

**PAGES
MISSING**

FEATURING — ANOTHER CO-OPERATIVE SCHEME

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, OCTOBER 22, 1915

No. 43



*The High
Standard of
Quality Established
for*

**McLaren's
INVINCIBLE**

Jelly Powders

will be absolutely maintained despite the increasing cost of materials. Under no circumstances will we permit our high standard of quality to be lowered.

Your customers appreciate McLaren's Invincible quality. It is good business for you to get behind a line

that takes so determined a stand for Quality.

Sell the Jelly Powders that are

Invincible in name.

Invincible in quality.

Invincible in customer-satisfaction.

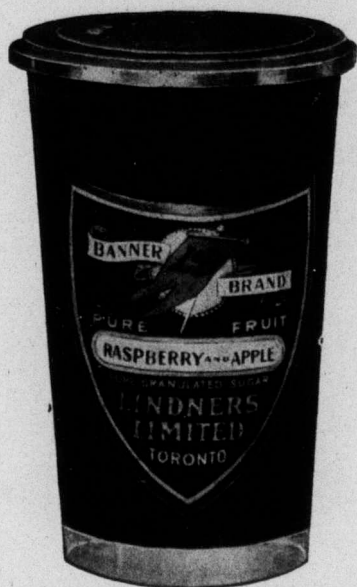
Invincible in business-building.

McLARENS LIMITED

HAMILTON

WINNIPEG

The confidence of the Buying Public is what builds bigger business



And this confidence can only be gained by selling them goods of proven superiority.

You take no chances when you sell

Banner Brand Jams and Jellies

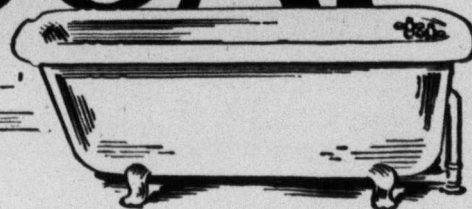
Containing nothing but the very purest ingredients, the Banner Line may safely be recommended to the most "hard-to-please" housewife in your community. The satisfaction thus given her will be such as to guarantee you her future patronage.

Send a trial order for "Banner" Brand Jams and Jellies to-day, and be convinced of their popularity.

Lindners Limited
BRAMPTON ONTARIO



FAIRY SOAP



When you offer FAIRY SOAP to your customers you give them a real reason for trading with you, because it's the best toilet soap a nickel will buy. There's no way to make a purer, whiter, sweeter soap than FAIRY, and it's real soap that gives satisfaction down to the last thin wafer. You can always be sure of a steady sale for FAIRY, because it pleases.

THE N.K. FAIRBANK COMPANY
LIMITED MONTREAL

How You Profit By Selling



In Original Packages!

¶ This is not an attempt to tell you how to run your business.

¶ We do know, however, that in the long run, you will make money by handling sugar in sealed packages in comparison to bulk.

¶ When you sell LANTIC SUGAR in carton or bag, we guarantee you a satisfied customer, and you are connecting your store with the most popularly advertised sugar in Canada.

¶ LANTIC packages are an added attraction to your store.

¶ Displayed on shelves, they sell themselves.

¶ There is no chance for overweight or underweight. There is no time or labor wasted in handling packages as in bulk.

¶ You make a larger percentage of profit on LANTIC packages as compared to bulk sugar, as you should get $\frac{1}{2}\text{c}$ per pound per package more than you do for bulk sugar.

¶ Even if you have to sell packages at the same price as bulk sugar, you break even, provided that you figure that your time, cost of bag, twine and down-weight are included.

¶ When a customer orders LANTIC SUGAR in packages, she knows that she will get absolutely pure cane sugar, and a full 2 or 5 pounds of sugar—she takes no chances with quantity or quality.

¶ You handle sugar anyway—why not profit by selling LANTIC SUGAR in original packages?

Atlantic Sugar Refineries, Limited, Montreal



These are a few of the men engaged in putting up Thistle Brand fish — men who thoroughly understand the curing and packing of fish. Note the fine specimens of Haddies. These illustrate the excellent quality of fish packed under

THISTLE BRAND

The Thistle Co.'s packing plant is notably clean, sanitary and modern in every respect. The employees, both men and women, are thoroughly trained to their work and follow the most exacting rules of cleanliness.

These factors assure the quality of Thistle Brand goods.

SPECIALTIES:

Kippered Herring and Finnan Haddie

**THISTLE
BRAND**



**FOR
QUALITY**

Arthur P. Tippet & Co., Montreal

The Can with the Eagle Trade-Mark is Known in Every Corner of the Land



And every grocer who has investigated the selling qualities of Borden's "Eagle Brand" Milk declare it to be a popular, quick-selling line.

You can't afford to take chances experimenting with some new "best seller." Borden Quality has won the approval of housewives everywhere. The confidence that this quality creates, brings them back again and again, making the cash register ring repeatedly through repeat business.

If you are not already a Borden dealer try what a small stock of the reliable Eagle Brand line will do towards putting you on the road to bigger business.

Stock up to-day.

Borden Milk Co., Limited
 "Leaders of Quality"
MONTREAL
 Branch Office: No. 2 Arcade Building
Vancouver, B.C.

SUN-KIST
SEEDED RAISINS

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

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

Wholesale distributors in every territory. ASK THEM

CONCORD ANNING O.

We guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our canneries
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
- 4 That we use the greatest care and cleanliness in the packing

CONCORD ANNING O.

We ask the consumer kindly to write us if dissatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

Goncord Norwegian Sardines

Their delicate and distinctive flavor is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them. They leave a good profit for the retailer. See to your stocks.

List of Agents:
 R. S. McINDOE, Toronto.
 WATSON & TRUESDALE, Winnipeg.
 MARITIME FISH CORPORATION, LTD., Montreal.
 W. A. SIMONDS, St. John, N.B.
 H. C. JANION, Vancouver, B.C.

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL ∴ HAMILTON



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

How is it Affecting You?

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

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

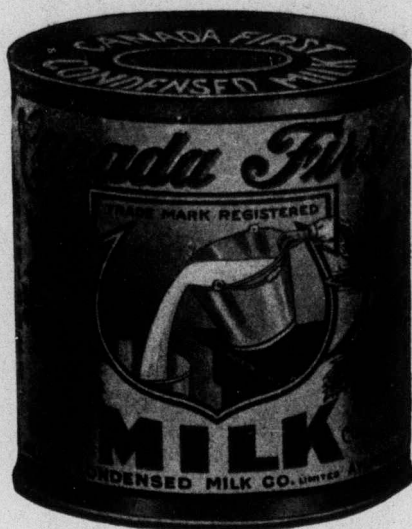
We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

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

ORDER NOW.

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



*Once tried
Always in use*

“Canada First” condensed milk has been largely responsible for the very strong place condensed milk has gained in the home.

It is the milk from the healthiest and best breed of cows, kept under the most cleanly and sanitary conditions.

The milk is reduced to the thick syrup consistency and processed under conditions and by methods that ensure absolute purity and uniformity of quality.

Every household you get to try “Canada First” condensed milk will be on your list of steady customers.

Order a supply now, and start good extra business and profits coming your way.

Aylmer Condensed Milk Co.
LIMITED
HAMILTON, CANADA

**MADE IN
CANADA
FIRST - -
QUALITY**



Brushes for Every Household Use
"KEYSTONE" Bring the Customers

From shoe brushes to shaving brushes, through every other kind that can be used in the house.

But there is only one quality in all Keystone Brand Brushes, and that is the best we can make at the figure—the kind that will bring customers back for more.

For prices, etc., write
Stevens-Hepner Co., Limited
 Port Elgin, Ont.

Get prices and information about the "Nugget Broom and the rest of the famous Keystone Brand Brooms and Brushes.

You are losing money on your cheese sales

if you haven't got a reliable cutting machine. You can eliminate the risk of dissatisfying a customer and absolutely prevent loss through wastage, scraps, etc., by installing the

Canadian Cheese Cutter



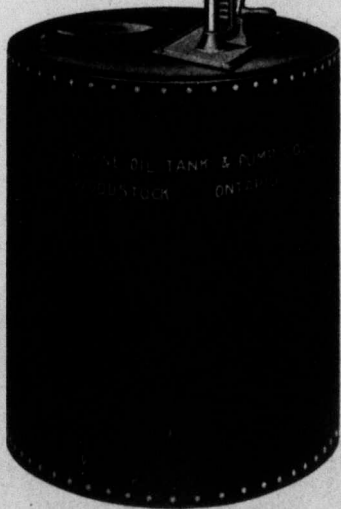
which cuts quickly and accurately by weight or money value. We would like to show you all the advantages of the "Canadian." There is no obligation incurred. Ask us to-day.

The CANADIAN Open

The Computing Cheese Cutter Co.
 WINDSOR, ONT.

Don't let your profits trickle away through using an old-fashioned system of handling coal oil

Model F
 Cut 80



Throw out that dirty old coal-oil barrel, clean up the mess on the floor, and start yourself on the way to larger profits by installing a

WAYNE Oil Tank

The Wayne measures exactly the correct amount of oil required. There is no slopping over, no waste, no dirty hands, floor, etc.

Write us to-day and we will give you full particulars of this up-to-date oil-measuring system.

It will mean a saving of many dollars to you.

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

Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

It always pays to handle goods that the public have confidence in

And Bee Brand specialties, Jelly Powder, Starch and Borax, have won the approval of housewives everywhere for sterling value.



We have a profit-building plan which is sure to interest you.

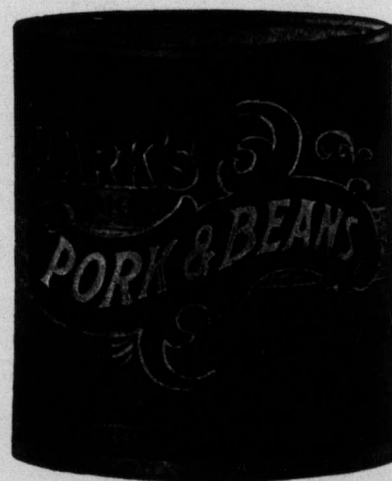
Write us to-day and we will tell you all about our money-making proposition.

The Bee Starch Co., Montreal

Kindly mention this paper when writing to advertisers.

CANADIAN GROCER

Seasonable Goods



W. Clark, Limited, Montreal

"Found" Business

THERE'S a world of difference between business you have to **make** and business that "just comes." While you need to use selling effort to dispose of many of the goods in your store—here's a widely-advertised line that practically sells itself. The mere display of

MENNEN'S TALCUMS

in your store is sufficient to effect sales. Mennen's Talcums require no pushing. The already created demand and the extensive advertising now going on, coupled with the sight of the goods themselves on your counter, are enough to sell these popular lines without any trouble on your part. Why not take advantage of the present advertising and make Mennen's Talcums a profitable line?

Here are the different varieties: Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum and Talcum for Men.

**Made in Canada by Gerhard Mennen
Chemical Co., Montreal, Que.**

**Selling Agents: Harold F. Ritchie & Co., Ltd.
TORONTO**

Freeman's Electrical

Made in Canada



**Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill**

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

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

There's money in the right salt

Hundreds of dealers have realized that the right salt, the salt that gives the best satisfaction, is CENTURY.

Every crystal is pure. It is the best for table or dairy, and the most profitable for the dealer to handle. Those that know push CENTURY SALT. Put up in small, white cotton bags and 100-lb. sacks.

**Dominion Salt Co.,
Limited
Sarnia, Ontario.**



Libby's Food Products

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

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

**Libby, McNeill & Libby, Limited
GUELPH, ONT.**



Selling Better Than Ever!

Before you place orders for Stove Gloss, remember that GIPSY is selling better than ever. The fact that it makes the stoves blacker and brighter than they ever were before, in half the time, and with half the labour, supplies the reason for the never-ending expansion in the trade for GIPSY.

NOW, more than ever, you *MUST* keep good stocks of

GIPSY Stove Gloss

Order from your Wholesaler.

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

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



Golden Wax Beans

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

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

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada

More Than Ever in a Class by Itself

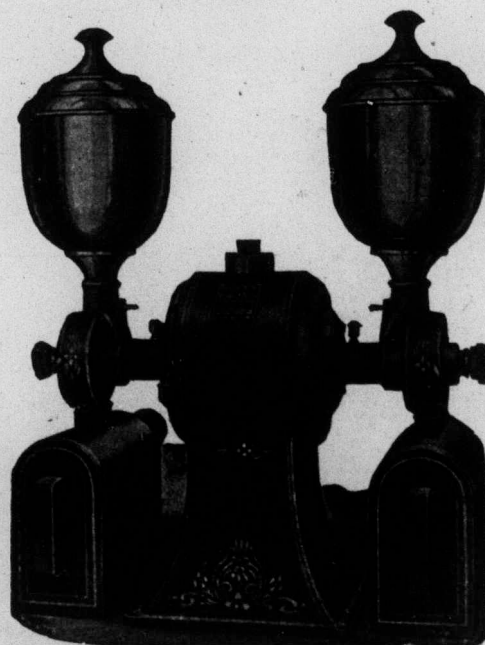
One of our 12 new models.

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

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

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

CANADIAN GROCER

Diamond Yellows

St. Lawrence

The prettiest yellow sugars made in Canada.

BARE FACTS ABOUT THE

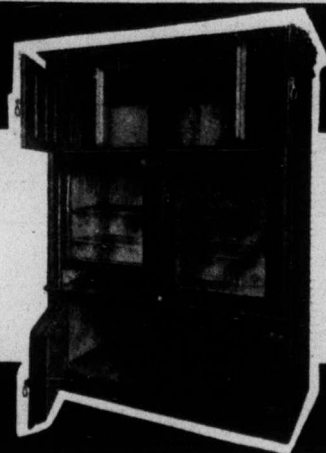
ARCTIC



It sells your goods and satisfies your patrons.

The Arctic Grocers' Refrigerator stands between you and your customers, guaranteeing absolute satisfaction all around. This refrigerator, one of our many styles, embodies the dry cold circulating air feature for which Arctic Refrigerators are noted. The supply of cold air is most liberal, the consumption of ice is the lowest.

Write for full particulars.



John Hillock & Co., Limited,
TORONTO

No. 20

Chats with "Old Baba"

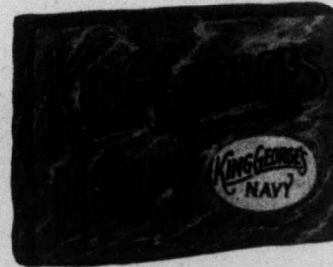
(Canada's 105-year-old Pioneer)

Seven Miles of Charcoal

"There's a road in Western Ontario, down Woodstock way, they call **The Charcoal Road**. In the early days this was a corduroy road, but when it got bad they pulled up the logs and used heavy planks, which rotted in time, and these were piled in a heap the full seven miles length of the road and covered with earth. The wood was then set on fire, and when it smouldered out, the whole road was a solid mass of charcoal. I hear that to this day the black dust of the powdered charcoal still flies.

You'd need a chew of **King George Navy** to drive there, I'll bet."

King George's Navy, Mr. Grocer, is the friend-in-need of every tobacco user in town or country. Do you stock it?



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

Sweet Milk in
Powder Form
has been added to
**AUNT JEMIMA'S
PANCAKE FLOUR**

We have added Powdered Sweet Milk to the formula, so that now to make the best cakes in the world, the housewife just adds cold water to Aunt Jemima's Pancake Flour.

Think of what she saves in the cost of milk?

Remember, the Powdered Milk in Aunt Jemima's Pancake Flour is a big feature, full of meaning to the women.

Aunt Jemima's with the Powdered Milk will sell like "hot cakes."

See that your stock is right.

Don't forget Aunt Jemima's Buckwheat Flour.

It also contains Powdered Milk now.

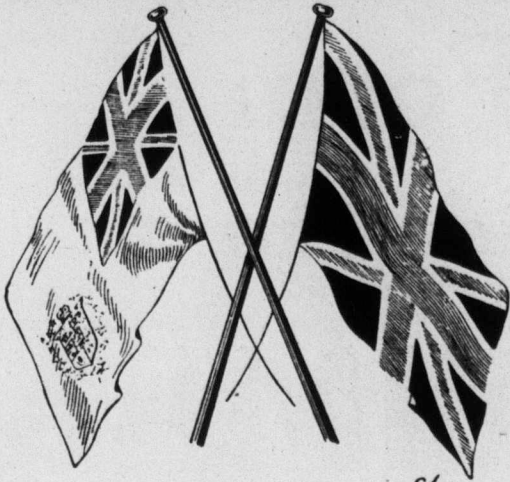


If you would like to have the funny Aunt Jemima Rag Dolls for your children, write me on one of your letterheads, and it will give me pleasure to send a set of four with the compliments of our company.

ROBERT R. CLARK, Pres.

Aunt Jemima Mills Company, St. Joseph, Missouri

Wagstaffe's Quality Counts



20-8-15

France

1st Lt R. Lappington 2559

S. Coy

First Fifth Co. at Warwickshire
Regiment
British Expeditionary Force

Messrs Wagstaffe, Limited.

Dear Sir,

Just a few lines to let you know how surprised I am to find your jam right out here in the trenches and at the same time, I should like you to know how greatly it is appreciated by our boys, all say its simply great, the very best we have had so far, and I should think we have had some from almost every jam factory there is under the sun.

As you will be aware, I am an old hand from your factory in Hamilton, and as far as I am aware, two of my brothers are still employed by you, so am able to tell my pals just what your place is really like.

At present I am cook of the Officers Mess being rather an expert in that capacity, and from what I gather they prefer your jam to any in the Mess.

(Continued on next page)

Wagstaffe's Quality Counts

The first sample of your jam we had, was black currant the label of which I am enclosing thinking you would like it as a souvenir from the actual firing line. Am now in France after about five months in the firing line in Belgium.

Will you kindly remember me to those of my old workmates who are still with you.

Wishing you still greater success,
with kindest regards,

Yours sincerely,
R. Lapington.

The undersigned would also like you to accept their appreciation.

Cpl J. D. Dixon C. Coy.
Cpl F. E. Pollard C. Coy. L/Cpl Collins C. Coy.
J. H. Foley C.S.M. Spe. R. Thompson C. Coy.
Sergeant J. Palmer.
L/Sergeant J. Satchwell C. Coy.
Pte J. Whitehouse No. 7. H. Coy.
Pte H. Whitehouse.

Wagstaffe, Limited, Hamilton, Ontario

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

MACKENZIE & MORRIS
LIMITED
BROKERS

Groceries, Provisions and
Produce

C.P.R. Building, TORONTO

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

SUGARS FRUITS

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

HEADQUARTERS FOR
White Beans
and
Evaporated
Apples

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

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO

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

NEWFOUNDLAND.

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

QUEBEC.

W. J. McAULEY
Commission Broker

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

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT

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

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.

WINNIPEG REGINA

We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG MAN.

Domestic and Foreign Agencies Solicited.

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

W. H. Escott Co.,
LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Advertising

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

When writing
to advertisers
kindly mention
this paper

NOTICE TO MANUFACTURERS
of Canadian, American or British Products.

We make it our business to (sell and push) and (push and sell) goods from Coast to Coast. If you desire a larger distribution on the Canadian market, correspond with us at once.

THE HARRY HORNE CO.

Manufacturers' Agents and Importers
Office and Warehouse : 309-311 King St. West, Toronto

CANADIAN GROCER

MARTIN-SENOUR PAINTS AND VARNISHES

Made in Canada But Sold on Merit

in your paint department,
Mr. General Merchant, will
bring more business to your
whole store

¶ The merchant who secures the exclusive agency in his town or community for Martin-Senour Paints and Varnishes will increase his sales on all other lines of merchandise he handles from the prestige he will establish and from the increased number of customers who will be attracted to his store.



¶ If you are devoting a space in your store to Paints and Varnishes, why not give this space to the Martin-Senour Products, which are so well known for their unsurpassed quality and which are so well advertised that they are the easiest and most profitable to sell?

¶ Not the least interesting feature of the Martin-Senour exclusive agency, is the extensive Advertising and Sales Promotion Campaign especially arranged to aid our Dealer Agents. It comprises effective ideas in interior and exterior display, mailing campaigns, follow-up systems. In fact, nothing left undone to boost your sales.

¶ Our message of quality and value in Martin-Senour Products reaches nearly every possible user in Canada through the mediums of the largely circulated daily and weekly press, magazines, farm and religious journals, etc.

¶ Mr. Dealer, just consider whether you would rather have this quality and service working **for** you or **against** you.

¶ No better time than now to drop a line for our Proposition.

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

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

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

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

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

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

When you sell

HEINZ
57

VARIETIES
PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto



**Don't
Guess**

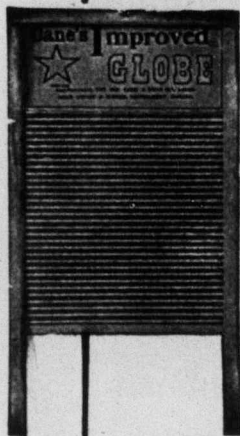
You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. Put in a stock right away.

