study they lay down"; "neglect the necessity of experience"; "become perfunctory"; "have not the imagination essential to the creation of great enterprises" — these are some of the observations on this subject. And judging from System's extended contact with many business men, no criticism apparently comes nearer home.

Did Not Like to Take Responsibility

I was sitting recently with the head of the foreign department of a bank when a young business man came in and attempted to persuade that seasoned financier that the bank rather than he should take the risk of a certain international credit. The debtor house had repeatedly been a customer of his, but the bank had never heard of it. The

them a load to carry and leaves them no doubt that it is theirs—to handle or to drop.

The man who makes excuses — who seems unable to decide or act without being prompted—usually is in a mental rut that calls for the application of a shrewd psychology by his superiors. It may be laziness or dullness that makes him hang fire; but plain fear, several executives charge, is often the bottom trouble. "Druggists are afraid," says a druggist, who by working along original lines has in a decade built a struggling store into a flourishing one. The ability to trust oneself to disregard the conventional method, to see straight and act without looking behind you for backing, is a scarce article—but one that grows with each success and each bit of encouragement.

"There is too much conferring and not enough trusting to the initiative of well-chosen department heads," conclude two successful executives. Observations suggest that business men do not yet value as they should the interchange of ideas—the efficacy of "talking things out in committee." But the idea of some men have that a conference must vote every time it assembles is pathetic. Only by carrying greater and greater weights can a man develop his ability to handle steel or concrete; only by assuming increasing responsibility can men grow in initiative. And the demand of a business for quick action on hundreds of matters usually finds the committee method too cumbersome as well as too vague. Everybody's business is still nobody's business.

The same two points that stand out as criticisms lead the list of reasons for promoting men assembled as a result of investigations: (1) ability to think and plan; (2) ability to take the initiative and assume responsibility. "Constructive initiative coupled with the application of good common sense, added to whatever native abilities a man may have, 'make good'—and deserve it," one manager writes. "Resourcefulness in emergencies" is a special statement of the same idea.

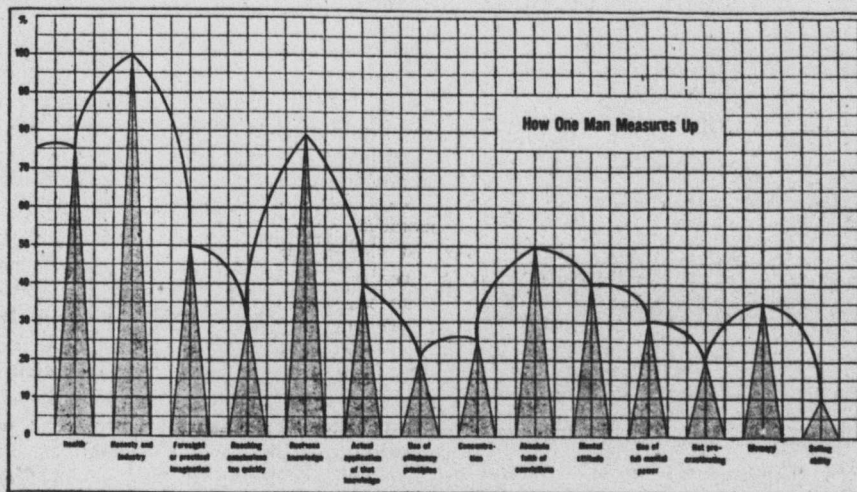


Chart of a young man who, though gifted, has not made a very great success. The reason is found here.

to speak in a tone that absolutely convinces him I am in earnest. A customer told me just recently: "I always come to your store first when I am in town, because you make me feel so welcome that I have to, whether I need anything or not."

How much these qualities may add to the total of a man's business power may be debated, but there are three other criticisms among those brought together by System which are fundamental: that men fail to measure up to the calls of business because they lack (1) carefulness; (2) concentration; (3) responsibility. "Business men do not know their costs"—"are careless and ignorant of figures"—"often overdraw their accounts in sheer ignorance"—"are too lenient with those who owe them"—these are some of the charges.

A half dozen men among those who replied to System's questions emphasized the first of these points: that men cannot concentrate, or as Marshall has it, lack "steadfastness." "They cannot keep up a sustained effort"; "allow themselves to become distracted"; "cannot hold themselves to the rules of

banker tried to laugh the young fellow out of the idea that the bank, a total stranger, could pass credit on a risk he was unwilling to assume. But when we were alone again, the banker threw up his hands impatiently. "Why is it," he exclaimed; "that business men will not accept the responsibilities which belong only to them?"

How Some Executives Train Their Assistants

It is a criticism that bobs up again and again among the answers to System's questions. The "boss," growing old, cannot find assistants who can and will see that things are done. Many men seem to take the position of working by the clock and waiting for orders. Among the excuses advanced by them, one may be sound; that the authority delegated them is often mere pretence. The general superintendent of one of the nation's largest steel mills told me with modest pride how he had developed twelve general superintendents out of his staff of young men. He seems to have no trouble finding men who will take the responsibility; but he gives

Some of the Qualities

Loyalty to the business ranks very high—but it is still the kind of loyalty that begins at the bottom, works through all departments and spends long hours in the business or in special studies bearing on it. Tact, diplomacy, affability and knack in handling men ("especially union men") are other much-sought qualities. Enthusiasm, honesty, steadiness and energy or "interest" or "alertness" evidently have a live market. "Desire for authority and responsibility, backed by sufficient will power," is the less perfunctory way one manager has of expressing the ambition he must see in the man he advances.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

The Both Fisheries, Ltd., which took over the big packing plant at Chamecook, N.B., will make an excellent showing for the time they have been operating, their pack including sardines to a number estimated at 30,000 cases for the season.

Most of the sardine weirs along the Bay of Fundy coast have been taken up for the season in preparation for the arrival of winter weather. If experiments with a wooden weir in the Magaguadavic river show the site to be satisfactory, a steel weir will be erected there next season.

Lance-corporal Arthur E. Ingram, a member of the staff of T. H. Estabrooks Co., staff in St. John, before the war, has been admitted to a hospital in Rouen suffering from a bayonet wound. This is the second time he has been wounded.

Quebec.

Bertrand & Bedard. Montreal, grocers, have dissolved.

Fire broke out early October 24, in the grocery store of Kouri Aboosamra, Montreal, where considerable damage was caused. Originating on the storage floor the fire spread rapidly to the store itself but it was soon under control.

Ontario

L. Lafortune, Simcoe, grocer, sold to Emie Schellberg.

W. C. Bennett, Port Robinson, sold his general store to H. Markle.

D. J. Donavan, Hamilton, has sold his grocery and meat business.

The general store of R. A. Huot, deceased, Alexandria, has been sold to J. A. C. Huot.

The Guillbault Co., Woodbridge, have been succeeded in their general store to R. Guillbault.

Max Adler, grocer, Hamilton, has sold out to Mrs. A. Daiez.

A. S. Gray & Co., general store, Meaford, has sold to Chas. I. Cartwright.

Mr. Thompson of Norwood has sold his grocery business to Mr. Thos. Burkell. The change took place on Nov. 1st.

Thomas Wilson, traveler for the firm of Edmonton, Bate & Company, for the past twenty years, died on October 27, at his late residence, 86 Oakwood Avenue, Toronto, after a short illness.

Henry Thompson, one of Canada's best known millers, died at his home in London, on October 29. He was associated with his brother William in founding the Dominion Mills, which he operated until it was purchased by the Canada Cereal Merger.

Fire broke out from an unknown cause, at 2 o'clock, on the morning of October 26, in the general store of H. A. Sanderson at Waterford. Considerable damage to the business section was caused as it was badly gutted by flames. The principal sufferers were H. A. Sanderson, store and stock completely destroyed; R. K. Robertson, store and stock completely destroyed; I. E. York, owner of block. The blaze had gained considerable headway before it was discovered, and in the high wind that was blowing, little could be done to extinguish the flames.

Western Provinces

Q. Fulwiler, grocer, Moose Jaw, has gone out of business.

F. T. Ames, Coalspur, has moved his general store to Edmonton.

Mrs. L. Kreiger, 99th St., Edmonton, has discontinued business.

Minnie Scott, Pasqua has moved her grocery store to Drinkwater.

Berlin & Co., grocers, St. Boniface, have discontinued business.

F. T. James, wholesale fish dealer. Toronto, was in Winnipeg last week.

Goddard Sidney, Winnipeg, are discontinuing the branch store of their grocery business.

McNicol & Brown, Shaunavon, are selling the stock of their general store and retiring from business.

Shatsky Bros., general merchants. Pelly, Sask., are enlarging their store.

Edward Craig of New Dayton, Alta., has gone to Neskin, Alta., where he will open a store and restaurant.

It is stated that another wholesale house is likely to open a branch at Lethbridge in the near future.

J. M. Dale suffered the loss of his entire stock and building in a fire at Port Hammond, B.C. recently.

Galliford and Ramshaw, Travers, Alta., are disposing of their stock of groceries and dry goods.

Geo. F. Galt, of Blue Ribbon Ltd., Winnipeg, has been re-elected president of the Manitoba Red Cross Society for the coming year.

The new Magrath Trading Company building, Magrath, Alta., will be ready for occupation in about eight weeks.

R. S. Garbutt, manager for the Watrous Supply Co., Watrous, Sask., has severed his connection with that firm, and gone East.

John Fyfe, formerly with the Calgary Milling Co., has taken over the Medicine Hat territory for Gold Standard goods.

H. Bruce Gordon, president of the Codville Co., Winnipeg, was in Regina recently attending a meeting of the the Wholesale Grocers' Guild.

Edwin B. Reynolds, sales manager of The Dyson Co., pickle manufacturers, Winnipeg, has been on a trip through Western Canada.

R. Rosenberg and D. Vicker took over business and farm of J. L. Ratner, Edenbridge, Sask., for the next 3 years. D. Vicker is to make his residence there and run the store.

Thomas D. Moore, formerly manager at Kerrobert for Brock, Kelly & Love, commission merchants and fruit dealers, has been engaged by the Gold Standard Mfg. Co., to represent them in the Moose Jaw territory.

Samples of sugar beet have been submitted by 40 growers in the Brandon district which were of a fine quality. They will be submitted to Ottawa for testing purposes.

The McCracken grocery have purchased the Crysler's Cash Grocery store at Medicine Hat, to which they will move from Highland St. They handle cooked and cured meats, flour, bran and shorts, chicken feed, as well as a full line of groceries.

Relatives in Lethbridge have received word that Sergt. Claude C. McMullen has been killed in action. Sergt. McMullen was a former resident of Lethbridge, having travelled for the firm of Campbell, Wilson and Horne for a couple of years.

H. Curtis, late manager of the Hudson's Bay Company's store, Vernon, B.C., was last week presented with a gold wristlet watch, the ladies of the staff presenting Mrs. Curtis with a silver card case as a token of esteem, on his retirement as manager of the Vernon branch to join the 225th Overseas Battalion. The new manager, H. Pout, made the presentation.

(Continued on page 28.)

Provisions Cared For Prove a Saving

Advantages of Separating From Grocery Department — Enables Better Handling of Both Lines—Some Instances of Improvement Under Separation

A SEPARATE provision department is next door to a necessity, is the opinion of W. N. S. Hunter, Prospect and Maple avenues, Hamilton, if both groceries and provisions are to be handled to best advantage.

Mr. Hunter has developed a meat department that has proved very successful, and to this has been added the department of provisions. It is a natural association, he thinks, and one that will assist in the sales of both lines. This is not the case when associated with the grocery department. We are all familiar with the rather unwholesome, oily look of cooked meats, bacon, cheese and similar lines, as displayed in some groceries. They may not suffer particularly in quality from the warm air in the grocery store, but they certainly do not add to their attractiveness in these surroundings, and when added to that, the daily trimming and slicing that is necessary to restore their attractive appearance, it is evident that in these ways alone, there may be a considerable element of loss.

Mr. Hunter's provision department is a bright, airy, white-walled store, attractive in its very airiness. The counters are marble topped and very little actual food is exposed. The refrigerator, that faces the doorway, is glass-faced, giving ample opportunity for a considerable display of goods that look at their best. Ice is used the year round and the stock is exposed as little as possible to the air. Bacon and all cooked meats slice better and much more easily when cold, he says, and certainly look more attractive.

A Noticeable Change

One noticeable point struck Mr. Hunter shortly after the change. Cheese had never been a particularly active line with him. The cheese safe was located at the back of the store, which seems to be the accepted place for cheese, and had apparently been given the same attention as other goods. He did not notice that it was particularly slow until he changed it to the bright and airy front of his new provision department. No new effort was made to sell it. It was merely given a more prominent place. Yet his sales more than doubled. So much for an attractive setting. Mr. Hunter has good windows for display. His store is situated in a residential section with no amount of passing trade. Yet he finds his windows have great drawing power.

On one occasion he was heavily overstocked with forequarters of beef—a line he did not find selling. An attractive window was dressed with cuts from forequarters with neat price cards, calling attention to them. Saturday evening saw him short in all these cuts and with the surplus showing in favor of the higher priced joints. The housekeepers had evidently perhaps unconsciously accepted the suggestion of the window display.

not be more than compensated by the relief afforded, and that no means should be left untried that would tend to make the lot of the poor man easier, under the almost impossible conditions that exist to-day.

Letters to the Editor

FAIR PLAY FOR THE CLERK

To the Editor of the Canadian Grocer.

Dear Sir,—I have read with interest the article on "The Economy Store of America," in one of your recent issues. At the outset I will say I am a grocer's clerk, and, therefore, it is from a clerk's point of view I write.

I have often heard the remark that efficient clerks are hard to get, and I think the article referred to amply explains the reason. Now, I would like to know what there is in the grocery trade to induce a clerk to become efficient, when firms of the "economy" type expect them to work 69 hours for the princely remuneration of \$14 per week—this by the way is for the manager. I wonder how much the clerks get?

I, with several others, are employed by a prominent and successful grocer in Hamilton, who, I am pleased to relate, is a little more considerate than the "Economy" store of America. Our working hours are 59¼ per week in the summer, and 64¼ during the winter months, exclusive of meal intervals, which time, in my opinion, constitutes a fair week's work. The old saying, all of us are public servants, no matter what our occupation may be, is true. It is equally as true that the worst type of servant is the slave. If 69 hours per week is not slavery, what is it? There is not even a half holiday to relieve the monotony, and who is entitled to a half day per week more than the grocery clerk? He has to work a day and a half on Saturday.

Small wonder grocers complain of the careless and deficient clerk.

