

FEATURING—FISH AND OYSTERS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

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No. 41

OYSTER WEEK

November 6-11

If proper returns are to be realized from OYSTER WEEK, it is absolutely essential that the highest standard of quality possible be maintained.

The watering of oysters is not only legally and morally wrong. It is a commercial error, for the price is lowered accordingly, so the practice contributes nothing to your coffers. It robs the product of the best of its flavor, and deters the consumption. If the watering is eliminated the opposite effect will be experienced.

The retail price must be increased if a dry measure is to be sold. There is no place in Ontario, that the best Northern grown stock should be sold for less than 40c the pint, and a pint of oysters is ample for a family of six to make a meal of, if fried, stewed, or escalloped.

True, the added price will cause some discussion with the first purchase, but if the added efficiency is reasonably explained, the discussion is ended for all time, and the sale contributes a permanent benefit. The first purchase is determined largely by the eye, but the frequency of future purchases is dictated absolutely by the palate. This is not simply an opinion. We have gone into the matter thoroughly, and demonstrated the truth of this statement. It is increased consumption we are after, and we are willing to take our chances if we can get the product to the consumer in the best possible condition.

Be consistent, and handle only the best. If you find better oysters than ours buy them, even though you pay more for them, if they are better they are worth more. Remember enthusiasm is a real selling force, and it is born of confidence.

Description of window-trim for OYSTER WEEK appears on the back cover of this issue.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street - - - Toronto, Canada

CANADIAN GROCER

FISH OF ALL KINDS

Fresh water, frozen and salted herring a specialty. Ask for prices now. Mot to: Price, Quality, Service.

J.
B.
O.
W.
M.
A.
N.
AND
C.
O.



J.
B.
O.
W.
M.
A.
N.
AND
C.
O.

A Scene from one of our Fishing Stations—A Day's Catch.

NOTE NEW ADDRESS:

J. BOWMAN & CO. WHOLESALE TORONTO
66 JARVIS ST.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

Have you experienced the increased demand for the highest grade of **Fancy Groceries** we have?

September has been the heaviest trading month in our history. Our increase is your increase if you are trading with us.

Arrivals last week show many fancy lines.

Point Clear Shrimps

Royal Brand Grilled Mushrooms

Old French Wine Vinegar, in Casks

Prepared Grape Fruit, in Tins

Wisconsin Peas, delicious flavour

Komlet for Soups, nothing finer

Other lines which, used wisely, reduce the cost of living are:—

Highest grade Pure Cocoa in Bulk

Extra Milled Pure Peanut Butter

Garton's Cream Custard Powder

W. G. PATRICK & CO., LIMITED

51-53 Wellington Street West

WINNIPEG

Toronto

MONTREAL

**When next
you need
Fish**

*Get in touch with
the old reliable firm—*
D. Hatton Company

MONTREAL

You will require more *Fish Foods* after the advent of National Fish Day, which will take place October 31st next. This date will also mark the passing of Friday as the only weekly fish day — after this there will be two days. The trade should note this and prepare for it.

**Largest Receivers and Distributors
of all kinds of fish in
the Dominion**

Ever since we first established business back in '74 our methods and our service have given unqualified satisfaction to the trade. Hence from a small beginning we have grown to be the **Largest Receivers and Distributors of all kinds of Fish in the Dominion.**

Remember we handle all food that is the product of ocean, lake and river.

REMEMBER—HATTON FOR SERVICE

D. Hatton Company

MONTREAL

Established 1874



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

Borden Publicity

Influences New Customers



The consumer advertising campaign which is continually being carried on to bring Borden Milk Products before the notice of the buying public is bringing new customers to Borden dealers in every community.

And these customers come all ready to buy—they are already convinced. Hence the sale of Borden's is quick and profitable.

Your customers, too, have heard of the Borden Milk Products and a little window display of these delicious lines will convince you that the demand for Borden's is well worth catering to.

There is no worry, fuss or inconvenience whatever in the preparation of Borden Milk Products—a fact that makes them particularly good sellers during the hunting season.

Get up a display to-day drawing the hunter's attention to the advantage of packing Borden's before starting out. This suggestion will bring you results.

Borden Milk Company

"Leaders of Quality"

Montreal

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

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



**Made
in
Canada**

ARE you profiting by the increasing demand for this delicious Grape Juice with the Natural Concord Flavor?

The delicate flavor which characterizes the E. D. Smith Grape Juice is constantly attracting more admirers to this ideal temperance drink. The advent of Prohibition gave added impetus to the demand for this popular E. D. Smith line, a fact that Grocers everywhere are reaping big benefits from.

E. D. Smith Grape Juice is just as economical as it is good—its strength and purity are such as to make dilution necessary when using.

It's a line that's worth a foremost place in your window displays. *It means Profit for you—satisfaction for your customers.*

Avoid disappointment. Order early.

**Absolutely
Pure**

E. D. Smith and Son, Limited
WINONA, ONT.

AGENTS:—Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B. C.



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

Tell Your Customer About Simcoe Beans

Ask her to try Simcoe Baked Beans. The process of preparation is reduced to simply heating them. Perhaps one in a thousand can prepare home-baked beans to be as delicious and perfectly cooked as "Simcoe" beans, but the other 999 cannot and have their trouble for nothing.



Plain, or with Tomato Sauce, Chili
Sauce or Pork.

Sell Simcoe Baked Beans!
You will please your customer
and insure "repeat" sales.
You will also be a member
in good standing of the
"Made-in-Canada" Club.

**DOMINION CANNERS
LIMITED**

HAMILTON

:: ::

CANADA

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



Our reputation

—that quality reputation which extends from coast to coast, and which is constantly creating a bigger demand for

Brunswick Brand Sea Foods

is a direct result of the extreme care we exercise in selecting and processing only the very choicest of the fisherman's catches. Our location enables us to do this—we are right beside the fishing grounds at Passamoquoddy Bay, one of the very best locations on the Atlantic Coast.

AN up-to-the-minute equipment makes it easy for us to preserve the sweet, natural ocean flavor—something that tickles the taste of the most discriminating. To this delicious goodness is due the repeat sales which are everywhere a feature of Brunswick Brand Sea Foods.

JUST prove to your own satisfaction what real profit-makers these delicious sea foods really are. A few samples displayed in your window or on your counter will suggest the first sale. The rest is easy.

Order to-day. Here's the Brunswick Brand list.

¼ Oil Sardines
Kipped Herring
Herring in Tomato Sauce
Finnan Haddies
(Oval and Round Tins)
Clams

Connors Brothers
Limited
BLACK'S HARBOR, N.B.





Clark's Spaghetti with Tomato Sauce and Cheese

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

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

W. CLARK, LTD.

MONTREAL

Clark's

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



Year Round Profits

are assured if you feature the well known and popular

Malcolm Milk Products

Sell a customer any of the Malcolm line and you are pretty sure of a repeat order.

Every Malcolm Product is entirely Canadian-made—hence, in pushing their sales you encourage home industry beside putting a handsome addition to your own profits.

THE MALCOLM CONDENSING CO.
ST. GEORGE Limited ONTARIO

**Imperial Rice Milling
Co., Ltd.**
VANCOUVER, B. C.



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



GOLD DUST A STEADY SELLER



You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?



THE N. K. FAIRBANK COMPANY

LIMITED

MONTREAL



"Let the GOLD DUST TWINS do your work."

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

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

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

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

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

SPRATT'S Depots in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
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GIPSY

Stands Alone.

**Order Gipsy Stove Gloss
from your Wholesaler.**

HARGREAVES (CANADA) LIMITED,
33, FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, O. F. Lightcap,
Winnipeg. For Saskatchewan and Alberta, W. L.
MacKenzie & Co., Regina, Saskatoon, Calgary and
Edmonton. For British Columbia and Yukon,
Creeden & Avory, Rooms 5 and 6, Jones Block, 407
Hastings Street, West Vancouver.

*A Reminder from the Old
Country*

**Rich Xmas
Plum Puddings**

The Best on the Market.

**ORDER EARLY
to ensure prompt delivery.**

In Hermetically Sealed Tins, or Basins if required.

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

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

Only Thing of Its Kind

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



Sani-Flush

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

Are You Selling Sani-Flush?
Harold F. Ritchie & Co., Limited
10-12-14 McCaul St., Toronto

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



Another Rich Harvest!

More Prosperity—More Money for Grocers

The great heart of the Canadian West is once more beating high—yet one more rich harvest is garnered in, with farm products at topmost prices.

Everywhere, factories are busier than ever, still working overtime.

Wages are higher—there is not enough labor to fulfil the demand.

Millions of dollars are passing freely across the merchants' counters.

Now, when the purse-strings are loosened you should be making more money than ever—

If you use up-to-date methods.

The complete new model National Cash Register will look after your profits efficiently,

printing the amount and nature of each transaction on receipt or sales-slip.

Clerks are bound to record every transaction—neither they nor you will forget to charge for goods sold on credit.

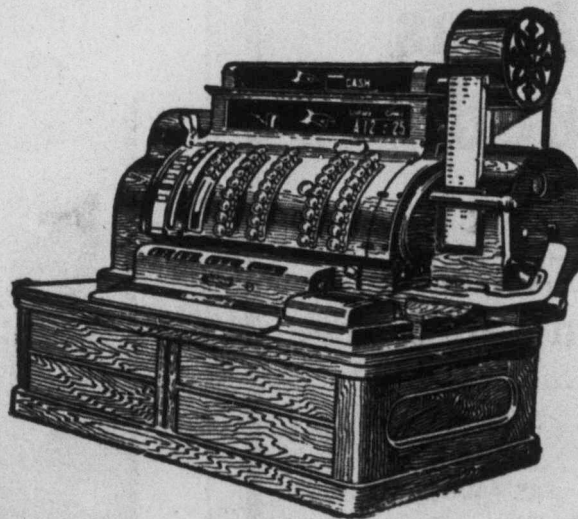
The unchangeable (coupon) printed receipt will build up customer-confidence. It affords valuable space for the advertising of your store and stops disputes.

Considering the cost it is the quickest, most reliable, cheapest servant procurable.

Yours should be ordered now for early delivery.

(Signed)

J. H. Patterson,
President.



The National Cash Register Company of Canada, Limited

CHRISTIE STREET

TORONTO, ONTARIO

SIGN AND SEND THIS COUPON NOW

To the National Cash Register Company of Canada, Limited, Toronto, Ont. Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have _____ salesmen in our store. We have a register _____ years old. Principal lines of merchandise are:

Firm name
Address

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



Suppose—

There were no National Cash Registers!

"Familiarity breeds contempt" is true of persons, institutions—and public utilities. Picture the commercial world without the railroad. Think of the business world without the telephone and telegraph. And imagine the up-to-date grocery store without a National Cash Register! Then you realize what has carried you from the slow, cumbersome, wasteful methods of half a century ago.

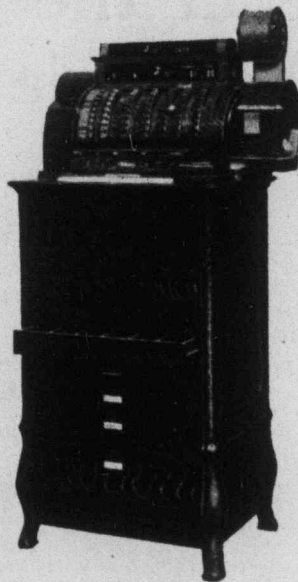
No Grocer Can Afford To Be Without This Automatic Book-keeper

The National Cash Register is an efficient, willing, tireless book-keeper that automatically attends to the handling of your cash.

"Stop Forgetting" is its message—it forces you to make an accurate record of every charge sale.

Much valuable time now wasted in making out receipts, keeping your account books square, you could better spend in attending to window displays and business that makes for additional profits.

There is one model specially designed to act as a book-keeper in a grocery store. Its costs will be readily paid for



by the improvement in your credit business.

The receipt or sales-slip stops disputes, gives satisfaction, advertises cheaply and effectively.

Give a Cash Register Receipt to every customer. It will protect your money.

**The National Cash Register Co.
of Canada, Limited**

Christie St.

Toronto, Ont.

SIGN AND SEND THIS COUPON NOW

To the National Cash Register Company of Canada, Limited, Toronto, Ont. Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have _____ salesmen in our store. We have a register _____ years old. Principal lines of merchandise are: _____
Firm name _____
Address _____

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



Thousands of women have learned the convenience of KNOX ACIDULATED GELATINE No. 3 with its extra envelope of lemon flavor in the package. You'll find they'll buy it readily at all seasons because it saves money when fresh fruits are high in price, and saves time and trouble even when fresh fruits are cheap.

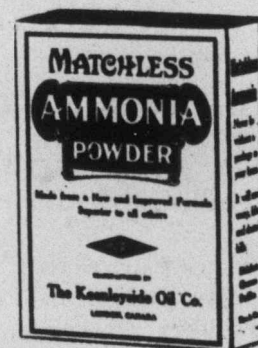
"Make KNOX Your Gelatine Leader"

CHARLES B. KNOX CO., INC., - JOHNSTOWN, NEW YORK

Branch Factory: Montreal, Canada

No advance in the price of Matchless Ammonia Powder

We wish to inform the trade that notwithstanding the increase in cost of raw materials the price of MATCHLESS AMMONIA POWDER remains as before. This fact will do much to still further enhance its "Matchless" selling qualities; wherever displayed it has proven its merits as a dependable seller and a sure "repeater."



"For Mother!"

You can recommend Matchless Ammonia to every housewife, even to the woman with an extremely sensitive skin, because Matchless Ammonia, unlike most other powders, is absolutely non-injurious. This point taken in conjunction with the splendid results it produces makes a selling combination hard to beat.

Our special selling proposition is sure to interest you. A postcard will bring you full particulars.

We're agents for *Best Corn Starch* and *Best and Liberty Gloss Starch* in bulk and packages. Freight paid on 5-case lots.

Link up your business with us. It will pay you well.

The Keenleyside Oil Co., London, Ontario

Western Distributors: THE H. L. PERRY CO., Winnipeg

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



This is the home of Royal Shield quality

The up-to-the-minute equipment of this factory, combined with the scrupulous supervision exercised in every department, is a dependable guarantee of superior quality, that incomparable Royal Shield quality which is building bigger business for grocers throughout the Dominion.

Royal Shield Products include Tea, Coffee, Cocoa, Spices, Baking Powder, Flavoring Extracts, etc. They are quick sellers, every one; the kind that will satisfy your most particular patrons.

Our prices are right, and we give you the kind of service that satisfies, quick delivery, individual attention. Get in touch with us now at our nearest house. Your smallest requirement will receive our best attention.

Note our Addresses:

CAMPBELL, WILSON & HORNE, Limited
Calgary, Lethbridge, Edmonton, Red Deer.

CAMPBELL, WILSON & MILLAR, Limited
Saskatoon.

CAMPBELL, WILSON & STRATHDEE, Limited
Regina and Swift Current.

CAMPBELL BROS. & WILSON, Limited
Winnipeg.

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

IN MACLEAN'S MAGAZINE for October

You find more than just pleasant recreation: you read the kind of reading worth while. What you read in MACLEAN'S projects itself into your thinking, makes you know more about matters Canadian, broadens your understanding of vital questions of sectional or national concern. For example, in the October MACLEAN'S, you will be abundantly repaid for all time given to the reading of the following:

Ribbing Up the Liberal Party

By H. F. GADSBY

A story of inside developments in Canadian politics. This is one of a series of brilliant articles by an exceedingly well-informed Canadian journalist. In the November MACLEAN'S, Mr. Gadsby will write on the Conservative Party.

The American Elections and the Great War

By AGNES C. LAUT

Miss Laut makes the claim that the German-American vote is going to Wilson. She deplors the fact that in the Middle West the influence of the Germans on public opinion has been so marked. An article of vigor and well-reasoned.

Amusing the Canadian Soldiers in Old London

An entertaining and attractively illustrated article on London's gaiety in war time, with special reference to the work of London's stage favorites done to amuse Canadian soldiers in London's playhouses.

Review of Reviews Department

Allies of the Future—James Whitecomb Riley—Russian Hopes and Aims—Can Buying Make or Break a Business?—England's Declaration of Musical Independence—Germany's Troublesome Socialists—How Science Contributes to the Soldiers' Comfort—and other contents.

THE BUSINESS OUTLOOK

A survey of the present rampant prosperity, and the prospects of the future. A studious article based on information.

STORIES

—by Arthur Stringer, Arthur E. McFarlane, Hopkins Moorehouse, Mary E. Lowrey.

A POEM

—'In the Wheat'—by Robert J. C. Stead, a Western Canadian poet of rising fame.

THERE you have it! Is not the foregoing a literary menu of the finest for a Canadian business man seeking some profitable relaxation from the tension and fatigue of the day's work?

Note the Canadian character of MACLEAN'S. Every contributor named above is a Canadian. This is a MACLEAN'S policy: to build up a first-grade Canadian magazine carrying the work, writings and illustrations, of Canada's best sons and daughters.

SUBSCRIPTION PRICE—\$1.50 PER YEAR

MACLEAN'S MAGAZINE for October

At Your Booksellers

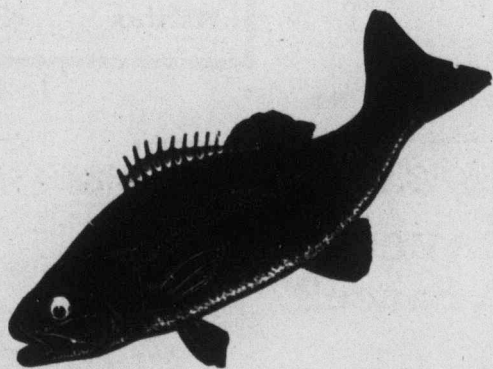
- -

Fifteen Cents

Fish and Oysters

EVERY DAY IN THE YEAR

Cold Storage on the Premises



We are producers as well as handlers and can assure best quality and freshest stock.

We supply the most select oysters, bulk and shell; Malpecques, Cape Cods and Blue Points. Absolutely no water, ice, or other liquid is added, giving full weight, solid meats oysters.

Our large distribution guarantees stock being always fresh and pure. The service is such as to positively assure the retailer having a clean, fresh supply always on hand.

Our plant, the most modern and up-to-date fish warehouse in Canada, is equipped with all that goes to produce the "Quality" fish goods that create and maintain bigger business for the dealer.

Our stock is always complete, comprising oysters, haddies, kippers, fillets, bloaters and prepared fish of every variety. This stock contains nothing but the very choicest.

Get in touch with us if you appreciate quality goods and our unbeatable delivery service. Five long distance telephones are at your service.

Call us up to-day.

Leonard Brothers

20-26 YOVILLE SQUARE

MONTREAL

Branches at all principal fishing centres.

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

Tartan BRAND

THE SIGN OF PURITY
Phone Orders at our Expense
Phone Nos. 3595, 3596, 3597, 3598, 4656

Tartan Brand Products make satisfied customers

When we say we want none but satisfied customers, we mean it, hence we take particular pains regarding the quality of our goods. That is why Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts and Jelly Powder are so popular with discriminating purchasers. Once you begin to sell Tartan Brand Products you will find them always worth while. Why not begin to-day? If you require fancy groceries, foreign or domestic, we can supply you. Mail orders promptly attended to.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

How Many Customers Have You who have not asked for H.P. Sauce?

Our new extensive advertising is exciting a large demand, and your customers are buying it **Somewhere**. Wide-awake grocers are making a leading line of

W. G. Patrick & Co., Toronto, Montreal, etc.
R. B. Sceton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

H.P. SAUCE

Quality alone will win you the approval and the confidence of the discriminating jam user. The selling record of Furnivall's is the most dependable guarantee that it is meeting the demand for a Canadian-made jam of superior quality.

Make that next jam order Furnivall's.

Furnivall-New, Limited
HAMILTON, CANADA

Furnivall's

FINE FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A.E. Sheppard. Hamilton—R. M. Griffin. Winnipeg, Man.—W. L. MacKenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy.


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

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

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

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

Japan Tea pleases particular people.



