

THIS IS THE 1,351st ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, OCTOBER 31, 1913

No. 44



The Barr Account Register has proven "The Better Way" in Business

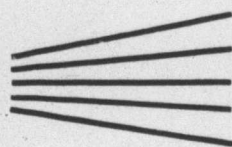
THE BARR ACCOUNT REGISTER—the latest and best.

THE BARR ACCOUNT REGISTER—requires less space than other systems.

THE BARR ACCOUNT REGISTER—is quicker to operate and more convenient.

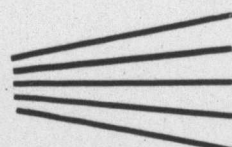
THE BARR ACCOUNT REGISTER — is built in two styles from 100 accounts up.

ELIMINATE



THE BAD ACCOUNTS
THE GUESSING
THE NIGHT WORK
THE WORRY
THE LOSSES

INCREASE



YOUR COLLECTIONS
YOUR SATISFIED CUSTOMERS
YOUR LEISURE TIME
YOUR STORE EFFICIENCY
YOUR NET PROFITS

The Barr Register will do this for you

Write to-day for more information, which places you under no obligations

SPECIAL NOTICE.

The Barr Register is a bona fide Canadian invention fully protected by valid patents. There is not and never has been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary.

We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Signed, BARR REGISTERS, LIMITED.

BARR REGISTERS

LIMITED

TRENTON

ONTARIO

Makers of Jams



to H.M. King George V.

By Appointment

Chivers' Jams

and Marmalades



Famous the world over for
Purity, Quality and Flavour.

Made at the famous Orchard Factory
in silver lined pans under ideal hygienic
conditions.

Fresh Fruit and Refined Sugar Only.
No Preservatives. No Artificial Col-
ouring.

Put up in glass jars, tins, and pails.

Grocers everywhere report increasing
sales.

Stock Chivers' Orchard Factory Jams
and get the cream of the trade.

Now is the time to buy.

For samples and quotations apply to the agents :

THE W. H. MALKIN CO., LIMITED

57 Water St.

VANCOUVER, B.C.

(British Columbia and Alberta)

FRANK L. BENEDICT & CO.

45 St. Alexander St.

MONTREAL

(Canada and Newfoundland)



To Maintain and Increase Permanent Trade!

You must handle only articles of known worth—the tried and tested kind—articles whose intrinsic merit has raised them far above the commonplace.

We know of no safer or surer way than to handle “Le Calice” Castile Soap—antiseptic, sanitary, pure, containing no animal fat, is pure as oil and skill can make it.

“Le Calice” Castile Soap

is the soap for a sensitive complexion or delicate lingerie, and therefore must be produced with skill, experience and honesty, linked with purity. The soap must be clean to wash clean.

11 GOLD MEDALS 11

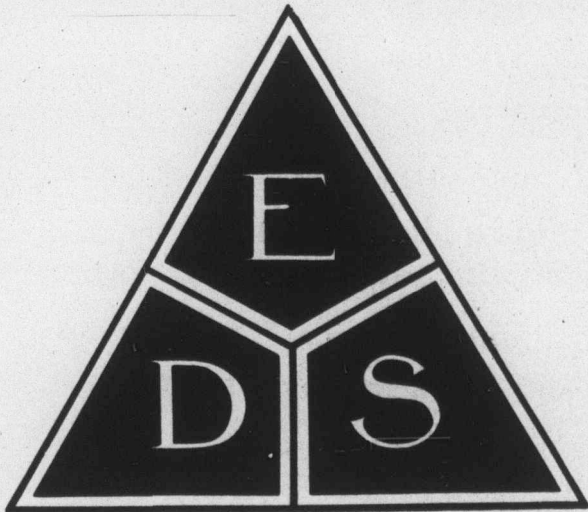


Arthur P. Tippet & Co.

AGENTS

Montreal, Que.

**E.D.S. Jams
and Jellies**
*stand out in your store
as strong as this trade
mark does in this ad.*



When you put up a display of E.D.S. products, you not only have a distinctive display, but you add to your store that tone of refinement which is ever present with pure and high quality goods. Moreover, a display of E.D.S. Products will make many sales for you at a good profit.

E.D.S. *Purity* is backed by the report of the Government inspector—see bulletin No. 244.

Made only by

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

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

OXO
CUBES

**THE FASTEST
SELLING
SPECIALTY**



**IN THE
GROCERY BUSINESS**

OXO CUBES are selling by the *millions*. Their success is enormous. They have proved their value to the consumer—and their money-making powers to the dealer. The constant OXO advertising—in newspapers and magazines—has taught the women of Canada the possibilities of these marvelous inventions. To-day, reaping the benefit of these marvelous inventions, the grocers are fittingly increasing their sales of OXO CUBES. Don't confine your buying to the 10c and 25c tins. Stock the 50 and 100 cube tins as well. Hundreds buy these larger sizes and use OXO CUBES regularly for



Soups, Gravies, Hashes,
Meat Pies, etc. We'll
gladly send you a supply
of signs, cards, and win-
dow bills.



Write for terms of special offer on Oxo cubes.

Corneille David & Co.

Toronto, Montreal, Winnipeg & St. John, N.B.

OXO
CUBES



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

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

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

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

LINDNERS LIMITED

340 Dufferin St., TORONTO
Phone Parkdale 2985

REPRESENTATIVES:

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



The richest full cream milk from Canada's best dairies is used for the Borden Milk Products.

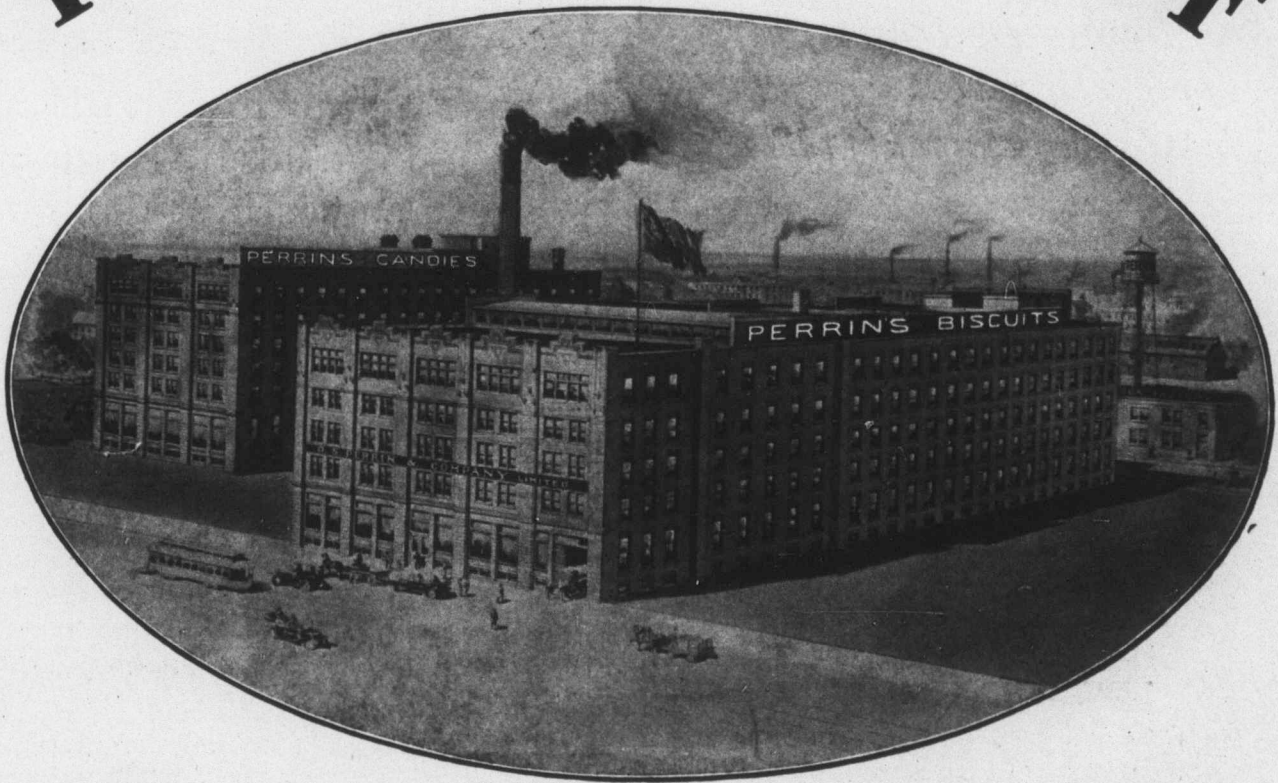
Since first introduced the Borden Milk Products have had their own distinct following. This following is continually on the increase, and the dealer who couples his selling powers with these goods and our advertising campaigns makes for himself a large clientele of satisfied customers and adds prestige to his business.

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

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

THE CANADIAN GROCER

THE NEW HOME OF



PERRIN'S BISCUITS

LONDON

CANADA

The Raisin that is Different—

GRIFFIN'S SEEDLESS

In The Blue Package

—The Kind that Never Had a Seed

ASK THE GROCERY SALESMAN

Western Distributors

MASON & HICKEY, Winnipeg

Branches: REGINA, SASKATOON, CALGARY and EDMONTON

**SYMINGTON'S
SOUPS**


are
just ideal where
nourishment and
warmth and ease of
preparation are valued.

Contents of one packet make a
quart of rich, nourishing soup,
a p ateful of which, with bread,
offers a delicious, sustaining meal

There are eleven varieties—
each distinctive, each delightful

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

Agents:
F. E. ROBSON & CO.
25 Front St. E.
Toronto



GIPSY Stove Gloss

produces an instant, intensely
black and lasting polish, on
either hot or cold stoves. No
hard labour; no tired arms; just
a quick rub produces a brilliant
shine. That is the secret of
the popularity of GIPSY, and
why your customers will thank
you for recommending it.

Hargreaves' (Canada) Limited,
33, Front Street, E. Toronto.

WESTERN AGENTS:

For Manitoba, Saskatchewan and Alberta:
NICHOLSON & BAIN, Winnipeg, Regina, Saskatoon,
Calgary and Edmonton.
For British Columbia and Yukon:
CREEDEN & AVERY, 118 Homer Arcade, Vancouver, B.C.
ASK YOUR JOBBER!

Tartan BRAND

THE SIGN OF PURITY

"TARTAN Salmon is the highest grade of fish packed. If you want a real trade winner, book up with our travelers for Fall delivery at the lowest price issued in many years.

TARTAN Brand Fruit and Vegetables as far as packed are the finest we ever opened.

Our travelers have full particulars of all fall goods, Mediterranean Fruits, etc.

TARTAN Brand Spices, Extracts, Jelly Powder manufactured by us of highest quality. Full assortment of Wagstaffe's Jam and Imperial Golden and Silver Grain Vinegar.

When in a hurry for goods, 'phone us and experiment with us. We are the original "quick shippers."

BALFOUR, SMYE & CO.,

Wholesale and
Manufacturing Grocers

HAMILTON

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

RICE'S SALT

THE TABLE SALT ABOVE
THE AVERAGE

Give your customers the best salt—Rice's, and you will coin their trade for other profitable goods. Rice's salt is the finest quality—Table and Dalry Salt produced. Purity is the key note.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd.

CLINTON & GODERICH, ONTARIO



Purveyors to H. M. the late
King Edward VII. By ap-
pointment to His Majesty
King George V.

Good taste

The good taste of your customers stops at Brand's A. I. Sauce—it is the acme of perfection. A. I. adds zest to the plainest fare; it brings out the best in fish, meat or fowl.

Grocers the country over are stocking this sure seller and profit-getter. Better send in your order now, for the Fall and holiday season means big sale in Sauces.

Brand & Co., Limited

Mayfair, - - - London, Eng.

NEWTON A. HILL, 25 Front St. East TORONTO

H. HUBBARD, 27 Common St., MONTREAL

McLEOD & CLARKSON, VANCOUVER

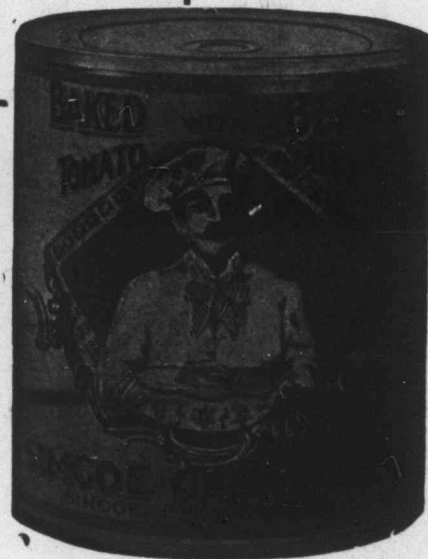
The high cost of meat and the low cost of "Simcoe" Baked Beans

The high prices on meat and the high cost of living in general makes people judicious in their buying. Many are substituting "**Simcoe**" Baked Beans in place of meat—each tin contains as much nutriment as a pound of beef steak.

Being carefully prepared by the most scientific process, "**Simcoe**" Baked Beans have a rich, nutty flavor which is unsurpassed by even the best home-baked.

Put up both Plain and with Chili and Tomato Sauces. It is up to you to supply your patrons. Have a good stock of "**Simcoe**" Brand on hand.

Dominion Canners, Ltd.
HAMILTON, ONT.



NO EXPENSE BETWEEN DRINKS



Instantaneous Electric Water-Heater.

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

Can be attached to any electric light socket.

Much cheaper to operate than old style urns.

Water boils in 45 seconds.

Capacity 3 quarts.

J. J. McLaughlin Limited

Toronto

Edmonton

B. CANNON & Co., Ltd.
LINCOLN, ENGLAND

PURE GELATINES

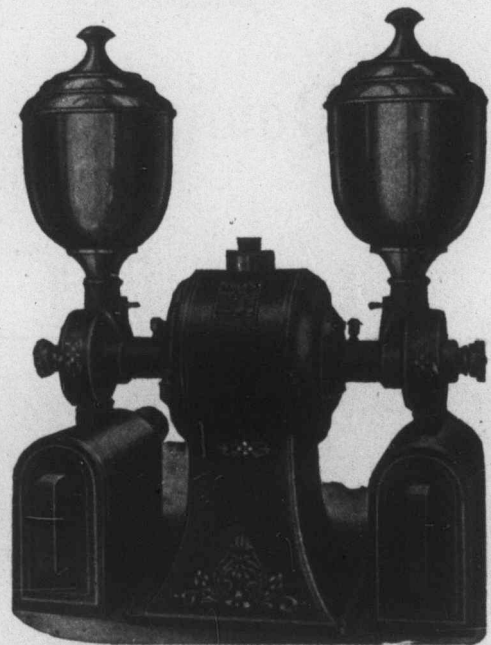
Stocks:- Toronto, Montreal,
New York.

SOLE AGENTS

FINEGAN & ELLIS
506 Board of Trade Bldg.
TORONTO

More Than Ever in a Class by Itself

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



COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

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

"SOVEREIGN"

QUALITY

BRAND

QUALITY



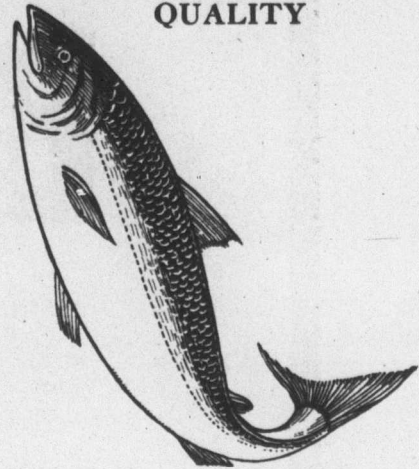
SALMON

QUALITY—NOT PRICE THAT SELLS

IT IS IMPORTANT THAT
RETAIL GROCERS
SHOULD STOCK

"SOVEREIGN" SALMON

Thereby assuring a strong and
healthy competition among
first class standard brands.



Anglo B.C. Packing Co., Ltd., Vancouver, B.C.

"FINEST GRADE OF SOCKEYE SALMON."



We Serve The Entire West With Wholesale Groceries

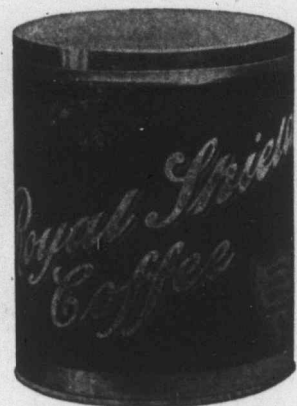
Our warehouses, located in the six strategic points
throughout the West, render prompt service possible. Your
orders go out immediately they are received.

Manufacturing the Royal Shield brand of goods we as-
sure you superior quality in baking powder, coffees, teas, ex-
tracts, etc. The Royal Shield Brand stands for excellence.
We must keep the standard up.

All those dealing with us get the best goods, at the best
price—and they get the service.

Campbell, Bros. & Wilson, Ltd. Established 1892 WINNIPEG
Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE
Campbell, Wilson & Strathdee, Ltd. REGINA
Campbell, Wilson & Adams
SASKATOON

Wholesale Grocers and Importers
(Manufacturers of Royal Shield Goods.)



BOVRIL

makes
rich
red
blood
*a firm step
and strong
muscles*

The wonderful body-building power of **Bovril** is a fact scientifically established by the remarkable experiments made by one of the leading physiologists in England, and recently reported to the British Medical Association. Since the announcement of these tests of **Bovril** upon human subjects, showing the body-building power of **Bovril** to be from ten to twenty times the quantity taken, the sale of **Bovril** has increased enormously throughout the world. It will pay you to handle **Bovril** and **Bovril Cordial**. Recommend the eight ounce and sixteen ounce bottles to your patrons as the most economical sizes.

Bovril Limited

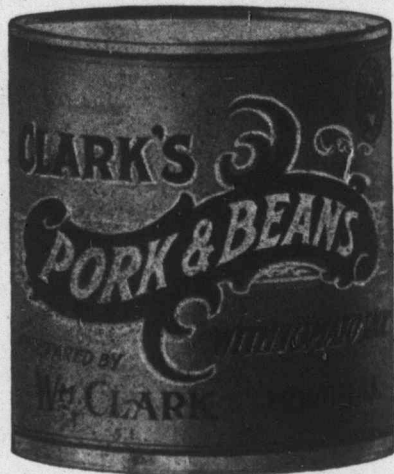
25-27 St. Peter St.

MONTREAL

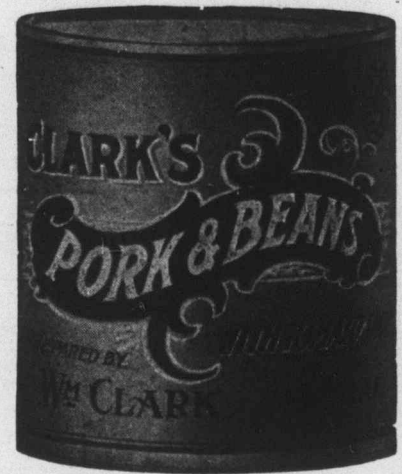


IS THERE MONEY IN IT? AND HOW MUCH?

Two very important questions for you to ask yourself, Mr. Grocer, when giving your order.



There is
**MORE
MONEY**
in



CLARK'S PORK and BEANS

than in any other brand you handle

BECAUSE

- They are absolutely the highest quality.
- They give satisfaction to your customers.
- They are extensively advertised.
- They sell without effort.

THEY HAVE THE REPUTATION

W. CLARK, Montreal

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co., LIMITED



Berlin,

Ontario



REPRESENTATIVES:

Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 686, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.



KEEP POSTED ON SUGAR

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

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

When writing advertisers kindly mention having seen the advertisement in this paper. : : : :



"Rideau Hall" Coffee

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

Comes in one-pound and 25c tins.

Gorman, Eckert & Co., Limited
LONDON, ONTARIO

Western Selling Agents, Mason & Hickey, Winnipeg

BUY
"Redona" and "Matador"
SHELLED
ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulp.

Monument Buildings, London, England



THE MCGREGGOR PAPER BAG HOLDER.

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

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

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

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

TEA SPECIAL !!

TEAS.—The market in teas show an advance, and market firm. We managed to pick up a few lines at a price considerably less than they are actually worth, and intend giving our friends the benefit of our purchase. We offer:—

CEYLON GREEN YOUNG HYSON. — This is good style and draw and well worth 3 cents per lb. more than we ask.
60 lb. boxes20

JAPAN.—We have secured a few hundred boxes of this line below its actual market value to-day, and while it lasts you may have it at appended price. This line is good style and good in the cup.

JAPAN SPECIAL No. 1. 80 lb. boxes16

We have also secured a special line of a good drawing and good style Japan which we offer:

JAPAN SPECIAL No. 2 80 lb. boxes20

Fenwick, Hendry & CO.

Importers and Manufacturing
Wholesale Grocers

KINGSTON, ONTARIO, CANADA

CAMP

COFFEE

Stands on its

It Appeals
to the Public

because of its
exquisite flavour
and the ease and
swiftness with
which it can be
perfectly pre-
pared.

*R. Paterson & Sons
Coffee Specialists
Glasgow*

It should
appeal to you

because it is the
most popular of
all coffee es-
sences; because
it means quick
sales, big sales,
and good profits.

*Ask your
Wholesale
House*



MERITS

Purity is first in
Purnell's



The best known brand in the Dominion.

Purnell & Panter Limited
BRISTOL, ENGLAND

RED RIDING HOOD BRAND



5 lb.
SLIP
TOP
CAN

5 lb.
SLIP
TOP
CAN

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan
and Alberta—W. H. Dunn, 396 St. Paul Street,
Montreal.

Toronto—Lind Brokerage Co., 47 Wellington St. E.
Ottawa—E. M. Lerner & Sons, 11 York Street.

British Columbia and Yukon—Kirkland & Rose, 312
Water Street, Vancouver.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

Headquarters for White Beans and Evaporated Apples.

—

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

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

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

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

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

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

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

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

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

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

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

WESTERN PROVINCES—Continued.

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

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

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

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

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

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

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

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON
 Manufacturers' Agents and Wholesale
 Commission Agents
 383-4 Cambie St., Vancouver, B.C.
 Can give strict attention to a few first-class
 Grocery Agencies. Highest References.

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

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



STUHR'S
GENUINE CAVIARE,
ANCHOVIES IN BRINE
(Salted Sardels).
 In Tins and Glasses.
 "Please ask for our offer"
C. F. STUHR & CO., HAMBURG.