**CARR & CO. CARLISLE
ENGLAND**

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.



because it largely consists of the rich, full-bodied Assam Indian Teas.



Help Your Customers Get the Benefit of This Important Change

Pick up any CANE wash board. Feel how strong, durable and well-made it is. Notice the extra quality of material—the best Belgian zinc plate for the metal work, the choicest selected Canadian white wood for the wood-work. You'll quickly acknowledge it the most dependable wash board on the market—the best buy for your customers.

But change the zinc plate to **ALUMINUM** and you'll have the finest, most serviceable wash board the world has produced.

That sums up fully the change in CANE Wash Boards you can now offer your customers—and without cost.

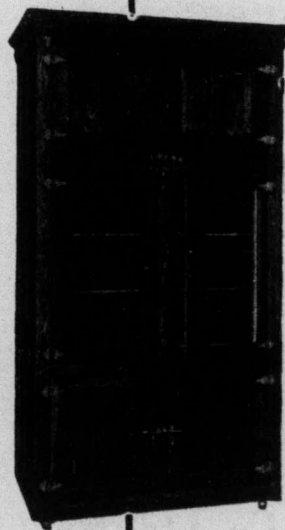
War has raised the price of zinc to such an extent as to soon make it too costly for the manufacture of wash boards. We have therefore placed our factory in a position to equip our standard brands of wash boards with Aluminum instead of zinc face to any who desire them—**WITHOUT ADDITIONAL COST.**

Of course aluminum is a much better material. Less liable to crack, split or carry defects that will tear the clothing. Easier to keep clean and its brighter appearance makes it an article that will sell easier.

Just tell your customers you are in a position to supply, at their request, the well-known CANE models with aluminum instead of zinc face. Point out to them the extra advantages. They're sure to appreciate them at once. Speak to them to-day and write us for trial shipment.

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.

"Eureka"—a name that means much to Dealers who know



Everything that makes for the better display and preservation of your goods is a help towards bigger business. If you are handicapped with a poor refrigerator your goods are not the trade attractors they would be if you used the **Eureka.**

Don't lag behind in these days of keen competition. Instal the Eureka Refrigerator and note the marked difference in your sales.

The Eureka will pay for itself many times over in increased business and better service.

Ask us to send you full particulars regarding this money-maker.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

Robinson's "Patent" Groats

—the sales-building cereal food

Besides being an unequalled food for the building up and nourishing of mothers, infants and invalids, Robinson's "Patent" Groats is also a sales-building cereal food of more than ordinary merit—it has an all-

year-round call and is especially in demand throughout the Winter months.

Order a supply of Robinson's "Patent" Groats to-day from your wholesaler.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA

Dr. Cassell's Tablets Will Do Wonders to Straighten Up Your Customers' Disordered Nerves and Build Up a Profitable Business for You

"Nerves" is a common ailment these days, but there is a reliable remedy in Dr. Cassell's which will prove a great blessing to numbers of your customers.

Give them a prominent display space on your counter, attract attention, makes sales, and 50 per cent. profit for yourself.

Dr. Cassell's has a 30 years' record of merit in the "Old Country"—Now we want Canada to know of their sterling merits — therefore our \$60,000 newspaper publicity campaign.

Send a small trial order. Get it on display and prove its selling qualities for yourself.

Dr. Cassell's Medicine Co., Ltd., Manchester, Eng.

Agents for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto



CANADIAN GROCER

VOL. XXIX

TORONTO, OCTOBER 22, 1915

No. 43

National Supply Company's Methods

Another Windsor, Ont., Concern Which Goes After Mail Order Business All Over Canada -- Appoints Agents and Sells Them Outfits—Some Ridiculously Low Prices if Goods Are Up to Standard—Insinuation Re Large Alleged Retailers' Profits.

A READER has forwarded to Canadian Grocer a quantity of literature dealing with a firm known as The National Supply Co., of Windsor, Ont. This according to the literature is a separate concern from the Co-operative Union of Windsor, dealt with in these columns not long ago. It looks as if the woods around Windsor must be full of this kind of concern.

While the National Supply Co. points out that it is in no way connected with any other firm operating in Windsor, yet the methods of operation are in some ways similar to those adopted by the Co-operative Union. This company was established in 1911, and according to its letter head is "The largest grocery house operating on this plan in the Dominion." It also calls itself "The Agents' Wholesale Supply House of Canada."

The National Supply Co. does not go after business direct from each individual consumer. Rather it appoints agents in different localities and supplies these agents with catalogues, the prices in which are submitted to the prospective customer. The circular letter that is sent to agents who make enquiries points out very encouragingly that the agent can earn all the way from \$2 to \$5 daily, depending on how much time is devoted to the work. "It may be," it adds, "that you are now employed and wish to make a little extra money by working a few hours in your spare time. If so this is your opportunity. Remember we are an old established house." If a concern which was established in 1911 can call itself an "old" established house, what, we would like to know, is a "new" established one?

Another statement reads to effect that they are proud to state that they have not made a single advance in their prices, nor do they intend to "during the coming year." Just what the coming year refers to is not clear, as the circular was

not dated. As explanation of why there shall be no advances the following is to be noted: "Our arrangements with our distributors secure us in every way." Why is it that the legitimate retailer or wholesaler cannot be secured in this way the same as the National Supply Co? Can for instance this concern which the literature shows is offering standard granulated sugar for 4 cents a pound, purchase this sugar in order to

make a profit? The retailer to-day is paying \$6.05 per cwt. Montreal basis, so it would be exceedingly interesting to know where it can be secured to sell at four cents a pound.

The agent's application form reads as follows:—

"The National Supply Company,
Windsor, Ontario.

"Gentlemen:—

"I hereby make application for the agency for your complete line of groceries, meats, etc., and enclose herewith the sum of \$5 for which you will ship to my address one sample order No. 1 as described in circular enclosed with this application.

"It is also agreed that your agents' free canvassing and mail order outfits shall be included with this order, same to consist of catalogues, circulars for mailing to customers, envelopes, order sheets, etc., which I agree to use in securing customers.

"It is also agreed and fully understood that no goods shall be shipped to my customers unless the orders come through me as agent.

"It is also agreed that I shall keep for my services a commission of 20 per cent. on all sales (that is 20 cents of each dollar sale made by me), for example, if I get an order for \$5, I shall keep \$1 for my work, etc.

"It is also agreed that my customers shall have the full benefit of your special prepaid freight offer (which applies to any part of the Dominion) no matter where it is.

"It is especially agreed that all goods shipped to my customers shall be exactly as represented or they may be returned at the company's expense and all money refunded."

Information for the Agents

Here is one illuminating statement as regards their location:

A SAMPLE ORDER

	Average Retail Price	Our Price
1 Large Can of Salmon	\$.25	\$.15
1 Box of 2 in 1 Nugget Shoe Polish	.10	.05
5 Pound Package of Rolled Oats (fresh cut)	.25	.18
1 Pound of our Bended Tea (high grade) black or green	.60	.45
1 Pound of our Second Grade Tea (very fine)	.50	.33
1 Pound of our Fully Guaranteed Baking Powder	.50	.40
10 Pounds of Redpath's best Granulated Sugar	.75	.40
1 Box of Complexion Soap, whitens the skin (3 cakes)	.75	.50
1 Pound of our own (Moka) fresh Roast Coffee	.45	.35
½ Pound of fresh (triple strength) Mustard	.25	.20
8 Bars of Laundry Soap	.40	.25
1 Bottle of Lemon Essence, flavoring, extra strength	.35	.20
1 Large Bottle of Essence Vanilla, extra strength	.35	.20
½ Pound of English Breakfast Cocoa	.25	.20
1 Box of Velvet Skin Talcum Powder, large box	.50	.40
½ Pound of Fresh Shredded Cocoanut, long shreds	.25	.20
1 Can of Old Dutch Cleanser	.10	.06
½ Pound of Ground Black Pepper, triple strength	.25	.20
1 Pound package of Baking Soda, salaratus	.10	.06
1 Patent Egg Separator (separates the white from the yolk)	.10	.06
1 Large Box, 2½ pounds, Soda Biscuits, fresh	.25	.15

The average retail price if bought in stores \$7.30 \$5.00
The price at which we sell 5.00
The difference between the old system and our plan \$2.30

Note the scarcity of branded goods in this list

CANADIAN GROCER

"There are quite a large number of mail order houses in Windsor, in fact we believe more than in any city its size in the Dominion. This is mostly due to the fact that this is one of the best locations for this business in the Dominion, as we are just across the river from Detroit, Mich., one of the largest American markets, and we get quite a few supplies from there ourselves. Another reason is that we have the principal railroads of Canada and also shipping facilities by water being connected with almost all points in the Dominion, these advantages enable us to make prompt shipments and give our customers the benefit of our special offer of prepaid freight shipments, which applies to every province of the Dominion."

The circular then goes on to read as follows:

"You will have people ask why can your firm sell lower than merchants? They will tell you that we cannot do so. We will give you a few instances where we almost save one-half the expense of the local merchants and you know that all expenses must come out of the customers. First of all we have arrangements with different distributors to pack and ship all orders received from our agents so that when we get your orders we merely turn them over to one of our

shippers and they take care of them promptly—this cuts out the expense of high rents, clerk hire, insurance, electric light bills, delivery wagons, to say nothing of the expense of packers and shippers which would amount to thousands of dollars yearly. We do not employ traveling salesmen as our agents do this work and by having men in the different localities, traveling expenses are also eliminated."

Does Retailer Make 31% Gross Profit?

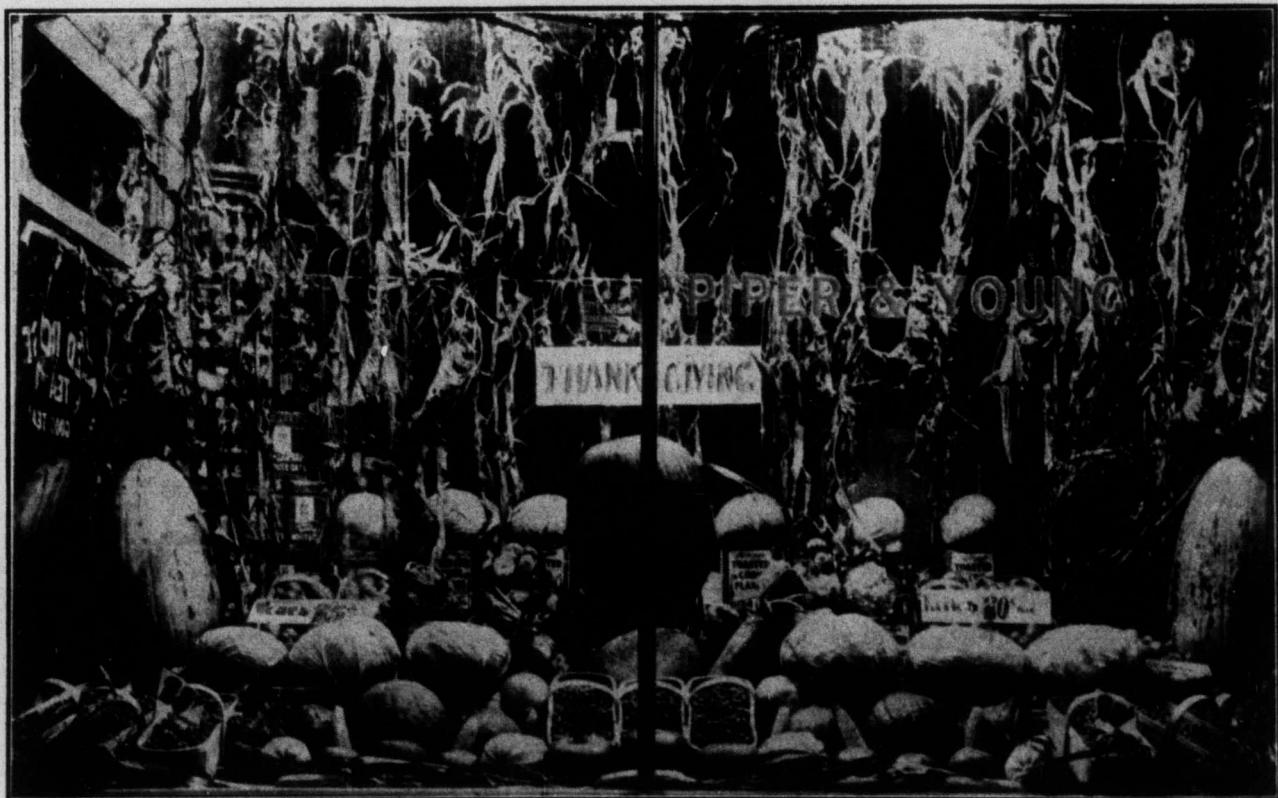
Before we go any further let us take a look at the sample order as shown in the panel herewith. This points out that the average retail price of the entire assortment is \$7.30 whereas the National Supply Co. charge only \$5, making a difference of \$2.30 more to be paid to the retailer. Can this argument about the retailer's expenses stand the light of analysis? It will be seen that \$2.30 is more than 31 per cent. of \$7.30. Any one who understands anything about the retail grocery business knows that no grocer makes a gross profit percentage of 31 per cent. on his selling price. It costs him anywhere from 14 to 18 per cent. to do business and in some cases, though not many, he may make an extra 4 to 6 per cent. clear profit on his turnover. At the most the total gross per-

centage would not be more than 20 or 22. In the majority of cases it would be less. It is safe to assume that the National Supply Co. is not running its business without paying salaries to its active officials. In a retail grocery business, salaries amount to anywhere from 7 to 8 or even 10 or 11 per cent. of the turnover, and are therefore the biggest item of expense in operating the business. When all these things are taken into consideration, it seems a mystery how any concern can sell goods at such prices and continue in the business, even considering the fact that the goods are sent direct from manufacturer to consumer as alleged in the literature. Every retailer knows that the sugar firm mentioned as well as the other specifically named firms will not send goods in this way. They value the distribution facilities of the retailer too highly for this. Quality, of course, always is a factor in price.

The retailer should, too, realize that service is practically lacking in the methods of this supply company. The consumer has got to wait for his goods for one thing, while the order travels to its destination and the goods are returned. Neither has the consumer the selection that he gets in the well stocked store of the retailer. He has to take whatever

(Continued on page 39.)

A Display That Sold the Goods



An exceedingly attractive Thanksgiving display shown by Piper & Young, Oshawa, Ont. The first night this trim was in everything in the window was ordered, and many people, who heard about it, came down town to see it. This could be easily transformed into a fine Hallowe'en display by substitution of a few "lantern" pumpkins for the squash and cabbage. Would also make splendid "Harvest Home" trim.



This clever Thanksgiving window was shown in the A. K. Roesch store, Waterloo, Ont. With a few slight changes this can be changed into a splendid Hallowe'en or Harvest Home display. It was dressed by Harry O. Planz and Lloyd Fenner.

USE THIS FOR HALLOWE'EN

IN response to the request of Canadian Grocer for pictures of Thanksgiving windows, one has been received from Harry O. Planz, salesman for A. K. Roesch, Waterloo, Ont. This display is shown herewith, and it will be seen it is an exceedingly attractive one. In describing it Mr. Planz says: "At the foot of the window are bottles of meat sauce, gelatine, peanut butter and pepper sauce. On the next step are cobs of prize corn grown by one of our gardeners, also cabbage and evaporated cranberries. For the background we used oats put up in pillar style, and on top of these you will see two large squash which weigh no less than 63 lbs. each. The centre of the picture, which reads, 'Thanksgiving Suggestions,' is made entirely of cranberries, and this attracted particularly the eye of the passersby and resulted in a large sale of these berries for the holiday. In front of this card you will notice a few extra large cabbage weighing 14 and 15 lbs. each, also sweet potatoes, which were sold out in a short time. A second lot had to be ordered before the end of the week. Fresh cranberries can be seen in a glass jar in front of the sweet potatoes. Also turnips and beets were used throughout the window. The white spots in the window are small Christmas tree electric lights of red, green, purple, blue, yellow and white colored, which greatly attracted attention. On either side of the window are placed two ferns, which also added to the color effect. The floor of the window is of yellow satin, which makes a very pleasing color scheme."

Mr. Planz was assisted by Lloyd Fenner, both of whom call themselves amateurs at window display work. Readers, however, will readily see that here is a particularly fine trim.

As Thanksgiving is over, this display should come in very handy as a Hallowe'en suggestion by the addition of a few pumpkins cut out to suit the occasion.

Farmer-Merchant's Mail Order Views

Formerly a Retailer, Owns a Store, But is Now a Tiller of the Soil — Makes Some Accusations Against Methods of Merchants in Respect to Home Buying—What Do Readers Think of His Opinions?

The mail order question and that of farmers buying direct in car lots is an all important one. It has been engaging the attention of retailers for a long time, and no doubt will continue to do so.

An interesting contribution appeared in a recent issue of a farm paper in Nebraska. It has been passed on to Canadian Grocer, and we have decided to reproduce it for what it is worth. Probably some of our readers may find in this letter a new angle from which to view this important problem. Opinions will be gladly accepted. Here is the contribution:—

Home Trade vs. Mail Order

To the Nebraska Farmer: There is a class of public speakers who take advantage of chautauqua platforms to admonish farmers, and incidentally town dwellers, who buy goods away from home. Much of what they say is all right, but they fail to give both sides of the case. Pardon this personal allusion: I have spent fourteen years on a farm and six years behind the counter in a store, so I think I am able to see both sides. Being the owner of a store building in a small town I certainly want to see merchants succeed. In this article I shall try to avoid the role of a kicker.

Sometimes it pays to stop and look facts in the face, and then profit by what we learn. There is a basic principle underlying all transactions — all men buy where they can get the most value for their money. Nebraska merchants do not all buy in Omaha. Certainly not, if they can get better goods for the same money at Kansas City, St. Joseph or Chicago, or any other city outside of the state. And their customers act on the same principle. To abuse people, make faces at them, poke fun at them, scold them or swear at them does not make friends of them. Here is where the town merchant is killing his own trade. Vinegar doesn't catch flies.

Merchants Should Look in Mirror

Merchants should look in the mirror. The merchant's wife goes to some larger town to buy her hat. The doctor's wife goes away from home to some other hospital for an operation. The doctor takes his patient to a larger city for an X-ray examination when there is an X-ray machine in his own town. We all go where we please to spend our money, and where we can get the most value for it. If a man cannot stand competition in

his line, he must fail or try some other line.

Honesty in business is an essential. No dishonest man can build up or hold his trade. Cash back if you are not satisfied is a rule of the mail order houses, and freight paid both ways. So when a chautauqua speaker rails at inferior goods, and says people are cheated when they buy away from home, he is talking about things of which he doesn't know.

Business men are in too big a hurry to get rich. They must have a palace of a home, fine turnouts and money to spend like a prince. Their customers do not live that way. When merchants are willing to live as the average of their patrons do, then they can compete in business with mail order houses. The reason that many business men go to the wall is extravagant living, neglect of business and allowing the clerks to run the plant.

"Cash talks." Mail order houses do business on that basis only. They have no bad accounts, no dead-beats. Here is where the merchant loses much. Cash buyers note the indefensible practice of merchants. When a credit buyer pays his bill, he is given a treat of candy or nuts or fruit for the children. The cash buyer loses out. The farmer sees his city neighbors' goods delivered at their doors, and they pay no more than he does. Thus basket stores are winning out.

Alleged Faults in Flour Trade

Let me call attention to some of the practices of merchants themselves that do not harmonize with their home-trade talk. We have a flour mill in our little city that makes the best flour we have ever used. But flour is shipped into our town from Beatrice, Blue Springs and DeWitt, and it all sells at the same price. Moreover, our mill ships to those other towns, pays freight and sells at the same price.

Now, why should not our mill sell at a price at which these outside competitors cannot meet after they have paid the freight and divided the trade? The consumer has to pay freight on home products, which is not fair. Our mill, it seems to me should have the complete trade of this vicinity, and the home market is always considered the best. Our merchants, by shipping in flour, commit the same crime of which they accuse farmers—buying away from home.

Let me cite an instance that has just come to my attention. One mill near us ships flour to a merchant 247 miles west.

This merchant retails it to another country merchant, who makes a profit of 20 cents a sack and sells it to the consumer for 15 cents less a sack than we pay for it here. This may be a freak.

When I was in business I endeavored to learn what my customers bought at mail order houses. I found that a large part was what I did not keep in stock. If they bought articles by mail that I kept for sale, I had the choice of selling at a price to compete or quit keeping the article.

Chances for Reforms

Produce is not cash, and should not have the purchasing power of cash. There is waste in the handling of produce, and the expense of labor and transportation before it is converted into cash. I think people of good sense all know this and would be willing to trade at a store that made a difference in prices for cash. Merchants must combine to carry out this reform, and to buy in large quantities so as to save freight charges.