JAPAN TEA

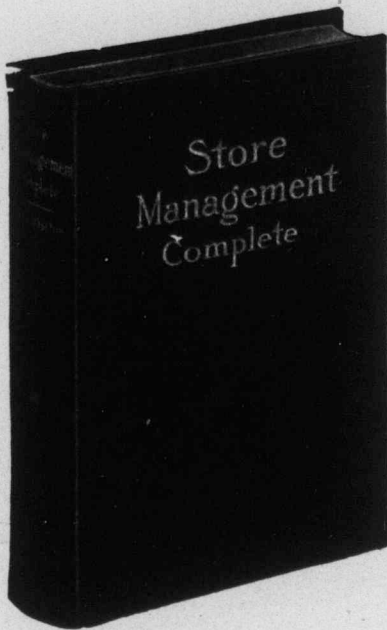
Fresh from the land of cherry-blossoms, packed and exported under the control of the Japan Tea Growers Association which guarantees its purity and quality. Japan Tea reaches you in all its undiluted strength, delicacy of flavor and delightful aroma.

ON SALE AT ALL GROCERS

The Japanese Government prohibits adulteration and coloring of Tea

One of the ads in our consumer advertising campaign.

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a round-about way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete"). It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebatting railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

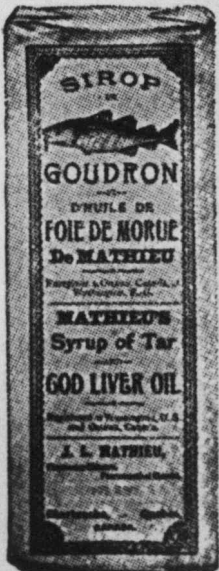
TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.

143-153 University Avenue

TORONTO

Introduce every customer to

Mathieu's Syrup of Tar and Cod Liver Oil



With the coming of the cold, wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than

Mathieu's Syrup of Tar and Cod Liver Oil

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results. Feature this effective Cold breaker now.

Profits are good.

J. L. Mathieu Co., Proprietors
SHERBROOKE, QUE.

"The Premier Biscuit of Britain"

For more than a quarter of a century McVITIE & PRICE'S DIGESTIVE BISCUITS have steadily increased in popular favour. Quality is the first and last word in the manufacture of these Biscuits.

The finest English Wheatmeal, fresh Dairy Butter and pure Milk only are used.

The natural soluble phosphates of the grain are retained, and the Biscuits have a high nutritive value and delicious flavour.

The Children like

McVITIE & PRICE'S DIGESTIVE
BISCUITS

McVitie & Price of Canada
LIMITED

MONTREAL, P.Q.

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

There is genuine satisfaction in knowing that you are sending your customers the best in any line.

Take tea, for instance, an article used three times a day in most homes. You know Red Rose Tea is the best in its line, combining as it does the finest Indian teas, especially the rich Assam teas of Northern India with the finer Ceylon teas, giving that body that is so lacking in other teas and holding that rich, full flavor that consumers appreciate so much. Why take chances with your customers when you know Red Rose Tea will suit them.

Red Rose Tea

“is good tea”

The Oversea Export Co., Limited
Norway

NORWEGIAN SARDINES

IN PURE OLIVE OIL

SPECIAL BRANDS to suit individual buyers.

Place your orders now for early fall shipments. Full particulars and prices from the

Sole Agents:

Stewart Menzies & Co.
70 Lombard St., TORONTO



There is only one refrigerator

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

Eureka

Its many other points of superiority are sure to interest you. Get our catalog.

Patented 1900, 1910, 1914.

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

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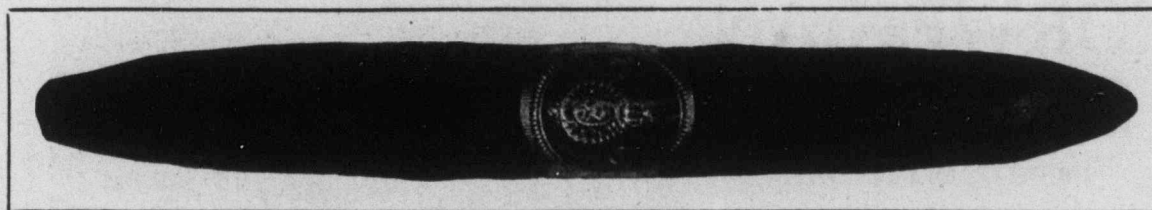
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If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX.

TORONTO, OCTOBER 13, 1916

No. 41

Speed Counts in Fish Selling

A Successful Fish Business in These Days Requires an Ever-Alert Buying Organization, Say Large Montreal Retailers—Above All is Needed Celerity and Cleanliness

CANADA'S National Fish Day has been fixed for October 31, and there is a great movement in progress throughout the Dominion, originating with the Canadian Fisheries Association, towards having Tuesday as well as Friday of each week emphasized as a day for the consumption of fish foods in Canada.

That fish as an article of food is far too little known and far too lightly favored by Canadians in general is certain. Yet in point of value as nourishment in comparison with some other foods, fish is less costly, and more digestible. Fish foods would be even

cheaper, says an authority, were the demand for them greater. Canada's coastal waters, lakes, and rivers, are teeming with many varieties of eminently edible fish. Some 66,000 fishermen are annually engaged in the industry, and close on \$35,000,000 is the amount representative of the value of their production each year. With the increasing demand for fish foods due to the increasing cost of meat and other articles of diet, this production may yet become even greater. Fish foods, too, have increased in cost to the consumer, but the nutritive value of fish overbalances this increased cost.

Haddock and cod have not increased greatly in price though halibut and salmon have. But there are countless varieties of first rate food-fishes on the market which are quite low priced as compared with other foods.

One firm in Montreal which has been over 65 years in the fish business, one day recently enumerated the list of fish foods that day in stock, and made it at least 87. That was J. T. O'Connor, St. Antoine Market. In a talk with Mr. O'Connor, CANADIAN GROCER noted the fact, and learned much in relation to the effective handling of a fish business.



Almy's Fish Dept., Montreal, showing cases behind the counter for storing supply of fish, for immediate use, in crushed ice.

"Speed in securing supply, speed and scrupulous cleanliness in handling the goods, speed, and above all, appetising quality in delivering the goods to the consumer; these are some of the secrets of success in the fish business and amongst the most important of these is speed," was his claim.

Do you know that Henry Gatehouse & Son, another great fish firm of Montreal, never do business in fish buying except by telegraph and telephone? That is the case, and shows the importance they attach to speed in securing supplies of fish. Wholesale fish buyers have to be in touch with the boats as the boats touch the wharves, and in contact with the wholesale demand for fish before the catch is swung out of the boats' holds. With wireless communication now to the fishing fleets, catches can be sold before the boats reach port. The day of the sailing boat is about over in the fisheries business. Steam trawlers and perfection of ice and cold storage systems notwithstanding, time is still the all-important element in the fish trade.

At the J. T. O'Connor store, orders pour in by telephone; deliveries speed out to every district served. Not a second of time is lost. Similarly with the Henry Gatehouse establishment, which sends out deliveries every two hours, and besides them a host of special deliveries, and even then has to admit with regret that customers' phone for fish "forgets" of the morning's shopping at odd hours in between deliveries!

Some Important Rules

Now, in serving the consumer so as to give satisfaction, to educate and cultivate consumption of fish foods, and to ensure steadily increasing demand, the experience of the greatest fish supplying establishments in all towards certain great principles. Perfection of cleanliness in exposing the fish for sale, and in storing supplies is one great principle.

"Never expose for sale, never be tempted to hand across the counter or place on the delivery shelves one single ounce of fish that will not stand the test as regards quality, freshness, and cleanliness." On that principle alone success might be based in the fish business, according to retail authorities. On that principle alone success has been based, but the factors of speed in delivery, and of appetising appeal to the customer to stimulate demand have also to be included in an up-to-date fish selling campaign.

One of the very appetising fish departments of Montreal's retail district is that of Almy's. It is managed by Mr. Latremoille, who takes a pride in the daintiness and delicacy of taste shown in the displaying of fish, as well as in the excellence of the quality of the

goods he sells. Behind glass, garnished with crisp, inviting bunches of parsley, are displayed the fish in splendid variety. Right behind the counter display there are the storage cases for stock for immediate handling, every fish encased in sparkling cracked ice, every case as clean as a new silver plate.

In storing fish under the cool air system the cold storage chambers are kept at a steady cool temperature by a busy freezing plant. A temperature of about 35 to 38 degrees is maintained, not absolute freezing, as will be noticed, in all the great fish supply establishments, all of which, of course, feature the cold storage system. Almy's, however, rely more upon the ice packing method than upon the cool air system for fish, and use ice by the ton and more per day. Splendid circulation of light and air is a feature in fish selling by retail. It is impossible to make the odors of fish ambrosial; next best thing is to eliminate all odors as far as possible, and keep everything bright and airy about the business.

In packing up fish for delivery to the customer across the counter or for sending out by carrier, the kind of packing is extremely important if business is to be satisfied and encouraged. Crushed ice is used in sending profitably large boxed orders out to a distance, and ice chambered wagons help appetising service of smaller orders in large cities. But even the small retailer can serve his customers with fish neatly wrapped in clean parchment paper, garnished with a touch of parsley—given free—and again wrapped in substantial waxed wrapping paper. Almy's feature that method of packing with success.

The great store of Stanford's goes as far as packing fish orders in a special pressed paper container such as is used for high-class fruit service, and again such care is found profitable in the fish business. The use of old newspapers in packing up fish for delivery to consumers is largely responsible for the poor system in which fish as a food is held in some extensive districts and cities of Canada.

Too Little Advertised

Fish as an article of diet is far too little advertised. That is the opinion of most men in the fish business to-day, and this defect in the business organization of the whole fish trade of the Dominion is likely to be remedied before long. But some fish supply firms advertise steadily, and endeavor by their advertisements to call customers' attention to the variety of their stocks, or to suggest fish ideas for food preparation in the mind of the Lady of the House.

Henry Gatehouse & Son, through the efforts of the firm's principals and Mr. Collinge, who takes charge of their ad-

vertising, run a regular advertisement in the daily papers, and specialize in suggesting fish food ideas in the most appetising manner to customers. Sometimes they print a recipe for fish, sometimes their ads suggest simple variety, and emphasize simply service and quality as general features. Always the advertised world is backed up by the achieved deed. So a fish supply firm may prosper. Pictures are used in advertisements for fish, cuts suggestive of the selling principles of cleanliness, quality, and service, pictures of the appetite tickling type, charming housewives, or efficient looking chefs attending to inviting culinary operations in which fish figure prominently. Straight lists of fish supplies available, with prices, do good advertising work. But the whole art of advertising fish is still in its infancy. The field is virgin territory for the enterprising fish merchant to-day in almost any city in Canada.

Akin to advertising is the art of displaying fish to advantage in the store. There is a very real difficulty in the way of doing anything very elaborate in this line, and that is the fact that to display invitingly your best in fish is to sell it swiftly—as no doubt you desire to—but all the same it keeps a man busy re-building a specially inviting fish display for you simply to sell from the display, or lose the fish used in it. It is best to have a simple appetising form of display, as, for instance, dishes clean and white, with the fish laid upon them in small quantities with ice and green garnishings. Then it is easy to sell from the dishes, and to replace the fish sold with new and appetising fish as often as needed.

Avoid the slightest risk of odors, even ordinarily fresh fishy odors. An amusing but perfectly accurate opinion in regard to this aspect of the fish business was expressed to CANADIAN GROCER while the material for this article was being collected. The view expressed was put thus: "The discovery that's going to do most to encourage the greater consumption of fish as a food in Canada is the discovery of a way to cook fish without smell." In a city of small apartment dwellings, and housekeeping rooms, the remark was founded on very accurate fact indeed.

RAILWAY RESPONSIBLE

A railway is responsible for damages if a consignment of potatoes, sent over its line, are frost bitten during transit. This point was made clear in the judgment of Justice MacLennan, Montreal, in the case of Jean Pierre Mare versus the C.P.R. The court held that proof had been made that the heating appliance in the railway service broke down.

A Fine Opportunity in Fish This Year

The Market Situation—Little Change in Conditions and Prices of Smoked Fish and Oysters are Up a Little—New York Counts Missing—The Importance of Fish as a Food

WITH the advent of colder weather, now more or less here to stay, many dealers are swinging again into their fish trade. They have this winter an exceptionally fine opportunity for making good on handling fish, those who have had such a department in former years, while the man new to the game could not start in a more auspicious year. Meat is high in price and is not likely to be lower. Many people, therefore, are turning to fish. Moreover, the Government has done and is doing much by publicity to exploit to the fullest and best extent Canada's piscatorial resources. Unquestionably, there are many more people eating fish to-day than there were a year ago. Partially it is by education that this has been achieved; partially because people are coming to see that fish meals combine a maximum of nutriment with comparative cheapness.

For dealers handling fish, then, news as to conditions and prices governed by them is interesting at this time.

TROUT is very reasonably priced this fall. The fall run is now on, and October days are the time when the dealer can sell a lot of this delicious lake fish. Price is just about the same this year, and this is one line of fish which is fairly well supplied; stocks are heavy and conditions have been very propitious for providing the dealer with excellent quality trout and lots of it. Displays should be made right away. Now is the time for a Trout Campaign. There is a big hotel demand at this moment.

HALIBUT.—Western halibut is at present, and is likely to remain all winter, very dear. Stocks are light, and no relief can be expected. Compared to the demand supplies are slight and a firm market exists. This is largely the result of conditions earlier in the year. When the halibut should have been freezing, fishermen were out on strike at the Coast, several hundreds of them. No less than one hundred and fifty vessels were thus tied up at the very time when securing halibut was of prime importance. This cannot but leave a gap, which is reflected in the higher prices. Thus, Western halibut to-day is quoted at 16 cents a pound. A year ago at this time it was 10 cents. Retailers should watch the market closely and seek to buy advantageously, bearing in mind that it will not be likely they can secure halibut as cheap this year as last, and so informing their customers.

SALMON.—Salmon from the Pacific

this year is turning out to be far less than that of 1915. This affects the price of fresh caught sea salmon, sending it upwards. Thus to-day it sells, like halibut, at 16 cents, where a year ago it was only 10 cents. Stocks are very light. War has taken so many men from fishing, as from every other industry, that the number of licenses applied for this year was away below that of last. Hence the number of fish caught is proportionately low, and the price high. It is supposed that this condition will obtain most of the winter, there being nothing in sight at present to suggest anything else. Western salmon is a line much in demand.

Canned salmon, too, will feel the effect of these same conditions. The 1916 season on the Columbia River has been very disappointing, and since May 1, most of the canneries have only worked half time. Packers say that, in most cases, packs have been only 40 per cent. this year of the usual, and in the case of Chinook, even, the pack will only be about 60 per cent. of 1914 pack, a very good one. It is thought that from 175,000 to 200,000 cases only will be packed this year. In 1915, nearly double that number were packed. This comes at the worst of times, really, because there is a very heavy demand for salmon for overseas. **CANADIAN GROCER** recently reported that Sir Richard McBride had arranged with the British Admiralty for the navy to have, as part of their rations, B. C. salmon. The boys in the trenches consume quite a lot, so that this year there will be a very lively demand, and this is the year when stores are comparatively slender. This is bound to create a firm and strong market with prices markedly upward.

EASTERN SALMON is largely sold in Montreal and Eastern points, and rarely bothers Toronto very much. This is to be about the same price as last year; if anything a trifle higher. Fishing at the Eastern coast, however, has not suffered from the difficulties which have been the lot of Westerners.

SMOKED FISH shows little change in prospect or prices. Colder weather has made demand somewhat brisker. Supplies remain adequate and prices are about the same as last year. There is a noticeably growing demand for smoked lines as the years pass. English and Scottish supplies, during the war, do not reach us to any extent, though one or two shipments of Scotch kippers did get

across this year. Domestic lines, however, are about all that are to be had.

OYSTERS.—The oyster season is now in full swing, and oysters are a little dearer than last year, generally from 15 to 50 cents. Supplies which are now coming along better are rather lighter than last year, particularly in some special lines. However, up to now, this has been offset by the unsuitable weather, the taste of Indian summer which we have had for a few days mitigating against the sale of bivalves, and consequently producing an easy tone in the market. Colder weather from now on, however, will alter that and a firmer feeling will obtain. The demand from retailers as well as from hotels and restaurants, is sprucing up at this writing. Stock in Canada is not large. Missing this year are New York counts. They have been graded down a good deal and there are few of what were formerly New York counts. What there are sell at high levels. It is thought that present prices, already slightly ahead of 1915's, may be advanced later on. One oyster man did not definitely state this, but said he thought it probable. All over the continent stocks are not as heavy as last year. Chesapeake Bay, for instance, a well-known stamping ground for bivalves, is showing oysters with a blight. The Conservation Commission of the United States has been making an extensive survey and has found that about three million bushels of oysters have been blighted. As no spawn has been set for three years, next year, rather than this, oyster prices will likely be much higher; while this year, quality, in most lines good, is not so good in others, notably New York counts. Twenty per cent. of openers are not opening oysters this year. That, too, limits supplies. But the regular lines, outside New York counts, are running pretty well, and dealers will find prices only very slightly higher than last year.

In handling oysters it is well to remember that oysters must be kept in prime condition. It is better for a dealer not to handle them at all than to keep them till they are slightly off color. A dealer should get fresh stocks every week. Dealers should bring in a shipment every week and renew it at the end of that time; otherwise, he is far better off not handling oysters at all, since to sell oysters off-color is to get himself in wrong and create a prejudice against an excellent food.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

JOHN BAYNE MACLEAN, President.

H. T. HUNTER, Vice-President.

H. V. TYRRELL, General Manager.

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

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UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address: Atabek, London, England.

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TORONTO, OCTOBER 13, 1916

No. 41

EDITORIALS IN BRIEF

BREAD rises these days without yeast.

* * *

DOUGH is self-raising. It is also price-raising.

* * *

COMMANDER of the U-53 which went tearing around outside the 3-mile limit of the American coast, damaging neutral vessels, is called Hans Rose. Call him what you will; "a rose by any other name"

PROPER HANDLING OF OYSTERS

THESE are the days when oysters are being heavily consumed by all sections of the public, and the dealer who is handling them, provided he is doing so to the best advantage, should be reaping benefit. More people than ever are considering the bivalve as a food of real value and more approximating a necessity than a luxury. Thus, as years go on, the viewpoint of the public changes. The luxury that was is fast becoming a necessity.

Dealers who are commencing to handle oysters for the first time as well as those who have sold them in previous seasons should be careful to see that they are not "watered." No water should be allowed to surround them. The veriest little may be absorbed and spoil the flavor of the oyster. It has frequently happened, for instance, that a dealer would perhaps keep some ice with his oysters; the ice would melt and percolate the bivalves, detracting greatly from the flavor. Then the dealer perhaps received complaints from his customers as to flavor being "off," and, unaware of it, the dealer himself was to blame. Keep the oyster free from water, not only because it will spoil trade but, too, because there is a statute preventing watering of oysters, and an offender offends

not only against his own chance of profitable handling, but also against the law.

THE TOMATO CROP

FURTHER advices seem to corroborate early impressions that the crop of tomatoes this year will be poor. All sections appear to be of one mind on the point. With the lateness of the season and the unusual smallness of early tomatoes, canners were looking for a heavier run later in the season. Frosts, however, earlier than usual in most years, have killed all unpicked tomatoes, and upset all the hopeful calculation of canners. Every tomato possible to be used is to be canned, and it is suggested that on this account quality may not be as high as one could wish. Meanwhile, the demand for canned tomatoes is heavier than ever, particularly for export. The soldiers consume large quantities. Domestic demand is also going to be heavy. As a consequence, prices now are high, and it is almost certain that they will be higher as the months go by. Dealers should note this sign and act accordingly.

ON WRITING LETTERS

EVERYBODY needs to be reminded occasionally of the importance of attention to detail, whether they be details of business or home management or anything else. A prominent manufacturer in conversation remarked recently that he had found grocers to be generally poor correspondents. He amplified this by saying that the word "poor" meant irregular, negligent and forgetful. He claimed that some grocer-customers of his never bothered to reply to any letter needing an answer, and that often reminder after reminder was sent before the response came. We do not think it is a fact that grocers are

better or worse than any other body of men in answering letters, but that this manufacturer should think some is evidently the result of experience.