Oakey's
 The original and only
 Genuine Preparation
 for Cleaning Cutlery,
 6d. and 1s. Canisters.
 'WELLINGTON'
KNIFE POLISH

JOHN Oakey & Sons, Limited
 Manufacturers of
 Emery, Black Lead, Emery, Glass
 and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

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

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

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

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

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

OUR GUARANTEE
 If this polish damages your custom-
 er's piano, we'll pay for the piano.
 That's why live Grocers everywhere
 stock it. It sells, repeats, and brings
 new faces to a store.

Prestolene
 (TRADE MARK)
PIANO
GLOSS
 THE
 PERFECT POLISH FOR
PIANOS, FURNITURE
 AND ALL GLOSSED SURFACES
The International Specialty Co.
 The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry
 Horne Co., 309 King W., Toronto.
 Leadlay, Limited, Bannatyne Ave., Win-
 nipeg, Man.
 Every package carries above guarantee
 in detail. Our travellers carry unique
 propositions.

Every Merchant who handles—

Mathieu's Nervine Powders



Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's*

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

Please send regular box of Mathieu's Nervine Powders to the following address:—
 Name
 With (Name of firm)
 Street
 City or townProv.....

THE CANADIAN GROCER

Furuya & Nishimura

are of opinion that any competent judge of Tea will admit that only in

JAPAN TEA

do you get purity and rich mellowness.



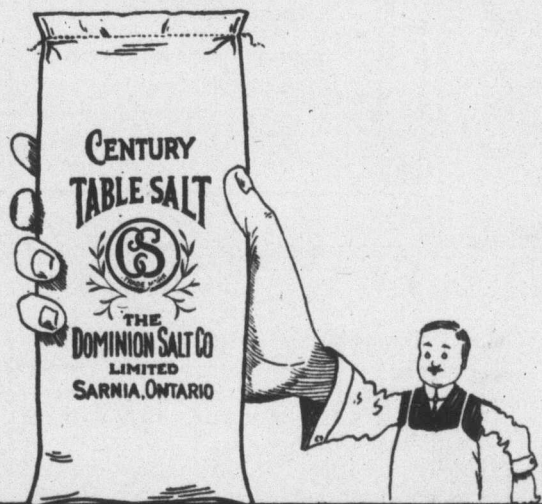
JOHN DIAMOND

458 NORTH THIRD STREET, PHILADELPHIA, U.S.A.

— MANUFACTURER OF —

Shoe Blackings	Shoe Dressings	Laundry Blues
American Stick Blue	Stove Polishes	
Inks, Mucilage and "Ink-Out"	Pure Petrolatum Pomades	
Electric Paste Stove Polish		

FOR SALE BY ALL FIRST CLASS JOBBERS IN CANADA



He hands his customers Century Salt because

it is pure and best fills their requirements for both table and dairy. Moreover, Century Table Salt pays him a good profit. Put up in small cotton and large 50-lb. duck bags.

THE DOMINION SALT CO., LIMITED
SARNIA, ONT.



The always reliable in results—"COW BRAND"

No other soda on the market is so well known by the good housewife as is "Cow Brand." It is famous for its absolutely sure results, its strength, its purity. Recommend it to all.

Stock up, Your jobber has it.

CHURCH & DWIGHT

Manufacturers LIMITED
MONTREAL

THE CANADIAN GROCER

St. Lawrence

Granulated

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

SYMINGTON'S COFFEE ESSENCE

is the standard of quality and excellence. There is no other Coffee Essence to equal it. Made by the most expert coffee-cooks who devote their whole time and attention to the manufacture of Coffee Essence. The demand—fostered by continuous up-to-date advertising—is constant, and discriminating housewives everywhere insist upon having the premier brand.

GET FULL PARTICULARS, SHOWCARDS AND PRICES TO-DAY.

Thos. Symington & Co., Edinburgh and London

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



Say! Don't Trifle With Time
Any Longer

Get That Free Book
and
Five Unique Store Signs

FISH IS A PROFITABLE LINE

ESPECIALLY WHEN YOU HANDLE

OCEAN BRAND Haddies, Kippers, Bloaters, Fillets
CANADA BRAND Boneless Cod

They are the choicest procurable, simply because they are prepared for you by men who have been brought up in the business.

Write To-day For Book.

North Atlantic Fisheries, Limited, Montreal

“IF”

that little word “if” —



If those grocers in Canada who from time to time have been F-I-N-E-D for selling adulterated spices had stocked **PURE GOLD** products they would have been spared the ignomy of facing the magistrate.

If you are stocking **PURE GOLD** products you can face both **customer** and **inspector**, and with the knowledge that you are selling only the purest products.

How can you afford to jeopardize your prestige—your standing in the community and your reputation by selling products about which you are not **absolutely sure**?

Stock Pure Gold and be sure.

**Pure Gold
Manufacturing Co.**
TORONTO

A 10c. Line!
SWISS DAIRY
BRAND
CONDENSED MILK
(SWEETENED)
MANUFACTURED IN IRELAND
QUALITY GUARANTEED

ONTARIO **PRICE:** QUEBEC
AND
4 Dozen 16-oz. tins to the case

\$3.85

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

Write for Special Price on Car Lots.

KIRKWOOD & SONS, Toronto
176 DUPONT ST.

Cold dry air circulation

IN this advertisement we will explain to you the necessity of cold dry air circulation in refrigerators.

Cold air alone will not keep perishables in their best state; it must be dry and circulating, a damp, musty refrigerator is dangerous. Cold, stagnant air takes the freshness out of the produce and it will deteriorate more quickly when taken from the cold atmosphere. The **Eureka** scientific method of producing a uniform pure, dry, circulating air, carries off impurities and keeps foodstuffs in the highest state of preservation, and at the same time uses the smallest amount of ice.



Catalog and prices sent on request.

**Eureka Refrigerator Co.,
Limited**
54 Noble Street TORONTO

Montreal Representative
JAMES RUTLEDGE, Tel. St. Louis 3076
Distributing Agents, Walter Woods
& Co., Winnipeg

*Built any size for
Grocers and Butchers
use.*

**PLAIN LOGICAL TALK
to clear headed business men**



- ¶ The One Great Dominating Influence.
- ¶ The One Appeal to the Dealer and to the Public.
- ¶ The One Test the world recognizes as the Standard of Value in Tea is the—"Cup Draw"

"SALADA"

has firmly stood this test for nearly a quarter of a century, every year of which has shown an enormously increasing demand, until to-day it is easily the **Leader of all Teas**. This result has been attained solely from the fact that the Trade and the Public are being better served than ever before in the history of the trade.

BLACK, MIXED OR } Preserved and sold only in Sealed Lead Packets. Samples and
NATURAL GREEN } wholesale terms on enquiry. Address "SALADA," Toronto
or Montreal.



White Swan Products

For over seventeen years the WHITE SWAN brand has been associated in the mind of the Canadian housewife with absolute purity of product. She knows if it is WHITE SWAN it is pure and dependable.

The fact that a dealer carries in stock and makes his leader a brand of spices and cereals in which she has such implicit confidence, is sufficient to make her his steady customer for the rest of her needs.

Order from your wholesaler or direct.

**"Surity
of
Purity"**

White Swan Spices & Cereals Limited, Toronto



The Food for Young and Old

NUTRITIOUS AND HEALTHFUL

Robinson's "Patent" Barley

is especially good for children up to the age of nine months. It is prepared from the finest fully matured barley.

Robinson's "Patent" Groats

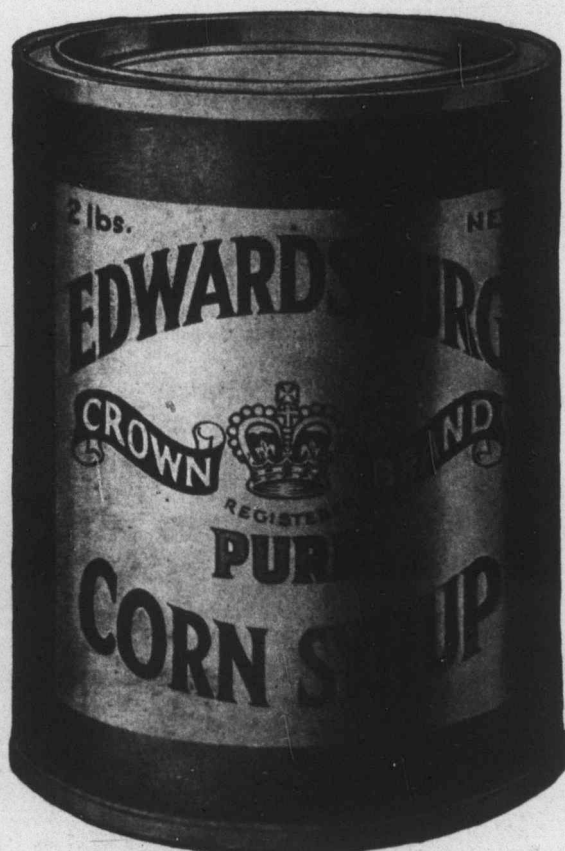
a specially prepared food made from the best oats is a great favorite with the older folk and is for children over the age of nine months. These two foods are well known and used extensively by the better trade.

Stock up to-day on Robinson's "Patent" Barley and "Patent" Groats

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



Successful Sales

are those which are backed up with the right goods.

Crown Brand Corn Syrup

once sold to a Customer means **repeat orders**. You can particularly recommend CROWN BRAND to those of your customers who have growing boys and girls. Have you enough "CROWN BRAND" on your shelves?

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

Western Grocer Opens Discussion on Vanilla

Relates Conversation with Traveling Salesman as to Quality of Vanilla Extract—Difference Between True Vanilla and Vanillin Explained—Comparison of Analysis—Keeping Out of Trouble With the Law.

Every reader of Canadian Grocer will find food for thought in the accompanying letter from the Lethbridge dealer. To understand the difference between "Vanillin" and true "Vanilla" one must go back a few years and study a little history.

The use of vanilla for flavoring dates back to time immemorial in America although Europeans made its acquaintance early in the sixteenth century. When Cortez came to Mexico in 1519 he found vanilla in general use as a flavoring for chocolate. The bean was ground to a fine powder and mixed in with the other materials much as pepper is used to-day. This method has survived to some degree especially in the manufacture of fine chocolates.

Cost Was Great Then.

The cost of the vanilla bean made the use of it in this form very much of a luxury and it was not until some thrifty French housewife discovered a new method that its use became at all general in Europe. She found that a whole vanilla bean boiled with her custard would not only impart a good flavor but that the same time could be used several times before the flavor had entirely evaporated. This method held the field until the middle of last century when alcoholic extracts began to appear. These were so excellent and withal economical that the demand grew rapidly.

Vanilla extract soon had an established place in the commercial world. This popularity drew the attention of eminent chemists who analyzed the bean and determined its chief constituents. They found the principal flavoring and aromatic value came from a white crystalline substance which they named "vanillin," although a solution of vanillin alone did not give an extract which corresponded to an extract of vanilla; in fact it could at best be described as a fairly good imitation.

A "Substitute" Discovered.

About 1895 a German chemist found he could obtain this identical vanillin from oil of cloves at a very small cost. This was put on the market as a substitute for vanilla and as the price was so low it had an enormous sale. It was found, however, it was not entirely satisfactory as a flavoring unless combined with another substance called "coumarine." This is of frequent occur-

HE KNEW HIS BUSINESS.

Editor Canadian Grocer:— Here is one that should be nailed, and it shows what the average grocer is up against.

The other day the representative of a well-known and supposed to be a very reliable extract firm of Ontario called on us as usual (we do not stock their lines) to solicit business and to impress upon me that we are stocking an inferior article to what he sold. He asked this question: "Why do you stock — goods?" I remarked that in our opinion and by the guarantee of the firm for their goods to be pure, was sufficient reason for us to stock the best; besides confining ourselves to one line as near as possible we have the turnover on the line on which we specialize and consequently get the maximum discounts from the manufacturer in being able to buy the quantity lots.

He then proceeded to show me the Govt. Bulletins of Extracts (No. 245) and pointed out to me where their extracts showed as high as .338 Vanillin against .085 to .089 of the line we stock, coumarin and alcohol being about equal. "See the difference in our favor," he said, and showed me at the same time that his sales have increased by 25% over his last trip, besides having to contend with the increase in price of 20%. We naturally did not place an order, but it shows that he had a new point, and the grocer who did not know otherwise, gave him the attention and likely an order.

His point was to make the unenlightened believe that Vanillin was Vanilla Extract.

I would like to hear through the Grocer of the experience of other grocers on this subject.

**LETHBRIDGE, ALTA.,
GROCER.**

rence in nature, existing in minute quantities in various grasses. The characteristic odor of new mown hay comes from the presence of this salt.

This combination has had an enormous sale, in fact it has almost entirely supplanted true vanilla in many countries in which pure food laws have not been strict. To do so it has had to masquerade under the name of vanilla, which it resembles as much as chicory resembles coffee. It has made its appeal on cheapness, and when it has been labelled "vanilla" this appeal has been difficult to resist.

Food Law Steps In.

Of late years pure food laws have been passed in the principal civilized countries to combat this abuse. They reserve to the true extract of vanilla its proper name and insist that the vanillin and coumarine mixture be properly labelled "artificial," or "imitation." This had the effect of bringing back the really fine and delicate flavor of the real vanilla to its proper place.

Comparison of Analysis.

Turning to the technical side for a moment it is interesting to compare the analysis of the "true" and "imitation" vanillas. Basing the figures on the Canadian standard of ½ lb. of vanilla beans to the gallon of finished extract we find:

	True Vanilla.	Artificial
Vanillin095%	.375%
Alcohol42%	.18%
Coumarine	nil	.070%
Resins	present	nil

From this it is seen that the artificial extract contains about four times the amount of vanillin but is entirely lacking in resins, while the amount of alcohol necessary to dissolve the artificial vanillin and coumarine is much less than half the amount required to extract the full flavor of the vanilla bean.

Exercise Great Care.

Every grocer should make it a fixed policy to push the real article. He will find his trade respond and in time he will have an established trade on a high grade line. If he must handle a cheap vanillin compound in addition, he should examine the labels very carefully and make sure they are properly marked. The Canadian law makes the retail grocer responsible for the goods he sells. The wise grocer cannot be too careful.

Show Card As Selling Aid in Christmas Window

Why Properly Written Card Will Convey An Idea to An Onlooker Which Frequently Results in Purchase — Two Attractive 1912 Trims Described—Use of the Wheel Shaped Design—Importance of Getting Good Photograph.

On the opposite page appear two very handsome Christmas windows of C. F. Island, 262 Dundas Street, Toronto, and C. F. Gringer, Eglinton, North Toronto, firm believers in the power of display as a sales producer. The windows they presented last December prove conclusively the existence of their beliefs even if they never expressed them in words.

The trim in the Island store was cleverly executed. It was a well-balanced and particularly attractive design. Note the rings of nuts on the right hand side and the dried fruits on the left—one wheel balancing off the other. This is an idea that any grocer no matter how small the window could work out to advantage. In the front centre the words "A Merry Xmas" were printed in loaf sugar in a bed of raisins. Back of that was a stairway on which were shown bottled goods such as wines and cherries. Bottled cherries is a splendid line for putting color into a display, and color is frequently a prominent factor in attracting the eye.

To the left and right of the steps were shown figs, dates, etc., with holly borders. These were arranged symmetrically with one another in keeping with the plan of the entire window. Hung from an evergreen-covered semi-circular hoop above the display were Christmas stockings, bells, etc., while a smaller hoop was similarly treated.

Attractive Pyramid Design.

In the display shown by C. F. Gringer below, the pyramid style was used. The goods were built up with a wide base to a peak. Along the bottom was a row of dried fruits in square blocks. Small boxes of peel were inlaid on either side and surrounded by more peel in fine excelsior. Above this was a row of boxes of confectionery flanked with cut glass dishes of shelled nuts. Mince-meat in packages, figs in boxes, dates in packages, canned vegetables, prunes, cream custard, etc., are then built up in pyramid form and the whole topped with canned vegetables. Wines and fruit juices, preserved fruits, raisins in packages are other goods shown. This window certainly stands high in the matter of attractiveness and selling power. The decorations used were principally bells and were not in sufficient quantities to detract from the goods themselves. A few price cards are also to be seen.

What the Show Card Does.

It was stated to the writer recently by a window trimmer that grocers generally do not give sufficient attention to show cards. Whether or not anyone believes in the price ticket all believe in the show card. It was an assistant to selling, he maintained, of exceedingly great value. While no one can actually say just what that value was in dol-

lars and cents, it nevertheless was there. A show card, for instance, reading "Fresh Mince-meat for the Christmas Pie," would be of undoubted value on a display of mince-meat. There was an added suggestion to the onlooker not secured from the display itself. In the first place the card showed that the mince-meat was "fresh." Then there was the suggestion that it would be just the thing for the Christmas pie. The woman who turned over both these features in her mind would be more likely to purchase than if the card were not there.

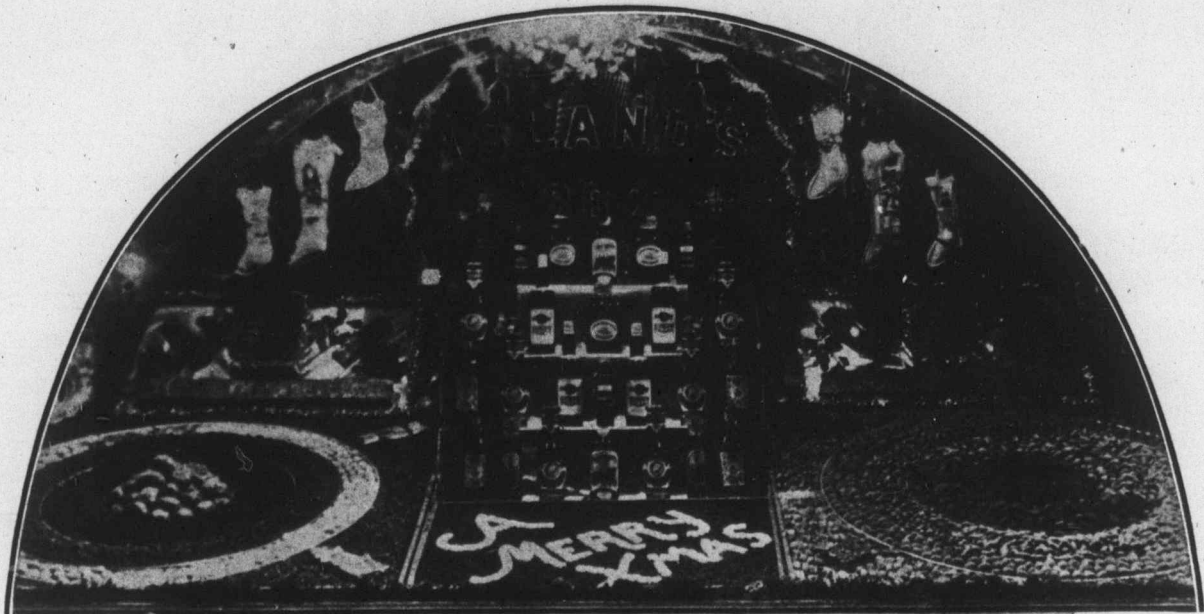
Some window trimmers, however, forget that there is a difference between simply naming the goods and telling something distinctive about them. The one word "mince-meat" on the display would be meaningless because anyone with eyes to see would know that the article was mince-meat. There is no suggestion in it. A woman would not be tempted to buy the article any more than if the card were not there. But with "Fresh Mince-meat for the Christmas Pie" staring her in the face, she gets an idea that very often begins to ferment immediately and before she realizes that the card had anything to do with purchasing, she buys.

A show card or two in the coming Christmas window will help sales. But it must offer a suggestion and it must be informative.

DELICIOUS
READY-MADE
PLUM PUDDING

FRESH MINCEMEAT
FOR THE
CHRISTMAS PIE

THE CANADIAN GROCER



Above picture is of the 1912 Christmas window in the Island Grocery store, 262 Dundas St., Toronto, and the lower one that of C. F. Griner, Eglinton, North Toronto. These are two attractive trims from which many good suggestions will be secured. See opposite page.

How Other Grocers Do Things



"CHRISTMAS" APPLES FOR ENGLAND.

ENGLISHMEN!

What are you going to send home for Christmas? What could be more appreciated by your friends and relatives than a box of Ontario's best apples, delivered, all charges prepaid, to any address in Great Britain and Ireland, during Christmas week?

Every apple hand-selected, wrapped in paper, and packed in paper-lined, lace-faced boxes. The Davies guarantee of quality is on the end of every box.

Spies, Snows, Kings. .\$.3.25 per box.
Other Varieties . . . \$.3.00 per box.

Mail your order now direct to Fruit Dept., The Wm. Davies Co., Limited, Toronto.

This corner in an advertisement of meat and fish indicates a new idea being tried out this year for the first time by The Wm. Davies Co., taking orders for Christmas "gift boxes" of fine Canadian apples. The firm, along with many more, has shipped apples by the barrel, but decided that there would be a demand for smaller packages. Canadian Grocer at first thought of recommending this generally, but on investigation it was found that the freight charges on single packages were almost prohibitory, averaging about \$2.85 a case. It can be done profitably only in carload lots, but for those who can secure sufficient orders the plan looks good.

FORTIFYING AGAINST MISTAKES

A unique idea in looking after orders is carried out in the Chas. L. Philips store, St. John, N.B.. Each order is double checked. Mr. Philips used the duplicate system in vogue in many stores, but probably makes more use of the little carbon slips than most dealers.

Each of the clerks in the store has a number. This number is the same as used in a cash register drawer. The clerk when parcelling the order places the slip on which he has itemized it in in one of the parcels. Before doing so, however, he has pencilled his number on it and having counted each article wrapped, places the number of them on one

YOUNG TRADING CO.

TEA TIPS

The greatest care has to be taken in the planting, growing and tending of the tea plant. The leaves are picked at three seasons of the year and the first pickings produce the best grade of tea. The tips of all leaves produce better tea than the broad leaves. The leaves, after picking, must be carefully dried to prevent fermentation. Tea is then graded, like our wheat, and the most scientific tea-planters get the best price for their tea.

All tea packers have expert buyers, who know the proper price of different grades of tea. The packing houses are not always reliable as to the quality of tea and the amount of tips they leave in packages. Only great tea houses with a reputation at stake are to be fully relied upon.

Again, water in all localities does not suit the flavor of different teas. The water in the vicinity of Young is peculiar in this respect. Experience enables us to choose the kinds which are best suited.

Even the finest tea can be spoiled by using a cold teapot, a metal teapot, or by pouring in water which has not actually boiled, or has been boiling for some time.