It seems to me dangerously near the time when firms of the "Economy" store type will need to offer a better inducement in order to retain or attract the right class of man in the grocery business, especially when boasting they own one of the world's largest coffee plants.

Yours truly,

FRED HATTER.

CURRENT NEWS OF THE WEEK

(Continued from page 27.)

"British government might be induced to purchase large quantities of Canadian fish if prices sufficiently low. Please wire best prices you could supply different kinds of frozen fish at Montreal, St. John or Halifax, stating quantity you can deliver at these ports by November 10 next. War Purchasing Committee." This telegram was received Tuesday, Oct. 17 by Secretary Hart of the B.C. Manufacturers' Association.

Retail merchants of Winnipeg have taken hold enthusiastically of their end of the campaign for subscriptions to the British Sailors' Relief fund. More than a score of well-known storekeepers have undertaken the work on the "block" system, each making himself responsible for the district in which his own store is. Among those who are at work are Jabez Miller (Dingwall's), F. S. Harstone, Lisgar Lang, J. W. Kelly, C. B. Rannard, A. E. Grassby, T. A. Connell, J. A. Banfield, Max Goldstein, W. P. White, Max Steinkropf, D. A. Ritchie, D. Coulter, J. K. Brown, Chas. Mulvrey, R. J. Mercer, J. E. Wynne, W. A. Bishop, C. C. Falconer and Alderman W. R. Milton.

SHOULD OLEO-MARGARINE BE SOLD?

(Continued from page 19.)

ers' expenses had advanced along with those in all other lines, and that nothing should be done that tended to injure the prices the farmer received.

Mr. Simpson suggested a rather interesting side light on the butter situation by stating that the unusually large sale of ice cream had effected the butter situation to a degree. The same butter fat being essential to each.

The consensus of opinion seems to be that the introduction of Oleo-Margarine can have no disadvantages that would

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

GROCERY MARKETS FOR THE WEEK

PRICES of many lines are still soaring skywards and the end is not yet in sight. A large number of price changes, mostly all in an upward direction, have taken place this week. Flour is firm at the high price reached by the last two advances, first patents being quoted at \$10.20 Toronto, in car lots. Cereals in bulk and package are firm and advancing in price. Produce and provisions are showing advances all along the line and much higher prices are looked for on eggs, butter and other products. On account of the high prices of cheese, some factories which usually close in September will operate right up to December. Following the further advances in the price of flour, Toronto bakers have again advanced their prices of bread to the consumer, and are now charging 9c for a 1½-lb. loaf. Soda biscuits are decidedly firm in price, but no changes have been recorded since the advance of 1c per pound early in October.

Indian and Ceylon teas have advanced in London to the extent of ½c to 1c lb. This advance is in agreement with the opinion expressed by tea authorities last week. In the primary markets coffee is also firmer, with coarser grades up 1c pound. The demand, however, is not heavy at present and stocks are fairly good.

Caraway seed, in accordance with recent predictions, has advanced 5c per pound during the week, in keeping with firmness in the primary markets. The export duty put on by the Dutch Government has also helped to boost prices here. There is a good demand for spices of all kinds. Prices on raisins, withdrawn some time ago, are expected to be named in the immediate future. Candied peels are all firmer and in some cases have advanced in price. A sharp advance in the primary market in tapioca has been reflected in local markets in the form of a ½c lb. advance. Rice is one of the few foodstuffs that has not advanced.

The sugar market at present is unsettled. Statistically the market is strong and representatives of some of the refiners look for even higher prices. However, one guess seems to be as good as another these days. Quotations of various refiners now show difference of only 15c per 100 lbs., instead of 25c as last week.

Potatoes are now moving upwards and an advance of 15c bag has taken place, with further advances in sight.

Considerable quantities of United States canned goods are being imported into the Montreal market following the announcement of the shortage and high price of the Canadian pack. The market is in a chaotic state at present and a wide range of prices is being quoted, particularly on canned tomatoes.

QUEBEC MARKETS

MONTREAL, Nov. 1st.—In all lines—except perhaps coffee—the markets show a firming tendency. Canned goods are so high that there are doubts as to whether demand will not fall off for these lines on account of their cost to the consumer. But business is still very brisk in these. Beans are up in price. Peas also up. Starches have advanced from ¼ cent to ¾ cent per pound. Two lines of fish foods show price changes upwards. Scaled herrings are up a cent to 19 cents per box. (These are the Nova Scotia

product), and cod steak is up ½ a cent a pound. While the strictly provision trade reported no increase in lard, the wholesale grocery trade records an advance of one cent on pure lard per pound, making the 20 lb. pail, \$4.15. A well known line of breakfast 'flakes' is up 10 cents per case. This is in line with the general increase in packet cereals, and responds to the conditions in the flour market due to wheat market firmness. Maple sugar is at still higher prices due to scarcity. From 14 to 16 cents is being quoted for car load lots

and car load lots are very hard to find. Dried fruits are firmer. Nuts firmer also, and while sugar seemed in slightly weaker market, prices remained as listed last week, and shadings downward were only made in concession to a slightly slackening demand locally. Amongst the miscellaneous lines all of which require close attention by the retailer in these times, cotton twine again showed a one cent increase per pound. The market outlook was for still firmer prices on all lines, and tea which has been in steady market of late promises soon to be more actively interesting though not to any startling degree.

Considerable U.S.A. Canned Goods Here

Montreal

CANNED GOODS.—Announcement of the canners' prices to the wholesalers last week has established the basis of wholesalers' prices to retail trade for new canned goods, but as there remain on the market some reserves of old season's pack prices for canned goods are variable to the retailer. There is little movement, as yet in new goods to the retail trade. Most of the retailers in a large way of business commenced buying considerably when the actual state of affairs as regards canned goods became evident, and many retailers are fully stocked up on the several lines. Many however, are short on some particular lines which they have to purchase at greatly enhanced prices as compared with former experience. While Canadian new pack canned tomatoes are quoted at \$2.15 for 2½'s and \$2.25 for 3's it has been possible to lay down Baltimore (U.S.A.) tomatoes in Montreal at \$2.00, and where wholesalers insist on the filling of orders, canners are using American pack. Some twenty-five thousand cases of American packed canned vegetables are being laid down in Montreal during the present week, and more are coming. The American goods are reported of excellent quality when compared with usual U.S. Standards. Retailers well stocked up in old season's pack canned goods are in a fair way to realize a tidy profit at present prices. For new pack goods demand has entirely overwhelmed supply, canners being able to fill only 25 per cent. of orders instead of the 70 per cent. hoped for. To-day the canners are in

the position of having no more Canadian new season's pack goods to sell.

Slight Shading is Noticed in Sugar

Montreal
SUGAR.—With raw Cubas remaining at 5 $\frac{3}{4}$ ths, and a persistent struggle evidently in progress between holders of the raw materials and refiners, sugar in Montreal experienced a slight slackening of demand. This was reflected in a passing shading of prices. Lists remained as last week, but in actual transactions sugar (extra granulated) was sold at \$8.00, lists being \$8.05, and this basis was maintained throughout all grades listed. Demand however, as mentioned, was not so brisk, and the great strength of the previous week's market seemingly had passed off. The one firm which had refused to come up the full 25 cents of the last general increase in prices in October in Montreal, responding to the state of the market advanced 15 cents to \$7.85 for extra granulated, and at the time of writing the tendency was rather towards a slight shading downwards in sugar prices while the conditions in New York are uncertain and may revert to greater firmness.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	8 05
20 lb. bags	8 15
2 and 5-lb. bags	8 35
Extra Ground Sugars—	
Barrels	8 40
50 lb. boxes	8 60
25 lb. boxes	8 80
Yellow Sugars—	
No. 1, 100 lb. bags	7 65
Dark yellow, 100 lb. bags	7 45
Bright coffee, bbis. only, cwt.	7 90
Powdered Sugars—	
Barrels	8 20
50 lb. boxes	8 40
25 lb. boxes	8 60
Paris Lump—	
100 lb. boxes	8 20
50 lb. boxes	8 30
25 lb. boxes	8 50
Crystal Diamonds—	
Barrels	8 65
100 lb. boxes	8 75
50 lb. boxes	8 85
25 lb. boxes	9 05
Cartons	9 45
Half cartons	10 45

From one concern at the time of writing in Montreal it was possible to obtain these grades of sugar at 15c per 100 lbs. less than above prices.

Tea's Tendencies Are to Firmness

Montreal
TEA.—While conditions as regards Japan teas may be said to maintain much as reported last week, with no change in prices to report, but a general firmness worth the attention of the retailer, black teas find themselves this week in active demand, and firm market with advancing prices. There is a specially good demand for high priced and first rate quality teas in anticipation of higher prices ahead. Various factors are coming to bear on the situation as regards tea which will mean firmer prices. Freight rates show a strong firming tendency. Direct shipments to Boston and New York from Calcutta

and Colombo are all of 2 cents a pound higher than shipments via London under control of the British Department of Commerce. Direct shipped tea is accordingly bound to be higher, and with demand increasing prices show every symptom of going firmer.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Coffee Cannot be Called Active

Montreal
COFFEE.—In the primary markets last week coffee experienced one or two price fluctuations. Prices rose appreciably during a period of two days, and there was promise of firmness. But in a day or two more the tendency to firmness had passed away, and the primary market reverted to its condition of many weeks of late, and there are still no changes in coffee prices as quoted by leading dealers in Montreal. Consumption of coffee throughout Canada is gradually increasing though in the West the quantities absorbed by the market

PRICE IS \$1.35 NOT \$2.25

In the advertisement on page 190 of the Fall Number last week of White Swan Spices and Cereals, Limited, a mistake occurred in the quotation of price. It was stated that the price to the retailer of pancake flour, biscuit flour and wheat flakes, was \$2.25 per dozen. This was a typographical error, the correct price being \$1.35 per dozen, or \$2.70 a case. The advertisement corrected appears again in this week's issue.

are not quite as great previous to the war when population was more plentiful. The return of better business conditions in the West however, seems to show up a little also in the conditions as regards coffee and there is a good steady demand in the Dominion.

Coffee, Roasted—

Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 35	0 36
Rio, lb.	0 18 $\frac{1}{2}$	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Currants Sell Readily and Cost More

Montreal
DRIED FRUITS.—New re-cleaned currants are finding ready market in small offerings at New York at 20 cents a pound to the jobber. The market to the retailer so far quotes at from 18 to 20 cents a pound for fine loose Filiatras. Another consignment of new crop currants is on its way from the primary market, but with the Greek Government customed 60 per cent. of crop, and ship-

ments so exceedingly difficult to make holding 75 per cent. instead of the ac- from the European ports, currants are away up in the luxury class, and jobbers consider themselves lucky to get any for delivery. Uncleaned Amelias in barrels were selling at 16 $\frac{1}{4}$ cents in New York, and in bags at 16 cents. Package currants have gone up to the retailer being now 18-19 cents. These are not new crop. An increase in price of candied lemon and orange peel will be noticed. These Christmas dainties are firmer with other similar seasonable lines. About 75 per cent. of California raisins, and figs will probably be the extent of deliveries following the damage to crops by rains this fall, but the market has some opinions that later on in the season there may be offerings of cheap dried fruits from California, being the salvage from the downpour during harvest. New prices on California dried fruits are expected soon.

EVAPORATED FRUITS.

Apples, choice winter, 25-lb. boxes	0 08 $\frac{1}{2}$	0 09
Apples, choice winter, 50-lb. boxes		0 09
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop		0 20
Nectarines, choice		0 11 $\frac{1}{2}$
Peaches, choice	0 10	0 12
Pears, choice		0 13 $\frac{1}{2}$

DRIED FRUITS.

Candied Peels—	
Citron	0 25
Lemon	0 22
Orange	0 23
Currants—	
Filiatras, fine, loose, new	0 18 0 20
Filiatras, packages, new	0 17 0 18
Dates—	
Dromedary, package stock, old, 1-lb. pkg.	0 10
Faris, choicest	0 17 $\frac{1}{2}$
Hallowee, loose, new	0 09 $\frac{1}{2}$
Hallowee, 1-lb. pkgs.	0 09
Kuadrawee	0 09 0 09 $\frac{1}{2}$
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 $\frac{1}{2}$
1 lb. glove boxes, each	0 17
Cal. bricks, 16 oz.	0 10
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10 0 11
Cal. fancy, table, 10 lbs.	1 50
Prunes—	
50 to 60, in 25-lb. boxes, faced.	0 15 $\frac{1}{2}$
50 to 60, in 25-lb. boxes, faced.	0 14 $\frac{1}{2}$
90 to 100, in 25-lb. boxes, faced.	0 06 0 09 $\frac{1}{2}$
Raisins—	
Mulasa, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscatsels, loose, 3-crown, lb.	0 10 $\frac{1}{2}$
Muscatsels, 4-crown, lb.	0 09 $\frac{1}{2}$
Cal. seedless, 16 oz.	0 12 $\frac{1}{2}$
Fancy seeded, 16 oz. pkgs.	0 11 $\frac{1}{2}$ 0 11 $\frac{1}{2}$
Choice seeded, 16 oz. pkgs.	0 10 $\frac{1}{2}$ 0 11
Valencias, selected	0 11
Valencias, 4-crown layers	0 11 $\frac{1}{2}$

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

Beans Are Higher and Very Scarce

Montreal
DRIED VEGETABLES.—Beans are up in price owing to scarcity on the market, and some very poor California beans have sought buyers. An old and uncleaned product, apparently the last of some former season's harvest brought forth for lack of better was being offered at the very firm price of \$5.50 per bushel to the jobber. All grades of beans are up fully 50 cents per bushel this week. Split peas are up 25 cents. Pot and pearl barley show considerably firmer prices, and the whole market for these lines of goods is going from firm

to firmer at present. Qualities vary greatly as regards beans, some very good beans being offered in small quantity, and some exceedingly poor quality finding sales also. Demand is very brisk.

Beans—	
Canadian 3-lb. pickers, per bushel	6 80
Canadian hand-picked	7 50
Canadian 5-lb. pickers	6 10
Yellow Eyes	6 20
Lima, per lb.	0 08½
Peas, white soup, per bushel	3 60
Peas, split, new crop, per bag 98 lbs.	6 50
Barley (pot), per bag 98 lbs.	4 75
Barley, pearl, per bag 98 lbs.	6 00

Molasses Firm in Shrinking Supply

Montreal
MOLASSES AND SYRUPS.—While prices maintain as last week's quotes for molasses the supplies available grow steadily less, and there is every sign of firmer prices soon. Demand for molasses increases as winter approaches, and quantities are being purchased at present prices. Corn syrups are still in very strong demand, and firm market. Last week's increase of prices has not reduced the call for these goods which are being utilised to meet domestic needs where the high price of butter is being felt by the providers for large families.