Negligence in attending to correspondence is to be deplored. The dealer who forgets or delays or procrastinates in this regard is probably just as slack in some other details of conducting his business. He creates that impression. If a dealer is known as a poor correspondent, his credit is very often injured in consequence, and he is put down as a merchant who is not progressive, and not a particularly good business man. Often, then, manufacturers and wholesalers pass him up, materially to his disadvantage.

Letter answering could be methodic. Set a time each day to take up and reply to all correspondence. Keep a copy of what replies are sent. Get a typewriter, if possible. It is economic, in the end. File all incoming letters, and copies of all outgoing. Take time and plan a system fitted to your own store by which, at any moment, you can find the details of letter-writing will pay.

THE COUNTRY ROAD PROBLEM

GROCERS will find it to their own interest ardently to support movements which make for the securing of country roads worth while. The problem of better roads is attracting a great deal of attention, and largely through the indefatigable effort of a certain few in each province, is meeting with some sort of solution. Country grocers should do all they can to help on the good work. It is easy to see that better roads mean the quicker obtaining of country produce, and a minimizing of expense incurred in transportation. Good roads mean a saving, ultimately, of much time and always of money. Since they benefit the community at large, it is fitting that all sections get behind the movement and lend it their collective aid. It has been said from time to time that the farmer is lethargic on the question, that he will not bother himself to help along the movement for better roads. The automobile is steadily altering that, for possession of one makes a desire for good roads to run on. In the past, perhaps, the country dealers have not been as enthusiastic as they might have been for better roads. They should realize it is to their interest to put their shoulder to the wheel.

PERSONAL HYGIENE

THIS is a matter upon which all of us need constant reminder, and the dire results of the lack of it are sometimes woeful. The New York Department of Health has been holding an enquiry into infectious disease and its cause, and lays a good deal of it down to unwashed hands. In a report it points out that "if the human race would learn to keep the

unwashed hand away from the mouth many human diseases would be greatly diminished. We handle infectious matter more or less constantly, and we carry the hands to the mouth. Many persons wet their fingers before counting money, turning the pages of a book, or performing similar acts. The infection is carried to the object handled, there to await carriage to the mouth of some other careless person." There is doubtless a good deal of truth in this. If we were all of us able to take a little time to guard against any possibility of infection through this kind of a channel, we should be better off. Storekeepers are particularly in danger themselves and liable to endanger others, if proper care is not used, and of all storekeepers none more than grocers. The United States Department formulates the following personal rules which we commend to readers as we do to ourselves:

- Wash the hands immediately
- Before eating;
- Before handling, preparing or serving food;
- After using the toilet;
- After attending the sick; and
- After handling anything dirty.

RICE FLOUR AS FACE POWDER

THE grocer has an opportunity of going into face powder business by selling rice flour. The reason is that the majority of face powders according to a writer in *The Journal* of the American Medical Association are dangerous to the eyes. He claims that some preparations of face powder are the cause of inflammation of the eyes. This form of inflammation occurs—from obvious reasons—almost exclusively in women. They complain that the vision is blurred; that they cannot read or sew for any length of time; that the lids burn and itch, sometimes intolerably, and that rubbing the lids only aggravates the itching.

Many of these toilet powders, commonly, known as "rice powder" or "Poudre de Riz," contain, in addition to the rice powder, other ingredients which irritate the delicate membranes of the eye. Sixteen samples of so-called rice powders were recently analyzed, and of this number only two consisted entirely of rice; and only six contained any rice at all.

Women who are accustomed to using face powder should be careful to select only those preparations which are known to be pure, and free from harmful substitutes. In applying powder to the face, it is much safer to use a cloth and rub the powder on the skin, rather than to apply it with a puff, as by the latter method the powder is driven upward and lodges on the moist eye-ball. The tears change it into a mucilaginous substance which lodges behind the eyelids, and produces the symptoms complained of. Since toilet articles do not come under the federal and state food and drug acts, they can easily be adulterated.

Sweeping Changes in R.M.A. Control

Ontario Board Ratifies Arrangement to Give Management of Affairs to J. A. Beaudry and to Advance Yearly Fee From \$6 to \$15—Montreal Journal of Commerce to be Supplied to Members.

A SWEEPING change is being made in the conduct of the affairs of the Retail Merchants' Association, which will involve, among other matters, an advance in the membership fee from \$6 a year to \$15 a year and the centralizing of control of association affairs.

On Saturday, September 23, a proposition was laid before the Ontario Board at a special meeting held in Toronto. The terms of the proposition were in brief: The membership fee was to be raised from \$6 to \$15 a year, and the members would receive, in addition to their membership, subscriptions to the *Journal of Commerce*, a weekly financial paper published in Montreal, and to any other trade paper that they might specify. It was indicated that the *Journal of Commerce* would devote a certain amount of space to association matters, and would employ an associate editor to handle this department. The understanding announced, however, was that the journal would not be the official organ of the association, in that it would remain free to discuss trade problems from an independent basis. A further, and most radical, feature of the proposition was the appointment of J. A. Beaudry, of Montreal, publisher of the *Le Prix Courant* and treasurer of the Dominion Board of the R. M. A., as manager, treasurer and trustee for the Ontario Board, with full authority to settle all debts and to manage the affairs of the association in Ontario generally.

The arrangement was tentatively ratified by the Ontario Board at this meeting, but certain phases of the problem were afterwards brought into question, and it was felt wise to go into the matter again. Accordingly, another meeting was called for Wednesday, October 4, in Toronto.

At this session, which was attended by all the members of the Ontario Board, Messrs. Zeiman (Preston), Clark (Toronto), Higgins (Toronto), McCully (Stratford), Secretary Miller, and also by M. Beaudry, the question was threshed out at some length and finally ratified.

The Financial Problem

Representatives of the MacLean Publishing Co. were invited to attend and state their views. They did this, pointing out some aspects of the proposition that did not seem in the interests of the retailers. They were then asked to withdraw, and the following day Messrs. Beaudry and Zeiman called at the offices

of the MacLean Publishing Co. and vouchsafed further information with reference to the proposition. The financial side of the arrangement was discussed.

It had been understood that the two points which had made the new arrangement acceptable to the members of the Ontario Board were—first, the additional revenue which would be secured; and, second, the possibility of shifting the responsibility of the Ontario deficit. This deficit is in the neighborhood of \$7,000. In discussing the matter previous to the second meeting, certain members of the board seemed to be under the impression that under the new arrangement the deficit would be assumed by Mr. Beaudry or by interests represented by him. This idea of the arrangement had been voiced to representatives of the MacLean Publishing Co., and accordingly Mr. Beaudry was asked if this were the case.

His explanation was that in his new position as manager, treasurer and trustee he would have full charge of the affairs of the Ontario branch of the association, but that he was not taking the deficit off the board, as had been assumed. The deficit would be paid off as soon as possible from the funds raised by the association, but that, if the necessity arose to liquidate it more rapidly, he would guarantee that the necessary arrangements would be made.

"Do you mean that you would arrange to make a loan to the association?" he was asked.

"Yes, by a loan if necessary," he replied.

It was further stated by Mr. Beaudry that no further arrangement had been made with the *Journal of Commerce* other than that the publishers were to devote a certain amount of space to giving association news, and that in return the paper would be sent to each merchant who paid the advanced fee of \$15, out of which a certain amount would be paid to the *Journal of Commerce*.

Other Provinces Also

It is understood that the whole proposition originated with the Dominion Board of the R. M. A., and will be submitted to each provincial board. With regard to the Province of Quebec, the proposition will be to supply *Le Prix Courant*, which is owned by Mr. Beaudry, to French-Canadian members in place of the *Journal of Commerce*.

At the first meeting of the Ontario Board it was stated that arrangements

had been made with other trade papers, by which it would be possible to supply them to members under the proposed arrangement. It has developed, however, that such arrangements have not yet been made. In fact, many of the trade newspapers could not make such an arrangement, as it has been a settled policy that premiums should not be used, and that there should be no inducement other than the merits of the paper itself to secure subscriptions.

It is announced that a meeting of the Dominion Board is to be held shortly to consider the proposition. Although the suggestion emanated from the Dominion Board, it has not yet received final ratification in that quarter.

COMMISSION TO SIT

The Dominion Royal Commission will sit in Montreal in the council chamber of the Board of Trade, from October 27 to 31, inclusive, morning and afternoon.

The Commission will hear evidence regarding immigration, railways, steamship services, ocean insurance, bills of lading, statistics, Empire development, telegraph and cables, control of ocean rates, freight matters, the Panama Canal, Empire trade marks, asbestos resources, commercial laws, forests, harbors, irrigation laws, water powers, minerals, circulation of American publications in Canada, trade commissioners' services, etc.

In the absence of Lord d'Aberton, it is expected that Sir Alfred Bateman will preside over the sessions while Sir George Foster will be the chief Canadian commissioner.

SIBERIAN MARKET FOR CANADIAN APPLES

L. D. Wildgress, recently appointed a trade agent for Canada at Omsk, in Siberia, has reported to the Trade and Commerce Department that there is a market for the Canadian apple in his district. Dried apples from Australia and California partly supplied the demand before the war, being imported through Hamburg firms. It is suggested that a direct trade in dried or canned fruits could be established with Canada.

Roll of Honor

KILLED IN ACTION

Signaller Ephriam D. Mitchell was killed in action on the Somme front on Sept. 15. Signaller Mitchell was a former St. Thomas boy, but for the past five or six years, previous to enlisting, was with the Swift Canadian Co., of Winnipeg, as a traveling salesman. While in St. Thomas, Signaller Mitchell was employed as a grocery clerk by Swinn's and Butler's grocery store.

KILLED IN ACTION

Capt. Frank R. Fairweather, the last surviving son of the late Charles H. Fairweather, one of the founders of the wholesale grocery house of Hall & Fairweather, Ltd., St. John, N.B., has been reported killed in France, "while splendidly leading his men against a German counter-attack."

AWARDED CROSS

Capt. R. S. Osborne, who is at the front with an artillery unit of the Imperial forces, and who has recently been awarded the Military Cross "for conspicuous gallantry and determination," was, for five years prior to the outbreak of the war, city salesman of the Maple Leaf Milling Company, of Toronto.

Captain William H. M'Laren, son of J. A. M'Laren, 365 Spadina Road, who, on September 15, was reported missing, is now officially reported killed in action on that date. Before enlisting he was a partner in the firm of M'Larens, Ltd., of Hamilton, Ont.

Driver Eugene F. Woodrow, nineteen years of age, was admitted to the hospital in Boulogne on September 18, suffering from wounds in his right leg and thigh. Before enlisting he was employed with Northrop & Company, wholesale grocers, St. John.

Private Fred Leo Goodine, of St. John, who before enlisting was employed in a grocery store in Kingsclear, York county, N.B., was admitted to the Fulham Hospital, London, on September 22, suffering from a wound in his leg.

Wilbur Giggey, formerly of Hampton, N.B., who before enlisting with the 48th Montreal Highlanders, had been city traveler for the Ogilvie Flour Mills in Montreal, was wounded in the left leg in one of the recent battles on the Somme.

Private William Gaynes who, before enlisting, was employed with King &

McDonald, wholesale grocers, St. John, was killed in action between September 15 and 18, while fighting with a New Brunswick battalion. He was twenty-one years of age and was highly thought of by his employers and the fellow-members of the staff.

Lieut. Ernest Havelock Welch, who left Canada in the First Contingent with the 12th N. B. Battalion, and afterwards was transferred to the Fighting 26th of New Brunswick, was wounded on September 28 in the fighting on the Somme. Before going overseas he traveled for W. J. Wetmore, New Brunswick agent for Moirs, Ltd., and was known to the grocery trade throughout the province.

Sergeant Geoffrey Haddock, formerly private secretary to President E. J. Chamberlain of the Grand Trunk is reported missing and probably dead according to a private letter received from his commanding officer Lt.-Col. J. A. Gunn of the wholesale produce firm of Gunn, Langlois & Co. of Montreal. Sergt. Haddock was an Englishman by birth and was 25 years of age but had been in Montreal for several years before the war. According to the letter preferred to he has been absent since Sept. 17th when his company of 200 men was annihilated in an attack on the German trenches near Courcelette. A faint hope is held out that he may have been taken prisoner.

Another National Fish Day

Publicity Committee of the Canadian Fisheries' Association
Arrange for Date to Mark Inauguration of
Tuesday as a Fish Day

Written for Canadian Grocer by J. A. Paulhas, Chairman of Publicity and Educational Committee.

UNDER the auspices of the Publicity Committee of the Canadian Fisheries' Association, another Fish Day, Oct. 31, has been decided upon, on the same lines as the first one which had such a tremendous success, on February 29 last. This day will also mark the inauguration of Tuesday as a fish day, as well as Friday.

This attempt to separate fish from usage on Friday only, should meet with the approval of everyone interested in the welfare and the advancement of one of the best assets of our country—our fisheries. By popularizing the idea of fish as a good and wholesome food the consuming public will derive much material benefit, from the health point of view and also from the economic side of the question. Fish is certainly an economical food when compared with meats, butter, eggs, etc. We are threatened with extremely high prices for all kinds of foodstuffs this coming winter, and probably for a longer period, and these possibilities should be a serious inducement for the wage-earner and for the housewife to view the proposition of more fish on the family table, with a favorable eye.

With a greater general appreciation of fish as a healthy and satisfying food, the activities and ambitions of the producer and fish dealer will be greatly stimulated. With a better demand and a better market, the production and distribution of fish will improve; the quality of the product will be higher; proper equipment will be acquired by the merchant, and a substantial and growing prosperous trade will be the result.

It is a necessity for us at these precious moments of our national existence, when the country is going through a struggle which threatens to strain her financial resources, to make the best use of our opportunities and economical advantages.

The accelerated development of our fisheries will augment the reserve wealth indispensable to the carrying out successfully of this gigantic war against the enemy of humanity. It is, therefore, a patriotic duty for each one of us at home to foster a national industry which can help the sacred cause, just as much as it is the duty of our soldiers to protect us at the front. We shall thus participate in the fight for peace, liberty and prosperity.

ST. LAWRENCE TIDAL RIGHTS

The case is now being heard in the Quebec courts involving the jurisdiction of the Federal and Provincial Governments in the tidal waters of the St. Lawrence. Both Governments by the passage of special Orders-in-Council, have asserted their right to control of the waters and property and civil rights within the disputed territory, and the decision in this case will decide the dispute. The fishing rights constitute the chief point of interest at issue.

William Thomas & Co. Provision Brokers and Agents of 29 Tooley Street, London, have changed their address to London Bridge House, London, S.E., England.

FISH

From the rivers, the lakes, the ocean. Whether dried, pickled, smoked, fresh or frozen. In cases, boxes, barrels, drums, kegs, or casks. Winter or summer. In car lots or small shipments. We stand ready to fill your requirements.

We are FISH SPECIALISTS.

Beacon Brand is the best known quality of fish in Ontario. Because the goods have stood the test of time. In every hamlet you will find the empty boxes, whether Ciscoes, Haddies, Kippers, Fillets or Salmon Snacks.

If you buy fish, any kind, you should AT LEAST compare what we offer.

Beacon Brand is the standard of quality for the trade.

THE F. T. JAMES CO., LIMITED
"BEACON BRAND" - TORONTO

OYSTERS

Large, white, fat, but unswollen, clean, appetizing and healthy looking. A whiff of that salt sea tang every time you open the white container. Guaranteed free from contamination. Solid meat, taken from the best oyster beds in the Northern waters, and shipped to you direct in the original sealed, non-returnable package, and at right price.

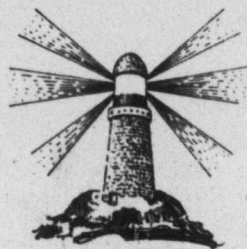
Beacon Brand oysters are sold under Brand because they are good. Extra good in fact.

Because we specialize. They are the best we can buy after sixteen years of experience.

If you buy oysters you should know our goods.

It pays.

THE F. T. JAMES CO., LIMITED
FISH FOOD SPECIALISTS - TORONTO



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



CURRENT NEWS OF WEEK

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



Maritime Provinces

The retail grocers of West St. John have found the Thursday half-holiday so satisfactory during the summer months, that they have decided to continue the holiday through October.

A special meeting of the Weir Owners' Association of St. John and Charlotte Counties was held in St. George, N.B., to deal with the situation arising from some of the buyers trying to purchase sardine herrings at less than the agreed price. A resolution was adopted to the effect that any boatman found cutting prices and offering less than the standard price, would be refused fish at any price by the members of the association. It was also agreed that the price for the balance of the season should be \$10 per hhd.

Ontario

C. O. Boughner has purchased the grocery business of W. S. Bawden, of Colborne. This is the old Bailey stand.

The Pure Fruit Products, Ltd., have been incorporated. The capital of the company is to be forty thousand dollars and the head office situated at Toronto.

Thos. I. Clifton, Toronto, died on October 1. He conducted a grocery store in Alliston for 35 years, retiring to Toronto a year and a half ago to live with his son.

The Niagara Falls City Council have granted a fixed assessment for ten years to the Niagara Falls Pickling Works Co., who have purchased a lot for their business off Clark street.

Arthur Hays, proprietor of the Bon Marche grocery store, Brantford, was married on Wednesday, Sept. 20. The happy couple are spending the honeymoon in Detroit, Mich.

A small fire broke out on October 5 in a barn at the rear of the Shredded Wheat Factory, Niagara Falls, Ont., but the damage was trifling.

John R. Wilson, Niagara Falls, is opening the Market Basket Cash Store at 481 Victoria avenue, centre. There will be no delivery system.

The Sarnia City Council are forwarding a resolution to the Government asking it to take some action to investigate the abnormal high cost of foodstuffs, such as milk, flour, bread and potatoes. This is being done in conjunction with other cities in the province.

The Peterboro Council have passed a by-law compelling grocery stores to close their premises each evening not later than seven o'clock, and remain closed until five o'clock next morning, except Saturday evening or on the night preceding a holiday and four successive nights before Christmas.

A serious blow to the produce exporting business of Lindsay occurred when a fire was discovered in the extensive cold storage plant and egg business of Flavelle's Ltd., on King street. It is understood that the buildings were filled almost to capacity with produce, and shipment for the European market had been delayed only pending the arrival of output from American and Canadian agencies of the firm. It is impossible to get even an approximate estimate of the loss. From the nature of the construction of the building, it was an exceedingly hard fire to fight.

John Morrow, who was for many years a grocery broker in Toronto, and later in Montreal, is figuring in a big will case. His stepson, Eben R. Ward, has started a fight to break the mother's will. Mrs. Morrow died in London last year, leaving two-thirds of her fortune of \$1,500,000 to the two children of his sister, the Princess de Chimay, and one-third to his own daughter. Mr. Ward asks that the will be set aside on the ground that his mother had not been of sound mind, and charged that she had been influenced by John Morrow, her husband; Joseph de Caraman Chimay, Marie de Caraman Chimay, and Joseph de Rique.

Lemon Bros., of Owen Sound, wholesale produce dealers who lost their warehouse by fire early last spring, will begin to occupy their big new warehouse. None of the defects of the old building, are present in the new construction, and many favorable improvements have been made. Upstairs in the front section of the second floor, is a sales room and tobacco departments. The balance of this flat and also the third flat will be used as storage rooms. A large extension to the building in toto has been made to the rear.

The Retail Grocers' Association, London, passed a resolution at their regular meeting to sell only 5c and 10c bread. They claim the bakers do not give them enough profit on the 8c loaf. They have forwarded this resolution to the Bakers' Association. They also discussed the selling prices of the different brands of flour.

A great deal of discussion took place on the selling price of canned goods. Some merchants continue to sell goods that they bought last year at old prices. They do not figure on anything for carrying them over, which, of course, is all wrong according to good business methods. S. F. Lawrason, of the Snow Flake Ammonia Co., talked to the members of Saturday early closing. President Norman McLeod presided.

Western Provinces

The General Store of H. Madder, Madford, Man., was destroyed by fire last week.

W. L. Mackenzie Co. have moved their Regina office from its former location on Searth Street to 1011 McCallum Hill Building.

T. H. Kaveney, Regina manager of the W. H. Escott Co., Winnipeg, was at the head office last week attending a meeting of directors.

T. L. O'Brien, of Tomlinson and O'Brien, manufacturers' agents, Winnipeg, has been on a trip to Rochester and points in Eastern Canada.

A cable despatch received by Henry Bell-Irving, Vancouver, is to the effect that his son, Lieut. A. D. Bell-Irving, has been awarded the military cross.

James Lloyd Crowe, a member of the firm of Crowe Bros. and MacLeod, Trail, B.C., was married on September 20 to Miss M. E. Park. They will reside in Trail.

D. D. Butler, traveler for G. McLean Co., wholesale grocers, Winnipeg, left for Simcoe, Ont., on Sunday, Oct. 1, on hearing of the death of his father, C. H. Butler, an ex-mayor of Simcoe.

F. D. Cockburn, manufacturers' agent, Winnipeg, announces that The Marple Co., Toledo, O., packers of salted peanuts, almonds, etc., whom he represents in the West, have changed their name to The Vollmayer Kaufmann Co.

Kelowna citizens met in the Board of Trade room on Monday, Sept. 25, to say farewell to Kenneth F. Oxley, who has accepted a position with W. H. Malkin & Co., wholesale grocers, Vancouver. The Mayor occupied the chair. During the evening, Mr. Oxley was presented with a handsome traveling bag. He went to Kelowna over six years ago, buying out the business of McJannett & Hall. He is succeeded by Mr. Fummer-ton.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

BRIEF SUMMARY OF MARKET CONDITIONS

THERE is every reason to expect that the new prices to be named by Canadian canners will be 75% in advance of the opening prices of last year. It is asserted in some quarters that not more than 50% of orders for tomatoes and corn will be delivered. There will be no 3-lb. cans of tomatoes packed this year, the pack being practically all 2½ lbs. Canned pumpkin will be off the market. Peaches have been a fair crop, but will be slightly higher than last year.

Canned pork and beans will probably open somewhere near the price of last year. The Ontario crop has been a fair one, and the importation of Japanese and Indian beans has had a steadying influence on the local market. The price of cans and sugar are higher than last year and have had a tendency to increase prices.

There is a firmness in the sugar market that to some looks like another advance in Canadian refined. The big preserving season is practically over and this may have a tendency to hold down prices. Flour holds firm with small prospects in sight for lower prices in the immediate future. In fact, it is asserted by some that even higher levels will be reached.

Live hogs have declined in price. Cooked meats are down about 1c lb.

Common grades of tea are firmer and Ceylon teas have advanced 1c lb. Coffees are firm with an improved demand.

There has been a heavy demand this year for pickling spices of all kinds. Reports from California indicate that the raisin crop has been damaged to a considerable extent by heavy rains. Some late reports state that the damage is not as heavy as was at first anticipated. In the meantime prices have been withdrawn.

There is a good demand for rice and tapioca. Prices are holding firm at present, but there will probably be cheaper tapioca in the future when new stocks arrive.

Butter, cheese and eggs are firm and prices are gradually climbing the ladder.

There is a good demand for all kinds of fish, and higher prices have been asked for some varieties this week.

Business generally is good throughout Canada, despite the high prices of foodstuffs which now prevail.

QUEBEC MARKETS

MONTREAL, Oct. 10.—Flour maintains its place as the firmest factor in market price movements, and by the end of the week may be found increased again in price beyond the 30c per barrel increase recorded so far. Cereals continue firm as flour. Feeds are not changed, and supply is still far behind demand. Butter and cheese both keep buyers guessing where they may get to next. Eggs are getting scarcer every week now, and still the export demand for them continues.

Just to relieve the general tone of the markets live hogs come in bigger supply and at cheaper prices, with a slightly weaker tone to the price prospects for the immediate future, but shortage

of supply keeps lard and shortening quite firm still. Canned goods are almost out of the range of common sense calculation as to market chances. The situation as regards these seems to be in the sellers' hands. Those who can buy and who have to buy, are securing such supplies as the markets offer, but range and extent of offerings are small. California fruits are being cleaned up and the market is hearing news of further increases in cost of containers, which is sure to find reflection in the market for canned goods generally.

Tea, coffee and spices are in firm market and sugar is very firm—likely in some opinions to go higher still in price. Maple sugar, by the way, is quite hard

to obtain, as the farmers are inclined to hold for high prices this Fall.

Sugar's Firmness

May be Passing

SUGAR.—Following the rise of 10 cents per 100 lbs. on all lines of sugar, which took place at the end of last week—announced on page 34 of last week's issue—the sugar market remained particularly firm, and with steadiness, if not further firmness in prospect. Some men interested in the market on a very considerable scale expressed surprise that sugar had not gone up 25 cents, and look for still higher sugar. But manufacturers are not inclined entirely to support this idea. Raw Cubas, at 5 cents and firm, with spot stocks too plentiful, might, through their very powerful holders, tend to force the market up temporarily. But new crop reports are good, and there is some reason for the optimistic view here and there heard that any further increase in the price of sugar need not be regarded as lasting, since if it occurs, it would seem to be due to the effect of heavier demand for the refined production than is at present anticipated. Such demand might cause holders of raw material to raise prices to the refiners on the ground that the stocks available are running low, but arrival of new crop would restore the market to easier levels.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	7 50
20 lb. bags	7 60
2 and 5-lb. bags	7 80
Extra Ground Sugars—	
Barrels	7 85
50 lb. boxes	8 05
25 lb. boxes	8 25
Yellow Sugars—	
No. 1, 100 lb. bags	7 10
Dark yellow, 100 lb. bags	6 90
Bright coffee, bbls. only, cwt	7 35
Powdered Sugars—	
Barrels	7 65
50 lb. boxes	7 85
25 lb. boxes	8 05
Paris Lump—	
100 lb. boxes	8 10
50 lb. boxes	8 20
25 lb. boxes	8 40
Crystal Diamonds—	
Barrels	8 10
100 lb. boxes	8 20
50 lb. boxes	8 30
25-lb. boxes	8 50
Cartons	9 15
Half cartons	9 85

Molasses Shortage

Not Yet Noticed

MOLASSES.—As stocks of molasses grow scarcer, prices show unmistakably the firming tendency, and while the present week's quotations do not vary more than in isolated transactions from the general prices as given last week, there are all kinds of prophecies of fur-

ther firmness. Molasses is not as yet in any condition of actual market shortage, but should there be any sudden large call for quantities the market would undoubtedly show increased prices. The demand is steady and persistent, both for molasses and corn syrups. The supply of the latter is sufficient, though manufacturers could use more than the available supply at times. Business is brisk.

	Fancy.	Choice.
Barbadoes Molasses—		
Punchons	0 52	0 59
Barrels	0 55	0 62
Half barrels	0 67	0 64

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

**Less Intoxicants:
More Good Teas**

TEA.—From some optimistic directions come already definite accounts of increased consumption of tea due to the influence of prohibition here and there, and temperance counsels in certain quarters of Quebec. Tea merchants have every confidence that purchasing power diverted from intoxicating liquor, will be directed towards the better class teas. Where the tendency has so far become apparent, it is always noted that not the low grade teas, but the best grades are in better demand as fiery liquors fall into disuse, and this fact benefits merchant and consumer alike. Tea prices are firm as last week. Low grade Japans steady to firmer. Some merchants report business in tea locally a little quieter.

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

**Outlook is Quiet
on Coffee Market**

COFFEE.—The market for coffee remains very steady, and in view of skyrocket tendencies in other markets seems almost suspiciously quiet and placid. Firm prices prevail, but they are unchanged from last week's quotations. Conditions in the primary markets are regarded as settled and reasonably stable as far as indications go, but as one leading coffee merchant remarked to CANADIAN GROCER—"Coffee looks quiet at present, but almost in a moment a wave of excitement might strike the market, and send prices up speculatively." The Canadian demand for coffee continues in increasing quantity, and qualities are exceedingly good value at present prices, in the best expert opinion.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 36
Marscaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18 1/2	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 27	0 28

There is every possibility that the new

**Rain Report Has
Affected Raisins**

DRIED FRUITS.—Reports that the raisin crop in California has been impaired by rain are given as the reason for withdrawal of prices temporarily by the growers. Raisins seem inclined to go the way of their cousins, the currants, but the first reports may be exaggerated, and California prices when announced may be only slightly higher. Some prunes are scarce, principally 60s. and 90s. Prices in dried fruits are unchanged by the wholesalers so far, but the whole market is decidedly firm.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes	0 08 1/2 0 09
Apples, choice winter, 50-lb. boxes	0 16 0 17
Apricots	0 16 0 17
New	0 19 0 20
Slabs	0 14 0 15

Choice, 25's, faced, new crop	0 20
Nectarines, choice	0 11 1/2
Peaches, choice	0 10 0 12
Pears, choice	0 13 1/2

DRIED FRUITS.

Candied Peels—	
Citron	0 25
Lemon	0 20
Orange	0 21
Currants—	
Filiatras, fine, loose, new	0 16 0 17
Filiatras, packages, new	0 17 0 18
Dates—	
Dromedary, package stock, old, 1-lb. pkg.	0 10
Faris, choicest	0 12 1/2
Hallowee, loose, new	0 09 1/2
Hallowee, 1-lb. pkgs.	0 09
Khadrawee	0 09 0 09 1/2
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/2
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09 1/2
Cal. bricks, 16 oz.	0 10 0 11
Cal. layers	0 10 0 11
Cal. fancy, table, 10 lbs.	1 50
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 15
50 to 90, in 25-lb. boxes, faced	0 10 0 11
90 to 100, in 25-lb. boxes, faced	0 04 1/2 0 09

Tomatoes May Be About \$1.75 Doz.
Opened Last Year Around \$1.10—Canners Will Have
Probably Not More Than 50% of Normal
Pack—Corn Also High.

There is every possibility that the new prices to be named by the Canadian canners will be fully 75 per cent. in advance of the opening prices of last year. Conditions have been such that some of the leading canners assert there will not be more than 50 per cent. of orders delivered. The late spring kept the tomato plants back and early frosts have cut the tomatoes off on this side of summer. In Prince Edward County, one of the most important canning counties, practically all the tomatoes have been destroyed. One canner there who expected to put up 15,000 cases of tomatoes will get only 2,800 cases. Two other packers who had contracted for 250 acres each will get only 40 acres of tomatoes. Some of the producers have gone back on their bargains in the face of higher prices that were being paid for tomatoes in basket. There will be no 3-lb. cans packed this year, but will be all in 2 1/2 lbs. The canning interests of Ontario are to meet in Toronto on the 19th or 20th of this month when the new prices will be named. It is expected the price on tomatoes will be somewhere between \$1.75 and \$1.80 per doz. for 2 1/2 lb. size.

Corn is very much in the same condition as tomatoes. Canners do not expect to be able to make more than 50 per cent. of their deliveries. Some of the canning interests have even resorted to ensilage corn in the face of the dearth of the field corn. The price on canned corn last year opened at 95c for No. 2's. With the shortage in the pack

this year it is confidently expected the opening price will probably be somewhere between \$1.50 and \$1.60 per dozen.

There will be no canned pumpkin whatever this year. Farmers failed to plant their usual amount this year and what was planted has been badly damaged by frost. One canner recently made a trip of some 1,500 miles through various parts of Ontario and in the whole distance only saw two fields of pumpkins. Peaches have been a fair crop this year and canners may be able to deliver 100 per cent. of their orders in these. Last year the opening price was \$1.50 per dozen for No. 2's. The price of cans and sugar, however, have gone up in price since that time and this may operate to cause a slightly higher price.

Canned pork and beans will probably open somewhere near the figure of last year, namely, 95c for No. 2's. The Ontario bean crop will be short and the pack will be late, probably not getting into the canneries until November. A steadying influence in the local market is the importation of Japanese and Indian beans. Some of the canners have brought in consignments of Japanese beans which they have been able to lay down in Toronto at \$4.20 per bushel. Such a price would enable them to can beans at the opening price of last year. The factors of the higher price of cans and pork may tend to make a slightly firmer price than the opening price of last year.

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscadels, loose, 3-crown, lb.	0 09½
Muscadels, 4-crown, lb.	0 09½
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 10½
Choice seeded, 16 oz. pkgs.	0 10½
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

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

**Canned Firmness
Canned Fireworks**

CANNED GOODS.—“Absolute fireworks!” is the opinion of one leading wholesaler as regards the condition of the canned goods market in Montreal at present, and all over the country for that matter. “Can’t tell where prices will go to now,” said another authority in very close touch with the canners and the market. “The sellers have the situation in their own hands,” suggested yet a third. Prices keep going from firm to firmer. A ten cent increase in string beans went on record early, and “3’s” in some cases were being quoted at \$1.65 per case and held for better.

**Car Shortage May
Keep Beans High**

DRIED VEGETABLES.—Peas, beans and barley have all had their share in the upward trend of food prices. Last week, peas went firmer. This week beans and barley are showing further firming tendencies. It is quite the opinion of the market that Lima beans will be higher, though actual quotations maintain as last week’s except for minor small individual transactions at slightly firmer figures. Opinions exist, however, that with the advent of new crop supplies, which may be more plentiful than has been predicted, prices of beans other than Limas, may gradually go easier. Hints of car shortage from California may affect the market for beans.

Beans—

Canadian, 3-lb. pickers, per bushel.....	6 00
Canadian, hand-picked	6 75
Canadian, 5-lb. pickers	5 00
Yellow eyes, per bushel	5 75
Lima, per lb.	0 08½
Peas, white soup, per bushel	3 25
Peas, split, bag 98 lbs., new crop	5 75
Barley, pot, per bag	3 80
Barley, pearl, per bag	4 85

**Xmas Table Spice
May be More Costly**

SPICES.—Even the spicy corner of the Christmas larder for 1916 is coming into line with the other departments of food supply as regards firming up of prices. Spices show no signs of being in any easier market for some time, and may be found far firmer as primary market conditions come to be more nearly equalled by conditions in the markets nearer home. Peppers, black, white and red, are steadily firming. Corianders and carraways continue very firm. Nutmegs are more in demand of

late, with supplies a little uncertain. Cream of tartar, after a passing phase of firmness of tendency, is steadier.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	—0 35	—0 36
Cloves	0 30—0 52	—0 90	—0 39
Cream tartar—50 to 55c.			
Cinnamon, per lb., 35c.			
Ginger, Cochin	—0 25	—0 31	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 23
Mace	—0 80	—1 00	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 25	0 85—0 93	—0 38
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	—	—
Turmeric	0 21—0 23	—	—

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

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	0 18	0 35
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded coconut, in pails	0 21	0 23
Pimento, whole		12-15

**Vegetables and
Fruits in Plenty**

FRUIT AND VEGETABLES.—Plentiful supplies of Fall produce have arrived during the week of Thanksgiving Day, and prices have firmed up here and there for demand has fully met supply. Some familiar vegetables are coming to the end of their season, though well supplied to the last. Beans are very scarce, and before long it will be necessary to import these from the United States. Pumpkins and vegetable marrows are coming in at \$1 per doz. Tomatoes (ordinary local grown) are getting scarcer, and there is word of frost having affected the crop a little. Cucumbers were in plentiful offering at 50 cents per basket. Red onions are in and \$1.75 per case is their price. Spanish onions in the quarter case package made an attractive line at \$1.50 per quarter case. Turnips, 75c to \$1 per bag; carrots, 75c; beets, 75c; parsnips, 75c to \$1, all came in plentifully, and more of these than ever are being sold to offset higher meat prices perhaps. Cabbage at 60c per doz. sold well, and the first Brussels sprouts appeared at \$1 per bag. Potatoes are to be a little scarcer, according to word of future deliveries, but the market had enough at \$1.50 per bag (80 lbs.). Apples promise to be firmer priced, and Fameuse and McIntosh Red may be quite high priced. Other fruits maintained the price standards of last week’s quotations for the most part, demand both before and following the Thanksgiving holiday being good.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00	
Lemons	4 25	
California Tokay grapes	2 75	3 00
California Malagas	2 25	2 75
Colorado peaches	1 40	
	No. 1	No. 2
St. Lawrence Apples	4 50	3 50
Wealthy Apples	3 50	2 50

Beets, per doz. bunches	0 40
Beans, wax and green, per bag	2 50
Onions, per bag, 75 lbs.	1 75
Onions, Spanish, per case	4 50
Turnips, per bag	0 75
Vegetable marrow, per doz.	1 00
Tomatoes, hothouse, lb.	0 07
Sweet potatoes per hamper, 60 lbs.	2 00
Corn, per doz.	0 18

Peppers, red and green, per doz.	0 20
Potatoes, per bag (80 lbs.)	1 50
Carrots, per bag	0 75
Beets, per bag	0 75
Parsnips	1 00

**Good Demand For
“Luxuries” in Fish**

FISH.—Around Thanksgiving time the demand was for classes of fish in the nature of “luxuries,” such as the princely lobster. Prime lobsters were realizing very high prices, 45c per lb. being the bedrock price for orders of even a score or over, and the wholesale trade would have welcomed better supply and easier prices to increase the turn-over and brisken up business in lobsters. Oysters were in very free demand, and continue to be increasingly so. Malpeque’s (ordinary) were quoted at \$9 per barrel and choice at \$12 (in the shell). Bulk oysters remained as last week, at \$2 for selected, and \$1.50 for the ordinary grade. Flounders went a cent higher to 7 cents. Halibut remained high at 18 cents. Sword fish are off the market, and also brook trout. With the claims of fish as a food being more and more impressed on the public, the particular advantages of dried fish and the various lines of cured fish are coming to the front, and consumption of these classes of fish is likely to increase, in the opinion of experts. Herring, salmon, sea trout, green cod, skinless, boneless and shredded codfish, and salted mackerel, are amongst the leading varieties of cured fish in good and increasing demand.

SMOKED FISH

Haddies, per lb., new cured	0 09
Haddies, fillets, per lb.	0 12
Digby herring, per bundle of 5 boxes.....	0 75
Smoked boneless herring, 10-lb. box	1 30

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.	7 50
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	13 00
Sea Trout, red and pale per bbl.	15 00
Green Cod, No. 1, per bbl.	10 00
Mackerel, No. 1, per bbl.	20 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks “Ivory” Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 45
Prawns, Imperial gal.	2 75
Shrimps, Imperial gal.	2 00
Scallops	2 25

FRESH SEA FISH

Halibut	18
Haddock, fancy, express, lb.	7
Mackerel, (med.) each	10
Mackerel (large), each	21
Cod, steak, fancy, express, lb.	08
Flounders	6
Salmon, Western	17 —18
Salmon, Gaspe	20

FRESH LAKE FISH

Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 13
Herrings, lb.	0 05
Lake trout	0 12
Eels, lb.	0 08
Dore	0 12
Smelts	0 12

Oysters—

Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	12 00
Malpeque Shell Oysters (ordinary), bbl.	9 00
Cape Cod shell oysters, per bbl.	12 00
Scallops (per gal.)	2 25
Clams (med.) per bbl.	8 00
Shri. ps. per gal.	2 00

ONTARIO MARKETS

TORONTO, Oct. 12.—Prices for the most part have held steady. There is a firmness in the sugar market which to some refiners' agents at least look like another advance in Canadian refined. The big consuming season is about over, now that the peach and plum crop is drawing near a close. This may have some retarding effect in advancing prices.

SUGAR UP 10c.

While CANADIAN GROCER forms were on the press sugar was advanced another 10c per 100 pounds on all grades. This makes the second advance of 10c within a period of eight days. Prices given elsewhere should read 10c higher than those quoted.