We have an assortment of the finest teas procurable to suit this district. Let us help you to realize the true enjoyment of a good cup of India, Ceylon or Japan Tea.

YOUNG TRADING CO.

A newspaper advertisement where attractiveness is a prominent feature.

corner of the bill. The driver who receives the order counts the articles again, and if the clerk has counted correctly, he places another check alongside, showing that there is nothing missing. Then the counter-slip or bill is folded in such a manner that the name of the customer is seen on top in the head-line and in this way, address upwards, it is placed in the order, serving a triple purpose, that of address, bill, and precaution against mistake.

If the order is such that it contains a barrel of flour or something similar a guard is again taken against mistake. For instance, in the basket with the main order where it is certain to be seen, is placed a guide card containing the advice that "a barrel of flour goes with this order," or "an oil-can goes with this," "another box of this," or something of a corresponding nature.

The coloring of each card is different so as to still further guard against mistakes.

A NEAT ADVERTISEMENT.

As neat a looking newspaper advertisement as one would wish to see, recently appeared in the Young, Sask., newspaper for the Young Trading Co. of that town. The ad. is reproduced here. One is first struck with the neatness of it. There are no rules among the type to distract attention and while a fancy border is used it is not "loud" and seems to fit in nicely with the reading matter.

The advertisement itself is of the informative character and the subject of sufficient interest to attract the attention of every housewife. It is, therefore, an advertisement that should be read by a great many. The cut shown herewith has been reduced greatly, the original ad. being 10 x 4½ inches in dimensions.

THE CIRCULAR COUNTER.

In last week's issue an item appeared referring to a circular counter in the grocery store at 309 King St. West, Toronto. It should have been stated that this store belongs to the King St. Produce Co., and is operated by R. B. Horne, and not Harry Horne as stated.

Grocers' Letter Box

Editor Canadian Grocer.—May I find out from you the meaning of the word "paprika." A customer asked me this, saying she got it in a cook book, and thinks it must be some kind of spice. May I have the pleasure to hear from you?
T. L.

Sturgeon Falls, Ont.

P.S.—We had great pleasure in studying last week's Canadian Grocer (Fall number), all hands, clerks, etc., reading it up with much interest.—T. L.

Editorial Note.—"Paprika" is Hungarian sweet pepper ground in olive oil. It is used as a flavoring for salads, Welsh rarebit, etc.

Inevitable Result of Quality and Good Service

The Hub Around Which Wheel of Progress Revolves in the Capital Grocery Store, Regina, Sask.—Proprietors Cater to High Class Trade—Prominence Given to Sanitary Conditions in the Store.

Written for Canadian Grocer by A. H. Carman.



Interior of the Capital Grocery, Regina, Sask. A cash register, computing scales, silent salesman, display refrigerator, coffee grinder, biscuit display bins, and meat slicer are among the fixtures and equipment to be seen.

The Capital Grocery of Regina, Sask., aims to cater to the high class trade of that city. It is not on the main street but within a minute's walk from the centre of Saskatchewan's capital.

As a result of this aim to secure the quality trade, this store has attracted a large clientele of high class buyers, although it has only been in existence about two years. The proprietors are two young men who study closely existing conditions from the standpoint of securing trade from the well-to-do folk. Both these men, A. Thompson and W. J. P. Selby, had been well trained in the art of handling groceries before they took upon themselves the responsibility of a thriving city business of their own.

Rely on Quality and Service.

But to what, more than anything else, do these gentlemen point to as being responsible for their progress? It surely is not due to the size of their place of business for in comparison with others, theirs occupies less space than perhaps the majority of city stores. Nor is it due to the

fact that their prices are lower than those of their competitors which consequently would likely cause their place of business to be crowded with a hungry horde of bargain seekers. No, not that; for with their staff of expert salesmen they are able to handle all their customers without any difficulty, while others may be rushed from morning to night.

Most certainly their progress is not due to either of these factors, considered so important by business men in every district. Neither store room nor cut prices are responsible.

"Best quality plus best service brings best results," is the way a member of the firm sized up the whole situation in discussing the matter. They did not make a specialty of any one line, he insisted, but everything with them was a specialty.

But if there is one thing more than another with which they are particular, it is with their window display, and for this purpose they have in their employ one of the most expert window dressers

obtainable, and a man well trained in the art of card-writing.

There is one thing, however, in which the proprietors are cranks, and that is in the matter of cleanliness and freshness. In entering the store there is an odor about it which is tempting. Then, again, the clerks are forbidden to offer customers anything unless it is absolutely fresh and pure.

Cleanliness in Store Room.

Only the most sanitary methods of handling groceries, meats and vegetables in particular, are adopted and the refrigerator and the store-room of the store are as unquestionable as the face of the counters and the display windows. Attractive counter and shelf fixtures have been installed throughout and up to date grocery methods adopted.

When these facts are known the reason for the advancement of these two enterprising young merchants is no longer a question and it is not hard to search for the reason for many of Regina's elite shopping at the Capital Grocery.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnson.

Toronto—143-149 University Ave. Telephone Main 7324.

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York. Telephone 8971 Rector.

Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607. Phone Rand 2324.

Boston—C. L. Morton, Room 643, Old South Bldg. Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12900. E. J. Dodd.

Subscription: Canada, \$2.00; United States \$2.50;

Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, OCTOBER 31, 1913

BETTER OUTLOOK FOR LEMONS.

Apart from a probable scarcity during the next two weeks owing to the Sicilian crop being late in maturing, the lemon situation for 1913-14 is more promising than for the season just closing. The cutting off of a large percentage of the California crop by frost early in the present year was taken advantage of immediately by the Sicilian growers and prices have been at their mercy ever since. The Californian crop which up to Oct. 18 produced less than 2,200 cars, or 3,000 below the previous year, did not extend its market farther east or north than Chicago. In February last when the marvellous commercial services and cable efficiency apprised the Mediterranean growers of the untoward conditions in the Pacific state, cases were advanced \$1.00 each, and within three weeks by \$1.50. This year, however, the Californian crop though far below the average, is estimated at 2,700-3,000 cars, and the Sicilian, even with unfavorable conditions the last few days, will exceed last year's. The new prices, therefore, are likely to continue well below last year's excessive figures. Sales of the retailer are certain to respond to more reasonable quotations and the aggregate turnover and corresponding profits will be appreciably larger. The lemon, unlike most other commodities, has equally its strong points for cold as well as hot weather; a quencher of a heat-thirst, and an antidote to ailments induced by cold, damp weather.

With the tendency for higher prices in so many directions,—which it takes the public so long to recognize as an adverse condition for the grocer as well as the consumer—cheaper lemons will be welcomed to the ranks of cheaper canned salmon, and cheaper preserved fruits and vegetables as tending to offset the deterrent effects of the others. The grocer should be prepared to take full advantage of favorable price features such as these will present during the next eight or ten months.

SELL CIGARS BY THE BOX.

Every retailer who handles cigars should be able to sell them by the box as Christmas gifts. Cigars constitute one of the many lines which are given from year to year

by friends to one another at the big festive season, and from the smoker's standpoint no better or more useful gift could be secured.

Cigars, however, will not sell unless given some attention. Some weeks prior to Christmas a window display of cigars would prove profitable in letting the public know that you handle them. A show card with the suggestion "A Christmas Gift Always Appreciated," would add to the selling power of such a display. The chief value of this window would lie in the fact that it would give the suggestion of a box of cigars as a gift and that it would bring people into the store later on to purchase.

If a show case is devoted to cigars see that there is a display card in it to convey the suggestion that cigars be given as a Christmas gift. The card is almost absolutely necessary if much business is to be done in this way.

The point should also be considered that many women would hesitate going into an exclusive tobacconist store whereas they would purchase cigars without hesitation from the grocer.

CO-OPERATIVE SOCIETY PROFITS.

The following extract from an Old Country trade paper will be read with a great deal of interest by those who have studied the "co-operative society" movement:—

The "Ironmongers' Weekly," has been devoting some attention to the co-operative movement and recently published a very interesting article, a feature of which was a comparison between the cost of a parcel of goods at a grocer's shop and the cost of similar goods at the local co-op. The grocer's price was 6s. 6½d., and the co-op. charged 8s. 0½d. The difference, of course, is equal to a dividend of about 4s. 6d. in the £.

This confirms the point that Canadian Grocer has made at various times, namely that if co-operative societies are to pay the dividends they claim they will pay in their prospectuses, they must sell at higher prices than the average grocer.

Let us analyze the figures referred to in the above extract. The grocer's price for a certain bill of goods was 6s. 6½d. In Canadian money this would equal \$1.57. The co-operative store price for the same bill of goods was 8s. 0½d. or \$1.93. The buyer of the former would save therefore 36 cents, and on a £ purchase would save 4s. 6d., or in other words \$1.08 on about every \$5 purchase.

This explains why big dividends can be paid by the successful Old Country co-operative societies. One dollar and eight cents on \$5 is around 20 per cent., which is a mighty big increase in prices for any one to pay even if there is a dividend on purchase and interest on the investment to be paid. At such a rate the so-called "co-operative societies" will have a big time giving a "decisive blow to the high cost of living."

INTERNATIONAL CONFERENCE.

Elsewhere in this issue is contained a notice of a proposed international conference of the Retail Grocers' Associations of Great Britain, Canada, the United States, and France, with San Francisco suggested as the place, and May, 1915, as the time for the gathering. The idea was mooted first at the National Convention in St. Louis last May and was received favorably by representatives from Great Britain and Canada. This should, and no doubt will be the attitude of all Provincial associations in Canada before whom the suggestion will be brought shortly. The time for preparation is long enough to allow of a most helpful programme being arranged. A very important question for the associations of Canada and

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the United States will be the location of the place of meeting, providing, as we infer, that San Francisco has been mentioned only provisionally. However, whatever be the convention city, we doubt not that every province in Canada will be represented by able delegates, if, indeed, some of the larger city organizations do not take it upon themselves to send their own delegates. An international conference, such as is proposed, cannot fail to result in a material benefit to the associations, and the salient points generated at the convention may be brought home even to individual members throughout the Dominion. The Canadian Grocer wishes a full measure of success to the International Grocers' Conference of 1915.

PLAYING UP THE TALKING POINTS.

When a man opens a retail store in any community, he must, of necessity, have a pretty definite idea of what kind of service he is going to offer that community. He must see an opportunity, for a certain kind of service, or he wouldn't be so foolish as to invest his capital and time, in the enterprise.

It may be that there is an opening for a store, dealing with high-class and high-priced goods. Or, possibly, the opportunity may be for a business specializing on cheaper lines, where quality would not be the main consideration. Almost every community contains people who pride themselves upon always buying the best articles and paying a good price for them. And, in the same locality, there will be a large class who are looking for cheapness.

When the dealer has decided upon which of these classes he wishes to concentrate, he should lose no opportunity of playing up the talking points which would appeal most strongly to this class.

And yet this very obvious point is sometimes overlooked, and especially, in the newspaper advertising done by retail stores.

The dealer who really wants the custom of the class who cannot afford high-priced lines, will often advertise his goods as being the best and of the highest quality, whereas his strongest talking point is the length to which a dollar bill can be stretched by purchasing at this store.

In the same way, the dealer who caters to the more exclusive trade, is sometimes found advertising as if his prices were very low. Of course, they may be low, quality considered, but the most important thing that dealer has to offer is his ability to satisfy the most particular buyer.

Remember that you, as a grocery dealer, must have some logical reason for being in business, or you wouldn't be there. That reason is the special kind of service you are prepared to perform. Then emphasize this specialized service on every possible occasion, until your customers and prospective customers recognize it as clearly as you yourself.

THE EXPENSIVE PUBLIC TASTES.

On the subject of the increase in living costs, Oscar B. McGlasson, president of the National Wholesale Grocers' Association of the United States recently said:—

"If foods are from one-quarter to one-third higher than a few years ago, it is due to the bad management of the housekeeper. She uses the telephone too much. That useful contrivance alone has increased the cost of living in the house where it is used at least ten per cent.

"The old fashioned way of running the home is the best. It is considered a great encroachment upon the dignity of the average city lady to bring home a package, and this also applies to many husbands. The

era of package carrying has passed and all packages must be delivered at the back door.

"If the wife would give more time and attention and personal supervision to the purchase of things for the table, she could easily cut down her meat and grocery bills, from fifteen to twenty per cent."

It needs no great mind to see truth in these words. If the housewife wants the convenience of a telephone, and the service of a modern delivery she must pay for it. It is a fact that she does want it and therefore she is paying for it. These and other conveniences are demanded by modern methods of living and no dealer would be foolish enough not to include his end of the cost of these in his expenses of doing business.

Whenever anyone compiles figures to try to prove that the cost of living is increasing, he invariably forgets that the service demanded by the people and given by dealers in later years is much more expensive than a few years ago. Probably if this were taken into consideration there would be less crying out against the so-called "high cost of living" and more against "the cost of high living."

MAIL ORDER HOUSES BUY NEWSPAPERS.

The big departmental stores continue to extend their interests in or control of the daily newspapers in Toronto, Montreal, and Winnipeg. A large interest in, if not the control, of another Toronto daily has just been acquired. This makes three dailies in Toronto in which these mail order houses are financially interested. In Montreal it came out in legal proceedings recently that one of the oldest daily papers there passed some months ago into the hands of the chief owner of a rising mail order house which aims to monopolize the trade in Eastern Canada. There are now nine dailies in Toronto, Montreal and Winnipeg, which are known to be owned by the big store and financial interests, and while posing as the mediums of public opinion are the organs of these interests. The trade of these houses has grown enormously in these cities where these dailies circulate, but in the other cities and smaller places where there are good local newspapers, they have not made the same gains, because the local newspapers are well edited and are loyal to their local merchants and refuse to carry the advertising of the big city store. The only way in which the big dailies can make headway is by cutting their prices. They get \$3 to \$5 a year in Montreal, Toronto and Winnipeg, but sell in other cities at 50c to \$1 a year. This does not pay the white paper on which these newspapers are printed, but the heavy deficits are made up by subsidies through big advertising contracts and in other ways, and by the low postal rates. The merchants and newspapers outside of these three big centres should get together and insist that no newspaper should have the privilege of the mails which has a lower subscription price outside than in the centre in which it is published or which sells at less than the cost of the paper used.

EDITORIAL NOTES.

November is now with us. Christmas dried fruits should soon be on the move.

A strong collection campaign just now should prove effective. Get in the money while it is circulating.

Well in advance of Christmas, every grocer should have a window of Christmas gift suggestions. Boxes of confectionery and of cigars should be given prominent places in this.

THE CANADIAN GROCER

OUTLINE OF ADVERTISING FROM OCTOBER 1 TO DECEMBER 31, 1913

Month	Special Seasons	" The Daily Star "	Space	" The Weekly Herald "	Space
October	Jewish New Year	Daily, except Friday	60 lines, 2 cols. wide	1—Featuring Fish	50 lines
	Thanksgiving	Fridays	80 lines 2 cols. wide	2—Thanksgiving lines	70 lines
		Thanksgiving, October 16, 17, 18	80 lines each	3—Harvest Home	50 lines
November				4—New Goods	50 lines

Fig. 1. Type of form suggested for use in outlining an advertising campaign.

Systematizing the Advertising Campaign

Suggestions to the Retailer for Keeping Track of Mediums Used, the Copy Run, Size of the Ad., Cuts, etc.—Some System Necessary to Give Best Attention and Get Best Results.

"Advertising must now be looked upon as a branch of a retail business equally important to the most complete and efficient delivery system," claims a prominent Montreal grocer. "No grocer would ever start a fall campaign, or commence a new year, without figuring on how much his delivery system was going to cost him. Neither should any of us attempt to make a real success of our business without making a certain appropriation for advertising each year. The trouble is," he concluded, "that most of us run along in a sort of shipshod manner, rush an ad. through, keep little or no track of our advertising, and fail to see the results that we really do or could get from it."

Following up the attitude of this grocer with regard to advertising and system in keeping track of advertising,

Canadian Grocer consulted a representative of an advertising agency, who has worked out the system at present in use in his office.

Should Work on Definite Plan.

He states: Some definite system must be followed out in order to keep accurate record of all advertising placed and to be placed. I would suggest that first of all the retailer outline all the advertising that he is going to do for three months ahead. He should figure on the pulling power of advertising in the various papers at his disposal, and proportion his appropriation according to that power.

"Special seasons should always receive particular attention, and these the retailer should include and allow for in drafting an outline for his campaign. In so far as possible I consider

it advisable even that the advertiser outline roughly the subjects of his advertising for the whole three months in advance. There are certain cases where circumstances may change this, but as a rule it is quite possible previously to determine what should be featured during that length of time."

In planning out the advertising in this way this advertising man suggests the use of a form similar to that shown in Fig. 1. This, he claims, gives something definite to work upon and to point out every step throughout the given time.

Operates a Scrap Book.

For keeping track of advertising he has adopted the use of a scrap book, in which each company whose advertising he places, occupies a separate section.

(Continued on page 39.)

R. V. SMITH, The Up-to-date Grocery.						
No. of cut	How sent	Copy to be used on—	Place insertion	No. of insertions	Agate lines	Cols. wide
451	You have	Oct. 17	Lower right	1	60	2
Border 3	Messenger	Oct. 24	Lower right	1	70	2

Fig. 2. Form used upon which to send out instructions to the different printers as to advertising to be run.

R. V. SMITH, The Up-to-date Grocery				
No. of ad.	Date of insertion	No. of insertions	Size	Columns wide
4	Oct. 17	1	60 lines	2

Fig. 3. Another form used in sending out instructions. This is used largely where an ad. already run at some previous date is to be used again.

Time of Coming and Going of Imported Fruits

Varieties Which Are Passing and Those That Are Expected Soon To Be on Canadian Markets—How the Crops Are Turning Out—Changes in the U. S. Tariff on Green Fruits.

The imported fresh fruit market is in a transition period at present, in which a lull precedes the arrival of the new crops.

Valencia oranges, "late Valencias" as they are styled, are bridging over the gap and the California fruit men may be depended on to keep them hanging on until navels begin to move, although the first of November is generally considered the time for them to make their farewell for the season. Indeed, some importers expect to be handling them for the Christmas trade.

Navel Orange Situation.

Navels are the first of the California oranges to ripen and are now practically mature. They are moved between November 15 and December 31 each year. After this Northern crop is exhausted the Southern is ready and holds on for the next eight months or more. The sizes of navels this year are reported to be fine for selling with a slightly larger quantity available. Prices will be lower, if anything, than last year.

Few Floridas have been shipped yet, as the weather has been too warm for coloring. This sounds, in Canada, like a contradiction, but warm days and cool nights are required. In Tampa the day temperature has been running from 80 to 90 degrees, and 68 to 80 at night. It is only a few days since cooler weather set in. One of the earliest districts started shipping but soon stopped as the coloring was not right, and sales and reputation would be injured. Lack of rain has lessened the quantity.

The Florida oranges this year are run-

LEMONS.

California crop better, though it will not reach Canada.

Prices on Sicilian will balance as result, for coming season.

Delay in maturing owing to weather will cause scarcity next two weeks and higher prices.

ORANGES.

Floridas late owing to hot weather.

Navels in by middle of November. lower in price.

Internal troubles may interfere with shipment of Mexicans.

Jamaicas have arrived.

their usual sweet taste and Montreal shows a decided fancy for them.

The general outlook in Southern California is for a lighter crop than usual, and it will not likely be more than 75 to 80 per cent. of normal.

Cheaper Lemons in Sight.

In lemons there is a general cleaning out of all old stock and wholesalers are getting ready for new crop shipments.

The lemon situation will be watched closely this year after unusual conditions that went into effect over the crop of last year. It will be recalled that last January the California crop was damaged badly by frost and, as a result prices of Sicilian were jumped in February and in March, at first the advance was \$1 a case, and then it went to \$1.50. Not that the Californians found a market in Canada—they have not for some time—but the European growers took advantage of the situation. Ever since then lemons have been high and will continue so until the new crop arrives. The latest figures covering California up to the middle of October, give the shipment in lemons as 2,170 cases to date, compared with 5,764 one year ago. The estimate for the 1913-14 crop is 2,700-3,000 cases which will give a small increase over 1912-13.

Earlier reports from Sicily were that the crop would be one-quarter larger than last year's. However, about the middle of September hot and dry Sirocco winds from Africa made the crop later, and will shorten the output, so that it is likely to turn out about the same as

(Continued on page 36.)

ning to small size owing to the heat. Two cars that did not conform to the Fruit Act were seized a few days ago. A couple, however, are on order to be started out this week. The best sizes will sell at 44½ cents, but generally speaking they will be lower than the late Valencias.

Mexicans are now ready to ship but the internal troubles may interfere with the handling of the crop. It is difficult to get exact information on this point.

There are a few Jamaicas already here, and their eating quality will continue to improve. At present they are a little tart, but are very popular for

READY RECKONER

Showing cost of Oranges and Lemons per dozen

Size	80	96	112	126	150	176	200	216	250	288	300	360	420	714
\$2.00	30	25	21½	19½	16	13½	12	11¼	9½	8½	8	6½	5½	3½
\$2.25	33½	28½	24½	21½	18	15½	13½	12½	11	9½	9	7½	6½	3½
\$2.50	37	31½	27	24	20	17	15	14	12	10½	10	8½	7	4½
\$2.75	41	34½	30½	27½	23	19½	17	16	13½	11½	10½	9	8	4½
\$3.00	44½	37½	32½	29	24	20½	18	16½	14½	12½	12	10	8½	5
\$3.10	46	39	33½	29½	25	21	18½	17½	15	13	12½	10½	9	5½
\$3.25	48	41	35	31	26	22½	19½	18	15½	13½	13	11	9½	5½
\$3.50	52	43½	37½	33½	28	24	21	19½	17	14½	14	11½	10	6
\$3.75	55½	47	40	35½	30	25½	22½	21	18	15½	15	12½	10½	6½
\$4.00	59½	50	43	38½	32	27½	24	2½	19½	16½	16	13½	11½	6½
\$4.25	63	53½	45½	40½	34	29	25½	23	20½	17½	17	14½	12	7½
\$4.50	66½	56½	48½	43	36	31	27	25	21½	18½	18	15	13	7½
\$4.75	70	59½	50½	45½	38	32½	28½	26½	23	19½	19	16	13½	8
\$5.00	75	62½	53½	47½	40	34	30	27½	24	20½	20	16½	14½	8½
\$5.25	78½	65½	56½	50	42	35½	31½	29	25½	23	21	17½	15	8½
\$5.50	82½	68½	59	52½	44	37½	33	30½	26½	23	22	18½	15½	9½

This table shows the dealer just how much he pays a dozen for oranges when he buys a certain size at so much per case. It is a handy reckoner and should be kept on file by every reader.