Also buyers on credit should pay more than cash buyers, and the buyer who wants his goods delivered at his door should be willing to pay for the service himself, and not have it charged up to the cost of all the goods sold. Retailers can compete with the mail order houses in terms, prices and value by uniting in buying, for people always prefer to see what they purchase before paying for it, and they do not like to wait a week to get it. When the buyer buys in bulk he should have a discount.

If anyone can take a mail order price list and figure out a large saving himself over what he pays at his home town, it is contrary to human nature to give this profit to his neighbor, which by all rights belongs to himself. He needs it to develop his farm, adorn his home, educate his children and pay his taxes, as much as does the retailer. And the money is kept in the community just as much as if the merchant had it. Farmers have no especial love for, or interest in, mail order houses except as they are able to save money in buying from them. The business men must find out why they do not get the trade and revise their way of doing business so as to compete with the other fellows.

Is Combined Buying Feasible?

Mail order houses are as infants compared to these Farmers' Equity Associations.
(Continued on page 39.)

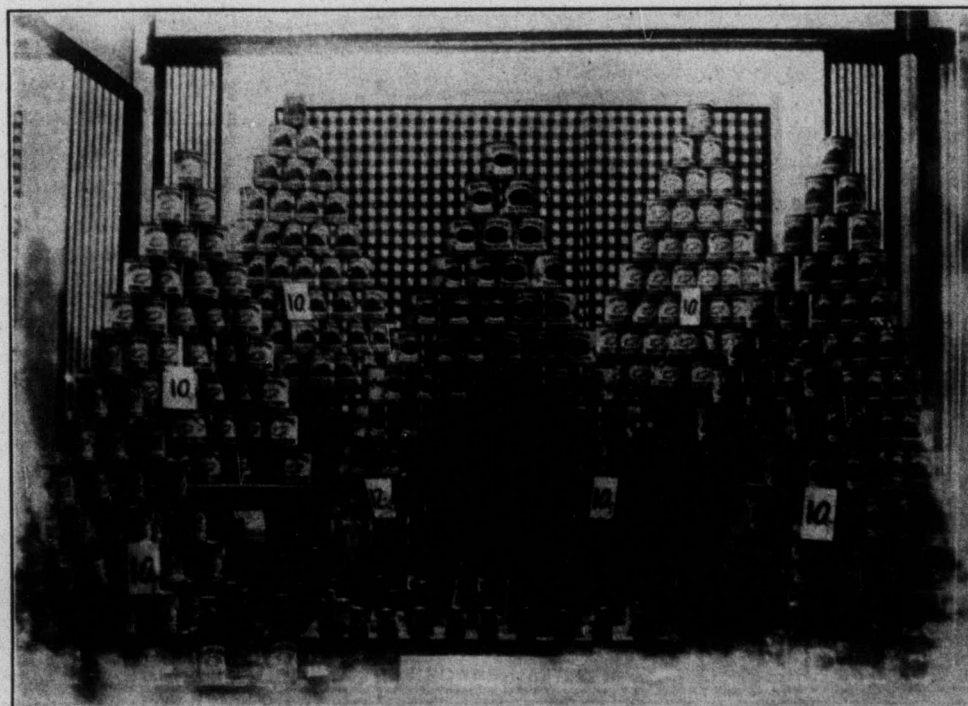
Canned Vegetable Season Here

Now That Fresh Vegetables Are Practically Off Market, Those in Tins Should be Brought Forward—Description of An Attractive Window Shown By Large Portage la Prairie Firm.

THE accompanying display of canned goods which was shown by Brown's, Ltd., Portage La Prairie, Man., illustrates how easy it is to construct an attractive display of canned goods. The general outline of the trim can be seen at a glance. It includes five tall pyramids of canned vegetables, including corn, peas, tomatoes and pumpkin. Two of these stand at the rear of the display, two at the side and one in the centre. The effect of the colored labels which are turned outward can be easily imagined. The highly colored tomato labels will be seen in the centre. In front of this pyramid is a large plant and there is also a similar plant in front of the rear pyramids of peas and corn. The floor of the window in front of these pyramids contains a

small, elevated table, on which are shown canned fruits, tomato sauce in bottles, canned asparagus, pickles and olives. Here is a most attractive trim of canned goods which every retailer can make. The background is worth noticing. The window is enclosed so that the passerby cannot see beyond the display into the store where his attention would be divided.

Now that the season for fresh vegetables is practically at an end, the retail trade will find canned vegetables a most valuable line to feature in display. The fact that vegetables of reputable firms are carefully canned when fresh, so that nothing but the very best of vegetables enters the can, is a big talking point in their favor.



A fine, easily arranged canned goods display shown by Brown's, Limited, Portage la Prairie, Man. With passing of fresh vegetables now is good time to sell these nutritious foods in tins.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

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

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

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

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, OCTOBER 22, 1915

No. 43

PURE GELATINE HIGH IN PRICE

MANUFACTURERS of jelly powder are having considerable difficulty in obtaining pure gelatine, which is one of the important ingredients of jelly powder. One manufacturer states that pure gelatine has advanced fully 50 per cent. since the beginning of the war, due to the fact that this line used to come chiefly from European countries particularly Great Britain, Germany and Austria. Supplies from the latter two countries have, of course, been held up and United States' manufacturers are not in a position to make sufficient quantities to make up the deficiency and bring down the cost.

As jelly powders have not increased in price to any appreciable extent, it means that the manufacturers have been bearing the loss due to the higher gelatine market.

THE JAPAN RICE SITUATION

IN THE LAST report of the Canadian Trade Commissioner at Yokohama, Japan, to the Dominion Government here, the rice question is fully dealt with. He points out that considerable interest is being shown, both in business and farming circles in the prospects of this year's rice crop. The bumper yield last year had the effect of depreciating the price of rice to such an extent that the Government saw fit, soon after the dissolution of the Diet in December last, to take steps for the regulation of the price of rice. The so-called regulation of price in this instance was a scheme to force prices up by the unauthorized use of national funds. An appropriation was made from the so-called surplus funds to the extent of Y20,000,000, and agents of the Government

appeared on the market and bought grain in order to run the market up. These purchases, or rather the anticipation of such purchases, had the effect of enhancing the price of rice, which from below Y12 per koku in Kobe, went up to about Y15, beyond which figure, however, the market refused to go. Those interested in the rice business knew very well that the limited amount of funds at the disposal of the Government was too small to be of any real service in helping to attain the object for which the measure was intended, and they knew it was positively dangerous to push up prices to any great extent, as it was not at all unlikely that the Government might sell out at any moment.

As subsequent events proved, the operators on the rice market were wiser than the Government, and knew a great deal more about the economic law of supply and demand. As soon as the Government had exhausted the funds at its disposal and further purchases of rice were stopped, prices began to fall until they have now reached almost the same level as when the Government put the price regulation measure into operation, and this in spite of the fact that a great quantity of stock has been consumed during the intervening six months.

The benefit of the measure adopted by the Government for the regulation of the price of rice has been almost nil, except that it gave an opportunity to speculators to make money out of the absurd scheme. If the Government had not adopted any artificial measure to regulate the market, it would have adjusted itself in due course, but this process of natural adjustment has been evidently delayed by

official interference. Many speculators, including the Government, have bought large quantities of rice in anticipation of a poor harvest this year, but so far the weather has been exceptionally favorable for the rice crop, and if things continue as at present, another bumper year may be expected. This consideration, together with the enormous stocks of rice held in the principal centres of distribution—the stock in Tokyo alone is returned at the unprecedented figure of 1,600,000 bags—has been pulling down the price of rice to a point quite unusual at this time of the year. If a plentiful crop is assured this year by the continuance of favorable weather, a further slump in prices is thought inevitable.

PORT OF MONTREAL

IN AN address before the New York State Waterways Association Convention held at Syracuse, N.Y., last week, Frank S. Ellsworth, secretary of the association, speaking on the subject, "The Commerce of New York," quoted figures to impress the businessmen of New York with the fact that New York as a port, in rate of progress, has been losing commercial supremacy. Canadian businessmen will be particularly interested in the reference made to the rapid expansion of the port of Montreal. The speaker contrasted the steady increase in the volume of grain tonnage handled through the port of Montreal since 1901, amounting to 68,897,394 bushels in 1914 over 1901, which was an increase of about 2,000,000 bushels in excess of the decrease shown in the grain tonnage of United States ports from 1907 to 1914, although the port of New York showed an increase of 22,481,119 bushels for the fourteen-year period. These conditions reflecting a decrease in the volume of grain tonnage handled at such ports as Boston, Baltimore and Philadelphia aggregating over 75,000,000 bushels from 1901 to 1914, Mr. Ellsworth said, should direct attention to the importance of emulating Canada's avowed policy to "conduct Canadian commerce through Canadian channels. There is a quiet struggle in progress, he continued, between Canada's principal ports and American Atlantic ports for commercial supremacy. This fight, Mr. Ellsworth declared, has been going on apparently without notice for a number of years, and one of the principal "preliminary engagements" was that successfully conducted by the New York Produce Exchange in 1910 and 1911 against the "practically prohibitive railroad rates on ex-lake export grain at and east of Buffalo." The contest, however, said the speaker, is no affair of a day, a month or a year, but is endless and calls for the most earnest thought, strategic ability and resourcefulness of the business men in the United States.

TIGHT REIN ON CREDITS

THERE ARE three important stages of retail merchandising. In the first place there is the buying—for goods must be well bought. In the second place there is the selling—for no matter how well goods are bought there must be a proportionately good sale, a sale where there is a profit and a satisfied customer too. In the third place there is the collecting—for goods that are not paid for are not well sold.

The trouble with many merchants is that they pay little attention to the collecting as a factor in the sale. They buy at a certain figure and they sell at a certain figure, and they estimate the proportionate overhead expense; and they then think that they have arrived at a basis of profit. But if the collected price is not equal to the selling price, plus interest and expense of collection, then that selling price cannot be figured as a basis of profit.

Accepting then that the sale is not completed until the retailer has received the actual cash it is on this basis that the merchant must buy. In other words he must make allowance between his buying and selling prices for the cost of collection, for the bad accounts and also he is entitled to make allowance for interest on the outstanding accounts until they are collected as it is only then that he has realized his selling price.

If the merchant carries say an average of ten thousand dollars on his books for a year he should make allowance for this in his buying and selling; his credit business is costing him good interest on this amount. Say at eight per cent. the merchant is paying \$800 the year on his ten thousand dollars of accounts for the convenience and accommodation of his trade. This can be easily estimated—and in many cases it will be found that the amount will be more, rather than less.

When the retailer gives credit he must extend this credit either out of his own funds or he must get a line in return from the wholesaler. When the wholesaler extends credit it is at a price. The wholesaler does not add interest to cover the amount for the time outstanding; he adds the interest in on the sale price. The retailer pays his interest through not being able to take advantage of discounts.

The moral is to reduce the credits to the minimum and where goods are given on account to make the term as short as possible and insist upon settlement when the time is due. This is not an argument for or against the policy of doing business on a cash basis. That is a subject which has long been argued and will no doubt be argued long into the future. There are many good arguments on both sides. Under the existing conditions the majority of merchants have decided that it is necessary to do a certain amount of credit business and if this credit business is to be done the merchant should remember that it is costing him money and that collections hold an important relation to buying.

Fall Number Next Week

An Exceedingly Valuable Issue For Our Readers—List of Some of the More Important Articles
—An Issue For Clerks as Well as Store Proprietors—Information First Hand
From Business Men.

TO THE TRADE: We have been telling you for some weeks about a number of the special articles ready for the big Fall Campaign Number of next week. These articles vary in character so as to cover every phase of the grocery business. They have either been prepared by retailers themselves or they have been secured by Canadian Grocer representatives in all parts of the Dominion, first hand from retailers. The issue will not only appeal to dealers themselves, but to clerks who are anxious to become better acquainted with the grocery business and methods for conducting it successfully. We have got into touch with a number of exceedingly bright, intelligent and progressive dealers from coast to coast—men who are to-day making successes in their particular field, so that what they have to say must be of great practical advantage to every reader.

As a last word before the appearance of the Fall Sales Number we can do no better than record here the subjects of some of the most important articles prepared:

SPLENDID CHRISTMAS PROSPECTS—Some forty dealers contributed to this one article.

Getting the High-Class Trade.

Business Methods on the Gaspé Coast.

"I'm a Merchant" — a splendid mail order story.

A Unique Plan to Beat Mail Order Houses—a good story from Alberta.

Fixtures That Help Sell Goods.

Selling More Confectionery.

A Provision Department That Sells.

Window Trimming—this includes six exceedingly fine Christmas displays.

The Cost of Doing Business—20 to 30 grocers contributed to this one article.

Following up all Expenses.

Christmas Advertising Suggestions.

Show Card Writing.

Price Comparison Table—this shows wholesale prices on staple groceries for the past 25 years.

How Other Grocers Do Things—A page of methods from various provinces.

Phone Trade Over 85%.

Investments Outside the Business.

Forty Years in the Same Place.

Selling Methods of a B.C. Dealer.

Boosting Fruit and Provision Sales.

Record of Each Day's Business.

Last Year Christmas Advertisements.

The above does not represent all the articles in the Fall Number. There will be others. The chief credit for such a splendid array of practical articles is almost entirely due to Canadian Grocer readers. They have responded splendidly, and without their co-operation in supplying articles and information it would have been impossible to produce such an issue.

Watch next week for the Fall Number of 1915.

Toronto, Oct. 22, 1915.

THE EDITOR.

Cost of Living in Germany

Washington, D.C., Oct. 15.—Diplomatic officers who have been following closely the controversy between the United States and Germany regarding the method of conducting submarine warfare and the atrocities practised on innocent vessels carrying American citizens are convinced that it was not solely Germany's desire to remain friends with the United States which prompted the disavowal of the sinking of the Arabic. One reason for the reversal of her policy in regard to the Arabic case is believed here to be due to internal forces at work in Germany and not so much the persuasive powers of the diplomats of the United States. It is rumored that the German submarines have been destroyed at an alarming rate. Furthermore, officials here have authoritative information showing that the commercial blockade of Germany has been highly successful.

Diplomatic officers are in an enviable position to gather statistics on the conditions of commerce in the various belligerent countries. These statistics, owing to their highly important value at the present moment, have been gathered during the past year with extraordinary care. Your correspondent has been privileged to view some of these tables showing the increase in the cost of living in the various centres of Europe during the first year of the war. The great advance in cost of provisions in Germany indicates that the commercial blockade has been successful and that this has been a contributing cause for the reversal of Germany's attitude towards the negotiations with the United States over submarine warfare.

Prices in Allied Countries

Confidential circulars have been distributed to American business men by the Bureau of Foreign and Domestic Commerce, Department of Commerce, showing that prices of products in a number of notable instances are lower in England than in the United States. This has been proven true in the case of wire nails in Bristol and the price of the same article in the United States. The official figures, which your correspondent is able to quote, show that even in Russia, the most inaccessible of the Allies, the cost of living is not much out of normal, whereas in Germany the cost of food products has increased in some instances as much as 400 per cent.

The cost of commodities in Russia has, as a matter of fact, decreased in some particulars since last March, due to the opening up of some of the northern ports during the summer. The report from

Petrograd shows that in August last beef was selling for 13 and 14 cents per pound. It had sold for 15 and 18 cents a pound in March previous. A like reduction in the cost of other provisions from March to August was shown by the official figures.

During August filet of beef sold for 23 and 35 cents per pound; veal sold for 20 and 30 cents per pound; mutton for 15 and 20 cents; pork for 18 and 24 cents, and ham for 45 and 50 cents per pound. The Petrograd prices for meats have been upon a basis favorably comparable with the prices prevailing in the United States. In some instances, the official report shows, the prices of products in Petrograd have been lower than prices prevailing in the United States. Kitchen butter sold for 24 and 27 cents per pound during August, and table butter for 35 and 40 cents per pound.

Potatoes sold for 5 cents per pound during August. Eggs brought only 17 and 20 cents per ten. Kerosene sold for 3 cents per pound. Bread brought but 2½ cents per pound. Coffee sold for 50 and 75 cents per pound; sugar for 8 and 10½ cents per pound; salt for 1½ cents per pound; rice for 10 and 14 cents per pound; flour for 5 cents per pound. Chicken brought 75 cents and \$1.00 a piece; heath-hen brought 75 cents and \$1.50. Herring sold for 5 and 12 cents per piece.

Firewood sold for \$4.50 per sajen (1-6 cord). Coal, it is said, is not to be had at all. It sold for \$17.50 per short ton in March. Oats bring \$62.50 per short ton, and hay sells for \$36 and \$50 per short ton.

To compare with these figures have been collected the statistics on the cost of living in Austria. These figures represent the prices prevailing in one of the most famous watering places in Europe. They are typical of the conditions prevailing throughout Austria and the territory which is now suffering so keenly from the commercial blockade of the Allies.

It was reported that in August apples sold for 5½ and 14½ cents per pound, an increase of 50 per cent. since the beginning of the war. Bacon sells for 47 cents per pound, an increase of 240 per cent. Cooking butter sells for 54 cents, increase 90 per cent; table butter brings 62 cents, increase 65 per cent. Barley sells for 14 cents per pound, increase 250 per cent. Coffee brings 45 and 76 cents per pound, increase 33 per cent. Flour sells for 7 cents per pound, increase 75 per cent. Groats bring 14 cents per pound, increase 250 per cent. Honey

sells for 45.5 cents per pound, increase 100 per cent. Vegetable lard sells for 32.8 cents, increase 200 per cent; other lard brings 45.5 cents per pound, increase 100 per cent.

The increase in the price of meats has been 90 per cent. since the outbreak of the war. Pork now brings 43.5 cents per pound; veal, 43.5 cents; beef, 36.5 cents; smoked meats, 51 cents; mutton, 36.5 cents; lamb, 36.5 cents.

Rice sells for 14.5 cents per pound, increase 250 per cent. since the beginning of the war. Salt brings 3.5 cents per pound, increase 25 per cent. Sugar brings 9 and 10 cents per pound, increase 33 and 50 per cent. Soap costs 18 cents, increase 150 per cent. Kerosene costs 56 cents per gallon, increase 75 per cent.

Eggs now cost 39 cents per dozen in Austria. Their advance in cost has been 400 per cent. since the beginning of the war. Potatoes sell for 85 cents per bushel, the increase being 300 per cent.

LAKE OF THE WOODS STATEMENT

The annual statement of the Lake of the Woods Milling Co. shows a splendid year. The profits of \$518,920 indicated an increase of \$10,981 as compared with the previous statement, but compared also with \$549,667 in 1913. The usual amounts for bond interest and preferred and common dividends were provided, and there was \$100,000 written off, with the result that there was an addition to the surplus of \$46,920 as against \$35,939 a year ago. The company's reserve has now reached a total of \$935,994.

The officers and board of directors were elected as follows: President and managing-director, Frank S. Meighen; vice-president, W. W. Hutchinson; directors, George V. Hastings, R. M. Ballantyne, J. K. L. Ross, Abner Kingman, Tanerede Bienvenu, John W. Carson; secretary, F. E. Bray; assistant-secretary, R. Neilson; treasurer, T. F. McNally.

THE ONLY WAY

"Peters," said a grocer to his clerk, "I owe about \$500."

"Yes, sir."

"I have about \$2,000 in the safe, but the shop is empty, I think it is the right time to fail."

"Yes, sir," said the courteous clerk.

"But I want a plausible pretext for my creditors. You have brains, and I wish you'd think the matter over tonight."

The clerk promised to think it over carefully.

On entering the shop next morning the grocer found the safe open, the money gone, and in its place a note which ran as follows: "I have taken the \$2,000, and am off to the States. It is the best excuse you can give to your creditors."

Compulsory Half Holiday

Grocers of Toronto Favor This for All Canadian Retailers, and Ask Dominion Board of R.M.A. to See Government—Discussion on R.M.A. Trade-mark.

Toronto, Oct. 20th—(Special).—The Grocers' Section of the Retail Merchants' Association, Toronto Branch, have opened a campaign for a statutory weekly half holiday the year round for all retailers all over Canada. The moving spirit in this radical suggestion is D. W. Clark, of Avenue road, Toronto. At the regular meeting of the Grocers' Section on Monday night last, he discussed this matter and moved that the section request the Dominion Board of the Retail Merchant's Association of Canada to memorialize the Dominion Government to make a statutory weekly half holiday the year round—preferably on Wednesday afternoon, the time of closing to be one o'clock. This was seconded by Donald Nicolson and carried. Mr. Clark pointed out that there are at present laws governing the working hours of labor people and there was no reason why a law should not be passed making it compulsory for retailers to close at least one afternoon during the week so as to allow that short period of recreation for dealers and clerks. The matter has now been passed on to the Dominion Board for its consideration.