Sugar Market is Strong on Advance

SUGAR.—With the advance of 10c per 100 pounds on sugar, that went into effect on October 4, considerable strength has developed to the market since that time. With refined granulated selling at \$7.56, there is a feeling in certain quarters that Canadian sugar is due for another advance. Factors operating to steady a possible advance are the drawing to a close of the peach and plum preserving season, and the coming of the beet sugar crop. In the United States raw sugars on Tuesday advanced one-sixteenth of a cent from \$6.02 to \$6.08. On the same day the Federal company advanced their refined sugar 25c to \$7.25. This company, however, has contracted for some 30,000 tons to be delivered to Switzerland, and they are well protected in their buying. Warner in the United States at the time of writing continued to sell at \$6.90. The submarine activities on the East Coast may have some effect in curtailing the shipment of Cuban sugars. The United States refiners have recently been buying raws in the Demerara market, the source from which much of the Canadian raws come. These sugars coming into Canada get a preference in duty to be paid, whereas in the United States they must pay duty. This has forced Canadian refiners to go into the market and buy raws in order to protect their supplies. Much depends on the condition of the stocks of raws held by Canadian refiners as to whether or not there will be an advance. There is some evidence that at least two of the refiners are short on raws from the fact that they are behind with their deliveries. Prior to the recent advance there was heavy buying of refined, some of the refiners even turned down orders.

100 lbs.
Montreal refined, extra granulated sugars 7 56

New Brunswick extra granulated	7 56
Nova Scotia extra granulated	7 46
Yellow, No. 1	7 16
Extra ground, barrels	7 91
Special icing, barrels	7 91
Powdered, barrels	7 71
Paris lumps, barrels	8 16
Assorted tea cubes, boxes	8 16

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

Molasses Demand Has Increased Somewhat

MOLASSES.—There is a noticeable increase in the amount of molasses that is now being consumed, although the heaviest fall demand has not yet set in. Molasses is more of a fall and winter commodity than summer time. It is a trifle early yet to know whether or not the demand will be large enough to affect the prices in a firming tendency. There has been more inquiry for cane syrup during the past week. This is also more of a fall and winter commodity. Corn syrup is holding firm at recent prices.

Corn Syrup—	
Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls.	0 04½
Pails, 8½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 55
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ¼ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrup—	
Barrels, lb., 5½c; ¼ bbls.	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 80

Common Grades of Teas Are Firmer

TEAS.—Common grades in Ceylon teas advanced 1c per pound during the week, which places the tea situation about where it was two weeks ago. Last week a decline of 1c per pound was recorded in the common grades, and news this week restores the former status. The better grades hold firm, with prospects of a steady market. There has been a fair demand for teas.

	Per lb.	
Pekoe Souchongs	0 23	0 25
Pekoes	0 24	0 26
Orange Pekoes	0 28	
Broken Pekoes	0 30	
Broken Orange Pekoes	0 32	

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

Coffee Prices Are Holding Quite Firm

COFFEE.—Local dealers report a considerably heavier demand for coffees during the past two weeks. Cooler weather is apparently stimulating the consumption. Prices have held firm and steady. In Brazilian coffees the receipts at Rio and Santos for the year aggregate 2,895,000 bags, as compared with 2,729,000 bags in the same time last year.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 24	0 28
Java, lb.	0 33	0 38
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 38

Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Coriander Seed Firmer in Price

SPICES.—There has been an exceptionally heavy demand for pickling spices of all kinds this year. Wholesalers report that it has been heavier than other years. Coriander seed has shown a firmness in the primary market during the week, although no advances have been recorded locally. Shortage in the producing section in Morocco is given as the cause. All prices hold steady.

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

California Raisins Have Been Damaged

DRIED FRUITS.—Reports respecting the California raisin crop are somewhat disquieting, due to the fact that rains have greatly damaged the crop. Heavy downpours are stated to have reduced the prospects for the 1916 crop by fully 50 per cent. Later reports, however, state the damage is not quite as serious as first thought. In the meantime all prices have been withdrawn. Apricots have advanced 1c per pound in the primary market within the past two weeks. Prunes have also advanced ¾c per pound during the past two weeks on the larger sizes and 1c to 1½c per pound on the smaller sizes. The small sizes, however, are not offered and are not obtainable. A feature of the prune market this year is the shipment to Canada in 5-lb. tins. The price for this fruit is about 1c per pound higher than the boxed prunes, but the fruit keeps exceptionally well and in a juicy condition. Brokers assert there are promising prospects for the development of the distribution of this class of prunes. Currants still continue to soar in price. An advance of three shillings have been recorded per 112 pounds since last week. They are now selling at 63s. Brokers here are unable to buy because they cannot get their cable orders through. One broker finally cabled an order for three cars to ship at any price. At present prices currants will cost 17c per pound to lay down in Toronto. This fruit would have to sell at 25c per pound retail.

Apples, evaporated, per lb.	0 08½	0 10
Apricots—		
Choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 20	0 22

Orange	0 20	0 23
Citron	0 25	0 26
Currants—		
Fillatras, per lb.	0 16½	0 18½
Patras, per lb.	0 17	0 19
Vostizas, choice	0 17½	0 20
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Prunes—		
30-40s, California, 25-lb. boxes	0 13	
40-60s, 25-lb. boxes	0 11	
90-100s, 50-lb. boxes	0 07½	
25-lb. boxes, ¼ cent more.		
Peaches—		
Choice, 50-lb. boxes	0 08½	0 09
Std., 50-lb. boxes	0 08	0 08½
Choice, 25 lbs., faced	0 09½	0 09½
Extra choice, 25 lbs., faced	0 10½	0 10½
Fancy, 25 lbs., faced	0 10½	0 11
Raisins—		
Valencia, Cal.	0 07½	0 08½
Seed, fancy, 1 lb. packets	0 10½	0 10½
Seedless, 12 oz. packets	0 11	0 12
Seedless, 16 oz. packets		0 14

Filbert Prices Are Much Above Normal

NUTS.—Filbert prices have been steadily advancing. At the present time they are approximately 130 per cent. above normal. The crop in Spain is not short. Heretofore quantities of these nuts came from Turkey and the Levant. This source of supply is now shut off, and the world must depend for its supplies on Spain. French walnuts are advancing in price almost daily. There is a shortage of labor in France. Supplies have been sold out for November and December. The earliest that can now be bought is for February shipment. An advance of 5s. was recorded this week. These walnuts will cost laid down about 37c per pound. That will put the retail figure somewhere around 50c. Almonds have not advanced materially. Locally almonds are up 1c per pound, and walnuts 2c per pound.

Tarragonas, lb.	0 19	0 20
Marbots, French, in shell		0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 41	0 44
Almonds, shelled	0 42	0 45

Rice and Tapioca Hold Firm in Price

RICE AND TAPIOCA.—The demand for rice and tapioca continues good. With the fall and winter season larger quantities are consumed. Prices hold firm at recent quotations, with slightly cheaper tapioca expected in future when stocks now on the way arrive.

Rangoon B, per 100 lbs.	4 30	4 50
Packing rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	6 00
Tapioca, per lb.	0 09	0 10

Ontario Bean Crop Expected to be Short

BEANS.—Representatives of canning interests who have toured through various parts of Ontario state the bean crop will be short this year, and furthermore, that it will be late. There is a feeling of assurance prevalent, however, that this will not necessarily mean higher bean prices. The foreign-grown beans from Japan and India will operate to keep the price steady. Hand-picked choice beans are selling from \$4.50 to \$5 per bushel.

Canned Goods to be Higher

A special panel elsewhere in the market department outlines the situation in canned goods at the present time. Corn and tomatoes will open high.

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

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	2 90	
½ flats, cases 8 doz., per doz.	1 75	2 00
Five cases or more, 2½c doz. less than above.		
Chums, 1-lb. talls	1 15	
Pinks, ½-lb. talls	1 35	
Pinks, ½-lb. tins	0 75	0 85
Cocoas, 1-lb. talls	2 25	
Red Springs, 1-lb. talls	2 00	
Canned Vegetables—		
Tomatoes, 3's	1 60	
Peas, standards	1 25	
Early June peas	1 45	
Corn, fancy, doz.	1 35	
Corn, 2's, doz.	1 25	
Red raspberries, 2s	2 65	
Red cherries, 2s	2 45	
Strawberries, 2s	2 50	

Ontario Barreled Apples Sell at \$3.50

FRUIT.—Ontario barreled apples are now reaching the market in fairly good quantities with prices ranging from \$3.50 for No. 3 and \$5 for No. 1's. The greater proportion of the apples run to the smaller sizes, No. 3's being in the market in fairly large quantities. The kinds reaching the market at present are Wolfe River, Greening, Gano, Starks, Pippin. Cranberries are slightly easier in price, being quoted at \$8.00 to \$9.00 per barrel. Peaches are now a slow sale, as the crop is about over. The range of price was consequently wider, from 30c per basket to \$1. Blue and white grapes are reaching the market in fine sample. They are quoted at 15c to 20c in the 6-quart baskets. Some of the first quinces of the season arrived, the price quoted being 50c to 75c per 11-quart basket.

Apples, basket	0 25	0 50
Barrel	3 50	5 00
Bananas, bunch	1 75	2 25
Cranberries, bbl.	8 00	9 00
Oranges—		
Oranges, late Valencia, case	4 00	6 00
Grapes, Cal., Case	2 25	2 50
Ontario, 6 qt.	0 15	0 20
Lemons, Verdelli, case	4 00	6 50
California, 420's		6 50
Pears, boxes	2 00	4 00
Canadian, 6-qt. bkt.	0 15	0 25
11-qt. bkt.	0 30	0 50
Peaches, Elbertas, 11-qt.	0 50	1 00
White, 11-qt.	0 30	0 40
Smock's yellow, 11-qt.	0 30	0 40
Plums—		
Bradshaws, Lombards, 11-qt.	0 50	0 75
Green Gage, 11-qt.	0 50	0 75
Prune plums, Cal., 4 basket		1 35
Quinces, 11-qt.	0 50	0 75

Manitoba Cabbage in Ontario Market

VEGETABLES.—Some Manitoba cabbage reached the Ontario market during the week. They were quoted at \$2.50 per barrel. Ontario potatoes are reaching the market in fair quantities and are now quoted at \$1.50 to \$1.65 per 90-lb. sack. Digging is now in progress and the price is easier because farmers sell from the field and are saved the work of pitting or hauling to the cellar. Span-

ish onions showed a slightly firmer price, being quoted at 25c to 50c above last week. Some very fine sweet potatoes from New Jersey are now reaching the local market. Commission men state they have never seen a finer quality. Carrots by the bag are selling at \$1.35. Canadian celery is quoted at 15c to 30c per dozen. B.C. celery is again off the market. The two cars that arrived found ready sale. Citrons are much easier in price, now being quoted at 60c to 75c per dozen. Pickling onions are not in good demand and the price is down. Tomatoes have been affected by the frost. The best grades are selling slightly higher and are hard to get. There are a lot of half green and half frozen tomatoes coming in. Green tomatoes are coming in large quantities with demand very light.

Cabbage, barrel	2 25	2 50
Carrots, bag		1 35
Citron, doz.	0 60	0 75
Celery, Canadian, dozen	0 15	0 30
Corn, doz.	0 10	0 20
Mushrooms, 6 qt.		2 00
Onions—		
Spanish, crate 120 lbs.	4 60	4 75
Silver skin, pickling, 11-qt.	1 25	1 50
Peppers, green, basket	0 50	0 75
Red, 11-qt.		1 25
Potatoes—		
New Brunswick, Delaware, 90-lb. sacks	1 65	1 75
Sweet, New Jersey, hamper	1 60	1 75
Ontario, 90-lb. bags	1 50	1 65
Turnips, 11-qt. bkt.		0 40
Tomatoes, Canadian, 11-qt. basket	0 25	0 60
6-qt. basket		0 25
Green, 11-qt.	0 15	0 20
Watercress, 11-qt.		0 75
Parsley, 11-qt.		0 50
Vegetable marrow, 11-qt.	0 20	0 50

Lake Trout Dropped 1c Pound in Price

FISH.—There has been a better supply of salmon trout during the past week and this lake fish has in consequence become easier in price, now selling at 1c below the quotation of last week. The fall run of these fish is sending larger quantities to the market. White fish on the other hand has been scarce during the week. Western salmon has been in the market in good supply with the quality good. Halibut on the other hand has been in only fair supply with the price holding firm. Haddies have advanced 1c per pound during the week and are now quoted at 10c. There is a good supply of oysters in the market. Prevailing prices are slightly higher than last year but the commission men point out that it will undoubtedly work out to the satisfaction of all concerned as there is less liability of water being used when a fair margin can be had at slightly advanced prices. In the smoked fish the haddies, fillets and ciscoes are reported to be of extra good quality. The latter, the first to arrive in the market, are quoted at 12c per pound.

SMOKED FISH.	
Ciscoes, per lb.	0 12
Haddies, per lb., new cured	0 10
Haddies, fillets, per lb.	0 13
Digby herring, box	1 00
Smoked boneless herring, 10-lb. box	1 25
SHRIMPS, LORSTERS.	
Lobsters, medium and large, per lb.	0 50

Shrimps—	
1 gallon	1 25
2 gallons	2 40
4 gallons	4 60
FRESH SEA FISH.	
Halibut	0 16
Haddock, fancy, express, lb.	0 08
Steak, cod, fancy, express, lb.	0 10
Flounders, Maritimes	0 08

New York	0 10
Salmon, Western	0 17
FRESH LAKE FISH.	
Pike, lb.	0 08
Whitefish, lb.	0 13
Herrings, lb.	0 07
Lake trout	0 11
Oysters—	
Standards, gal.	2 00
Selects, gal.	3 00

Peels—		
Orange, lb.	0 17%	0 18%
Lemon, lb.		0 18
Citron, lb.		0 21%

MANITOBA MARKETS

WINNIPEG, Oct. 10.—Everything with one or two exceptions seems to be on the up-grade. Flour jumped 20c per barrel twice in succession last week, bringing the price of first patents to \$9 per barrel. There was a slight easing off in the wheat market last week-end, but if there is a decline in wheat, it is not expected to be heavy. Fish is on the up-grade too, on account of scarcity. Fresh salmon advanced to 16c, halibut to 14c, and mackerel went up to \$3.50 for 20-lb. kits. As was expected, poultry is now beginning to decline, fowl bringing 20c per lb.

A decline is noted in the price of live hogs, though, strange to say, pure lard took another jump this week, and is now on a 17 1/4c basis for tierces. Eggs and butter continue to go up, and dealers are beginning to draw on their storage stocks of eggs. No. 1 creamery butter is bringing 37c.

One of the most serious advances is in canned fruits and vegetables. New prices named by the canners on wax beans are staggering, and equally high prices are expected on tomatoes and corn this week. This is resulting in a big demand from the retail trade for old crop. Tomatoes are selling at \$3-3.25 and corn at \$2.25.

SUGAR.—The advance of 10c in sugar last week, and the small amount, was a great surprise to the trade. It was understood that this was due to difference of opinion among the refiners, some believing that a big advance was unwarranted, whereas another refiner considered that the first advance should have been 25c, and that to be on a parity with New York the advance should be 55c. As the buying season for preserving is pretty well over, it is hard to say what will happen now.

Sugar, Eastern—	Per cwt.
Standard granulated	8 10
Extra ground or icing, boxes	8 95
Extra ground or icing, bbls.	8 65
Powdered, boxes	8 75
Powdered, bbls.	7 85
Hard lump (179-lb. case)	9 05
Montreal yellow, bags	7 70
Sugar, Western Ontario—	
Sacks, per 100 lbs.	9 05
Halves, 90 lbs., per cwt.	8 50
Bales, 20 lbs., per cwt.	8 50
Powdered, 50s	8 70
Powdered, 5s	8 95
Icing, barrels	8 90
Icing, 50s	8 90
Cut loaf, barrels	9 00
Cut loaf, 5s	9 20
Cut loaf, 25s	9 20
Sugar, British Columbia—	
Extra granulated sugar	8 10
Bar sugar, bbls.	8 55
Bar sugar, boxes, 50s	8 65
Icing sugar, bbls.	8 65
Icing sugar, boxes, 50s	8 95
H. P. lumps, 100-lb. cases	9 05
H. P. lumps, 25-lb. boxes	9 25
Yellow, in bags	7 70

Trade Thinks

Syrups Are High

SYRUPS.—The trade are not expecting an advance in any syrups, thinking they are high enough. The trade are only buying hand-to-mouth. Molasses are unchanged, and brokers do not see an advance in sight.

Corn Syrup—	
2s, per case 2 doz.	3 18
5s, per case, 1 doz.	3 53
10s, per case, 1/2 doz.	3 43
20s, per case, 1/4 doz.	3 42
1/4 barrels, cwt.	5 05
B.C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, 1/2 doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes, 1/2 bbls., per gal.	0 70
New Orleans	0 37
New Orleans, tins, 24 x 2 lb. case, \$2.35; 24 x 3 lb.	

Expect 75% Delivery on Raisins

DRIED FRUITS.—The situation in California remains strong. Small prunes, especially 70 to 90, are almost a negligible quantity. Evaporated apples futures are stiffening, and Ontario packers do not appear to want to sell. Apricots are firmer in California; there is no change in peaches or pears. A cable from Greece puts currants in the super-luxury class. The trade are not anxious to do business with that country, as they are not sure when the goods will arrive. A telegram from California states that the Associated Raisin Co. have withdrawn all prices on new crop raisins on account of serious crop damage. A late wire states that buyers can only expect 75 per cent. delivery. New prices were higher this year than last, and it looks as though prices will be higher still.

Dried Fruits—		
Evaporated apples, choice, 50's	0 07 1/2	0 07 1/2
Evaporated apples, choice, 25's	0 08	0 08 1/2
Evaporated apples, 3-lb. cartons		0 30
Pears, choice, 25's		0 12 1/2
Apricots, choice, 25's		0 14 1/2
Apricots, choice, 10's		0 15 1/2
Peaches—		
Choice, 25-lb. boxes		0 08
Choice, 10-lb. boxes		0 09
Currants—		
Filiatras, wet, fresh cleaned	0 16	0 16 1/2
1 lb. package Amalias		0 16 1/2
2 lb. package		0 33 1/2
Dates—		
Hallowee, loose, per lb.		0 09
Hallowee, 12-oz. pkgs.		0 08 1/2
Raisins, California—		
16 oz. fancy, seeded	0 10	0 10 1/2
16 oz. choice, seeded		0 09 1/2
12 oz. fancy, seeded		0 08 1/2
12 oz. choice, seeded		0 08
Raisins, Muscatels—		
3 crown, loose, 25's		0 08 1/2
3 crown, loose, 50's		0 08 1/2
Raisins, Cal. Valencias—		
25-lb. boxes		0 09
50-lb. boxes		0 09 1/2
Prunes—		
80 to 100, 25s		0 08
80 to 80, 25s		0 10 1/2

Prices on Beans Vary Considerably

DRIED VEGETABLES.—There is considerable difference of opinion here as to what is going to happen in beans. Some state that prices on new crop are stiffening. A report states that Japs advanced 25c in the past ten days, probably due to demand. Asherofts are said to be high on account of frost there. On the other hand, it is stated there are good crops both in Japan and B. C., and that lower prices are expected. Ontario is reported to have only half normal crop, but the quality is said to be good. The crop in Michigan will be 75 per cent. of normal, which is much better than was at first anticipated. It is expected that fancy hand-picked Japs will sell for \$4.60, at least this is the opinion of one house. Prices on old crop vary considerably locally; some are selling for \$5.30 per bushel, whereas others are selling as low as \$4.75, claiming they have big stocks, and bought when the market was right.

Beans—		
Japanese white beans, bushel	5 00	5 30
Manchurian, bushel		4 65
California Lima Beans—		
50-lb. sacks		0 07 1/2
Barley—		
Pot, per sack, 96 lbs.		3 20
Pearl, per sack, 96 lbs.		4 30
Peas—		
Split peas, stock, 96 lbs.	5 50	5 75
Whole peas, bushel		3 30

Cheap Tapioca On The Way

RICE AND TAPIOCA.—The cheap tapioca does not seem to have arrived yet, but it is coming, and there will probably be a decline of a cent per lb. There is considerable difference in quotations to-day, some houses selling as high as 9c, while others are getting around 8c. Rice remains the same, and jobbers are not buying, although there may be some in the market next month. Most of them have bought up to March.

Jobbers Cannot Replace Stocks

CANNED GOODS.—There may be lower prices for old crop goods, but the price being asked for one jobber for tomatoes is \$3.25, and they are selling well at that figure. For corn he is asking \$2.25, for wax beans \$2.25, and for new standard peas \$2.55. It is expected there will be some cheap American peas on this market. Prices on tomatoes and corn are expected next week. Canned salmon is very firm, and jobbers are not inclined to push them, as they cannot replace their stocks, and their goods will be worth considerably more next spring.

(Continued on page 37.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Oct. 11.—Sugar advanced here 10c per 100 lbs. Flour has advanced 30c per barrel, with indications that further advances are likely.

Both the foregoing advances were noted in special despatches in last week's issue of CANADIAN GROCER (page 34-37), but arrived too late to be included in each individual market report.

Rolled oats have advanced 15c. Large cheese are now offered at 24c to 25c. Lard has advanced 1/2c. Threes are now quoted at \$10.80. There are no prospects of lower prices at present. Prunes are firm and higher prices seem to be assured. Evaporated milk has advanced 15c. Condensed milk has advanced 25c packet. Macaronis are up 10c per case. Peas and corn are now quoted: 2's, \$2.75. Creamery butter has advanced 1c per lb. Storage eggs are now quoted at \$10 case.

Beans, small white Japan, lb.	0 08 1/4
Flour, No. 1 Patents, 98s	4 70
Molasses, extra fancy, gal.	0 77
Rolled oats, 80s	3 20
Rice, Siam, cwt.	4 75
Sago and Tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	8 65
Cheese, No. 1 Ontario, large	0 24
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	10 80
Bacon, smoked backs, lb.	0 22
Bacon, smoked sides, lb.	0 24 1/2
Eggs, new-laid, doz.	0 40
Eggs, storage, case	10 00
Tomatoes, 3s, standard case	3 00
Corn, 2s, standard case	2 75
Peas, 2s, standard case	2 00
Apples, gals., Ontario, case	5 25
Strawberries, 2s, Ontario, case	5 50
Raspberries, 2s, Ontario, case	4 25
Peaches, 2s, Ontario, case	11 50
Salmon, finest sockeye, tall, case	5 00
Salmon, pink, tall, case	5 00

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Oct. 11.—Flour has advanced here to \$9. Rolled oats are now quoted at \$3.20. Bread has advanced following the many advances in the price of flour. Twelve months ago bread was quoted at 6 1/2c for a 24-oz. loaf. The price to-day is 8 1/3c. Sugar has again advanced to \$8.65. Cheese has advanced again, and is firm at 23 1/2c. Salmon pink is quoted at \$5 case. Salmon sockeye is quoted at \$10.20 case.

Beans, small white Japan, lb.	0 07 1/2
Flour, No. 1 patents, 98s	8 75
Molasses, extra fancy, gal.	0 75
Rolled Oats, 80s, basis	3 05
Rice, Siam, lb.	0 04 1/4

Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.	8 65	8 65
Cheese, No. 1, Ontario, large	0 23 1/2	0 23 1/2
Butter, creamery, lb.	0 28	0 28
Lard, pure, 3s, per case	10 20	10 20
Bacon, smoked backs, lb.	0 25	0 25
Bacon, smoked sides, lb.	0 26 1/2	0 26 1/2
Eggs, No. 1	0 27	0 27
Eggs, storage	0 35	0 35
Tomatoes, 3s, standard case	3 00	3 00
Corn, 2s, standard case	2 50	2 50
Peas, 2s, standard case	2 50	2 50
Apples, gals., Ontario, case	1 85	1 85
Strawberries, 2s, Ontario, case	5 50	5 50
Raspberries, 2s, Ontario, case	5 50	5 50
Peaches, 2s, Ontario, case	3 45	3 45
Salmon, finest sockeye, tall, case	10 20	10 20
Salmon, pink, tall, case	5 00	5 00

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Oct. 11.—The market has been very active during the past week. Prices have soared on many staple lines. The weather of the past week has been more favorable for threshing, which has been resumed in some districts. Less than 30 per cent. of the crop of the province is threshed. Potatoes are firm at 85c, and quantities are being shipped East. A 10c advance has taken place in sugar, making local quotations \$8.44. Creamery butter is up to 36c. Eggs are firm at last week's prices. A 25c advance has taken place in lard, making the prices locally as follows:—3's, \$11; 5's, \$10.95; 10's, \$10.90; 20's, \$10.75. Flour has advanced 15c to \$4.70 for 98's. Rolled oats—Robin Hoods are quoted at: 40's, \$1.57 1/2; 80's, \$3.10; bails, \$3.45; 20's, 81 1/4c. New prices issued on canned goods make tomatoes \$4.25 and corn \$2.85. Prunes—90-100's are now quoted at 9 3/4c. Canned milk, all brands, are up 15c to 20c. Seeded raisins, 16-oz., choice, are quoted 10 3/4c; 12-oz., fancy, 8 3/4c; 16-oz., fancy, 11c.

Beans, small white Japan, bush.	4 55
Flour, No. 1 patents, 98s	4 70
Molasses, extra fancy, gal.	0 71
Rolled oats, 80s, Victor and Robinhood.	2 85
Rice, Siam, cwt.	4 35
Sago and tapioca, lb.	0 08 1/2
Sugar, pure cane, granulated, cwt.	8 44
Cheese, No. 1 Ontario, large	0 23 1/2
Butter, creamery, lb.	0 36
Lard, pure, 3s, per case	11 00
Bacon, smoked backs, lb.	0 28
Bacon, smoked sides, lb.	0 30
Eggs, new-laid	0 38
Eggs, storage, No. 1 and No. 2.	0 35
Tomatoes, 3s, standard case	4 25
Corn, 2s, standard case	2 85
Peas, 2s, standard case	2 81
Apples, gals., Ontario	1 88
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	5 43
Peaches, 2s, Ontario, case	3 75
Salmon, finest sockeye, tall, case	10 85
Salmon, pink, tall, case	7 85

John McCarthy who was for 30 years the superintendent of the Canada Sugar Refinery Company, of Montreal died last week in that city. Mr. McCarthy

only retired from active work in 1914 although he was at that time 79 years of age. He was a native of Quebec City and was a brother of Michael McCarthy also a superintendent of the Canada Sugar Co. and of J. P. and James McCarthy of the Grand Trunk for which road the last named is superintendent of the passenger car building department.

MANITOBA MARKETS

(Continued from page 36.)

Apples Now

Selling Freely

FRUIT AND VEGETABLES.—Quebec apples are now selling freely on the following basis:—Wealthys, St. Lawrence and Alexander's No. 1's, \$5-6, and No. 2's, \$4.50 to \$5. B. C. McIntosh Reds are bringing \$2.50 and \$2.25. Wealthys in economy crates are quoted \$1.50-1.75. Washington cantaloupes, standards, \$4, and flats, \$1.75. Grapefruit is selling for \$9. Tokay grapes are now \$2.50. Valencia oranges, \$5.25-6. Local potatoes in ear lots bring 65-70c.

Fresh Fruits—

Apples—	
Ontario Falls, No. 1	6 00
Ontario Falls, No. 2	5 00
McIntosh Red, No. 1	2 50
McIntosh Red, No. 2	2 25
Wealthys, No. 1	2 25
Wealthys, No. 2	2 00
Bananas, lb.	0 04 1/2
Cantaloupes, crate	4 50
Grapefruit, case	9 00
Grapes, Tokays	2 25
Valencia oranges, case	5 25
California lemons	9 50
Peaches, crate	1 25
Crab apples, box	1 25
Prunes, Italian, 4 basket	1 50
Prunes, Italian, peach boxes	1 10
Vegetables—	
B.C. potatoes, new, lb.	0 01 1/4
R.C. onions, 100-lb. crates	3 00
Spanish onions, case	1 50
Tomatoes, Ontario, 11-qt. basket	0 75

Scarcity of Fish

Is Predicted

FISH AND POULTRY.—Dealers report that everything in the fish line is going to be scarce this fall. The pickerel catch has been a failure, and the price this week jumped a cent to 10c per lb. Halibut has gone up to 14c, and is going to be very hard to get. Fresh salmon is up to 16c. Mackerel is now bringing \$3.50 in 20-lb. kits. Poultry is tending down, fowl to-day being quoted 20c.

Fish—

Fresh salmon	0 16
Fresh halibut	0 14
Lake Winnipeg whitefish	0 10
Fresh finnan haddock	0 11
Kippers, per box	2 00
Fresh lake trout, per lb.	0 12
Bloaters, per box	2 00
Salt mackerel, 20-lb. kit	3 50
Pickerel, lb.	0 10
Poultry, Live—	
Fowl	0 20
Roasting chickens, lb.	0 25



FLOUR AND CEREALS



Flour Prices Up And Going Up

**Absolute Firmness Characterises the
Whole Market Steadily.**

Montreal

FLOUR AND FEEDS.—Not merely firmness, but rising prices prevail still in the flour market, and there are predictions in plenty that by the end of the present week of issue further increases will be found in flour. Since last issue flour went up 30 cents, making First patents \$9.40.

This 30c advance was reported on page 37 of CANADIAN GROCER last week.

Already the ten dollar quotation is in sight, in the opinion of more than one. The bakers have advanced the price of bread, and with reasonable justification as representatives of large milling concerns consider. Millers operating on small margins of profit and experiencing an immense demand, count their consciences well clear of the charge of helping grind the face of the poor. The price of wheat is declared principally responsible for the situation, and adverse crop reports even more than allied army demands, are held responsible for the enhanced price of wheat. Feeds remain firm as ever but at quotations of last week. Demand for these is apparently determined to go on growing, the approach of winter of course accounting for this.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	9 40
Second patents	8 90
Strong bakers	8 70
Winter Wheat Flour—	Car Small
Fancy patents	lots 8 00
90 per cent., in wood	lots 8 25
90 per cent., in bags	7 25 7 50
Bran, per ton	3 40 3 50
Shorts	28 00
Special middlings	30 00
Feed flour	31 00 35 00
Feed oats, per bushel	38 00 40 00
	0 68

CEREALS SHOW A STEADY FIRMNESS

Montreal

CEREALS.—Corn flour is easier priced at \$3, than in previous quotations which ran from \$3.00 to \$3.25. The \$3 price is available over the market this week but firmness is the tendency. Graham flour will be found quoted firmer, in sympathy with the flour market, which may firm up further before this

finds publication. Wheatlets also are firmer along with First Patents on the flour market, so also with whole wheat flour. Rye flour is a shade firmer. Barley is firm, and rolled oats went up by 20 cents a barrels in some quarters, the price of oats generally being very firm.

Barley, pearl, 98 lbs.	4 85
Barley, pot, 98 lbs.	3 80
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	3 00
Cornmeal, yellow, 98 lbs.	2 85
Graham flour, 98 lbs.	4 45
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 70
Oatmeal, standard, 98 lbs.	3 00
Oatmeal, granulated, 98 lbs.	3 70
Peas, Canadian, boiling, bush.	3 00
Rolled oats, 90-lb. bags	3 20 3 50
Rolled wheat, 100-lb. bbls.	3 50
Rye flour, 98 lbs.	3 30
Whole wheat flour, 98 lbs.	4 45
Wheatlets, 98 lbs.	4 70

Flour Holds At New High Level

**Submarine Activities Caused Temporary
Weakness in Wheat Market But
Market Came Back Strong—
First Patents Now \$9.50.**

Toronto

FLOUR.—Flour holds firm at the high level reached last week of \$9.50 per barrel in less than car lots for first patents and \$9.30 in car lots. Wheat prices at the time of writing were holding firm, although there was a temporary weakness in the wheat market in American centres due to the activities of the German submarines in New England waters. But at the close of the market on Monday wheat prices rallied and closed firm. Mill men are of the opinion that the temporary scare caused by the submarines will not have a permanent affect on the market and that the present high prices are likely to hold for the immediate future at any rate. The British Government is reported a heavy buyer of wheat and this had a firming tendency. There has been a good demand for flour during the week. Sensational advances took place in Ontario winter wheat during the week. In high patents there were advances in all that totalled 80c per barrel. The best grade is now selling at \$8.50, as compared with \$7.80 at the time of the writing of report last week. Second patents in Ontario flour are quoted at \$8.20 in small lots and \$8 in car lots. Millers are inclined to look for even higher prices in the face of possible increased insurance

and freight rates as a result of the submarine menace.

Manitoba Wheat Flour—	Small lots, per bbl. of 2 bags	Car lots
First patents	9 50	9 30
Second patents	9 00	8 80
Strong bakers	8 80	8 60
Ontario Winter Wheat Flour, 90 per cent.—		
High patents	8 50	8 00
Second patents	8 20	8 00

ROLLED OATS AND CORNMEAL ADVANCES

Toronto

CEREALS.—In sympathy with the firmness in the price of corn cornmeal has advanced 10c per 98-lb. bag during the week. Standard oatmeal and granulated oatmeal have also shown a firmness and are now selling at 2½c advance. Rolled oats are quoted at \$3.25 to \$3.40 per bag, which represents an advance of 10c per bag. Whole wheat flour made an advance of 25c per 98 lb. bag and is now selling at \$4.35 to \$4.55. Wheatlets are also up in price, the range quoted being \$4.65 to \$4.85. There has been a strong demand for cereals, particularly pearl barley. There is a firmness throughout the cereal market, due to the scarcity of the cereal crop.

Barley, pearl, 98 lbs.	5 00	5 60
Barley, pot, 98-lbs.	4 00	4 25
Beans, prime	5 00	5 25
Buckwheat grits, 98 lbs.	4 50	4 80
Corn flour, 98 lbs.	3 00	2 85
Cornmeal, yellow, 98 lbs.	2 85	4 35
Graham flour, 98 lbs.	4 25	4 35
Hominy, granulated, 98 lbs.	3 00	3 00
Hominy, pearl, 98 lbs.	3 00	3 00
Oatmeal, standard, 98 lbs.	3 85	3 85
Oatmeal, granulated, 98 lbs.	3 85	3 85
Peas, Canadian, boiling, bush.	3 00	3 45
Rolled oats, 90-lb. bags	3 25	3 75
Rolled wheat, 100-lb. bbls.	3 20	3 75
Rye flour, 98 lbs.	3 00	3 20
Whole wheat flour, 98 lbs.	4 35	4 55
Wheatlets, 98 lbs.	4 65	4 85

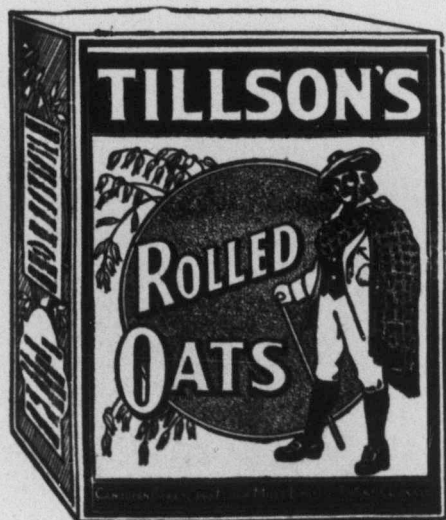
MILLFEEDS CONTINUE THEIR UPWARD CLIMB

Toronto

FEEDS.—There was a continuation of the upward tendency in mill feed prices during the week with a further advance of \$1 per ton recorded in all grades. Bran is now quoted at \$28 to \$30, shorts at \$30 to \$32, and special middlings at \$33. Millers continue for the most part to draw the line at selling straight carloads of millfeeds, stipulating that there must be at least 100 bags of flour to 300 bags of feed. The demand has been good with little prospect of a diminution in the amount likely to be consumed.

Mill Feeds—	per ton
Bran	28 00 30 00
Shorts	30 00 32 00
Special middlings	33 00 35 00
Feed flour, per ton	45 00 48 00
Ontario oats, outside points	6 50 6 85

(Continued on page 42.)



A trio of solid business builders

—three quality cereals that in every way live up to the inimitable Tillson Standard.

Stocking these proven sales-builders will appreciably add to your turnover. Dealers everywhere declare that the demand for Tillson's is not confined to any particular part of the year, but that these wholesome food products are steady year-round sales producers.

Tillson's Rolled Oats

Tillson's "Scotch" Fine Cut Oatmeal

Tillson's "Scotch" Health Bran

Don't confound our cereals with inferior lines. We stand back of every one of our products and our reputation has been built by maintaining a uniform quality, regardless of price. Ask about our snappy, Free Window Displays—a big help towards quick sales. Drop a card to-day.

Canadian Cereal and Flour Mills Co., Limited

TORONTO

CANADA

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

Location of the Provision Department

This Varies With Different Stores—Some Men Devote Much Space to It—Some Others are Handicapped—The Wisdom of Keeping Produce and Provisions Together and Their Accounts Separate From Those of General Groceries

As one goes up and down the country, seeing various grocery stores, it is interesting to see the various methods adopted by various grocers in handling provisions, particularly with regard to where their departments are located. It is perhaps true that a large percentage of grocers do not have, for some reason or other, a regular provision department. This is unfortunate, for most of them recognize the necessity for having a really good provision department, if they had the space and facilities. Different grocers, however, have different difficulties to contend with, and, therefore, they have different methods to meet them. Many grocers have butter and eggs as miscellaneous groceries, and do not have any special place for them, although so far as storing them is concerned, they endeavor to keep the butter cool and sweet by some system of refrigeration. In these cases, bacon and cooked meats, where the latter are handled to any extent, are usually kept on the counter by themselves. Almost every grocer endeavors to take care of good arrangement for keeping his provisions fresh and appealing and quite sanitary, but in some stores he is not able to do any too much along this line.

Half the Store

One store which the writer knows has a provision department which takes one-half of the entire store. This consists of one long enamel counter with a glass front and the refrigeration of which is complete. In this, since the front is transparent, are displayed butter and eggs, cooked meats and bacon. Poultry is sometimes handled here, too, and displayed in this case. The top is enamel, and not only is sanitary and clean and cool, but gives the customer this three-fold impression. It is a great thing to convince the customer, not only by telling him or her so, but also by appealing to eyesight that your goods are kept always fresh and entirely sanitary.

Perhaps, where there is a special provision department in a store, it is most commonly found right at the end of the store, facing the door. This is usually the place in which the cabinet re-

frigerator stands. This makes a good piece of store furniture to look at, and is also out of the way and not taking up space which is necessary for other things. At the same time, it is in the store, and therefore reasonably near.

In still other stores which the writer knows the provision department is entirely outside of the store. For instance, a Sarnia grocer has a provision department right at the back of his ordinary store. He has to pass through a door to get to it. It consists of a fairly expansive vault, and gives ample room for storing all provisions and produce. Nevertheless, as this grocer admitted to CANADIAN GROCER recently, he would rather have a provision department right in the store if this could have been managed. He figures that he wastes time trailing to and fro between the store and the refrigerator.

CANADIAN GROCER has always favored the idea that provisions and produce should be run together in one de-

partment. Butter and eggs, ham, cooked meats, bacon and poultry—all these are one department. Week by week this paper has a series of reports of produce and provisions all grouped together under one department. It is better that the grocer should have a provision department, and not only have all his goods grouped together in one place, but also all his accounts for his provision and produce department kept separately from his miscellaneous and general trade. He is then able at any time to find out exactly what business he is doing in provisions, and what proportion it is of his general trade.

The illustration on this page shows a somewhat forcible way of reminding a customer that the store handles ham and bacon. Probably this picture could be found to be an actual representation of scores of stores, particularly in the smaller centres. The old familiar sign of the ham hanging from the ceiling is one that many country stores display.

As a matter of fact, for all it is not as modern as the newer method of displaying goods, it is probably very effective. No man who came in such contact with a ham as this picture depicts could remain in ignorance of the fact that this store sold ham.



EMPLOYER RESPONSIBLE FOR WAR TAX INFRAC-TIONS

A judgment handed down by Mr. Justice Cross in the Appeal Court of the King's Bench Division at Montreal on Sept. 28 reverses a previous decision of the Magistrates' Court in a case involving a clerk's neglect to affix a war tax stamp to a bottle of medicine sold in the absence of the proprietor. The importance of the decision lies in the fact that the employer is thus made responsible for the employee's neglect in cases involving war stamps as is already the case in a number of other transactions.

J. H. Magor, of Magor, Son & Co., Montreal, has returned from a business trip to the Old Country.



PRODUCE AND PROVISIONS



Hogs Go Lower Pork Goods Firm

Lard Shows Especially Firm Trend Due to Shortage of Supply.

Montreal

PROVISIONS.—The market for live hogs is a shade easier, and packers are evidently expecting that in the course of a few weeks when deliveries increase, prices will be still lower. The general demand for all lines of pork products is good. There is a good home demand, and also a brisk export demand. Shortage of supplies has produced an exceedingly firm market condition as regards lard. Thanksgiving Day supplies were laid in abundantly, but business during the week kept good. In the provision trade, however, there was some feeling of slight sluggishness as regards collections attributed by one head of a large firm as due to prevalence of the high price tendency in so many lines.

Comment in the provision market was universally concerned in regard to the serious fire in the Flavelle Cold Storage at Lindsay, and the effect of this fire on supplies is bound to be felt, in opinion of many merchants.

Hams—			
Medium, per lb.	0 25	0 25½	
Large, per lb.	0 23	0 23½	
Bacon—			
Plain	0 26	0 26	
Boneless, per lb.	0 27	0 30	
Bacon—			
Breakfast, per lb.	0 25	0 29	
Roll, per lb.	0 20	0 21	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, ton lots	0 18	0 19	
Long clear bacon, small lots	0 18½	0 19½	
Fat backs, lb.	0 17	0 18	
Cooked Meats—			
Hams, boiled, per lb.	0 37	0 38	
Hams, roast, per lb.	0 36	0 37	
Shoulders, boiled, per lb.	0 30½	0 31½	
Shoulders, roast, per lb.	0 31	0 31½	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 17½	0 17½	
Tubs, 60 lbs.	0 17½	0 18	
Pails	0 18½	0 18½	
Bricks, 1 lb., per lb.	0 19½	0 19½	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 14½	0 14½	
Tubs, 60 lbs.	0 15½	0 15½	
Pails, 20 lbs., per lb.	0 14½	0 15	
Bricks, 1 lb., per lb.	0 15½	0 16	
Hogs—			
Dressed, abattoir killed		18 00	
Live, F.O.B. Montreal off cars	11 65	11 75	

EGG EXPORTS GREAT RECEIPTS SMALL

Montreal

EGGS.—Nothing outstanding affected the market for eggs in actual price or price tendency during the week, but there was a marked falling off in receipts. The market keeps steady with a good local demand, and still considerable export enquiry. Shipments of eggs

to Great Britain are very large and during the next month just before navigation closes there will be even heavier exports of eggs. Prices quoted are as under.

EGGS—		
New-laid, cartons	0 45	
New-laid, ex cartons	0 46	
Selects	0 38	
Number 1	0 34	

PLENTY OF POULTRY SUPPLIES RECEIVED

Montreal

POULTRY.—Deliveries of poultry for Thanksgiving week were exceptionally heavy with local demand reported to be very satisfactory. Any surplus from Thanksgiving business was found amongst cold storage produce during the week. The quality of poultry supplies generally has been improving, but merchants had still to complain of deliveries of poor seraggy No. 2 poultry, which would have been far better and more marketable if kept two weeks more under crate feeding. Poultry prices are unaltered from last week.

Fowl—		
Chickens, milk-fed, crate fattened, lb.	0 18	
Live fowls	0 12	0 15
Old roosters	0 12	
Broilers	0 15	0 16
Roasting chickens	0 17	
Young ducks	0 13	
Live ducks, old	0 11	
Turkeys (old toms, dressed), lb.	0 25	

BUTTER AND CHEESE ARE BOTH VERY FIRM

Montreal

BUTTER AND CHEESE.—Butter and cheese are both in a very firm market, with prices asked by producers steadily increasing, and local demand brisk enough to put export enquiry in the background temporarily. Prices of butter are at present too firm and high to facilitate export business. For large orders, finest creamery butter has been bringing 38¼ or 38½ cents, and retailers taking smaller quantities have had to pay 40 cents and over. Local supplies are considered sufficient, and deliveries of butter to Montreal still bulk large. Cheese is making high price history for its market at present, prices in the country going firmer even than last week. No less than 21 13-16c was bid at Peterboro, and exporters are buying cautiously at these tall figures only supplies to meet actual orders, so that there is rather less drain on available supplies for the trade in Canada. Still the combined export and home trade demand is in excess of production.

Butter—		
Creamery, prints	0 40½	
Creamery, solids	0 40	
Dairy prints, choice, lb.	0 34	0 37
Dairy prints, lbs., in tubs	0 33	0 35

Live Hogs Easier In Price By 50c

Good Supplies Reaching Market Sent Prices Downward—Dressed Hogs Are Firmer by 50c—Cooked Meats Down 1c

Toronto

PROVISIONS.—Live hogs are easier in price by approximately 50c per hundred over the prices quoted last week. Live, fed and watered, are quoted at \$10.90 per 100, while off cars the price paid is \$11.15. There is a slightly easier tone in the market for cooked meats as a result of the conditions in the hog market. Cooked hams and shoulders are now down in price 1c per pound. Pure lard is slightly firmer in price, being quoted ¾c up. There was a good run of supplies with a heavy demand for provisions of all kinds during the week.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18½
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17½	0 17½
Tubs, 60 lbs.	0 17½	0 18
Pails	0 18½	0 18½
Bricks, 1 lb., per lb.	0 19	0 19½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14	0 14½
Tubs	0 14½	0 14½
Pails, 20 lbs., per lb.	0 14½	0 14½
Bricks, 1 lb., per lb.	0 15½	0 15½
Hogs—		
Dressed, abattoir killed		17 50
Live, fed and watered		10 90
Live, off cars		11 15
Live, f.o.b.		10 75

BUTTER IN SIGHT IS INSUFFICIENT FOR NEEDS

Toronto

BUTTER.—The price of butter has held very firm during the week, although actual advances were not recorded in creamery prints. There were slight advances, however, in creamery solids of 1½c per pound. Dairy prints were also stronger, while dairy prints in the second grade sold at 34c to 35c, which was also an advance of 2c. The export market in butter continues good. A firming tendency in the butter, cheese and egg market was the burning of Flavells, Ltd., at Lindsay, Ont., during the latter

part of last week, when a stock approximately of the value of \$400,000 went up in smoke. There seems small prospect of easier butter prices.

Creamery, prints	0 39	0 41
Creamery, solids	0 38½	0 39½
Dairy prints, choice, lb.	0 37	0 39
Dairy prints, lb.	0 34	0 35
Strong bakers	0 32	0 34

CHEESE PRICES STRONG AND DEMAND STILL GOOD

Toronto
CHEESE.—Cheese prices held strong during the week, although advances were not recorded. Sales at some of the boards in Ontario were recorded as high as 22c per pound. The demand continues heavy with a steady volume of export business. Cheese is also one of the commodities that can hardly be expected to have easier prices as long as the war continues. It is one of the staple food commodities for the soldiers.

Cheese—

Cheese, large, per lb.	0 21½	0 22½
New, twins, per lb.	0 22½	0 23
Triples, per lb.	0 23	0 23
Stilton, per lb.	0 23½	0 23½

STORAGE EGGS ARE NOW MAIN SOURCE OF SUPPLY

Toronto
EGGS.—With the failure of sufficient numbers of fresh eggs to reach the market storage eggs are now filling the needs of consumers almost exclusively. The hens have either stopped working or the dealers at country points are holding up shipments for better prices. There has been a good export demand. Many Ontario commission men attended the convention of commission men in Chicago this week. It is expected firmer prices will prevail as the result of their deliberations. No advances were recorded during the week.

Eggs—

New laids, cartons	0 43	0 45
No. 1 storage, ex-cartons	0 35	0 36
Selects, extras	0 37	0 38

TURKEYS WERE SCARCE FOR THANKSGIVING DAY

Toronto
POULTRY.—There were very few turkeys in the market for the Thanksgiving trade. Those that did come out of the bush sold as high as 40c per pound at the retail stores. Thanksgiving coming so early hardly gives the turkeys a chance to wax fat enough for the toothsome dinner. People for the most part had to be content with chickens, ducks and geese. There were goodly numbers of these sold. Turkeys have not been a large crop this year due in large measure to the wet weather in spring. Following are the prices being paid by Toronto commission men fowl at Toronto:

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

HONEY PRODUCERS SHOW DISPOSITION TO SELL

Toronto
HONEY.—There is a disposition on the part of producers to unload their honey, quite a number of inquiries are now being received by commission men for prices they are prepared to pay. There have been no large consignments reach the market as yet. Commission men are inclined to turn a more attentive ear to the prices asked by the producers. Honey is retailing at slightly firmer prices.

Honey—

Clover, 5 and 10-lb. tins	0 11½	0 13½
60-lb. tins	0 11	0 12½
Comb, No. 1, doz.	2 40	2 75

Hogs Decline On Heavy Shipments

Butter Scarce At Advanced Price—Egg Receipts Light.

Winnipeg—
PRODUCE AND PROVISIONS.—There was a further decline in hogs last week, and the market now stands at 10.00. There will be further declines if receipts continue heavy. There is now quite a sprinkling of spring hogs coming in, which is the beginning of the fall run. Provisions prices are unchanged, but there is another advance in pure lard, which took place in sympathy with the Eastern Canada and American markets. Lard is now on a basis of 17¼c tierces. Compound lard did not change. Creamery butter is advancing again, the price to-day for No. 1 being 37c. Butter is very scarce. No. 1 candled eggs are to-day 33c, and cartons 36c. Receipts are very light, and some firms are drawing on their storage stocks. Cheese is selling at 23c and 23½c.

Hams—

Light, lb.	0 23	0 24
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22

Bacon—

Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.	0 27½	0 27½
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23

Dry Salt Meats—

Long clear bacon, light	0 16½	0 16½
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Barrelled Pork—

Mess pork, hbl.	34 00	34 00
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Lard, Pure—

Tierces	0 17½	0 17½
Pails	3 87½	3 87½
Cases, 10s	10 85	10 85
Cases, 5s	10 80	10 80
Cases, 3s	10 95	10 95
Cartons	0 18½	0 18½

Lard, Compound—

Tierces	0 13½	0 13½
Tubs, 50s, net	6 86	6 86
Pails, 20s, net	2 85	2 85

Butter—

Fresh made creamery, No. 1 cartons	0 37	0 37
Creamery, No. 2	0 35	0 35
Best dairy	0 30	0 32
Regular dairy, in tube	0 28	0 28
Cooking	0 28	0 28

Fresh Eggs—

Extras, in cartons	0 34	0 34
No. 1's, cases	0 33	0 33

Cheese—

Ontario, large	0 27	0 27
Ontario, twins	0 23½	0 23½

Patrick Burnet et Frere, Montreal, have succeeded their father in the business. Mr. Burnet senr. having passed in September.

FLOUR AND CEREALS
(Continued from page 38.)

Flour and Feeds Firm at High Prices

Flour Mills Oversold—Country Dealers Booking Heavily—Feed Wheat Moving Freely.

Winnipeg—
FLOUR AND CEREALS.—First patents are quoted at 9.00, following the two advances of last week. Wheat closed a little lower last weekend due to better deliveries, but at present there is no indication that the market will decline to any extent. All flour mills are oversold, and are booking for prompt shipment, i.e., fifteen days—not immediate shipment. Country dealers are booking heavy, and cannot get flour fast enough to supply the consumer demand. Evidently the housewife is reconciled to the high prices. As far as the country consumer is concerned, that is, the farmer, he can afford to pay the higher price as he is getting high prices for the raw material. Rolled oats advanced to 2.75, and there are indications of still higher prices. Feeds are still on a firm basis, bringing \$24 for bran, and \$26 for shorts and middlings. Feed wheat is moving forward to the head of the lakes freely, and is being bought up at a cent premium over the ruling option of wheat. So far feed wheat is now affecting the feed market.

Flour—

Best patents	9 00
Bakers	8 75
Clears	7 80
XXXX	6 80

Cereals—

Rollod oats, 80 lbs.	2 75
Rollod oats, pkgs. family size	3 90
Oatmeal, standard and gran., 95 lbs.	3 10
Cornmeal, 95 lbs.	3 00

Feeds—

Bran, per ton	24 00
Shorts, ton	26 00
Middlings, ton	26 00
Mixed chop, ton	36 00

TRADE WITH SIBERIA

L. L. Wilgress, the new Canadian Trade Commissioner at Omsk, Siberia, has discovered an opportunity for inaugurating a direct trade with Siberia in Canadian canned and dried fruits. It would appear that before the war a quantity of dried apples from California and Australia were being shipped each year to the Siberian market through the medium of Hamburg houses. It is therefore thought that it might now be possible to develop a direct trade with the countries from which these fruits originated. The Russians are very fond of fruit and the consumption of apples in the chief centres of Siberia is large. The bulk of the supplies for this market comes from Turkestan, but as this fruit is not always of a high quality, the more well-to-do Russians are willing to pay a higher price for apples and other fruits of a better grade.



Grocers of Canada

The broadest, strongest plan of real co-operation between the grocer and the manufacturer is the Armour plan. Our object is to make it easy for you to win, hold and multiply customers for the famous Armour brands of Quality Products. No efforts are spared to help you sell what we sell you. And what a line we provide!

Armour's
Veribest
TRADE MARK

**Ham, Bacon, Lard, Butter,
Eggs, Canned Meats and
Fish, Grape Juice, Soups,
Ketchup, etc.**

It will pay you to handle this Quality Product line, identified by the Armour Oval Label in blue and yellow. This oval is a trade-mark and grade-mark—known and trusted through all America. It is a real salesman.

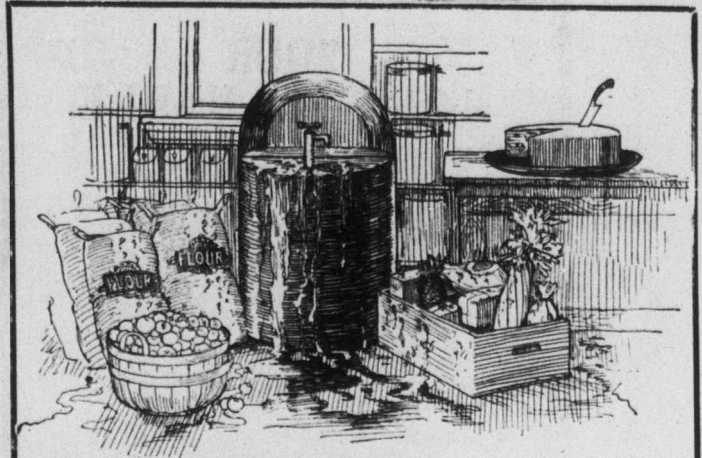
A big collection of Store Signs and advertising material is at your service. Ask the Armour salesman or write us direct.

ARMOUR AND COMPANY

HAMILTON

ONTARIO

M-702



You Can't Afford this—

The old-style tank with its jigger pump reduces your profits by leakage, makes your store "oily" and "smelly" and causes a disgruntled customer every time you deliver any groceries that taste of coal oil. If you are still using this method of handling kerosene you could easily pay for a

BOWSER
ESTABLISHED 1885

Self-Measuring Outfit

with what it's costing you to do without it.

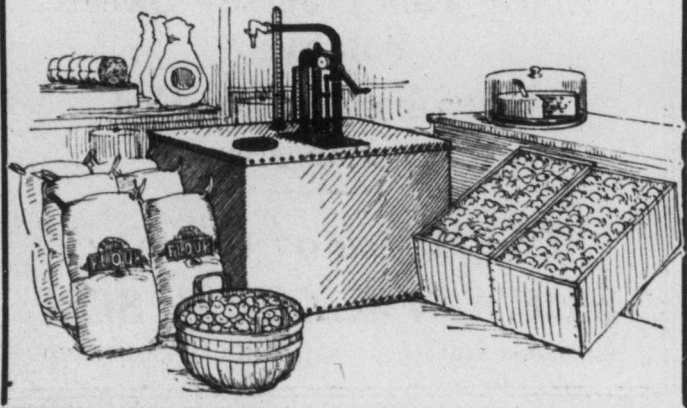
The Bowser Outfit cuts off the flow of oil as soon as you stop pumping; it does not drip; it positively prevents evaporation; you save the oil and the foods; there's no oily smell; no dirty, oil-soaked floors; no odor—you get all your profit. The Bowser Outfit does away with the nasty oily measure and funnel—no necessity for washing your hands after every sale. You hang the customer's can on a clean nozzle and pump any pre-determined quantity.

We make outfits for floor use (as shown below) or you can have the tank installed in the basement and place the pump any place you want it upstairs.

There's money in handling kerosene if you handle it right—and the right way to handle it is with a Bowser Outfit.

S. F. BOWSER & COMPANY, Inc.
TORONTO, ONTARIO

Sales Offices in all Centres and Representatives Everywhere



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

YOUR MOST VALUABLE ASSET

is a satisfied customer, and satisfied customers are the rule where **WONDERFUL SOAP** is displayed.

For years this truly wonderful cleaner has given unqualified satisfaction to housewives everywhere. It is made to clean thoroughly without injuring the most sensitive skin or the most delicate fabric.

Write now for trial supply.

GUELPH SOAP CO., Guelph, Ont.



Seasonable Goods

NOW ARRIVING

OYSTERS

H. C. ROWE & CO.'S
Celebrated Deep Sea Long Island
Sound Oysters.

Scotch Finnan Haddies
from best curers

**Extra Fancy Jersey Sweet
Potatoes**

**Extra Fancy Cape Cod
Cranberries**

The House of Quality
HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

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

DOMINION CANNERS, LTD. JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

	Screw Top Glass Jars 16 oz. glass 2 doz. case Per Doz.
Apricot	\$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

CATSUPS—In Glass Bottles

	Per doz.
1/4 Pts. Delhi Epicure	\$ 1 20
1/4 Pts., Red Seal, screw tops	1 00
1/4 Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

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

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67 1/2
1's Baked Beans, Plain, 4 doz. to case	0 82 1/2
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

Family, Plain, \$1.40 doz.; Family, Tomato Sauce, \$1.45 doz.; Family, Chili Sauce, \$1.45 doz.; 3's, Plain, Flats, Aylmer only, \$1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Plain, Tall, \$1.95 doz.; 3's, Tomato Sauce, \$2 doz.; 3's, Chili Sauce, \$2 doz. The above 2 doz. to case, 10's, 1/2 doz. per case, for hotel and restaurant use (gals.), \$5.75 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10 1/2 oz. Glass Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pall	0 53
5's Tin, 8 pails in crate, per pall	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pall only, per lb.	0 12

BLUE

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

CEREALS

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

COCOA AND CHOCOLATE THE COWAN CO., LTD.

	Per case
Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

WAGSTAFFES'

the best

Hello!

The Jolly
Mincemeat
and Plum
Pudding
Season
is here again



Wagstaffes'
Always De Luxe

Mr. Grocer:

Get your order in quick. Prices are likely to change any date owing to the Dried Fruit Situation.

Your **Mincemeat** and Plum Puddings need to be bought right.

WAGSTAFFE LIMITED
HAMILTON, CANADA

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



KEYSTONE BRAND

Horse Brushes and Stable Brushes

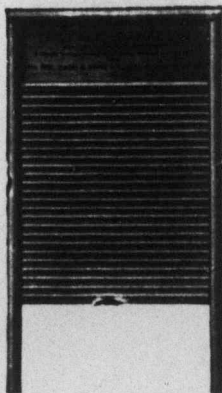
Carry the "Keystone" line and protect your profits and ensure repeat demand.

Our "Dandy" Brushes are of extra tough material, fastened with steel wire into solid one-piece hardwood backs. That is the kind of brush a stableman needs—a brush that will stand up under any amount of hard treatment.

Write for prices, etc., to
STEVENS-HEPNER CO., Limited
 Port Elgin, Ontario

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

The New All-Canadian, All Wooden Washboard—A serviceable, long-wearing washboard retailing at 20c.



A splendid new line which is proving immensely popular. Zinc and Aluminum washboards are out of the question owing to the high prices of these materials.

Cane's New All-Canadian, All-Wooden board satisfactorily fills the want thus created. This new washboard gives your customers even better service than the old zinc or aluminum lines and at much less cost.

The New All-Canadian board is built for long wear—the rubbing surface being made from specially selected Canadian hardwood. A trial order will prove worth while to you. Send it in to-day.

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

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

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans. \$6 95	
Reindeer Brand, each 48 cans 6 70	
Silver Cow, each 48 cans... 6 15	
Gold Seal, Purity, each 48 cans	6 00
Mayflower Brand, each 48 cans	6 00
Challenge, Clover Brand, each 48 cans	5 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 60
Jersey Brand, Hotel, each 24 cans	4 60
Peerless Brand, Hotel, each 24 cans	4 60
St. Charles Brand, Tall, each 48 cans	4 70
Jersey Brand, Tall, each 48 cans	4 70
Peerless Brand, Tall, each 48 cans	4 70
St. Charles Brand, Family, each 48 cans	4 10
Jersey Brand, Family, each 48 cans	4 10
Peerless Brand, Family, each 48 cans	4 10
St. Charles Brand, small, each 48 cans	2 00
Jersey Brand, small, each 48 cans	2 00
Peerless Brand, small, each 48 cans	2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	\$4 80
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans. 4 50	
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.
WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

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

ENGLISH BREAKFAST COFFEE.

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

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESNTATION COFFEE.
A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27
--	------

FLAVORING EXTRACTS
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 20
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Per doz.

½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

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

W. CLARK, LIMITED, MONTREAL.

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

If you could be certain that every article you sold were up to the standard of our coffees, you could rest assured that no one could get your trade away from you.

Chase & Sanborn
Montreal

TEA

Now is the time to secure your New Season's Japan Teas as the selection at this time is large and varied.

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

John Duncan & Co., Limited

Established 1866

MONTREAL

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

PURITY, STRENGTH and RELIABILITY

are the points in Cow Brand Baking Soda that have won for it the confidence of the best cooks everywhere. Cow Brand quality has always satisfied ever since its inception back in 1846.

Recommend it to your best customers. Results will count in your favor.

CHURCH & DWIGHT, Limited
Manufacturers MONTREAL



AT LAST WE HAVE THEM

*Fibre
Vinegar
Measures*

PINT QUART FUNNEL

\$2.50 per Set

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

WALTER WOODS & CO.
HAMILTON and WINNIPEG

Cambridge Sausage, 1s, \$3.00; 2s, \$6.50.
Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
Lamb's Tongues, 1/2s, \$1.85; 1s, \$2.80; 2s, \$15.50.
Sliced Smoked Beef, tins, 1/2s, \$1.50; 1s, \$2.25; 2s, \$3.25.
Tongue, Ham and Veal Pate, 1/2s, \$1.00.
Ham and Veal, 1/2s, \$1.20.
Rotted and Devined Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, 1/2s, \$1.50.
Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.50; 1 1/2s, \$9.50; 2s, \$13.
Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
Mincemeat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 6s, \$8.
In Pails, 25 lbs., 12c lb. in 50 lb. Tubs, 12c lb. in 85 lb. Tubs, 11 1/2c. In Glass, 1s, \$2.30.
Clark's Peanut Butter—Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.
Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.25; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork and Beans, Plain Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 3s, flat, \$1.75. Individuals, 70c doz.
Pork & Beans, Tomato Sc. Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 3s, flat, \$1.75. Individuals, 70c doz.
Pork and Beans, Chilli, 1s, 85c; 2s, tall, \$1.40; 3s, flat, \$1.75. Individuals, 70c doz.
Tomato Sauce, 1 1/2s, \$1.15; Chilli Sauce, 1 1/2s, \$1.15.
Pork and Beans, 1 1/2, Chilli Sauce, \$1.15 doz.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.40.
Clark's Chateau Chicken Soup, \$1.10.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1, Assorted, 95c.
Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 3s, \$2.35 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO. LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14 1/2
Pails \$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 3/4c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 1/2c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/2c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal, Agencies
BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, cs. 8 00
Neptune 8 50
San Rival 9 00

VICHY LEMONADE
La Savoureuse, 50 btles. cs. 11 00

NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs. 9 50

IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 96
Club Soda, Trayders, cs., 6 doz. pts., doz. 1 15
Club Soda, Trayders, cs., 6 doz., splits, doz. 1 05

BLACK TEAS
Victoria Blend, 50 and 30-lb. tins, lb. 0 37
Princess Blend, 50 and 30-lb. tins, lb. 0 34

JAPAN TEAS
H. L. ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 25

COFFEES
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MUSTARD
COLMAN'S OR KEEN'S
Per doz. tins
D. S. F., 1/4-lb. \$ 1 66
D. S. F., 1/2-lb. 2 90
D. S. F., 1-lb. 5 75
F. D., 1/4-lb. 0 90
Per jar
Durham, 4-lb. jar 0 93
Durham, 1-lb. jar 0 31

JELL-O.
GENESEEE PURE FOOD CO.
Assorted case, 4 dozen \$3 10
Lemon, 2 dozen 1 55
Orange, 2 dozen 1 55
Raspberry, 2 dozen 1 55
Strawberry, 2 dozen 1 55
Chocolate, 2 dozen 1 55
Peach, 2 dozen 1 55
Cherry, 2 dozen 1 55
Vanilla, 2 dozen 1 55
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

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

List Price
SPICES
WHITE SWAN SPICES AND CEREALS, TORONTO
5c 10c
Round Oval lith. litho. dredge. dredge.
2 1/2 oz. 2 1/2 oz.
Per doz. Per doz.

SPICES
Allspice \$0 45 \$0 90
Arrowroot, 4 oz. tins, 85c
Cayenne 0 45 0 90
Celery salt
Celery pepper
Cinnamon 0 45 0 90
" whole, 5c. pkgs., window front, 45c
Cloves 0 45 0 90
Cloves, whole, 5c. pkgs., window front, 45c
Curry powder
Ginger 0 45 0 90
Mace 1 25
Nutmegs 0 45 0 90
Nutmegs, whole, 5c pkgs., window front, 45c.
Paprika 0 45
Pepper, black 0 45 0 90
Pepper, white 0 50 0 95
Pastry spice 0 45 0 90
Pickling spice, window front, 90c
Shipping weight per case 10 lbs. 15 lbs.
Dozens to case... 4 4

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

Your Old-style Counter is a Thief

It is stealing your goods, your time, your customers, your money! Throw it out. Save money and make money with an Arnett Grocery Counter. It's a storehouse, a show window and a counter that customers like to do business over, all rolled into one. Uses space now wasted. Stores dozens of items within arm's reach; lets you serve people quicker. Keeps your goods clean; you don't lose profits on wasted merchandise.

Find out about it now. Send a post card for the details.

THOS. LEWIS ARNETT

SOURIS **Manufacturers** **MAN.**



Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

Just a delightful change of flavor is

MAPLEINE

It reveals a taste which surprises all novices. Sell MAPLEINE. It will improve your business—it will create demand.



Order from:

Frederick E. Robson & Co.
25 Front Street E.
Toronto, Ont.

Mason & Hickey
287 Stanley Street.
Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

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

Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

THE

B.L.O.E.

(BEST) (LEMONS) (ON) (EARTH)

are packed under

**“St. Nicholas”
Brand**

J. J. McCabe

Agent
TORONTO

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

"EXCELSIOR"

—the brand of broom quality



Excelsior Brooms for every purpose

- For the Factory and Warehouse.
- For the Carpet
- The General Purpose House Broom.
- The Railroad Broom.
- The Curling Broom.
- The Toy Broom.
- The Misses' Broom.
- The Ceiling Broom.
- The Whisk Brooms.

If you are interested in brooms write us. Prices will be right in line with the market.

We don't slight our brooms in weight or quality when the market is high.

Manufactured by

J. C. SLOANE CO.
Owen Sound

Shoulders Picnic Hams Short Rolls

Fresh Pickled Smoked

These cuts are quoted at reasonable prices.

Phone, wire or write for prices.

F. W. FEARMAN CO.
LIMITED
HAMILTON

ESTABLISHED 1854

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches—	Cents
Boxes	
40 lbs., Canada Laundry..	.06½
40 lbs., 1 lb. pkg., White Gloss07
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons07½
100 lbs. kegs, No. 1 White.	.07
200 lbs. bbls., No. 1 white	.07
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08
48 lbs., Silver Gloss, in 6 lb. tin canisters08½
36 lbs., Silver Gloss, in 6 lb. draw lid boxes08½
100 lbs., kegs, Silver Gloss, large crystals07½
28 lbs., Benson's Satin, 1 lb. cartons, chormo label	.07½
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.12½
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08
40 lbs., Canada Pure Corn (20 lb. boxes ¼c higher)	.06½

BRANTFORD STARCH

Ontario and Quebec
Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07½
Barrels, 200 lbs.06½
Kegs, 100 lbs.06½
Lilly White Gloss—	
1-lb. fancy carton cases 30 lbs.07½
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08½
Kegs, extra large crystals, 100 lbs.07½
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3.00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3.60

Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Malze" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's)	

COW BRAND BAKING SODA
In boxes only.

Packed as follows:	
5c packages (96)	\$ 3.20
1 lb. packages (60)	3.20
½ lb. packages (120)	3.40
½ lb. 60 } Packages Mixed	3.30
1 lb. 30 }	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs.	
1 doz. in case	\$ 3.00
2 lb. tins, 2 doz. in case...	3.00
5 lb. tins, 1 doz. in case...	3.40
10 lb. tins, ½ doz. in case.	3.30
20 lb. tins, ¼ doz. in case.	3.25
Barrels, about 700 lbs.04½
Half bbls., about 350 lbs.04½
¼ bbls., about 175 lbs.04½
2 gal. wooden pails, 25 lbs.	1.60
3 gal. wooden pails, 35½ lbs.	2.25
5 gal. wooden pail, 65 lbs.	3.50

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case...	\$ 3.50
5 lb. tins, 1 doz. in case....	3.90
10 lb. tins, ½ doz. in case.	3.90
20 lb. tins, ¼ doz. in case.	3.75

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case..	4.80
Barrels, per 100 lbs.	5.25
½ barrels, per 100 lbs.	5.50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP	
Manufactured from pure cane sugar.	
2 lb. tins, 2 doz. in case...	\$ 3.80
5 lb. tins, 1 doz. in case....	4.45
10 lb. tins, ½ doz. in case....	4.15
20 lb. tins, ¼ doz. in case....	4.05
Perfect seal glass jars in the case	3.15
Delivered in Winnipeg in carload lots.	

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND	
Size	Mam. Large Med.
2½ Can.	\$ 4.75 \$ 3.75 \$ 2.50
No. 1 Tall Can	2.75 2.25 1.60
No. 16 Jar	3.00 2.25 1.80
No. 4 Jar	1.50 1.25 1.15
No. 10 Can ...	14.00 12.00 9.00

YUBA BRAND

2½ Can	\$3.00 \$2.25
No. 1 Tall Can	1.50 1.20
No. 10 Can	9.00 8.00
Picnic Can	8.00

INFANTS' FOOD

MAGOR SONS & CO., LTD.	
Robinson's patent barley, ½-lb. tins,; 1-lb. tins,; Robinson's patent groats, ½-lb. tins,; 1-lb. tins,	

STOP-ON POLISHES Doz.

Polish, Black, Tan, Ox-blood and Nut-brown	0.85
Dressing, White, 4-oz. bottle	2.00

NUGGET POLISHES

Doz.	
Polish, Black and Tan	0.85
Metal Outfits, Black and Tan	3.85
Card Outfits, Black and Tan	3.25
Creams and White Cleanser	1.10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1.20
--	------

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	\$ 0.60
Bobs, 6s and 12s, 12 and 6 lbs.	0.46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0.46
Currency, 6s, ½ butts, 9 lbs. 0.46	
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0.48
Walnut Bars, 8½s, boxes 7 lbs.	0.64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0.65
Pay Roll, thin bars, 8½s, 5 lb. boxes	0.68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0.68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. 0.57	
Great West, pouches, 9c.	0.72
Forest and Stream, tins, 11s, 2 lb. cartons	0.80
Forest and Stream, ¼s, ½s and 1-lb. tins	0.80
Forest and Stream, 1-lb. glass humidors	1.00

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

To-The-Trade:

Buyers and sellers of

Hay and Potatoes

Denault Grain and Provision
Co., Limited

SHERBROOKE, P.Q.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

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

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

Thomas C. Irving, General Manager
Western Canada
TORONTO

British firm having a large connection among best buyers in Great Britain invites correspondence and offers from

Shippers and Packers of
Pork, Frozen and other
Meats, Dairy Produce,
Canned Goods, etc.

CIF, FOB, and landed terms.
Advances against consignments.
References exchanged.

WM. THOMAS & CO.

General Provision Commission Merchants
and Brokers

London Bridge House, London, S.E.

Telegraphic and Cable Address:—Prodairos. Tooley
London, A.B.C. Code, 5th Edition.

Have you tried

WETHEY'S ORANGE MARMALADE?

It is making
a hit.

The quality that brings her back for more

is the quality embodied in our four quick sellers—

Queen Quality
Universal Fruit Sauce

Queen Quality
Chili Sauce

Queen Quality
**Tomato Chutney
Worcestershire Sauce**

A peculiar piquancy that wins the approval of the most discriminating taste has earned for these Taylor and Pringle Products a popularity that is pulling big results for dealers stocking them.

Try them out now. You won't be disappointed.

TAYLOR & PRINGLE
OWEN SOUND, ONTARIO

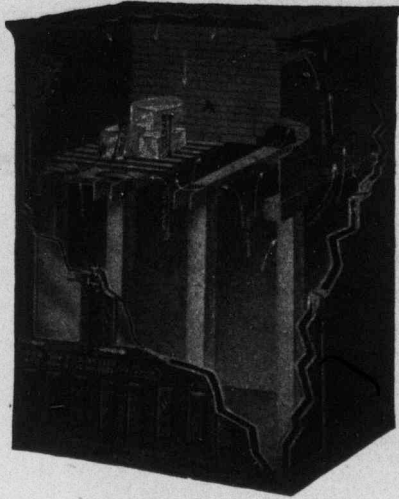
You can talk across the continent for two cents per word with
a WANT AD. in this paper.

Freeman's Dry Air Refrigerator

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

This Interior View

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



Price list and catalogue free and mailed to any address.

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

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

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BUY

STAR BRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Our Fall and Winter Number as a Book of Reference for Grocers

The coming Fall and Winter Number will be a very useful book of reference on matters of interest to grocers and their clerks.

During the next few months you will find many occasions when you will want to refresh your memory on matters dealt with in the editorial and advertising pages of this number. So hang up your copy in a convenient place, when not in use, and it will be handy at all times for reference.

You will want to consult your copy frequently on matters that come up in the daily round of business.

When planning for a sale you will want to make a study of the selling plans outlined in the editorial pages.

When about to put in a new window trim your clerks will like a fresh look at the window-dressing views among its illustrations.

When you have decided to develop some particular department of your business or to open up a new department, you will want to consider the plans carried out by other successful merchants.

When making selections of suitable lines round which to build your selling campaigns, you can examine the advertisements of manufacturers to get the information about different brands that will enable you to make a good decision.

When preparing your own advertisements you can study the descriptions given by the makers of the lines you intend to feature.

You can study the selling points of many lines advertised and use the same arguments in making sales to your customers.

When a customer asks for an article you do not carry you can look up the "Who Makes—?" Directory and find out where to get it.

When considering the purchase of store equipment of any kind the Classified Directory of Store Equipment Advertisers will give you the names of the principal manufacturers.

To locate the nearest manufacturers' agent handling a line you wish to stock, consult the "Who is Agent For——?" Directory.

In making use of the three directories it would be a good idea to study the display advertisement of the firm you intend to write. It may contain the very information needed upon which to base an immediate order.

When sending in an order for goods you have seen advertised in The Canadian Grocer, or when ordering the same from travellers, please be sure to mention this paper. Do a favor when you can. Thank you.

Fall and Winter Number—27th October. Only two weeks more!

ADVERTISING DEPARTMENT,

The Canadian Grocer.

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

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

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

POSITION WANTED

YOUNG MARRIED MAN, SEVEN YEARS' experience as clerk, four years as manager, general store, wants good position at once, with prospects of advancement, good references supplied. Reply to H. I. Barkley, South Mountain, Ont.

GROCCERS

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

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

W. G. A. LAMBE & CO.

TORONTO

Established 1885

SUGARS FRUITS

TIE-UP PARCELS

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

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

CHIVER'S

JAMS—JELLIES—MARMALADE

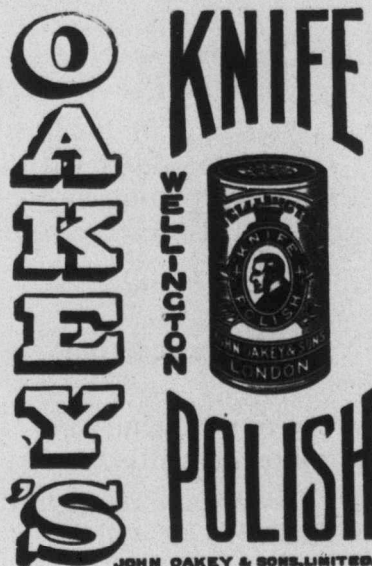
Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

OAKLEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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

Toronto Butchers' Supply Co. LIMITED

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

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

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

One Inch Space
\$1.05 Per Issue
on Yearly Order.

Who is Your Customer?

THE finding, holding and multiplying of customers is your great business—probably your great problem. There's no royal road—no priceless route—to them. The plain way to find, interest and persuade them is the well-traveled way, the way of Public Advertising.

But the ideal medium—what is it?

If you are seeking a single medium of potency, of prestige, of sufficient circulation, you will find it in

MACLEAN'S MAGAZINE

You know of this magazine, but do you know it through use?

It can't do everything, but it can do much. It can make your product, commodity or service known nationally—and this at small cost per annum.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

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

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



Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising. This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

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

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Fish and Oysters

May we send you our weekly price list?

Halibut	Whitefish
B. C. Salmon	Lake Herring
Sea Herring	Pickled and
Smelts	Salt Fish
Haddies	Labrador Herring
Fillets	Lake Superior
Bloaters	Herring
Kippers	Lake and Sea Trout
Ciscoes	Salt Mackerel
Trout	

Oysters in 3 and 5 Gal. Tins.

Featuring quality sea foods during the coming months will be particularly profitable—our lines are always dependable. Get in touch with us. At present prices sea foods are more economical than meats.

Our facilities enable us to meet the most exacting demands of the trade. Give us a trial and be convinced that our service is entirely satisfactory. Read down list on the left, note what lines you require and get them with this week's order. You'll increase your profits by so doing.

Mail orders promptly attended to.

Telephone Main 6565

Seasonable Fruits

Cranberries	Spanish Onions (in cases)
Valencia Oranges	Domestic Onions (in bags)
Jamaica Oranges	New Nuts
Sweet Potatoes	Dates
Cal. Tokay Grapes	Grape Fruit
Almeria Grapes	
Lemons	

We can supply you with seasonable fruits of first class quality—just the kind that make discriminating customers come again.

Note our list at the left. Check off your requirements, then let us hear from you. We guarantee immediate delivery and entire satisfaction.

Our prices are right and our service is the best. Write us now while you think of it.

White and Company, Limited

TORONTO and HAMILTON

Canada's Premier Fish and Fruit House

OYSTER WEEK

Nov. 6-11

The accompanying cuts are from an electro made from a half-tone, and are only intended to give you an idea of how they are to be installed in your window. Whether the upper or lower positions are used, should be regulated by the size and shape of your window. The trim will be in three separate pieces, so they can be adjusted to either of these positions. The window-trim that will be sent you is a lithograph in colors, and we believe it will appeal to your good taste.

Let us ask again that you make a strong stand in the matter of quality, and obtain a price that will bring you proper returns. Increased sales mean a quicker turnover for you, allowing your purchases to be made more frequently, keeping your stock fresher, which in itself will contribute to a further increase.



The only requisite for obtaining the material for this window-trim, is that you be a customer of ours. There is no expense attached to it, so far as the dealer is concerned, and books of recipes will be forwarded with the window display.



CONNECTICUT OYSTER COMPANY, LIMITED

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 Jarvis Street

TORONTO, CANADA