The Clerks' Page

By the Cub Reporter

COCOA, BISCUITS, OLIVES AND SYRUPS SELLING.

The Cub Reporter, — Just now the clerks in our store are pushing the sales of cocoa, fancy biscuits, olives and syrup. As the cool weather advances cocoa becomes a good seller, as it is used by many of our customers for afternoon "teas" and in cases where evening visitors call. I've had a cocoa window display a short time ago containing a show card with the words "A Dainty Drink for the Afternoon Tea." The window also contained several samples of fancy biscuits which are always good sellers with cocoa. The window was a splendid trade getter.

Another line we are now trying hard to move out is olives. In Canadian Grocer recently I noticed that opening prices on olives will likely be lower than last year, so that we are very much interested in disposing of our present stock. We have arranged a counter display of olives and nearly always suggest them to a customer who is "thinking hard" if there is anything else required.

Autumn is always a good syrup month and we are now pushing corn, cane and maple syrups with counter displays and suggestions during conversations. We intend using a window display of syrups soon to boost sales along.

I hope to see replies from other clerks to your enquiry as it will help me much.

Yours,

RETAIL CLERK,

London, Ont.

HE KNEW ALL ABOUT FIGS.

By H. T.

In the window of a Montreal grocery store recently there was a display of seasonable goods which included new figs, both pulled and pressed. I had been wanting some of this new fruit and here was an opportunity to kill two birds at once make my purchase and gain some information on the subject of figs.

The clerk was a man of middle age who had probably had years of experi-

ence and it did not surprise me that he was fully acquainted with the subject.

"I see you are showing some new figs in the window," I said, as he approached the counter.

"Yes," he said, "they are only in a short time and they are nice and fresh."

He pointed to a counter display where goods similar to those in the window were shown.

He passed over the ordinary pressed figs which certainly looked good, and pointed to the pulled fruit.

"These are the best figs you can buy," he said. "People seem to prefer the pressed kind, but they do not wait to think about what they are buying."

"What is the difference," I asked, in order to keep him on this tack.

"Well," my informant replied, "to begin with, the pulled fig is riper when it is picked. There is, therefore but little chance of its being wormy, whereas with the pressed which is picked two weeks previous—well you will understand that they are not fully matured. You look at the pressed fig and it is broad and wide and customers think they are getting a bigger fruit than this (the pulled fig). But as a general rule the pulled fig is bigger and better. Some day they will understand this point and will demand only the pulled fig. Personally, I very much prefer it, and if it is for eating you want it, you cannot do better than take some of these."

I had made up my mind to buy the pulled figs before I went in the store, but this was an extra inducement.

The clerk then showed me a box of pulled figs. "Thirty-five cents," he said, and explained that they would keep well in this form and would give no trouble in the handling of them.

While he was wrapping them, I remarked that they came from the vicinity of the war zone.

"Yes," the clerk replied, "and we are all the more lucky to get them."

My experience with this clerk demonstrated that he knew figs or all that was necessary to know about them, and used his knowledge to advantage. He im-

pressed me as having a good general knowledge of groceries. But as I stated before, he had possibly seen considerable service behind a white apron.

PATH OF THE WORLD.

Here is a vivid truism, the author of which is difficult to locate:—

"If you write a better book,

Preach a better Sermon, or

Build a better mouse trap than your neighbor,

Though you build your house in the woods

The world will make a beaten path to your door."

He might have inserted, "or operate a better store."

OBSERVATIONS OF THE CUB REPORTER.

Every time a lazy man looks at the clock a second is lost.

If you do not suggest that customers buy other things than those they came to buy you will have little chance to increase sales.

It may not be your business as a salesman to keep all the store clean, but it is your business as a salesman to see that your part of it is kept clean.

You may hire a man for what he or somebody else says he can do, but you keep him only for what he does do.

GOING AFTER THEIR OWN.

The grocery store of G. S. Winter, Son & Co., Brantford, Ont., was the scene of a bee meeting recently. A number of honey bees got into the store and attacked some honey combs on the counter, and in a short time there was a horde of them around and the clerks were chased out of the store. It took some time to get rid of them, sulphur and other powders having to be burned before the bees would go.

Current News of the Week

Quebec.

At a meeting of bondholders of Canadian Cereal and Flour Mills, Limited, in Montreal, it was decided to appoint committee of three, K. W. Blackwell, A. F. Riddell and S. A. Heward, to examine into affairs of company and report by November 19 at second meeting. Many of bondholders favored turning most of eleven mills back to original owners and operating only two or three of largest.

Ontario.

W. Horner, grocer and butcher, Toronto, has sold his business to Wm. Haight.

Allan Soper & Co., Brockville, Ont., have opened a wholesale fruit warehouse in Smith's Falls, Ont.

Duval & Lawrence, general merchants, Duart, Ont., have dissolved partnership, and the business will be continued by Lawrence Bros.

John Hughes, 153 Third Avenue, Ottawa, died at his home after a long illness at the age of 66. Mr. Hughes for 37 years conducted a general store in Cannamore, Ont., before moving to Ottawa. He left a widow, two sons, and two daughters.

The Retail Merchants' Association of Guelph, Ont., held its annual banquet last week, and it was very largely attended. A number of matters of importance to the merchants were discussed, and an address was delivered by Alex. Simmers, vice-president of the Board of Trade, formerly of Winnipeg, on "The Benefit to be Derived from the Building of Electrical Radials and How to Boost Guelph."

E. M. Trowern, secretary of the Retail Merchants' Association, has returned from a trip to Western Canada. He addressed the merchants in 56 places and established branches in the principal cities. "Merchants are looking for higher payments this fall with the enormous crops and ideal harvesting weather," he declares. He says there are complaints about the "inferior way" in which Ontario fruit is packed for shipment West.

Eight nice lunge arrived in Toronto last week from the depths of Trent river. They were brought in by a party of fishermen, including grocers and travelers who had spent the Thanksgiving holidays below Havelock, Ont. Not only were there eight brought home, but others were consumed at Trent River. In addition to that, one of the lunge

when opened in Toronto contained a couple of good-sized smaller fish, making it a three-in-one strike. This story is quite reasonable and indicates that grocers and grocery travelers do not exaggerate their fish yarns. The party included W. C. Miller, Robt. Matthews, David Bell (grocers), J. Mortimer, Alex. Hutchison and Thos. Wilson.

Western Canada.

J. E. Alcock, grocer, Saskatoon, Sask., was burned out.

O. L. Davis, general merchant, Decker-ville, has removed to Woodrow, Sask.

Cohen Bros., Pambrun, Sask., succeeded Luther Carnel, general merchant.

L. G. Nicholson, general merchant, Dewdrop, Sask., has moved to Ettington.

R. Meysonnier, general merchant, Radville, Sask., has been succeeded by Adam & Son.

Jordan & O'Neill, general merchants, Viceroy, Sask., have opened a branch at Readlyn.

Mader & Clark, general merchants, Kincaid, Sask., have sold out to Olson & Sutherland.

John Officer & Co., general merchants,

Craven, Sask., have sold out to McDonald & Ross.

J. A. Begg & Sons, Sedgwick, Alta., general merchants, have been succeeded by Arnott & Davis.

Holland & Limbourne, general merchants, Aneroid, Sask., have been succeeded by Limbourne & Reardon.

Anderson & Thompson, Assiniboia, Sask., have succeeded Peterson Trading Co., general merchants.

S. T. Colquhoun, Deloraine, Man., has sold his business to Montgomery Bros.

Demay & Esbrayat have opened up their new general store at St. Brieux, near Melfort, Sask.

Sidney Speers, who has been manager of the Polson Mercantile Company since it was established in Enderby, B.C., has severed his connection with that firm, and will start in business on his own account, commencing November 1st.

Robt. Burns, who recently purchased the general store business of Waddel & Co., Humboldt, Sask., has taken into partnership J. H. Brown, who has been engaged at the store for some time. The firm will now be known as Burns & Brown.

International Conference of Grocers

A proposal for an international conference of retail grocers is being taken up vigorously by the National Association of Retail Grocers of the United States. In a letter to Canadian Grocer, the secretary, John A. Green, of Cleveland, Ohio, writes:

"When Mr. Giles, secretary of the Grocers' Federation for Great Britain, was attending our Convention in St. Louis last May, we took under consideration an International Conference of the Retail Grocers' Association consisting of Great Britain, France, Canada and the United States.

"We shall hold our Convention in San Francisco during the month of May, 1915, and it was thought that it would be a splendid move to create greater interest in the organization in all countries by having an International Conference."

Mr. D. W. Clark, president of the Association for Ontario, has received a letter from Mr. Green and will bring the proposal before the Provincial Association Executive at its meeting in November.

"A very good thing," said Mr. Clark to Canadian Grocer, "if we can get united action all over Canada."

"That's fine," observed Mr. W. C. Miller, financial secretary, when spoken to by Canadian Grocer this week. "I am quite in favor of it. It may be a little expensive for the associations sending delegates to San Francisco but that matter can no doubt be arranged satisfactorily. Having so far ahead to plan, the proceedings will be along lines that will be beneficial to every country taking part. I suppose an international committee will be appointed and arrange definitely the time and place and the programme."

Advance in Salmon, Taking Effect Nov. 17

B. C. Packers Increase Dozen Lots by 5 Cents in Highest Grades
 —Bad Reports From Coffee Plantations in Brazil—New Raisins,
 Figs and Dates—Christmas Trade Promises Well.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

Country stores stocking up in bacon and ham.
 Eggs advance 1c all round, except new laids, which are up to 43c.
 Butter weaker, with lack of demand locally and from west.
 Export demand for cheese caused firming up this week.

FRUIT AND VEGETABLES—

Potatoes up to \$1, and may advance more.
 Sales of fruit small owing to high prices.
 Tomatoes up 15 to 25c basket.
 Oranges advance \$1 a crate.

FISH AND OYSTERS—

Supplies of fresh fish scarce through bad weather.
 Fresh haddock, cod, haddies and fillets hard to get.
 New fishing territory in Baffin's Bay.

FLOUR AND CEREALS—

Export business good in Manitoba wheat flour. Locally demand is light.
 Rolled oats easier, demand slack, and decrease in price generally looked for.

GENERAL GROCERIES—

Feeling that sugar will see no further decline.
 Loose muscatel raisins higher.
 New shipments of figs sold out.
 Universal firmness in nuts, Spanish peanuts highest in 25 years.
 Good prospects bumper Fall and Xmas trade.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Hogs up 25c to \$8.65.
 Eggs again advance 1c, with new laids almost unobtainable.
 Supply of fresh butter light, but heavy storage stocks keep prices down.

Hams and bacon will await continuance of higher hog prices before advancing.
 Poultry retains Thanksgiving prices.

FRUIT AND VEGETABLES—

Potatoes up 10c as result of U.S. buying.
 Oranges advance, as supply is small.
 Grapes, peaches, and pears practically off market.
 Tomatoes double price of week ago.

FISH AND OYSTERS—

Supply of whitefish, first in weeks, dropped price 3c.
 Qualla salmon scarce and 1c higher.
 Fresh halibut off market for season.

FLOUR AND CEREALS—

At quoted prices demand for flour, local and for export, is very light, and rate cutting is going on.
 Mills working to limit for rolled oats.

GENERAL GROCERIES—

Cornmeal coming in more freely, and locally prices are being cut.
 B. C. packers announce increase in "Leaf" brands of 5c dozen tins, operative Nov. 17.
 Sugar firm and no thought now of reduction.
 New dates, figs and California seeded raisins arrive.
 Bad reports from coffee districts in Brazil.

QUEBEC MARKETS.

Montreal, Oct. 29.—Local wholesale house reported this week that business does not seem to be half as much affected by so-called stagnancy of money market as one would imagine, as for this month alone they expect turnover of at least half million. There is also a greater disposition amongst trade to settle bills, so that on whole prospects of bumper fall and Xmas business are healthy.

Lima bean crop, according to advices received here, is showing up well, and one of best productions is assured. It is said that shipments amounting to seventy carloads per day are being made from Southern California.

Dutch cheese is another commodity to be put on "up" list, all varieties being advanced by largest producers. Principal cause given is sudden decrease in milk supplies. In addition, change in American tariff also has its effect on this distant market, because of late very strong demand has arisen in States, owing to very great extent to fact that Dutch cheese is cheaper than any New Zealand or Canadian make.

SUGAR.—Firmer feeling prevailing last week has been sustained, and, while trade has been brisker, yet wholesalers look for, or at least hope for, more activity. Judging by present state of New York market, possibility of decline, as expected couple of weeks ago, does not

look so uncertain, but as is frequently stated in this column, Canadian situation has often changed, and turned out contrary to developments across border.

Latest advices from Cuba go to prove that growing conditions have been favorable of late on whole; those reports to effect that there has been insufficient rainfall and that as consequence crop has had set-back being discredited by reliable authorities.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES.—It has since developed that most of cargo of S.S. Sorana, which left Demerara on 18th inst. for Montreal, has been sold, so that effect on local market will not be so pronounced as if there was heavy quantity consigned. Trade both in molasses and syrups is good, demand for package

varieties of former being strong, as molasses still remains cheap article of food.

Barbados Molasses—	Prices for Island of Montreal.
	Extra Fancy. Fancy. Choice
Punchoons44 .41 .30
Barrels67 .44 .42
Half Barrels49 .46 .44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal. 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., 3½c; ¼ bbls., 3½c; ½ bbls. 0 04	
Pails, 38½ lbs., \$1.85; 25 lbs.	1 25
Cases, 2 lb. tins, 2 doz. in case	2 80
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lb. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c. per lb., or per gal. 1 00	
Maple Sugar, pure, per lb.	0 10 0 11

COFFEE.—Still demand keeps up, and it is pretty evident that consumption and popularity of coffee is increasing apace. Local wholesalers report good volume of business, and have little to complain of.

Coffee, Roasted—	Per lb.
Jamaica	0 21½ 0 23½
Java	0 20 0 23
Maracaibo	0 21 0 23
Mexican	0 25 0 28
Mocha	0 25 0 29
Rio	0 19½ 0 21½
Santos	0 20½ 0 23

SPICES.—All round spices are somewhat firmer, though peppers are not so active as during past fortnight.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole		0 12—0 15
Cinnamon, whole		0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia		0 25—0 35
Cloves, whole		0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 27—0 30
Curry powder—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole		0 22—0 25
Ginger, African, ground—0 15
Mace		0 15—0 20
Nutmegs, brown, 6½, 8½, 8½, 8½, 40c; 100a—0 35
Nutmegs, ground, bulk, 40c; 1 lb. tins—0 80
Pastry spice—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black, whole		0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole		0 25—0 28
Pickling spice—0 15
Tumeric		0 25—0 35

Salt, bulk—	
Bbls., fine	1 55
200s, per cwt.	1 10
50's, fine or coarse	0 45
Salt, bags—	
100 3s	3 00
60 5s	3 00
42 7s	2 90
30 10s	2 80
15 20s	2 70

DRIED FRUITS.—Market at coast has been pretty slow, jobbers evidently being inclined to pay more attention to shipments of stocks for early delivery than to futures. California fancy seeded raisins are not moving, higher prices prevailing most likely putting damper for time being. Medium sized prunes are not over plentiful, and market tone is decidedly strong.

New crop dates from Persia are not hanging on importers' hands, practically whole cargo having already run through legitimate consumption channels. Loose muscatel raisins, owing to scarcity, are higher, and still show advancing tendency. Reports concerning citron are

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bullish, and market is inclining upward also. Peel is said to be practically unobtainable at moment. A boat of Valencia raisins is near dock, and fruits will be distributed shortly.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 07½	0 08
Nectarines, choice		0 11
Peaches, choice		0 09½
Pears, choice		0 15½
DRIED FRUITS.		
Candied Peels—		
Citron		0 17
Lemon		0 11
Orange		0 12
Currents—		
Amalias, loose	0 07½	0 08
Amalias, 1-lb. pkgs.	0 07½	0 09½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.		0 07½
Fards, choicest		0 11
Hallowee, loose		0 08
Hallowee, 1-lb. pkgs.		0 06½
Figs—		
Finest, 6 crown, about 12 pounds		0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced		0 14
50 to 60, in 25-lb. boxes, faced		0 13
60 to 70, in 25-lb. boxes, faced		0 12
70 to 80, in 25-lb. boxes, faced		0 08½
80 to 90, in 25-lb. boxes, faced		0 08
90 to 100, in 25-lb. boxes, faced		0 07½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscatsels, loose, 3 crown, lb.		0 07½
Sultana, loose		0 10
Sultana, 1 lb. pkgs.		0 11½
Valencias, old stock		0 04
Seeded, fancy		0 09½
Seeded, choice		0 08

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

NUTS.—Although there is as yet comparatively light demand for all varieties, yet advices from primary centres are strong, and markets seem to present unusual firmness. Spanish peanuts are likely to remain high, as supplies are not so plentiful as usual. Quotations have reached highest level in past twenty-five years, most growers having large orders on hand for Europe, manufacturers of soap there being anxious to secure large quantities for oil extraction owing to unexpected shortage in olive oil.

In shell—	Per lb.
Almonds	0 17
Brazils	0 20
Filberts	0 13
Peanuts, American, according to qual.	0 09
Peanuts, French	0 09
Pecans, polished, large	0 18
Walnuts, marbots	0 15
Shelled—	
Almonds, Valencia	0 38
Almonds, Alicante	0 45
Almonds, Jordan	0 50
Cocoanut, shredded p.kgs., ¼ lb., 30c;	
¼ and ½ lbs., mixed, 29½c; ¼ and	
½ lbs., mixed	0 30½
Cocoanut, shredded, tins, 5 lbs.	0 20
Cocoanut, shredded, tins, 5 lbs.	0 21
Peanuts	0 08
Walnuts	0 31

TEA.—Market continues firm and unchanged.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson		0 22
Spanish No. 1		0 12½
Virginia No. 1		0 13½
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

RICE AND TAPIOCA.—Demand for

rice improving, but no change in this or tapioca.

Rangoon Rice—		
"B," bags 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India bright		3 45
Lustre		3 55
Fancy Rices—		
Polished Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 20
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—		
Bags, 224 lbs.	0 05½	0 06½
Half bags, 112 lbs.	0 05½	0 06½
Quarter bags, 56 lbs.	0 05½	0 06½
Velvet head Carolina		
Sago, brown	0 09	0 10
Tapioca—		
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

ONTARIO MARKETS.

Toronto, Oct. 30.—While a few report business as rather dull, most wholesalers agree that outlook for good Christmas trade is bright. New figs, raisins and dates are arriving, but it will be some

LIKES OUR "MARKETS IN BRIEF."

Canadian Grocer, Toronto.

Sirs,—Please receive herewith bill for two dollars, number noted, in payment of my subscription to the Canadian Grocer.

I think the new feature, "Markets in Brief," is a good one and should be very useful.

Please note change of postal address. I have sold out 205 Grand Ave. to Mr. J. A. Mackness, who is having the store thoroughly remodeled. A new single front and a Berlin bin fitting being some of the alterations.

Chatham, Ont.,
190 Selkirk St., Oct. 24, 1913.
J. M. KADWELL,

little time before nuts reach hands of retailers. Chief interest this week as last was in canned goods, but for different reason: last announced drop in tomatoes; this, increase in salmon. However, latter does not look very serious under circumstances, and is well timed in advance. Reduction was made in glucose this week of 15 cents.

SUGAR.—Locally business is reported unusually good, and prices remain firm. In spite of United States situation no further reduction in Canada is looked for. Across border fluctuations in refined have been frequent, and instead of expected advance in past week some refiners reduced to \$4.20. Reason for weakness in raw markets in States is because Cubans are forcing crop on refiners, who have to look after 640,000 tons of domestic beet and 300,000 tons Louisiana cane, latter compared with 145,000 last year.

European markets, on other hand, are much firmer, and last and least information is that European beet market is 500,000 tons short of last year. As

world consumption has increased, markets over there have toned up, prices being up over 1s.; or, say, 10s. compared with 8s. 10d. Canadian market is governed by European, not United States, owing to prohibitive duty conditions.

World's new sugar crop now estimated at 18,966,800 tons, an increase of 820,981 tons over 1912-13. Total cane sugar crops of world placed at 9,911,800, against 9,211,755 for past year, and world yield of beet sugar estimated at 9,055,000 tons, while last year it was 8,934,060. Russia is chief cause of increase, most other sources being lower.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags		4 50
20 lb. bags		4 60
2 and 5 lb. cartons		4 80
Beaver granulated, in 100 lb. bags		4 35
Extra Ground Sugars—		
Barrels		4 25
50 lb. boxes		5 10
25 lb. boxes		5 30
Powdered Sugars—		
Barrels		4 70
50 lb. boxes		4 90
25 lb. boxes		5 10
Paris Lump—		
100 lb. boxes		5 25
50 lb. boxes		5 35
25 lb. boxes		5 55
Crystal Diamonds—		
Barrels		5 30
100 lb. boxes		5 25
50 lb. boxes		5 35
5 lb. cartons		7 40
Crystal Dominoes, cartons		7 50
Yellow Sugars—		
No. 3		4 45
No. 2		4 35
No. 1		4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SYRUPS AND MOLASSES.—Demand for syrup is improving, and jobbers find recent increase in corn syrups has not injured sales, as repeat orders are coming in encouragingly. Prices continue unchanged.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 80
5 lb. tins, 1 doz. in case	2 35
10 lb. tins, ¼ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 04
Pails, 33½ lbs. each	1 85
Pails, 25 lbs. each	1 35
Molasses, per gallon—	
New Orleans, barrels	0 27
New Orleans, half barrels	0 29
West Indies, barrels	0 28
West Indies, half barrels	0 30
Barbados, fancy, barrels	0 45
Barbados, fancy, half barrels	0 49
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
¾ gals., 24 to case	4 80
Pints, 24 to case	2 70
Maple Syrup—Pure—	
5 gallon cans, 1 to case	1 25
Gallons, 6 to case	6 60
¾ gallons, 12 to case	7 25
Quarts, 24 to case	7 25
Pints, 24 to case	4 70
Maple Sugar—	
Pure, per lb.	0 14
Maple Cream Sugar—	
24 twin bars	1 80
40 and 48 twin bars	3 00
Maple butter, lb. tins, dozen	1 90

COFFEES.—Previous reports of damage to Brazilian crops, which were confirmed Wednesday of this week on receipt of cables by local jobber from eight districts in Brazil. These declared that drought continued in entire interior districts; in some cases so severe as to destroy all leaves on trees. In one it was stated that fine and dry weather had "destroyed previous flowering." In another, "during last week enormous damage done." If these turn out true,

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previous estimate of only 2 or 3 cent advance must be revised.