	Prices for Island of Montreal.	
	Fancy.	Choice.
Barbadoes Molasses—		
Punchons	0 64	0 59
Barrels	0 67	0 62
Half barrels	0 69	0 64
For outside territories prices range about 3c lower.		
Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
BBarrels, per lb., 4½c; ½ bbls., 4½c; ¼ bbls.	0 06	
Cases, 2 lb. tins, 2 doz. in case	3 25	
Cases, 5 lb. tins, 1 doz. in case	3 66	

Nuts Come Costlier, Like Other Goods

Montreal
NUTS.—All nuts are in very firm market at present the condition applying both to shelled and in the shell goods. New walnuts will be priced at from 50 to 55 cents to retail. Shelled are already 40 cents to the Jobber. Brazil nuts are this year unsatisfactory in quality being wet and lacking keeping quality. At that they are priced in line with the firming trend of the market. Cocoanuts are reported scarcer this season. Walnuts are offering in very good quality.

Almonds (Tara), per lb.	0 19
Brazil nuts (1916 crop), per lb.	0 19
Filberts (Sicily), per lb.	0 19
Hickory nuts (large and small), per lb.	0 09
Peanuts (coon), per lb.	0 10
Peanuts (Jumbo), per lb.	0 13
Pecans (new Jumbo), per lb.	0 18
Walnuts (Bordeaux, shelled)	0 40

Spices Very Quiet But Will be Firmer

Montreal—
SPICES.—With the large stocks that had been laid in across the border rapidly diminishing, there is talk of a firmer market for spices in almost all lines. Grinders are taking considerable supplies. New York notices a shrinkage in spot stocks. Prices however have not

appreciably firmed, but as the primary markets are much higher than New York, there is absolute certainty that spices will be more firmly quoted as soon as New York unloads more of the present stocks. There is no speculative attraction in spices at present to cause fluctuations in prices, and no particular demand with a view to Christmas season trading locally has been noted as yet. Cream of tartar continues to vary from time to time, and peppers look like firming up later. Otherwise the market is uneventful.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 07	—0 37
Cayenne pepper	—0 28	—0 08	—0 35
Cloves	0 30-0 52	—0 09	—0 39
Cream tartar—45 to 50c.			



—New York American.

Cinnamon, per lb., 35c.	—0 25	—0 25	—0 31
Ginger, Cochiti	—0 28	—1 15	—0 28
Ginger, Jamaica	—0 28	—0 45	—1 00
Mace	—0 80	—0 45	—0 80
Nutmegs	0 45-0 45	0 85-0 93	—0 38
Peppers, black	—0 28	1 15-1 20	—0 37
Peppers, white	—0 35	0 95-1 20	—0 29
Pastry spice	0 18-0 22	—	—
Pickling spice	0 21-0 23	—	—
Turmeric	—	—	—
Lower prices for pails, boxes or ballers when delivery can be secured.			
Cardamom seed, per lb., bulk	2 00	2 50	
Caraway, Dutch	—	0 35	
Cinnamon, China, lb.	—	0 18	0 25
Mustard seed, bulk	—	0 19	0 23
Celery seed, bulk	—	0 36	0 46
Shredded coconut, in pails	—	0 21	0 23
Pimento, whole	—	—	12-15

Fish Supplies Are Not so Plentiful

Montreal
FISH AND SHELLFISH.—The campaign to separate fish from Friday and make Tuesday also a fish day throughout Canada is going ahead, but the big British Government order for weekly supplies of fish, and the fact that weather conditions, adverse of late, have been hindering the work of the fishermen together contribute to keep supplies for the Dominion markets short, and tend to make prices firmer. The season for large supplies of fish is about

over now, although in view of good prices prevailing every effort will be made to maintain production. Fresh halibut has firmed up by a cent a pound owing to shortage. Quotations for frozen fish are still in abeyance but prices will be firm. Demand for all kinds of fish, fresh, dried, and pickled or salted keeps very good. Oysters are also in good request at prices as previously quoted, and repeated below.

SMOKED FISH	
Haddies	0 11
Haddies, fillet	0 13
Light herring, per bundle of 5 boxes	0 75
Smoked boneless herring, 10-lb. box	1 40
SALTED AND PICKLED FISH	
Herring (Labrador), per bbl.	8 00
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	15 00
Sea Trout, red and pale per bbl.	16 00
Green Cod, No. 1, per bbl.	12 00
Mackerel, No. 1, per bbl.	20 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80
SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 60
Prawns, Imperial gal.	2 25
Shrimps, Imperial gal.	2 25
Scallops	2 50
FRESH SEA FISH	
Halibut	0 13
Haddock, fancy, express, lb.	10
Mackerel, (med.) each	16
Mackerel (large), each	21
Cod, steak, fancy, express, lb.	10
Flounders	7
Salmon, Western	17 —18
Salmon, Gaspe	—18
FRESH LAKE FISH	
Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 15
Harrings, lb.	0 06
Lake trout	0 12
Eels, lb.	0 09
Dore	0 13
Smelts	0 12
Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	9 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00

Fruits and Various Vegetables Firmer

Montreal
FRUIT AND VEGETABLES.—Supply of, and demand for, fruits and vegetables in Montreal both keep up to average for the season of year. Prices are firming up for several lines of vegetables. Montreal tomatoes are now off the market, and hot-house tomatoes are getting very much higher priced. They are now quoted at 25 cents per lb. At that, however, they are in brisk demand. Potatoes have advanced 30 cents per bag, and are scarcer on the market due to shortage of production. Red onions are short in supply, and higher in price the increase being 25 cents per bag. Boston lettuce has appeared on the market at \$1.50 per box of two dozen. This is a fine quality lettuce and in special demand. Cape Cod Cranberries at \$9.00 per barrel are in request. In fruits apples continue firm priced, and the fact that export demand is especially good now, and profitable business for the producers makes the apple less marketable on this side of the Atlantic at present prices. The best apples are crossing the ocean to Britain, where they sell at prices to make the freight worth paying.

Oranges are high and their price checks demand. Valencias at \$5.50 to \$6.50 per box are not moving rapidly. Lemons also are firm (\$4.00 to \$5.25 per case) and may be higher priced still as New York has been quoting as high as \$6.00 per case. Very few are reaching this side. Tokay grapes are the fruit most in demand at present, and these are selling at varying prices according to quality all the way from \$1.00 a basket to \$2.75 and \$3.25. The lower priced are very poor quality.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00
Lemons	4 00	5 25
California Tokay grapes	2 75	3 25

California Malagas	2 25	2 75
Basket peaches	0 50	0 50
	No. 1	No. 2
St. Lawrence Apples	4 50	3 50
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00
Fameuse, per bbl.	7 00
Brussels Sprouts, per doz. bunches	1 00	2 00
Cauliflower, per doz. bunches	2 00	1 00
Celery, per bunch	0 75	1 00
Onions, red	2 00	2 00
Onions, Spanish, per crate	5 50	0 20
Peppers, red and green, per doz.	2 00	0 75
Potatoes, per bag (80 lbs.)	0 75	0 75
Carrots, per bag	0 75	1 00
Beets, per bag	0 75	0 75
Parsnips	0 75	0 40
Lettuce, Head, doz.	0 40	1 00
Lettuce, Curly, doz.	1 00	0 25
Lettuce, Romaine, doz.	0 25	2 50
Tomatoes, hothouse, lb.	2 50	0 20
Beans (U.S.) bkt.	0 20	0 75
Horse Radish, per lb.	0 75	0 75
Cabbage, doz.	0 75	0 75
Cucumbers (basket)	0 75	9 00
Cranberries (Cape Cod), barrel	9 00	

ONTARIO MARKETS

TORONTO, Nov. 1.—Except for the advances in flour and the firming in the market for some kinds of dried fruits, the market for the most part has held comparatively steady. Lard and compound lard also had rather sharp advances. Butter is again up another cent per pound, and commission men are looking for it to reach 50c per pound in the not distant future. Some of the cheese factories will make cheese right up to December this year, lured on so to do by the high price of cheese. In other years they usually closed about September.

Quotations of Refiners Now Show 15c Difference

Toronto—SUGAR.—Quotations of the various refiners now show a difference of only 15c per 100 pounds, the Canada Sugar Refining Company having increased their selling price from \$7.86 to \$7.96 on October 26. The Acadia, Atlantic and St. Lawrence Companies are still quoting at \$8.11. The market in sugar might be characterized at the moment as unsettled. Sugar in first hands is firmly held. Some representatives of sugar refiners state they look for a still firmer market during the next point. Statistically the position is strong. On October 25 the total stocks of sugars in all hands was 69,652 tons, as compared with 211,639 tons on October 28, 1915. This is a decrease of 141,987 tons. Stocks at the highest point in the year totalled 291,039, while at the highest point in 1915 they were 411,241. Stocks at the lowest point last year reached 78,959 tons, while at the lowest level this year they were 58,224 on February 9, 1916. The total stocks of raws in the United States and Cuba on October 25 were 262,728 tons, against 316,882 tons the previous week and 439,735 tons at the same time last year. This shows a decrease of 177,007 tons from last year. The beet root crop is now being manufactured. In the United States the estimated amount of beet sugar this year is 846,000 tons, the

largest year on record. It is thought the beet crop will not give the needed relief between now and the time when the new Cuban crop comes in, during the latter part of December.

Although two of the refiners were still officially quoting sugar at \$8.11, whole-

WEAK IN FLOUR

Due to the decline in the wheat market during the first part of this week, there is a slight weakness in flour. On Monday, wheat declined 1½c over Saturday's close. Tuesday there was a further decline of ¾c, and on Wednesday a decline of 3½c, when No. 1 Northern was selling at \$1.82¾, Winnipeg, November delivery. Wheat went as high as \$1.89 and flour advanced to \$10. If further declines in wheat are registered, there is a possibility of a decline in flour.

salers were selling all grades at \$7.96, which is the quotation of the Canada Sugar Refining Company. Locally there is a weakening in the highest quotations and there is a strong possibility that all refined will be quoting at the lower level in the near future.

Atlantic and St. Lawrence Companies, extra granulated sugars	100 lbs.	\$8 11
Acadia Sugar Refinery, extra granulated		8 01
Canada Sugar Refining, extra granulated		7 96
Yellow, No. 1		7 71
Special icing, barrels		8 46
Powdered, barrels		8 26
Paris lumps, barrels		8 71
Assorted tea cubes, boxes		8 71

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Note.—Prices on yellow, icing, powdered, lumps and cubes are the high quotations. Canada Sugar Refining Company is 15c under these figures.

Big Demand for Corn Syrups; Molasses Firm

Toronto—MOLASSES AND SYRUPS.—There has been a heavy demand for corn syrups during the week, even in the face of the recent advance. Prices for this commodity hold at the quotations for last week. The market is firm in view

of the high price of corn. The demand for molasses has not yet developed to any considerable extent, and prices hold steady for that commodity. Cane syrups hold steady in price.

Corn Syrups—		
Barrels, per lb.	0 04½	
Cases, 2-lb. tins, 2 doz. in case	3 25	
Cases, 5-lb. tins, 1 doz. in case	3 65	
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.		
Cane Syrups—		
Barrels, lb., 5¼c; ¼ bbls.	0 06½	
Cases, 2 lb. tins, 2 doz. in case	4 80	
Molasses—		
Fancy Barbadoes, gal.	0 64	0 43
West India, gal.	0 40	0 43

India and Ceylon Teas Advance in London

Toronto—TEAS.—Cable advices from London on Monday and Tuesday of this week stated the market in all grades of Indian and Ceylon teas were ½c to 1c per pound higher in price. This advance is in agreement with the opinion expressed by leading tea authorities, and which was noted in CANADIAN GROCER last week. Pekoe Souchongs have advanced 1c per pound locally, and are now quoted 24c to 25c for good average grades.

		Per lb.
Pekoe Souchongs	0 24	0 25
Pekoes	0 24	0 26
Orange Pekoes	0 28	
Broken Pekoes	0 30	
Broken Orange Pekoes	0 32	

These prices do not indicate the wide range in tea values. They are for good average grades, and meant to give some indication of price movements.

Coarser Grades of Coffee Are Up 1c Pound

Toronto—COFFEE.—In the primary market, coffee is firmer, with coarse grades, such as Rios and Santos, up 1c per pound. Locally there have been no advances as yet. Prices in coffees in the primary market are considered cheap at the present time in the face of the inflation of other commodities, but the lack of sustained buying tends to keep the market in a more or less condition of equilibrium. The quantity of coffee afloat for the United States is now 856,000 bags, as compared with 988,000 at this same time last year. The stocks at Rio and Santos are much heavier than at this time last year, the number of bags last year being 2,490,000 and at the present time 3,214,000 bags. In the face of the poor demand from Europe, United States is about the only available market at the present time. With heavy stocks the demand is naturally not of such a nature to send prices skyrocketing.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 35
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Carraway Advanced: Export Duty on Seed

Toronto—SPICES.—In the local market carraway seed advanced 5c per pound during the week in keeping with the firmness in the primary market. The export duty

that it was reported some time ago was likely to be put on by the Dutch Government has become a realization, and has been a factor in sending prices upward. Black pepper is very firm at 29c per pound. Cream of tartar is also firm. Some importers are at a loss to know why the cream of tartar market has been easier at any time during the past few months. They state they can see no reason for it, except a sympathetic movement, due to the success of the Allies early in the summer. The demand for spices of all kinds has been exceptionally good, some of the wholesale houses reporting that they are a week behind with orders.

Allspice	0 18
Cassia	0 32
Cinnamon	0 60
Cayenne	0 35
Cloves	0 35
Ginger	0 30
Mace	0 90 1 25
Nutmegs	0 40
Pastry	0 30
Pickling spice	6 22
Peppers, white	0 36 0 39
Pepper, black	0 29
Nutmegs, selects, whole	0 40
Mustard seed, whole	0 28
Celery seed, whole	0 45
Coriander, whole	0 15
Caraway seed, whole	0 40
Cream of tartar	0 51

Will be Some Seeded Raisins for Delivery

Toronto
DRIED FRUITS.—The California Dried Fruit Association this week announced that they would be prepared to name a price on seeded raisins. All prices had been withdrawn following the recent damage to the crop by rains. Local importers received this information with a great deal of interest, for it meant that those who have not already secured their stocks would have some chance. It was expected the association would name their prices on Wednesday. The prune market is firm. Stocks in growers' hands are smaller at this time than for many years. Packers are in control of the situation. There are practically no offerings for the smaller sizes of prunes. California currants are scarce. Prices have not yet been named for the new crop. Among the local wholesalers, Patras have advanced 1c per pound, and Vostizzas a like amount. Candied lemon peel has advanced 1/2c, and Al peaches are up 1/2c. There is a general firmness in the dried fruit market.