A great deal of the time on Monday night was taken up in discussing the R. M. A. brand of goods which manufacturers are getting out for the grocers. The list now includes soap, which was the first, tea in packages, extracts, a cleansing powder, and rolled oats. The latter item was decided upon on Monday night on the recommendation of W. J. Nichol, who was the first to bring this question before the association last spring. There was some opposition to including rolled oats, some of the dealers maintaining that goods should not be put up for the grocers where the manufacturers were giving them a square deal. Donald McLean and W. J. Parks voiced this sentiment. Mr. Black opposed rolled oats because he claimed they were a precarious line to handle and particularly if they got stale on the grocer's shelves. Nevertheless, when the matter came to a vote the majority decided to go ahead with rolled oats under the R. M. A. brand.

Chairman Neil Carmichael also went on record as opposing the project of the association, particularly where manufacturers were treating the retailers right by preventing price-cutting on the part of big stores and giving the dealer a fair profit.

The members felt that before going any further with the R. M. A. goods, it was desirable that the trade mark should

be registered, and on motion of Messrs. Bentley and Fraser this was decided upon, the matter being placed in E. M. Trowern's hands as Dominion Secretary. In fact, the placing on the market of the R. M. A. goods will be placed in the hands of the Dominion board so as to have supervision of anything that may be done in other provinces.

The chair was occupied by chairman of the section, Neil Carmichael, and the trade was exceedingly well represented, there being many new members present.

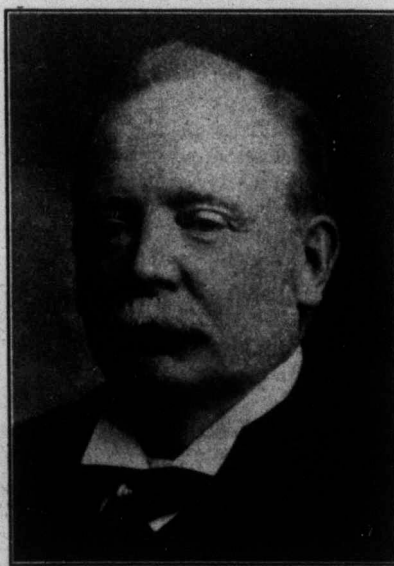
Before closing the grocers voted \$100 to the Red Cross Fund as an evidence of their sympathy in the good work the Red Cross is performing.

DEATH OF PROMINENT BROKER

Geo. Musson, Connected with the Grocery Business for 40 Years, Passes Away

Toronto, Oct. 21.—The grocery trade in this city lost an esteemed friend during the past week in the death of George Musson. About 40 years ago Mr. Musson opened a general brokerage business on Front street, and has ever since been associated with that important phase of the grocery business. For 40 years almost he has been a familiar figure in Toronto's grocery centre and his death will be greatly regretted by all who knew him in a business way—brother brokers, wholesalers and retailers.

The late Mr. Musson was born in To-



GEO. MUSSON,

A Toronto grocery broker for forty years, who passed away last week.

ronto and on Nov. 3 next would have attained the ripe old age of 79 years. Until last February he had been blessed with good health, but since that time had only been to his office four times—the last occasion was on May 4—but up to the last he continued active about his home. Among his three surviving sons is J. W. H. Musson, who has been associated with him in the brokerage business for a number of years.

A PURE FOOD EXHIBIT

The Grocers' Section of the Retail Merchants' Association, Ontario Branch, is putting on a pure food exhibit next month. This will be held in the large auditorium and display room in their new quarters at the corner of Yonge and College streets, Toronto. The present plans of the officials include demonstrations of various foodstuffs by manufacturers, addresses by food experts from the Inland Revenue Department, Ottawa, on food qualities and food analysis, and talks by prominent food manufacturers. The exhibit will be open to the general public, the invitations to be presented by grocers to their customers. The association expects to put on an interesting display of foodstuffs, and to have large crowds visit the exhibits.

BIG ADVANCES IN HERBS

The increased cost of herbs such as sage and mint since the opening of the war has been one of the features of the spice market. Sage, which is the main herb, has advanced no less than 700 per cent. Probably the best sage comes from Austria, and of course shipments from that country have been neglected. Mint which is also high comes chiefly from France.

THE DUTY ON CURRANTS

In the British House of Commons recently, one of the members moved an amendment to leave out the increase of duty of 17s a cwt. on currants. He said that representations had been made to the Government that in 1890 a convention was signed with the Greek Government undertaking that without a year's notice the British Government should not increase the duty on currants. That convention had never been repudiated. His Majesty's Government had not given any notice to the Greek Government, and therefore they were bound to withdraw this part of the resolution. A member asked what difference this would make in the treasury estimates, and it was pointed out that it would mean £60,000 out of £150,000. The amendment was agreed to.



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

Ed. Dubois, general merchant, L'Avenir, Que., has sold to H. Raiche.

S. Anderson & Co. succeeds J. N. Dolan, general dealer, Aylwin, Que.

Stock of the grocery store of W. P. Beaudin, Montreal, has been disposed of.

The Peterson Fruit Co., Montreal, have secured the agency for Acme brand oysters.

Alex. L. Lockerby, president of Lockerby's, Limited, wholesale tea dealers, Montreal, died last week.

E. B. Prieur, who established the first starch factory in Quebec Province at Coleon Landing, later establishing a branch at Rimouski, died last week at the age of seventy-one.

The annual meeting of the St. Lawrence Flour Mills Co. was held last week in Montreal, at the head office of the company. The financial statement submitted was reported satisfactory, but following the practice of the company, it is not published. The directors were re-elected as follows:— A. Grier, president; T. Williamson, vice-president; Col. A. E. Labelle, managing director; Sir Rodolphe Forget and C. J. Fleet, K.C.

Ontario

Samuel Walker, a Lindsay, Ont., grocer, died recently.

Wm. Maidment, grocer, Toronto, has sold to Green & Gordon.

R. Pyke has purchased the grocery business of Rebecca J. Laird, Toronto.

A. J. Merkley, general merchant, Atherly, Ont., has sold to J. A. Therrian.

J. F. Cahill has purchased the grocery business of Lamorie Bros., Arnprior, Ont.

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

The Rodney Woodenware Co., Rodney, Ont., basket manufacturers, sustained a fire loss recently.

The W. T. Rawleigh Co., of Freeport, Ill., manufacturers of extracts, flavors, spices, polishes, etc., will erect a factory in Hamilton, Ont., according to Commissioner Marsh. A two-acre site has been purchased, and the factory will be 120 x 60 feet in dimensions.

Wm. Wilson, who has been living a few miles north of Uxbridge, Ont., has purchased the general store business at Victoria Corners, from T. O. Brown, who is moving to Cashel, Markham Township. This is the business carried on so long

by J. J. Sanders, now in Western Canada.

The City Council, Board of Trade, and a number of private citizens of Chatham, Ont., were the guests of the Dominion Sugar Company, of Wallaceburg, recently. The trip was arranged for the purpose of acquainting Chatham citizens with the benefits that will result from the erection of the million-dollar sugar plant in Chatham.

After an illness extending over two years, John Pugsley, formerly of Pugsley, Dingman & Co., died recently. He was born in 1852, and in 1883 came to Toronto from Selkirk, Ont., where he formed the partnership known as Pugsley, Dingman & Co. After 23 years of active business life, he disposed of his interests in that firm, and since then has lived in comparative retirement.

Tom Ranahan, a London, Ont., grocer, who has been ill for some time, is taking a long needed rest.

Lew Summers, of Summers Bros., grocers, London, Ont., was married to Miss Buskard, on Thanksgiving Day.

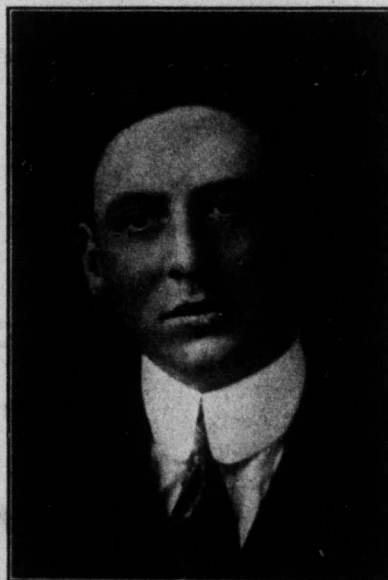
Mrs. Hobbin's grocery store on York Street, London, Ont., was damaged by fire to the extent of \$100 recently.

The merchants of Exeter, Ont., have decided to close their stores every evening, except Saturday, after November 1.

E. M. Trowern, Jr., son of E. M. Trowern, secretary of the Dominion Board of the Retail Merchants' Association of Canada, has enlisted for overseas duty with the 34th Battery at Kingston, Ont. Mr. Trowern has given up his art studies in which he was a brilliant student, to fight for the Empire.

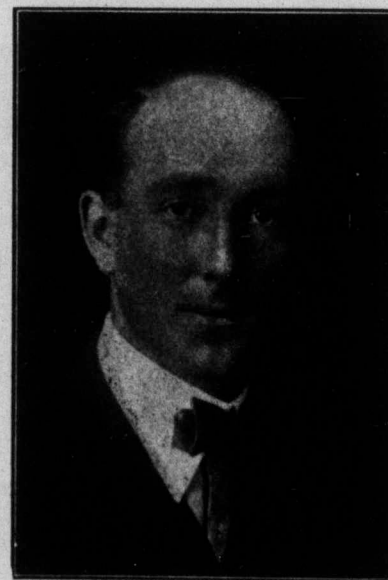
(Continued on page 35.)

Grocery Salesmen Enlist



C. H. SMITH,

A salesman for H. G. Smith, Limited, wholesale grocers, Regina, who has enlisted for overseas duty.



JOHN EDWARDS, Regina, Sask.

Another H. G. Smith salesman who loyally gives up his position to fight for the Empire.

These two travelers for H. G. Smith, Ltd., wholesale grocers, Regina, Sask., have enlisted for active service with the 79th Cameron Highlanders, recruiting in Winnipeg. These are John Edwards and C. H. Smith. Before leaving, the office and sales force gathered together and on behalf of the staff Mr. Kennedy presented each of the boys with a purse of gold, and for the firm Mr. Smith presented them with military wrist watches. Messrs. Edwards and Smith were enthusiastic young salesmen and they will prove just as enthusiastic soldiers for the Empire. The Western trade will hope for their safe return.

Sugar Market Up at the Coast

Advance of 20c Occurs There—New York Set the Pace—Teas Down a Farthing in London—
New Crop Beans Coming—Stronger Market in Cotton Twine — Spot
Currants Up.

Office of Publication, Toronto, Oct. 21st, 1915.

EGGs are going up. The situation is getting tighter and tighter every day, as it usually does towards this time of the year, and the market on new-laid is up from last week. Not only is this so, but the quality of new-laid which are now coming is not at all good. The tendency on the part of some producers about this time is to hold back new-laid for higher prices and ship in a lot of eggs that will not grade. These are no doubt good eggs, but they would not grade as strictly fresh and the scarcity of strictly new-laid eggs is responsible for the tightening of the market price. In addition to this the storage situation is extraordinarily sound, and there is a big export going on to Great Britain at present. Moreover, the surplus in the States was diminished by 50% last month and some people who ought to know, figure that by the end of October there will not be any eggs left. The exact number of cases consumed last month was 300,000. If by the end of this month what is forecast actually happens, then the situation will be considerably firmer. It has to be remembered that storage eggs began to sell rather later this year than before, but already the situation is distinctly strong. So now it looks as if we are going to have higher levels for eggs and those in the very near future.

Once more we have to record an advance in the price of cheese on some markets, and this again is due to the large amount which is being exported to England. A gentleman who is well posted on these matters and who has now just returned from England, says that stocks in Liverpool have never been as light and that the demand coming over to Canada is enormous. We are none too well supplied and the big export of cheese is making prices for domestic buyers distinctly higher than they would be ordinarily. Butter is firm too, though dairy is plentiful now that people prefer to keep stocks at home rather than send to the creamery or cheese factory. There is not as much creamery coming, but more dairy. Nevertheless, this will not make the situation any more easy, as there is a big demand, and what is coming is not any too much at that.

Once again the potato market is higher, and apparently we are going to see stiff prices on potatoes this year. It will be remembered that we were let down lightly last year, following a year of high levels in 1913. The changeable weather,—rather than the bad weather—of this year, has affected the potato crop and has inflicted a sort of rot which seems to have gone right through. This applies not only to Ontario, but also to Delawares, and in addition to the actual scarcity of crops, there is so much damaged that prices are going to be distinctly high.

The vagaries of the wheat market are responsible for a stiffening in flour and prices would have advanced had it not been that suddenly the wheat market dropped again by 3 or 4c. Just as we go to press, however, it has stiffened again by about that amount and it would not be surprising if, before our next issue is out, Manitoba and Ontario Winter wheat flour are both higher. There is a big demand from England for Ontario Winter wheat flour at this writing. The flour situation has become much firmer because many people have held off in their demand, thinking they would see lower prices. This demand has now come, and in the aggregate it must be a big one. The result is that flour may advance very shortly, that is if the wheat market continues to be as strong as it is to-day.

Sugar has advanced 20 cents in British Columbia and Alberta, but up to present, Eastern refiners are holding off in face of a firmer raw situation.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Much better demand for flour.
Some feeds up; others down.
Firmer rolled oats market.
Bran declines dollar per ton.
Export demand for Ontarios.

PRODUCE AND PROVISIONS—
Finest creamery up a cent.
Dealers begin to buy honey.
Pure and compound lard up.
Cheese and eggs unchanged.
Small fowl quoted lower.

FISH AND OYSTERS—
Dressed bullheads plentiful.
Halibut advances a cent.
Salmon a scarce article.
Shell oyster trade suffers.
Cured herrings not plentiful.
Whitefish getting scarcer.

FRUIT AND VEGETABLES—
Potatoes advance again.
Montreal head lettuce quoted 60c doz.
Hothouse tomatoes jump to 18c.
Market glutted with celery.
Egg plants off the market.
New Brussels sprouts arrive.
Apple markets much firmer.
Further drop in blue grapes.

GENERAL GROCERIES—
Firmer sugar market.
Cotton twine advances a cent.
Gallon apples down to \$2.75.
New canned vegetable prices.
Advances made in almonds.
Grenoble walnuts decline slightly.
New raisin prices named.
Advance in spot currants.
Citron peel may be scarce.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Export demand for Ontarios.
Better feeling in flour.
Feeds easier again.
Rolled oats stiffer.
More export business.

FISH AND OYSTERS—
Whitefish very scarce.
No fresh Eastern salmon.
Fresh halibut in again.
Oyster business light.

PRODUCE AND PROVISIONS—
Lard prices up a cent.
Firmer market in butter.
Cheese levels higher.
Low stocks in Liverpool.
New lards scarce; quality not first-rate.
American egg excess dwindles.
Good business in poultry.

FRUIT AND VEGETABLES—
Peaches stiffening up.
Plums plentiful and low.
Onions 5c higher.
Potatoes up a nickel.
Apples poor quality.
McIntosh Reds now in.
Quinces get the business.

GENERAL GROCERIES—
Currant quotations higher.
Nuts brisker this week.
Canned strawberries selling.
Strong sugar market.
Teas down in London.
Beans hard to get.

QUEBEC MARKETS

Montreal, Oct. 21.—Chief interest centres around flour and sugar. Orders for the former have been flooding in on account of the firmness of the wheat

CANADIAN GROCER

market last week. An easy movement which developed this week probably had the effect of keeping buyers away, but for a while mills were kept running with orders. Prices on certain feeds are up, while others have declined; most important is a decline of a dollar per ton in bran. There has been a firmer feeling to the rolled oats market, but the market is considerably disturbed owing to the fact that a wholesale house is quoting \$2.35 for 90's. A week ago they were quoting \$2.25.

As for sugar, the trade is waiting to see what the local refiners will do about the firmer situation which has developed in New York. If prices are raised, there will likely be a big buying movement.

Higher prices are looked for on Norwegian sardines. It is stated there has not been a sardine shipped for weeks. English herrings, which were selling at \$1.40 per doz., have advanced to \$2.30. It is believed here that the British Government has prohibited fishing on account of the trouble experienced looking after the trawlers. Canary seed, which advanced to 10c some time ago on account of the Balkan trouble, has declined to 8-9c. There is an advance of a cent in cotton twine.

Business is reported good in Quebec, Ontario and the Maritimes. The volume is not as good as normally, retailers doing business with caution still. However, it is evident that confidence has been restored to a great extent, and business is more active than at same time last year.

SUGAR.—The market in New York was firmer this week, but refiners here, up to Wednesday, had taken no action. Sales of a hundred thousand bags of Cuban raws were made in New York at \$4.26, duty paid and landed New York. Immediately after this sale was made, which established the market for raws, all New York refiners advanced their prices to \$5.15. It is possible that refiners here will also take action. Up to present there has been little more than a hand-to-mouth demand from the retail trade, and until such time as the advance takes place, the demand will not improve. When it does, there should be a deluge of orders, as it is months since there was any buying of sugar to speak of.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 05
50 lb. bags	6 15
2 and 5-lb. cartons	6 35
Yellow Sugars—	
No. 3	5 90
No. 1	5 55
Extra Ground Sugars—	
Barrels	6 40
50 lb. boxes	6 50
25 lb. boxes	6 80
Powdered Sugars—	
Barrels	6 20
50 lb. boxes	6 40
25 lb. boxes	6 50
Paris Lump—	
100 lb. boxes	6 55
50 lb. boxes	6 75
25 lb. boxes	6 95
Crystal Diamonds—	
Barrels	6 55
100 lb. boxes	6 75
50 lb. boxes	6 85
25 lb. boxes	7 05
Cartons and half cartons	7 40
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Spot prunes are cleaned up, and new prunes and prices are expected here within the next week or so. It is said that 70 to 75 per cent. of the entire new crop has been sold; in Oregon and Washington, where there have been bad crops, the supply has been entirely cleaned up. While prices are firm, they will not be affected immediately. If prunes could be shipped to Europe, there certainly would be an upward tendency.

Market on raisins and apricots is active, with no probability of decline, and every possibility of advance. Peaches are so extremely low that anything might advance the market from a cent to three cents per lb. The following new prices have been named on new crop raisins, which are due here shortly:

Seeded, fancy, 1-lb. pkgs	10½c
" choice, 1-lb. pkgs.	10c
Seedless, 1-lb. pkgs.	11½c

It has been pointed out for some time that some doubt exists whether this year's crop of currants from Greece will ever reach this market in any quantity, as on the outbreak of the Balkan conflagration, a few weeks ago, the Greek Government requisitioned all steamers. As a result of this situation, Montreal wholesalers have advanced prices on spot stocks, quotations now being as follows:

Fine Filiatras, loose	10c lb.
" " 1-lb. pkgs.	11½c

This is an advance of half a cent. All primary markets for figs—Greece, Spain, Portugal and California—Smyrna being out of the question, are dearer. It is the opinion of the trade that citron peels will be scarce, and packers have cut down their orders to about half. There must be a shortage in the crop.

EVAPORATED FRUITS. Per lb.

Apples, choice winter, 25-lb. boxes	0 00	0 00
Apples, choice winter, 50-lb. boxes	0 00¼	0 17¼
Apricots, choice	0 15¼	0 17¼
Nectarines, choice	0 11¼	0 11
Peaches, choice	0 10	0 11
Pears, choice	0 13¼	0 13¼

DRIED FRUITS.

Candied Peels—		
Citron	0 20	0 21
Lemon	0 13¼	0 14
Orange	0 13¼	0 14
Currants—		
Filiatras, fine, loose, new	0 10	
Filiatras, packages, new	0 11¼	
Dates—		
Dromedary, package stock, per pkg.	0 30	
Fards, choicest	0 12¼	
Hallowee, loose	0 05	
Hallowee, 1-lb. pkgs.	0 07¼	0 09
Figs—		
5 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 11¼	
1 lb. glove boxes, each	0 12	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14	
40 to 50, in 25-lb. boxes, faced	0 13	
50 to 60, in 25-lb. boxes, faced	0 12	
60 to 70, in 25-lb. boxes, faced	0 11	
70 to 80, in 25-lb. boxes, faced	0 10	
80 to 90, in 25-lb. boxes, faced	0 09¼	
90 to 100, in 25-lb. boxes, faced	0 09	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 00	
Muscatale, loose, 5-crown, lb.	0 08	
Cal. seedless, 16 oz.	0 11¼	
Fancy seeded, 16 oz. pkgs.	0 10¼	
Choice seeded, 16 oz. pkgs.	0 10	

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

NUTS.—Reports received on the walnut situation are that the crop is late

and progressing unfavorably. This is different to the report received two months ago. Offers of Mayettes have been withdrawn, it being difficult to get orders covered in the Grenoble district. The Valencia almond crop is particularly late, and even at this date supplies thoroughly dry and fit for cracking are reaching Malaga in small lots. Montreal quotations on Valencia shelled almonds, in view of the above, have been advanced to 38-40c. Tarragona soft shell almonds are up half a cent, new quotations being 17½-18½c. On the other hand, pure Mayette Grenoble walnuts, for spot stocks, are down a little, and are offered at 15-16c. Brazils have advanced half a cent per lb., and are quoted at 17-18c.