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

NUTS.—Few of new crop have arrived yet, chiefly shelled almonds and Brazils. Both are higher than last year, almonds being firm at 40-41c, and Brazils at 22 cents, an increase of 1 to 2 cents. Chestnuts are now plentiful at \$2 peck. Jumbo roasted peanuts are quoted at 13c and fancy at 12c.

In shell—		
Almonds, Formigetta	0 15	0 16
Almonds, Tarragona	0 17	0 17
Brazils	0 21	0 22
Chestnuts, peck	2 00	2 00
Filberts, Sicily	0 12½	0 13
Filberts, Barcelona	0 08½	0 09
Peanuts, green, per lb.	0 10½	0 11
Peanuts, roasted	0 12½	0 14
Pecans	0 14	0 16
Walnuts, Bordeaux	0 13	0 14
Walnuts, Grenoble	0 14	0 15
Walnuts, Marbots	0 15	0 15½
Walnuts, Cornes	0 13	0 14
Shelled—		
Almonds	0 40	0 41
Filberts	0 27	0 27
Peanuts	0 09	0 10
Pecans	0 15	0 16
Walnuts	0 32	0 33

DRIED FRUITS.—First shipment of Smyrna figs that reached city week ago were bought up quickly, and lively demand has continued for following ones, with prices ranging from 11 to 14 cents. Latest report is that rains occurring just as crop was being gathered and dried did considerable damage to quantity and quality. About 4,000 out of 21,000 tons estimated crop had been shipped at time.

Valencia raisins have been reinforced by California seeded and seedless and Malagas. Seeded are quoted at 9¾ cents for 16s., and 8 cents for 12s., and seedless about same. Malagas at 3¼-5½c.

Associated Raisin Co. raised price of fancy seeded, 1913 crop, on October 21, and announce "a further advance on all Muscatel raisins," owing to crop falling short 40 per cent. Thompsons and Sultanas are estimated at 37 per cent. short. Total raisin crop for California 70,000 tons, with all second crop going to vineries. Last year's reached 95,000 tons.

In new crop prunes, 50-60s. and 60-70s are more than usually scarce, and it looks as if Oregons must save situation.

Few new dates arrived this week. Package dates will be ¾ cent higher than old quotations, and Fards will be slightly higher. Hallowees will move at about 7 cents.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	0 08	0 08½
Apricots—		
Standard, 25 lb. boxes	0 16	0 18
Choice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 11	0 11
Orange	0 12	0 12
Citron	0 15	0 15
Currants—		
Filigras, per lb.	0 06½	0 07
Amalas, choicest, per lb.	0 07	0 07
Patras, per lb.	0 07½	0 07½
Vostizzas, choice	0 09	0 09

Vostizzas, shade dried	0 10%	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 07	0 07½
Figs—		
Table figs, new, 3 and 4 crown	0 12	0 12½
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04½
Elem, figs, in boxes, according to size, lb.		0 08
Peaches—		
Standard, 50-lb. boxes	0 08½	0 08½
Choice, 25-lb. boxes	0 08½	0 08½
Choice, 50-lb. boxes	0 08½	0 08½
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	0 08	0 08
Seeded, fancy, 1 lb. packets	0 09	0 09
Seeded, choice, 1 lb. packets	0 08½	0 08½

SPICES.—In New York markets red and black peppers are higher owing to scarcity, while white have declined with arrival of stocks. New crop of cloves large, but prices are firm. Locally celery is even easier than last week.

5 and 10 lb. ¼ lb. ¼lb.		
Tins, pkgs. doz. tins, doz.		
Allspice	14-17	70-80
Cassia	22-27	72-90
Cayenne pepper	23-28	72-90
Cloves	30-35	1 08-0 95
Cream tartar	30-33	
Curry powder	-35	
Ginger	22-27	65-85
Mace	75-1 00	-2 75
Nutmegs	25-30	90-0 00
Peppers, black	18-20	67-0 75
Peppers, white	28-29	95-1 10
Pastry spice	20-27	65-0 85
Pickling spice	14-18	75-0 00
Turmeric	16-18	

RICE AND TAPIOCA.—Reports from rice fields in Louisiana and Texas are very bad, with almost one month of rain and storm. As result, crops could not be handled, and instead of unusually large crop and low prices, it is believed it will not exceed average.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 05	0 05½
Patna, per lb.	0 06½	0 06½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	0 05	0 05½
Tapioca—		
Bullet, double goat	0 09½	0 05
Medium pearl	0 05	0 05
Seed pearl	0 05½	0 05½
Flake	0 09½	0 09½

DRIED VEGETABLES.—Beans are coming in very slowly, as farmers have not taken trouble to thresh much yet. Quality of Canadian continues first class.

Beans—	
Austrian H. P.	2 25
Canadian, extra H. P.	2 15
Canadian, extra H. P.	2 15
Yellow eyes	3 25
Brown	2 75
Peas, Canadian, per bushel	2 60
Green, imported, bush.	2 60
Barley, pot	3 10
Barley, pearl	4 75

CANNED GOODS.

Toronto, Oct. 30.—B. C. packers announced advance rise in prices on Clover Leaf, Maple Leaf and Horseshoe this week, to take effect on November 17. The new prices are 5 cents dozen tins over opening prices, and are as follows:

1 lb. talls, cases, per doz.	\$2.00
1 lb. flats	2.12½
½ lb. flats	1.32½

These are for lots of five cases or less. For over five cases prices are 5 cents less.

Although definite information was not available at time of going to press, this advance was taken to represent coast increase of 25 cents per case of 4 dozen, referred to in Canadian Grocer some weeks ago, which would represent 6¼ cents. Fact that couple of weeks is given before advance takes effect should have result of stimulating buying, if, indeed, it needed stimulant. Reason for increase is given as abnormal demand, including Canadian and English, latter being very heavy.

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	1 90	1 95
1 lb. flats, dozen	2 02½	2 07½
½ lb. flats, dozen	1 22½	1 27½
Northern River Sockeyes, dozen	1 80	1 80
Red Springs, dozen	1 45	1 45
Cohoos, dozen	1 45	1 45
Pinks, dozen	1 00	1 00

MANITOBA MARKETS.

POINTERS:—
Coffee—Up 1½c to 2½c per lb.
Prunes—Advance ½c per lb.
A somewhat more favorable trend in wheat prices has marked past week, continued downward tendency noticeable since crop started to move culminating in lower price than had been quoted for a previous period of twelve years began to cause alarm, for it was realized that percentage of profit under circumstances was very small.

Generally fine weather, with some sharp frosts, has been favorable to growers, but potato crop has been hard hit, and purchases for winter storage should be very closely scrutinized, or very serious losses may ensue.

Wholesalers report gratifying volume of business, and orders for larger supplies are coming, showing move on part of country dealers to carry heavier stocks. In retail circles city trade is good, with more activity in evaporated fruits and syrups now that many lines of fresh fruits are practically off market.

SUGAR.—Prices are steady at reductions recently quoted, and there is an average demand for this time of year.

Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, B.C.—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.	

SYRUPS.—There is somewhat better demand for syrups, which should improve as winter comes on. Good line to feature right now.

Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 25-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ¼ doz. in case	2 78
Cases, 5-lb. tins, ¼ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 45
Molasses—	
Barbadoes	0 45
New Orleans	0 33
Maple Syrups—	
Imperial quarts, case 2 doz.	5 20
Imperial ½ gals., 1 doz.	4 75

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DRIED FRUITS.—Prunes are marked up $\frac{1}{2}$ cent per lb. Recent advances are attributed to decreased pack this year. In prunes estimated output is 50,000 tons, as compared with 105,000 tons last year. Raisins are estimated at 85,000 tons, as against 100,000.

Item	Per lb.
Apricots—	
Choice	0 18 $\frac{1}{4}$
Standard	0 18
Slab	0 11 $\frac{1}{2}$
Currents—	
Dry clean	0 07 $\frac{1}{2}$
Washed	0 07 $\frac{1}{2}$
1 lb. package	0 08 $\frac{1}{2}$
2 lb. package	0 17 $\frac{1}{2}$
Figs, Cooking—	
Choice, boxes	0 06 $\frac{1}{4}$
Half boxes	0 06 $\frac{1}{4}$
Half bags	0 06 $\frac{1}{4}$
Nectarines	0 11 $\frac{1}{4}$
Prunes, in 25-lb. boxes—	
90 to 100	0 06 $\frac{1}{4}$
80 to 90	0 07 $\frac{1}{4}$
70 to 80	0 08
60 to 70	0 08 $\frac{1}{2}$
50 to 60	0 10 $\frac{1}{2}$
40 to 50	0 12
Raisins, Valencia—	
Fancy, off stalk, 2s, per box	2 20
4 crown layers, 2s, box	2 40
4 crown layers, 1s, box	1 25
4 crown layers, 7s, box	0 65
Raisins, Sultan—	
California	0 09 $\frac{1}{2}$
Smyrna	0 14

TEAS AND COFFEES.—As predicted in Canadian Grocer two weeks back, Rio coffee has had advance. Outlook is for higher prices, as best authorities anticipate considerable falling off in production with steadily increasing consumptive demand.

Item	Per lb.
Coffee—	
Rio, No. 5, green	0 14
Rio, roasted	0 20
Santos, green	0 16
Santos, roasted	0 21
Chicory, per lb.	0 11 $\frac{1}{4}$
Teas—	
China, blacks, choice	0 25 0 40
India and Ceylon, choice	0 32 0 49
Japans, choice	0 35 0 45

BEANS.—Beans are in fair demand, as is usual during winter months. Supplies for winter camps are now being sent out.

Item	Per lb.
Beans—	
Austrian, hand picked	2 65
3 lb. picker	1 90
Peas—	
Split peas, sack, 98 lbs.	3 8
Whole peas, bushel	2 75
Barley—	
Pot, per sack 98 lbs.	3 45
Pearl, per sack 98 lbs.	4 75

NUTS.—Peanuts have declined in all lines, and new chestnuts are now on market retailing at 40 cents per lb.

Item	Per lb.
In shell—	
Almonds, Tarragona	0 18 $\frac{1}{2}$
Brazils	0 19
Filberts, Sicily	0 12 $\frac{1}{2}$
Peanuts, Jumbos, roasted	0 12 $\frac{1}{2}$
Peanuts, choice, roasted	0 11
Pecans	0 22
Walnuts, Grenoble	0 16
Walnuts, Marbot	0 13 $\frac{1}{2}$
Shelled—	
Almonds	0 41
Walnuts	0 31

PRODUCE AND PROVISIONS.

There are no changes this week in provisions, but decline in live hogs if long maintained will bring about cheaper lard and cured meats. Lard, butter, cheese and eggs are steady.

Item	Per lb.
Cured Meats—	
Ham, per lb.	0 19 0 21 $\frac{1}{2}$
Shoulder, per lb.	0 19 0 15 $\frac{1}{2}$
Bacon, per lb.	0 20 $\frac{1}{2}$ 0 22 $\frac{1}{2}$
Long clear, D.S., per lb.	0 13 $\frac{1}{2}$
Meas pork, bbl.	28 00
Lard—	
Tierces, per lb.	0 13 $\frac{1}{4}$
50 lb. tubs	6 75
30 lb. pails	2 75
3 lb. tins, cases	8 55
5 lb. tins, cases	8 47
Butter—	
Creamery, per lb.	0 29 0 32
Dairy, per lb.	0 23 0 25
Cheese—	
Ontario, large, per lb.	0 18
Ontario, twins, per lb.	0 16 $\frac{1}{2}$
Eggs—	
Good eggs	0 25
Fresh gathered	0 25

SASKATCHEWAN MARKETS.

By Wire.

Regina, Oct. 29.—Wholesalers are busy booking Christmas lines. Canned goods shipments heavy. Large amount of canned goods booked by contract until June, to be taken as required. Following are changes for week:—Dried apples advanced $\frac{3}{8}$ c.; muscatel raisins dropped $\frac{1}{2}$ c.; tomatoes dropped 30c per two dozen cases; creamery butter firmer.

Item	Price
Produce and Provisions—	
Bacon, breakfast, per lb.	0 22 0 23
Butter, creamery, per lb.	0 30 0 32
Corn, standard, per 2 dozen	2 05 2 10
Cheese, per lb.	0 16 0 18 $\frac{1}{2}$
Eggs, per dozen	8 25 8 50
Lard, 5's, per case	8 15 8 45
Lard, 10's, per case	8 05 8 40
Corneal, 2s, 67 $\frac{1}{2}$ c; 2s, \$1.20-\$1.25; 10-10s, \$2.55-\$2.75; 4s, \$1.35; 9s, 2 44	
Flour, 2s, \$2.85-\$3; 4s, \$2.80-\$2.95; 9s, 2 75 2 90	
Rolled oats, 10-8s, \$2.35-\$2.36; 2s, 55-56c; 4s, 99c-\$1.00; 8s, 2 05 2 10	
General—	
Lard, 20's, each	2 65 2 85
Flour and Cereals—	
Apricots, choice	0 19
Coffee, whole, roasted, Rio	0 19
Currents, gulf cleaned	0 08 $\frac{1}{4}$
Dried apples, 50s	0 09 $\frac{1}{2}$
Dried apples, 25s	0 09 $\frac{1}{2}$
Evaporated apples, per lb.	0 09
Dried peaches, 25s	0 09
Dried peaches, choice	0 090 0 09 $\frac{1}{2}$
Raisins, muscatels, 50s	0 07 $\frac{1}{2}$
Raisins, muscatels, 25s	0 07 $\frac{1}{2}$
Raisins, Valencia, select, 28s	2 65
Raisins, seeded, choice	0 07 $\frac{1}{2}$ 0 09 $\frac{1}{4}$
Nuts—	
Almonds, whole	0 17 $\frac{1}{4}$
Brazil	0 21
Filberts	0 14 $\frac{1}{2}$
Walnuts	0 15 $\frac{1}{2}$
Potatoes, per bushel	0 50
Prunes, 70-80, 25s	0 08 $\frac{1}{2}$
Beans, Ontario, per bushel	2 00 2 10
Beans, Hungarian, per bushel	2 45 2 65
Rice, per cwt.	4 35 4 40
Sugar, standard, gran., per cwt.	8 27 8 37
Sugar, yellow, per cwt.	4 27
Starch, standard, per case	2 80
Canned Goods—	
Apples, gals, case, \$1.61; doz.	3 26
Corn, standard, per 2 dozen	2 05 2 21
Peas, standard, per 2 dozen	2 00 2 05
Plums, Lombard	2 10 2 21
Peaches	2 91
Strawberries and raspberries	4 20
Tomatoes, standard, per dozen	2 65
Salmon, Sockeye, 4 doz. case, 1s	7 60
Sockeye, 1/2s	9 80
Red springs, 1s	6 70
Cohoos, 1s	5 40
Humpback, 1s	3 50
Starch—	
Laundry, 1s	0 08 $\frac{1}{4}$
Corn, 1s	0 07 0 08 $\frac{1}{2}$
Poultry—	
Turkeys, lb.	0 26
Geese, lb.	0 21 $\frac{1}{2}$
Chickens, lb.	0 25
Fowl, lb.	0 19

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., Oct. 29.—Business good, prospects bright, deliveries heavy, and collections average. Provisions are firm, and beef is likely to go higher, and pork also. Molasses is easier, but little change expected. New Canadian beans to hand, selling lower. Expect quotations on beans much lower than last year, but this is not definitely settled yet. Austrians are not coming over. Butter has advanced; creamery, 2 to 3 cents; dairy, 1 to 2 cents; cheese, $\frac{1}{2}$ cent; eggs, fresh laid, 3 to 5 cents. Cornmeal declined 20 cents in barrels.

Item	Price
Produce and Provisions—	
Bacon, breakfast, per lb.	0 30 0 22
Bacon, roll, per lb.	0 16 0 16 $\frac{1}{2}$
Bacon, American clear, per bbl.	25 50 27 50
Pork domestic, mess, per bbl.	29 50
Butter, dairy, per lb.	0 26 0 28
Butter, creamery, per lb.	0 29 0 31
Cheese, new, per lb.	0 15 0 15 $\frac{1}{4}$
Eggs, in case, 30c; henney	0 35
Lard, compound, per lb.	0 11 $\frac{1}{4}$ 0 11 $\frac{1}{2}$
Lard, pure, per lb.	0 15 $\frac{1}{4}$ 0 15 $\frac{1}{2}$
Flour and Cereals—	
Buckwheat, W., grey, per bag	2 75 2 85
Cornmeal, gran., \$5.50; bbls. \$3.65; bags	1 75
Flour, Manitoba, per bbl.	6 25
Flour, Ontario, per bbl.	5 45
Rolled oats, per bbl.	5 40
Oatmeal, standard, per bbl.	5 85

Item	Price
Fresh Fruits and Vegetables—	
Lemons, Messina, box	3 50 4 00
Potatoes, barrel	1 40 1 50
Sugar—	
Standard granulated	4 00
United Empire	4 50
Bright yellow	4 30
No. 1 yellow	4 10
Paris lumps	5 75
Molasses, Barbados, fancy	0 38 0 39
Currents, 1s, per lb.	0 07 $\frac{1}{2}$ 0 08
Raisins, California, seeded	0 08 $\frac{1}{2}$ 0 09 $\frac{1}{2}$
Rice, per cwt.	3 60 3 70
Beans—	
Canadian white	2 25 2 30
Yellow eye	3 15 3 20
Canned Salmon—	
Pinks	4 25 4 75
Cohoos	7 40 7 60
Red spring	8 25 8 25
Salmon, Sockeye, 4 doz. case	7 60
Canned Fruits and Vegetables—	
Beans, baked	1 30 1 35
Beans, string	0 85 0 87 $\frac{1}{2}$
Corn, dozen	0 95 1 00
Peas, No. 4	0 85 0 90
Peas, No. 3	0 87 $\frac{1}{2}$ 0 90
Peas, No. 2	0 90 0 95
Peas, No. 1	1 30 1 35
Peaches, 2's, dozen	1 32 $\frac{1}{2}$ 1 45
Peaches, 3's, dozen	1 97 $\frac{1}{2}$ 2 00
Strawberries, dozen	1 97 $\frac{1}{2}$ 2 00
Strawberries	1 97 $\frac{1}{2}$ 2 00

SEPARATE PROVISION DEPARTMENT.

In the store of Wm. Durrance, corner Sherman & Cannon streets, Hamilton, Ont., a separate department is given over to meats and provisions. From the main store is a short passage way towards the rear into the provision department and a door from there leading out onto the side street. On the counter in this department is a meat slicer and computing scale—two valuable articles of equipment in selling more meat, in giving quicker and better service and in preventing loss by overweight.

Cured meats are displayed neatly and invitingly on pans on the counter and vegetables in season are shown in the window.



In a letter to the editor from a Kingston, Ont., grocer the other day appeared the following:

"Short weight in goods continues. I weighed a 50-lb. can of coffee recently, and found it to be 2 lbs. short."

This once again demonstrates the necessity of the retailer weighing everything that comes into the store. Here was a shortage of 2 lbs. of coffee equal to probably 40 cents which would have been lost had not the weight been checked up on the scale. Only 48 lbs. could have been weighed out of that can while fifty would have been paid for.

Every merchant should make it a rule to weigh, count, or measure everything he buys. In a great many instances it would pay him almost to keep an extra man on the job to see that everything comes in according to invoice.

FLOUR and CEREALS

Rate Cutting, But Listed Flour Prices Keep Up

Export Offers Far Below Quoted Prices—Cornmeal Quotations in Toronto Cut from Competition—Drought Situation in Argentine Improved, and Wheat Drops Again.

Conditions in flour market are practically same as last week. In face of low price in wheat buyers will not take any more than is required for immediate needs, that is at quoted rates. Broker informed Canadian Grocer that some mills are cutting rates as much as 80 cents and loading up big bakers. "If anyone can get flour at such reduction it seems foolish not to take it, as wheat would appear to have reached close to low level, and soon, when supply slacks off, must go up," he declared. Some cables for flour are for January delivery, seeming to indicate that present requirements are filled. Manitoba wheat rose 1½¢ on Monday in Winnipeg, but declined ½¢ on Tuesday on receipt of word from Argentine that drought was less severe. This caused decline in Chicago and Toronto also. Price now is 12 cents below one year ago. Grain continues to be rushed forward far more quickly than it is being exported.

One year ago oats were selling at 49-50 cents; to-day at 38-40c. Prices of rolled oats compared as \$2.50 to \$2.22½.

MONTREAL.

FLOUR.—Considerable quantity of spring wheat flour was exported this week, and cable business was good. Prices have ruled pretty steady, but feeling is general that millers will make concession later on. This to very great extent may account for slackness of demand, which is simply for quantities to fill actual wants.

Manitoba Wheat Flour—	Car lots, in bags, per bbl.
First patents	5 40
Second patents	4 90
Strong bakers'	4 70
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	
Fancy patents	5 00
90 per cent.	4 90
Straight roller	4 70
Blended flour	4 80

CEREALS.—Situation is unchanged this week. Demand for rolled oats is poor, and with supplies heavy, many look for decrease.

Cornmeal—	Per 98-lb. sack
Kiln dried	2 60
Softer grades	2 50
Rolled Oats—	90s, in jute.
Small lots	2 22½
25 bags or more	2 12½
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 45
Hominy, per 98-lb. sack	2 40

MILL FEEDS.—Demand slightly improved this week, but easing of oats and

continuance of open weather hard on price maintenance.

Mill Feeds—	Car lots, per ton
Bran	22 00
Shorts	24 00
Middlings	26 00
Wheat moulee	28 00
Feed flour	34 00
Feed cornmeal, per cwt.	1 85

TORONTO.

FLOUR.—Situation as outlined above keeps demand light. Prices continue unchanged both in Manitoba and Ontario flours.

Manitoba Wheat Flour—	Small lots, in jute bags per bbl.
First patent	5 30
Second patent	4 70
Strong bakers'	4 60
Flour in cotton sacks, 10c per bbl. more.	
Winter Wheat Flour—	
Fancy patents	4 70
90 per cent.	4 40
Straight roller	4 50
Blended flour	4 70

CEREALS.—Rate cutting, due to active competition in local field, continues merrily. Mention was made last week of rolled oats being offered at \$2.05 in 25-bag lots, and this week cornmeal was sold to jobbers at 10 cent cut. Prices, however, continue unchanged for outside delivery, although as shipments from United States are coming in more freely decline would not be unlikely. While ordinarily rolled oats might be looked for to sag, present season of year brings altogether best demand, and with mills working to limit to supply demand reduction is contrary to ordinary business principles.