Apples, evaporated, per lb.	0 68 1/2	0 10
Apricot's, choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	
Orange	0 23	
Citron	0 26	
Currents—		
Patras, per lb.	0 18 1/2	0 19
Vostizzas, choice	0 20	0 22
Cleaned, 1/2 cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Prunes—		
39-40s, California, 25-lb. boxes, faced	0 14 1/2	
40-50s, 25-lb. boxes, faced	0 12 1/2	
50-100, 50-lb. boxes, faced	0 09	
Peaches—		
Choice, 50-lb. boxes	0 10	
Al's, 50-lb. boxes	0 09 1/2	
Fancy, 25 lbs., faced	0 12	
Raisins—		
Valencia, Cal.	0 07 1/2	0 08 1/2
Seedless, fancy, 1-lb. packets	0 11	0 12
Seedless, 12-oz. packets	0 11	0 12
Seedless, 16-oz. packets	0 11	0 14

Sharp Advance in Primary Tapioca Market

Toronto
RICE AND TAPIOCA.—There has been a sharp advance in the primary market in tapioca of 1 1/2c. There is no Singapore tapioca available for shipment at the present time. Some Penang is being sold, and is about the only kind available at the present time. Locally the price has firmed to the extent of 1/2c per pound, and is now quoted up to 10 1/2c. There is a good demand for rice, with prices holding steady. Rice is the one article that has not as yet shared in the general advance in all commodities, and dealers expect there will be a firming in this market in sympathy with other commodities.

Rangoon B, per 100 lbs.	4 75	
Packing rice, 100 lbs.	4 50	4 75
Texas Japan, 100 lbs.	4 75	6 00
Carolina rice, 100 lbs.	7 00	7 50
Java	7 00	7 50
Patna, fancy	7 50	
Patna, good	6 00	6 50
Tapioca, per lb.	0 09 1/2	0 10 1/2

Farmers Are Not Inclined to Sell Beans

Toronto
BEANS.—There is a firm tendency in the bean market. Most of the old stocks of Ontario beans have been cleaned out. It is reported the new crop is of extra good quality, although it will be short. There is a firmness in the Michigan bean market, those for immediate and prompt shipment selling as high as \$6.25 per bushel. Ontario farmers are holding for high prices. Some shipments of Rangoon and Japanese beans are on the way, and these will have a tendency to keep prices down. An embargo has recently been placed on the shipment of Rangoon beans by the British Government. This will have some effect on the local bean market.

Ontario, primes, per bushel	5 25	5 50
Rangoon, per bushel	5 00	5 25
Japanese, per bushel	5 00	
Limas, per lb.	0 08 1/2	0 09

French Government Has Embargo on all Walnuts

Toronto
NUTS.—Cable advices received by local nut importers stated the French Government has placed an embargo on shipments of all nuts, both shelled and in the shell. It is pointed out that if the embargo is not lifted there will be serious condition in the walnut market. Last year, however, the embargo was placed on, and was later modified so that shipments could be made. It is not known whether this will be done again this year. If the embargo holds tight, it will mean that nuts now on order will not leave France as usual by November 15 in order to reach this country for the Christmas trade. Goods are just now ready for shipment. If the embargo is meant to hold tight all supplies of nuts

in France, it is expected that the prices of nuts held at present will take a big jump in the near future. Tarragonas are firmer and higher in price this week by 1c to 2c per pound. New crop chestnuts are quoted at \$2.25 per peck.

Tarragonas, lb.	0 21	0 22
Marbors, French, in shell	0 15	
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 43	0 44
Almonds, shelled	0 42	0 45
Brazil nuts, lb.	0 20	0 20
Chestnuts, per peck	2 25	
Peanuts, lb.	0 13	0 14

Canned Goods Market in Uncertain Condition

Toronto
CANNED GOODS.—There is considerable uncertainty among local wholesalers as to the prices that should be charged for canned tomatoes and corn. In some instances there was an advance on tomatoes to \$2.25 per dozen for 2 1/2 lbs., while others were quoting as low as \$2.02 1/2. There is the same uncertainty as to corn, although the range in prices asked is not quite as great. Some of the wholesalers are not quoting prices until they have their orders filled.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	3 00	
1/2 flats, cases 8 doz., per doz.	2 00	
Chums, 1-lb. talls	1 15	
Pinks, 1-lb. talls	1 80	
Pinks, 1/2-lb. tins	1 00	
Cohoos, 1-lb. talls	2 50	
Red Springs, 1-lb. talls	2 00	
Canned Vegetables—		
Tomatoes, 2 1/2s	2 02 1/2	2 25
Peas, standards	1 25	
Corn, 2's, doz.	1 47 1/2	1 50
Corn, 2's, doz.	1 30	
Red raspberries, 2s	2 45	
Red cherries, 2s	2 45	
Strawberries, 2s	2 50	
Pumpkins	1 60	

Package Cereals Are Firm With Advances

Toronto
PACKAGE CEREALS.—An advance of 10c per case was recorded in the price of cornflakes in packages during the week, which makes the price now \$2.95. There is a firmness in the rolled oats package goods also. Recent advances place the quotations for the round packages at \$4 and the square at \$4.75 per case. There is a firmness in shredded wheat, with rumors of probable advances from certain quarters. Whether these will materialize is not yet apparent. They are now quoted at \$3.60 per case.

Cornflakes, per case	\$2 95
Rollad oats, round, case	4 00
Square, case	4 75
Shredded Wheat, case	3 60

Lake Herring Coming In Better Quantities

Toronto
FISH.—Herring from Lake Ontario has been coming in better quantities during the past week. Prices, however, have held firm in this commodity. The supply of trout has been fair, with the demand keeping pace. Whitefish continue to be scarce. The last car of fresh halibut arrived last week. Fresh Western salmon is also off the market, and

frozen cohoes salmon is taking their place. Shrimps for the fall trade are due to arrive in the near future. Oysters hold steady at the quotations of last week.

SMOKED FISH.		
Ciscoes, per lb.	0 12
Haddies, per lb., new cured	0 11
Haddies, fillets, per lb.	0 12
Digby herring, bundle of five boxes	1 00
Smoked boneless herring, 10-lb. box	1 25
FRESH SEA FISH.		
Halibut	0 16
Haddock, fancy, express, lb.	0 09
Steak cod, fancy, express, lb.	0 12
Flounders, Maritimes	0 08
New York	0 10
FRESH LAKE FISH.		
Pike, lb.	0 08
Whitefish, lb.	0 13
Herrings, lb.	0 07
Lake trout	0 12
Oysters—		
Standards, gal.	1 85
Selects, gal.	2 85

California Red Grapes and Florida Grapefruit

Toronto

FRUIT.—California Red Emperor grapes arrived in the market this past week, and are selling in small 33-lb. barrels at \$5. These grapes are packed in cork, and are reported to be of good quality. Florida grapefruit also reached the market during the week, and are quoted at \$4 to \$5 per case, according to the sizes. They range all the way from 36's to 126's. Ontario fruit is scarce, the season being about over. Most of the wholesale men will move to their winter quarters this week, when the market at the foot of Yonge Street will be closed. Crab apples and the Smock's yellow peaches are about at an end. California prune plums are also off the market. Ontario apples have been arriving in fairly good quantities, the prices ranging \$3 for No. 3's, \$4 for No. 2's, and \$5 for No. 1's, with some No. 1 Snows selling as high as \$6. One of the new fruits to arrive during the week were some California avodoca. These look a little like grapefruit in size, are red in color, but have an end on them like a quince. They are used for salads. The price quoted on them was \$3.25 to \$3.50 per dozen.

MANITOBA MARKETS

WINNIPEG, Nov. 1.—The most important news this week, as far as the retailer is concerned, is the advance in the price of canned tomatoes and corn. These, as predicted by CANADIAN GROCER some weeks ago, have opened at prices practically double what they were last year. While jobbers had not decided at the time of writing what prices they would ask for new pack goods, it looked as though the average price would range around \$5 and \$5.50 for 2½'s. Last year tomatoes opened here at about \$2.45 and \$2.50

Apples, basket	0 25	0 50
Barrel	3 00	5 00
Avodoca, Cal., doz.	3 25	3 50
Bananas, bunch	2 00	2 75
Cranberries, bbl.	8 75	9 00
Boxes, 28-qt.		3 00
Oranges—			
Jamaicas, box	3 50	4 00
Oranges, late Valencias, case	5 00	5 75
Grapes—			
Cal., case	2 50	3 00
Ontario, 6 qt.	0 25	0 30
Tokays, case	3 00	3 25
California Red Emperor, 33-lb. drums	5 00	5 00
Grapefruit, Fla., case	4 00	5 00
Lemons, Cal., case		7 00
Pears—			
Canadian, 6-qt. basket	0 29	0 30
Canadian, 11-qt. basket	0 30	0 50
Quinces, 11-qt.	0 60	0 85

Potato Prices Go Up Still Another 15 Cents

Toronto

VEGETABLES.—An advance of 15c, following a like upward tendency last week, characterized the market in potatoes. New Brunswick Delawares are now quoted at \$2 to \$2.15 per 90-lb. sack. Sweet potatoes are also firm in price and are quoted at \$1.75 to \$2 per hamper and \$6 per barrel. Ontario potatoes are quoted at \$1.85 to \$2 per bag, with very few in the market. Ripe tomatoes are now very scarce. Those that are in the market are bringing a higher price, ranging from 40c to 60c per 11-quart basket. Watercress and vegetable marrow are both off the market. Some large 200-lb. crates of cabbage reached the commission men, which sold at \$3.75 to \$4. Red cabbage in 27-lb. crates sold at \$1.50. Cabbage in the barrel is slightly firmer in price. In some lines the market was fairly well stocked up, but the demand was not brisk.

Cabbage, barrel	2 00	2 50
Red, 27-lb. crate		1 50
Carrots, bag	1 35	1 50
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Mushrooms, 6-qt.	2 00	3 00
Onions—			
Spanish, crate 120 lbs.	4 75	5 25
American, 100-lb. sack	3 75	4 00
Potatoes—			
New Brunswick, Delawares, 90-lb. sacks	2 00	2 15
Sweet, New Jersey, hamper	1 75	2 00
Ontario, 90-lb. bags	1 85	2 00
B.C., 90-lb.		2 00
Tomatoes, Canadian, 11-qt. basket	0 40	0 60
6-qt. basket	0 15	0 25
Green, 6-qt.	0 15	0 20
Watercress, 11-qt.		0 50
Parsley, 11-qt.		0 50
Turnips, 11-qt. basket	0 30	0 40
Yellow, bag		1 00
White, bag		1 25

Corn this year is liable to be anywhere between \$3.15 and \$3.50. The latter price is about double last year's figure. One house is asking \$5.45 for old pack tomatoes. These, of course, are 3's, but compare this price with what was being asked here in September for tomatoes.

With grains touching high levels, the prices of cereals are soaring. Rolled oats in bulk took another jump, this time to \$3 for 80's. Quotations on both cornmeal and oatmeal are higher. It was imperative, with the wheat market advancing, for millers to raise their

price of flour. At the time of writing they were asking \$9.80 for first patents.

A number of advances took place at the end of last week. Crisco was advanced again on account of the high cost of raw material. This is the second advance in a very short period. It is quoted at \$7.35 per case, making a total advance of 50c. Other lines to go up were Kellogg's corn flakes 5c per case, and St. Charles Milk, 25c per case. Barley is up in sympathy with all other grains, and the following high prices are being asked to-day: Pot, per sack, 98's, \$4.40-50; pearl, sack, 98's, \$6. Corn starch has advanced 1½c lb., due to strong corn market, and for the same reason corn syrups are up 30c per case, two advances having occurred last week. This brings the price for 2's per case of 2 dozen to \$3.48. There has been an advance on Fels Naphtha amounting to 40c per case, also due to high cost of raw material.

Olives are one of the few lines for which retailers are not paying higher prices. They are to-day about 10c per gallon higher, but most bottlers protected themselves, and their price to the retailer has, therefore, not been advanced. Gelatines, used in the manufacture of jelly powders, are hard to procure, and, with sugar still high, this is keeping the price of jelly powders firm.

Winnipeg—

SUGAR.—There was some confusion in the trade last week when it was stated that the market advanced 20c and 25c, bringing it to a basis of \$8.65. The second advance was only made by three refiners. Three others only advanced 10c at the end of the week. So that the market was really on a basis of \$8.50. There was very little buying on the part of the jobbers, as most of them are well stocked up. Latest reports from refiners last week-end were to the effect that the market in New York has gained further strength. Some refiners in New York have advanced their refined again.

Winnipeg

	Per cwt. in sacks
Sugar, Eastern—	
Standard granulated	8 50
Extra ground or icing, boxes	9 35
Extra ground or icing, bbls.	9 05
Powdered, boxes	9 15
Powdered, bbls.	8 95
Hard lump (109-lb. case)	9 45
Montreal yellow, bags	8 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 90 lbs., per cwt.	8 55
Bales, 20 lbs., per cwt.	8 55
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 30
Cut loaf, barrels	9 40
Cut loaf, 50s	9 60
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 55
Bar sugar, bbls.	9 10
Bar sugar, boxes, 50s	9 15
Icing sugar, bbls.	9 20
Icing sugar, boxes, 50s	9 65
H. P. lumps, 100-lb. cases	9 60
H. P. lumps, 5-lb. boxes	9 70
Yellow, in bags	8 25

Second Advance On Corn Syrups

Winnipeg

SYRUPS.—The trade was rather startled to learn of two advances in corn syrup; the first took place on Monday, October 23, and the second on the following Thursday. The first was a 10c advance, the second one of 20c. This brings the basis for 2's per case of 2 doz. to \$3.48. Molasses remains high and hard to get. Cane syrup has not yet been affected by the advancing sugar market.