Almonds, Tara	0 17½	0 18¼
Grenobles, new	0 15	0 16
Marbots, new	0 13¼	0 14
Shelled walnuts, new, per lb.	0 35	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 28	0 40
Sicily filberts	0 14	0 15
Filberts, shelled	0 24	
Pecans, large	0 20	0 21
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	
Peanuts, No. 1, Spanish	0 08¼	

MOLASSES.—The situation remains same as for the past few weeks, except that the market becomes stronger and stronger as the visible supply decreases. Wholesalers claim that the demand from the country is only hand-to-mouth, as the buying was heavy when the market first began to get firm. It is reported that a large holder of molasses is putting considerable blended stuff on the market. News from Barbadoes is to the effect that there has been a little rain, which is worth lots of money to the planters; it looks as though there will be a bumper crop next year.

Barbadoes Molasses—	Price for	
	Island of Montreal.	Choice.
Punchoons	0 57	0 43
Barrels	0 60	0 51
Half barrels	0 62	0 53

For outside territories prices range about 3c lower.
Carload lots of 20 punchoons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¼c; ¼ bbls., 4c; ¼ bbls.	0 04¼	
Pails, 8½ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ¼ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4¼c; ¼ bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case	3 60	

SPICES.—Cream of tartar is quoted as high as 60c. There has been cheaper stuff bought, but it is hard to get it on this market. Recently there was a little advance in peppers, but not big enough to affect prices to the retailer. Dutch caraway seed has jumped to 20-22c, whereas it used to sell at 9c. It is not of great importance to the grocer, being used mostly for the manufacture of biscuits and for making liquor.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	0 16	0 60	0 25
Cassia	0 22	0 80	0 25
Cayenne pepper	0 25	0 85	0 25
Cloves	0 25	1 05	0 25
Cream tartar—60c.			
Ginger, Cochín	0 22	0 80	0 25
Ginger, Jamaica	0 23	1 00-1 15	0 25
Mace	0 50	1 00	0 25
Nutmegs	0 60	2 40	0 25
Pepper, black	0 30	0 90-1 00	0 25
Pepper, white	0 30	1 15-1 20	0 25
Pastry spice	0 22	0 85-1 20	0 25
Pickling spice	0 14-0 15		
Turmeric	0 21-0 25		

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

CANADIAN GROCER

ONTARIO MARKETS

Toronto, Oct. 21.—Christmas buying is in the offing now, and it will not be long before some of it is done. It would appear to be a good thing for the retailer to buy early. Many Christmas lines, if we mistake not, are going to be high, and getting in early may save higher levels. Currants and raisins, for instance, are in this case. This week we quote a rise in currants, spot stocks, of a cent at least, and the market is just as firm as ever. Valencia—what few there are to be had at all—are up too. Peels may be firmer later on. Some Christmas buying is going on at this present.

There has been a communication received here from the Trade Commissioner at London, Eng., saying that they want more and more Canadian eggs over there. There is, of course, a marked scarcity of supplies from other sources—Russia, Denmark, and so on—and the outlook, says Mr. Harrison, for fall is encouraging to Canadians if they have the eggs to export. The finest eggs from this side are selling at 17s. now, and higher prices still will likely be paid. Canadian Grocer has gone thoroughly, again and again, into the reasons why this valuable export trade should again become what once it was to this country.

Sugar is firm, and there are not wanting those who say it will be higher shortly. Considerable impetus has been given to demand this week, and a strong and healthy tone now exists. New York's state of trade was the reason; we are usually correlative to that market. In Vancouver there has been a 20c advance.

Business generally seems to be picking up, and is described by many as "about normal." This is significant. There is no good in expecting too much; the tendency on the part of some folk is to keep on saying business is bad. It is, at any rate, vastly better than a year ago, and from what can be gathered from individual conversation with wholesalers, collections are normal, and orders coming in as well as in most average years.

SUGAR.—The market here is both firm and active—a strong, healthy market, as one sugar man reported. This follows New York, where, last week, there was an excited flurry consequent upon which raws jumped from \$4.01 to \$4.26. Refiners started in heavily to buy, one alone taking 100,000 bags at the high level mentioned. There was an advance of 5/8c per pound in three weeks.

All New York refiners are up 15 points, and the beet refiners of the Middle West also advanced prices. No advance is yet recorded here, though it is talked of by one or two refiners, and there has been considerable buying. It would not, therefore, be surprising to see higher levels.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 11
50 lb. bags	6 21
10 lb. bags	6 30
3 and 5-lb. cartons	6 40

Cardamom seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	0 13	0 13
Dutch	0 20	0 22
Cinnamon, China, lb.	0 14 1/2	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 45
Cayenne chillies	0 35	0 35
Shredded coconut, in pails	0 18 1/2	0 22
Pimento, whole		12-15

COFFEE.—The demand for coffee continues better than for many months past. It would appear that dealers have allowed their stocks to run low, and with the return of confidence are buying more freely. There has been little change in coffee quotations for a long time.

Coffee—		
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 26	0 28
Mexican	0 25	0 28
Maricao	0 22	0 24
Jamaica	0 22	0 24
Santos	0 19	0 22
Rio	0 16	0 18
Chicory		0 14

DRIED VEGETABLES.—The bean market here is pretty well cleaned up, and good cars bring as high as \$4 on a retail basis. It was stated this week that a sample of Ontario beans had arrived, and out of ten beans there were only three perfect ones, the remainder being stained. The pea market has firmed up a little. As the trade here have been waiting for large shipments, which were not realized, the market became firmer. Local peas have been arriving in such small quantities, it is difficult to make up a car. There are no new splits on the market.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 46	3 60
Yellow eyes, per bushel		4 00
Lima, per lb.	0 07 1/2	0 08
Peas, white soup, per bushel	2 65	3 00
Peas, split, bag, 98 lbs.		5 50
Barley, pot, per bag		2 90
Barley, pearl, lb.	0 05	0 06

CANNED GOODS.—Sales are still being made of tomatoes at 97 1/2c, despite the fact that this is below market price. Corn, peas and beans are quoted by some at 90c. This, however, does not mean an easier market. It is simply the result of having open prices.

The following new quotations have been named on certain lines of canned vegetables:

- Lima beans, \$1.25—a 5c advance.
- Corn on cob, gal., 4.75 doz.—25c advance.
- Pumpkins, 3 lb., 92 1/2c—2 1/2c advance.
- Pumpkins, gals., 2.45—15c advance.
- Spinach, 2 lbs., 1.20—25c advance.
- Spinach, 3 lbs., 1.45—20c advance.
- Spinach, gal., 4.75—1.25 advance.
- Tomatoes, gal., 3.25—30c advance.

The price of gallon apples was raised to 2.90 a week ago. It would appear that the price had been raised too high, for it was dropped to 2.75 this week.

Salmon at current prices is going out regularly. At a certain juncture, when stocks are depleted, wholesalers state they will be unable to replenish at prevailing prices, when an advance will probably take place. Local prices on Cohoes have been advanced 5c per dozen, the new quotations being \$1.50.

Nova Scotia refined, 100-lb. bags	6 01
New Brunswick refined, 100-lb. bags	6 11
Extra Ground Sugars—	
Barrels	6 51
50 lb. boxes	6 69
25 lb. boxes	6 81
Powdered Sugars—	
Barrels	6 31
25 lb. boxes	6 71
Crystal Diamonds—	
Barrels	6 78
100 lb. boxes	6 88
50 lb. boxes	6 96
Cartons (30 to case)	7 51
Cartons (50 to case)	8 31
Crystal Dominoes, cartons	7 81
Paris Lump—	
100 lb. boxes	6 56
50 lb. boxes	6 96
25 lb. boxes	7 16
Yellow Sugars—	
No. 1	5 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—A cable from London this morning reports a decline of a farthing in all grades. This would appear to corroborate the view of last week that the market at the moment is a trifle on the weak side. Whether it is the sentimental effect of the additional tax is hard to determine at this writing, but it may be that buying, having been so heavy, is letting up a little. Business in this market shows no change; demand is even and ordinary.

MOLASSES AND SYRUPS.—The firmness in cane syrups reported last week is still apparent, though no higher prices obtain as yet. Demand is good, though. As to molasses, our quotation of 60c to 65c on fancy is still about right, but there seems no disposition to advance that. Buying picked up a little again this week, but it is reported that most purchases filled their requirements and the firm tone is eased a little in consequence.

Corn Syrups—		
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2	0 04 1/2
Pails, 38 1/2 lbs., \$1.95; 25 lbs.		1 40
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, 1/2 doz. in case		2 90
Cases, 20 lb. tins, 1/4 doz. in case		2 86
Cane Syrups—		
Barrels, lb., 4 1/2c; 1/2 bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case		3 00
Molasses—		
Fancy, gallon	0 60	0 65

DRIED FRUITS.—Apricots, upon an advance in the primary markets, are up a couple of cents, and our price now is 12c to 14c. Evaporated apples have their customary steady demand; there is no particular strength in their condition. Spot currants this week are all up at least a cent, and it looks as if they won't stay long at present levels. Filiatras are now worth 11c to 12c. We have devoted considerable space lately to the currant situation, and there is no new factor. The position of Greece is the crux of the whole matter. Meanwhile it seems reasonably safe to hazard the opinion that there will be no lower levels. Valencias—when you can get them—will now cost 15c to 16c, which is a cent to a cent and a half advance on our last week's levels. At that, they are hard to get; there are so few around. The market on seeded and seedless alike is quite firm with a good demand. Dates show no change. Prunes are firm, but no higher.

Apricots—		
Standard, 25 lb. boxes	0 10 1/2	0 11
Choice, 25 lb. boxes	0 12	0 14

CANADIAN GROCER

Apples, evaporated, per lb.	0 08	0 08 1/2
Candied Peels—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 20	0 23
Currents—		
Filarias, per lb.	0 11	0 12
Ananas, choicest, per lb.	0 11 1/2	0 12 1/2
Patrias, per lb.	0 12	0 13
Vostizzas, choice	0 14	0 16
Cleaned, 1/2 cent more.		
Dates—		
Fardis, choicest, 12-lb. boxes	0 09 1/2	0 10
Fardis, choicest, 60-lb. boxes	0 09	0 09 1/2
Package dates	0 07 1/2	0 09
Hallowees	0 07 1/2	0 07 1/2
Prunes—		
30-40s, California, 25 lb. boxes	0 11	0 12
40-50s, 25 lb. boxes	0 10	0 11
50-60s, 25 lb. boxes	0 12	0 12 1/2
60-70s, 50 lb. boxes	0 10 1/2	0 11 1/2
70-80s, 50 lb. boxes	0 09	0 09 1/2
80-90s, 50 lb. boxes	0 08	0 09
90-100's, 50 lb. boxes	0 07 1/2	0 08
25 lb. boxes, 1/4c more.		
Peaches—		
Choice, 50 lb. boxes	0 06	0 06 1/2
25 lb. boxes 1/4c more.		
Raisins—		
Valencia	0 15	0 16
Seeded, fancy, 1 lb. packets	0 10 1/2	0 10 1/2
Seeded, choice, 1 lb. packets	0 09 1/2	0 10 1/2
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11 1/2	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Business is brisker in this market as Hallowe'en approaches, and walnuts and almonds are feeling the brightening up. Grenobles are up a cent here this week, and we quote 15c to 16c. Marbots are worth 13c to 14c, and getting good business at that. In shelled, walnuts are in good demand at 38c to 40c. Some were selling under 38c this week, but in the main this quotation is apposite.

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

BEANS.—New crop is coming in now and price is \$3.60 to \$3.75, which is slightly lower. Demand is brisk, and supply able to cope with it. There is a firm demand for blue peas, and our price of \$3 a bushel is firm.

Beans, hand-picked, bushel	3 60	3 75
Peas, blue, bushel	3 00	3 05

SPICES.—There are no price changes to report this week, though it is said that again the pepper market, for both black and white, is firm and high. Supplies are short again. There is, moreover, considerable speculation as to what would happen if the Suez were closed through this Balkan hotch-potch. It is probable that supplies would have to go round the other way, via Cape Town, and that would naturally increase the price. Still, this is a contingency that the trade does not need to face unless and until it is an actual happening. Cream of tartar is still firm, though not higher.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 16
Allspices, whole	0 15	0 15
Cassia, whole	0 21	0 32
Cassia, ground	0 14	0 20
Cinnamon, Batavia	0 27	0 35
Cloves, whole	0 27	0 35
Cloves, ground	0 18	0 22
Cream of tartar	0 48	0 50
Curry powder	0 15	0 17
Ginger, Cochiti	0 18	0 21
Ginger, Jamaica, ground	0 18	0 21

Ginger, Jamaica, whole	0 25	0 30
Ginger, African, ground	0 14	0 15
Mace	0 80	1 00
Nutmegs, brown, 64s, 52c; 80s, 52c; 100s	0 20	0 20
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 20	0 25
Pastry spice	0 20	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 20	0 24
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 34	0 36
Pickling spice	0 18	0 20
Turmeric	0 15	0 20

RICE.—There is no change in this market. Demand is even and good.

Rice—		
Rangoon "B." per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	4 00	4 00
Patna, fancy	0 07 1/2	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07 1/2
Seed, per lb.	0 07	0 07 1/2
Sago, brown, per lb.	0 07 1/2	0 05 1/2

TORONTO

CANNED GOODS.—The demand for tomatoes still keeps up, and price is now anywhere from \$1.05 to \$1.15, which is an advance upon recent levels of a nickel. Apparently the trade is finding or expects good buying on the part of the public. Corn and peas are unchanged, but firm at 95c. There is a noticeable briskness just now for canned fruits. We quote strawberries at \$2.15 a dozen and black raspberries at \$1.95. The former gets most trade. Business all round is good. Wholesalers are experiencing orders which are bigger in bulk than they were some months ago.

Salmon, Sockeye—		
1 lb. talls, cases 4 doz., per doz.	2 52 1/2	
1 lb. flats, cases 4 doz., per doz.	2 72 1/2	
1/2 flats, cases 8 doz., per doz.	1 67 1/2	
Five cases or more, 2 1/4c doz. less than above.		
Chums, 1-lb. talls	0 90	
Pinks, 1-lb. talls	1 20	
Cohoes, 1-lb. talls	1 45	
Red Springs, 1-lb. talls	2 00	
Humpback, 1/2-lb. tins	0 50	
Canned Vegetables—		
Tomatoes, 3's	1 10	1 15
Peas, standards	0 95	0 95
Early June peas	0 95	0 95
Extra sifted peas	1 45	1 45
Corn, 2's, doz.	0 95	0 95
Canned Fruits—		
Strawberries, heavy syrup, doz.	2 15	
Black raspberries, heavy syrup, doz.	1 95	

MANITOBA MARKETS

Winnipeg, Oct. 20.—A week of really good weather has enabled farmers and threshers to again get to work, and has put some life into business, which was beginning to lag from the long continued wet weather. Receipts of wheat are now very heavy, and at the present rate of increase will soon average over 3,000 cars a day. Whether the transportation and storage facilities will bear up under such a strain is a problem that will be watched with much interest.

The only feature in the way of price changes on the regular list is a sharp drop in prunes, which has been brought about by the appearance of the new season's crop on the market.

SUGAR.—This market is reported stronger in the East, and local wholesalers would not be surprised to see an advance, although none has so far been announced.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	6 55
Extra ground or icing, boxes	7 50
Extra ground or icing, bbls.	7 30

Powdered, boxes	6 70
Powdered, bbls.	6 30
Hard lump (100-lb. case)	7 00
Montreal, yellow, bags	6 25
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Halves, 50 lbs., per cwt.	7 25
Bales, 20 lbs., per cwt.	7 60
Powdered, 50s	7 05
Powdered, 25s	7 40
Icing, barrels	7 25
Icing, 50s	7 60
Cut loaf, barrels	7 45
Cut loaf, 50s	7 70
Cut loaf, 25s	7 85

Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar, bbls.	6 75
Bar sugar, boxes	7 00
Icing sugar, bbls.	6 95
Icing sugar, boxes	6 60
H. P. lumps, 100-lb. cases	7 05
H. P. lumps, 25-lb. boxes	7 70
Yellow, in bags	8 20
Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 13
10s, per case 1/2 doz.	3 01
20s, per case 1/4 doz.	3 03

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, 1/2 gals., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/4 gal., quarts, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

DRIED FRUITS.—New prices on prunes show sharp declines. The new crop is a large one of excellent quality. Turkish Sultanans are not going to be obtainable, and California offers a substitute, as quoted below. A revision of fig prices is in order, and Valencia raisins are so scarce that they are not worth considering. Muscatels are quoted at 8 1/2c for 25's.

Apples, evaporated, new, 50's	0 08 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12 1/2
Currents—	
Dry clean	0 08 1/2
Washed	0 09
1 lb. package	0 09 1/2
2 lb. package	0 19
Vostizzas, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 07 1/2
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 07 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 08 1/2
3 crown, loose, 50's	0 09
Raisins, Sultanans—	
California, 50's	0 12 1/2
Prunes, in 75-lb. boxes—	
90 to 100	0 05 1/2
80 to 90	0 06 1/2
70 to 80	0 06 1/2
60 to 70	0 07 1/2
50 to 60	0 08 1/2
40 to 50	0 09 1/2
Table Layer Figs—	
1-crown, 3-lb. boxes, per lb.	0 15 1/2
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13 1/2
4-crown, 10-lb. boxes, per lb.	0 15
1-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07 1/2
Cooking figs, choice naturals, 25-lb. bags	0 07

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

DRIED VEGETABLES.	
Beans—	
California, hand-picked, per bushel	4 30
California Lima Beans—	
Bag lots	0 07 1/2
Less than bag lots	0 06 1/2
Barley—	
Pot. per sack, 95 lbs.	3 30
Pearl, per sack, 95 lbs.	4 30
Peas—	
Split peas, sack, 95 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 90

CANADIAN GROCER

BRITISH COLUMBIA MARKETS

(By Wire)

Vancouver, Oct. 21. — Eggs are scarce and fresh are up two cents on the Island. Sugar has also advanced 20c to \$7.15. Yellow is \$6.50. Apricots up 1c and apples up half-cent. Prunes are down 2c per lb. Currants are 8¼c lb., and peaches are up ½c. Figs are selling at 6c. A rise in currants is expected. Orders from Seattle are refused as there is barely enough for local demand. British Columbia potatoes show a surplus. Cars may be shipped to Ontario if dealers can get rates lowered.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	33-34
New Zealand cubes	0 33
New Zealand brick	0 33½
Cheese, per lb., large, 1½; twins	0 17½
EGGS—	
Local fresh	0 49
Vancouver Island	45-47
Lard, 3's, per case	8 25
Lard, 5's, per case	8 17
Lard, 10's, per case	8 10
Lard, 20's, each	10 50

GENERAL.

Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	0 06½
Cream of tartar, lb.	50 c
Beans, Lytton	0 06½
Figs, 12-10 oz. packages, per box	0 55
Figs, 50-80 oz. packages, per pkg.	2 25
Cocoanut, lb.	18¼c
Cornmeal, ball	\$3 00
Flour, best patents, per bbl.	6 30
Honey, Idaho, 24 lbs.	4 50
Lemons, box	3 50
Potatoes, per ton	14 00
Rolled oats, ball of 80 lbs.	3 10
Onions, lb.	0 01½
Oranges, box	5 00
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 15
Sugar, yellow, per cwt.	6 50
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	4 25
Jams, 4-lb. tins, doz.	7 80

CANNED GOODS.

Apples, gala, 6/case	\$1 63
Beans, 2's	2 20
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	3 80
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per dozen, case	2 40

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, ¼'s, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 1c; Apples, lb.	10 c
Prunes, 70-80, 25's, lb.	07 c
Currants, per lb., 8¼c; Raisins, seeded, lb.	09 c
Peaches, per lb.	07 c
White figs, per lb.	06 c

SASKATCHEWAN MARKETS

Regina, Oct. 21.—During last week, commencing with Monday, October 11, Thanksgiving Day, fine weather has been experienced throughout the prairies and harvesting has been recommenced with vigor. Threshing, which was at a standstill owing to damp weather, has been begun again over a large area, and great progress has been made during the week. Later reports exceed those made earlier in the season in regard to the estimated yield of grain in Saskatchewan.

Markets show little change this week, excepting in produce. Eggs, strictly fresh, have advanced to 40c per dozen; fancy storage are 35c, and good storage 30c. Creamery butter is quoted at 31c, and currants at 11¼c. Grapes are 30c.

Produce and Provisions—

Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 17½
Eggs, new laid	0 40
Eggs, fancy, storage	0 35

Eggs, good, storage	0 30
Lard, 3's, per case	8 75
Lard, 5's, per case	8 70
Lard, 10's, per case	7 50
Lard, 20's, per case	11 40

General—

Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 50
Cocoanut, lb.	4 19
Cornmeal, ball	2 95
Apricots, per lb.	0 12
Flour, 88's	3 00
Rolled oats, 80's	2 20
Rice, per cwt.	3 90
Onions, 100 lbs.	1 50
Sugar, standard gran., per cwt.	7 04
Sugar, yellow, per cwt.	6 64
Walnuts, shelled, 41c; almonds	0 41

Canned Goods—

Apples, gala, case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 40
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, \$4.33; Strawberries	4 7
Tomatoes, standard, per case	2 5

Salmon—

Sockeye, 1's, 4 doz. case	9 55
Sockeye, ¼'s	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60

Fruits and Vegetables—

Apples, Washington, bbl.	1 75
Celery	0 10
Cranberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencia	5 75
Potatoes, bushel	0 60

Dried Fruits—

Currants, per lb.	0 11¼
Prunes, 70-80, 25's, lb.	0 10½
Evap. apples, 50's, lb.	0 09½

ALBERTA MARKETS (CALGARY)

(By Wire)

Calgary, Oct. 21.—Sugar advanced twenty cents here on Monday. The rise was not unlooked for. New season's prunes are now in the city, 90-100's cost 7c. Bacon bellies are up to 22½c, and backs to 21½c. Lards three are \$9 and may go higher before Christmas. Standard peas are up to 2.35. Creamery butter is firm at 33c. Local creameries are shipping east.

General—

Beans, small white Japan, lb.	0 06½
Flour, No. 1 patent, 95's	2 90
Molasses, extra fancy, gal.	3 00
Rolled oats, ball	0 67
Rolled oats, 80's	2 55
Rolled oats, 90's	2 15
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 45
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 18
Butter, creamery, lb.	0 33
Butter, No. 1, dairy, lb.	0 25
Eggs, select storage, case	9 00
Lard, pure, 3s, per case	9 00
Lard, pure, 5s, per case	9 05
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22½

Canned Goods—

Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 85
Peas, 2s, standard, case	2 35
Tomatoes, gala, case	2 00
Apples, gala, Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 80
Raspberries, 2s, Ontario, case	4 80
Lobster, ¼s, per doz.	2 85
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 80

Dried Fruits—

Evaporated apples, 50's, per lb.	9 09½
Peaches, choice, 25s, per lb.	0 07½
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07

Fruits and Vegetables—

Raspberries	2 00
Blueberries, Ont., basket	2 00
Cantaloupes, case	5 00
Grapefruit, Cal.	5 50
Oranges, case	5 50
Lemons, case	5 50
Peaches, crate	0 90
Tomatoes, 4-basket crates	0 90

ALBERTA MARKETS (EDMONTON)

(By Wire)

Edmonton, Oct. 21.—Sugar has advanced 20c per hundred pounds in sympathy with eastern advances in raws.

New pack of salmon has arrived on this market, and prices remain practically same as year ago. Cheese is up to 17¾ cents. Corn and peas are 2.20 per case. Tomatoes are up to 2.85. Salmon, sockeye, is \$9.65 per case, pinks \$4.14, and Cohoes \$5.80. Apricots are up to 12 cents.

Bright fall weather has prevailed in this district for the past two or three weeks, and business has been exceedingly brisk. Northern trade has developed wonderfully, so much so that the railroads are asking wholesalers to distribute their freight over more trains, so that goods can be conveyed north more evenly.

There is a heavy demand from Europe for muscatel raisins, and it has so decreased the raisin supply that it has necessitated the withdrawal of 1914 prices. Prices on prunes, dried, are a shade easier for early fall shipments, while dried apricots are firm.

Canned tomatoes appear to have no trouble in maintaining their strong tone. This not only applies to the Canadian pack, but to the American pack as well. Corn and peas are firm at to-day's prices, but it is expected that the market will be higher.

There has been an advance of one cent per gallon on all strengths domestic bulk vinegar.

General—

Beans, Ashcroft, lb.	0 06½
Beans, Japan, per bush.	3 80
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 25
Rolled oats, 30's, 60c; 40's	1 00
Rolled oats, ball, \$2.16; 80's	1 75
Flour, fancy patents	2 95
Flour, seconds	2 80
Rice, Siam, per cwt.	3 90
Sugar, standard gran., per cwt.	7 45
Sugar, yellow, per cwt.	7 05
Walnuts, shelled, lb.	0 38

Produce and Provisions—

Cheese, lb.	0 17½
Bacon, lb., 20c; bellies, lb.	0 20½
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1	0 29
Eggs, new laid	0 35
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 25

Canned Goods—

Corn, standard, per two dozen	2 20
Peas, standard, 2 dozen	2 20
Peas, standard, 1 dozen	2 15
Plums, Lombard	2 15
Peaches	3 35
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 85
Salmon, sockeye, 4 doz. talls, case, lb	9 65
Salmon, pinks, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35

Dried Fruits—

Evaporated apples, 50's	0 10¼
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100, 25's, unfaced	0 07½

NEW BRUNSWICK MARKETS

(By Wire)

St. John, Oct. 21.—Fine weather last ten days has given an impetus to business. Trade in up river districts is steady, country merchants stocking quite heavily on good orders. Collections are average. Large supplies in vegetables are arriving, except potatoes. Dealers look for \$3 potatoes before spring, market being sparsely supplied. The crop

CANADIAN GROCER

is poor in certain sections. Pork is higher advancing from \$25.50 to \$28.00. Lard is following with a stronger tone. Compound is 11¼ to 12c, and pure 15 to 15½c. Ontario flour is up \$6.10. Rolled oats are easier, price firmer, market rising \$4.50 to \$4.75. Currants show a discouraging outlook and have advanced to 11 and 11¼c. Molasses is strong at 53; cream tartar is also strengthening. Butter is higher, dairy being 27 to 28c, and creamery 32 to 34c. Potatoes are \$1.80 to \$2.00 per barrel.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 90
Pork, American clear, per bbl.	25 50
Butter, dairy, per lb.	0 27
Butter, creamery, per lb.	0 32
Eggs	0 28
Lard, compound, per lb.	0 11½
Lard, pure, per lb.	0 15
Cheese, new	0 15½
Flour and Cereals—	
Cornmeal, gran.	5 75
Cornmeal, ordinary	1 90
Flour, Manitoba, per bbl.	6 50
Flour, Ontario	6 10
Roll'd oats, per bbl.	6 00
Potatoes, bbl.	0 90
Fresh Fruits and Vegetables—	
Apples, bbl.	3 50
Lemons, Messina, box	4 50
Oranges, Val., case	4 50
Potatoes, blis.	1 80
Sugar—	
Standard granulated	6 15
United Empire	6 05
Bright yellow	5 95
No. 1 yellow	5 75
Paris lumps	7 25
Lemons, Messina, box	4 50
Beans, hand-picked, bush.	3 70
Beans, yellow eyes, per bush.	3 80
Canned pork and beans, per case.	2 50
Molasses, Barbadoes, gal.	0 52
Cream of tartar, per lb., bulk	0 55
Currants	0 11½
Rice, per cwt.	4 25

THE HANDLING OF FOODS

Under the head of "Do Not Handle Foods," Dr. Hastings, medical health officer, Toronto, writes:—

Have you ever stopped to think how little is earned and how much loss is caused by the unnecessary and filthy habit of handling other people's foods?

Ordinarily our hands are none too clean, and especially so while on a marketing trip.

I object to eat what you handle or taste, and if you don't object to eat what I handle or taste, at least you should.

If you had some food article to sell, would you allow other people to handle or taste it? If you would, you should not.

Don't handle or taste the food products of the dealer and possibly defeat a sale.

Patronize and encourage the dealer who protects his foodstuffs.

Meat, poultry and fish cannot be expected to be good and fresh if exposed for sale without ice or other refrigeration and without screens, and especially after frequent handling or carting about on the streets.

If you buy any questionable food products, please report promptly to the food inspectors of the Department of Public Health.

Don't forget that typhoid fever may be caused by fresh but dirty vegetables usually eaten in the raw or natural state. Carefully wash all vegetables and fruits

usually eaten in the raw state, with pure, clean running water.

Dogs should not be tolerated in stores or markets.

The only safe meat is that inspected and passed by the Government, but the Government inspection stamp is no guarantee against careless handling; therefore insist that all unnecessary handling of meats and foods be done away with.

SCIENTIFIC KNOWLEDGE

It seems incredible that an echo could in any circumstances be louder than the sound that produced it; but under certain rather peculiar conditions this is the case. When a revolver is fired from an aeroplane or a balloon the report is sharp, but not so loud as it would be if the weapon were discharged on the surface of the earth. If the aircraft is up something like 2,000 feet or more, there will be a few seconds of silence after the revolver has been fired, and then a roar or deep rumble will rise up from the earth. If an explosive is lowered from the basket of the balloon until it hangs a hundred feet below, and it is discharged by an electric spark from a battery in the hands of one of the aeronauts, there will come to the ears of those above a report like a revolver shot—and then after a few seconds of silence a peal of the loudest thunder ever heard will follow. There is no solid background about or above the balloonists to produce a rebound of the atmospheric sound wave, and the air is more dense below. Thus when the sound waves penetrate the denser lower strata of air and then the solid earth, the echo produced seems to the ear of the occupants of the balloon far louder than the original sound.

Dollar Tomatoes in the U.S.

The Canner and Dried Fruit Packer.

Admitting that the estimates of the tomato pack are approximately correct, as the Canner believes they are, "dollar tomatoes" appear to be more than a possibility. The current estimates make a dollar a dozen for standard No. 3s a probability—as many will say, a certainty.

Last year's pack totaled for the whole country 15,222,000 cases; the year before, 14,206,000 cases; the year before that, 14,022,000 cases, an average for the last three years of 14,483,000 cases.

If, then, this year's pack totals 8,000,000 cases, which seems a liberal estimate to place upon the 1915 output, the dollar mark for tomatoes seems about as certain as sunrise.

Tomato canners have gone through a long, lean period. As manufacturers of a great staple food product they are entitled to a decent profit. Unless something happens in the tomato and corn market this winter they will get it, or we miss our guess.

CURRENT NEWS

(Continued from page 29.)

Ontario

The St. Croix Soap Mfg. Co., and John Taylor Co., soap manufacturers, have moved their Toronto offices to 12 Wellington street, east.

C. B. Dunke, a Berlin, Ont., grocer, had the misfortune to break his arm last week. He is, however, about the store as usual. "Back from the trenches" is the way he explains it.

H. D. Ovenden, who was secretary of the late Welland Co-operative Society, Welland, Ont., has reopened the store until recently occupied by the society in East Main street, as a general grocery business under his own name.

Many grocers in London are disposing of their horses and wagons and buying autos for delivering their goods. Among them are T. A. Rowat & Co., Dan Carter, Hockin Bros., and Robt. Dunst. The high price of hay and oats has been one of the reasons for the change.

Canadian meat packers will tender on dressed beef for the British War Office. A conference of them was held at Ottawa last week with Government officials to determine upon the basis of operation for the tenders. Among those present at the conference were: E. C. Fox, Wm. Davies Co.; R. N. Watt, Wm. Davies Co.; J. S. McLean, Harris Abattoir Co.; C. S. Blackwell, Matthews, Blackwell; John Taylor, Gunns; F. M. Moffatt, Gunns; W. E. Matthews, Matthews, Blackwell; L. A. Meeker, Armour & Co.; Robert C. Fearman, F. W. Fearman & Co.; P. Burns, Calgary; Campbell, Laing, Montreal Abattoirs; O. W. Waller, Swift Canadian Co.; D. Chisholm, Property Commissioner, Toronto; C. H. Sumner, the Ingersoll Packing Co.; A. G. Wilson, the Ingersoll Packing Co.; J. T. Gordon, Winnipeg; D. W. Wright, Municipal Abattoir, Toronto; J. I. Gallagher, Winnipeg; A. G. Gainer, Edmonton.

Western Canada

Sevens & Quelch, grocers, Buttress, Sask., are succeeded by S. D. Holker.

W. C. Norris, Nokomis, Sask., is succeeded by W. H. Leise.

R. Fraser has purchased the general store business of McDonald, McGillivray of Clinton, B.C.

The Saskatchewan Board of Governors of the Canadian Credit Men's Association held their last meeting in Moose Jaw on October 19th.

J. J. Codville, for some years with Wm. Georgeson, now of Calgary, but formerly wholesale grocers in Winnipeg, dropped dead recently while on a trip to Liverpool, England. The wholesale firm was originally Codville & Georgeson, later Codville & Company. Mr. Codville for long was the directing head of the firm, but of late years has taken a less active interest in the business. Mr. Codville was a resident of Ottawa.



FRUIT AND VEGETABLES



Apples Firmer: Onions Higher

Strong Demand for Latter—Quinces Selling Well on Both Markets—Potatoes Once More Advance—Hot Weather Hits Vegetable Business

MONTREAL

FRUIT.—The newest thing on the market is quinces, which are quoted 50c for 11-qt. baskets. There is little demand for coconuts. Important feature of market is strengthening of apples, especially Fameuse and McIntosh Reds. For No. 1's, these are offered at 5.50, but an advance is expected. Public are beginning to buy grape fruit, which are quoted 3.50 to 4.00 per crate. Cranberries are slow, but an advance is expected on account of the strong apple market, both being used for sauces. There is a decline in blue grapes, which are plentiful, and are quoted at 18-20c per 6-qt. basket. They will last until the end of this month. There is no change in Tokays. Preserving peaches, in 11-qt. baskets, are up to 40-50c, and boxes are selling at 1.00. There are no more Quebec plums on the market, and cantaloupes are done. Preserving plums remain about the same—20-30c per gal. Porto Rico oranges have arrived, offered at 3.00 per box.

Apples—	
Fameuse, No. 1's	5 50
Alexanders, No. 1's, bbl.	3 00
Wealthy, No. 1's	3 50
Calvert	1 75
McIntosh Reds	5 50
Starks	4 00
Spies	4 50
Ben Davis	3 75
Bussets	4 00
Bananas bunches	2 00
Cranberries, bbl.	9 50
Grapefruit, 46-54-64-80-96	3 50
Grapes, blue, 6 qt. baskets	0 18
Grapes, Tokay, crate, 4 baskets	2 25
Lemons—	
Verdillis	3 25
Oranges—	
Valencias, Cal., late 126-250	6 00
Jamaica, 196-240-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	3 00
Peaches, preserving basket, 11-qt.	0 40
Peaches, box	1 00
Pears, box	3 25
Plums, preserving, gallon	0 20
Plums, table, box 4 baskets	1 75

VEGETABLES.—Market for potatoes is still very firm. Montreal potatoes are quoted at 1.00 per bag, and New Brunswicks at 1.15. A grower from N.B. writes that the price will be higher, and advises dealers here to buy at once. The crop is also reported short in the States, and dealers from that country are buying in New Brunswick. The public also, are buying heavily, fearing that prices will go up again. Three years ago, prices were just as high as they are to-day, but

the cause of the advance then was due to heavy shipping to the United States. Montreal head lettuce is up to 60c per doz. Tomatoes are still firm, and in boxes are quoted at 1.75. Hothouse tomatoes have advanced to 18c. Cabbages are offered at 25-35c per doz., and as shipping to the United States is taking place, prices may go higher. The market is glutted with celery, and the price has fallen to 25-50c doz.; the quality is fine. Montreal cucumbers are offered at 50c per basket of eighteen; Boston cucumbers are quoted 1.25 per doz. They are getting scarce here. Egg plants are done, and will now be brought from the States. Curly lettuce is up slightly, to 3 doz. for 75c. Brussels sprouts are new on this market, quoted, for Western stuff, at 15c per qt., and Montreal sprouts at 1.00 per doz. sticks.

Beets, bag	0 50	0 75
Beans, wax, N.Y., per basket	3 00	3 00
Beans, green, N.Y., per basket	3 00	3 00
Brussels sprouts, qt.	0 15	0 15
Cabbage, Montreal, per doz.	0 25	0 35
Cabbage, red, doz.	0 40	0 40
Carrots, bag	0 50	0 75
Cauliflower, Canadian, doz.	0 75	2 00
Celery, Montreal, doz.	0 25	0 50
Cucumbers, fancy, Boston, doz.	1 50	1 50
Cucumbers, Montreal, basket	0 50	0 50
Egg plant, doz.	0 15	1 00
Leeks, bunch	0 10	0 10
Head lettuce, Montreal, doz.	0 60	0 60
Head lettuce, Boston, box	1 60	1 60
Curly lettuce, 3 doz.	0 75	0 75
Onions—		
Montreal, bag	1 00	1 00
Parsnips, bag	0 50	1 00
Parley, Canadian, doz. bunches	0 15	0 15
Peppers, 11-qt. basket	0 40	0 50
Potatoes—		
Montreal, new, bag	1 00	1 00
New Brunswick, bag	1 15	1 15
Sweet, hamper	1 50	1 50
Radishes, doz.	0 15	0 15
Rhubarb, hothouse, doz.	0 15	0 20
Spinach, Canadian, box	0 80	0 80
Turnips, bag	0 50	1 00
Tomatoes, hothouse, lb.	0 18	0 18
Tomatoes, Montreal, box	1 75	2 00
Pumpkins, doz.	1 00	1 00
Squash, doz.	0 50	1 00
Vegetable marrows, doz.	0 40	0 50
Watercress, Canadian, doz.	0 30	0 30

TORONTO

FRUIT.—Some McIntosh reds are now on the market, and are selling for 75 to 80c a basket. Cantaloupes have had a good run but are pretty well cleaned up now. Peaches show a markedly higher tendency and we quote all the way from 40 to 80c. Plums, on the other hand, are easier. Demand is good but there are lots so that prices are down. Cranberries remain firm and are worth all of \$9. There are few around at this

time. Lemons are a quarter higher on a firm and continuous demand. Grape fruit is up again, there isn't a superabundance anyway. Business all round is better and quality is no doubt contributing to this. It is much better than it has been.

Apples, new, bbl.	2 50	4 00
Apples, 11-qt. basket	0 15	0 30
Apples, McIntosh Reds, basket	0 75	0 80
Apples, crab	0 40	0 50
Bananas, per bunch	1 25	2 00
Coconuts, sack	4 50	5 00
Cranberries, bbl.	8 75	9 00
Grapefruit—		
Jamaica, case	5 25	5 50
Grapes, Tokay, case	1 85	2 00
Can. 6-qt. basket	0 30	0 25
Oranges—		
California, Valencias	5 00	6 00
Jamaica, case	3 75	4 00
Lemons, new, Verdelli, box	4 00	4 50
Limes, per 100	1 50	1 50
Peaches, Can., 11-qt.	0 40	0 50
Peaches, Can., 6-qt.	0 30	0 50
Pears—		
California, Bartlett, box	2 75	3 00
Canadian, 11 qt. basket	0 50	0 70
Plums, Canadian, large basket	0 20	0 25
Quinces, 11-qt. basket	0 50	0 60

VEGETABLES.—Potatoes are the interesting spot in this market. Once more they are higher and we now quote \$1.35 for both Ontarios and Delawares. Tomatoes are coming in fairly freely, but demand is weak and our prices are unaltered. Onions are up another 25c this week on a very strong demand.

Vegetable marrow, too, is firmer as it is getting cleaned up. Celery appears to be a trifle easier; there is no call for it. Cabbage is up a trifle. All round business is not so good this week; the hot weather does not help any, and it has come again just when fall demand was speeding up.

Beets, Canadian, bag	0 55	0 60
Beans, basket	0 40	0 50
Cabbage, new, doz.	0 40	0 45
Carrots, new, basket	0 25	0 35
Celery, doz.	0 25	0 30
Cucumbers—		
Canadian outdoor, basket, 11 qts.	0 20	0 25
Egg plant	0 20	0 30
Onions—		
Can., 75-lb. sack	1 40	1 45
Spanish, case	3 75	4 00
Green peppers, basket	0 75	0 35
Peppers, red	0 35	0 40
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delaware	1 25	1 40
Parsnips, 11 qt.	0 30	0 35
Tomatoes, Canadian, 11 qt.	0 30	0 40
Turnips, 11-qt. basket	0 20	0 25
Vegetable marrow	0 25	0 35
Summer squash	0 25	0 30

WINNIPEG

FRUITS AND VEGETABLES.—Potatoes are steadily advancing in price, and can be got in loads at 60c a bushel; ear

(Continued on page 39.)



FISH AND OYSTERS



Fresh Halibut Selling Again

Finds a New Lease of Life in Toronto—No Fresh Eastern Salmon Selling, Scarce in Both Markets—Unseasonable Weather Hampers Trade.

MONTREAL

FISH.—Unseasonable weather is responsible for a lull in the fish trade. Although the demand keeps fairly steady the warm weather has a bad effect on some lines of fresh fish, but helps other lines. In a general way, however, cool weather is welcomed by the fish trade. The line suffering particularly just now is oysters. The demand had started fairly well, and good results were expected; but unseasonable weather interfered. The shell oyster trade particularly has suffered. This, coupled with the general depression, has awakened the producers to the fact that they should not overload the market this season. Already, prices of good Malpeques have declined under last year's prices, and as there is no sign of an improvement, it would not be surprising to see a further decline. There is an improvement in supplies of haddock, codfish, finnan haddies, fillets and so forth. Cured herrings, such as bloaters and kippers, are not over plentiful, and prices are fully maintained. As Manitoban lake fishing is closed, very little dore, pickerel or pike will be available this week. Whitefish is also getting scarcer, with a good demand and higher prices. Dressed bullheads have arrived in large quantities and find a ready sale; prospects are for good yields until the end of the month. Lobsters remain on the "high cost of living" list. Halibut from the Pacific Coast has advanced a cent per lb. salmon is also a scarce article; happily there are good supplies of frozen, which are answering the purpose for the moment.

TORONTO

FISH AND OYSTERS.—Fresh halibut has come in again at old prices and for the moment there is more of that selling than the frozen. We quote 10 to 12c on frozen; both are obtained there, though 12c is asked and gotten often. There is no mackerel selling now; we have removed our quotation. Salmon is finding a big demand. Fresh salmon: Eastern stuff is conspicuous by its absence, though, and Western is getting the business. Oysters keep well up in

sales, the hotel trade showing a good increase over last year, it is said. Lobster at 45c is firm, because there isn't a great deal around. Smoked lines have their usual quota of business. Trade generally is good, and retailers are taking bigger orders than used to be their habit.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07 1/2-.08	.09
Haddies, 15-lb. and 33-lb. boxes, lb.	.07 1/2-.78	.09 1/2-.10
Haddies, fillets, per lb.11	.12
Haddies, Niobe, boneless, per lb.09
Herring, Ciscos, per lb.	1.20	1.25
St. John bloaters, 100 in box	1.25	1.25
Yarmouth bloaters, 60 in box16
Smoked herrings, medium, box....	1.50
Smoked boneless herrings, 10-lb. box	1.30	1.50
Kipped herrings, selected, 60 in box	.20	.15-.17
Smoked salmon, per lb.10	.10
Smoked halibut10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.13	.13
Red, steel heads, per lb.12	.11-.12
Red, sockeyes, per lb.12
Red, Cohoes or silvers, per lb.08 1/2-.09	.12
Pale qualla, dressed, per lb.07-.07 1/2	.08
Halibut, white western, large and medium, per lb.10	.10-.12
Halibut, eastern, chicken, per lb.10	.12
Mackerel, bloater, per lb.07 1/2-.08	.12
Flatlock, medium and large, lb.04 1/2-.05	.06
Market codfish, per lb.03 1/2
Steak codfish, per lb.06 1/2-.06	.08
Canadian soles, per lb.06
Blue fish, per lb.15-.16
Smelts, per lb.09	.12
Herrings, per 100 count	2.00	3.00
Round pike06
Grass pike06 1/2
Swordfish, lb.09

DRIED AND PREPARED FISH.

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

BULK OYSTERS, CLAMS, ETC.

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

CLAMS, MUSSELS AND SHELL FISH.

	Montreal	Toronto
Cape Cod shell oysters, per lb.	12 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Live lobsters, medium and large, lb.	0 35	0 45
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 -15	12 -14
Flatlock, fancy, express, lb.	5 1/2-6	5
Mackerel, medium, each	11 -15
Steak cod, fancy express, lb.	5 1/2-6
Herrings, each	3	3
Flounders	5	5
Salmon, Western	14 -15	19 -20
Salmon, Eastern	14 -15	16 -15

FRESH LAKE FISH.

Carp, lb.	0 00
Pike, lb.	0 08	0 07
Perch, lb.	0 08	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 13	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 11	0 12

Dressed bullheads	0 12
Eels, lb.	0 08	0 08
Dore	0 10 1/2-11	0 13

FROZEN LAKE AND RIVER.

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

PICKLED FISH.

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

WINNIPEG

FISH AND POULTRY.—Fish and oysters are steady in price and in fair demand. Ducks and geese are cheaper, and the demand for all lines of poultry is quiet. Local supplies seem ample for the market, and importations this year are likely to be insignificant.

Fresh salmon	0 14
Fresh halibut	0 09
Pickerel	0 07 1/2
Steak cod, per pound	0 07 1/2
Lake Winnipeg whitefish	0 09
Finnan haddie	0 08 1/2
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goideyes, dozen	0 50
Oysters, gallon	2 50
Oysters, 3-gallon tins	7 00

Poultry—

Live—	
Po w. l.	0 11
Roosters	0 09
Chickens	0 18
Turkeys	0 12
Ducks	0 10
Ducklings	0 12
Geese	0 10

A VERY USEFUL PAPER

MacLean Publishing Co.
Dear Sirs:—Enclosed find cheque for \$2.00 for another year's subscription for the CANADIAN GROCER, which I find very useful and would not like to do without it.

Yours truly,

D. TURNER,

Cor. Cannon and Bellevue,
Hamilton, Ont., Oct. 12, 1915.



PRODUCE AND PROVISIONS



Lard Prices Advance

Eggs Up a Full Cent in Toronto—Lard Increases Even More—Butter Firm and Export Demand Heavy—Cheese Prices Firmer and Some Advances are Made.

MONTREAL

PROVISIONS.—The feature of the market is a further advance in both pure and compound lard. Pure lard jumped a cent per pound, following the lead of Chicago, which market became erratic following developments in the Balkans. Compound lard advanced in sympathy, but not to the same extent as pure lard. The hog market remains fairly steady.

Hams—	
Small, per lb.	0 30
Medium, per lb.	0 19
Large, per lb.	0 18
Bacon—	
Plain, bone in	0 24
Boneless	0 26
Peameal	0 26
Bacon—	
Breakfast, per lb.	0 22
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—	
Hams, boiled, per lb.	0 28
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15 1/4
Long clear bacon, 80-100 lbs.	0 14 1/4
Flanks, bone in, not smoked	0 15 1/2
Barrelled Pork—	
Heavy short cut mess	26 00
Heavy short cut clear	26 00
Clear fat backs	27 00
Clear pork	27 00
Lard, Pure—	
Tierces, 350 lbs. net	0 14 1/4
Tubs, 50 lbs. net	0 15 1/4
Boxes, 50 lbs., net	0 14 1/4
Pails, wood, 20 lbs. gross	0 15
Pails, tin, 20 lbs., gross	0 15
Cases, 10 lbs., tins, 60 in case	0 15 1/4
Cases, 3 and 5-lb. tins, 60 in case	0 16 1/4
Bricks, 1 lb., each	0 17
Lard, Compound—	
Tierces, 375 lbs., net	0 11
Tubs, 50 lbs., net	0 11 1/4
Boxes, 50 lbs., net	0 11 1/4
Pails, wood, 20 lbs. net	0 11 1/4
Pails, tin, 20 lbs. net	0 11 1/4
Cases, 10-lb. tins, 60 in case	0 12 1/4
Cases, 3 and 5-lb. tins, 60 in case	0 12 1/4
Bricks, 1 lb., each	0 13 1/4
Hogs—	
Dressed, shattoff killed	13 75 14 00

BUTTER.—Finest creamery advanced a further cent per lb. this week. The strong market is due to the fact that receipts are away behind those of last year, and there is a good export demand. It is stated that five thousand packages were exported last week. The shortage in receipts this year amounted to 30,000 packages some time ago, but has now fallen to 11,085.

Butter—	
Finest creamery	0 34
Dairy prints	0 26
Dairy, solids	0 24
Separator prints	0 23
Bakers'	0 21

CHEESE.—There are no changes in cheese quotations this week. There has

been some excitement in the market on account of keen competition between exporters, and prices at country boards were bid away up.

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

EGGS.—No changes were made this week, but the tone of the market remains firm. The demand for strictly new-laid is in excess of supply, and it would not be surprising to see further advances in the near future.

Eggs, case lots—	
New laid, stamped	0 37
Selects	0 32
No. 1's	0 28
No. 2's	0 19

POULTRY.—There has been a drop in the price of small fowl, now quoted at 12-13c. This is attributed to light demand. On the other hand there is a good demand for large live fowl. Fat ducks are also selling well, but the majority coming on the market are thin and poor. Milk-fed chickens are bringing full quotations, but there is still difficulty in getting them. The majority of this class of stuff is hardly fit to kill. Business generally in poultry is quiet.

Poultry—	
Frozen stock—	
Fowl, small	0 12 0 13
Turkeys, fancy	0 25
Ducks	0 14 0 17
Geese	0 12 0 18
Pigeons, pair	0 30 0 35
Fresh stock—	
Fowl, dressed	0 18 0 19
Roasting chicken, milkfed, 3-3 1/2 lbs.	0 21 0 23
Roasting chicken, ordinary	0 18 0 20
Spring broilers, dressed, pair	0 75 1 00
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Live stock—	
Fowl, 5 lbs. and over	0 17 0 19
Fowl, small	0 12 0 13
Turkeys	0 19 0 20
Ducks	0 14 0 16
Geese	0 09 0 10
Chicken	0 13 0 14

HONEY.—Dealers have now got prices in the country down to a basis where they say they can afford to buy, and are bringing in supplies. There is still a lot of old honey on the market, however.

Honey—	
Buckwheat tins	0 07
Strained clover, 50-lb. tins	0 10 1/2
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 1/2
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

Receipts in Montreal

Week ending Oct. 16, 1915	Butter, Boxes	Cheese, Boxes	Eggs, Cases
Week ending Oct. 17, 1914	12,018	53,714	24,182
	8,411	58,282	3,564

TORONTO

PROVISIONS.—The high spot in this market this week is lard. Prices are up a full cent from our last quotations, and at that are very firm. We quote pure lard in tubs at 12 1/2 to 13c. The reason is a big demand and a more-or-less scarcity of supplies to meet it. Meats are unchanged, though there is a marked strength in bacons and hams.

Hams—	
Light, per lb.	0 18 0 18 1/2
Medium, per lb.	0 18 1/4 0 19
Large, per lb.	0 14 1/2 0 15
Bacon—	
Plain, per lb.	0 23 0 24
Boneless, per lb.	0 25 0 26
Pea meal, per lb.	0 26 0 27
Bacon—	
Breakfast, per lb.	0 20 0 23
Roll, per lb.	0 14 0 15
Shoulders, per lb.	0 14 0 15
Pickled meats—1c less than smoked.	
Dry Salt Meats—	
Long clear bacon, light	0 13 0 13 1/2
Cooked Meats—	
Hams, boiled, per lb.	0 25 0 26
Hams, roast, per lb.	0 26 0 27
Shoulders, boiled, per lb.	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 12 1/4 0 12 1/2
Tubs, 50 lbs., per lb.	0 12 1/2 0 13
Pails	0 13 0 13 1/4
Tins 3 and 5 lbs., per lb.	0 13 0 13 1/4
Bricks, 1 lb., per lb.	0 13 0 13 1/2
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 10 0 10 1/2
Tubs, 50 lbs., per lb.	0 11 0 11 1/2
Pails, 20 lbs., per lb.	0 11 1/2 0 12 1/2
Hogs—	
Dressed, per cwt.	9 85
Live, per cwt. off cars	13 50

BUTTER.—The market is sound and firm. There is a tendency for more dairy to come now, because people will quit sending to creameries and to cheese factories and make dairy butter. There is a good quality butter coming in now and we quote this under the name of "Separator Dairies," choice, at 28 to 30c. Creamery gets a good call. There is considerable export going on just now.

Butter—	
Creamery prints, fresh made	0 31 0 30
Separator dairy, choice	0 28 0 30
Dairy prints, choice, lb.	0 26 0 27
Dairy solids, lb.	0 23 0 25
Bakers'	0 22 0 23

CHEESE.—The shortage of stocks in Liverpool is responsible for increased shortage again and the market here is up anywhere from 1/2c to 1c. It looks as if it will go higher, the big export demand stiffening up levels, and it does not look as if there were any immediate reason for export demand lightening. We quote 16 3/4 to 17c for large.

CANADIAN GROCER

Cheese—

Large, per lb.	0 16½	0 17
Twins, per lb.	0 17	0 17½

EGGS.—The egg market once more has advanced, and we quote 36 to 40c for cartons, while strictly new-laid are very hard to get. There are lots of "held-fresh" coming, but many producers are up to their old game of holding back and many of the professed new-laid won't grade as such. The producer obviously figures that higher prices are in the offing. The storage situation is sound, and there is heavy export going on, all of which makes for a firm market. The American situation, too, tends to strengthen rather than ease. America consumed half its excess supplies last month and it looks as if by the end of October the excess will be entirely wiped out. It looks, from a distance, as if we will see higher levels in a short time.

Eggs—

Specials (in cartons), doz.	0 36	0 40
No. 1s (straight new laid)	0 32	0 33
No. 1, straight storage	0 30	0 31
No. 2	0 23	0 26

POULTRY.—There is nothing new either in prices or in sentiment. The market gets busier, that's all. Ducklings are finding a ready market.

Poultry—

	Live.	Dressed.
Old fowl, pound	0 07-0 10	0 15-0 16
Spring broilers	0 11-0 12	0 18-0 20
Old turkeys	0 11-0 12	0 17-0 21
Ducklings	0 10-0 11	0 16-0 17

HONEY.—There is nothing new in this market. Business, after last week's brightening, has settled down again to its jog-trot.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.—

Prices on best grades of creamery and dairy butter are 1c higher, and the market is firm. Eggs are also firm, and likely to advance any day. Ontario cheese is 1c higher, and Manitoba now so scarce as to be not worth quoting. Meats and lard are cheap, considering the price of hogs, but shipments from the States keep prices down to present levels.

Hams—

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

Bacon—

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

Dry Salt Meats—

Long clear bacon, light	0 19
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Cooked Meats—

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

Barrelled Pork—

Heavy pork, per bbl.	20 00
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Lard—

Tierces	0 12½
Pails	2 62
Cases, 5s	8 72
Cases, 3s	8 10

BUTTER.—

Butter—		
Creamery	0 30	0 32
Best dairy	0 19	0 25
Cooking	0 12	0 15

EGGS.—

Eggs—		
No. 1 fresh	0 26	
Straight receipts	0 20	0 22

CHEESE.—

Cheese—		
New, large	0 17	
New, twins	0 17½	

FRUIT AND VEGETABLES

(Continued from page 36.)

lots 55c. Garlic is now selling at 25c per lb. There are no changes in fruits. The market is well supplied with such varieties as are obtainable, and wholesale fruit merchants are well satisfied with business. The potato crop has been a great disappointment to growers; the tubers are small and not likely to store well.

Fresh Fruits—

Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket	0 27	0 30
Ontario pears, per basket	0 40	0 50
Tokay grapes, case	2 50	2 50
Valencia orange, case	5 00	5 75
California lemons	5 00	5 50
Cocanuts, dozen	1 00	1 00
Plums, case	0 75	1 10
Bananas, bunches	2 50	3 50
Cranberries, Cape Cod, bbl.	11 00	11 00

VEGETABLES.—

Vegetables—		
Beets, per lb.	0 00%	
Mint, per dozen	0 20	
Radishes, per dozen	0 10	
Onions, per dozen	0 10	
Cabbage, per lb.	0 00%	
Parsley, dozen	0 75	
Peppers, per basket	0 25	
Mushrooms	0 01	
Carrots, per pound	0 40	
Head lettuce, dozen	0 75	
Cucumbers, per dozen	1 50	
Cauliflower, per dozen	0 25	
Garlic, lb.	0 60	
Potatoes, bushel	0 45	
Turnips, bushel	0 45	

POTATO MARKET STILL FIRM

MONTREAL, Oct. 21.—The potato market still attracts interest, prices continuing high. The opinion of a local wholesaler is expressed in these words: "People have gone crazy on potatoes—both farmers and buyers. The market has been jumping at the rate of five and ten cents per day, and it looks as if it cannot be stopped. Our opinion is that they will overdo it, and the market will take a fearful drop. We have been making sales of Green Mountains at 1.20 and 1.30. Ontario buyers are responsible for putting the market up. They came into the market, their own crop being short, and put prices up themselves. We hear there are hundreds of cars of potatoes standing on tracks in Toronto. Ontario buyers should have gone into the market quietly. The man who wanted three or four cars went in and bought seven or eight; that's what has put the market where it is."

We shall have to wait to see whether this view of the situation is correct or not.

On the Prince Edward Island situation, a large shipper writing this week states: "We regret that at present we are unable to offer either Green Mountains or Dakota Reds. Our potato crop is short, the season is late, and the late varieties are not dug yet. On account of the scarcity and anticipation of higher prices later on, farmers are inclined to hold their deliveries."

WOULD MEAN ADVANCE IN CANNED MEATS

The entire possible output of canned meats in Canada for the next six months has been tendered to the British War Office by Hon. Martin Burrell, Minister of Agriculture, through Sir George Perley, Acting High Commissioner.

Mr. Burrell has been inquiring about the live stock situation and the offer follows this investigation. At the present time negotiations are in progress with reference to the shipment of dressed beef, and an announcement is expected shortly. A stimulus to the Canadian markets would result from the acceptance of the offer to the War Office.

NATIONAL SUPPLY COMPANY'S METHOD

(Continued from page 20.)

kind of tea, rolled oats, baking powder, etc., the concern has a mind to send him. And a very important point is that the National Supply Co. does nothing to maintain the communities from which it draws its money, which makes it all the harder for everybody—including its customers—because money leaves for distant towns where it is spent.

FARMER MERCHANT'S MAIL ORDER VIEWS

(Continued from page 22.)

ciations, in which the farmers combine and buy of the wholesaler in carload lots and parcel it out among themselves at no profit, and without expenses for taxes, rent, insurance or clerk hire. I know of a case in which they purchase flour at carload rates, even though they go to the mill and get it a sack at a time. They have it charged to the Farmers' Equity Association and get it 20 cents a sack cheaper than it can be purchased at the mill or stores for cash.

That is what I call a hard proposition for merchants. The farmers have at last found the power of united buying and selling, and how the merchant is going to live without doing likewise is beyond my knowledge. I believe the farmer likes his merchant and is willing to make a square deal with him, but it must be square. I am not a mail order man, except when compelled to be by high profits piled up by home talent. When I can save from one-half to one-third by buying away from home, it is my duty to protect myself, just as it is the duty of every man to protect himself.

I have tried to look this thing squarely in the face, and hope I have given a true presentation of the situation.

D. J. WOOD.

Jefferson Co.



FLOUR AND CEREALS



Flour Situation Firmer

Ontario Flour Shows Increase—Manitoba Strong and May Be Higher — Rolled Oats in Demand—Feeds Steady and Unchanged

MONTREAL

FLOUR.—The rapid advance in the wheat market last week had the effect of bringing in the orders which retailers have been holding back for several months until the flour market should reach the bottom. Many of them believe the bottom has been reached, and are keeping the mills going full tilt with their orders. On Monday the market declined three cents, and another decline was expected later in the week. This will temporarily prevent an advance in Manitobas. There was a scramble by some bakers for old Manitobas early in the week, as they were experiencing difficulty with some of the new flour. Their complaint was that it flopped down as soon as it reached the oven, yet apparently worked splendidly up to that point. This was surprising to the trade who had found the new Manitoba wheat the finest they had ever seen. Dealers who held old Manitobas were clearing it out a week ago cheap, not wishing to have it left on their hands when the new was showing such promise. When the bakers began to scramble for old flour, dealers began to hold on to their supplies, and to demand better prices. The above difficulty of the bakers is explained by the big millers by the fact that new wheat flour always gives trouble for the first six weeks, as it is not completely aged. They are advising bakers how to treat the flour until it has become properly aged.

The rising wheat market, which kept the Ontario farmers in the fields, and the good demand for export, brought about a strong market for Ontarios. Dealers claim they have had practically no offers for some time, and never saw the market so bare. Prices are slightly higher, but buyers are inclined to be shy.

Manitoba Wheat Flour—		Per bbl. of 2 bags	
First patents	5 85	
Second patents	5 35	
Strong bakers	5 15	
Flour in cotton sacks, 10 cents per barrel more.			
Winter Wheat Flour—		Car	Small
		lots.	lots.
Fancy patents	5 45	5 70
90 per cent., in wood	4 90	5 00
90 per cent., in bags		2 30

CEREALS.—There have been declines in the price of rye flour on account of the large new crop arriving on the mar-

ket, and quotations to the dealer are now 2.80 per bag of 98 lbs. On account of advances in the price of oats and wheat, the market for rolled oats is much firmer, and advances are probable if the price of raw materials continues to advance as it did last week. However, dealers are not buying heavily, continuing hand to mouth.

Cormmeal—		Per 98-lb. sack
Gold dust	2 50
Unbolted	2 15
Rolled Oats—		90's in jute.
Small lots	2 40
25 bags or more	2 30
Packages, case	3 90
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—		100-lb. bbls.
Small lots	4 00
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 90

FEEDS.—If the price of wheat continues to advance as it did last week, the price of feeds will certainly go up; in fact, advances were announced by the mills this week on mixed chops, crushed oats, chop oats, barley chop, feed oats and feed wheat. On the other hand, there were declines in the cases of bran and middlings, brought about by cutting of prices by outside mills. Bran is now quoted at \$22, the lowest it has been for a long time, and middlings at \$28. The demand is not so heavy as it was a few weeks ago.

Mill Feeds—		Per ton
Bran	22 00
Shorts	25 60
Middlings	28 00
Wheat meal	29 00
Feed flour, bag	1 87½
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	32 00
Barley chop, ton	31 60
Feed oats, cleaned, Manitoba, bush.	6 53
Feed wheat, bag	1 70

TORONTO

FLOUR.—Prices on Ontario winter wheat flour have stiffened some this week. Some millers are selling at \$3.60, but some are getting as high as \$4, as our range shows. The firmness was due alike to a strong export demand and the advances in the wheat market. Domestic business in this line is by no means heavy.

Manitobas show no increase but the tone is now more healthy. There has been a very strong call for old Manitobas, more so than for new, because the

quality of the former was higher. Still, all are firm. Buyers had held off, supposing levels would drop, but the wheat market this last few days went the other way and there was a rush of orders on flour as a result. Only the fact that the wheat market shaded a little stopped an advance in Manitoba flour quotations. Buying is distinctly good, and a firm tone has been imparted to the market.

Manitoba Wheat Flour—		Small	Car
		lots.	lots.
		per bbl.	per bbl.
First patents	5 85	5 75
Second patents	5 45	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 10c per bbl. more.			
Ontario winter wheat flour 90 per cent.			
(Board of Trade quotation) car lots.... 3 60 4 00			

CEREALS.—The outstanding feature of this market is the firmness in rolled oats, consequent upon the general cereal situation gaining strength. We quote no advance at this writing but understand that one is not improbable if raw material keeps firm and shows a higher tendency.

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

FEEDS.—These continue fairly easy. Most buying has been done and demand is not heavy. The firmness in kindred markets implies a little strength but this is more sentimental than actual.

Mill Feeds—		Mixed cars, per ton	
Bran	22 00	22 00
Shorts	24 00	24 00
Middlings	25 00	25 00
Feed flour, per bag	1 50	1 55
Oats—			
No. 3, Ontario, outside points	0 35	0 37

WINNIPEG

FLOUR AND CEREALS.—There has been a sharp advance in wheat during the week, but millers do not consider putting up the price of flour unless the market settles at a higher figure. Both export and domestic trades are on the quiet side.

Flour—		
Best patents, per sack 98 lbs.	2 90
Bakers, per sack 98 lbs.	2 55
First clears	2 75
Second clears	1 75
Rolled oats, 80 lbs.	2 30
Standard granulated oatmeal, 98 lbs.	2 80

Stock the Popular TILLSON'S OATS

WITH THE CHINA PREMIUM

Not a Flake Broken



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THAT'S one beauty of
Tillson's Oats.

Every flake is whole.

That's why porridge
made from Tillson's Oats doesn't
come to the table a sticky, jellied
mass; but instead, as inviting to the
eye as it is tasty to the palate and nourishing to the body.

Every flake is as thin as it can be rolled without breaking it.

That's why Tillson's Oats are cooked thoroughly in 15 minutes—no more.
No all-night cooking, as it used to be with the old-fashioned oatmeal. No
half raw porridge due to imperfectly rolled oats.

If you ever found porridge hard to digest it was because you made it from
rolled oats containing coarse and fine particles, some of which were not
cooked through.

Compare Tillson's Oats with any others that you have been in the habit
of using, and you will see and taste the difference.

Try them tomorrow.

Tillson's Oats

Your grocer has Tillson's. Two sizes—10c and 25c. Each 25c
package contains a handsome piece of English Porcelain Tableware.

Canadian Cereal and Flour Mills Co., Limited
CABLE ADDRESS "CANCEREAL" TORONTO, CAN.



All that advertising can do for a product

all that quality, purity and cleanliness in manufacture, these qualities are most successfully combined in

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

made right here in Canada from the choicest of Manitoba Hard Wheat, in the most sanitary and scrupulously clean factory you could desire. Advertised extensively the country over.

Little wonder an extensive demand has been created for these quality brands. Why not make sure the folk in your locality know you can supply them by putting in an attractive display now?

Order from your wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS
Tees & Perse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.
WHITE SWAN SPICES AND
CEREALS, LTD. Per doz.

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

ROYAL BAKING POWDER.

	Bbl. lots	
Size.	Less than 10 case lots and over	Per doz.
4-oz.	\$.95	\$.90
6-oz.	1.40	1.35
6-oz.	1.95	1.90
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00
	Per case	
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.		4 00
King's Food, 2 doz. to case, weight 95 lbs.		5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.		3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.		3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.		3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.		3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	Per doz.
Strawberry, 1914 pack.	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10
Aylmer Pure Jellies.	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85
Aylmer Marmalade	
Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25
Aylmer Pure Preserves—Bulk	
5 lbs. 7 lbs.	
Strawberry	0 72 1 00
Black currant	0 65 0 85
Raspberry	0 65 0 85
Aylmer 14's and 30's per lb.	

8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/2-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

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

BLUE.

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

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

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

CEREALS.

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

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—
Perfection, 1-lb. tins, doz. . . . 4 50
Perfection, 1/2-lb. tins, doz. . . . 2 40
Perfection, 1/4-lb. tins, doz. . . . 1 25
Perfection, 10c tins, doz. . . . 0 90
Perfection, 5-lb. tins, per lb. 0 37
Soluble bulk, No. 1, lb. 0 21
Soluble bulk, No. 2, lb. 0 19
London Pearl, per lb. 0 22
Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb. 0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. . . . 1 50
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 6 90
Sweet Chocolate— Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes 0 40
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes 0 35
Diamond, 8's, 6 and 12-lb. boxes 0 25
Diamond 6's and 7's, 6 and 12-lb. boxes 0 26
Diamond, 1/4's, 6 and 12-lb. boxes 0 27

Icings for Cake—

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

Chocolate Confections. Per lb.

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

Made in Canada



Self-rising PANCAKE FLOUR

eliminates the degree of uncertainty in pancake making

and it's no small one either, as any housewife can vouch for.

White Swan self-rising Pancake Flour is a scientific blending of wheat, corn and rice of the very finest quality, with a definite percentage of seasoning and leavening (phosphate, bicarb, soda and salt, none other) to ensure absolute success in baking.



It is economical because it saves the cost of Baking Powder, salt, cream tartar, soda and yeast and lost batches from any one of many causes.

There is no uncertainty connected with White Swan Pancake Flour whether making Pancakes, Muffins or Gems.

It is ready for instant use and makes a nutritious food for any and all seasons of the year—is especially in demand during the fall and winter months.

Order a trial shipment now and get a few of your best customers to try it out. We stand or fall on their decision.

White Swan Spices and Cereals

LIMITED

TORONTO

CANADA

PRICE LIST

Buckwheat Flour (Self-Rising), 3 doz. to case, shipping weight 70 lbs.	\$3.00
Pancake Flour (Self-Rising), 3 doz. to case, shipping weight 70 lbs.	\$3.00
Biscuit Flour (Self-Rising), 2 doz. to case, shipping weight 70 lbs.	\$3.00

"WENTWORTH BRAND" FINE OLD ENGLISH MINCEMEAT

MADE from peeled and cored hand-picked apples and extra rich in Currants, Raisins, Peel and Suet.

A High-grade mincemeat equal, if not superior, to the best Home-made.

Your mincemeat sales have fallen off year by year. Why? Because the average factory mincemeat has lacked *Quality* and "you can't fool all the people all the time."

Our Factory is located in the midst of our orchards. It is Modern, Sanitary and Government Inspected.

We are making a specialty of MINCEMEAT this year and backing it with our reputation and guarantee of "money back if goods are not right."

The price is \$2.30 per 27-lb. pail, or 8c in 80-lb. tubs.

Send your order to-day—Delivery made when you say.

Freight prepaid on orders of 500 lbs. or over anywhere in Ontario.

The Wentworth Orchard Co. LIMITED

Manufacturers of Jams, Jellies, Pie Filling, Canned Apples, Etc.

43 PARK STREET, N. HAMILTON

FACTORY: WATERDOWN

Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO'S.
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

10c size (for cooking)	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/4's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.
BORDEN MILK CO., LTD.
East of Fort William, Ont.

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

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

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 34
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 34
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 34

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
MOJA.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	

MINTO BROS.
MELAGAMA COFFEE.

Ret.	Whol.
30c 1s, 1/4s, B. or G.	0 25
40c 1s, 1/4s, B. or G.	0 32
45c 1s, 1/4s, B. or G.	0 34
50c 1s, 1/4s, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)

M. Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb tins.	

FLAVORING EXTRACTS.
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight, 3-lbs.	\$ 1 25
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.
CRESCENT MAPLEINE.
Special Delivered Price for Canada.

Per doz.	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00.	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, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Bolled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.50; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lamb's Tongues, 1/4s, \$1.90.	
Sliced Smoked Beef, tins, 1/4s, \$1.65; 1s, \$2.65; 4s, \$13.75.	

**OVAL
Apple
Picking
Baskets**

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

Prompt Shipment.

Order Now.

**Walter Woods & Co.
Hamilton Winnipeg**

**Cranberries
Sweet Potatoes
Tokay Grapes
California Pears
Western
Boxed Apples**

Oysters, Haddies, Kippers,
Digby Herrings, Fillets.
Fresh Halibut, Trout, etc.

White & Co., Limited
Wholesale Fruit and Fish
TORONTO

**Coffee, Its History,
Classification and
Description**

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto

**The
Apple
Crop**

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

Lemon Bros.
OWEN SOUND, ONT.

**New
Messina
Lemons**

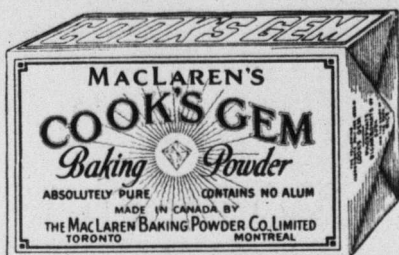
Due November 1st
Order ahead these brands:

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

They will be among the first arrivals.

J. J. McCabe
Agent
TORONTO

The new and better Baking Powder



Not an experiment, but the result of scientific research covering a number of years. If you would handle a reliable powder that makes and holds customers, get in touch with us.

STRENGTH and PURITY
MacLaren Baking Powder
Company, Limited
41-45 Lombard Street
TORONTO

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

Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, ¼s, \$1.20.

Ham and Veal, ¼s, \$1.
Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
Potted Meats, Glass — Chickena, Ham, Tongue, ¼s, \$1.25.
Ox Tongues, tins, ¼s, \$2.40; 1s, \$5.00; 1½s, \$8; 2s, \$10.
Ox Tongues, Glass, 1½s, \$9.75; 2s, \$12.

Mincedmeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.

In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.80.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.
50 lb. Pails, 15c.

Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.

Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals 50c doz.

Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals 50c doz.

Pork & Beans, Chilli Flat, 1, 60c; 2, \$1; 3, \$1.15.
Individuals 50c doz.

Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.

Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.

Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

Spaghetti with Tomato and Cheese, 1s, \$1.30 a doz.

Fluid Beef Cordials, 20 oz. btls., \$10 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$2.80 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs. 5 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.

La Savoureuse, 50 btles., cs. 8 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs. \$9 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15
Ginger Ale, Trayders, cs. 6 doz. splits, doz. 0 95

Club Soda, Trayders, cs. 6 doz. pts., doz. 1 05
Club Soda, Trayders, cs. 6 doz. splits, doz. 0 95

BLACK TEAS.

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

JAPAN TEAS.

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

COFFEES.

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

Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT.

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

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces 0 10½
Tubs, 60 lbs. 0 10½
Pails, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 5 lbs., 12 to case .. 0 11½

Cases, 3 lbs., 20 to case .. 0 11½
Cases, 10 lbs., 6 to case .. 0 11
F.o.b. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins
D. S. F., ¼-lb. \$ 1 60
D. S. F., ½-lb. 2 90
D. S. F., 1-lb. 5 70
F. D., ¼-lb. 0 95

Per jar
Durham, 4-lb. jar 0 98
Durham, 1-lb. jar 0 31

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
List Price.

SPICES.

WHITE SWAN SPICES AND CEREALS, TORONTO.

Dredge
Canister 4oz. Round Pkgs.
Allspice \$0.90 \$0.90
Arrowroot, 4 oz. tins, 85c.

Cayenne 0.90 0.90
Celery Salt
Celery Pepper

Cinnamon 0.90 0.90
Cinnamon, 1 oz. Fagots, 45c.

Cloves 0.90 0.90
Curry Powder
Mace

Nutmegs 0.90 ..
" Whole, 6c. Pkgs., 45c.

Paprika 0.90 ..
Pepper, Black 0.90 0.90
Pepper, White 1.10 1.10

Pastry Spice 0.90 0.90
Pickling Spice (Widow front) 0.75 ..
Dozens to case 4 4

Shipping weight, per case 10 lbs. 17 lbs.

WHITE SWAN LYE.

Single cases, 4 doz. \$ 3 50
5 case lots, 4 doz. 3 35
Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes. Cents
40 lbs., Canada Laundry .. .06½
40 lbs., boxes Canada white gloss, 1 lb. pkg.06½

48 lbs. No. 1 white or blue, 4 lb. cartons07½
48 lbs. No. 1 white or blue, 3 lb. cartons07½

100 lbs., kegs, No. 1 white06½
200 lbs., bbls., No. 1 white06½

30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07½
48 lbs. silver gloss, in 6-lb. tin canisters08½

36 lbs., silver gloss, 6-lb. draw lid boxes08½
100 lbs., kegs, silver gloss, large crystals07½

28 lbs., Benson's Satin, 1-lb. cartons, chrome label07½
40 lbs., Benson's Enamel (cold water), per case ... 3 00

20 lbs., Benson's Enamel (cold water), per case ... 1 50
Celluloid—boxes containing 45 cartons, per case 3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07½
40 lbs. Canada pure corn starch06½

(120-lb. boxes ¼c higher.)
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—
Boxes about 40 lbs.06
Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.06½
First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.07½
Barrels, 200 lbs.06½
Kegs, 100 lbs.06½

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1-lb. fancy carton cases 50 lbs.07½
3 in case06

In buying
KETCHUP

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

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

The T. Upton Co., Limited
ST. CATHARINES

FOR

Hallowe'en Trade

Let us supply you with Canadian Chestnuts, Fancy Table Apples, Canadian Grapes, Tokay Grapes, Cranberries, Sweet Potatoes and Oranges.

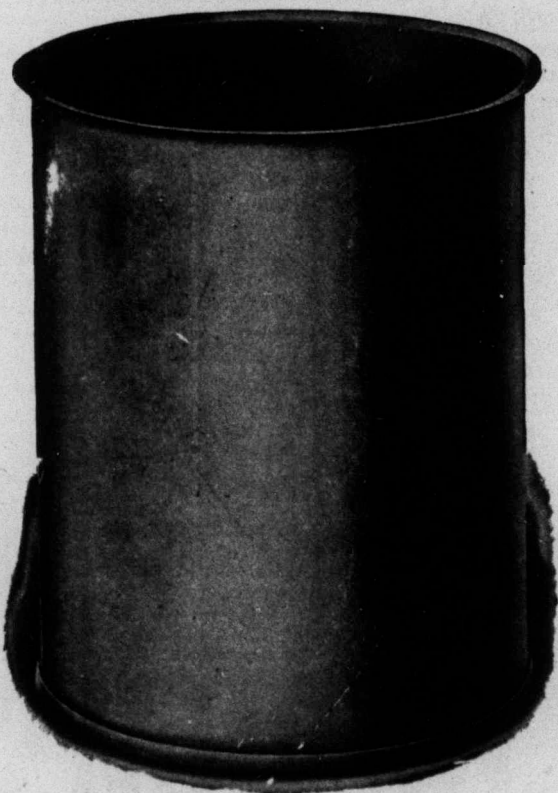
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ESTABLISHED 1861
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"The Can of Quality"

Fruits, Vegetables,
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Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

Buyers' Guide

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

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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.

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

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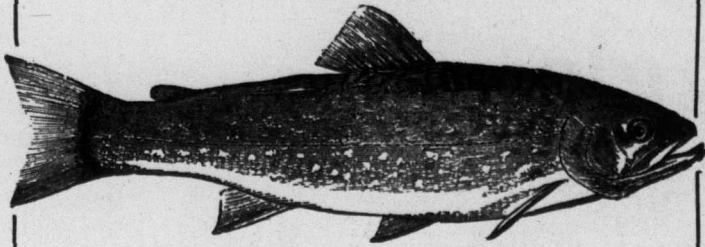
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Managing Editor

JOHN APPLETON,
Editor

THE FINANCIAL POST OF CANADA

Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.

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by Canadian Fishermen*



*Processed
and Packed by
Canadians.*

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

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

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Makes Friends of Both Seller and Buyer

Shirriff's quickly makes good as soon as the customer knows you handle it. This has been our experience for thirty years.

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Save Labor : Eliminate
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Just the thing
for the GROCER,
BUTCHER and
BAKER. No
charge accounts,
no disputes; in-
sure accuracy;
save time in
waiting on
trade; save labor
in bookkeeping.

THEREFORE
SAVE MONEY.

Write Your Jobber or

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

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

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

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

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

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

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

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

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

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

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

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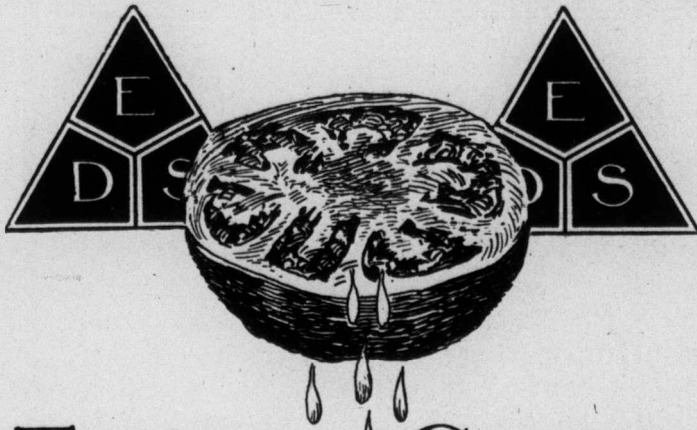
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and from Canada's choicest tomato crop, cultivated in Winona's productive gardens

It's not the fact that they are grown in the Winona district that makes the tomatoes used in E.D.S. Tomato Catsup so superior, but the fact that their cultivation is carried out most scientifically and also the fact that they are matured right on the ground where they are used. This latter point is important, because the tomatoes are allowed to ripen in the sun, which gives them their full natural flavor.

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rest lies in the great care in processing, the absolute cleanliness, purity and the quality of other ingredients used.



Boost for the Tomato Catsup that keeps Business coming. Sell and recommend E. D. S. Tomato Catsup.

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We buy on quality, because we believe that value lies in quality and not in price.

Our thousands of customers are the proof that this principle is true.



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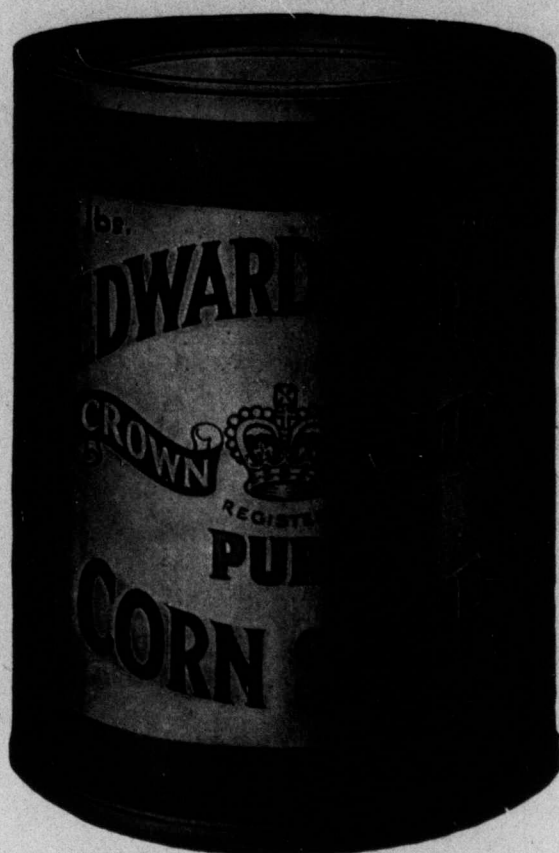
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