Cornmeal, per 98 lb. bag—	
Kiln dried, 25 bag lots	2 20
Rolled oats, per 90 lb. sack, in jute—	
Small lots	2 22½
25 bags to car lots	2 12½
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.	
Rolled Wheat—	
50 lb. boxes	1 45
100 lb. barrels, small lots	2 80
100 lb. barrels, 5 bbl. to car lots	2 70
Split peas, 98 lb. bags	3 25

MILL FEEDS.—Seasonable demand for mill feeds tends to keep prices at present levels, although these are considered high in face of market values of wheat and corn.

Mill Feeds—	Car lots, per ton.
Bran	22 00
Shorts	24 00
Middlings	26 00
Wheat moulee	28 00
Feed flour, per bag	1 70

WINNIPEG.

FLOUR AND CEREALS. — Prices are steady and domestic trade good, with prospects for brisk winter demand on account of damage to potato crop. Export trade very dull.

Flour, Manitoba Wheat—	Per bbl.
Best patents	5 30
Second patents	4 60
First clears	4 20
Low grade	2 90
Jute bags, 10 cents less.	
Cornmeal, 90s	1 95
Rolled oats, 90s	1 85
Oatmeal, granulated, 90s	2 15
Wheat granules, bale, 16-60	3 25

TIME OF COMING AND GOING OF IMPORTED FRUITS.

(Continued from page 29.)

last year. The first shipment is expected in Toronto about November 15. Sicily has over 7,000,000 trees, and Italy proper about 1,000,000. Shipments last year exceeded 10,000,000 cases.

Prices at opening will be about one shilling higher in Sicily than one year ago, but lemons will not run so high as early this year, owing to more favorable conditions in California, unless, of course, frost strikes down the later crop next year.

Prices, however, promise to be pretty stiff during the next couple of weeks owing to the lateness of crops.

Fancy Grape Market.

In grapes, Tokays from California are expected to be done in about three weeks. The Spanish crop is quite moderate, and higher prices are expected. The scarcity of apples will have an effect in strengthening the demand for grapes in Great Britain and the United States. Already 12s. 6d. and 13s. are being paid in place of 11s. one year ago.

Florida grape fruit is a little greenish in color so far, as coloring has been delayed, as well as in oranges, by the hot weather. The first cars were rushed out rather ahead of the proper time, and growers will not be disposed to rush later shipments to market, especially as the crop is short. Some of the trees took on a new growth this month with the heat, and a few packing houses shut down. Jamaica's are in good shape and quite ready for use.

Bananas, as was mentioned last week in Canadian Grocer, have advanced in price as a result of the gradual disappearance of Canadian fresh fruits, especially peaches.

ALL HANDS READING IT.

The Canadian Grocer:—We had great pleasure in studying up last week's Canadian Grocer (Fall Number), all hands, clerks, etc., reading it up with much interest.

THEO. LEGAULT.

Sturgeon Falls, Ont.

FRUIT & VEGETABLES

Tariff Causes Jump in Potatoes; May Go Higher

Being Rushed from New Brunswick into States — Nearly All Canadian Fruits off Market — Apples Continue Very Firm — Oranges Advance with Scarcity—Last Lots of Tomatoes High.

MONTREAL.

GREEN FRUITS.—Trade is very slack, due to high prices asked for certain varieties. Fameuse and other apple varieties are out of reach of average consumer, while oranges also are pretty well up, so that box or two in store lasts for considerable time. Gifford Canadian pears are not selling any too well, quality being not up to mark.

Apples, Canadian, per bbl.—	
Alexander and other Falls, No. 1.....	4 50
No. 2s, all grades, 75¢ less than No. 1a.	
Fameuse, bbl.....	7 50
Bananas, crate.....	2 00
Cranberries, Cape Cod, bbl.....	3 50
Grapes, Tokay, 25-lb. box.....	2 25
Grapes, Niagara, 6-qt. bkt.....	0 30
Grapes, Red Rogers, 6 qt. bkt.....	0 30
Grapefruit, Jamaica, 6s, per case.....	5 00
Lemons, Verdell, case.....	3 50
Oranges—	
Jamaica, 125s to 250s.....	3 00
Late Valencia.....	6 00
Pears, Gifford, Canadian, 11-qt. bkt.....	0 50
Pears, Gifford, Canadian, 8-qt. bkt.....	0 30
Pears, Gifford, Can., per bbl.....	5 00
Pears, Oregon, box.....	3 25
Pears, Bartlett, Can., per bbl.....	6 00
Pears, Winter, 11-qt. bkt.....	0 50
Peaches, Crawford and Elberta, California, box.....	1 25

VEGETABLES. — Most interesting feature of vegetable market this week is strength of potato situation, prices having advanced ten cents per bag of ninety pounds, making price at present one dollar straight. Since tariff on American side was changed, prices have been very uncertain. Car load lots could be purchased from 60 to 65c per bag, but as soon as American buyers came over, steady increase was registered till 75-80c mark was reached. Later, Boston market weakened and Canadian situation eased in sympathy, but ere long demand from United States changed whole complexion of affairs and prices soared again. Today, prevailing quotation for carload is 85-90c. Just how long it will last is question but one thing is certain that American visits to this market will keep things keyed up, and tendency at present moment is upward. Tomatoes have advanced from 35 to 50 and 75 cents per basket.

Cabbage, per doz.....	0 25	0 50
Celery, per doz. heads.....	0 25	1 00
Corn, bag.....	0 00	0 00
Cucumbers, Boston, doz.....	2 00	2 00
Egg plant, basket of 12.....	0 75	0 75
Garlic, per lb.....	0 10	0 10
Onions—		
Spanish, per case.....	3 25	3 50
Spanish, half case.....	1 75	1 75
Red Drovers, 75-lb. bag.....	2 00	2 00
Peppers, green, 11-qt. bkt.....	1 00	1 00
Peppers, red, 11-qt. bkt.....	1 50	1 50
Potatoes—		
Green Mountains and Quebec, bag.....	1 00	1 00
Potatoes, sweet, per bbl.....	4 25	4 25
Potatoes, sweet, Jersey, hpr.....	1 25	1 50
Turnips, Quebec, bag.....	1 25	1 25
Tomatoes, 11-qt. bkt.....	0 90	0 75
Tomatoes, box 33 lbs.....	1 75	2 00

TORONTO.

GREEN FRUITS.—Exit fruit market, and with it grapes, peaches, Canadian and California, and California pears. All wholesalers have withdrawn from summer and fall quarters in fruit market and are doing business at old stands. Few Canadian grapes seen but practically done and Tokays have market to themselves.

Malaga grapes are up 50 cents and run as high as \$7 bbl. Bananas are rather firmer this week. Valencia oranges are quite firm and higher as supply is scarce. Citrons are plentiful and selling at .08 to 10 cents.

CANADIAN.

Apples—		
Snows, hand picked, bbl.....	4 00	5 00
Wealthy, No. 1, bbl.....	4 00	4 00
Wealthy, No. 2, bbl.....	3 00	3 50
Cooking, bbl.....	2 25	3 00
Snows, etc., bkt.....	0 35	0 50
Talman Sweets, bbl.....	2 50	3 00
Citrons, each.....	0 08	0 10
Pears, Clargos, 6-qt. bkt.....	0 50	0 60
Pears, Keepers.....	0 30	0 35

IMPORTED.

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

VEGETABLES.—Expected results of United States tariff have at last become visible in prices of potatoes. Scarcity in New Brunswick forced price up 10 cents this week, and now price has reached \$1 with Ontario's about same, although some jobbers quote latter at 5 cents less. One wholesaler sent out big list of wires to New Brunswick with orders at end of week but got no reply from single one, dealers there preferring, apparently, to ship to nearer market of Boston which costs 12 cents, compared with 20 cents per bag to Toronto. Most wholesalers declare prices will be firmer yet, probably 10 cents higher, as Ontario's will soon be out of market for immediate supply as growers are starting to store in hope of heavy advance in few months. Prices by car lots for new Brunswick's and Ontario's is 85 and 90 cents, which is 15 to 20 cents higher than ruling prices before United States tariff bill started to influence Canadian market. Sweet potatoes continue to

arrive freely and are again lower, 25 cents a barrel, to \$3.50. Tail end of red tomatoes brought 40 to 75 cents basket, while green were steady at 50 to 75 cents bushel. Beets were up 5 cents bag, and turnips down to 50 cents. Green and red peppers and corn are finally off market. Pumpkins are arriving in fair quantities.

Beets, Canadian, per bag.....	0 95
Cabbage, case.....	1 00
Carrots, Canadian, bag.....	0 90
Cauliflower, dozen, large.....	1 75
Squash, bbl.....	1 50
Potatoes, Ontario, bag.....	0 95
Potatoes, New Brunswick, bag.....	1 00
Sweet potatoes, hamper.....	1 25
Sweet potatoes, bbl.....	3 50
Parsley, bkt.....	0 30
Egg plant, basket of 12.....	0 40
Gherkins, 6-qt. basket.....	0 75
Mushrooms, per lb.....	0 75
Onions—	
Spanish, crate.....	3 00
Large cooking, bag.....	1 75
Celery, domestic, doz.....	0 20
Tomatoes, red, basket.....	0 40
Tomatoes, green, bushel.....	0 50
Tomatoes, green, basket.....	0 20
Pumpkins, each.....	0 05
Turnips, bag.....	0 50
Vegetable marrow.....	0 15

WINNIPEG.

FRUITS AND VEGETABLES. — Vegetables generally are up in price. Apples are generally somewhat scarce and dear. Among new lines quoted are Malaga grapes and Florida oranges. Plums and peaches are off market.

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



To IRA D. MOORE, in charge of the Toronto sales office of the Quaker Oats Co. Mr. Moore was born in Peterboro, Ont., on Nov. 3, 1884. He went into the Peterborough office of the above named company ten years ago and has been with the firm ever since.

PRODUCE & PROVISIONS

Eggs Still Soaring; High Prices Likely for Months

Almost Any Price For New-laid—Hog Products Await More Definite Conditions Before Moving—Butter Easier in Montreal—Cheese Firmer Again.

Provision market again found chief interest in eggs this week and upward movement continued sharply, amounting to 1 and in case of "straights" (storage) to 2 cents. New laid are extremely scarce, even more so than last week, and are mentioned with bated breath.

Wholesaler expressed opinion to Canadian Grocer this week that "egg market is in very healthy condition and promises to continue so for next six months." He does not believe that slump extended to Canada last spring with disastrous results to dividends is possible again. He points out that one year from now U.S. dealers were heavily overstocked and prices in Canada as result, several cents lower than at present. This year hot weather in corn States lessened production and stocks are far lighter and prices higher over there. Hence with Canada consuming all that can be produced, and more, certain portion must be imported about first of February next, about time new laid here begin to come in somewhat freely and public tire of storage stock.

Situation in hogs this week is uncertain. Up to two weeks ago there was steady downward movement. This was checked then, and market advanced 25 cents. Present rate is not expected to continue however, long, although he who would dare predict hog prices one month from now would be unduly venturesome.

At Montreal Board of Trade fears were expressed that butter and cheese interests of Quebec and Ontario would be injured at four points: by shipment of milk cows to States and Northwest; by export of milk to States; by export of cream to States; and by diversion of milk to feeding and rearing calves through present jump in prices of cattle.

At Toronto Produce Exchange on Monday, September cheese sold at 13 $\frac{3}{8}$ or $\frac{5}{8}$ above highest two weeks ago. Two hundred cases storage sold for 28 cents, but 28 $\frac{1}{2}$ c is Exchange record so far.

Following were boarded:

BUTTER—Dairy, 50 boxes market prints, 24c not sold; creamery, 100 boxes solids, June finest, 26 $\frac{3}{4}$ c asked, not sold; do 100 boxes solids, June finest, 26c asked, not sold; do 200 boxes solids, June finest, 27c asked, not sold.

EGGS—200 cases storage C.C.F.C., 28c asked, sold.

CHEESE—50 large September parf., 13 $\frac{3}{4}$ c asked, not sold; do 25 large September parf., 13 $\frac{3}{4}$ c asked, not sold; do 25 twins, September parf., 13 $\frac{7}{8}$ c asked, sold; do 25 twins, September parf., 13 $\frac{7}{8}$ c asked, sold.

MONTREAL.

PROVISIONS.—There is good steady demand, and prices for all lines have been maintained. Both local and country buyers seem to be replenishing stocks freely in anticipation of change, though conditions at present moment do not warrant any alteration in price one way or other. Lard is more active of late and there is very strong undertone to market.

	Per lb.	Per cwt.
Hams —		
Light, under 12 lbs.	0 30	
Medium, 12 to 20 lbs.	0 19 $\frac{1}{2}$	
Large, 20 to 40 lbs.	0 19	
Bacon —		
Plain, bone in	0 23 $\frac{1}{2}$	
Boneless	0 26	
Peameal	0 26	
Bacon —		
Breakfast	0 20	0 21
Roll		0 17
Shoulders, bone in		0 16
Shoulders, boneless		0 16 $\frac{1}{2}$
Cooked Meats —		
Hams, boiled	0 30	0 30 $\frac{1}{2}$
Hams, roasted		0 31
Shoulders, boiled		0 27
Shoulders, roasted		0 28
Dry Salt Meats —		
Long clear bacon, 50-70 lbs.		0 15 $\frac{1}{2}$
Long clear bacon, 90-100 lbs.		0 14 $\frac{1}{2}$
Flanks, bone in, no. smoked		0 15 $\frac{1}{2}$
Barrelled Pork —		
Heavy short cut mess		30 00
Heavy short cut clear		30 00
Clear fat pork		28 00
Clear pork		26 50
Lard, Pure —		
Tierces, 375 lbs. net		0 14 $\frac{1}{2}$
Tubs, 50 lbs. net		0 14 $\frac{1}{2}$
Boxes, 50 lbs. net		0 14 $\frac{1}{2}$
Pails, wood, 20 lbs. net		0 14 $\frac{1}{2}$
Pails, tin, 20 lbs. gross		0 14 $\frac{1}{2}$
Cases, 10-lb. tins, 60 in case		0 15
Cases, 5 and 8-lb. tins, 60 in case		0 15 $\frac{1}{2}$
Bricks, 1 lb. each		0 15 $\frac{1}{2}$
Lard, Compound —		
Tierces, 375 lbs. net		0 10 $\frac{1}{2}$
Tubs, 50 lbs. net		0 10 $\frac{1}{2}$
Boxes, 50 lbs. net		0 10 $\frac{1}{2}$
Pails, wood, 20 lbs. net		0 11
Pails, tin, 20 lbs. gross		0 10 $\frac{1}{2}$
Cases, 10-lb. tins, 60 in case		0 11 $\frac{1}{2}$
Cases, 5 and 8-lb. tins, 60 in case		0 11 $\frac{1}{2}$
Bricks, 1 lb. each		0 12 $\frac{1}{2}$
Hogs —		
Live, f.o.b.	9 00	9 25
Live, fed and watered	9 35	9 50
Dressed	13 25	13 50

BUTTER.—Market is weaker at moment, there being no apparent buying desire on part of dealers either for local or country account. Generally very strong undertone is noticeable in market this time of year as supplies are hardly ever too plentiful, but no requests from Western buyers have been made of late with result that supplies are heavier than is customary at this time. It is generally believed that butter which has gone West of late was purchased here earlier and held in cold storage.

Receipts from May to end of week were 406,642 packages compared with 393,230 year ago.

Butter—	Per lb.
Creamery prints, fresh	0 30
Creamery solids	0 29 $\frac{1}{2}$
Dairy, prints or solids	0 23
Separator, prints or solids	0 23 $\frac{1}{2}$

EGGS.—"Market is bound to go up."

That's pretty straight from the shoulder but still it is from reliable wholesaler and as an indication of strength of his statement one cent increase is already registered.

Eggs, case lots—	Per dozen.
New laid	0 41
Selects	0 33
No. 1s	0 29
No. 2s	0 25
Solids	0 24
New laid eggs, in cartons	0 43

CHEESE.—Early last week easy feeling prevailed, prices declining shade at country points, but to-day there has been much heavier demand from across the water and general firmness characterizes market. Tail-end stock has been pretty well cleared up as prices were satisfactory to exporters. Demand was principally for colored goods.

Receipts are beginning to show dropping off as a number of factories have closed down for the season. Receipts for last week were 38,086 boxes, decrease of over 20,000 boxes compared with corresponding period last year. Quotations locally are unchanged so far, market, though, showing advancing tendency.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong		0 16-0 17
Twins	0 14 $\frac{1}{2}$	0 15
20 lb. new	0 15-0 15 $\frac{1}{2}$	
Stilton		0 17

POULTRY.—Demand could be better, as prices are not out of reach. Still dealers expect dropping off after Thanksgiving always. Turkey is firm, while ducks are not receiving much attention.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22-0 24	1 25
Broilers, per pair		1 25
Ducks, milk fed	0 14-0 15	0 20-0 22
Ducks, old	0 12-0 13	0 14-0 15
Fowl	0 14-0 15	0 17-0 18

TORONTO.

PROVISIONS.—Hog prices, after series of declines, have gradually been firming up, and this week advanced 25 cents to \$8.65, with \$8.75 also paid for large proportion of lots. Demand last couple of weeks has increased steadily, and supply on other hand has remained light, so that expectations of packers of lower prices, even under \$8.25, have been disappointed. They still expect market to go down. In reference to

THE CANADIAN GROCER

prophecy that West will send hogs to East before Christmas, packer explained that no movement for several weeks is anticipated until farmers get done with threshing and forwarding grain.

In spite of couple of weeks of higher hog prices, products have remained steady but firm, and if decline in hogs is in sight within couple of weeks no advance in ham or bacon is expected. Demand for lard, pure and compound, continues to improve.

Hams—		
Light, per lb.	0 20
Medium, per lb.	0 19½
Large, per lb.	0 10 0 19
Bacon—		
Plain, per lb.	0 23
Boneless, per lb.	0 25
Pea meal, per lb.	0 24 0 25
Bacon—		
Breakfast, per lb.	0 20 0 21
Roll, per lb.	0 16 0 16½
Shoulders, per lb.	0 14½ 0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½ 0 16
Long clear bacon, heavy	0 15 0 15½
Cooked Meats—		
Hams, boiled, per lb.	0 29
Hams, roast, per lb.	0 30
Shoulders, boiled, per lb.	0 22½
Shoulders, roast, per lb.	0 23½
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00 25 00
Short cut, per bbl.	22 50 23 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13¾ 0 14
Tubs, 60 lbs., per lb.	0 14 0 14½
Pails, 20 lbs., per lb.	0 14½ 0 15
Pails, 3 and 5 lbs., per lb.	0 15½ 0 16
Bricks, 1 lb., per lb.	0 15½ 0 16
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10 0 10½
Tubs, 60 lbs., per lb.	0 10½ 0 11
Pails, 20 lbs., per lb.	0 10½ 0 11
Hogs—		
F.O.B., live, per cwt.	8 65 8 75
Live, fed and watered, per cwt.	9 00 9 10
Dressed per cwt.	12 50 12 75

BUTTER.—Market has become firmer this week, though not quotably. Supply of fresh is becoming scarcer, as summer factories are closing down; but when cheese factories switch over for winter butter making receipts will be heavier. Meanwhile large stocks of storage are ample for demand. Conditions of butter market for future are regarded as uncertain, and much will depend on New Zealand and Australia.

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

EGGS.—At least 95 per cent., probably more, of eggs sold now are storage. New laids, guaranteed, sell readily at 40 cents, even without cartons, and some shade higher, retailing at 50c. Scarcity is so great, however, that they have ceased to come under ordinary market conditions. "So far as consumers are concerned," said large buyer, "we could pay 50 cents for sale retail at 60c, but what good would it do? All advance would go to farmers, not to us, or retailers, and at such high prices conditions would be on unnatural basis."

Storage, selects, are up to 31-33c, and "straights," or No. 1 stock, jumped 2 cents to 30-31c. No. 2's are at 25c and splits same. Better grades of No. 2's, that is those chipped only, sell readily at 26c and even 27c. Last year new laids were only 32-35c.

Eggs, case lots—		
Strictly new laid	0 35 0 37
Strictly new laid, in cartons	0 37 0 40
Fresh eggs	0 32 0 34
Storage, selects	0 31 0 33

Storage, No. 1 stock	0 30 0 31
No. 2s	0 25 0 26
Splits	0 25 0 26

CHEESE.—Market is better this week than for several months, as export demand has firmed it up, even though only small fraction. Cable from New Zealand reports very hot and dry spell there, which may improve situation for Canadian in English market, as high prices in Canada have affected sale there. Improved demand, of course, is for August-September make rather than October, which is seldom regarded as equal to earlier. Wire from London says Siberian cheese is being received on English market and selling at 60s. to 62s, compared with 64s to 65s. for Canadian. This competition, in addition to New Zealand's, is ascribed to high prices of Canadian.

Cheese—		
Old, large	0 14½ 0 15
Old, twins	0 15 0 15½
New, large	0 14½ 0 15
New, twins	0 14½ 0 15

HONEY.—Buck wheat is somewhat easier this week, being 7c for bbls., and clover shows no signs of advancing, and will not as long as present ample supply lasts.

Clover, bbls., per lb.	0 09 0 09½
60, 30-lb. tins, per lb.	0 10 0 10½
19, 5-lb. tins, per lb.	0 10½ 0 11
Buckwheat, bbls.	0 07 0 07½
Buckwheat, tins	0 07½ 0 08
Comb	2 25 2 75

POULTRY.—Thanksgiving prices still continue, with turkeys around 22 cents dressed, and very scarce. They will not be ready in any quantity for three weeks. Geese will be cheaper soon, as supply is large.

Frozen Stock—		
Turkeys, dressed	0 24 0 25
Fresh Stock—		
Broilers, spring	0 13 0 15
Ducks, spring	0 12 0 15-0 16
Fowl	0 10 0 12
Chickens, lb.	0 13 0 16-0 17
Geese	0 10-0 11 0 13-0 15
Turkeys, spring	0 17 0 22
Turkeys, old Tom	0 14-0 16 0 16-0 18

SYSTEMATIZING ADVERTISING CAMPAIGN.

(Continued from page 28.)

On the first page he keeps a record of the first accepted estimate and all others following later during the year. These he attaches with a little gum at the top only, so that by pasting in one below the other and a little lower down the page a great many inserts may be made on one sheet.