Corn Syrup—	
2s, per case 2 doz.	3 48
5s, per case, 1 doz.	3 83
10s, per case, 1/2 doz.	3 73
20s, per case, 1/4 doz.	3 72
1/2 barrels, cwt.	5 36
B.C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case.	3 80
5-lb. tins, 1 doz. to case, per case.	4 46
10-lb. tins, 1/2 doz. to case, per case.	4 15
20-lb. tins, 3 tins to case, per case.	4 05
<small>(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)</small>	
Molasses—	
Barbadoes, 1/2 bbls., per gal.	0 70
New Orleans	0 37
New Orleans, tins, 24 x 2 lb. case, \$2.35; 24 x 3 lb.	

Dried Fruits Mostly Firm and Higher

Winnipeg

DRIED FRUITS.—Prunes are holding firm, and brokers are advised that they will be higher. Currants will be short. Jobbers are buying what they can lay their hands on at exorbitant prices. No new prices have yet been named on raisins. It will be recalled that quotations were withdrawn on account of damage to crop. However, there will be lots of raisins on the market. Apricots are advancing, and peaches should be shortly. New evaporated apples are not in yet, and they will be very scarce and high. When it is stated they are costing the jobber between nine and ten cents, it can be imagined what the price to retailer will be. Last year the retailer was paying between seven and eight cents. There are very few evaporated apples of good quality on the Winnipeg market to-day. Some houses have none to offer.

Dried Fruits—	
Pears, choice, 25's	0 12 1/2
Apricots, choice, 25's	0 14 1/2
Apricots, choice, 10's	0 15 1/2
Peaches—	
Choice, 25-lb. boxes	0 08
Choice, 10-lb. boxes	0 09
Currants—	
Bulk, cleaned	0 17
12-oz. pkgs., cleaned	0 15
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 12-oz. pkgs.	0 08 1/2
Raisins, California—	
16 oz. fancy, seeded	0 10
16 oz. choice, seeded	0 09 1/2
12 oz. fancy, seeded	0 08 1/2
12 oz. choice, seeded	0 08
Raisins, Muscatels—	
3 crown, loose, 25's	0 08 1/2
3 crown, loose, 50's	0 08 1/2
Raisins, Cal. Valencias—	
25-lb. boxes	0 09
10-lb. boxes	0 09 1/2
Prunes—	
90 to 100, 25s	0 07 1/2
80 to 90, 25s	0 09 1/2
Peels—	
Orange, lb.	0 18 1/2
Lemon, lb.	0 18
Citron, lb.	0 21 1/2

Coffee Unchanged Locally

Winnipeg

COFFEES.—There is practically no change in the primary or local market this week.

Coffee—	
Green, choice, No. 7 Rio	0 16 1/2
Green, choice, No. 5 Rio	0 16 1/2
Green, Santos, No. 5 Rio	0 17
Roasted Rio, in bulk, bbls.	0 17 1/2
Roasted Santos	0 22 1/2
Maracaibo, green	0 19
Chicot, lb., Canadian, 14-lb. tins.	0 10 1/2

Winnipeg—

Spices Very Firm

SPICES.—Primary market on a number of lines is slightly stronger, but the increase is not very great. The next thirty days should see big buying in spices on the part of the retailer. Lines on which the latter will pay more are: Peppers, two to four cents more; cloves and nutmegs are considerably higher; other lines will perhaps be a cent per lb. more than a year ago.

Allspice, ground	0 11 1/2	0 14 1/2
Cassia, ground	0 19	0 22
Cream of tartar, 98% guaranteed	0 56	0 58
Cloves, whole	0 23 1/2	0 26
Cloves, ground	0 31	0 32
Ginger, Jamaica, ground	0 29	0 32
Nutmegs, ground	0 25	0 30
Pepper—		
Ground, black, 10-lb. boxes	0 30	

CONDENSED MILK PRICES

The prices of condensed and evaporated milk appeared in error in the advertisements of the Malcolm Condensing Co., St. George, Ont., in the last two issues of CANADIAN GROCER. The new prices, which came into effect on Wednesday, November 1, are as follows: St. George Evaporated Milk, family size, \$4.10 per case; St. George Evaporated Milk, hotel size, \$4.55 per case; Banner Condensed Milk, per case, \$6.50; Princess Condensed Milk, case, \$5.60; and St. George Coffee, per case (2 doz.), \$5.

Ground, white, 10-lb. boxes	0 37
Whole, white	0 29 1/2
Whole, black, 25-lb. pails	0 37 1/2

Canned Goods Double Last Year's Figures

Winnipeg—

CANNED GOODS.—Few jobbers were in a position last weekend to name a price on new pack tomatoes and corn, but from the opening prices named by the canners, were able to give an approximate idea of what they would quote the retail trade. First let it be stated that price of tomatoes this year is a record one, as indicated in recent issues of CANADIAN GROCER, and are much higher than anticipated. A jobber made a guess two weeks ago that new tomatoes would cost the retailer as much as \$3.75 case. The price will be nearer \$5.00 or \$5.50, and this is for 2 1/2's. One jobber estimated that he would sell at \$5.00 or \$5.25 for tomatoes, and \$3.50 for corn. Some idea of the advance which has taken place in canned tomatoes can be gathered from the fact that

one house is to-day quoting \$5.45 for 3's old pack, and \$3.55 for corn. Retailers will find that quotations vary widely. As in the case of salmon, many houses will not be anxious to sell, otherwise some of them will be out of stock, deliveries of tomatoes being only 25 per cent., and corn 50 per cent. The opening price for tomatoes was about \$2.00 per case higher than last year. Whereas the retailer will be paying \$5.00-\$5.50, last year he paid \$2.45 to \$2.50; thus the price of tomatoes this year is more than double what it was a year ago. Corn also opened at about double last year's figure.

Poultry Coming In Better

Winnipeg—

FISH AND POULTRY.—Halibut was selling at 15c last week, but it was scarce, and dealers expected it to be higher this week. Pickerel is a little scarce at 10c, but all other lines of fish are fairly plentiful. As soon as the freeze up takes place, Atlantic fish will be here in quantities. Poultry is coming in better, and the following prices are asked this week: chicken 24c, which is a decline of 2c; turkey 32c, which is lower than a week ago, and geese and ducks around 23c.

Fish—	
Fresh salmon	0 16
Fresh halibut	0 15
Lake Winnipeg whitefish	0 10
Fresh finnan haddie	0 11
Kippers, per box	2 00
Fresh lake trout, per lb.	0 12
Bloaters, per box	2 00
Salt mackerel, 20-lb. kit	3 50
Pickerel, lb.	0 10
Poultry, Live—	
Fowl	0 20
Roasting chicken	0 24
Turkey	0 32
Ducks	0 25
Geese	0 22

Oranges Show Upward Tendency

Winnipeg—

FRUITS AND VEGETABLES.—Tokay grapes are about done. They are asking \$3.50 for these that are left, Ontario grapes are done, and this fruit is hard to get, although new supplies are expected next week. Oranges show a tendency upward, Valencias this week bringing \$6.25 per case. California lemons continue at \$7.50, to which point they dropped last week. Peaches and Italian prunes are done. Manitoba potatoes are being offered at 90c per bushel. Grape fruit is down to \$7.50 case.

Fresh Fruits—	
Apples—	
Alexanders, No. 1	5 80
St. Lawrence, No. 1	6 00
Washington Jonathan	2 00
McIntosh Red, No. 1	2 25
Bananas, lb.	0 04 1/2
Grapefruit, case	7 50
Grapes, Ont., basket	0 25
Grapes, Ont., basket	0 25
Grapes, Tokays	3 25
Valencia oranges, case	6 25
California lemons	7 50
Vegetables—	
Manitoba potatoes, bushel	0 90
B.C. onions, 100-lb. crates	3 50
Spanish onions, case	1 50
Tomatoes, California, box	2 25
Celery, B.C., lb.	0 08
Head lettuce, Cal., crate	4 90

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 1.—Flour is still on the up-grade and is now quoted at \$5.05 per sack for Manitoba first patents. Rolled oats have advanced to \$3.50. Sugar has advanced 10c. and is firm at \$9.05. Corn syrups have advanced 20c. a case. Macaroni has advanced 15c. a case. Soda biscuits all sizes have also advanced. Lard, 3s, is now quoted at \$11.70. Pot barley has advanced \$1.50 hundred. Candied peels are all 2c. per lb. higher. Lye, twine, corn flakes and beans are all higher this week. Split peas are expected to advance. White beans are also on the up-grade and a price of 10c. is probable in the future. New crop prunes, 90-100s, are quoted at 9½c. Advances on corn broom have gone into effect and they range from 50c. to \$1 dozen higher than formerly. Advances on condensed milk, soap and package flour may be expected.

CALGARY:	
Beans, small white Japan, lb.	0 09½
Flour, No. 1 patents, 96s	5 05
Molasses, extra fancy, gal.	0 77
Rolled oats, 80s	3 35
Rice, Siam, cwt.	4 75
Sago and Tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	8 95
Cheese, No. 1 Ontario, large	0 24
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	11 70
Bacon, smoked backs, lb.	0 22
Bacon, smoked sides, lb.	0 24½
Eggs, new-laid, doz.	0 45
Eggs, storage, case	11 00
Tomatoes, ¾s, standard case	5 80

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Nov. 1.—Better weather conditions are now prevailing throughout Saskatchewan and farmers are now able to get on the land with machinery. Threshing has commenced again. A number of further advances have taken place this week. Flour, first patents, is now quoted at \$10.20 per barrel. Rolled oats have advanced and are now quoted 80s, \$3.40; 20s, 88¾; 40s, \$1.72½; bales, \$3.75. Sugar has advanced and is now quoted at \$8.84 for pure cane, granulated. Lard has advanced and 3s are quoted at \$11.80 case. Apples in gallons are now quoted at \$2.10. Salmon, sockeyes, tall, are quoted at \$10.85, pink tall, \$6.25. Crisco has advanced 50c. case, to \$7.35. Pork and beans have advanced from 50c. to \$1

case. Canned milks have advanced 25c. case. Cornmeal is higher and is quoted 24c, 84½c.; 49s, \$1.60; barls., \$3.45.

Beans, small white Japan, bush	4 55
Flour, No. 1 patents, 96s, per bbl.	10 20
Molasses, extra fancy, gal.	0 71
Rolled oats, 80s	3 40
Rice, Siam, cwt.	4 35
Sago and tapioca, lb.	0 08
Sugar, pure cane, granulated, cwt.	8 84
Cheese, No. 1 Ontario, large	0 24½
Butter, creamery, lb.	0 37
Lard, pure, 3s, per case	11 80
Bacon, smoked backs, lb.	0 22
Bacon, smoked sides, lb.	0 30
Eggs, new-laid	0 45
Eggs, storage, No. 2	0 40
Tomatoes, ¾s, standard case	4 35
Corn, 2s, standard case	3 55
Peas, 2s, standard case	2 88
Apples, gala, Ontario	2 10
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 25
Peaches, 2s, Ontario, case	3 95
Salmon, fine, sockeye, tall, case	10 85
Salmon, pink, tall, case	6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 1.—With one exception market changes this week all add further to cost of living. One exception is canned tomatoes which quoted last week at \$5.40 since then adjustment affected and prices lowered to \$4.70; bacon jumped three cents and is now quoted breakfast 27 to 29, roll 22 to 24. American clear pork is up 75 cents to \$36.75 and \$37.50. Butter has again advanced and dairy is now 34c. to 40c., creamery, 40c. to 42c. lb. New laid eggs are scarce and firm at 40c. to 50c. dozen; case eggs are higher at 36c. to 39c. Pure lard has advanced to 20½c. to 20%. Lard compound is now 16½c. to 16%. Cheese is up to 23 to 23½c. Corn meal has advanced 40 cents and is now 2.50 per bag. Flour shows thirty cents advance, Manitoba \$11 and Ontario \$10.05. Rolled oats are up to \$7.75. Potatoes are climbing and now at unprecedented price for this time of year of \$3.25 to \$3.50 with further advances expected. Sugar shows ten cents advance and is now quoted, standard, \$8.05 to \$8.10. United Empire, \$7.95 to \$8. Bright yellow, \$7.85 to \$7.90. No. 1 yellow, \$7.65 to \$7.70. Paris lumps, \$9.25 to \$9.50. Beans are higher and are now quoted at \$6.25 for both white and yellow eyed.

Flour, No. 1 patents, bbls, Manitoba	11 00
Ontario	10 05
Molasses, extra fancy, gal.	0 60
Rolled oats, bbl.	7 75
Beans, white, bush.	6 25
Beans, yellow-eyed	6 25
Rice, Siam, cwt.	5 00
Sago and Tapioca, lb.	0 10
Sugar—	
Standard granulated, cwt.	8 05
United Empire	7 85
Bright yellow	7 85

No. 1 yellow	7 65	7 70
Paris lumps	9 25	9 60
Cheese, N.B., twins	0 23	0 23½
Butter, creamery, lb.	0 40	0 42
Lard, pure, 3s, lb.	0 20½	0 20½
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid	0 40	0 50
Eggs, storage	0 36	0 39
Tomatoes, ¾s, standard case	4 70	
Corn, 2s, standard case	3 50	
Peas, 2s, standard case	3 00	
Apples, gala, N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	5 00	
Raspberries, 2s, Ontario, case	5 40	
Peaches, 2s, Ontario, case	4 00	
Salmon, red spring, tall, case	10 00	10 50
Salmon, pink, tall, case	5 00	5 75

FLOUR AND CEREAL MARKETS

(Continued from page 38.)

Mill Feeds—	Per ton
Bran	28 00
Shorts	31 00
Special middlings	34 00
Feed flour, per ton	44 00
Ontario oats, outside points	9 62

FLOUR FIRM AT RECENT ADVANCED PRICE

Winnipeg

FLOUR AND CEREALS.—First patents are to-day offered at \$9.80. There were two jumps of twenty cents last week. The latter advance was delayed after the millers had decided to put it into force by a temporary easiness in the market. Saturday however saw the new price—\$9.80 being asked. The weather conditions in Western Canada have been favorable to the bull element, and there is still considerable talk of two dollar wheat. The crops are not really spoiling, but the tendency is to cut down its quality after being treated to snow and rain, and a lot of it will likely grade tough; but even at that, farmers will get good prices compared with those of other years. Rolled oats jumped to \$3.00, due to the high price of oats, and manufacturers are experiencing more difficulty securing good milling oats. There is every indication of this product being high during the winter months. Package oats remain at \$3.90. Cornmeal is higher, and oatmeal has advanced in proportion to the advance in rolled oats. Bran and middlings are on the same basis, with no new features to feeds, except that chops are up. Mixed chop is now \$39, oats \$38, and barley \$40.