Then come the original copies of all instructions sent out to the different papers for inserting advertising. Two forms he employs for these, as shown in Fig. 2 and Fig. 3. Fig. 2 shows a form suitable in sending out instructions for an ad. to be set up and run for the first time. Fig. 3, on the other hand, is more adapted for sending out an ad. which has been employed at some previous date.

Following these, he sets apart a section with index on flyleaf, devoted to pasting in copies of all advertisements run. Each ad. is given a number, under

which it is entered in the index, and by which it is known afterwards if referring to it again.

A Good Suggestion.

He particularly advocates the saving of ads. set up for special occasions. These he claims can be of great value in writing copy later, not only as suggestions, but if advisable to avoid repetition. Progress in copy writing can be determined from the records here shown, and also by keeping track of results the ad. writer is given a better idea of determining what style of copy or what layout of ad. is the most effective.

Keeping An Eye On Cuts.

To complete the system he would add a filing system for keeping track of all cuts used. To each he would give a number, not only for ease in referring to it later, but also for filing purposes.



Following items are from Canadian Grocer of Nov. 3, 1893:—

"W. G. A. Lambe & Co., Toronto, are removing to 69 Front street, east, south side, three or four doors east of Church street."

Editorial Note.—This firm are to-day on Front street, at corner of Scott St.

"The market for canned goods in Montreal is fairly active, but a striking feature this fall is the determined disposition of jobbers not to load up for any lengthy time ahead. Prices generally are steady, and although low offers on canned salmon are spoken of the best figure that we can hear of in-round lots is \$1.10, and this is not for red salmon but pink, while choice red sockeye would certainly cost \$1.20 to \$1.25. Tomatoes are meeting with fair enquiry, but although 80c is quoted some Western canners say they will not sell under 85 to 90c., and the same price applies to corn and peas, with possibly a slight premium demanded in some cases on peas."

Editorial Note.—This gives a glimpse of the canned goods market in 1893. It will be observed that prices of salmon and tomatoes were considerably lower then than now, but that corn and peas show little difference. When the fact is considered that quality in canned goods has advanced much in the last twenty years it will be seen that canned fruits and vegetables are to-day comparatively cheap.

FISH AND OYSTERS

Fish Prices Firmer Owing to Small Supplies

Baffin's Bay New Source of Supply—Smoked Fish Used at Coast Through Scarcity—Lack of Ice in Maritime Provinces.

MONTREAL.

FISH.—Business, considering unfavorable nature of weather, is as good as can be expected. Fresh fish hold on pretty well but on account of bad weather supplies have not been up to expectations. As result, prices have ruled firm. Situation in salt and prepared is not improving as far as receipts are concerned and price of green cod, a staple line is likely to advance, though some are of opinion that with fair weather more fish will come to market. Labrador salmon and pickled sea trout are plentiful. Round lot was received this week by local firm from Baffin's Bay, a new fishing territory, discovery of which is credited to Capt. Bernier. Stock was high class, red and plump and it is pretty certain that this will prove valuable addition to Canada's fishing ground.

Fresh haddock, codfish, haddies and filets are scarce.

Fresh Fish—		
Bluefish, per lb.	0 18	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 11
Cod, market, 250 lb. cases, per lb.	0 06	0 06
Dorset, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	0 50	0 50
Frogs legs, small, per lb.	0 25	0 25
Haddock, per lb.	0 05	0 06
Halibut, per lb.	0 11	0 12
Herring, per 100 fish, large	3 00	3 00
Mackerel, lb.	0 12	0 12
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 15	0 15
Salmon, Gaspe, per lb.	0 18	0 18
Steak cod, per lb.	0 12	0 12
Smelts, per lb.	0 10	0 10
Sword fish, per lb.	0 08	0 08
Turtles, small, per lb.	0 15	0 15
Whitefish, per lb.	0 12	0 12
Shell Fish, Fresh—		
Clams, per barrel	7 00	7 00
Lobsters, live, per lb.	0 30	0 30
Lobsters, boiled, per lb.	0 32	0 32
Oysters, bulk, standards, per gal. \$1.50;		
Selects	1 80	1 80
Oysters, solid meat, standards, per gal. \$1.50; selects	2 00	2 00
Oysters, Cape Cod, shell	9 00	9 00
Oysters, Malpeques, shell	10 00	10 00
Periwinkles, per bushel	2 50	2 50
Prawns, per gal.	2 00	2 00
Scallops, per gal.	3 00	3 00
Shrimps, per gal.	2 00	2 00
Frozen Fish—		
Haddock, per lb.	0 04 1/2	0 05
Herring, per 100 fish	1 50	1 50
Pike, per lb.	0 06	0 06
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07 1/2	0 08
Whitefish, per lb.	0 07	0 10
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	0 15	0 15
Cod, boneless strip, 30 lb. box, lb.	0 10	1 00
Cod, shredded, box of 2 doz.	6 50	7 00
Cod, skinned, per 100 lb. bundle	7 00	7 00
Cod, dried, per 100 lb. bundle	6 50	6 50
Pollock, dried, per 100 lb. bundle	6 50	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	9 00	9 00
Cod, green, white napes, per 200-lb. bbl.	9 00	10 00
Haddock, No. 1 green, per 200 lbs.	8 50	8 50
Herring, Gaspe, No. 1, 1/2 bbls., \$2.75; bbls.	8 00	8 00
Herring, N. S., per 1/2 bbl.	5 00	5 00
Herring, N. S., per bbl.	9 00	10 00
Herring, Holland, per keg, 75; per 1/2 bbl., \$5.00 to \$6.00; per bbl.	9 00	10 00
Herring, Labrador, 1/2 bbl., \$3.25; bbl.	5 75	5 75
Herring, Scotch, keg of 12 lbs. net, \$1.25 to \$1.35; 1/2 bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, \$1.75; 1/2 bbl., \$7.00; bbl.	12 00	12 00

Salmon, Labrador, 1/2 bbl., \$8.00 to \$9.00, bbl.	14 00	15 00
Trout, lake, kegs	7 00	7 00

TORONTO.

FISH.—Brisk demand for fish still awaits colder weather but in the absence of frost the present sales are quite satisfactory. Fresh whitefish, which has been off for several weeks, is coming in in small supply from the lakes, and most that is sold is frozen. Price is quoted for frozen at 1 cent higher while fresh is at same price, 3 cents lower owing to supply coming in. Fresh halibut is permanently off and frozen alone is being handled. Qualla salmon is scarce and has advanced 1 cent.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 90	1 25
Whitefish, per lb.	0 10	0 11
Halibut, per lb.	0 10	0 11
Salmon, Qualla	0 10	0 10
Salmon, Cohoe	0 12	0 12
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb.	0 05	0 05
Haddock, per lb.	0 06 1/2	0 07
Herring, live, lb.	0 06	0 06
Lobster, live, lb.	0 45	0 45
Lobster, boiled, lb.	0 45	0 45
Mackerel, weighing 1 1/2-3 lbs., each	0 15	0 25
Pickled, yellow, per lb.	0 12	0 12
Pike, per lb.	0 08	0 08
Salmon, B.C., per lb.	0 15	0 16
Steak, cod, per lb.	0 09	0 09
Trout, per lb.	0 11	0 12
Whitefish, per lb.	0 12	0 12
Flounders	0 06	0 06
Smoked—		
Fillets of haddie	0 12	0 12
Finnan haddie, per lb.	0 08	0 08
Kippers, new, box of 40 and 50	1 25	1 25
Blockers, box of 50	1 30	1 30
Digby herring, per bundle	0 90	0 90
Prepared—		
Cod, quail on toast	0 07 1/2	0 07 1/2
Cod, steak	0 08 1/2	0 08 1/2
Cod, Imperial, 25 lb. pck.	0 07	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers	0 05	0 05
Mixed	0 08	0 08
Herring, Labrador, bbl.	6 50	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	2 25	2 25
Oysters, bulk—		
New York counts, gal.	2 00	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 05	1 05
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH.—There was very little improvement in local fish markets this week. While weather was more favorable for fishing operations along coast, fishermen marketed only small quantities of fresh fish, principally cod and haddock. Demand for fish continues to improve and dealers say this is due in large measure to high price of fresh meats. Good markets are open for all fish offering, and there are times when all orders from outside points cannot be filled.

Sales of smoked are heavy, particularly haddies and kippered herring. In pickled fish, herring are now leading sellers, mackerel being scarce and high.

There is about average demand for salt codfish. Several vessels from Newfoundland ports arrived here few days ago with full cargoes of dry cod, and pickled herring in barrels.

ST. JOHN, N.B.

FISH.—For past week or so local fish market has been almost unsupplied, with nothing left over for shipment. Continued bad weather has made fishing almost impossible and scarcity of bait has had influence. Practically only fresh fish coming in is haddock with few small sized herring. Even handling of this amount has worried dealers, however, owing to fact that supply of ice in both New Brunswick and Nova Scotia has been exhausted and mild weather still continued need for ice. In meantime there is not enough fresh fish to supply local market much less to leave any margin for packing and prices are running high.

WINNIPEG.

FISH AND POULTRY.—Chickens have cheapened since Thanksgiving Day rush, and are down 2c. Fish and oysters are steady and in good demand.

Fish—		
Codfish	0 10	0 10
Halibut	0 12	0 12
Pickled	0 08	0 08
Salmon	0 14	0 14
Trout	0 12 1/2	0 12 1/2
Whitefish	0 08 1/2	0 08 1/2
Oysters—		
Imperial gallon	3 25	3 25
Large tins, 4 1-6 gals.	10 50	10 50
Cured—		
Kippered herrings, box	1 75	1 75
Holland herrings, keg	0 75	0 75
Salt mackerel, kits	2 75	2 75
Poultry (live)—		
Chickens, per lb.	0 14	0 14
Turkeys	0 14	0 14
Geese	0 20	0 20
Ducks	0 10	0 10

AN ERROR CORRECTED.

In the issue of Canadian Grocer, October 17, a typographical error occurred in the advertisement of the Connecticut Oyster Co. on page 42. The paraffined lined liquid containers were advertised as follows:—

Prices F.O.B. Factory, Sombra, Ontario:	
Half Pints	\$12.00 per dozen
Pints	14.00 "
Quarts	16.00 "
This should, of course, have read:—	
Prices F.O.B. Factory, Sombra, Ontario:	
Half Pints	\$12.00 per thousand
Pints	14.00 "
Quarts	16.00 "



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

Higher Efficiency

You realize that what you deliver to your customer must meet every expectation if complete satisfaction is to be experienced. Not only must you be particular about the goods you deliver, but also your service, as service is growing to be more and more important.

Do you realize that when we get a man's order for oysters, that he writes or wires us for the express purpose of obtaining oysters? As a matter of fact he could have nothing else in mind as we confine our sales to oysters.

In order to get the Dealer to do this you must understand that it is necessary for us to put up a proposition that merits more than casual attention, as perhaps that same merchant is ordering goods from one or more concerns in the same mail who handle oysters as a side line.

It brings it down to a question of efficiency. We devote our entire time and attention to the one thing we know best. If you are to handle oysters you should obtain the best thing possible. You can afford nothing short of it, as unless this is done your neighbor has the advantage in "higher efficiency."

We handle nothing but Northern grown stock, and the oysters we are shipping this season are the best we have seen in years.

If you are to handle oysters you should be in line the First of October, before your local business settles into definite channels.

If the oysters the Trade receive early in the season are satisfactory, they are likely to continue with that same store throughout the season.

We want your business. Will you not correspond and give us an opportunity to explain our proposition in detail.

CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST.

TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal-Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 00
" 5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$8.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75

In Tin Boxes—

No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lb.	7 25
No. 17, 5-lb.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

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.

Under 100 books ..each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

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

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

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

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

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

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

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

White Swan Flaked Rice, \$1.

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

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	\$ 2 15
Raspberry, red, h'vy syrup ..	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup ..	1 50
Pear, Bart., heavy syrup ..	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant ..	2 00
Raspberry and gooseberry ..	2 00
Plum jam	1 55
Green Gage plum, stoneless ..	1 05
Gooseberry	1 65
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 00	0 05
Black currant	0 00	0 05
Raspberry	0 00	0 05

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz..	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz..	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate— Per lb.	

Queen's Dessert, ¼'s and ½'s, 12-lb. box.
 0 40 |

Queen's Dessert, 6's, 12-lb. boxes
 0 40 |

Vanilla, ¼-lb., 6 and 12-lb. boxes
 0 35 |

Diamond, 8's 6 and 12-lb. boxes
 0 29 |

Diamond, 6's and 7's, 6 and 12-lb. boxes
 0 25 |

Diamond, ¼'s, 6 and 12-lb. boxes
 0 26 |

Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, coconut, cream, in ½-lb. packages. 2 doz. in box, per doz..
 0 90 |

Chocolate Confections—per lb.

Maple buds, 5-lb. boxes ..
 0 37 |

Milk medallions, 5-lb. bxs.
 0 37 |

Chocolate wafers, No. 1, 5-lb. boxes
 0 31 |

Chocolate wafers, No. 2, 5-lb. boxes
 0 26 |

Nonpareil wafers, No. 1, 5-lb. boxes
 0 31 |

Nonpareil Wafers, No. 2, 5-lb. boxes
 0 26 |

Chocolate ginger, 5-lb. bxs.
 0 31 |

Milk chocolate wafers, 5-lb. boxes
 0 37 |

Coffee drops, 5-lb. boxes ..
 0 37 |

Lunch bars, 5-lb. boxes ..
 0 37 |

Milk chocolate, 5c bundles, 3 doz. in box, per box. ..
 1 36 |

Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.
 0 85 |

Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPF'S.

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

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.
 0 35 |

Smaller quantities
 0 37 |

JOHN P. MOTT & CO.'S.

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

Elite, 10c size (for cooking) dozen
 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, ¼'s and ½'s
 0 36 |

" No. 1 chocolate
 0 30 |

" Navy chocolate, ¼'s
 0 26 |

" Vanilla sticks, per grs. 1 00

" Diamond chocolate, ¼'s
 0 24 |

" Plain choice chocolate liquors
 20 30 |

" Sweet chocolate coatings
 0 20 |

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ¼-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

Window Displays Wanted

Many good window displays are going to waste all over the country—that is so far as the trade in other towns and cities are concerned. Next time you or your clerks dress an attractive window—one that makes many sales—why not get a photograph of it and send it in to The Canadian Grocer. We are on the lookout for all good window displays. Their publication shows our readers from Halifax to Vancouver how other grocers sell things by window display. It will also help you and your clerks to surpass former efforts each time a window is trimmed. Send the next good one along—whether it be canned goods, preserved fruits, green fruits and vegetables, or house-cleaning lines.

THE CANADIAN GROCER

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved— Per Case.

Eagle Brand, ea. 4 doz.....	\$8 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz...	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz....	4 75

Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 90

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 30
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean— W.S.P. R.P.	
1 and ½	0 25 0 30
1 and ¼	0 32 0 40
1 and ½	0 37 0 50

Packed in 30's and 50lb. case. Terms—Net 30 days prepaid.

FLAVORING EXTRACTS. SHIRRIFF'S

Quintessential.

1 oz. (all flavors) doz.....	1 05
2 oz. (all flavors) doz.....	2 00
2½ oz. (all flavors) doz.....	2 30
4 oz. (all flavors) doz.....	3 50

5 oz. (all flavors) doz.....	4 50
8 oz. (all flavors) doz.....	6 50
16 oz. (all flavors) doz.....	12 00
32 oz. (all flavors) doz.....	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine— Per doz.	
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

CLARK'S PORK AND BEANS

IN TOMATO SAUCE.

Per doz.	
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN, LIMITEE.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs.... 5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Crown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb....	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb....	0 09½
Cs. 50 ¼ lb. pieces, cs...	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs	4 75
Cs. 200 200 grs. pieces, cs	7 75
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 300 grs. pieces, cs	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.	
Box, 25 lbs., 1 lb.....	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.....	3 75
Apple Juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90

Motts Golden Russett—

Sparkling Cider, 12 qts....	4 50
Sparkling Cider, 24 pts....	4 75
Sparkling Cider, 36 sp....	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.....	2 40

These prices are F.O.B. Montreal. Imported Peas "Soleil"

Per case	
Sur Extra Fins, 40 Flacons, cs.	\$10 00
Sur Extra Fins, 100 ½ kilo, cs.	15 50
Extra Fins, 50 1 kilo, cs...	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.....	11 50
Mi Fins, 100 ½ kilo, cs...	11 00
Moyens No. 1, 100 ½ kilo, cs.	16 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ½ gal.	2 00

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.	
Cases, 4 doz. each, flats,	per case 5 40
Cases, 4 doz each, ovals,	per case 5 40

INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
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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, 8 lbs., 20 to case..	0 11½
Cases, 5 lbs., 12 to case..	0 11½
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case).....	\$1.90 \$1.80
2 lb. glass (1 dz case).....	3.20 3.00
4 lb. tin (1 dz case).....	5.50 5.35
7 lb. tin (½ dz case).....	8.60 8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case).....	\$1.60 \$1.55
2 lb. glass (1 dz case).....	2.80 2.70
4 lb. tin (1 dz case).....	4.80 4.65
7 lb. tin (½ dz case).....	7.75 7.50

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins	
D. S. F., ¼-lb.....	1 40
D. S. F., ½-lb.....	2 50
D. S. F., 1-lb.....	5 00
F. D., ¼-lb.....	0 85
F. D., ½-lb.....	1 45
Per jar	
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI C. I. CATELLI CO., LIMITED.

Hirondelle Brand 1 lb. pkgs. Loose

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases....	7 6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each....	7½ 7
Marguerite Brand. Same assortment as above	6½ 6
Egg noodles in 10 lb. cases, loose, in 60 pkgs, ½ lb. each....	7 6½
Catelli Brand. Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. packages	6
Terms, Net 30 days.	

D. SPINELLI CO., Registered. Glebe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7 6½
Spinelli Brand. Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)	5½
30 lb. cases, 1 lb. pkgs.	6
Terms—Net, 30 days.	

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 30
Straight. Lemon contains 2 doz....	1 30
Orange contains 2 doz....	1 30
Raspberry contains 2 doz.	1 30
Strawberry contains 2 doz.	1 30
Chocolate contains 2 doz...	1 30
Cherry contains 2 doz.....	1 30
Peach contains 2 doz.....	1 30
Weight 8 lbs. to case. Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight. Chocolate contains 2 doz...	2 50
Vanilla contains 2 doz....	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.....	2 50
Unflavored contains 2 doz.	2 50
Weight 11 lbs. to case. Freight rate, 2nd class.	

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER. 3 dozen to box	3 00
6 dozen to box	7 20
30 days.	

RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium. Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec: Less than 5 cases.....	\$ 5.00
Five cases or more.....	4 95
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE. 1-16 gall., doz.	\$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 00
1 gall., doz.	19 20
1-16 gall., gross lot	20 00

To the Grocery Trade

We are now established in our new warehouse situated on the corner of Church St. and the Esplanade, and with improved facilities and larger space, we feel confident that we can serve you better than it was possible to do in our old building, where we were very much crowded for room. We solicit business, which will have our very best attention.

H. P. ECKARDT & CO.

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

THE CANADIAN GROCER

"SOCLEAN."

THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4 1/2 lbs.) enlarged size \$4 50
 40c Pail, formerly 50c, 2 doz. in case (8 lbs.) 7 20
 75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.) 6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz. 1 40
 5 lb. tins, 1 and 2 doz., crates, per doz. 3 90

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes. Cents
 Laundry Starches—
 40 lbs. Canada Laundry.... .06
 40 lbs., Boxes Canada white gloss, 1 lb. pkgs. 06 1/2
 48 lbs., No. 1 white or blue, 4 lb. cartons07
 48 lbs., No. 1 white or blue, 3 lb. cartons07
 100 lbs., kegs, No. 1 white. .06 1/2
 200 lbs., bbis., No. 1 white. .06 1/2
 30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs. .07 1/2
 48 lbs., silver gloss, in 6-lb. tin canisters08
 36 lbs., silver gloss 6-lb. draw lid boxes08
 100 lbs., kegs, silver gloss, large crystals07
 28 lbs. Benson's satin, 1-lb. cartons, chromo label07 1/2
 40 lbs. Benson's Enamel (cold water), per case.... 3 00
 20 lbs. Benson's Enamel (cold water), per case.... 1 50
 Celluloid—boxes containing 45 cartons, per case.... 3 60
 Culinary Starch.
 40 lbs. W. T. Benson & Co.'s prepared corn07 1/2
 40 lbs. Canada pure corn starch06
 (20-lb. boxes 1/2c higher.)
 Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH. Ontario and Quebec.

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

Boxes containing 45 cartons, per case 3 60

Culinary Starches—

Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .06
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07 1/2
 "Crystal Maise" Corn Starch—
 1-lb. pkts., boxes of 40 lbs. .07 1/2
 (20-lb. boxes 1/2c higher than (40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., \$4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 3-oz. tins, 5 doz., per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

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

SYMINGTON'S SOUPS.

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

SODA—COW BRAND.

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

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 50
 5-lb. tins, 1 doz. in case ... 2 85
 10-lb. tins, 1/2 doz. in case. 2 75
 20-lb. tins, 1/4 doz. in case. 2 70
 Barrels, 700 lbs. 3 1/2
 Half barrels, 350 3 3/4
 Quarter barrels, 175 4
 Pails, 38 1/2 1 85
 Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

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

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case.. 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.
 Quebec, per case \$ 1 85
 Ontario, per case 1 90
 Manitoba, per case 2 30
 Saskatchewan, per case.... 2 60
 Alberta, per case 2 70
 British Columbia, per case 2 40

DOMOLCO BRAND.

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

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. \$ 0 90
 Pint bottles, 3 doz., cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
 Cases of 3 dozen \$1 00
 H. P. Pickles—
 Cases of 2 doz. pints.... 3 35
 Cases of 3 doz. 1/2-pints.. 2 25

STOVE POLISH.

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

NUGGET POLISHES. Doz.

Polish, Black and Tan 0 85
 Metal Outfits, Black and Tan 3 65
 Card Outfits, Flack and Tar 3 25
 Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

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

TEAS.

THE "SALADA" TEA CO. East of Winnipeg.

Wholesale R't'l
 Brown Label, 1s and 1/2s .25 .30
 Green Label, 1s and 1/2s .37 .35
 Blue Label, 1s, 1/2s, 1/4s, and 1/8s 30 .40
 Red Label, 1s and 1/2s .. .36 .50
 Gold Label, 1/4s 44 .60
 Red-Gold Label, 1/4s55 .60

LUDELLA.