Flour—	
Best patents	9 80
Bakers	9 30
Clears	8 60
XXXX	7 60
Cereals—	
Rolled oats, 80 lbs.	3 00
Rolled oats, pkgs., family size	3 90
Oatmeal, standard and gran., 98 lbs.	3 35
Cornmeal, 98 lbs.	3 00
Feeds—	
Bran, per ton	24 00
Shorts, ton	26 00
Middlings, ton	28 00
Mixed chop, ton	39 00
Oats, ton	38 00
Barley, ton	40 00



THROUGH OTHER SPECTACLES



NO LOAFING ALLOWED

From the *American Grocer*.

Passing a customer along down the line from one clerk to another in a vain effort to sell him when you haven't what he wants is not what I mean when I recommend team work in selling.

Don't wait for the other fellow to go to sleep so you can steal away his trade without a struggle. He may be a wakeful chap.

Unless you get your clerks working to develop interest in a new line of goods you have added, what chance have you of making it go?

Consider every mistake a serious matter, even though no disastrous results are likely to come from it. It is bad enough to have a way of making mistakes.

You may make a living merely for what there is in it, but you will never be a success.

Hurrying one customer because there is another one in sight who looks more like ready money is taking chances of losing the bird in the hand.

If you neglect or refuse to keep a close watch of the figures of your business some day you will have your eyes opened by a surprise that will not be all a pleasant one.

Develop your salesmanship all you can by practice, but don't stop with that. Get good salesmanship literature and learn the scientific side of it as well.

The more you know about the sources of your goods and the methods by which they are made the better you will sell them, and the place to learn is in your trade paper.

Just because a person does not seem to be willing to patronize your store is no reason for not trying to get his trade. Quite the reverse.

Because people say times are prosperous and lots of business is in sight is no reason for letting up any in your efforts to get more and to hold what you have.

When a person comes into your store for information, try just as hard to get them the information they want as you would to get them goods they might want.

Booze and business will not mix. You cannot put even a little booze into a great deal of business without it showing.

Successful salesmanship is something more than merely sticking to a customer like a burr to a horse's tail. Sometimes it is worth as much to know enough to let go as to know enough to hang on.

HOW THE CLERK DOES IT

From the *West Coast Trade*.

Anything else? Any tea, coffee, baking powder, spices, starch, blue, flour, soap, bacon, lard, eggs?

That was how a "salesman" of a few years ago was taught to sing off his little lesson. Only it wasn't sung. It was fired.

To day we "do different." The starch and the blue and the soap take care of themselves. We have a different line of stuff at hand—really at hand. Samples of goods that need to be moved for the sake of money and space.

Then begins the "watchful waiting."

In comes my lady of the big car. She leaves her order. Incidentally I mention canned cherries. I hold that "extra" grade in my finger and thumb. I show her the size of the fruit from the label illustration. I give the dozen price. I describe the sweetness and richness of the syrup, the spotlessness of the cherry itself, its flavor and beauty of form.

I sell her.

Others arrive at my counter, some of them big buyers, some of them little buyers. But all of them particular.

I reach for my extra standard pears at 25 cents—\$2.75 a dozen. I tell about their being halved, and how pretty looking the fruit turns out because of careful, scientific handling.

I speak just loud enough to get the ears and eyes of a few others.

A wee lecture to a wee audience.

But I don't mix blue nor soap with my specials.

In bounces the woman herself with the kids, hearty and healthy and honest looking she is. She's the kind that keeps our pot boiling.

The barrel of flour customer. The three pounds of tea customer. Anyway, her bill will figure up three V's, spot cash.

What do I now reach for when the order is taken? A can of extra standard tomatoes at \$2 a case. Good tomatoes, too. Anything else? Yes, corn at the same price, and I sell her without any elaborate description, because she has a lot of hungry mouths to fill. And they aren't fancy label eaters, either.

Counter specializing, boys, is simply the art of showing the right thing to the right person at the right time, and knowing the right way to talk about these things. Rattling off a lot of penny stuff at a racer car gait doesn't sell goods. Besides it never gets you anywhere.

Push the thing that needs pushing. Talk the thing that needs talking. By doing this you not only clean up heavy stock, but you learn a lot by your very act. Because a man isn't going to talk about an article unless he finds out a whole lot about that article.

CREDIT TO CASH

From *The Drummer*.

How long, Mr. Merchant, are you going to employ loafers?

Haven't a loafer in the place? We can see several.

Where? Why, right over there behind that counter.

You don't see them? Well, you just come with us and we'll show you a score.

No, we don't mean your clerks.

We'll admit that you wouldn't have an idler on your pay-roll, but in the name of common sense, be consistent. Why confine the anti-loafing rule to your salesmen? Be just and apply it to the whole store.

"No Loafing Allowed."

If you strictly enforce that rule, you'd lose half your stock, and a good riddance it would be. Why must you put all the burden of profit-making on a part of your stock? Why must you use the remainder as a hobble on your really active goods?

What's the matter?

Half your stock has no chance to work. It is literally dead and buried, hidden behind stacks of staples, and under counters.

Goods must be seen to be sold.

Haven't room? Then you're overstocked. The ideal store carries no more goods than it can display, and if you have a ten by twelve stock in a two by four room, you're paying good money for the services of loafers.

Give your goods a chance. Don't hide them away and expect your trade to guess that you carry them. Displays and sales go hand in hand, and goods must be seen to be sold.

Does your big retail mail order competitor list only half his goods in his catalogue, depending on customers to ask for the rest? If he did, he'd soon be bankrupt, and so will you, if you continue to make your store impersonate a warehouse.

Squirrels are the only folks we know who hoard up supplies in hidden spots and they have a reason. They don't want other squirrels to find their stock; their bread and butter depends upon their hiding ability.

But your bread and butter depends upon your ability to display goods attractively, and unless you wish to turn warehouseman, you'd better see that your goods abide by this rule:—

"No Loafing Allowed."

RETURNED GOODS AND SICKNESS

From *The Tradesman*.

The health commissioner of Omaha recently issued a public statement that the policy of returning goods bought from stores was a menace to the public health. The goods might go into homes where there were disease germs and so spread them to other homes, and to clerks in the store. In this way contagious diseases might be spread over the city with great rapidity. The Omaha stores, as *The Tradesman* has mentioned previously, are adopting various plans to cut down the evil of returned goods. But if this principle applies to the stores of a city, with how much greater force it applies to mail order house buying. A quantity of goods is returned every day to the great mail order houses from all sections of the country. They pass through many hands going and coming, and in the homes where they have been purchased. This subject was given prominence during the big epidemic of infantile paralysis in New York City. It should continue to be emphasized by the merchant as a disadvantage, rather a positive danger, of mail order buying. The members of a man's family mean more to him than all his possessions. He should never miss an opportunity to guard their health and happiness.

SOAKED PEAS

Owing to the high prices for canned peas, both in the States and Canada, the United States packers are again resorting to the practice of canning dried peas. According to the United States law these must be labelled "Soaked Peas." Some of the United States packers, however, are of the impression that these can be exported to Canada, and not labelled as "soaked."

It is well that the retail merchants throughout Canada should be properly posted on the law regarding these peas, as unwittingly, they may subject themselves to a heavy fine under the adulteration Act.

According to Bulletin G. 1046, issued by the Department of Inland Revenue, October 29th, 1912:

1—"Canned Peas unless specially designated as below shall be prepared from the harvest of the year in which they are canned, and shall be the unripe peas of the crop of that year."

2—"Ripe peas may be canned provided that the labels show quite clearly that they are such; this may be done either by labelling them as canned ripe peas or by the use of the word 'soaked.'"

3—"Mixtures of ripe and unripe or (green peas) shall be plainly labelled in such a way as to show they are a mixture."

4—"Peas that do not comply with the above regulations shall be deemed to be adulterated under the Act."

What is sauce for the goose should be sauce for the gander, and if the United States consumer is protected by the pure food laws of his country, that should not be taken as a sufficient excuse for palming an inferior article off upon the Canadian consumer. With the present high price for all foodstuffs the consumer has the right to insist upon the quality of the goods he is purchasing. If dried peas are soaked and canned they should be plainly labelled that all the world and his wife may see



FLOUR AND CEREALS



Flour Keeps on Steadily Rising

Two Dollar Wheat and Twelve Dollar Flour Freely Predicted by the Trade

Montreal—

FLOUR AND FEEDS.—Flour left last week's prices thirty cents behind at the beginning of the week, and the market was in such a state of firmness and strength that almost from hour to hour further increases in price were expected. Wheat within ten cents of the two dollar mark, and going steadily firmer, occasioned the condition of the flour market, and the opinion was confidently expressed by those best qualified to voice opinions, that wheat will assuredly touch two dollars, and flour will be at \$11 and quite probably \$12 before Christmas. That some operation afoot to form a wheat pool is rapidly coming to a climax was the view of market observers, and while it was thought that nervousness might cause some operators to loosen up just before wheat reached the two dollar figure, and so bring about a break in the market, the general opinion was all towards two dollar wheat and probably twelve dollar flour. All tendency to cautiousness in buying seemed to be thrown to the winds, and the market was never more active. Millers are taxed to the utmost of their plants' productive powers to fill orders which are being rushed in persistently at present prices for buyers are evidently convinced that higher and higher prices are inevitable. Demand for mill feeds continues active as ever, and orders are even being turned down through sheer inability to fill them. Prices for feeds keep firmer than ever. Oats are particularly firm at present.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 10	10 20
Second patents	9 60	9 80
Strong bakers	9 40	9 60
Winter Wheat Flour—		
Fancy patents	9 25	9 80
90 per cent., in wood	8 50	9 00
90 per cent., in bags	4 15	4 25
Bran, per ton	28 00	29 00
Shorts		31 00
Special middlings	35 00	38 00
Feed flour	44 00	48 00
Feed oats, per bushel		0 72

CEREALS IN BULK AND IN PACKAGE GO UP

Montreal—

CEREALS.—All cereals are in very firm market at present, the conditions

applying to the wheat market having a strong bearing on the situation as regards cereals. Rolled oats are higher priced, barley, peas, and the wheat products are costing more, and the prices for many lines of case goods—package cereals—have firmed up by fifty cents a case. This amounts to a rise in price of 2½ cents per package to the retailer who will at last be able to pass on the increase comfortably to the consumer instead of having to accept shaded increases on the case which were not sufficient to enable him to raise the price per packet to the consumer with security from competition on a considerable scale. With the market as firm as it is at present, even further increases were looked for.

Barley, pearly 98 lbs.	6 00
Barley, pot. 98 lbs.	4 75
Buckwheat grits, 98 lbs.	4 60
Corn flour, 98 lbs.	3 21
Cornmeal, yellow, 98 lbs.	3 05
Graham flour, 98 lbs.	4 80
Hominy, granulated, 98 lbs.	3 30
Hominy, pearl, 98 lbs.	3 30
Oatmeal, standard, 98 lbs.	3 90
Oatmeal, granulated, 98 lbs.	3 90
Peas, Canadian, boiling, bush.	3 75
Rolled oats, 98-lb. bags	3 75
Rolled wheat, 100-lb. bbls	3 85
Rye flour, 98 lbs.	3 30
Whole wheat flour, 98 lbs.	4 80
Wheatlets, 98 lbs.	5 05

Flour Reached \$10 Level During Week

Two Advances Make Record Price for Many Years—Demand for Flour Exceptionally Heavy—Housewife Buying to Bake Her Own Bread

Toronto

FLOUR.—As CANADIAN GROCER went on the press last week, a last-minute panel was inserted, stating that an advance of 20c per barrel was due on Manitoba wheat flour if the market held at or advanced beyond \$1.82¾, at which point it closed on Wednesday of last week. The wheat market did hold and even advanced further. Flour consequently went to \$10 per barrel in car lots in a series of two rises—one on Thursday and one on Saturday of last week. In small lots, at the time of writing, Manitoba was selling at \$10.20. On Monday of this week the wheat market was easier, October No. 1 Northern at Winnipeg having sold 1¾c under the closing figure of Saturday, the price on Monday being \$1.87¼ as compared with \$1.89 on Saturday. Under the stimulus of advancing prices there has been an extra heavy demand for flour. Some of

the mills have been cleaned out of everything they have in the shape of flour. The weakness in the market on Monday was attributed to the desire of the speculative element in the wheat market to take their profits. Millers do not feel that the top of the wheat market has been reached yet. Consequently they assert they would not be surprised to see even higher prices for flour. Ontario winter wheat flour is holding steady at the advance recorded last week.

Manitoba Wheat Flour—	Small lots, per bbl. of 2 bags	Car lots
First patents	10 20	10 00
Second patents	9 70	9 50
Strong bakers	9 50	9 30
Ontario Winter Wheat Flour—		
High patents	9 00
Second patents	8 80	8 50

CEREALS ADVANCE TO STILL HIGHER LEVELS

Toronto

CEREALS.—There has been a general upward trend in the price of cereals during the past week in keeping with the increased price of wheat and other grains. Pearl barley is now quoted at an advance of 25c per 98-lb. sack. Graham flour has gone up 30c, standard and granulated oatmeal 10c per 98 lbs., and rolled oats 10c per bag. Whole wheat flour has advanced 25c and wheatlets are up 15c. There has been an exceptionally heavy demand for cereals of all kinds in the face of advancing prices.

Barley, pearl, 98 lbs.	5 75	6 00
Barley, pot. 98 lbs.	4 25	4 30
Beans, prime	5 25	5 50
Buckwheat grits, 98 lbs.		4 60
Corn flour, 98 lbs.		3 25
Cornmeal, yellow, 98 lbs.		3 05
Graham flour, 98 lbs.	4 70	4 85
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.	4 00	4 10
Oatmeal, granulated, 98 lbs.	4 00	4 10
Peas, Canadian, boiling, bush.		3 75
Rolled oats, 98-lb. bags		3 65
Rolled wheat, 100-lb. bbls		3 90
Rye flour, 98 lbs.		3 30
Whole wheat flour, 98 lbs.	4 70	4 85
Wheatlets, 98 lbs.	5 00	5 15

MILL FEEDS HOLD STEADY DURING WEEK

Toronto

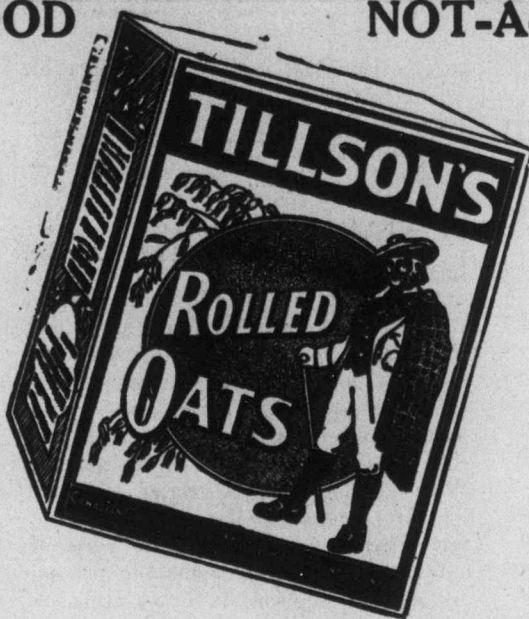
FEEDS.—There has been a steadiness in all mill feeds during the week. This has been somewhat unusual in the face of advancing prices for wheat. The demand has been good, but at present levels for feed farmers are beginning to feel that prices are high and consequently are curtailing as much as possible. There was a firmness in special middlings during the week in certain quarters, but beyond this there were no upward changes recorded.