In 30, 60 and 80 lb. cases. Black, Green or Mixed.

Blue Label 1s 0 20
 Blue Label 1/2s 0 21
 Orange Label 1s 0 23
 Orange Label 1/2s 0 24
 Brown Label 1s and 1/2s... 0 28
 Brown Label 1/4s 0 30
 Green Label 1s and 1/2s... 0 35
 Red Label 1/2s 0 40

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

Wholesale R't'l

Brown Label, 1-lb. or 1/2 .25 .30
 Red Label, 1-lb. or 1/2... .27 .35
 Green Label, 1s, 1/2 or 1/4 .30 .40
 Blue Label, 1s, 1/2 or 1/4 .35 .50
 Yellow Label, 1s, 1/2 or 1/4 .40 .60
 Purple Label, 1/4 only... .55 .80
 Gold Label, 1/4 only70 1.00

JAMS AND JELLIES.

T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case \$1.00 per doz.; No. 2 tins, 2 dozen in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c. per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c. per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1. per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; No. 7 tin pails 6 in. crate, 52 1/2c; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 7 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

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

List Price.

"Shirriff's" (all flavors), per doz. 0 90
 Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

The Gold of the West

We were and are prospectors of the Western Grocery trade and know every inch of the Western field, covering it as we do regularly and often.

The money is here, your goods are needed, why not share in the Western harvest and turn your goods into Western gold?

With our large staff on the road we guarantee to bring in sales for your goods and also guarantee your patrons service with our five large and centrally located warehouses.

Write for our terms.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE



MINCE MEAT

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

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

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

F. W. FEARMAN CO., Limited
HAMILTON

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

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

Insist on Wethey's Always

Ask your jobber or write us

J. H. WETHEY, Limited
St. Catharines

NATION'S SPECIALITIES

Egg Powder
Custard Powder
Jelly Powder
Health Saline

Agents required where
not already represented

**E. J. NATION & CO.,
LIMITED**

Bristol, England

APPLES

Before purchasing write
for our quotations on the
famous **Georgian Bay**
apples. We will be pack-
ing from five to ten thous-
and barrels.

LEMON BROS.

Owen Sound, Ontario

The
general satisfaction
given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

makes the Lemon Business
the ideal feature of the Re-
tailer's Fruit Department.

J. J. McCABE

Agent

Toronto, Ont.

Chocolates

Made by **Bond, Limited**, Bristol, England
are the high-water mark of quality.

Pastelles and Gums

Made by **Carsons, Limited**, Glasgow, Scotland
are an ideal combination of pure
fruit and gums.

MESSRS. DAVIDSON, McBEAN & CO., LTD.

86 Wellington Street West, Toronto

have a full range of samples on show in their sale-room.

**Almeria Grapes
Jamaica Oranges
Grape Fruit
New Figs and Dates**

Large supplies and moderate prices prevail with us.

We are leaders in the respective lines.

Mail orders solicited.

Price list mailed weekly.

White & Co., Limited

TORONTO and HAMILTON

**New Hallowee
Dates**

First arrival due here this week.

Boxes and Half Boxes.

Also

**Fresh Canadian
Chestnuts**

All other kinds of Nuts for Hallowe'en

Send us your orders.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

Guelph and North Bay

**\$ SOUPS
with dollars in them.**

Edwards' Soups are the soups that soon turn into dollars. They're widely and forcefully advertised and they're on the way to being sold the moment you take them out of the case. And customers who buy Edwards' Soups on the strength of the advertising, buy them again and again on the strength of the quality. There's a handsome profit on the sales. Keep a sharp eye on your stock.

**EDWARDS'
DESICCATED SOUPS**

"The Soups with the dollars in them."

Edwards' desiccated Soups are made in three varieties: Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

MONTREAL:—Wm. H. Dunn, 396 St. Paul Street.
TORONTO:—W. G. Patrick & Co., Limited, 77 York Street.
WINNIPEG:—W. H. Escott Co., Limited, 181 Bannatyne Avenue.



THE LESSON WE'VE TAUGHT
YOUR CUSTOMERS.—

Anything That's



Is Safe To Buy.



H. J. HEINZ COMPANY
PITTSBURGH



The tempting Jam

People come into your store and buy certain things because they look good and tempt their palates. If *Cairns' Jams and Jellies* are given prominence in your store they will tempt many buyers. Moreover the deliciousness and purity will tempt them to come back for more.

Alexander Cairns & Sons

Paisley, Scotland

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



The Continental Bag & Paper Company, Ltd.

OTTAWA
Exclusive Bag

Manufacturers

Selling Paper Bags is only a part of our Service.

We make it a point to include Best Quality and Strength and Value in every Bag of our Manufacture.

Require your Dealer to supply only

CONTINENTAL "GERM PROOF" BAGS

DISTRIBUTORS:

ONTARIO—The Continental Bag & Paper Co., Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.
NEW BRUNSWICK—J. Hunter White Agent, North Market, St. John.
BRITISH COLUMBIA—Smith, Davidson & Wright Ltd., Vancouver.
QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., Montreal.

3 Don'ts

Don't substitute any other tobaccos when asked for these lines.

Don't say "I haven't it." Say "I'll get it."

Don't make any mistake about the names of the leaders. They are

Master Mason - - Smoking
King George's Navy - Chewing
Rose Quesnel - - Smoking

The Rock City Tobacco Co.
QUEBEC WINNIPEG

There is Snap

vim and "go" to Fels-Naptha soap and its sale. Quality, make-up, packing and indeed everything about Fels-Naptha commend it to grocers and customers alike.



They Want the "Real Thing."

"Well, yes, boys," the old grocer says, "I did use to recommend some things as being just as good as others, but I do very little of that sort of thing now. It doesn't pay in the long run. Take this Jell-O now. You do not suppose, do you, that any of us would say that anything else was just as good as

JELL-O

It is a peculiar fact that the man who recommends the just-as-good kind for other people, wants the real thing himself."

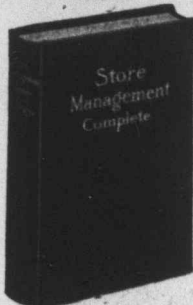
Jell-O is the *real thing*, with its exquisite flavors and its reputation as "America's most famous dessert," and customers who get Jell-O are pleased customers."

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters
If it isn't there, it isn't JELL-O.

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to *Retail Advertising Complete*
\$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

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

Technical Book Dept., MacLean Publishing Co.,
TORONTO

D. & J. McCALLUM

PERFECTION SCOTCH WHISKEY

is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited
23 Water Street, St. John, N.B.
GENERAL AGENT



EVERY POUND OF
ANCHOR BRAND FLOUR

has character in every ounce

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

The most searching analysis and tests make uniformity certain.

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

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

Standard Prices—Worth More.

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

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba



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

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA



**Superlative
Quality
Consistently
Maintained**

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

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

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

J. Malcolm & Son, St. George, Ont.

The orders from Grocers throughout Canada for
D.W.C.

Spanish Olives

are increasing every year, and this season's trade is so large as to establish their popularity more firmly than ever. Place your order now for the Fall and Holiday trade.

Rowat & Co.

Glasgow, Scotland

CANADIAN DISTRIBUTORS

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





A LOT LESS RUBBING NO MORE MONEY

—from the housewife's view-point

The good housewife appreciates fully the services given her by this pair of wash-day requisites. They eliminate to a very great degree, the hard rubbing of wash day and thereby save the clothes, as well as much hard labor.



It is evident that these soaps are reaching the heart of the people from the monthly increase in sales that our books show. In selling them you give the housewife the maximum of real value, and make a full 26½ per cent. on your investment.

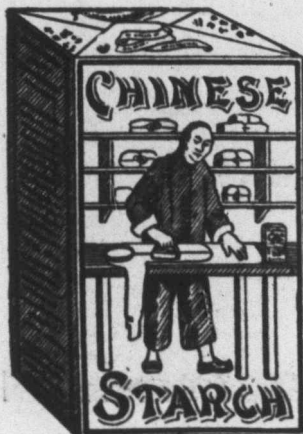
Sold through the wholesale trade.

CHINESE
STARCH

← Read This

and bear the name in mind when next you order a supply of Starch. Chinese Starch has stood the severest tests in many Canadian households — where, when once used, no other is good enough.

Supply your patrons with a starch whose "quality" is unsurpassable and where the quantity is the fullest—full 16 oz. to the package.



Ocean Mills Montreal

O. Lefebvre, Prop.

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmor, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Nfd. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Follot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

"This Washboard Has Given Me
Splendid Service---It's CANE'S"



Every Sale of a

CANE WASHBOARD

Leads to Other Sales

Nothing is better evidence of quality than service. Cane's Washboards always prove their good quality. They are attractive and well finished and pay a good profit.

With Cane's Washboards you can meet every demand because they are made in 13 styles and grades.

Write for catalog on Cane's Washday Woodenware.

The Wm. Cane & Sons Co., Ltd.
NEWMARKET, ONT.

Get Our Opinion About Your Accounting

If your profits are not as large as you think they should be, consult us. Our advice is free. If you need

THE
 With **McCaskey** The
 Only **System** End
 One Writing of
 Drudgery

to reduce your bookkeeping labors, to prevent forgotten charges, to prevent errors, to prevent misunderstandings with customers over their accounts and to improve your collections, we'll tell you so. If The McCaskey System cannot be applied to your business so that it will pay you an enormous profit, we'll tell you so, just as quickly and as frankly.

One hundred thousand merchants in all lines of business have profited by our advice and are using The McCaskey System.

We know a good deal about handling accounts. Some of this information will be valuable to you. You can get it free.

Suppose you write to-day. For convenience, use the coupon.

THE
Dominion Register Co.
 TORONTO LIMITED ONTARIO

Trafford Park, Manchester, Eng.
 Melbourne, Australia

The Largest Manufacturers of Carbon Coated Salesbooks in the World.

DOMINION REGISTER CO., Limited
 TORONTO, CANADA

Gentlemen:—Without obligation on my part, you may tell me how I can increase my profits.

Name

City Prov.

Business (Can. Groc.)



First and Still the Best

PORK AND BEANS

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

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

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

Oshawa Canning Company



“Yes Ma’am
WINDSOR
 is the best
Table Salt
 we handle

Karo

(REG. U.S. PAT. OFF.)



A Stock of
Karo is as
"Good as Gold"



EVERY grocer knows that the way to sell Karo is to keep it where customers can see it.

All you have to do is *mention it* to include it in almost any order you send out. Advertising and the intrinsic merit of the goods together with full weight cans and a general square deal policy back of it have made Karo one of the best selling grocery specialties in the world.

Don't be afraid to stock. The demand is greater to-day than ever. This season promises to be the biggest ever.

The season is now on. Send in your orders.

We will supply a copy of the famous "Corn Products Cook Book."

Corn Products Refining Co.

New York, N.Y., U.S.A.



FOR A CENTURY OR MORE

St. Vincent has shipped the bulk of the world's supply of Arrowroot, because St. Vincent Arrowroot is the best.

As a household staple it has made for itself a place in many homes; its wholesome and nutritious qualities make it a healthful food and a blessing for the youngsters, the aged, and the invalid.

The large variety of delightful dishes into which it can be made explains the "why" of its popularity. It is very easily digested.

Acquaint your trade with the fact that you have St. Vincent Arrowroot and your sales will be large.

For information and samples write J. Elliott Sprott, Secretary.

ST. VINCENT ARROWROOT GROWERS AND EXPORTERS' ASSOCIATION

KINGSTOWN

B. W. I.



The Hall-Mark of Sardine Superiority



By Special Royal Permission

INSIST ON "KING OSCAR" BRAND.

CANADIAN AGENTS

J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON, CANADA

The sardine lover is one of the most particular customers you have. This is a demonstrated fact, and the sale of a poor quality article will have the effect of driving such a customer from your store.

"KING OSCAR" on your sardines is a real insurance against dissatisfied patrons.

You can't afford to take chances — stock "King Oscar" Sardines and you are sure of the finest, uniform sardines carefully packed in pure olive oil. Get them from your wholesaler.



MINCE MEAT

Now that the winter season is under way you will find Sterling Mince Meat a seasonably, profitable line to handle.

Only the most carefully selected spices and fruits go into Sterling Mince Meat.

Order your supply now.

THE T. A. LYTTLE CO.
LIMITED

Sterling Road - TORONTO

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

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

**The Canadian Fishing
Company, Limited**
VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

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

Quality and Service Unsurpassed

We have them

*Giant
Prince
Globe
Beaver*

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.
HAMILTON and WINNIPEG

In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order—here is a partial list:—

¼ Oil Sardines	Kipperd Herring
⅜ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(Oval and Round Tins)	Scallops

CONNORS BROS.
Limited
Black's Harbor, N.B.

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



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WHY NOT STOCK SOME OUTFITS?

A nice looking and quick selling line that will pay you to handle.

They show you a good margin of profit.

Order
Some
Now

Put up in handy cardboard and metal boxes to retail at 40c and 50c. Consisting of pure bristle brush, “Seloys” polishing pad and tin of polish.

Brushes and pads may also be obtained separately.

The “Nugget” Polish Co.

LIMITED

9, 11 & 13 Davenport Road

TORONTO

ONTARIO

**SHOE
POLISH**

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

Orr & McLain, Winnipeg
are our Western Agents

A. W. Hugman,
MONTREAL Limited

HIRONDELLE

(Swallow Brand)

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

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

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

C. H. Catelli Company, Limited
MONTREAL, CANADA

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



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

Tom Tar Soap, Glycerine Pumice and Olive Oil Soaps.

Young-Thomas Soap Co., Limited

Regina, Sask.



NOW IS THE TIME TO ORDER YOUR
FALL SUPPLY OF

BRUSHES

Such lines as Stove Brushes, Scrubs, Dandy and Horse Brushes, Stable Brooms, etc., will soon be in great demand. Place your order now and be sure to buy the **Keystone Brand**.

Stevens-Hepner Company
Limited

PORT ELGIN, ONT.

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

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

WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send description and price. Northwestern Business Agency, Minneapolis, Minn.

FOR SALE

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

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

MISCELLANEOUS

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

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

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

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

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

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

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Butter, Ltd., King and Spadina, Toronto.

FIRE INSURANCE, INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 184, Stair Building, Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice street, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada. WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

IT'S PURE

Tell the Trade

MAPLEINE

is listed in Westfield's Book of Pure Foods.

Order of Your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario. Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co. SEATTLE. - WASH.



CIGAR EXCELLENCE BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited MONTREAL

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

A want ad. in this paper will bring replies from all parts of Canada.

Some Dealers Raise A HOLLER

when they come across some old unpaid accounts, other dealers quietly hand their accounts over to us and we collect the money. Absolutely no charge if we do not collect.

Send for forms to-day. THE NAGLE MERCANTILE AGENCY Westmount, Montreal - Que.



Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.
Ingersoll, - - - - - Ontario
Established 1886.

COMTE'S COFFEES

The profits please the dealer. The quality pleases the customers.

We want more agents. Write.

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

GRATTAN & CO., LIMITED ESTD. 1825

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

COCO-BUTTER

At last the proper article discovered 100% pure. No odor. Never goes rancid. Vegetable Fat. More economical than Butter or Lard for all Cooking Purposes. Agents Wanted.

Colonia' Coco-Butters, Limited, Montreal

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

FRUIT PULPS

OF ALL KINDS
FRESH BITTER ORANGES and LEMONS
PEELS IN BRINE.

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

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of WINDSOR SALT

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

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10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
**Irish Grocer, Drug, Provision
and General Trades' Journal**
If you are interested in Irish trade.

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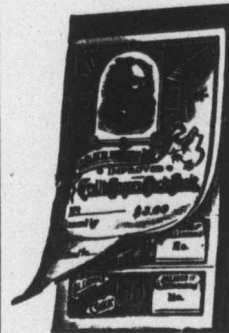
in car lots or any quantity. Best winter varieties. Mostly Spies and Baldwins. Write for prices.
A. W. IDLE, Clarksburg, Ontario.

Credit Selling and Getting the MONEY!

Credit business is as good as cash trade if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

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Just give him a \$10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10.00; no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



Manufactured by
ALLISON COUPON CO.,
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When writing advertisers, kindly mention having seen the ad. in this paper.

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



BUY STAR BRAND Cotton Clothes Lines

AND

Cotton Twine

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

For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

The Polish Discovery—the wonderful

Bon Ton CREAM METAL POLISH



- Remains in solution—no sediment.
- Polishes in half the time.
- Contains no acids or injurious chemicals.
- Greater profits to merchants.

¼ pt. (3 doz. to case), 10c size, doz 85c
(counter display boxes).
½ pt. (3 doz. to case), doz. 1.50
Pts. (2 doz. to case), doz. 2.50
(Central Canada Prices.)

Polish Sales Multiply with Bon Ton.

Used by Grand Trunk Railway Co., Toronto Railway Co., Northern Navigation Co., the Bank of Montreal, and hundreds of large users across Canada.

We Welcome an Old Friend

Schreiber, Ont.,
Oct. 25th, 1913.

THE CANADIAN GROCER,
Toronto, Ont.

Dear Sirs,—

Enclosed please find cheque for the sum of two dollars for which please send me each week a copy of the "Grocer." I just forget the charges for a yearly subscription, but you might let me know by mail and I will forward the balance.

I have read your paper for years, but had left the grocery business two years ago and during that time did not see a copy of the "Grocer." Now that I am at the grocery business again, I feel lost without your paper. Begin my subscription with the latest copy you have on hand and oblige.

Yours truly,
G. H. REID.

¶ We have often said that the relation between Canadian Grocer and its readers is like that between old and trusted friends. Many of our subscribers have read Canadian Grocer every week for twenty or twenty-five years. They never hesitate to consult us for information or call on us when they are in the city. Like Mr. Reid, they don't even forget us when they leave the grocery business.

¶ We welcome Mr. Reid back to the trade, and to our subscription lists, and would be glad to have his views on some of the changes we have been making in the two years he has been out of the trade.

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Orders Are Coming Along
Still More Frequently.
There's a Reason. It's the
service we give.**

Why not start in now to handle those specialties which have made our name known from coast to coast?

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PIPER - HEIDSIECK

Champagne.

For 128 years the King of Wines.

Brut, Sec, Tres Sec.
Quarts, Pints, Splits.
In cases and baskets.

**IMPORTED ALIMENTARY
PRESERVES.**

"SOLEIL" Brand.

Petits Pois, Asparagus, Spinach,
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They Brighten up the Store.
Swell Sale Profits.

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"F. Lecourt" Brand Mushrooms.
Fast sellers and profitable. Extra
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PUREST OLIVE OIL.

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Imported from Marseille.

Litre, Quarts, Pints and 1/2 Pint Bot-
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568 St. Paul St., - Montreal

Telephone Main 3766

A Thing of Beauty —A Joy Forever

¶ Around Christmas every good Canadian grocer excels all past year's efforts in window display. The Christmas window must be the best on the street and if possible in the town. It becomes a "thing of beauty."

¶ Why not have the Christmas window photographed? Each year for a good many in the past Canadian Grocer has offered \$20 in prizes to the best dressed windows sent it. There are always six fortunate winners. If you have never yet done so, come in this year on the contest.

¶ The contest is divided into two classes, A and B. Class A includes cities with population over 10,000, and Class B, all places under 10,000. The first three winners in each class receive prizes of \$5, \$3, and \$2, respectively, making a total of \$20.

¶ The only conditions are that the windows be dressed with Christmas goods, by dealers or clerks and that photographs be mailed before December 31. A description in brief of each window entered is required. This may be written on back of photo or on separate sheet. Mounted picture not necessary.

¶ Windows will be judged from standpoints of Selling Power, Attractiveness and Originality.

¶ See that you get the Christmas window photographed this year and make it "a joy forever."

Address:

The Editor, The Canadian Grocer

143-149 University Avenue, Toronto



Length, 425 feet.

Height, 115 feet.
Capacity: 200,000 Barrels a year.

Depth, 120 feet.

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Convinced that the time has come for Canada to possess a large, modern Brewery, equipped for the production of beer to equal the best imported beers—a group of Canadian business men—after devoting three years of study and effort—helped by experts and with large Capital at their disposal—have erected and equipped the monumental brick, steel and cement brewery buildings, located opposite Mile End Station—which will be known as

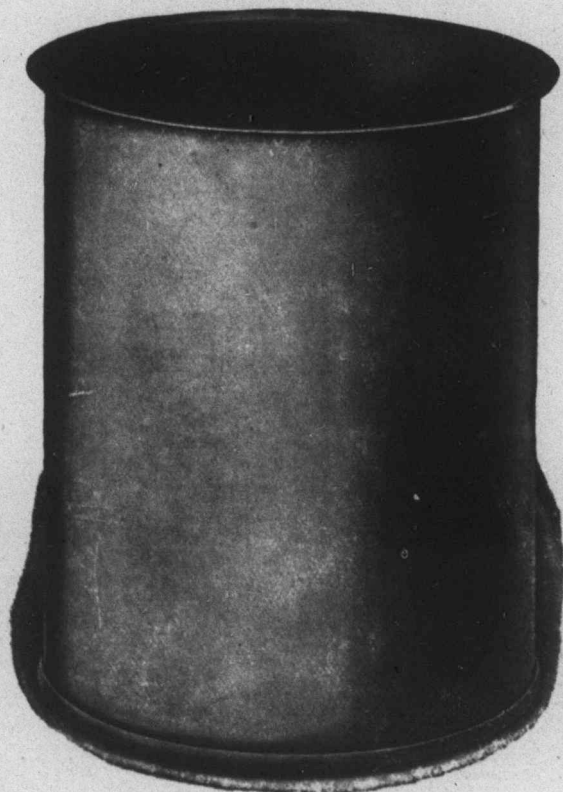
THE FRONTENAC BREWERIES

This model Brewery, in charge of expert brewers, now produces

FRONTENAC BEER

The Peer of the best imported Beers. Domestic in price—Imported in quality.
Frontenac Beer on sale October 21st.

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Sanitary Cans

“The Can of Quality”

Tomatoes, Peaches, Pears,
Plums, Apples.

Enamel Lined Cans for Straw-
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Sanitary Can Co., Ltd.,

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These two lines are so very fine they bring many repeat orders.

It is always **Quality** that is remembered, and you are sure to have it in "Shirriff's" brand.



Shirriff's

True Vanilla

imparts the real delicious Vanilla flavor to Christmas dainties, because it is made from the finest Mexican Vanilla Beans. You can recommend it highly, for it is 50% stronger than the Dominion Government Food Act requires. Guarantee label on every bottle.

Shirriff's Mincemeat



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