(Continued on page 36)

Tillson's Oats

A FOOD

NOT-A-FAD



*Quality,
then Price,*

is the foundation on which has been
built the splendid popularity of

Tillson's Rolled Oats

The public have come to realize the fact that, let the prices change as they may, Tillson Quality is ever uniform and reliable. Thus it is that "Tillson" Dealers are reaping a splendid profit through featuring this palatable and nutritious cereal food.

Why not get in line? Send your order to-day.

Canadian Cereal & Flour Mills Co., Limited

TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



PRODUCE AND PROVISIONS



Hogs, Live and Dressed, are Firm

Montreal—
PROVISIONS.—The week has been uneventful in the provision market. Prices though firm were unchanged. Lard and shortening which have experienced more than one increase, half a cent at a time, during the past week or so, remained steady. Live hogs sold firmer at the beginning of the week, their price being 12 cents per lb. Dressed were steady at 17 cents. "Very unfinished as regards weight," was the criticism of the expert in regard to the live produce offering, but demand was good, and supplies reasonably plentiful. All lines of provisions are now in good demand, the approach of winter tending to brisken thing up on the markets. In spite of high prices, the people are purchasing readily.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 30
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o.rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 18½	0 18½
Tubs, 60 lbs.	0 18½	0 19
Pails	0 19	0 19½
Bricks, 1 lb., per lb.	0 20	0 20½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 15½	0 15½
Tubs, 50 lbs.	0 16½	0 16½
Pails, 20 lbs., per lb.	0 15½	0 16
Bricks, 1 lb., per lb.	0 16½	0 17

FIRMNESS NOTICED IN MONTREAL EGG PRICES

Montreal—
EGGS.—Only a one cent change upwards in the price of No. 1 eggs, the lowest quality quoted, is the extent of market variation this week, but it points to the trend of the market for eggs, and higher prices for the better grades may be anticipated also. The supply of eggs arriving in Montreal for the week ending Oct. 28, was 22,732 cases, as compared with 20,870 cases for the previous week. This includes also the export supplies which continue considerable. Cold storage eggs are being used largely now to supplement the supplies of fresh farm gathered eggs and meet local demand which is brisk. More eggs are coming into Montreal this year than

at this time last year by a considerable number of cases.

Eggs—		
New-laid, cartons	0 45	
New-laid, ex-cartons	0 46	
Selects	0 38	
Number 1	0 35	

POULTRY PRICES VARY AS QUALITY VARIES

Montreal—
POULTRY.—Although prices offering for first rate crate fed fowls are firmer this week, and readily paid since demand is good for really good poultry, there is still much complaint on the part of dealers as regards the quality of the birds being brought in to market. Whether the farmers grudge the high cost of feeds, or whether they have not the patience to crate feed the birds is not clear, but in any case the producers are missing profits by sending in seraggy fowls. The market prices are as follows, and there are shadings and considerable variations downwards where the poultry offered are poor in quality.

Fowl—		
Chickens, milk-fed, crate, fattened, lb.	0 00	
Live fowls	0 12	0 16
Old roosters	0 12	0 12
Broilers	0 15	0 16
Roasting chickens	0 17	0 20
Young ducks	0 13	0 13
Live ducks, old	0 11	0 11
Turkeys (old toms, dressed), lb.	0 25	0 25

BUTTER IS SCARCE AND GOING HIGHER

Montreal
BUTTER.—Although there is no change in the selling prices of butter to the retailer for the immediate present, yet every indication points to higher priced butter before very long. The market is exceedingly firm. At the Board of Trade in Montreal on Monday, butter sold at 41½ to 43¾ cents, which brings the price to the wholesaler from the producer up to levels of prices still being quoted to retailer. Just as soon as stocks diminish still further, prices must rise, in the opinion of the best minds on the market. There arrived in Montreal for the week ending Oct. 28, only 7,616 boxes of butter, as compared with 9,211 boxes the previous week, and with 19,906 boxes the week before that. This shows a rapid falling off in receipts of butter, and it may also be noted that receipts of butter in Montreal for this time of the present year are over 1,000 boxes behind receipts for this time last year.

Butter—		
Creamery, prints	0 42½	
Creamery, solids	0 42	

Dairy prints, choice, lb.	0 36	0 39
Dairy prints, lbs., in tubs.	0 35	0 37

CHEESE RECEIPTS KEEP CLIMBING UP STILL

Montreal
CHEESE.—Butter may be falling off but cheese is coming in plentifully to Montreal. This shows good productive enterprise on the part of the farmers and creameries, and especially so for the season. There arrived in Montreal 68,985 boxes of cheese for the week ending Oct. 28, and this amount is in excess of last week's production, and of the production for this time last year. As last week's production (66,276 boxes) was considered exceptionally good, opinions as regards this week's arrivals are complimentary to the cheesemakers and farmers. Government orders for export keep up. This week's prices are as last week's.

Cheese—		
Large, per lb.	0 22	0 22½
New, twins, per lb.	0 22½	0 23
Triplets, per lb.		0 23
Stilton, per lb.		0 25
Fancy old cheese, per lb.		0 25

HONEY FOUND IN STEADY DEMAND

Montreal
HONEY.—Supplies of honey from the country are coming in satisfactorily, and at reasonable prices considering the general trend of markets, and the stimulus to greater demand for this food owing to the rising prices of other sweet-stuffs such as maple sugar and syrup, cane sugar, etc. There exists a steady family demand for honey which is not always regarded as one of the luxuries, its food value in proportion to its cost being usually appreciated by consumers especially when pointed out by the retailer.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60-lb. tins, per lb.	0 08½	0 09
Clover, 5-10 lb. tins, per lb.	0 11	0 12
Clover, 60-lb. tins	0 10½	0 11
Comb, per section	0 14	0 15

Lard and Compound Advance 1c Pound

Demand for Fats and Oils of All Kinds Sent Price Upward for Considerable Gain—Good Run of Live Hogs and Prices Trifle Easier

Toronto—
PROVISIONS.—Due to the shortage in cottonseed oil, there has been a general advance in pure lard and compound

lard during the week of 1c per pound. Pure lard is now quoted at 19c to 19½c per pound. There is a shortage of cottonseed oil that enters into the manufacture of compound lard, and with the firming in the price of this article the pure lard also advanced in sympathy. There has been a big demand for fats and oils of all kinds with the coming of cooler weather. Live hogs are slightly easier this week. There were good arrivals last week and packers were able to fill their needs without difficulty. Dressed hogs hold at the quotations of last week. Cooked meats of all kinds have held steady in price.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.	0 23	
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18½
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 19	0 19½
In 60-lb. tubs, ¼c higher than tierces; pails ¼c higher than tubs, and 1-lb. bricks ¼c over tubs.		
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 16	0 16½
In 60-lb. tubs, ¼c higher than tierces; pails ¼c higher than tubs, and 1-lb. bricks ¼c over tubs.		
Hogs—		
Dressed, abattoir killed	17 50	
Live, off cars	11 35	
Live, fed and watered	11 10	
Live, f.o.b.	10 35	

BUTTER IS HEADING FOR 50-CENT LEVEL

Toronto
BUTTER.—There has been no hesitancy during the week in the march of butter prices toward the 50-cent level. This week it is quoted 1c in advance of last week at 43c to 44c for fresh made creamery prints. All other brands of butter have become firmer to the same degree. Supplies of the best grades of butter are coming to the market in light quantities. The make at producing points has decreased 30 per cent. over this same time last year.

Creamery, prints, fresh made	0 43	0 44
Creamery solids	0 42	0 43
Dairy prints, choice, lb.	0 40	0 41
Dairy prints, lb.	0 37	0 38
Bakers	0 34	0 35

CHEESE IS FIRMER WITH LOCAL DEMAND GOOD

Toronto
CHEESE.—Cheese prices have shown further strength during the week and have advanced in some instances one-half cent per pound. In the face of the high prices, demand for cheese is reported good, although the high prices are undoubtedly limiting the consumption to a certain extent. Export business still keeps up. At the boards in Ontario sales prices ranged from 21¾c to 21½c.

Cheese—		
Cheese, large, per lb.	0 23	0 23½
New, twins, per lb.	0 24	0 24½
Trinets, per lb.	0 23½	
Stilton, per lb.	0 34	

HELD-UP FRESH EGGS ARE GRADING POOR

Toronto
EGGS.—There is a wider spread in the prices being asked for new laid eggs due to the fact that eggs shipped as strictly new laids are grading up poor, some crates not having over 15 to 20 per cent. of real fresh eggs. For this grade of egg, prices have advanced 5c per dozen. Producers and merchants at country points have been holding their eggs in the hope of higher prices with the result that they have graded lower when they did arrive. In this way the commission men point out that they have lost out. The demands on storage eggs has been heavy and prices have advanced 1c. Selects are also firmer in price.

Eggs—		
New laids, cartons	0 45	0 50
No. 1 storage, ex-cartons	0 37	0 38
Selects, extras	0 39	0 40

POULTRY SUPPLIES COMING VERY HEAVY

Toronto
POULTRY.—Deliveries of poultry to commission houses have been exceptionally heavy during the past week. Some of the large firms are loaded up so heavily that they find difficulty in finding channels to dispose of it. The shortage of feed and high prices for same have been the stimulus to cause the farmer to dispose of his poultry. The number of geese arriving in the market has been large. Many grocers have had to hold them over as there is not a demand for them at the present time, the weather being a trifle warm as yet for people to relish them. Spring chicken prices are 1c under quotations paid last week by commission men for fowl in Toronto.

	Live	Dressed
Spring Chickens	0 14	0 17
Hens, over 4 lbs.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old Roosters	0 10	0 12
Young Ducks	0 11	0 14
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young Turkeys (8 and 9 lbs. each)	0 20	0 24
Young Turkeys (over 9 lbs. each)	0 20	0 24
Old Tom or Hen Turkeys	0 18	0 22

HONEY DELIVERIES ARE REPORTED GOOD

Toronto
HONEY.—Deliveries of honey during the past week have been fairly good, although not quite as large as some of the commission men would like to see. Good prices are being offered by the dealers but there does not seem to be a marked disposition on the part of the producers to let go their honey in overwhelming quantities. In some sections the honey stocks are fairly well cleaned out at producing points while in others quantities are still being held. Prices have held steady during the week.

Honey—		
Clower, 5 and 10-lb. tins	0 12½	0 13
60-lb. tins	0 11½	0 12
Comb, No. 1, doz.	2 40	2 75

HOG RECEIPTS INCREASED LOWER PRICES EXPECTED

Winnipeg
PRODUCE AND PROVISIONS.—The fall run of hogs has commenced, and the market stands firm at \$10.50. Eastern local houses have been active buyers. The quality of stock coming forward has shown marked improvement. A gradual increase in receipts is expected, and consequently lower prices. The provisions market is unchanged, but lard prices, in sympathy with prices in Chicago, where there has been a big demand for export, have registered a further advance, and tierces are to-day quoted at 18½c. Compound is unchanged. For creamery butter there has been an active demand all week, and with the make in smaller creameries practically nil, the market has advanced to 40c for No. 1, and 38c for No. 2 Dairy No. 1 has advanced a cent to 34c and cooking stock is quoted 29-30c. No. 1 candled eggs are bringing 35-36c, and there is a good demand at these prices. Receipts of new laids last week were very light. Cheese was firmer last weekend at 22¼c f.o.b. East. There is a wide variation in local selling prices, as low as 23½c being asked, and as high as 25c.

Hams—		
Light, lb.	0 23	0 24
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon—		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.		0 27½
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16½
Barrelled Pork—		
Mess pork, bbl.		34 00
Lard, Pure—		
Tierces		0 18½
2½s		3 80
Cases, 10s		10 96
Cases, 5s		11 10
Cases, 3s		11 10
1s		0 20
Lard, Compound—		
Tierces		0 14
Tubs, 50s, net		7 11
Pails, 20s, net		2 95
Butter—		
Fresh made creamery, No. 1 cartons.	0 37	0 38
Creamery, No. 2		0 37
Best dairy	0 30	0 33
Regular dairy, in tubs		0 30
Cooking		0 28
Fresh Eggs—		
Extras, in cartons		0 36
No. 1's, cases		0 33
Cheese—		
Ontario, large	0 23	0 24
Ontario, twins	0 23½	0 24½

SOAP INTERESTS OBJECT

It is understood that a deputation representing the manufacturers of soap in the Dominion will shortly send a deputation to Ottawa to ask for an embargo on shipments of cattle to the U. S. It is claimed that if this were done it would obviate the necessity of Canadian manufacturers buying the fats of the same animals back and at an advance of 7½c duty plus the ordinary profit of the American firms. The situation is said to be in many ways similar to that existing in nickel.

Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesmen can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encyclopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.,—anything and everything you want to know, is there.

It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than \$50,000 to produce this book—but it sells for only \$10, delivery prepaid.

Send your order to THE CANADIAN GROCER, Toronto, Canada.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
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 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$0 95	\$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS	
"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.	
Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.	
Apricot	\$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	\$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15
Delivered in Winnipeg in carload lots.	

BAKED BEANS WITH PORK. Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

Family, Plain, \$1.40 doz.; Family, Tomato Sauce, \$1.45 doz.; Family, Chili Sauce, \$1.45 doz.; 3's, Plain, Flats, Aylmer only, \$1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Plain, Tall, \$1.95 doz.; 3's, Tomato Sauce, \$2 doz.; 3's, Chili Sauce, \$2 doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), \$5.75 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10½ oz. Glass Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 00
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

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

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
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 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80



THERE are few articles that look more alike than two cakes of Laundry Soap. The wrappers, the shape, the size, and even the weight of each may be the same, and when you look at them together you wonder why one sells well and the other doesn't.

Same way with men. You see a man who has made a million and has the confidence of the whole country, and in most ways he looks as much like the ordinary individual as two cakes of soap look alike. But you would have to cut his head open before you would see where the difference lies, and you've got to put **SURPRISE** in the wash tub to see why it holds its present place among Canadian consumers.

Once you do this the whole thing is clear in your mind; for while it looks like other soap the distinction is in the **QUALITY**.

The St. Croix Soap Manufacturing Co.
St. Stephen, N.B.

Halifax, Montreal, Toronto, Winnipeg, Vancouver, West Indies.

If any advertisement interests you, tear it out now and place with letters to be answered.

Shoulders Picnic Hams Short Rolls

Fresh Pickled Smoked

These cuts are quoted
at reasonable prices.

Phone, wire or write for prices.

F. W. FEARMAN CO.
LIMITED
HAMILTON

ESTABLISHED 1854

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



The best value in Rice being
offered on Canadian
markets today.

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes....	0 39
Lunch bars, 5-lb. boxes....	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ¼'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans..	\$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans....	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 75
Jersey Brand, Hotel, each 24 cans	4 75
Peerless Brand, Hotel, each 24 cans	4 75
St. Charles Brand, Tall, each 48 cans	4 85
Jersey Brand, Tall, each 48 cans	4 85
Peerless Brand, Tall, each 48 cans	4 85
St. Charles Brand, Family, each, 48 cans	4 25
Jersey Brand, Family, each, 48 cans	4 25
Peerless Brand, Family, each 48 cans	4 25
St. Charles Brand, small, each 48 cans	2 05
Jersey Brand, small, each 48 cans	2 05
Peerless Brand, small, each 48 cans	2 05

CONDENSED COFFEE	
Reindeer Brand, "Large," each 24 cans	\$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.
WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN	
1 lb. square tins, 4 doz. to case, weight 70 lbs.....	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.....	0 34½

ENGLISH BREAKFAST COFFEE.	
½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA	
½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 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, weight 45 lbs., per lb....	0 27

FLAVORING EXTRACTS
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.
CRESCENT MAPLEINE

Per doz.	
½ oz. (4 doz. case), weight 9 lbs., retail each 15c....	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c....	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c....	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c....	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60..	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3....	24 50
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 50

GELATINE	
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED.
MONTREAL.

Compressed Corned Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60.	
Roast Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25.	
Boiled Beef, 1s, 3.50; 2s, \$7.50; 6s, \$25.	
Jellied Veals, ½s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.	
Corned Beef Hash, ½s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ½s, \$2; 1s, \$3.35; 2s, \$6.50.	

**All
Good
Foods**



**All
Fifteen
Cents**

This is the illustrated part of a handsome show card reproduced by process in natural colors. It stands on an easel and is not too large, being just 17" x 22", and the Pancake package will be reproduced on the base, which also carries a few words of advertising. Besides being artistic it has real selling value and is yours free of charge for the asking.

All of these lines packed 2 dozen to the case at \$1.35 per dozen. Your profit 33 1/3 on cost—25% nett on sale.



PANCAKE FLOUR (Self-Rising). A perfect blending of wheat, corn and rice flour. Ready for instant use, and requires the addition of nothing to make the most delicious pancakes, muffins and gems, and they will be tasty, healthful and uniformly raised.

A healthful, nutritious food for all seasons.



BISCUIT FLOUR. A choice winter wheat flour. Self-Rising, containing definite percentages of seasoning and leavening, assuring absolute success in baking.



WHEAT FLAKES (Breakfast Porridge). The choicest product of selected Canadian white winter wheat, prepared under a special process which retains the full value of the whole wheat as well as the full quantity of nitrogenous matter and mineral salts, including all the protein phosphates and bran.

You are authorized to refund the purchase price of any White Swan goods that are not found entirely satisfactory.

ORDER THROUGH YOUR JOBBER.

WHITE SWAN SPICES & CEREALS, Limited
Toronto, Ontario



The best you can give her

—that's just what this new Tomato Catsup of ours is, and a trial supply will convince you that it is a winner right from the beginning.

Sterling Tomato Catsup

is entirely free from Preservatives or Artificial Coloring, and is put up in neat looking, handy-sized bottles that help to promote quick profit-making sales.

Recommend this new line to your critical customers. If they appreciate unusual good quality they will come back for more.

Get it on Display.

T. A. Lytle Co. Limited
Sterling Road
TORONTO

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
Sliced Smoked Beef, glass, 1/2s, ...; 1/2s, \$2.25; 1s, \$3.25.
Tongue, Ham and Veal Pate, 1/2s, \$1.50.
Ham and Veal, 1/2s, \$1.20.
Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.
Potted Meats, Glass — Chicken, Ham, Tongue, 1/2s,
Ox Tongues, tins, 1/2s, \$3.50; 1s, \$0.25; 1 1/2s, \$9.50; 2s, \$13.
Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
Mince-meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c.
In 85 lb. Tubs, 12 1/2c.
In Glass, 1s, \$2.30.
Clark's Peanut Butter — Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.
Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
Clark's Tomato Ketchup, 16 oz., \$2.40.
Pork and Beans, Plain Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.75; 12s, \$9.50; 2s, flat, \$1.75. Individuals, 70c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, 90c; 2s, \$1.50; 3s, \$2.15; 6s, \$7; 12s, \$10; 3s, flat, \$1.85; Individuals, 75c doz.
Pork and Beans, Chilli, 1s, 90c; 2s, tall, \$1.50; 3s, flat, \$1.85. Individuals, 75c doz.
Tomato Sauce, 1 1/2s, \$1.30; Chilli Sauce, 1 1/2s, \$1.30; Plain Sauce, 1 1/2s, \$1.25.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.40.
Clark's Chateau Chicken Soup, \$1.10.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 3s, \$2.35 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO., LIMITED.
PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14 1/2
Pails \$2 93
This price list cancels all previous ones and is effective at once. Subject to change without notice.
All orders received must be shipped within a period of 20 days.
Advance over tierce basis for small packages:
3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 1/2c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 1/2c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/2c over tierces.
LAPORTE, MARTIN, LIMITED
Montreal. Agencies
BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, ca. 8 00
Neptune 8 50
San Rival 9 00
VICHY LEMONADE
La Savourense, 50 btles, ca. 11 00
NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, ca. 9 50

IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, ca., 6 doz. pts., doz. 1 20
Ginger Ale, Trayders, ca., 6 doz., splits, doz. 0 95
Club Soda, Trayders, ca., 6 doz. pts., doz. 1 15
Club Soda, Trayders, ca., 6 doz., splits, doz. 1 05
BLACK TEAS
Victoria Blend, 50 and 30-lb. tins, lb. 0 37
Princess Blend, 50 and 30-lb. tins, lb. 0 34
JAPAN TEAS
H. L. ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 25
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
MUSTARD
COLMAN'S OR KEEN'S
Per doz. tins
D. S. F., 1/2-lb. \$ 1 60
D. S. F., 1/2-lb. 2 90
D. S. F., 1-lb. 5 75
F. D., 1/2-lb. 0 90
Per jar
Durham, 4-lb. jar 0 93
Durham, 1-lb. jar 0 31
JELL-O.
GENESEE PURE FOOD CO.
Assorted case, 4 dozen \$3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.
JELL-O ICE CREAM POWDERS
Assorted case, 2 dozen \$2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen 2 50
Weight 11 lbs. to case. Freight rate, 2d class.
JELLY POWDERS
WHITE SWAN SPICES AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
List Price
SPICES
WHITE SWAN SPICES AND CEREALS, TORONTO
5c 10c
Round Oval lith. litho. dredge. 2 1/2 oz. Per doz. Per doz.
SPICES
Allspice \$0 45 \$0 90
Arrowroot, 4 oz. tins, 85c 0 45 0 90
Cayenne 0 45 0 90
Celery salt
Celery pepper
Cinnamon 0 45 0 90
" whole, 5c. pks., window front, 45c
Cloves 0 45 0 90
Cloves, whole, 5c. pks., window front, 45c
Curry powder
Ginger 0 45 0 90
Mace 1 25 ..
Nutmegs 0 45 0 90
Nutmegs, whole, 5c pks., window front, 45c.
Paprika 0 45 ..
Pepper, black 0 45 0 90
Pepper, white 0 50 0 95
Pastry spice 0 45 0 90
Pickling spice, window front, 50c
Shipping weight per case 10 lbs. 15 lbs.
Dozens to case 4 4

Just Arrived

**One Car
Extra Fancy Fresh Cut
California Lemons**

Sizes: 270s, 300s, 360s.

Price Reasonable

Also

Cape Cod Cranberries
Barrels and Boxes

**Extra Fancy Jersey Sweet
Potatoes**

The House of Quality
HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

Almeria Grapes

for Winter use

Good keeping stock now arriving. Also

California Emperor Grapes in Kegs
" " " in Crates

Grape Fruit and Florida Oranges
First of new crop.

Apples, Onions and Root Vegetables
Nuts, Dates and Figs.

Fish and Oysters

Every variety carried in this Department. Combine
Fruit and Fish orders and save express, bookkeeping
and expense. Our price list gives prices in detail.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

Branch at Hamilton.

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your
winter supply get in
touch with us.

Georgian Bay Apples
are the kind that sell
quickly and give satis-
faction.

We can supply you with
high quality Bananas,
Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

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

are shipped. Get these brands
for the best Lemons.

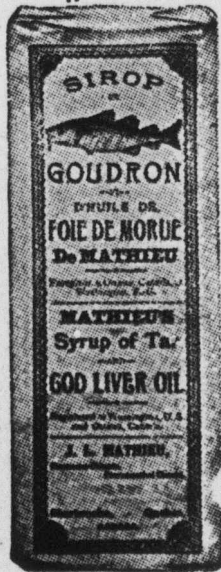
J. J. McCabe

Agent
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered
Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

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

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If any advertisement interests you, tear it out now and place with letters to be answered.

MACLEAN'S

for NOVEMBER

WANTED—A NATIONAL ANTHEM. Perhaps you yourself have felt in these times of intense patriotism Canada's lack of a real National Anthem; and, if so, Arthur Stringer's magnificent presentation of Canada's need in the November MacLean's will make you say "Amen and Amen." : : : The problem of the returned Soldier—a phase of it—is the subject of a special article which has the sanction and approval of Sir James Lougheed, President of the Military Hospitals Commission; a contribution of genuine interest to all business men : : : Business men will be glad to learn that the fine monthly Business Outlook article is to be added to by a department headed "Information on Investments" : : : Another excellent and timely contribution is "Putting the Crop Across"—how Canada markets her wheat.

CONTRIBUTORS:

Arthur Stringer
 Arthur E. McFarlane
 Robert W. Service
 Peter McArthur
 Betty Thornley
 H. F. Gadsby
 Hopkins Moorhouse
 H. M. Tandy
 Hugh S. Eayrs
 C. W. Jefferys
 J. W. Beatty
 Harry C. Edwards
 E. J. Dinsmore
 Lou Skuce
 Henry Raleigh

H. F. GADSBY writes on "Conserving the Conservatives"—a political article that both Liberals and Conservatives will find good reading : : : Peter McArthur, farmer-author, begins a series of stories in the November Number with "The Witch of Atlas"—extremely good : : : Robert W. Service has another "At the Front" poem—"Fleurette," strong yet tender : : : H. M. Tandy, a Canadian writer of fine ability, has a story, "Straw-Stack Strategy"—fine! : : : Serial stories by Arthur Stringer and Arthur E. McFarlane.

*At all News-Agents
 Fifteen Cents*

Buyers' Guide

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.

WANTED

WANTED—BY MARRIED MAN, 25, WITH thorough general store business experience, position as traveling salesman for reliable grocery, confectionery or hardware house. Northern Ontario district preferred. Write Box 156, Canadian Grocer.

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

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

WANTED — AN AGENT TO HANDLE Canada's E.P. and H.G. Sauces in Montreal and Winnipeg. Reply to Canada Sauce & Vinegar Co., 519 King St. West, Toronto.

FOR SALE

RARE OPPORTUNITY.

FOR SALE—IN LARGE ONTARIO LEAD-ing town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

FOR NEW BEER EXTRACT HOP-MALT—within prohibition law, no license required, sells everywhere, good commission. HOP-Malt Company, Beausville, Ont.

GROCCERS


Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS **FRUITS**

OAKLEY'S **KNIFE**
20-102-5786

POLISH
JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

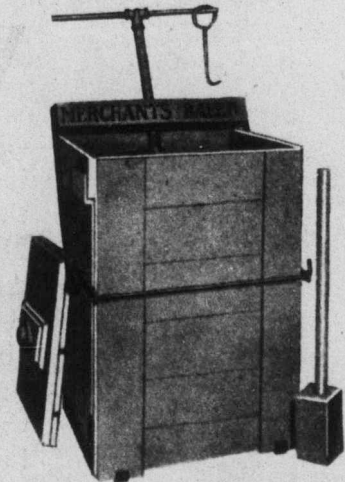
FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout,
Whitefish

Price
Quality
Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

Kindly
Mention
This Paper
When
Writing
Advertisers

If any advertisement interests you, tear it out now and place with letters to be answered.

LARGEST MAKERS IN THE WORLD

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

\$60,000 WELL SPENT

That is how we feel regarding our big consumer advertising campaign—a Dominion wide publicity plan that has brought the sterling methods of

Dr. Cassell's Tablets

before the Canadian public.

That our efforts have been productive of results is proven by the constantly growing sales of this famous nerve food. Grocers everywhere find that Dr. Cassell's sell quickly and easily wherever displayed. Being a positive relief of that most common complaint—nerves—the sales possibilities are exceptionally favorable.

Why not investigate this quick-selling, profit-making line?

A small trial order will pull big results. Get a supply to-day and set up a display on your sales counter.

Don't let your competitor get all the business.

DR. CASSELL'S MEDICINE CO., LTD.
MANCHESTER, ENGLAND

Canadian Agents: Harold F. Ritchie Company, 10-14 McCaul St., Toronto



IN EVERY SECOND ENGLISH-SPEAKING HOME in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIÈRE FIVE ROSES is even now exerting an ever-widening sales influence.



What would it be worth | to YOU?

- right in the home of every possible retail flour buyer in YOUR district,
- to have a daily reminder of compelling interest, filled with useful daily suggestions,
- a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.

- a constant source of flour-consuming suggestions
- the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
MONTREAL "The House of Character" WINNIPEG

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie