

**PAGES
MISSING**

FEATURE—ANOTHER CO-OPERATIVE ASSOCIATION FAILS.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, NOVEMBER 13, 1914

No. 46

PROGRESSIVE GROCERS
are getting splendid results selling



BECAUSE—The Consumer likes the Quality.
BECAUSE—The Grocer makes a Larger Profit.

WHY NOT YOU?

Dominion Match Co., Limited
Deseronto, Ontario

Toronto Office:

Main 7310

65 Front Street East

Domolco Molasses is more wholesome than clover honey

It finds favor in the household—on the table and for cooking—ten times to the one of honey. Domolco Molasses is made from the finest quality Barbadoes sugar cane and is put through our own special process, which makes it as pure as pure refined clover honey and much more wholesome.

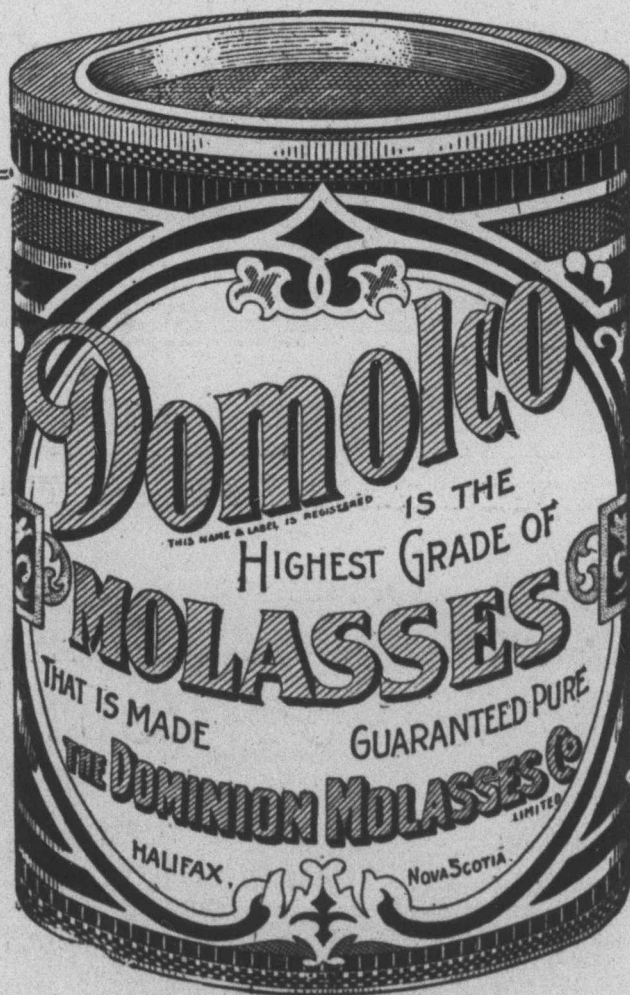
Our extensive advertising has placed Domolco in thousands of Canadian homes and built up a steady, increasing demand.

Why not take advantage of the popularity of Domolco and increase your revenue?

Write to-day for prices.

Distributors for Manitoba and Saskatchewan
Messrs. The W. H. Escott & Co., Limited, Winnipeg

The Dominion Molasses Co., Limited
Halifax **Nova Scotia**



The widely advertised molasses

*Pure in quality
delicious in flavor*



Display the delicious
THISTLE BRAND

HADDIES, FLAKED FISH
AND KIPPERED HERRING

NOW

and know what a sound,
healthy and profitable demand
there really is for quality fish,
especially in the cold weather.

Thistle Brand Fish have meant
extensive sales and consider-
able new custom to grocers
handling them. Who'll be
the progressive one in your
locality? Write your whole-
saler to-day.

ARTHUR P. TIPPET & CO.
AGENTS MONTREAL, QUE.

JAPAN TEAS are the most satisfactory for the Jobber, Retailer and Consumer. There are four distinct crops in a season. From the first picking to the last in fourth crop there are numerous grades and therefore numerous prices. Character and excellent cup quality throughout.

FURUYA & NISHIMURA

Montreal Chicago New York and Shidzuoka

They like to come for Symington's



the Coffee Essence that makes such delicious coffee without trouble, waste or delay; only boiling water need be added, and it's ready. Economical, too—40 cups of perfect coffee from one bottle.

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

is a proven seller everywhere. The liberal profit makes pushing it worth while. Order from your wholesaler to-day.

THOS. SYMINGTON & CO., Edinburgh and London

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



ARCTIC

Fish Case and Refrigerator

Keep your eye on this space for the big announcement of the **New Arctic Display Case** for fresh, frozen and cured fish—a real beauty, portable. Sells at a popular price and pays for itself in a very short time.

Watch for Announcement.

Now is the time to handle fish

John Hillock & Co., Limited
TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton.
Saskatchewan: Western Butchers' Supply Co., Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas St.



A Good Trade-winner

'Camp' Coffee is always of incomparable quality and fragrance. Once they try it, customers will come again — and regularly — for 'CAMP.'

'CAMP' COFFEE

Be sure you have it in stock

Makers: K. Paterson & Sons, Ltd., Coffee Specialists, Glasgow

Preserved Purity



If you want to realize the utmost in Jam and Jelly sales why pamper adulterated or compound products? Handle the line of assured quality, of proven goodness, of undoubted popularity and demand—

E.D.S. Jams and Jellies

—absolutely nothing but the purest cane sugar and choicest Canadian fruit, preserved here in Canada, by Canadians, for Canadians. Write to-day.

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:
 NEWTON A. HILL - Toronto
 W. H. DUNN - Montreal
 MASON & HICKEY - Winnipeg
 R. B. COLWELL - Halifax, N.S.
 A. P. ARMSTRONG - Sydney, N.S.



A Trio of Leaders

Prepared with scrupulous care for thinking people—who know what they want.



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

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



Despite the high prices prevailing, the Demand and Consumption of

CANNED LOBSTERS

in the Dominion of Canada are increasing annually. The volume of pack is smaller.—Customers insist more and more for reliable brands.

Owing to the War

it is expected that next season some of the best qualities hitherto exported to Germany and other Continental Markets will be available for the Canadian Trade.

To Secure Uniformity of Quality

and render this branch of the Grocery business satisfactory to both Wholesaler and Retailer, all BUYERS—catering for high-class trade—will do well to handle

“ENCORE BRAND”

A Standard quality in the Export trade for 35 years

The Product of the Largest Lobster Shippers and Packers
in the World

A big demand for all classes of Canned Foods is anticipated this Winter. Your stock will not be complete without Canned Lobsters. Ask your Wholesale Grocer for “ENCORE” BRAND.



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED

Oak Lake

Manitoba

GIPSY

Stove Gloss

is "as black
as it's painted"

Order from your Wholesaler.

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

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

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.

TORONTO—Mason's Ltd., 25 Melinda St.

WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.

VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED

CREDITON, DEVON, ENGLAND

HERE ARE A FEW OF

McVitie & Price's BISCUITS

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

DIGESTIVE.

"The Premier Biscuit of Britain." Finest wholemeal.

SCOTTISH ABERNETHY.

The Scottish favourite.

ACADEMY CREAMS.

Rich cream-filled short-bread biscuit.

CREAMY CHOCOLATE.

Chocolate biscuit filled with cream.

OSBORNE.

The standard Old Country biscuit, delightful flavour.

RICH TEA.

Popular Scottish tea biscuit.

SMALL PETIT BEURRE.

Fine butter flavour.

CORONATION.

Rich shortcake.

BUNTY CREAMS.

Butterfly shape, cream sandwich, almond flavour.

BUTTERETTE.

Light short-eating cracker.

ROYAL SCOT.

Ideal tea or coffee biscuit.

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

An Experiment Worth Trying

Have one of your clerks weigh out a 300-lb. barrel of sugar into two or five-pound bags, and tie them up ready for delivery.

Then sit down and figure out the cost of

THE CLERK'S TIME—

THE PAPER BAGS—

THE TWINE.

Add the cost of whatever weight of sugar you are short of the full 300 lbs.

Then compare the total of these costs with the 75c which is all you would have to pay extra for 300 lbs. of sugar put up, ready for delivery, in the handy, handsome

Redpath

2 lb. and 5 lb. Cartons.

CANADA SUGAR REFINING CO.
MONTREAL Limited

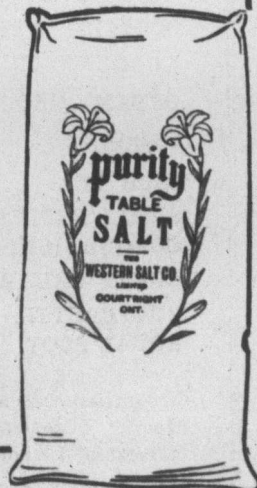


PURITY SALT

IF you are very particular in supplying the needs of your patrons you will give them only high and pure quality products. In selling salt the particular dealer recommends and gives his customers PURITY SALT. Perfectly distilled and dried by the use of the most improved processes.

Purity Salt allows the dealer a good profit, and invariably gives satisfaction.

WESTERN SALT CO.
Limited
COURTRIGHT, ONTARIO



—for bigger sales

for larger returns, for quicker and easier profits, for customer satisfaction, get WONDERFUL SOAP on display in your store. For years it has been the Good Samaritan to thousands of housewives — and incidentally to grocers too. Send through your order to-day

Guelph Soap Co.
Guelph, Ont.



THE EVIDENCE OF QUALITY

AYLMER APPLE BUTTER

is the product of Apples, Sugar and Spices. It is known as a "hard times" Butter, because it costs one-third the price.

The children prefer it to Milk Butter on their Bread.

All live Grocers are featuring
AYLMER APPLE BUTTER

Be sure it's "AYLMER."

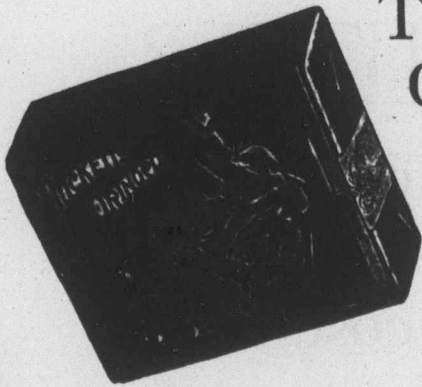
Send for samples and prices.

Dominion Canners, Limited
Hamilton, Ontario

Remind the Men

that you handle their favorite tobaccos — "TUCKETT'S ORINOCO," "T & B Myrtle Cut" and Tuckett's "Our Seal." With these three lines in your tobacco case you will please the majority of the men in your town and get them coming to your store. Remind the men by keeping your stock prominently displayed.

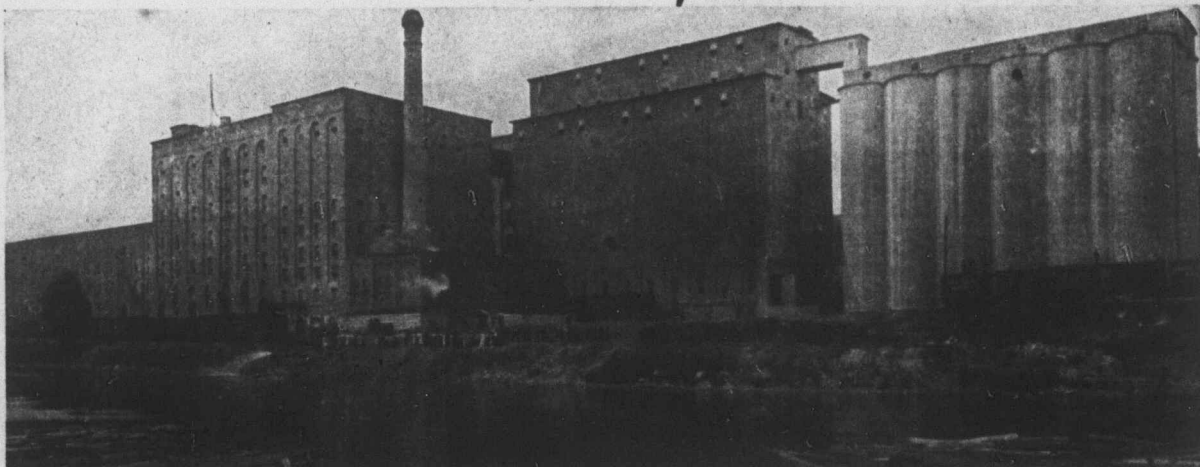
Your Wholesaler Carries Tuckett's.



Tuckett's Orinoco



Tucketts Limited
Hamilton, Ont.



Quaker Flour, Quaker cereals and Quaker feeds are the products of this magnificent plant at Peterborough.

Quaker Flour makes better bread because it is better flour, made in a better mill. In *your* business it would mean flour satisfaction.

Total Flour Capacity 5,000 Barrels Per Day
Sold the World Over

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask.

(625)

Don't Buy "An Electric Coffee Mill"
Buy a **COLES GUARANTEED**
ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name **COLES** is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

"SOVEREIGN"
SALMON



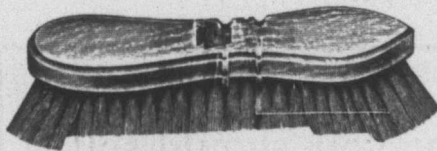
**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

PACKED BY

**THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED**

VANCOUVER, B.C.



The above cut shows an article of daily use in every household in Canada. We specialize on

**Scrubbing
Brushes**

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the **KEYSTONE BRAND**.

Stevens-Hepner Company
Limited

PORT ELGIN, ONTARIO

"Cow Brand" success
is never doubted



Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT

Manufacturers
MONTREAL

Limited

Tartan
BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches,
Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 3800, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

JONAS' FLAVORING EXTRACTS

MAKE FRIENDS AND KEEP FRIENDS

Over Forty-Four Years' Experience

enables us to produce extracts of the highest quality. Your recommendation to use only the best—Jonas'—will be appreciated by your customers.



HENRI JONAS & CO. (Established 1870) Montreal

There is no better reason why you should sell

CHASE & SANBORN'S

High-Grade Coffees

than that it will be profitable to you—from every viewpoint.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

Seasonable Goods



MADE IN CANADA

and backed by a name which is an absolute guarantee of purity and quality

CLARK'S MINCEMEAT

prepared from the very finest meats, fruits and spices, is one of your most attractive sellers at this season of the year. Packed in tins No. 1, 2, 3, 4, 5; in glass, one size only, also in pails 25 lbs. Tubs 45 lbs. and 85 lbs.



Replenish Your Stock Now

W. CLARK, LIMITED,

Montreal

ENGLAND'S MOST POPULAR SAUCE

is now selling freely over here — nearly all the leading grocers make a leading line of H. P., and obtain the full benefit of the money we are spending in advertising.

Wouldn't it be worth your while to stock

H.P. SAUCE

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

BLACK JACK

**QUICK
 CLEAN
 HANDY**



TRY IT

**SOLD BY
 ALL
 JOBBERS**

**½-lb. tin—
 3 doz. in case**

BUY

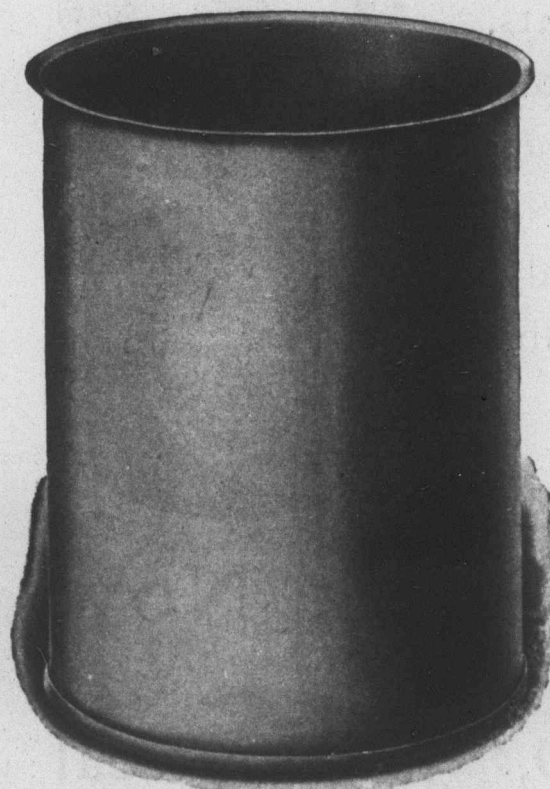
STARBRAND

**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 got them



Sanitary Cans

"The Can of Quality"

Baked Beans,
 Soups,
 Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

Golden Yellows

This is the season when a large amount of yellow sugar is consumed.

St. Lawrence

Golden Yellows
are the finest on the market.

BAKING POWDER

If you are interested in Baking Powder please ask our best quotations on "Duchess" and "Connaught" brands, packed in one-pound tins.

JAMES HOSSACK & CO.

Manufacturing Chemists

622 ST. PAUL STREET, MONTREAL
Baking Powder, Jelly Powders, Essences

A store convenience — costs little — gives big service



THE M'GREGOR PAPER BAG HOLDER.

Holds every size bag from $\frac{1}{4}$ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. F. M'GREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

To Meet Your Requirements

If you want a
BLACK CHEWING TOBACCO

AT 10c.
we put

A PLUG
up



ROYAL CROWN
Black Chewing Tobacco

Royal Crown
Black Chewing

We manufacture and sell "**King George's Navy**" Bright Chewing Plug Tobacco.

It has been approved by the most discriminating.

"**Royal Crown**" Black Chewing is made with the same care and skill as "**King George's Navy**" Bright Chewing.

Enquire from your Jobber or write to the factory.

Rock City Tobacco Co., Ltd.

QUEBEC

Keep a full stock of
MELAGAMA
Tea and Coffee

Quality fully up to our high-grade standard.

Prices as usual.

Sale guaranteed and freight prepaid.

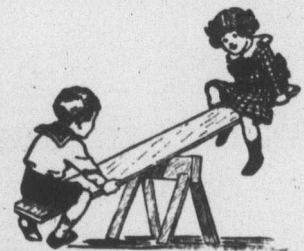
Bulk Teas:—Samples and quotations cheerfully forwarded on application. Stock is very complete and prices right.

MINTO BROS., LIMITED
TORONTO



Pleasant to eat. Kiddies like "FORCE."

The best way to eat
the World's best wheat



"FORCE" makes strength and health.



"FORCE" perfectly fills the cereal and whole-wheat-bread need in everybody's diet. There is simply no finer food in the world. Here it is: selected wheat, the *whole* wheat, cooked thoroughly; barley-malt added; then rolled, flaked, baked and toasted. "FORCE" gives you everything wheat can give you and more than white bread ever can give you. Eat "FORCE" yourself, Mr. Grocer.



"FORCE" keeps the brain active

Made by The H-O Company, Hamilton,
and Sold by good Grocers everywhere



"FORCE"—the whole family likes it.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Established 1859.
GEO. STANWAY & CO.
 TORONTO
 Agents for Furuya & Nishimura, Japan Teas, Alexander Molasses Company, Cincinnati, for best grade Molasses in tins. Phoenix Packing Co., Dried Fruits.

Two Good Agencies Wanted for
CITY OF OTTAWA
 (best of references)
Martin M. Walsh
 Care Canadian Grocer

MORROW & COMPANY
 CEREALS
 TORONTO, CANADA.
 Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

We are large buyers of
Evaporated Apples and White Beans
 Wire or write us.
W. H. Millman & Sons
 Grocery Brokers
 TORONTO

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

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

HENRI DE LEEUW
 28 Front Street E. **TORONTO**
 I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
 Wholesale Grocery Broker and Manufacturers' Agent.
 Splendid warehouse space. Cold Storage in connection.
 P. O. BOX 1721,
 Edmonton - - - - - Alberta.

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

G. C. WARREN, REGINA SASK.
 Importer, Wholesale Broker and Manufacturers' Agent.
 Trade Established, 15 years.
 Domestic and Foreign Agencies Solicited
 Warehouse: 1313 Garnet St.

W. H. Escott Co.,
 LIMITED
 Wholesale Grocery Brokers and Manufacturers' Agents
 Commission Merchants
 WINNIPEG REGINA
 CALGARY EDMONTON

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

COCKBURN-NOLAN CO.
 Limited
 Importers, Brokers and Commission Merchants
 Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
 312-314 Ross Avenue, Winnipeg.

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

WESTERN PROVINCES—Continued.

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

FRANK H. WILEY
 IMPORTER & BROKER
 Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALT PETRE
 757-759 Henry Ave. **WINNIPEG**

Ruttan, Alderson & Lound, Ltd.
 Successors to
RUTTAN & CHIPMAN
 Commission Brokers
 WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
 Manufacturers' Agents and Commission Brokers.
 We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
 857 Beatty Street, - **Vancouver, B.C.**

NEWFOUNDLAND.

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

QUEBEC.

SPLENDID CONNECTION
 Amongst the Jobbers and Retailers. I am open for a few more agencies, and can handle them to advantage.
 Have You a Line of Candy Gross Goods?
 The **CLAUDE BEAUCHAMP** Imports Limited.
 223 Commissioners St., Montreal.

Agencies Solicited
 For many years have had first-class connection with both retail and wholesale grocery trade.
J. W. Lapointe
 458 St. Antoine St. **Montreal**

R. G. KNOX CO.
 Merchandise Brokers
 Eastern Accounts Solicited
 San Francisco 24 California St.

SAFETY FIRST!

Insure Your Income by Keeping Informed

on general business conditions that may affect the earnings of enterprises in which you are interested.

READ
The Financial Post
(of Canada)

"THE CANADIAN NEWSPAPER FOR INVESTORS"

which presents weekly in popular form reliable information respecting investments and business affairs in Canada.

Single Copies, 10c. Annual Subscription, \$3.00

DETACH HERE

The Financial Post of Canada,
143-153 University Avenue, Toronto.

Dear Sirs,—

Please enter me as a regular subscriber, commencing at once. I [an enclosing will forward] one dollar to pay for my subscription for first four months.

NAME.....

ADDRESS.....

(C. G.)

In Every Drop of MAPLEINE

we have put the quality that gives lasting and delightful flavor.

Order yours from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Can.
Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S KNIFE POLISH

WILLIAMS' PATENT



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS

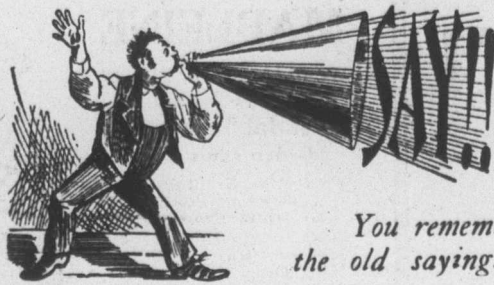


You can't get a way from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.



You remember
the old saying:—

Forewarned —is— Forearmed

NO GROCER can make ignorance of the law an excuse when the inspector comes around. The new law governing the maple industry is being brought to your attention by those interested in it and by the Government. The law goes into effect January 1st, 1915, leaving you less than two months to clear your shelves of all but the absolutely pure maple syrup and sugar.

THE FINE IS HEAVY Read the Law!

In the case of an uninjurious to health adulteration, the maximum penalty shall be \$200.00 or three months' imprisonment, no minimum being subscribed.

Subsequent offences shall bring a penalty of \$500.00 and costs or six months' imprisonment, or both, and not less than \$100.00 and costs for each offence.

*Your Best Protection
is to stock*

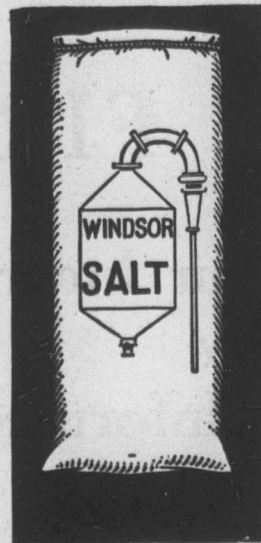
PRIDE of CANADA

We stand back of every ounce of maple syrup and sugar bearing the "Pride of Canada" label. It protects you against the penalty of the new law as well as dissatisfied patrons. We still have a good stock in hand. As "Pride of Canada" is made from the pure sap of the maple, no raise in price has been necessary. The goods are right and prices are right. Let us quote you.

Maple Tree Producers' Assoc.
Limited

58 Wellington Street, Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. F. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.



Ninety-nine
people out of a
hundred in Can-
ada use

WINDSOR TABLE SALT

Isn't it better for you to
make ninety-nine sales,
than only one?



Furnivall's Fine Fruit Jams

Why miss the most select, the most profitable trade of your locality by failing to include FURNIVALL'S PURE JAMS on your list? The woman who buys FURNIVALL'S is accustomed to buy the best in everything else. Open up your relations with FURNIVALL'S and you're sure of her continued custom. Ask your nearest jobber to send you a trial assortment. Write him to-day.

FURNIVALL-NEW Limited
HAMILTON

AGENTS:—B. C. WOODWORTH, 533 Robie St., Halifax, N.S.; W. W. CHASE, 79 Paradise Row, St. John, N.B.; JACKSON'S LIMITED, Calgary, Alberta; W. S. SILCOCK, Montreal; A. E. SHEPHERD, Sydney, N.S.; J. A. COTE, Ottawa; DUNN-HORTOP, LTD., Toronto; T. E. CHAREST, Quebec, P.Q.; W. F. ELLIOT, Fort William; H. P. PENNOCK & CO., LTD., Winnipeg; GEO. C. BENJAMIN, 629 4th St., Edmonton, Alta.



The Tea of "Distinction"

Your customers will like Red Rose Tea—no other tea will please them as well—no other tea will take its place—BECAUSE **Red Rose Tea has distinctive qualities.** It is largely composed of the fine teas of Northern India, which are generous in strength and richness. These, blended with the flavory teas of Ceylon, produce the **distinctive qualities** for which Red Rose is famed.

If you sell Red Rose Tea you are sure to hold and increase your business.

T. H. ESTABROOKS CO., LIMITED

TORONTO, ONTARIO

Montreal

St. John

Winnipeg

Calgary

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

five million cups

of "SALADA" Tea are consumed by an appreciative public every day—*Five million cups daily*—

How many of these cups do you help to fill?

Could you not get a bigger share of this business by keeping a more varied and better displayed stock of "SALADA"

This you may be certain of: some one is getting the business if you are not, and you know how quickly the public can transfer their trade if they don't see what they want in your store.

The public demand for this quality tea is constant and insistent—5,000,000 cups to be filled every day—and the number increasing all the time—it's worth seriously thinking about.

TORONTO, MONTREAL, LONDON
New York, Boston, Chicago
Detroit, Buffalo, Pittsburg,
Philadelphia.



FRETZ

Quality—



has done more to build up easy sales and steady profits for grocers than any food that could be mentioned. Its moderate price is but another advantage, broadening your field to take in every home in your locality. You'll realize the big profit there is in handling a popular-priced jam once you get Fretz on display. Shall we send a trial shipment?

Write to-day.

Fretz, Limited

HAMILTON, ONT.

AMOS B. GORDON CO., Toronto, Ont.
General Sales Agents

A. A. ADAMS, Agent for Hamilton, Ont.

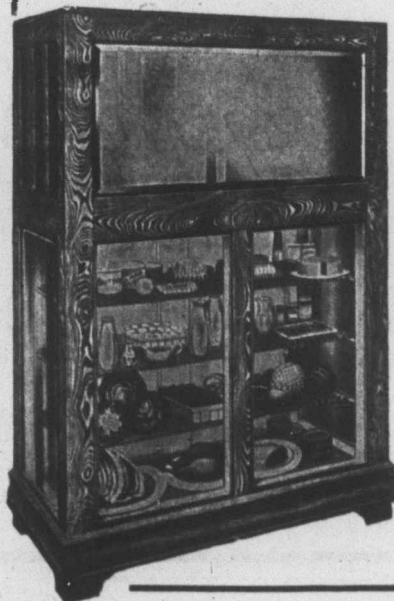
Get Dependable Refrigeration

Progressive grocers realize that good refrigeration is absolutely necessary—it prevents spoilage, keeps perishables fresh and tempting, and keeps up demand during any weather.

For over 28 years EUREKA REFRIGERATORS have given superior service and have increased the profits of thousands of Canadian grocers and butchers.

The EUREKA embodies many exclusive (patented) features that cannot be obtained in any other make.

Cold, dry air is constantly in circulation. The EUREKA pays for itself several times over in one season. Why not investigate? Our catalog is free. Write us to-day.



**Eureka
Refrigerator
Company**

Limited

31 Brock Ave.
TORONTO

CANADIAN GROCER



KEEN'S OXFORD BLUE. The blue that ensures snowy white linen and, because of its strength, its use is the truest form of economy.

Recommend it to the new housewife, the older folks use no other.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada

Be Prepared

Newspapers are preaching "Buy Made-in-Canada Goods." Statesmen are talking it. Leaders of thought all over the country are expounding this gospel.

The best thing about it is that this appeal is being answered—the buying public has taken hold.

Made-in-Canada goods are in demand.

Be Prepared—to get your share of this business.

CROWN BRAND CORN SYRUP

is MADE IN CANADA

It appeals strongly to the saving housewives who trade with you.

Feature this Made-in-Canada syrup that goes so far, costs so little and is so well advertised.

The Canada Starch Company, Limited

Makers of the Famous Edwardsburg Brands

Benson's Prepared Corn, Silver Gloss Starch, Lily White Syrup, Etc.

Montreal, Cardinal
Toronto, Brantford
Fort William, Vancouver

CANADIAN GROCER

VOL. XXVIII

NOVEMBER 13, 1914

No. 46

A Big Co-operative Association Failure

National Railway Concern in Liquidation — Was Capitalized at \$5,000,000 and Operated Some 16 Stores — Recent Statement of Liabilities Shows \$61,000 Owing, but There is Much Unpaid Stock — Made up Principally of Railway Employees.

STILL another co-operative concern has passed out. This time it is without doubt the biggest failure in the co-operative line that has ever taken place in Canada. It is nothing less than the National Railway Association, with a large number of stores in various parts of Canada, with a small army of shareholders who can ill-afford to bear such a loss.

The National Railway Association went into liquidation during the past week. Readers of Canadian Grocer will not be much surprised at this latest development. In our issue of October 23 it was pointed out that the management was making a call for unpaid stock to the amount of \$40,000, which was significant at a time like the present when working men, such as railway employees, were anxious to economize. At that time we were aware that a meeting of creditors, or at least some of them, had taken place, but definite figures of the standing of the concern were not then available. It was rumored that there was merchandise unpaid to the amount of some \$60,000, but it was stated that there were still outstanding in unpaid stock some \$135,000. It was \$40,000 of this that the directors evidently were attempting to get in, but it would appear that their efforts were unavailing.

A Recent Statement.

The Retail Merchants' Association had the matter in hand, and from the secretary, E. M. Trowern, has been secured the following statement of assets and liabilities presented at that meeting. Late figures are not yet available to indicate whether this statement is or is not correct, but now that the concern has gone into liquidation, it certainly does not look as if the true state of affairs were represented. Here are the figures:

Assets and Liabilities, October 12, 1914.	
LIABILITIES.	
Accounts payable	\$ 50,000.00
Mortgage	1,200.00
Mortgage, Quebec	4,200.00
	\$ 61,400.00
ASSETS.	
Stock subscribed, unpaid	\$269,983.00
Cash in banks	15,910.76
Accounts receivable at branches	22,901.81
Stock of merchandise at branches	95,000.00
Equipment at branches	17,000.00
Real estate	5,000.00
Cash at branches, Oct. 7	800.00
	\$426,595.57
Stock subscribed, unpaid in arrears	\$135,000.00
Do., not in arrears	134,983.00

Like most co-operative societies, the National Railway Association was launched on the trumpet fashion. Rosy prospectuses and booklets were printed calling attention to the high cost of living and indirectly laying the blame on the retailer. Before the writer is a pros-

pectus, dated January 11, 1913, setting forth the alleged advantages that must come to the shareholder in this concern. The officers were given as follows:— Directors—Louis G. Weiss, locomotive engineer, Toronto, president; Thomas Hueston, locomotive engineer, Toronto, vice-president; K. McCuaig, conductor, Schreiber, Ont.; Charles Odell, roadmaster, Toronto; J. F. Deadey, roadmaster, Toronto and York Radial Railway; P. Downey, engineer, Chapleau, Ont.; R. E. Menzie, managing director, Toronto; J. F. Thompson, secretary-treasurer, Toronto; E. Wilson Kidd, organizer, Toronto; A. C. MacDonell, K.C. and M.P., solicitor, Toronto; and A. Moore, auditor, Toronto.

Would Cut Living Cost.

Anyone can easily guess what the first object of the association as set down in this prospectus was—"to reduce the high cost of living," of course. The plan of the National Railway Association to accomplish this was the establishment of stores, or, as they termed them, supply depots, at all important railway terminals throughout Canada. The result is that with the failure of the concern there are closed a good many stores in various parts of the country. A little booklet gotten out since then shows views of stores at Kenora, Fort William, Chapleau, Palmerston, Allandale, North Bay, New Toronto, West Toronto, and references are made to other stores in Ottawa and Quebec City. This makes ten in all, and some have been opened since the booklet was issued. It will be seen, therefore, that the havoc wrought by this failure will be far-reaching. In a letter written by a shareholder in Kenora, Ont., to the Retail Merchants' Association, an inkling of the heart-rending that must follow this failure is evi-

TALKING TO THE RAILWAYS.

The Retail Merchants' Association are taking up the matter of employees going into the retail business with the railways on the ground that they receive the largest amount of freight through and from the retail merchants. The association is calling the attention of the railways to the fact that their employees have been induced to go into this scheme with the purpose of selling goods to themselves cheaper than the retailers could sell them. In so doing these men who received good salaries from the railways were helping to destroy the business of the railways, and their efforts have resulted in failure.

denced. This man points out that he took stock to the value of \$150 in the association and had paid up \$80, leaving a balance unpaid of \$70. He will, of course, be called upon to pay the balance, so that creditors' accounts may be met as far as possible. He says he is only a common laboring man and cannot afford to lose this money, and asks for information on the stability of the concern. The letter was, of course, written before the liquidation. Now his money is all gone. This must be only one instance of thousands where poor people will suffer from the blind attempt on the part of a few agitators to wipe off the earth that bogey of bogeys—the high cost of living.

How Subscribers Were Caught.

Some of the baits held out to catch the unwary were typical of co-operative associations as we know them in Canada. Here are a few:

"Reasonable or fair prices on the necessities of life."

"A discount for cash on all purchases to stockholders."

"Credit for thirty days to the amount paid upon subscription for stock."

"Necessities obtained direct from the producers, at the least possible charge, and obtaining in dividends the handsome profits that now accrue to the middlemen."

It would be interesting to know just how much of the "handsome profits" have been divided up as dividends.

That the National Railway Association intended going thoroughly into the retail business is shown by the fact that it was capitalized at \$5,000,000. The shares were \$5 each.

At the time of writing the original prospectus is not at hand, but from all accounts it was of the revolutionary-socialistic brand, such as "Big business in its vulture-like plunder of the wage-earning classes," etc.

An Early Plot.

From reports received there was trouble in the camp pretty much from the start, at least in one of the Northern Ontario stores. One of the officials, however, smoothed things over there by "laying bare the plot," according to our informant, "and subscribers began to pour in." There was also a complaint from some in this town that there was discrimination in the matter of discounts. "The higher paid workman who got his 20 shares paid up received 10 per cent. discount off his goods, while the poorer man received only 5 per cent. until he got up to the \$100 mark," is the way one of the losers puts it.

That the concern was not doing business on business principles is shown by the fact that between July, 1913, and September, 1914, there was no general

meeting of shareholders held in the northern town in question; no balance sheet had been issued, and no financial statement or report of business as applied to that store had been circulated. No one was asked to vote on changes of management made in Toronto, and nothing was ever heard from the concern by the shareholders except what was read in a magazine named the "Head Light," which appeared but once—last January or February.

In the above, readers of Canadian Grocer have some of the inside history of the meteoric career of the National Railway Association. Born only a little better than a year and a half ago, it surely must have been founded on sand, and that sand was the fallacy that the high cost of living was due to the retailer.

Letter From the R. M. A.

In this connection it is interesting to note the following letter sent out by the Retail Merchants' Association to manufacturers:—

"Dear Sir:

"You are no doubt aware that for a number of years our association has been vigorously opposing the methods adopted by co-operative societies of all kinds, owing to the deceptive methods they adopt to secure their capital, and the unfair and deceptive methods they use to sell their goods.

"At the present time, when the market for all sorts of produce is fluctuating and some portions of the press have been agitating the public mind, a number of adventurers, with the hope of getting ear, to secure profit for themselves, have embarked into the co-operative society business, and with the usual glaring advertisements offering all sorts of impossible inducements and condemning the retailers who have established their businesses on sound business principles, thinking thereby that they will be able to secure public sympathy, and be able to secure more easy money out of the pockets of the unthinking classes, are now ready to operate.

"We are sending you this letter with the hope that we may have your assistance in helping us to rid the commercial community of these unfair and deceptive developments. For years past the retail trade has been handling the manufactured products of Canada at the lowest possible cost. They have been your selling agents and co-workers in helping to place your products before the public. We know, without any question of doubt, that goods cannot be marketed in any cheaper way than they are now marketed through the wholesaler and retailer. We are desirous, and we know that you must be desirous, of preserving these natural and economic channels. Believing this, we are appealing to you to stand by the

legitimate trade and to assist us, and assist yourself, by refusing to sell to any co-operative societies or to any wholesale houses who supply co-operative societies.

"According to their own statements, if these societies had the capital and could secure public support, which they try to do through misrepresentation, they would endeavor to manufacture the goods which you are now making, and destroy, if they could, your trade. Experience has shown that they will stop at nothing to gain their own ends; in commercial life they are just as dangerous to trade as the German menace is to the liberty of the Empire. We do not guess, but we know, that the co-operative society system is bad from top to bottom, and it must be crushed in Canada now at all costs. Will you help us to crush it now, before it gets its fangs into you and into every honest wholesaler and retailer in Canada?

"Our appeal to you is strong, because we know the danger that is facing those who are demanding clean, above-board methods in the trade and commerce of Canada. A temporary profit at the best may mean a heavy loss to any who sell to them later on, and we can assure you that we are compelled to protect the legitimate retail trade from their unfair methods of competition.

"If you are desirous of knowing if there are any wholesale houses who sell your goods to these societies we will be only too pleased to assist you to the full extent of our powers in that direction.

"Trusting that we may hear from you and receive your views on this question, I remain, on behalf of the executive,

"Yours sincerely,

"E. M. TROWERN,
Secretary Dominion Board."

CANNED LIMA BEANS.

With a total pack of 15,000 cases of No. 2 choice green canned Lima beans worth \$50,000 to its credit, the Calima Lima Bean Canning Company located near Sawtelle, Los Angeles county, the only cannery in the State putting up this product, will close its 1914 season, says the Los Angeles Times. "The value of this factory's output of canned Lima beans does not consist in what it will bring on the market," asserted Jules Kauffman, its manager, "but in the fact that through the successful experiments of this single plant there may result the erection of a number of similar plants on a larger scale, whose outputs should not only find an expansive market in this country, but even enter the great foreign fields. The public probably is not aware that until this factory accomplished it, the California commercial Lima bean had never been canned green."



An appetizing trim of foodstuffs made or packed in Canada shown recently by the Peebles, Hobson Co., Hamilton, Ont. Note the large flag used for the background.

THE above display explains itself. It was made by Wm. Marsh, with Peebles Hobson Co., of Hamilton, Ont., and a glance will demonstrate that the arrangement was cleverly and attractively executed.

Included in the display are fruits in glass, jams, marmalades, jellies, ginger in syrup, flavoring essences, celery salt, paprika, catsups, condensed and evaporated milk, chicken breasts, smoked beef, lobster in glass, mincemeat and plum puddings. Four large glass globes of fruit containing peaches, plums, pears, and apricots are in the centre, also a large pyramid of olives, and on one side of the window a pyramid of unfermented wines, and on the other of grape juice and raspberry vinegar are placed. The display was backed up by corn flour, baking powder, quick puddings, icing sugar, gelatine, canned fruits, pails of jams, canned vegetables, salmon, soups, cereals and biscuits.

Five small appropriate cards were arranged with the following wording: "The March of Progress"; "Made-in-Canada"; "Keep the Factories Working, They Need Our Support," etc. The trim has, states Mr. Marsh, brought good results.

Display is Big Factor in the Selling of Fish

Too Many Grocers Keep the Stock "Out Behind" or in the Basement — No Excuse for Trouble in Handling Frozen and Smoked Lines in the Winter Season—People Buy on Appearance to a Large Extent.

THERE are many grocery stores which the casual observer may visit many times without seeing a display of fish. This is not necessarily because the store does not handle the line—although the number that fail to do is so much larger than it probably should be—but rather because it will be found that the stock is kept in some mysterious place "out behind" or in the cellar, or otherwise located where no one is likely to find it without authority from the sheriff.

In many stores there will be a display of practically every line which grocers handle, with the exception of fish. And then, no doubt, there are many proprietors who wonder why their volume of trade is not larger than it is. There will be a clean, sanitary, display of provisions while the fish is hidden, as though it were something that would contaminate. One might well speculate as to whether the returns from the provision department or several other departments which are to be found in most groceries would make as good a showing if they were kept "out behind."

Handling fresh fish in

the summer time requires considerable care and attention, but where this care and attention is given it is generally found that the returns are satisfactory. And a big factor in these returns will be in having a tasty display, which can be simply arranged with a glass-covered case in which the fish can be kept on ice. Only a comparatively small proportion of the stock need be shown in this way, and the balance can be kept either iced in the cases in which they arrive, or—and this is preferable—repacked in an airtight and light-proof case.

The Winter Fish Department.

Fish in the summer time require considerable care and attention. For this reason there are some grocers who object to handling them. But this objection cannot be applied to the fish department in the winter time, when frozen and cured varieties can be as easily handled as potatoes or clothes pins—and with a good margin of profit, as has been shown in figures previously presented.

However, the same comment on the manner in which many of the stores handle their fish stocks in the summer apply to the winter season also. Instead of there being a tempting display, the stock is usually either relegated to the back storehouse or the basement, or, on the other hand, is allowed to sit around the store in an open box—the sight of haddies exposed to dust and dirt, and being made the particular attraction for the hardy members of the fly family, is no uncommon sight.

Glass Top for Haddies.

Take the haddie box for example. What could be simpler than to make a simple glass top for it? This would merely require a "light" the same size as the box, with a frame to hold it in place; it could be made in a few minutes. When the top of the box is taken off, the glass could be placed over it and the display would be improved a hundred per cent., not to mention the fact that the stock would be kept in the condition which food deserves.

Frozen Fish Easy to Handle.

There is not much more trouble with the frozen fish than with the smoked. The fish can be kept for any period within

reason by being placed in an air-tight place or by merely being closed in the box in which it arrives. Sufficient for a tasteful showing can be taken from the case or refrigerator and displayed on the block without danger of being harmed for a considerable time.

It should be remembered at all times that the modern housewife buys largely on appearance. The effect of the campaigns, which have been conducted in the interest of sanitary food, have brought the matter to the attention of all, and in connection with foodstuffs there is a demand for groceries which are kept in good condition, and which are displayed in such a manner as to carry this conviction.

Up to the Retailer.

In an interesting booklet, published by the Department of Naval Service, to which reference was made in a previous article, one of the strongest passages refers to the necessity for proper handling to build up the fish business. It comments:—

"Retailers frequently do not present fish to their customers in an attractive manner."

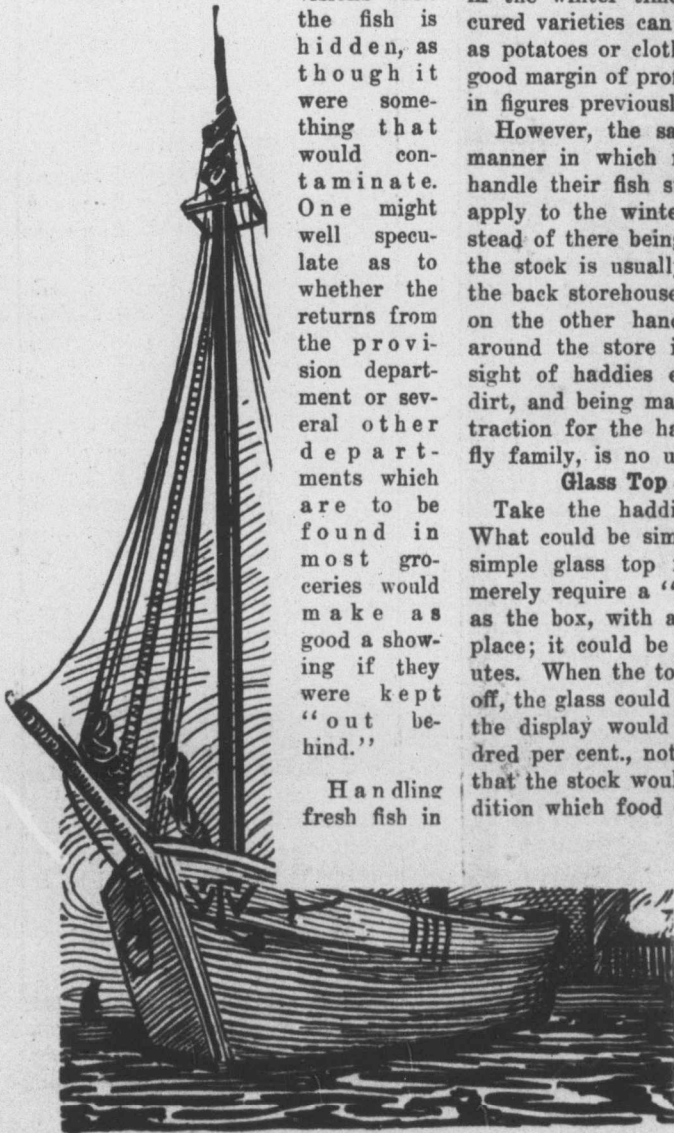
This is set forth as one of the reasons that there is not a better demand in the fish trade. The trouble is that the people are not tempted to eat fish; they are given a wrong impression through the manner in which it is handled by many retailers.

Buying on Appearance.

And this Government booklet, which hopes to help the trade by appealing to the public at a time when there is a demand for cheap food—and when that demand can be met by the consumption of fish—recommends particularly that the housewife be careful of the condition of the fish which she buys. At the opening and at the close is to be found a special notice:—

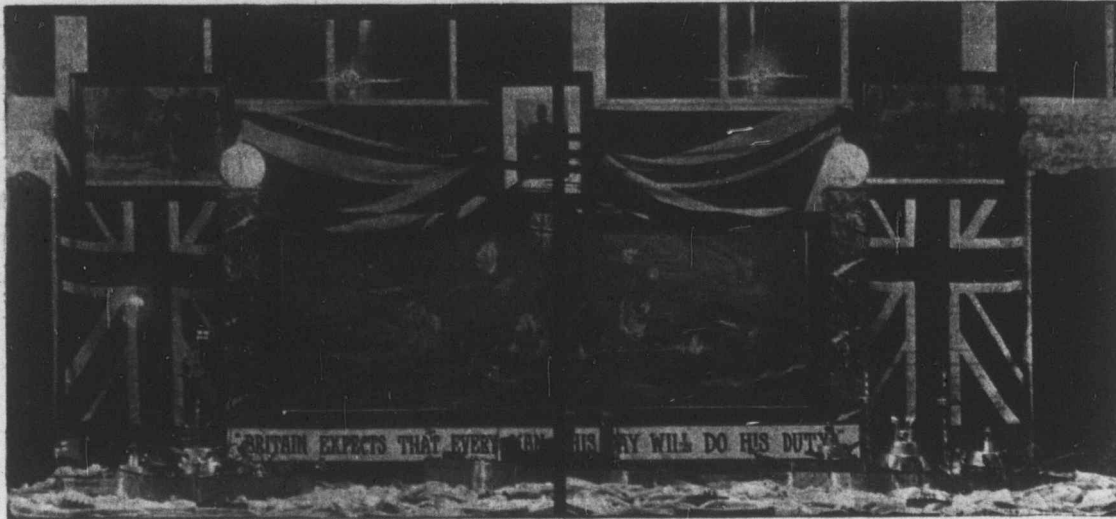
"In buying fresh fish, see that the eyes are bright and prominent and the flesh firm, not flabby."

In this there is also a good tip for the grocer in his own buying, for he should see that his purchases when they are delivered are in good condition—for that condition will not improve while the stock is in his hands, no matter what good care he may take of it.



Series of Patriotic Window Displays

Regina Retail Firm is Running a Series of Patriotic Displays Which Are Attracting Immense Crowds—Display on Trafalgar Day.



Trafalgar Day Window—one of a series of patriotic trims shown by the Glasgow House, Regina, Sask. Note the realistic background and the men-of-war in the front.

GOOD window displays are being recognized as a powerful selling force in every line of retail trade. The window dresser, with a stock of original ideas, is coming into his own. Some retailers at the present depend entirely on window displays to sell their goods, but this is generally recognized as false economy. A house, which represents the best in window displays, and widely advertises its goods by means of both newspapers and street car banners, is the Glasgow House at Regina. This store at the present time is running a series of patriotic windows, in which goods from all departments of the store are used. One of the best of these displays was that representing a naval battle. A painting representing warships in action formed the background for this display. The painting was draped with Union Jacks, with a picture of King George immediately above the painting. The main part of the display, or the attraction as it might be called, was represented by models of battleships convoying a transport in the foreground. The miniature war vessels were properly protected by toy submarines, etc. Dress goods were arranged to represent the water, so that the scene might have a natural setting.

The miniature battleship and transport ship were composed entirely of goods sold in the store. The sides of these models were composed of cross-cut saws. The gun towers of the two battleships are composed of small tin dishes, while guns are represented by pieces of

pipe with emery stones protruding. The funnels are composed of pipe fittings, while the look-out tower is represented by a circular mouse trap. The transport ships' sides are composed of cross-cut saws, while the upper decks are represented by cash boxes of various sizes. Two oil stove wicks do duty as funnels on this ship. The toy department is also represented by a display of toy soldiers on the transport ship.

This particular window display was revealed to the public on the anniversary of Trafalgar Day. Immediately below the painting is printed Nelson's statement: "Britain expects that every man this day will do his duty."

This display was of such an unique nature that thousands of people saw it during the week it remained in the window. At no time during the week was this subject lost sight of, and to obtain a good view of it, it was necessary to have the photographer take the photo after midnight.

Messrs. R. H. Williams & Sons, proprietors of the Glasgow House, realize the value of this kind of advertising, but ably supplement it with newspaper advertising and street car advertising, as previously stated.

"Now is the time to advertise," Mr. J. K. R. Williams said in conversation. "A little more advertising than a competitor may just result in swinging the balance of trade."

The display was arranged by A. R. Murdison.

ST. JOHN GROCERS TOGETHER.

St. John, N.B., Nov. 12.—(Special)—The grocers of St. John are now organized as a branch of the Retail Merchants' Association. This was perfected at a recent meeting at which M. E. Grass presided.

Addresses were given by N. C. Cameron, local secretary and provincial secretary of the association; Isaac McDonald, of Halifax, on subjects that affected the retail grocers of the Dominion and pointed out that the organization of the grocers was not intended to benefit the city trade only but to include the whole province. The dignity of the grocery trade and its importance to the life of the people was also emphasized. Representatives of the wholesale trade spoke on the value of organization as co-operation with the wholesaler could thus be secured on important matters. Officers elected were: M. E. Grass, chairman; 1st vice-chairman, D. H. Nase; 2nd, J. P. McBay; treasurer, W. Vaughan; secretary, N. C. Cameron; assistant, M. Morrissey. A committee was appointed to assist in completing the organization. Fortnightly meetings will be held during the winter, the next to be called by the executive.

The Board of Health of St. Thomas, Ont., decided to draft a by-law compelling all bakers in the city to properly cover with a sanitary paper wrapping each loaf of bread sold.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

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

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 6074 Stony Island Ave.; Phone Midway. **Boston**—C. L. Morton; Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

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

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

PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 13, 1914

The Ad That Doesn't Pay

THE advertisement that does not create a desire on the part of the reader to purchase the goods advertised is of very little use. An old newspaper man who was giving a talk on advertising recently, told of how he used to have to urge the merchants to send in their copy early so that they would have time to prepare something that would draw trade. Usually, however, it was necessary to call at the store at the last moment for the copy. The advertiser would apologize for the delay, tear off a piece of yellow paper from the paper roll and scribble something like: "Jno. Smith sells tea."

That is no way to advertise. It is a waste of money and it explains too why so many in the past have come to the conclusion that advertising doesn't pay. The aggressive and wide-awake advertiser of to-day knows that such an ad. would bring in very little business. People know that every grocer sells tea and what they want are reasons why the teas that Jno. Smith sells are worth the money. They want to be informed on the uses of goods, their quality, and purity. The merchant who tells them these points in the most attractive way and whose goods back up what he says, is the man who wins, other things being equal.

Fall of Co-operative Concern

THE National Railway Association, the largest co-operative store concern in Canada has fallen by the wayside. Having only been in the retail business less than two years, its career was an exceedingly short one. This association was composed chiefly of railway employees and in its early prospectuses issued some rosy "stuff" designed to catch the eye of the laboring man and to get him to join the institution.

Canadian Grocer does not intimate that the downfall of the concern was due to crooked work on the part of the officials. No doubt they were zealous men and anxious to see the undertaking prosper. But their prospectuses demonstrate that they built their future on a very flimsy foundation—they were firmly convinced that the so-called high-cost-of-living was caused by the established method of distribution and

they thought that if only the "middle-man" as they called him could be eliminated, living would be cheaper and all the ills of life would vanish.

The National Railway Association have surely learned the lesson that there is more in the operation of a store than promises of the reduction of the cost of living, and of dividends. Business nowadays must be conducted on business principles and not on promises. It is beyond dispute that the profits on staple groceries are cut about as fine as they possibly can be, by ever-increasing competition, and if any co-operative concern insists on paying 10, 15 or 20 per cent. dividend, it cannot at the same time reduce the cost of living. Higher prices must be charged than those offered by the legitimate retailer.

The poor shareholders of this concern have learned that lesson at great cost. Thousands of dollars were put into it that are gone forever. Men and women who can ill afford to stand such a loss are to-day bewailing their fate which at a time like the present becomes doubly hard to bear. The experience gained is likely to last a few generations.

Provincial Licenses Exeunt

ONE of the most important decisions in Canadian matters of recent years has been given by the Judicial Committee of the Privy Council. For years the extra-provincial licensing laws of the various provinces have caused annoyance to business firms all over Canada. A Dominion charter did not change the situation any, some of the provinces, such as Ontario, New Brunswick and Manitoba granting licenses to Dominion companies for example only as a matter of discretion. By the decision handed down this week a company having a Dominion charter can do business without further license in any province of the Dominion. Hitherto a company which did not take the trouble to take out a license in every individual province might find that it could not collect its accounts in that province. As the licensing fees in most cases were practically the same as the cost of getting a Dominion charter the total cost was considerable before legal status in all provinces was obtainable. There were also certain formalities in the various provinces in the way of reports

and the like which often made it hard for a company to know just what was its position. In British Columbia for example, a Dominion company was supposed to have a separate head office for the province as well as a resident attorney. These licensing laws were, moreover, a special tax on limited companies as partnerships were not included in their scope. Often the fees chargeable in the various provinces were estimated on the whole authorized capital whether paid-up or not and whether all used in the province or not.

The recent decision will promote inter-provincial trade and will make the procedure much simpler. Incidentally the decision cuts off materially the revenues of the provinces, all of which, with the exception of Prince Edward Island, had extra-provincial licensing laws. The decision as such, however, does not prevent the provinces from taxing corporations and the provinces may overcome this aspect of the decision by changes in their tax laws. Many of the annoyances, however, of doing inter-provincial business are done away with by the decision.

Little Adulteration Here

CHIEF analyst, A. McGill, of the laboratory of the Inland Revenue Department has just sent in a report to the department on 93 samples of confectionery (marshmallows) which underwent diagnosis for injurious matter for whitening purposes. The results, he points out, were gratifying. In fact the dangerous excess of sulphurous acid was not found in any sample.

Here are the results in brief: Fifty-one samples, constituting 55% of the whole were entirely free from the sulphurous acid and 20 others yielded traces only. Twenty-two samples or 23% of the whole contained distinct amounts of the acid, but in no case did the quantity present exceed one part in two thousand parts by weight of the confection. This amount is generally believed to be quite harmless to health and is permitted by an Order-in-Council of April last.

This Order-in-Council named became effective on the 11th May of this year, and decrees that when sulphurous acid (in any form) is present in a food or drink, the fact of its presence shall be declared on the label. This condition was not fulfilled in any of the cases reported; and in strict reading of the law, all samples in which any determinable amounts of sulphurous acid were found, were amenable to penalty.

Since, however, the collection was made soon after the Order-in-Council became effective, and inasmuch as it is usual to allow a reasonable period of time to elapse between the publication of a new regulation and its enforcement, in cases where danger to health is not involved, the chief analyst recommended that, so far as this report is concerned, no action be taken by the department.

Editorial Notes

MANY GROCERS throughout the country are making good housecleaning sales by means of window displays. There is more of this business to be gone after.

THE NUMBER of new consumer concerns that have sprung up among us this year, demonstrates how easily it is to fool some of the people at least some of the time.

Join the Association

DO the merchants of Canada in general understand the aims and objects of their own association? If they can read the reports which constantly appear in the city papers, and which are grossly misrepresenting, and therefore seriously injuring the interests of the retailers, without being aroused to a keen sense of their duty in supporting the association, then they do not understand them.

There is no industry of any kind so fiercely abused and the men engaged in it, so much maligned as the retail merchants. The people have been so impressed through these continuous attacks that they feel perfectly justified in supporting any schemes rather than the regular retail stores.

Taking advantage of this state of affairs, the large mail order stores are reaping a great harvest. Co-operative stores are being introduced as a relief; pedlars are having a good time; schemes of all kinds are perpetrated which are alleged to offer better things than the regular trade.

Why is this so, and is there a reason for it? Undoubtedly this is owing to lack of interest on the part of the merchants themselves. The "Association" has done noble work to protect their interests in every possible way, and yet many of the merchants have never contributed one cent, and know nothing about it; and when approached for the paltry sum of the membership fee, they try to wriggle out of it by all sorts of excuses. To those who have manfully stood with the association, and not only paid their fees, from year to year, but have given freely, much of their time, belongs the credit for what the association has accomplished and which they all enjoy. They know the value of it, and also feel very keenly the lack of support from many of their fellow-merchants.

When such articles as the following appear without a word of defence on the part of the merchants, is it not time that they waken up?

"Believing that the raising of the prices of food-stuffs by the retailers during the past weeks has been beyond all reason and unwarranted the Toronto District Council will discuss the situation and pass resolutions of protest which will be sent to Mayor Hocken and the Provincial Government with a request that immediate steps be taken to end the extortion now being practised upon the people under the pretext that the war necessitated the raising of prices.

"Watch and report the dishonest merchant.

"Don't let the butcher rest his finger on a projecting bone, and don't let him press his body against the scales.

"Don't forget to reweigh everything at home."

Should these things be tolerated without a protest? The merchants should undoubtedly unite to defend their business and their honor. Do they expect the association to do it without giving them the necessary financial support? The association does all in its power to protect and defend the trade and nothing stands in the way of raising it to the standard it should occupy except indifference on the part of too many merchants. Through the watchfulness of the association the Ontario retailers are exempt from the Compensation Act which would have added another heavy burden to their shoulders, and yet many do not know what it means, and many know, but take it all without showing their appreciation by supporting the association with the amount they all morally owe.

Grocers Discuss Soap, Flour and Advertising

Lively Meeting of Their Section in Toronto — Anxious to See End of Price Cutting on Soap and Flour—Proposal to Advertise Collectively Introduced and Discussed.

TORONTO, Nov. 12.—(Special). — The Grocers' Section of the Retail Merchants' Association held a lively meeting on Monday night last when several important matters that were warmly discussed arose. The section have a Question Box for the use of members and those with problems to be solved are requested to drop them in. Chairman Neil Carmichael presided, and, after the preliminaries, opened the box.

One inquirer wanted to know if it would not be a good thing, now that the grocers had organized a section of the R. M. A., to arrange for an interchange of names of members among the different sections with a view to an interchange of trade. The suggestion was met with favor and many propositions were tendered. Mr. Forster, Roncesvalles Ave., proposed a register in the board room so that members could pick out those of other sections residing in the immediate vicinity. F. C. Higgins, Yonge street, suggested a directory with lists of members of each section. D. W. Clark favored this and proposed that Mr. Trowern, the general secretary, look into the cost. Mr. Ballard's idea was a pocket directory. The decision was reached that Mr. Trowern investigate the matter and report at the next meeting.

Mr. King, a representative of the No-Egg Manufacturing Co., was then heard, and given an opportunity to explain his product and prices, and to point out how it was being marketed. It will be on the contract selling plan.

The Question Box was again reverted to. "Is the practice of advertising bargains proper or should the people be educated to paying a fair price always, so that the grocery business may be placed on a higher plane?" was the next query. This, however, was allowed to go unanswered. Another question was of such a character that it led the meeting to decide that in future the name of the questioner must accompany the query, not necessarily for publicity, but just as an assurance of good faith on the part of members.

The Soap Question.

Considerable discussion followed the two questions: "Is it advantageous to the retail trade to buy in quantity lots?" and "Are you satisfied with the present conditions in the soap market?"

There was pretty much of a general complaint that with the cutting of soap prices by the large departmental stores, the margin was too small.

"The soap people should have fixed prices on their product both to the wholesale and retail trade and every retailer should be compelled to sell to the consumer at one price," was the way one member looked at the matter. "We should have a reasonable profit on everything," he added, and his remarks were greeted by applause.

"The soap question is the biggest with which we have to contend," declared another. "Even if we can buy soap for \$3.85 we only make 31 2-3 cents on \$4.16 2-3, selling at six for a quarter, and if some of us do not sell at six for a quarter the people think we are dear and go to the department store."

When one of the members said it was impossible to get the manufacturers to do anything they were in opposition to, on account of the fact that once before when a soap concern had changed its prices with a view to helping the retail trade and the grocers themselves did not stay by it, there were a few protests. "Nothing is impossible if we get behind the thing," maintained one. "If we can back one another we can get what we want," was the way another put it. A third said: "If it is impossible it is only because up to the present there has been a lack of unity. If we insist on a concern selling its goods on the contract selling plan at a fixed price, as the ——— Company did some years ago, we would realize a steady flow of profits. We should insist on getting a fair margin on every new line that is being put on the market and should say to the company behind a new line that if there is not a fair profit attached, it cannot be put on the market. There are too many lines to-day being sold by the department stores at what we grocers have to pay for them. We get loaded up and lose out on the deals."

Joint Committee Working.

General Secretary Trowern pointed out the soap question was already being taken up by the joint committee of retailers and wholesalers appointed during the past summer and suggested that a resolution be passed backing up the contentions of that joint body. After several other speakers had endorsed the fixed price idea, a resolution by F. C. Higgins that a committee be appointed from the Grocers' Section to confer with the joint committee above mentioned re the re-arrangement of the prices of soap and the cutting out of premiums, was carried.

The flour question was next on the slate. It was declared that department stores were advertising certain flours at a price only a cent and a half advance on what it cost the retailers. A resolution by D. W. Clark to the effect that this be condemned and that the matter be taken up with the companies concerned to see that the retailers get a legitimate profit, was also passed.

Collective Advertising.

For the past few weeks some of the members have had under consideration the question of co-operative advertising in the daily papers. In a city like Toronto it is maintained that advertising individually in the papers was rather expensive, and if any were done it would have to be collectively—that is, a certain space would be contracted for and those wishing to enter the plan would pay their share of the space used.

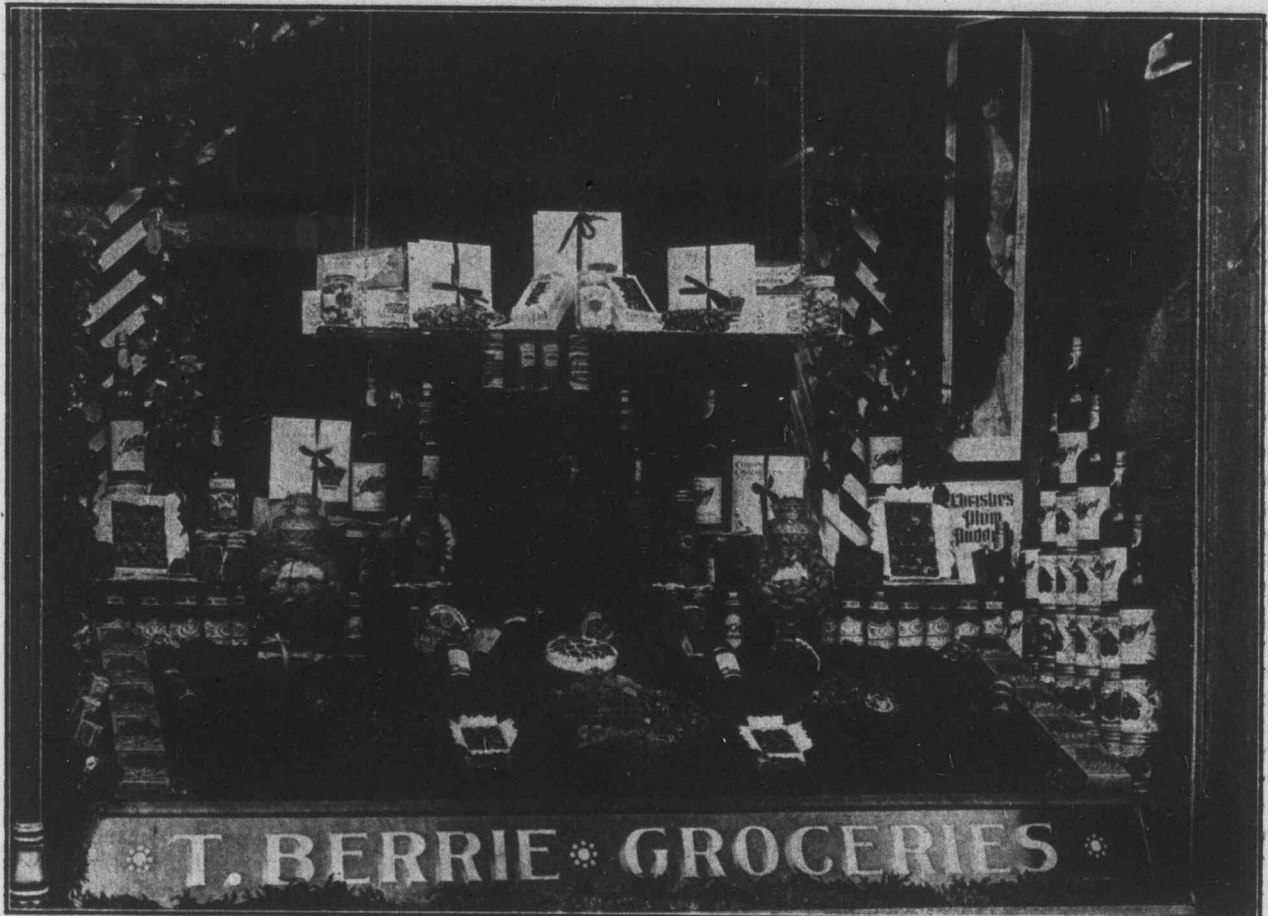
T. N. Humble, an advertising man of long experience, and now on the staff of the Retail Merchants' Association, outlined the proposition and took up the various phases of advertising. For a number of years he was engaged in looking after the copy of Hobberlins, the Toronto clothiers, and has also had retail experience. At the outset he referred to the cost of advertising as being responsible for so few aggressive merchants taking it up. "Many are using handbills," he said, "but this is almost a complete waste of money, as so many of them find their way into the ditch or other places where they are not destined to do any good."

"The sending of circulars into the homes is an expensive method and then only those to whom they are sent have the opportunity of reading them. For less money thousands of people could be reached through the medium of the daily press. But, of course, advertising itself is not going to do the whole job—the goods must have merit in them."

Could Advertise Service.

Mr. Humble gave figures on the cost of various spaces for a year and suggested that if space should be taken as proposed, it could be used to advertise certain lines that all the dealers had for sale on certain occasions. He pointed out that such advertising space could be utilized to explain the service the retailer was in a position to render that could not be given by department stores. A free paper, too, he declared, was no
(Continued on page 35.)

CANADIAN GROCER



An attractive Christmas window trim featuring dried fruits. Mr. Berrie is a Toronto grocer.



A general selling Christmas display shown in the Town of Oshawa, Ont. Note the liberal use of price cards.

Lighting Windows to Catch Crowds at Night

Two Circuits Are Economical, Equipped with Switch, Gauged to Suit Period of Largest Traffic—Three Types of Reflectors and Their Merits—Sources of Light Should Never be Visible—Light and Prosperity Linked up.

By A. J. Edgell.

PROSPERITY and light go hand in hand. It pleases a competitor mightily to see a store front dull, so a merchant who does not have his show windows brightly illuminated at night loses a good opportunity to increase his sales and gives his competitor a great advantage.

Window lighting depends to a considerable degree upon conditions that are individual to each window. The character of goods displayed, whether light or dark, and the color of background, are matters that should be taken into consideration in installing a system. If streets and neighboring windows are brilliantly lighted, it is, of course, necessary that the intensity of illumination in the window be higher than if such conditions do not exist, as the effectiveness of the lighting is largely a matter of comparison.

Bad When Light Source is Visible.

In a previous article attention has been called to the methods of window illumination. These may be divided into two classes—bad and good. Like the maiden in the nursery rhyme who "when she was good, she was very, very good; but when she was bad, she was horrid." window lighting when it is good is very good, and when it is bad it is horrid. As bad examples, might be mentioned the windows in which the light source is visible and causes an unpleasant eye-strain: the window in which a lighting fixture is visible, with the lamps themselves at either end of horizontal arms, etc. To what extent a firm will go to prevent the light source being visible to the passer-by is shown by the method used by Marshall Field, in Chicago. In one of their largest windows, situated on a corner, the light sources in that portion of the window at right angles to the observer would, under ordinary circumstances, be visible. To prevent this, short wings of tin painted dull black have been extended out four to six inches from the reflector between each lamp.

Concealed Sources.

The proper method of illumination is by means of concealed sources, the light being thrown from the top and front of the window in such a manner that no annoying shadows are made. Windows call for an installation of reflectors and lamps which will provide an illumination of such intensity and quality that after-dark business may be carried on at day-

light efficiency. Good business demands the best illumination possible, combined with attractive appearance and the adoption of every sensible economy.

Reflector Very Necessary.

A reflector is a very necessary part of the lighting equipment in order to use light efficiently and reflect rays that would otherwise be lost. An electric incandescent lamp does not give light equally in all directions; on the contrary, it throws its maximum candle-power on the walls sideways, and lesser amounts in all other directions; thus, a 25-watt Mazda lamp gives 21 candle-power sideways, 6 candle-power straight downward, and intermediate amounts at various angles. It is, therefore, easy to see how necessary are proper reflectors if the greatest efficiency of the light burned is to be had. Reflectors gather much of the light that would otherwise go to waste and throw it on the goods where it is needed.

Mazda lamps are generally used in window lighting, because they give a much more brilliant light than the ordinary lamp, at no increase in the amount of current consumed; in fact, the claim made for the Mazda lamps is that they will give three times the light of the ordinary carbon lamp and burn no more current in giving this increased light.

There are three types of reflectors in general use for window lighting, each having the power of effectively illuminating certain types of windows; these are prismatic reflectors, trough reflectors and individual reflectors.

Where Window is Open to Store.

Where a window is open to the store, the background being carried to a height of two or three feet, it is frequently necessary to use glass reflectors with frosted lamps in order to harmonize with the interior arrangement of the store, which is visible from the street. In a condition of this kind glare is frequently apparent, and some of the light is wasted on the side walls, but occasionally attractive windows may be seen which are lighted in this manner. Such a condition need not exist with department, clothing, furnishing or other stores in which the windows have built-up backgrounds.

Prismatic Reflector.

The prismatic reflector is frequently adjusted in windows so that the light is

directed to the most distant corner of the window, the portion of the window glass behind the reflector having the name of the firm, goods carried, etc., lettered in transparent colors. The light diffused by the prismatic reflector illuminates these signs in an attractive manner.

Trough Reflectors.

In the trough and individual types, the reflecting surfaces range from quick-silver to pure silver-plated mirrors. Trough reflectors are very compact, taking up little room, and being especially serviceable where space is limited. A Mazda tubular lamp is frequently used with reflectors of this type, giving a line of light that falls uniformly upon the entire display. The trough reflector is hung from or fastened to the ceiling of the windows in such manner that the light does not fall upon the side walls. These reflectors are made with different contours for different depths of windows.

Individual reflectors are made in many different shapes, from metal, or one-piece blown glass reflectors with mirrored surface in such form that they direct the light rays upon the display with little loss. The lamps used range from the 25-watt up to the larger sizes.

Two Circuits Better.

In installing systems for lighting show windows, the lamps should be placed on two circuits, so that half of them may be turned on during the early evening hours and the balance when the full strength of illumination is required. To get the best results, of course, alternate lights should be placed on the circuits. A time switch should be a part of every lighting installation, whether a night watchman is employed or not. It is not subject to the vagaries that human beings are, and turns the lights off and on promptly. It does not vary the turning off from ten minutes to half an hour, as a watchman or special outside watchman, whose route may extend a half mile, is inclined to do. The initial cost is small, and is saved in a month by the lack of waste light thrown on the street when there are few passers. In this connection it is well to remember that the "movie" habit which holds the people in its grip gives the merchant an opportunity to let his windows work another hour at night. Lights in most cities should not be extinguished until eleven (Continued on page 33.)

Increased Business \$1,000.00 a Month

Merchant in a Small Town Achieved This Result by Starting to Advertise in the Local Papers—Grave Difficulties Were Overcome by the Adoption of a Policy of Aggressive Publicity.

THE problem that confronts the average merchant doing business in a small town within easy distance of a large city is how to create and maintain an interest in his store against the persistent efforts of the larger people to draw business from the territory that is legitimately his.

This problem is made the more serious when the territory is traversed by a trolley line giving an hourly service with the city, when the roads leading there-to are among the best in the country and when the local merchant's customers are well-to-do fruit growers, many of whom have their own motors, and can whisk into the city and back again at little or no inconvenience.

Merchants in distant towns where there are only two or three trains daily with the larger cities and their departmental stores, will admit that the man who has to contend with the conditions described, is at a much greater disadvantage than they are, and that he must avoid the rut if he would continue in business.

The following is the story of a retail merchant in an Ontario town, doing business under the conditions outlined above, who managed to increase his turnover by \$1,000 a month.

How did he manage to do this?

Apart from the advantages of a simple but thorough system, which takes care of important details and the appreciation of conditions peculiar to the district, the bulk of the explanation is found in the two words "aggressive advertising."

Merchants of that locality draw business from a very rich territory within a radius of five miles south, east and west. Bad accounts are scarce. Notes are taken on large purchases, and this dealer states that his loss on these has been negligible. Besides it is a method which has a tendency to direct business to the local merchant, whereas if a hard and fast cash rule were enforced, the result would undoubtedly be a larger patronage for the city stores at those times when ready money is more plentiful than others. On such accounts the merchants may be confident of a settlement once a year.

This five-mile radius, so easily travelled, is a rich prospecting field for the city stores.

"The country was being flooded with the advertising of the Hamilton and Toronto stores," said this aggressive merchant, "and about nine months ago, I

realized that I would have to do something more than use a small regular space in the local paper. I accordingly got in touch with a concern supplying a good advt. service—layouts, seasonable paragraphs, cuts, and all necessary material for an interesting campaign. Then I arranged my advertising contract with the weekly newspaper so that I would have a monthly service of one page and eleven halves to be used as desired. Frequently, I would have the printer strike off 5,000 copies of this full page advt. Then, with my runabout and two boys we would go over our five-mile radius thoroughly, distributing those circulars where we thought they would do the most good. For special occasions, our advts. would be exceptionally appropriate and never failed to bring results. Our Christmas advertising is an example. We secured through the syndicate, a four-page sheet bordered in color with holly and mistletoe with a head of Santa set in the border on the front page. I immediately made an arrangement with the newspaper to use this two-sheet supplement as the front and back of the regular issue. In a panel on the front page the editor ran a seasonable message to his subscribers, used the inside for reading matter, while I had the front and back for advertising. I was able to do this at a fair price by co-operating with the publisher, and the result was an exceptionally fine Christmas display and one that was very effective. By watching opportunities such as these, we have kept our customers interested and have developed the business from sections which were formerly more or less prospective. Then, too, the loyalty of the staff both in and out of office hours has assisted materially."

This increase in turnover is a most remarkable demonstration of the value of advertising. With the merchant in the small town the question of advertising frequently does not come in for much attention. He feels that he has not the same facilities as the merchant located in the city where the daily paper serves as the medium.

The experience in question shows, however, that the advertiser in the weekly paper can secure results just as surely as the advertiser in the daily.

The Royal Provision Store, grocers and butchers, Montreal, have dissolved, Jno. Kilbride continuing under same name.

EXEMPTION FROM COMPENSATION ACT.

According to the reports in the papers of the meeting which took place before the Hon. I. B. Lucas, and the new board, one would naturally come to the conclusion, that the retail merchants were there to ask to be left out of the new act, This is, however, not the case. Through the efforts of the Retail Merchants' Association they were left out when the bill passed the House.

As some retailers, such as tailors, butchers, jewelers, etc., do some manufacturing in connection with their retail business, the object of the meeting was to decide whether they are to be classed with the retailers or manufacturers, who come under the act. These are some of the difficulties which present themselves, but the retailers as well as the farmers do not come under this act. As this act is considered by many somewhat unfair, those who are carrying on small manufacturing in connection with retailing are anxious to be classed as retailers, and be exempt. The matter was left in the hands of the Retail Merchants' Association to submit a statement of where the line would be drawn.

LIGHTING WINDOWS TO CATCH CROWDS AT NIGHT.

(Continued from page 32.)

o'clock, when the theatre crowds have passed. The saving of current from 10 or 10.30 to 11 is economizing at the wrong end.

A window of this kind is hard to light properly, because the light must be thrown practically straight down and falling mainly on top of the merchandise shown. In the windows shown, the reflector throws the light in such a way that an even illumination of the display results. The open portion above the background detracts from the appearance of these windows, because it allows a view of the interior and interior lighting fixtures. These, when lighted, distract the attention of the passer, and so weaken the effect of the shop window.

The Meyer-Thomas Co., Ltd., cigar manufacturers, Granby, Que., have sent a cheque to the Patriotic Fund for \$142.85, being one day's pay of the employees of their factory. This factory also contributed \$285.70 to the Montreal branch.

A Merchant's Bookkeeping System Explained

Keeps Close Tab on Expenses, Sales, Drafts, and Knows Progress of the Business at Any Time—Prefers to Make Payment by Draft Rather Than Cheque.

Written for Canadian Grocer by W. P. McCarthy, Prescott, Ont.

To the grocer keeping his own books with little time to spare, a description of the system I have worked may be of use. I might say that I read Canadian Grocer from cover to cover and find the time well paid for, as it is usually full of good ideas which one can easily use to advantage. Very often we find goods advertised that prove to be good sellers and good profit-makers, that otherwise we would not have heard about maybe for months. In fact for the advertized bargains or special sales this is about the only way that a grocer would know of this.

Market Reports Are Money Savers.

Then the market reports which are so arranged that you can grasp them in a few minutes or refer to them at any time, we find to be a great advantage in buying and a great money saver.

For expenses and freight we use one book—one page for expenses and the

opposite page for freight. A page does for each month and is added up and the amount carried to ledger at the end of each month. The same with merchandise purchased. This takes two pages each month and lasts the same time as the other book, about eight years. This saves space in the ledger as only the monthly totals are entered there. When an invoice is received and checked, we enter it on the merchandise book, as: Brown & Co., \$210. Then we open an account in our ledger for Brown & Co. and give them credit for \$210—like this: Oct. 10, 1 mo., 3 per cent., \$210, or Oct. 10, 1 mo. net, as the case may be. When Brown's statement comes, we check it with the ledger and always pay by cheque or draft. We prefer to pay by drafts, as cheques sometimes go astray and they are a great bother. At the end of the year we add up all accounts in the ledger, which shows the total amount purchased from each firm and the

amount due them. Also our total purchases for the year, the expense and the freight, and our total sales as well.

Watching Drafts.

For keeping track of drafts I rule a blank book, a page for each month, as follows, and enter drafts as soon as I accept them.

November 1914.

Paid (This is the way we mark them off.	Brown & Co.	13	210.00
	Smith & Co.	15	90.00

At a glance you can see just what you have to meet each month.

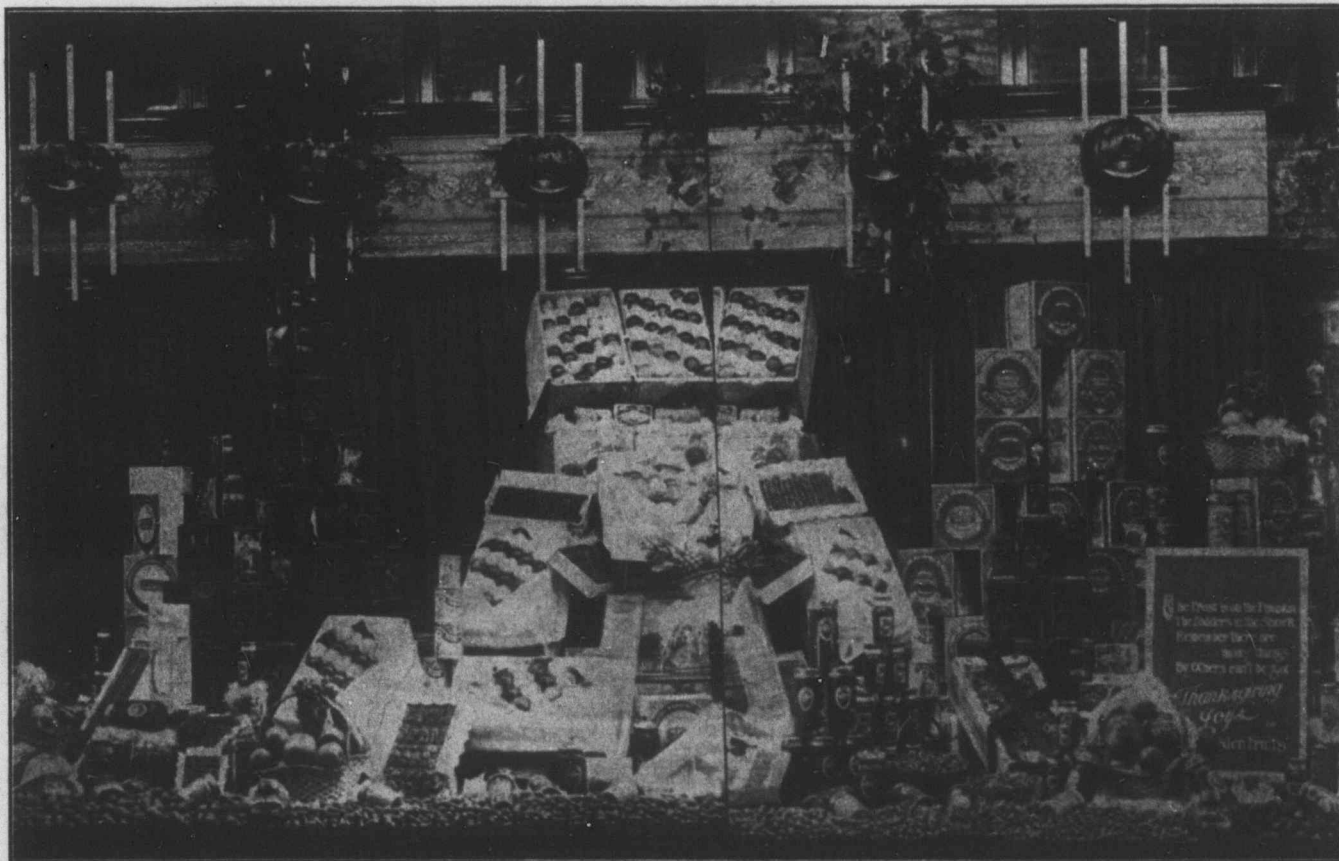
For keeping track of monthly sales as a reference, I took fourteen letter heads and fastened them together, one for each month, one for a back page and one for a cover. The back does for year's totals. This is the way:

January Sales.

	Cash	Credit	Total
1910	1000.00	1000.00	2000.00
1911	1000.00	1000.00	2000.00
1912	1000.00	1000.00	2000.00

As we have been in business over 25 years and can tell at a glance each month's business, we find it well worth the little time required.

Charles A. Perkins, for thirty years one of the leading grocers of Barrie, Ont., died very suddenly of heart failure. He was in his 71st year, and retired from active business fifteen years ago.



There are some good suggestions here for an autumn window display. This was shown last year by the Hudson Bay Co., of Winnipeg.

HUNTSVILLE MERCHANTS ORGANIZE.

Huntsville, Ont., Nov. 12.—(Special).—Huntsville is one of the latest towns in Ontario to join the ranks of the Retail Merchants' Association. W. C. Miller, representing the association, has been here and has successfully got the merchants together, some 25 already having pledged themselves to help with the good work. The officers elected were:

President, A. E. Callahan, grocer; 1st vice-president, J. J. Bailey, grocer; 2nd vice-president, L. H. Ware, grocer; secretary-treasurer, J. E. Fisher, general merchant.

Executive:—J. Armstrong, butcher; John Calderwood, grocer; C. J. Christinson, boots and shoes; R. B. Hern, hardware.

Here in Huntsville the grocers are troubled with wholesalers selling direct and this question was discussed at the meeting, resulting in the following resolution:

The Association will meet on the first Wednesday of each month.

"That whereas, we, the undersigned retail merchants of the Town of Huntsville, who pay taxes and other expenses into the municipality, have invested our money in merchandise, and have made ample provision by providing good stocks to supply this town and the surrounding country with the necessary goods which the public require:

"In addition to this, we are at all times present in our stores to supply the local requirements, in small or large quantities, and at the time they are required:

"Notwithstanding our investments and the provisions we have made to supply the public, and the obligations we have incurred, we find that certain wholesale houses, whose names we have attached hereto, send their travellers and their representatives into our district, and supply our customers with goods, and in many cases at the same prices that they supply us, and they destroy our trade, and pay no taxes or other amounts to help pay the cost of maintaining the municipality;

"We therefore submit that we have a grievance that should be remedied, and we ask the Executive of the Ontario Provincial Board of "The Retail Merchants' Association of Canada" to take this matter up and advise us what can be done, and what assistance we can give them to remedy the same.

"To further verify our knowledge of the conditions as above set out, we the undersigned, have attached our names hereto and have taken our affidavit to the same before a Justice of the Peace."

GOOD VALUE IN FALL NUMBER.

*The MacLean Publishing Co.,
Toronto, Ont.*

Gentlemen:—

I enclose express order for \$2.00 as per statement also enclosed,

J. B. Kemp,

Pembroke, Ont.,

Nov. 5th, 1914.

P.S.—The Fall Number of Canadian Grocer is just to hand and on glancing through it would say I have already good value for next year's subscription in this number.—J. B. K.

* * *

*MacLean Publishing Co.,
Toronto, Ont.*

Gentlemen:—

Enclosed please find cheque valued \$2.00 payment for Canadian Grocer to Nov., 1915. We have just received the Fall Number and must say it is full of very interesting and valuable reading.

Puckett & Scilley,

per G. Puckett,

Oshawa, No. 4th, 1914.

SUPPLY AND DEMAND.

How the Sugar Market Advanced 10% Without Actual Conditions Changing.

Pointing out that the recent remarkable advance of one hundred per cent. in the sugar market was the result of supply and demand, when during the whole period there was no actual change in the conditions, Willett & Gray in their weekly sugar report say:

The supply and demand conditions on August 1st made the price 2.28c, and the supply and demand conditions on November 2nd also made the price of 2.44c per lb. As developed later, there was at no time between August 1st and November 2nd any important change in the actual supply conditions that should have called for the advance in prices that was made. The visible supplies of sugar were so large at the beginning of the last sugar campaign as to bring the price of sugar down to or below the cost of production.

The price had recovered slightly to 2.28c August 1st, the supplies had not been drawn upon to any unusual extent, and the 2.28c price was then a normal value on the supply and demand basis.

Between August 1st and November 2nd

the visible supplies had been drawn upon to some further extent, but still sufficient supplies remained to meet the demands as to warrant the 2.44c value again.

What caused the intermediate rise in price of over 100 per cent.?

It was simply the mistaken sudden conviction that took possession of Great Britain and the United States that because of the cutting off of European beet sugar supplies the cane sugar supplies would be insufficient for the demands of the two countries.

Immediate action to possess the supplies at any cost soon developed the unchanged facts that supplies were easily secured and were abundant for all demands.

The mistaken conviction ended in Great Britain when the British Government had easily secured about a million tons cane sugar from various countries by the first of September, and ended in the United States soon after, since which time the market price has been settling itself back to the normal supply and demand basis, with some 300,000 tons surplus supplies of sugar left over in the United States and Cuba for another season.

GROCERS DISCUSS SOAP, FLOUR AND ADVERTISING.

(Continued from page 30.)

good. If it has not been paid for by the reader, little or no interest would be taken in it. He advised on mediums that had reputation and that were read and urged the necessity of properly written advertisements. "Talk about the strongest features in your store," he advised, "and leave the others alone."

After this address several members spoke in favor of the proposition, but they will await further reports and considerations.

During the discussion this significant remark was made: "Regular customers do not come to you for cut prices," and when asked the reason the speaker said it was because they were ashamed.

The meetings of the Grocers' Section promise to be lively and informative and good attendances are predicted. In fact, on Monday practically every chair in the big board room was occupied.

Edward Francis Hicks, a promising young salesman who has been with John Sloan & Co., wholesale grocers, Toronto, for the past year, died on Tuesday night last. Mr. Hicks, who was only 24 years of age, was formerly with Harris of Owen Sound. While his home was in Toronto, he travelled north of that city for John Sloan & Co. Death was due to pneumonia.



Current News



Quebec and Maritime Provinces.

Max Byer, grocer, Montreal, has registered.

H. J. Young, grocer, Montreal, has sold to Jno. Kilbrite.

Raoul Tetu, general merchant, St. Raymond, Que., died recently.

Cahill & Co., grocers, Halifax, N.S., sustained a fire loss recently.

There are 548 grocery-liquor licenses in Montreal; of these, 198 must be cut off by May 1, 1919.

Henry Baker, a general merchant in Marie Joseph, N.S., for many years, died recently at the age of 65.

Edward Donohue, senior partner of E. Donohue & Son, grocers and liquor dealers, Halifax, N.S., died recently.

Amirol R. Brown, formerly a general merchant in Arcadia, N.S.; died on Nov. 3. Latterly he was in the commission business, ranking among the largest shippers of blueberries and strawberries.

T. B. Mullin, representing the Montreal Biscuit Co. in St. John, N.B., district, was recently married to Miss Ada Currie. The wedding took place at Jemseg, the summer home of the Curries.

Libby, McNeil & Libby, of Chicago, have contributed to the Nova Scotian Belgian Relief Fund, 50 cases of canned beef, through Pykes Bros., Halifax. This shipment will go by the second relief ship sailing from Halifax.

Some weeks ago we announced the death in battle of Paul Genairon, formerly manager of the French Food Specialties Co. (S.P.A.), Montreal. Word has now been received that Paul Caron, who succeeded Mr. Genairon as manager, has been taken prisoner by the Germans, and is being detained at Zuedlinburg.

A petition signed by a large majority of the merchants of Sherbrooke, Que., was presented to the city council last week, complaining that the tax levied on persons who came from outside and conducted sales of bankrupt and liquidated stocks was too low, and that the haphazard and questionable competition was a source of injury and menace to the prosperity and stability of the retail trade in general, and to the consumers themselves.

Ontario.

Geo. A. Cooper, a Toronto grocer, passed away recently.

Robert Mann, at one time a grocer in Orangeville, Ont., died last week in London, Ont.

Several merchants in Kearney, Burks Falls, and Powasson have joined the ranks of the Retail Merchants' Association.

Noble Dean, a general merchant in Renfrew, Ont., for many years, passed away last week. He was in his seventy-first year.

Stephenson & Anderson, head clerks in general stores in Huntsville, Ont., have gone into business for themselves and are trading as "Bill and Bob"—the New Grocers.

The Candied Fruits Confectionery Co. has been organized, with headquarters in Welland, Ont., to manufacture confectionery and prepare fruits in the Italian and French style. The capital is placed at \$40,000.

Samuel Hisey has opened a wholesale and retail provision store at the corner of Dundas and Bloor Streets, Toronto. The Chatsworth Market Association and the Wm. Davies Co. have formerly occupied this stand.

N. C. Cameron arrived in Peterborough, Ont., on Sunday from St. John, N.B., where he has been looking after R. M. A. organization work. He has been appointed secretary of the New Brunswick Association, and will leave shortly to take up residence in St. John.

Western Canada.

M. J. Harrison, general merchant, Guernsey, Sask., has moved to Plunkett.

Fraser Tims, one of Edmonton's "old-timers," has passed to the great beyond. The late Mr. Tims lived in Edmonton for the last eighteen years, and previous to that was a resident of Fort Saskatchewan for a number of years. He went to Fort Saskatchewan from Swift Current, where he conducted a general store, and before had been in Regina. He was born in Levis, Quebec, fifty-three years ago and in 1882 started for the West and located at Regina, where he was the agent for the Dominion Express

Company. He resigned his position with that company and started in business for himself as a general storekeeper in Swift Current, and while there had charge of the supplies for the Battleford column at the time of the Riel rebellion.

B. Kovnats & Sons have opened out in new premises at Transcona, Alta., the building being a handsome addition to the business section of the town. The structure is a two-storey one, brick veneered, and will be fully occupied by the firm. On the first storey will be the grocery and meats departments, while the upstairs will be devoted to dry goods and shoes. On the second floor there will be accommodation for parceling all goods handled.

WEIGHTS AND MEASURES.

An amendment to the Inspection and Sale Act which goes into effect on the 1st of January, 1915, sets forth weights of different commodities when sold by the bushel or by the bag, as follows:

Article—	Weight per bu. Lbs.
Artichokes	56
Beans	60
Beets	50
Bituminous coal	70
Blue grass seed	14
Carrots	50
Castor beans	40
Clover seed	60
Hemp seed	44
Lime	70
Malt	36
Onions	50
Parsnips	45
Potatoes	60
Timothy seed	48
Turnips	50

Article—	Weight per bag Lbs.
Artichokes	84
Beets	75
Carrots	75
Onions	75
Parsnips	65
Potatoes	90
Turnips	75

JUNE APPLES IN OCTOBER.

June apples in October. This is a new development in apple growing, but it is what A. A. Coons has on some trees on his place in the Orange Blossom colony.

The trees bore heavily at their proper time in June and Mr. Coons took a large crop from them. Within the last two weeks the apples have ripened again, and Mr. Coons now has a fine second crop on his trees.—Oakdale (Cal.) Graphic.

London Tea Market Highest in Thirty Years; Looking for Cheaper Sugar, New York Higher

Tea Situation Should be Relieved to Some Extent by Capture of Emden—France Sends New York Sugar Up—Further Declines Being Awaited in Canada — Elimination of Turkish Supplies Creates a Firm Market for Dried Fruits with Exception of Apples.

IT is an interesting coincidence that the announcement of the capture of the Emden came at the same time that the London tea market reached a high point in thirty years—and it was the German menace in the Indian Ocean that made it so. Now that shipments can be made freely the situation should ease, but it will be some weeks before supplies can come forward and in the meantime conditions will probably remain firm. Direct importers claim that they can under-buy the London market by a couple of cents. The removal of the Emden should also help the market for other Indian products, such as pepper which has recently advanced 4c to 5c lb.

The sugar market is still a centre of interest and further reductions are being awaited following the drop last week. Whether these reductions will be immediate remains to be seen. It is not known whether the drop took place because high-priced raws were exhausted or because of public sentiment; or it may have been that the American price for refined \$4.90 had reached a place where it could be brought to Canada even despite the high duty of \$1.93 on a lower basis than prevailed in Canada. New York has reacted on French demand and from a low point of 3.64c the price is now 4.01c. The attitude of Great Britain still attracts a lot of attention and developments are awaited with interest.

The elimination of further supplies of Turkish figs and raisins has toned up the market for dried fruits. Opinions differ as to whether wholesalers will advance prices as stocks go into consumption or whether they will be satisfied to turn their stocks and get their money in. Certainly the dealer who wants to make big purchases of these lines to-day must pay the price. Other fruits have gone up in sympathy and British and German demand in California have stiffened apricots and prunes as well.

Another advance of 10c the bushel is recorded for beans. Dealers report a good export demand and the farmers holding for top prices. The crop is only about three-quarters of that of a year ago.

The close of navigation in the course of ten days may affect the flour market, but brokers point out that deliveries have been so light that there are small stocks of wheat at the head of the lakes and, therefore, there is not likely to be much change when the boats stop running. Business continues very quiet and mills are cutting to short hours while some are closing down altogether. Export business is still further out of line owing to increases in freight rates made during the week. There is some talk of forcing flour sales through the demand for mill feeds. Rolled oats have been advanced 25c the barrel on increasing oats values.

The action of the American government in placing an embargo against Canadian poultry is likely to have the effect of glutting the market on this side of the line. A break-up of the weather at any time now is likely to result in heavy shipments, as the birds will come in from the fields and feed is very high. There is plenty of stuff in the country, although not much has been coming forward and the result of a rush of sellers in the face of a poor demand would probably be the disorganization of the market.

Eggs continue to advance in price with the export demand stronger than it has been for many years. While the American surplus of over half a million cases should maintain the balance here to a large extent it must also be remembered that the United States last year imported about half this amount, and, further, there is the uncertainty as to what may be the extent of the British demand. Butter and cheese markets are both quiet with little change in prices.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Roller oats advanced 17½c.
Feeds moving better.
Little demand for flour.

PRODUCE AND PROVISIONS—

Poultry market glutted with poor stock.
Turkeys selling cheap.
Pure lard market firmer.
Boiled ham down a cent.

FISH AND OYSTERS—

Hallbut scarce; up to 12 to 13c.
Mackerel plentiful and cheap.
B. C. salmon dearer.
Eels up to 10c.

FRUITS AND VEGETABLES—

Cauliflowers advance.
Hothouse tomatoes cheaper.
Cranberries easier.
New lemons expected.
Weaker apple market expected.

GENERAL GROCERIES—

Rice market steady.
Valencia raisin market firm.
Bean market slightly firmer.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Speculation as to flour future.
Roller oats advance 25c barrel.
Mill feeds firmer.

FRUIT AND VEGETABLES—

Florida oranges coming.
Business generally quiet.
Potatoes a little cheaper.
Apple demand not very strong.

FISH AND OYSTERS—

Better demand now.
More frozen lines in.
Last month for fresh varieties.

PRODUCE AND PROVISIONS—

Hams cheaper and backs dearer.
Lard is easier.
Embargo by U. S. on poultry.
Eggs are again advancing.

GENERAL GROCERIES—

Tea takes further advance.
Valencia raisins firmer.
Beans up another 10c.
Dried fruits all firm.
No further change in sugar.

QUEBEC MARKETS.

Montreal, Nov. 12.—The sugar market seems to be supplying the trade with the most pleasing topic this week, and a further drop in price is awaited with interest. The consensus of opinion among brokers seems to be that the last drop was inevitable. Much time is spent going into the situation, special attention being drawn to the fact that the margin of profit on the present basis of raws has jumped from \$1 or \$1.25 to almost \$2.35, whereas the margin in New York is only \$1.40. When attention is drawn to the fact that refiners have an

CANADIAN GROCER

agreement with the Government, and are making a profit now which they lost in the opening stages of the war, the trade reply that if Canadian refiners are now working on expensive raws, it is their own fault, and the public should not be paying for their misfortune. Wholesale grocers have to a certain extent taken sides with the refiners, believing that advances were justified, and the daily newspapers are now going into the matter. So that it is not improbable that another decline may take place in sugar. However, the market for raws in New York has advanced to 3c, following an order for 50,000 tons of refined received from France, with more orders to follow.

Business in most lines continues on a hand-to-mouth basis. Prices on many staples, such as tea, sugar and flour continue too high to attract much business. Where attractive purchases are offered, they are taken advantage of, and good business often results. On account of scarcity of barrels for apples and labor for picking them, farmers around Picton and Bloomfield, Ont., have found it cheaper to mix up their fruit and ship them loose in cars. A local house took advantage of this, sent out circulars to their customers, and offered these apples on a basis of \$1.20 per 140 lbs., equal to a barrel. The broker who took on this business is finding an exceptionally good demand. As potatoes are selling at 60c for 90 lbs., these apples are cheaper than potatoes; they are cheaper than hay.

SUGAR.—Refiners state that the decline of 30c which took place at a late hour last week will not be followed by another just now, owing to the fact that prices are advancing in New York. Raws cannot be bought under 3¼c. An exceptional demand from France for refined is responsible for this advance. Refiners further state that in making a cut of 30c per cwt. last week they were influenced by the weakness of the New York market, yet they are still working on their expensive raws. They declare that price of refined should have gone higher; that it was warranted by the high price they had paid for their supplies, but could not do as they liked because of the cheap raws being offered. They are not in a position to say how long their stocks of expensive raws will last, and they will only buy further supplies as they are required. The effect of this drop in the price of Canadian refined has been to curtail business to a hand-to-mouth basis.

Attention last week was drawn to the fact that the new No. 16 Dutch sugar standard recently issued by the Government, is at least two points darker than in use in Montreal at present. Efforts have been made by the trade to have

the Government retain the old standard, but they are not disposed to change it. The trade will continue to agitate the matter here and in the West Indies, which stands to have its business curtailed if the new standard is allowed to remain. It appears that the Government received this standard from a firm in Holland, who have Government authority to issue these standards, but the trade is still of opinion that a mistake has been made. The Dutch have furnished these standard colors for years, so that it has become a precedent, like Greenwich time. The Government maintains a stiff attitude on the matter.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 05
Yellow Sugars—		
No. 3	6 60
No. 1	6 35
Extra Ground Sugars—		
Barrels	7 15
50 lb. boxes	7 35
25 lb. boxes	7 55
Powdered Sugars—		
Barrels	6 95
50 lb. boxes	7 15
25 lb. boxes	7 35
Paris Lump—		
100 lb. boxes	7 20
50 lb. boxes	7 30
25 lb. boxes	7 50
Crystal Diamonds—		
Barrels	7 40
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Cartons and half cartons	8 75
Crystal Dominoes, cartons	8 85

DRIED FRUIT.—At last the S. S. Jacona has reached Montreal, and grocers should soon be receiving stocks of dried fruits and nuts. This boat is carrying good supplies of Valencia raisins, which should be good property in view of a turn the market has given in the last week or two. The demand from London for Valencias is growing, spot stocks there having been pretty well cleaned out. A London correspondent, writing, states that at time of writing active buying was still proceeding at two shillings per cwt. more than the average sales to Canada. He adds that this crop is shorter than was expected, and that only 3,000 tons remain in the farmers' hands, who will not give way. This looks as though higher prices will shortly be asked. The Turkish war seems to be playing an important part. Sultanas are pretty well cut off, and as demand in this country is large for this class of fruit, demand will be thrown on currants and Valencia raisins. Wholesalers here have bought sparingly of Valencias, trusting that they would secure supplies later on via Liverpool. For one reason or another, it seems that shipments from Liverpool will be restricted. However, leaving that side of the question alone, the market for Sultanas, currants and Valencia raisins is firm.

California markets are easy, and a seasonable trade is going on.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 06½ 0 07
Nectarines, choice	0 11
Peaches, choice	0 05
Pears, choice	0 13
Apricots	0 15

DRIED FRUITS.

Candied Peels—		
Citron	0 28
Lemon	0 22
Orange	0 13
Currants—		
Amalias, loose	0 07½ 0 08
Amalias, 1-lb. pkgs.	0 08 0 08½
Filiatras, fine, loose, new	0 07
Filiatras, packages, new	0 08
Dates—		
Dromedary, package stock, per pkg.	0 10 0 13½
Fards, choicest	0 11 0 14½
Hallowee, loose	0 08
Hallowee, 1-lb. pkgs.	0 07½ 0 08
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 11½
50 to 60, in 25-lb. boxes, faced	0 11
60 to 70, in 25-lb. boxes, faced	0 10½
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08½

Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 80
Muscata, loose, 3 crown, lb.	0 08½
Sultana, loose	0 09 0 11½
Valencia, new	0 07½
Seeded, fancy	0 10
Seeded, choice	0 09

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

TEAS.—Ceylon and India blacks are up in London, due to the fact that supplies are difficult to secure. London stocks are getting low, and opinion has prevailed throughout the week that if shipments are restricted further, Great Britain would probably replace the embargo on tea. No auctions have been held in Calcutta or Colombo for some time. However, the sinking of the German cruiser Emden may result in shipments of tea coming through more freely. An advance took place in London last week, on blacks, of ½ to ¾d., and cable advices this week report a further advance.

This advance has not affected business here, as there has been too little business done to establish a price. No big lots have changed hands recently. While local business remains quiet, there cannot be big stocks in the hands of the trade; the quietness probably means that dealers are not disposed to pay the price. The market is exceptionally high, though really lower than in London.

The market for Japans is strong, as there are no low grade Ceylons this year to buck up against them; consequently there is a big demand for teas ranging from 17 to 18 cents wholesale. Dealers in Japan teas state that it is impossible to secure Japans cheaper than 17c, while there are some who state that 19c is a minimum. These are teas which in normal years would bring 14 to 15 cents.

A few Chinas are coming on to this market now, selling for 13 to 14c on common stuff, which in former years sold for 10 to 11 cents. Congos are scarce, and are in big demand from the West. They are being quoted around 14 to 15c wholesale.

RICE.—Prices are the same, and stocks are moving out slowly. Rice being a staple, there is usually an order for it with other groceries.

Rangoon Rices—		Per cwt.
Rangoon "B"	3 80
"C.C."	3 60
India bright	3 65
Lustré	3 75
Polished	3 25
Pearl	3 25

CANADIAN GROCER

Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 35
Carolina	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.
Bags, 24 lbs.	0 05 0 05½
Half bags, 12 lbs.	0 05½ 0 06
Quarter bags, 6 lbs.	0 05½ 0 06½
Velvet head Carolina	0 09½ 0 10½
Sago, brown	0 06 0 06½

Tapioca—	
Pearl, lb.	0 05½ 0 06
Seed, lb.	0 05½ 0 06

MOLASSES.—The market is unchanged. Small lots are moving out every day, but there is no large buying.

Barbadoes Molasses—	Prices for
	Island of Montreal.
	Fancy. Choice.
Punchons35 .35
Barrels41 .39
Half barrels43 .43

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 6c; ¼ bbls.	0 06½
Pails, 30½ lbs., \$1.00; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case.	2 85
Cases, 5 lb. tins, 1 doz. in case.	3 80
Cases, 10 lb. tins, ½ doz. in case.	2 80
Cases, 20 lb. tins, ¼ doz. in case.	2 85

Maple Syrups—	
Pure, per 5½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—This market has little life in it, demand being poor. Importers are only bringing in supplies from hand to mouth. Rios are quoted 1c down this week.

Coffee, Roasted—	
Bogotas	0 28 0 30
Jamaica	0 23 0 25
Java	0 33 0 35
Moricao	0 23 0 27
Mexican	0 27 0 30
Mocha	0 30 0 33
Rio	0 18 0 20
Santos	0 21 0 23
Chicory, per lb.	0 10 0 12

NUTS.—While some of the nuts on the S.S. Jacona have already been sold, much will depend on the quantity arriving what the remainder will be sold at. Regarding the report that the French Government had placed an embargo on walnuts: this embargo has now been removed.

Shelled walnuts, per lb.	0 50
Shelled almonds, 20-lb. boxes, per lb.	0 45
Scilly almonds	0 16

Pecans—	
Large	0 18
Almonds	0 21 0 22
Walnuts, Grenoble	0 21 0 22
Brazilia, new	0 15
Peanuts, No. 1, 12½c; No. 2.	0 09½
Peanuts, No. 3	0 08½
Canadian chestnuts	0 12

SPICES.—There is no sign yet of new supplies of cream tartar. Those who are expecting it state that it will arrive in two or three weeks. Prices quoted are around 35c. It is stated that there are spot stocks in city which are quoted still around 50c. Other lines are holding firm at same price.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 75-0 80	0 80-0 90
Cayenne pepper	0 30-0 35	1 00-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochin	0 18-0 23		
Ginger, Jamaica	0 20-0 25	0 90-1 05	0 95-1 10
Mace	0 55-1 10		
Nutmegs	0 30-0 35	1 05-1 20	1 10-1 25
Pepper, black	0 20-0 25	0 80-0 90	0 90-1 00
Pepper, white	0 25-0 32	1 05-1 20	1 10-1 25
Peppery spice	0 30-0 35	0 95-1 10	0 95-1 15
Pickling spice	0 30-0 35	0 75-0 85	0 80-0 95
Turmeric	0 30-0 35		

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

Cardamom seed, per lb., bulk	2 00 2 30
------------------------------------	-----------

Caraway—	
Canadian	0 12
Dutch	0 20
Cinnamon, Ceylon, lb.	0 60
Mustard seed, bulk	0 15 0 22
Celery seed, bulk	0 25 0 35
Cayenne chillies	0 25 0 30
Shredded coconut, in pails	0 20 0 25

DRIED VEGETABLES.—It is understood a number of carloads of choice primes have been sold to wholesale houses here at \$2.30. Dealers cannot believe that these beans are choice primes, and are anxiously awaiting their arrival to see what they look like. Best price to be secured here is \$2.39, but sales are being made as high as \$2.45. Farmers around Chatham and Blenheim are asking \$2.20 to \$2.25 in the field. Sales of choice primes, 2-lb. pickers, took place here this week, the quality being guaranteed. A slight upward tendency is noted in the market. It is stated that farmers have lots of money behind them, and are backed up with stories that England will soon want large supplies, and that prices will be considerably higher.

The pea market is reported variously as large and small. All, however, admit that the quality is not good. In Quebec, peas must be good for soup purposes. There are lots of common peas, i.e., peas that are not good lookers or good boilers. Peas which look good will bring ten cents a bushel more than those which do not. Good boilers are being offered from \$2.35 to \$2.50.

Beans—	
Hand picked, per bushel	2 85
Canadian, white, per bushel	2 65
Yellow, per bushel	3 25
Yellow eyes, per bushel	3 25
Lima, per lb.	0 35
Peas, Imperial green, per bushel	2 50
Peas, white soup, per bushel	2 75
Barley, pot, per abg	3 50
Barley, pearl	4 50

ONTARIO MARKETS.

Toronto, Nov. 12.—Business has continued quiet during the week, but there have been a number of factors enter into the markets which have created interest. Following the reduction in sugar, the market has been very quiet, as is usually the case when a market is declining. Dealers are evidently holding off for lower prices, and generally there are good stocks. There is some feeling that there should be further reductions immediately in view of the price of raws, to which the refiners reply that they are only taking the usual margin above the cost of supplies. Tea in London has gone up to the high point of 30 years, but the situation is a little easier for direct importation, and there should be a general improvement now that the German menace has been removed from the Indian Ocean, although high prices may rule until the end of the year. The dried fruit market generally has taken strength on the elimination of Turkish supplies, but it remains to be seen whether wholesalers will advance prices or will endeavor to turn their goods as usual. Beans show a further advance of 10c.

TEA.—Further advance at the weekly tea auction at London on Tuesday took

the market to its highest position in thirty years. Sales, however, were improved, volume passing showing 11,000 chests, as compared with 6,000 chests previous week. There is an excited demand for all-leaf grades. This covers teas from all countries of production. Present high prices are largely due, in first place, to holding back of shipments on account of enemy's cruisers, and also to a very keen demand from foreign markets. Most distributing houses in England are short of stocks, and are buying from hand to mouth, so that, although within next month there should be good supplies from India, reactionary influence on price is a matter of speculation. Rightly or wrongly, there seems to be an expectation that high prices will hold at least until after Christmas, and perhaps until we run into next season's teas. Although London is the big market, there are dealers who import to Canada direct, with the result that they say they can land their supplies as much as 1d. under the London quotation, and with the Emden out of the way improvement may come quickly.

SUGAR.—Sugar still continues in the limelight. Followers of New York market have noted a reaction of feeling this week as the result of France becoming a heavy buyer. The price shrunk as low as 2 7-16 Cuba, which is on a basis of \$3.45, but this was the bottom of the drop, and there were soon bids back at 2½ Cuba, or \$3.64 New York, and from this strength continued until New York figure is now \$4.01. Another factor has been the entry of Turkey into war and chances of something happening to interfere with Great Britain getting supplies through Java. Great Britain has shown no further interest in situation since placing the embargo, and there is much room for speculation as to how long it will be maintained. In Canada reduction of a week ago holds market, and it is expected that there will be further reductions later. On this expectation there has been little buying; a falling market is usually dull, and this is no exception, especially as trade seems to be pretty generally stocked. Whether the reduction made was because high-priced raws were running out, or whether it was because of pressure of low prices in New York, and the fact that public feeling was being aroused is not known, but therein probably lies a reply as to how long the present prices will prevail. Generally the idea is that there will be further reductions, but it may possibly be that present level will hold until reaction takes prices up to it. However, refiners have laid the claim that they are selling at prices in proportion to cost of raws, and surely they must have been heavy purchasers on the recent low level. Again, it may be that Canadian price was forced down for sig-

CANADIAN GROCER

nificant fact that American refined dropped to \$4.90, and with a duty of \$1.93, this could have been brought to Canada for \$6.83, and to this the freight could be added and leave the importer to benefit by his enterprise. Prospects are for a good crop in Cuba this winter, and reports indicate that Europe is going to get most of its beets harvested; even in Belgium a report from German sources indicates that arrangements are being made to save the crop.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 96
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 56
100 lb. boxes	7 56
50 lb. boxes	7 66
Paris Lump—	
100 lb. boxes	7 56
50 lb. boxes	7 66
25 lb. boxes	7 86
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71
Yellow Sugars—	
No. 1	6 41
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

DRIED FRUIT.—This market is getting close attention from trade, and there are many factors which require consideration in looking to the future. The latest element is, of course, the Turkish situation, and fact that supplies of figs and Sultana raisins are likely to be cut off for some time; in fact, at moment it is impossible to even get mail through. The question is with regard to price. Values have certainly advanced where it is desirable for wholesalers to buy, and there are quotations heard of 1 1/4c up for raisins and 1c for figs, but for most part there are no stocks changing, and wholesalers are prepared to hold for their regular customers. One theory is that there will be an upward market from now until after the holiday season at least; another theory is that there are nearly sufficient stocks to supply the demand, and that wholesalers will be satisfied to leave prices as they are and turn the goods, as they are hardly satisfactory to carry over into another season. Whatever the future may be, the immediate effect has been to give firmness to a very weak market. California fruits are in much better position than a week ago. Not only has Turkish trouble helped to stiffen raisins, which are advancing, but England and Germany have been buying apricots and prunes, and these have firmed up considerably. Canadian evaporated apples continue very cheaply with a weak market. Peels are about 1c up from bottom of range. Generally the tone in this department is better, not only on account of stronger market, but from the fact that lag ends of stocks have been pretty well disposed

of. There will be new supplies of Mediterranean fruits early in the week.

Apricots—		
Standard, 25 lb. boxes	0 11 1/4	0 14
Choice, 25 lb. boxes	0 14	0 15 1/4
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07 1/2	0 08
Amalias, choicest, per lb.	0 07 1/2	0 08
Patras, per lb.	0 08	0 08 1/2
Vostzazas, choice	0 09 1/2	0 10
Cleaned, 1/4 cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09 1/2
Fards, choicest, 60-lb. boxes	0 08 1/2	0 09
Package dates	0 07 1/2	0 09
Hallowees	0 06	0 06 1/2
Prunes—		
30-40s, California, 25 lb. boxes	0 13 1/4	0 14 1/4
40-50s, 25 lb. boxes	0 12 1/2	0 13 1/4
50-60s, 25 lb. boxes	0 12	0 12 1/4
60-70s, 50 lb. boxes	0 10	0 10 1/4
70-80s, 50 lb. boxes	0 09 1/2	0 10
80-90s, 50 lb. boxes	0 09	0 09 1/2
90-100s, 50 lb. boxes	0 07 1/2	0 08
25-lb. boxes 1/4c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07 1/2
25-lb. boxes 1/4c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08	0 09
Seeded, fancy, 1 lb. packets	0 10	0 10 1/4
Seeded, choice, 1 lb. packets	0 09 1/2	0 10
Seeded, 18 oz. packets	0 11	0 11 1/4
Seedless, 12 oz. packets		0 10

SPICES.—Material advances in the prices of peppers are feature of trade this week. The advances have been about four to five cents to dealers, but it is a question as to what extent these advances may be passed on to retailers. Rise is a temporary fluctuation caused by activities of the Emden, and now that German menace has been removed from the Indian Ocean, shipments will, no doubt, be resumed immediately, so that advance should not affect market for more than a few weeks. Lower prices can be looked for almost immediately for cream of tartar. Importers have bought on a basis to warrant this reduction, but it will not go into effect until new goods arrive.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 12	0 18
Allspice, whole		0 17
Cassia, whole		0 21-0 26
Cassia, ground	0 18-0 19	0 21-0 26
Cinnamon, Batavia		0 36-0 40
Cloves, whole		0 28-0 33
Cloves, ground	0 21-0 26	0 31-0 35
Cream of tartar	0 25-0 35	0 40
Curry powder		0 35
Ginger, Cochin	0 14-0 17	0 20-0 23
Ginger, Jamaica, ground	0 17-0 20	0 24-0 27
Ginger, Jamaica, whole		0 24-0 27
Ginger, African, ground		0 18
Mace		0 30-0 36
Nutmegs, brown, 4s, 5s; 6s, 4s; 10s		0 37
Nutmegs, ground, bulk, 4s; 1 lb. tins		0 50
Pastry spice		0 27-0 30
Peppers, black, ground	0 12-0 16	0 19-0 22
Peppers, black, whole		0 20-0 22
Peppers, white, ground	0 19-0 27	0 32-0 35
Peppers, white, whole		0 31-0 33
Pickling spice		0 17
Turmeric		0 18-0 20

NUTS.—There are no changes noted here, but conditions are much the same as apply to dried fruits in relation to some varieties. However, it is not expected that there will be any immediate change of importance unless rumored embargo against exports is imposed by France.

In Shell—		Per lb.
Almonds, Tarragona	0 17 1/2	0 20
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12 1/2	0 13 1/2
Peanuts, hand-picked, roasted	0 10 1/2	0 11

Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble		0 17 1/2
Walnuts, Bordeaux		0 14
Walnuts, Marbots		0 15
Shell—		
Almonds		0 65
Filberts		0 35
Peanuts	0 10 1/2	0 11 1/2
Pecans	0 55	0 60
Walnuts	0 55	0 60

COFFEE.—The situation shows little change during the week, although Javas and Mochas are, if anything, firmer, there being a chance that supplies of the latter may be interfered with should shipping through the Suez Canal be tampered with. Santos also are noticeably firmer, although the price has not advanced beyond the former range. This appears to be a reaction after low level reached by Brazilians.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala		0 32
Bucaramanga		0 32
Mexican		0 30
Maracaibo		0 26
Jamaica		0 26
Santos		0 22
Rio		0 18
Chicory		0 22

BEANS.—Market is stronger, with an advance of about 10c a bushel. The bean crop is reported to be short, and returns confirm this, indicating that there will not be more than a three-quarter crop as compared with a year ago. Farmers evidently consider that beans are a good hold, and the deliveries are comparatively light. There is a good demand for export trade, and this is holding the price in its position.

Beans—		Per bushel.
Canadian, hand picked	3 10	3 35
Canadian primes	3 00	3 25
Lima, per lb.	0 08 1/2	0 09
Peas, blue, Canadian, per bush.	2 90	3 00
Peas, whole, white, per bush.	2 90	3 00

RICE.—Market shows no material change, but situation has been considerably relieved by capture of the Emden and removal of the German menace from the East. This refers particularly to sago and tapioca, of which supplies are again assured now.

Rice—		
Rangoon, per lb.	0 03 1/2	0 04
Rangoon, fancy, per lb.	0 04 1/2	0 05
Patna, per lb.	0 05 1/2	0 06
Japan, per lb.	0 06 1/2	0 08
Java, per lb.	0 06	0 08 1/2
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 08	0 08 1/2
White, per lb.		0 08
Tapioca—		
Bullet, double goat		0 10 1/2
Medium pearl		0 06
Seed pearl		0 06
Flake		0 10 1/2

SYRUPS.—Market continues quiet, and situation is without change of importance.

Syrups—		Per case.
2 lb. tins, 2 doz. in case		3 65
5 lb. tins, 1 doz. in case		3 00
10 lb. tins, 1/2 doz. in case		3 90
20 lb. tins, 1/4 doz. in case		2 85
Barrels, per lb.		0 08 1/2
Half barrels, lb.		0 06
Quarter barrels, lb.		0 04 1/2
Pails, 35 lb. each		1 85
Pails, 25 lb. each		1 40
Molasses, per gallon—		
New Orleans, barrels	0 25	0 28
New Orleans, half-barrels	0 25	0 28
West Indies, barrels	0 24	0 28
West Indies, half barrels	0 25	0 28
Barbadoes, fancy, barrels	0 25	0 28
Barbadoes, fancy, half barrels	0 27	0 31
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
1/2 gal., 12 to case	4 70	5 40
1/4 gal., 24 to case	4 70	5 40
Pints, 24 to case	2 80	3 00

CANADIAN GROCER

Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 5 to case	6 20	6 00
½ gallon, 12 to case	6 25	7 25
Quarts, 24 to case, 12 cases	7 00	7 25
Pints, 24 to case	4 00	6 90
Maple Sugar—		
Pure, per lb.		0 12½
Maple Cream Sugar—		
24 twin bars		1 80
48 and 60 twin bars	3 60	4 85
Maple butter, lb. tins, dozen		1 90

MANITOBA MARKETS.

Winnipeg, Nov. 11.—A number of price changes are again noted, most important of these being the reduction of 30c in sugar. Barley has also been put on a lower basis, while peas have moved upward.

SUGAR.—As was predicted last week, a drop has come, but it is considerably larger than was expected, and this drop moreover is apparently to be followed by a still further decrease. It begins to seem that those consumers who caused the retailers much trouble by insisting on securing four and five bags of sugar to last them over the winter will now have the pleasure of eating sugar bought at a higher price than that being asked over the grocery counter. It begins to look as if this commodity is to stay down in price. The cause of this decline is, of course, the drop in raws, which was brought about quite largely by Great Britain ceasing to buy. There is now supposed to be enough sugar in the British Isles to satisfy all needs for six months, and with normal crop conditions on cane, and the American beet sugar now on market, there seems no reason why high prices should prevail. Refined sugar is selling in New York to-day at 5c, which would make the basis in Winnipeg about \$6.50 per cwt. While this figure is considerably below the reduced quotations of this week, it is yet thought that further declines will bring the market practically to this basis.

Sugar, Eastern—	Per cwt.
Extra standard granulated	7 20
Extra ground or icing	7 20
Powdered	7 00
Lump, hard	7 65
Montreal yellow	6 30
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 80
Barrels, per cwt.	5 75
Halves, 50 lbs., per cwt.	5 80
Bales, 20 lbs., per cwt.	5 85
Powdered, barrels	6 15
Powdered, 50s	6 45
Powdered, 25s	6 75
Icing, barrels	6 40
Icing, 50s	6 65
Icing, 25s	6 80
Icing, pails	6 70
Cut loaf, barrels	6 50
Cut loaf, 50s	6 75
Cut loaf, 25s	7 00
Sugar, British Columbia—	
Extra standard granulated	7 00
Bar sugar	7 15
Icing sugar	7 35
Powdered sugar	7 15
H. P. lumps	7 85
Yellow	6 35
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, 3 tins to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ¼ gal. quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Prunes are con-

siderably stronger again, and there now seems a chance of a slight advance in price. New figs have arrived, and are turning out well. New Valencia raisins are also here, while it is expected new Sultanias will come on this market next week. On all these foreign goods the prices are slightly higher than last year, due to the exceptional conditions. The advances, however, are only such as are warranted by these conditions. During the week there have been no price changes whatever.

Apples, evaporated, new, 50's	0 07½
Apples, evaporated, new, 25's	0 07½
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11½
Currants—	
Dry clean	0 09½
Washed	0 09½
1 lb. package	0 09½
2 lb. package	0 19
Vostizas, 1 lb.	0 12½
Dates—	
Hallowi, loose, per lb.	0 06
Hallowi, 1 lb. pkgs.	0 06½
Fard dates, 12-lb. boxes	1 10

BEANS.—Reports from Ontario would indicate that we will not again see prices in beans as low as last year. This satisfactory state of affairs, from the grower's standpoint, results largely from the large orders of the British and French Governments. At present it appears beans will not go lower than the quotations struck last week of \$2.75 for 3-lb. pickers. Unless better conditions prevail than are now reported, even that price may not hold long.

Beans—	
Foreign, hand-picked	3 50
Canadian, hand-picked	3 40
3-lb. pickers	2 75
Barley—	
Pot., per sack, 96 lbs.	3 00
Pearl, per sack, 98 lbs.	4 15
Peas—	
Split peas, sack, 98 lbs.	3 75
Whole peas, bushel	2 50

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Nov. 12.—The sugar market on November 6. took another drop of 20 cents. Sugar is now quoted at \$7.23 in ear lots. New York market is firmer this week. An advance in flour is expected owing to advances in wheat.

Produce and Provisions—	
Butter, creamery, per lb.	0 29 0 30
Butter, dairy, No. 1	0 21
Cheese, per lb.	0 17½
Eggs, fresh, per doz.	1 50
Lard, 3's, per case	1 45
Lard, 5's, per case	1 40
Lard, 10's, per case	1 40
Lard, 20's, each	2 80
General—	
Beans, Ontario, per bushel	3 10
Coffee, whole roasted, Rio	0 17 0 19
Cream of tartar, lb.	0 82
Cocoanut, lb.	0 20½
Evap. apples, 50's	0 12½
Potatoes, new, per bush., B.C., \$1.25; N. B.	0 90
0 90	
Rolled oats, 20's, 75c; 40's, \$1.50; 80's	3 10
Rolled oats, ball of 80 lbs.	3 10
Flour, 98's	3 45
Rice, per cwt.	4 30
Sugar, standard, gran., per cwt.	7 23
Sugar, yellow, per cwt.	6 83
Walnuts, shelled, 54c; almonds.	0 83
Canned Goods—	
Apples, gals., case, \$1.40-\$1.91, doz.	3 82
Broken beans, 2's	2 60
Beans	2 23
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 23
Plums, Lombard	2 21
Peaches	3 15
Strawberries and raspberries	4 00
Tomatoes, standard, per dozen	2 35
Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, ½'s	12 38
Cohoos, 1's	6 80
Humpbacks, 1's	4 80

Fruits—	
Apples, per bbl., Ontario	4 00 4 25
Lemons	5 80
Oranges	3 75
Dried Fruits—	
Apricots, per lb.	0 11½
Apples, per lb.	0 07½
Currants, per lb.	0 07½

ALBERTA MARKETS.

(By Wire.)

Edmonton, Alta., Nov. 12.—Christmas goods are arriving. City trade is inclined to be quiet, but country trade brisk. Cheese has advanced to 17½ to 17¾c. Evaporated apples have shown a decline to 8 to 8½c, and potatoes are down to 55c per bushel. Sugar (granulated) has decreased to \$7.60 to \$7.70 and yellow to \$6.95:

Produce and Provisions—	
Cheese, per lb.	0 16½ 0 17
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1, 26c; No. 2	0 21
Cheese, per lb.	0 17½ 0 17½
Lard, pure, 3's, per case	7 85
Lard, pure, 5's, per case	7 90
Lard, pure, 10's, per case	7 80
Lard, pure, 20's, each	2 63
General—	
Beans, Ontario, per bushel	2 90 3 25
Coffee, whole roasted, Rio	0 18½ 0 20
Evaporated apples, 50's	0 08 0 08½
Potatoes, per bush.	0 55
Rolled oats, 20's	0 79
Rolled oats, ball	3 25 3 75
Flour, 98's, \$3.55-\$3.65; rolled oats, 80's	2 80
Rice, per cwt.	4 80
Sugar, standard gran., per cwt.	7 60 7 70
Sugar, yellow, per cwt.	6 85
Canned Goods—	
Apples, gals., case	1 80
Corn, standard, per two dozen	2 05
Peas, standard, 2 dozen	2 16
Plums, Lombard	2 25
Peaches	3 25
Strawberries, \$1.45; raspberries	4 00
Tomatoes, standard, per dozen	2 50
Salmon, sockeye, 4 doz. case, 1s	9 80
Cohoos, 1's, \$5.75; humpbacks, 1's	4 35
Fruits—	
Lemons	6 75

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Nov. 12.—Drop in sugar enlivened market last week. It went down 30 cents. Rolled oats are higher by 25 cents. Bean situation is unchanged here. Pork is higher again. American being \$27 to \$29 and domestic \$28 to \$29, with market quite firm. Shipments of figs from Turkey have been received, but prices will possibly be higher because of the war. Currants are cheaper at 8 to 8½c. Eggs are firmer, but fairly plentiful.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 20 0 22
Bacon, roll, per lb.	0 17
Beef, barrel	26 50 27 00
Beef, corned, 1 lb.	3 15 3 30
Pork, American clear, per bbl.	27 00 29 00
Pork, domestic, per bbl.	28 00 29 00
Butter, dairy, per lb.	0 22 0 23
Butter, creamery, per lb.	0 23 0 26
Eggs	0 28 0 29
Lard, compound, per lb.	0 19½ 0 19½
Lard, pure, per lb.	0 13½ 0 13½
Lard, 10's, per lb.	0 16½ 0 16½
Flour and Cereals—	
Cornmeal, gran.	6 00
Cornmeal, ordinary	1 90
Flour, Manitoba, per bbl.	7 85
Flour, Ontario	6 85
Rolled oats, per bbl.	7 00
Oatmeal, standard, per bbl.	7 70
Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00
Oranges, Val., case	4 00 5 60
Potatoes, new, bbl.	1 25 1 35
Sugar—	
Standard granulated	6 90 7 00
United Empire	6 80 6 90
Bright yellow	6 70 6 80
No. 1 yellow	6 40 6 50
Paris lumps	8 00 8 25
Beans, white, per bush.	3 00 3 06
Beans, yellow eyes, per bush.	3 70 3 75
Canned pork and beans, per case	2 80 3 00
Molasses, per gal.	0 34½ 0 35
Cream of tartar, per lb., bulk	0 50 0 53
Currants, per lb.	0 08 0 08½
Rice per cwt.	4 80 5 00



Fruit and Vegetables



Easy Feeling in Regard to the Apple Market

Demand is not so Active and Supplies are Very Heavy—Lower Prices May Result—Lemons are Firmer—Potatoes are Somewhat Cheaper—Business Generally quiet.

MONTREAL.

FRUIT.—Market for Fameuse and McIntosh Reds remains firm, the price having advanced again, owing to difficulty in securing supplies. The apple market may display weakness next week, as supplies are coming in very freely on the approach of cold weather. A higher market is not expected. Messina Vir-dilla lemons are dearer this week on account of scarcity. Four dollars and a half is being asked for 300 size. New Messina lemons are expected in shortly. Malaga grapes are in, worth \$5 for 420 size. Market in Liverpool on these grapes is up \$1 per keg. The quality is only fair this year.

Apples—	
Baldwins, No. 1, bbl.	3 00
Spys, No. 1, bbl.	3 25
Russets, No. 1, bbl.	3 25
Greenings, No. 1, bbl.	3 00
Fameuse, No. 1, bbl.	4 00
McIntosh Reds, No. 1, bbl.	4 50
No. 2, all varieties, 50c less per barrel.	
Bananas, crate	2 00
Cranberries, bbl.	6 00
Grapefruit, Jamaica, case	3 00
Grapes, Cal., box	2 40
Grapes, Can., small basket	0 17
Grapes, Malaga, keg.	5 00
Lemons, Messinas—	
Extra fancy, 300 size	4 50
Cal., 100-125-150-200-216	1 25
Oranges—	
Cal. late Valencia, 150-175-200-216	4 00
Cal., 100-125-150-200-216	4 00

VEGETABLES.—The feature of this market is the advance in price of cauliflowers. Very small cauliflowers can be bought for \$1 per dozen, but the price for good cauliflowers ranges around \$1.75 to \$2. Celery and potatoes continue to sell well, the former bringing \$3 per crate. Artichokes can be bought for \$1 per bag. American beans, for which there is a fair demand, are worth \$3 basket, but may be dearer before long. The cold weather will probably stiffen prices for beets, carrots and turnips. These have sold as low as 50c per bag, but will probably bring 75c now. Much depends on the amount coming in. Demand for cabbage is poor, this being the reason why the price is so low—25c to 50c. Lettuce is slow; there is lots of parsley, bringing 15c doz. Hothouse tomatoes are cheaper, bringing as low as 14c per lb.

Artichokes, bag	1 25
Beans, American, basket	3 00
Beets, bag	0 75
Cabbage, per dozen	0 25
Carrots, bag	0 50
Cauliflower, dozen	1 75
Cucumbers, doz.	1 50
Celery, crate	3 00
Egg plant, per dozen	1 50
Leeks, doz.	1 50
Lettuce, head, per box	1 50
Curly lettuce, per box	1 25
Onions—	
Spanish, per case	3 00
Spanish, per 1/4 case	1 75
Native, per doz. bunches	1 00
Red, 75-lb. bags	1 25
Parsnips, bag	0 50
Parsley, doz. bunches	0 15
Peppers, green, 3/4 qt. basket	0 25
Potatoes—	
Montreal, bag	0 65
Potatoes, sweet, Jersey, hpr.	1 75
Spinach, Montreal, in boxes	0 25
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 18
Watercress, doz.	0 40

TORONTO.

FRUIT.—Business is working down to cold weather basis, and summer demand is going out with the Canadian fruits. Volume passing is not large for season. Grapefruit continue very cheap and somewhat under the quotation of a week ago, \$3 being a steady price. Valencia oranges are advancing, and are up about 25c since a week ago. The end of the Valencias will be seen in about ten days, and already the Floridas are coming to take their place, the price being \$3 and \$3.25. Apples are plentiful, but there is not a particularly strong demand at the time being. The end of Canadian grapes is in sight, and this week should see last of them. Lemons are inclined to be firmer.

Apples—	
Wagners	2 50
Greenings	2 50
Kings	2 50
Baldwins	2 00
Spies	2 75
Seeks	2 25
Canada Reds	2 25
McIntosh Reds	2 25
Snows	2 50
No. 2s, 40-50c less.	
Bananas, per bunch	1 50
Cranberries, sack	3 75
Cranberries	5 50
Grapes—	
Canadian, 6-qt. bkts.	0 16
Tokays	1 00
Malaga, barrel	4 50
Oranges—	
Florida	3 00
California, late Valencias	3 50
Lemons, Messinas	4 00
Limes, per 100	1 25
Pears—	
California, box	3 25
Canadian, late varieties	0 25
Pineapples, Porto Rico, case 10	4 00
Grape fruit	3 10

VEGETABLES.—Business is generally quiet, although there is fall stocking in some instances, which is leading to a demand for late Canadian vegetables. Hothouse tomatoes are all that is now being offered, price being 15c lb. A little corn and some egg plants may be secured, but, generally speaking, they are through for season, and gherkins and red peppers also come off the list, while the only slicing cucumbers to be had are hothouse, and are worth \$1.50 to \$1.75 a dozen. Citrons and Spanish onions are a little higher, and green peppers have gone up to 75c basket. California pomegranates are being sold at \$3 and \$3.25 the crate, in addition to domestic grown at 75c dozen. Ontario potatoes are firmer, and Delawares somewhat lower in price. Some inquiry is reported in the export trade for supplies for Cuba and other countries.

Beets, Canadian, bag	0 62 1/2	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 62 1/2	0 65
Cauliflower, doz.	0 50	0 75
Citrons, doz.	0 50	0 30
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium picking sizes	0 35	0 75
Celery, California, case	3 00	
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	0 50	
Onions—		
Spanish, big crate	3 00	3 25
Can., 75-lb. bags	0 95	1 00
Green peppers, basket	0 75	
Potatoes, Delaware	0 75	
Potatoes, Canadian, bag	0 65	
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 15	
Turnips, bag	0 80	
Sweet potatoes, hamper	1 35	1 50
Squash, Hubbard, doz.	0 75	
Lettuce, box	2 00	
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	2 50	
Pomegranates, doz.	0 75	
Pomegranates, crate	3 00	3 25

SALMON IN GLASS.

A new experiment with regard to "canned" salmon has been tried at the Heceta Island plant of the Swift-Arthur-Crosby Co. Two thousand cans have been put up in glass instead of tin and the trade will await with some interest the reception which these goods receive from the consumer.



Flour and Cereals



Navigation's Close Not to Have Much Effect

Reason is That Arrivals are Light and Stocks at Head of Lakes are not Heavy—Business Still Quiet and Some Mills Slowing Down—Rolled Oats Advance—Better Demand for Mill Feeds.

MONTREAL.

FLOUR.—This market is expected to pick up as soon as the demand for feeds is big enough for mills to compel customers to take both. At present there is very little improvement, brokers declaring that they have never known such a quiet period. More than ever, buyers seem to be purchasing hand to mouth to meet the present small demand. The close of navigation at end of this month may help some, as some merchants will be compelled to lay in stocks. While old prices are still good, it is declared that millers only need to see the coin to make sales at much better prices.

Manitoba Wheat Flour—	Per bbl.	
First patents	6 70	
Second patents	6 20	
Strong bakers'	6 00	
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—	Car	Small
	lots.	lots.
Fancy patents	6 25	6 50
90 per cent. in wood	5 50	6 00
50 per cent. in bags	2 50	2 00
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—The rolled oat market last week advanced 17½¢, millers giving as a reason a shortage of crop. Package goods remain the same. Business is quiet, but something better is expected as soon as the cold weather is well set in. There is little call for cornmeal.

Cornmeal—	Per 95-lb. sack.	
Gold dust	2 45	2 50
Unbolted	2 15	2 25
Rolled oats—	90's in jute.	
Small lots	3 35	
25 bags or more	3 20	
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—	100-lb. bbls.	
Small lots	3 50	
Hominy, per 95-lb. sack	2 75	

FEEDS.—While there are some who state that feed business is as bad as ever, the larger millers state that a marked improvement has been noticed, especially in shorts and bran. Every year an improvement is seen around the end of November and the beginning of December, when the grass is done, and farmers have to buy supplies to feed their cattle. At the close of navigation it is believed that prices will be firm. However, feeds are being sold at prices much below those quoted, and it is stated that 40,000 bags of feed are being

stored in Montreal warehouses, which is something unusual. However, millers always store large quantities at this time of year when they can take advantage of cheap freights.

Mill Feeds—	Car lots, per ton	
Bran	25 00	
Shorts	27 00	
Middlings	29 00	
Wheat moulee	30 00	
Feed flour	35 00	36 00
Mixed chop, ton	36 00	
Crushed oats, ton	36 00	
Barley, pot, 95 lbs.	3 00	4 00
Oats, chop, ton	36 00	
Barley chop, ton	36 00	
Feed oats, cleaned, Manitoba, bush.	0 65	

TORONTO.

FLOUR.—Attention is now being given to probable effect of closing of navigation on the 23rd on flour business. Usually prices shift, but this year the deliveries are so light and there are such small stocks at the head of the lakes that it is questionable if there will be any change. Trade continues dull and the month is much slower than a year ago, although some buying on a hand-to-mouth basis has brought an improvement over October and September. Mills are slowing down—in fact, some are reported to be closed—while others are working on short time. Export business is very slow and small amount that was passing has been largely stopped owing to raising of ocean freight rates last week.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
	per bbl. per bbl.	
First patent	6 20	6 60
Second patent	6 30	6 10
Strong bakers'	6 10	5 90
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—	Small	Car
	lots.	lots.
	per bbl. per bbl.	
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—With oats market continuing strong and prices ascending, there has been a further advance in rolled oats of 25c barrel. Corn products remain same and firm in sympathy. Little export business is being done in rolled oats owing to prices being lower on other side, which puts quotations out of line here.

Barley, pearl, 95 lbs.	6 00	6 00
Buckwheat grits, 95 lbs.	6 50	6 00
Corn flour, 95 lbs.	2 50	3 00
Cornmeal, yellow, 95 lbs.	2 65	2 75
Graham flour, 95 lbs.	3 00	3 00
Hominy, granulated, 95 lbs.	3 00	3 00
Hominy, pearl, 95 lbs.	3 00	3 00
Oatmeal, standard, 95 lbs.	3 92½	3 92½
Oatmeal, granulated, 95 lbs.	3 92½	3 92½
Peas, Canadian, bolting, bush.	2 75	3 00
Peas, split, 95 lbs.	6 00	6 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 95 lbs.	3 00	3 00
Wheatlets, 95 lbs.	3 75	4 00
Whole wheat flour, 95 lbs.	3 75	4 00

MILL FEEDS.—Situation is firmer on less favorable weather and slowing down of mills, but there is no material change in prices. Oats have advanced further to the extent of 2c to 4c bush.

Mill Feeds—	Mixed cars, per ton	
Bran	24 00	25 00
Shorts	26 00	28 00
Middlings	30 00	32 00
Wheat moulee	30 00	30 00
Feed flour, per bag	1 75	1 85
Oats—		
No. 3, Ontario, outside points	0 50	
No. 3, C.W., bay ports	0 60	

WINNIPEG.

FLOUR AND CEREAL.—At the present time the flour industry is quiet. This, it is thought, however, will mean larger orders a little later on when the farmers begin to go to town in larger numbers. Prices still remain steady, and it is not expected there will be any change for some time at least.

Manitoba Wheat Flour—	Per bbl.	
First patents	6 40	
Second patents	5 80	
Strong bakers'	5 10	
Cereals—		
Rolled oats, per 80 lbs.	2 80	
Oatmeal, fine, standard and gran'd, 95 lbs	2 80	

Canadian Grocer readers should remember that they can get the cut "Be Loyal To Your Own Community," which was shown on page 43 of the issue September 18, at cost price—15 cents each. This can be used to advantage in all your newspaper advertising, and will have the effect of counteracting to a certain extent the work of the mail order houses. "Be Loyal To Your Own Community" is a slogan that should make a particularly good appeal at the present time.



Fish and Oysters



Better Demand With Cooler Weather

Arrivals of Frozen Stocks Are Helping Business — Eastern Merchants Getting in Supplies Before Navigation Closes — Halibut Hard to Secure and the Prices Are Higher—Frozen Stock Filling the Gap.

MONTREAL.

FISH AND OYSTERS.—Now is the time many are getting in supplies of salt herring, salmon and green codfish, before the last boat. Dealers report a better demand from the country, for both salt prepared, and smoked fish. Prices are about the same as they were a year ago. Kippers and Yarmouth bloaters are coming in every few days, of excellent quality. Fillets are more plentiful, and the price has been reduced; but haddies continue scarce. Halibut is hard to secure, and the price is slightly higher—12 to 13c—but cars of frozen stock are being brought in at lower prices, the quality of which is good. Mackerel is plentiful and cheap. Fresh trout and whitefish are practically out, the season for latter closing on Nov. 10. A supply of frozen whitefish is selling now. Dore also is nearly finished. B. C. fresh salmon is scarce and higher. Oysters are about the same as last week, the demand being fairly good, and prices about the same.

TORONTO.

FISH AND OYSTERS.—Business in fish and oysters has very much improved of late with the cooler weather and the bivalves, together with frozen and smoked lines, are moving freely, while there is also a good demand for fresh stock. From this time forward, however, there will be a falling off in the demand for fresh varieties as usual at this season of the year and another month will see about the end of this business. Frozen cohoes and qualla salmon, halibut and sea herring are catching public attention for the time being.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy express, per lb.	0 13	0 12
Haddock, fancy, express, lb.	0 05½	0 07
Steak cod, fancy, express, lb.	0 07	0 08-0 09
Market cod, per lb.	0 08	0 08
Flounders, fancy, express, lb.	0 08	0 08
Skinned bullheads	0 10	0 10
Gaspe salmon	0 14	0 14
B. C. salmon	0 18	0 14
Chilled salmon	0 10	0 10
Dressed bullheads, per lb.	0 10	0 10
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 11	0 11

Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	2 00	0 07
Herring, lb.	0 12	0 12
Dore, per lb.	0 10	0 10
Mackerel, per lb.	0 14	0 15
Sea bass, per lb., black	0 08	0 06 0 07
Pike, per lb.	0 10	0 06 0 07
Perch, per lb.	0 09	0 09
Carp	0 10	0 10
Eels	0 10	0 11
Pickered	0 10	0 11
Smelts, lb.	0 12	0 12

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	0 07½	0 08-0 09
Haddies, 15-lb. and 30-lb. boxes, lb.	0 07½	0 08-0 09
Haddies, fillets, per lb.	0 11	0 12
Haddies, Nobe, boneless, per lb.	0 09	0 12
Herring, Ciscoe	1 00	1 12
St. John boats, 100 lb. box	1 00	1 20
Yarmouth bloaters, 60 in box	1 20	1 20
Smoked herrings, medium, box	1 20	1 20
Smoked boneless herrings, 10-lb. box	1 20	1 20
Kippered herrings, selected, 60 in box	1 30	1 25-1 60
Smoked salmon, per lb.	0 25	0 25
Ciscoe herrings, basket of 15 lbs.	1 75	1 80
Smoked halibut	0 20	0 20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	0 12	0 12
Ref. steel heads, per lb.	12-13	12-13
Ref. sockeyes, per lb.	10-11	11
Ref. Cohoes or silvers, lb.	10	11
Pale, qualla, dressed, per lb.	07-07½	07½-08
Halibut, white western, large and medium, per lb.	07½-08	09
Halibut, eastern chicken and medium, per lb.	09	10
Mackerel, bloater, per lb.	07-08	09
Haddock, medium and large, lb.	06-06½	07-08
Market codfish, per lb.	06-06½	07-08
Steak codfish, per lb.	06½-07	09
Canadian soles, per lb.	08	08
Blue fish, per lb.	16-17	15
Smelts	10	10

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	10-11	10
White fish, small tullbees, per lb.	06½-07	07
Lake trout, large and medium, lb.	11	12
Dore, dress or round, lb.	10	09-10
Pike, dressed and headless, lb.	06½-07	07
Pike, round, per lb.	06-06½	07-08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	0 00
Salmon, Labrador, bbls., 200 lbs.	14 00	0 00
Salmon, Labrador, half bbls., 100 lbs.	7 50	0 00
Salmon, B.C. bbls.	14 00	0 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	0 00
Sea trout, Labrador, bbls., 200 lb.	12 00	0 00
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	0 00
Mackerel, N.S., half bbls., 100 lb.	7 00	0 00
Mackerel, N.S., pails, 30 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 75	6 25
Herrings, Labrador, half bbls.	3 10	3 25
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 10	3 40
Lake trout, half bbls.	8 00	8 00
Quebec sardines, bbls.	5 00	0 00
Quebec sardines, half bbls.	2 75	0 00
Tonges and sounds, per lb.	0 07½	0 00
Scotch herrings, imported, half bbls.	3 00	0 00
Holland herrings, imp'ted milkers, hf bbls.	7 00	0 00
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	0 00
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyrne herrings, box	1 25	0 00
Turbot, bbl.	14 00	0 00

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	0 00
Dried pollock, medium and large, 100 lb.	6 00	0 00
Dressed or skinless codfish, 100-lb. case.	7 50	8 00
Boneless codfish, 2-lb. blocks, 30-lb. box, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 30-lb. box, per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes.	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 65

Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 60	0 00
Best scallops, imp. gallon	2 25	0 00
Best prawns, imp. gallon	2 00	0 00
Best shrimps, imp. gallon	2 25	0 00
Sealed, best standards, quart cans, each	0 50	0 00
Sealed, best select, quart cans, each	0 60	0 00

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	9 00	0 00
Malpeque, shell oysters, selected J.A.F., per bbl.	6 00	10 00
Malpeque, shell oysters, C.G.L. bbl.	11 00	0 00
Clams, per bbl.	6 00	0 00
Mussels, per bbl.	5 00	0 00
Live lobsters, medium and large, lb.	0 28	0 00
Boiled lobsters, medium and large, lb.	0 32	0 00
Winkles, bush	0 00	0 00
Little Necks, per 100	1 25	0 00

WINNIPEG.

FISH.—With the colder weather there has come a decided improvement in the demand for fish. All lines are reported to be moving well, especially the newly-arrived bloaters and kippers. Oysters, too, are in larger demand. Sole is now off the market. On the other hand, frozen halibut and frozen salmon have come on, the halibut being quoted at 9½c and the salmon at 11c.

Whitefish, per lb.	0 09	0 09
Pickered	0 08	0 08
Trout	0 12½	0 12½
Gold eyes	0 03½	0 03½
Jackfish	0 04	0 04
Halibut	0 12	0 12
Frozen halibut	0 09½	0 09½
Salmon	0 11	0 11
Fresh cod	0 10	0 10
Fresh smelts	0 11	0 11
Oysters, per gal.	2 75	2 75
Shell oysters, per cwt.	2 00	2 00
Shell oysters, per bbl.	17 00	17 00
Haddies	0 09	0 09
Haddies, fillets	0 12½	0 12½
Bloaters, per box	1 50	1 50
Kippers, per box	1 75	1 75

FISH BOOKLET FREE.

Every grocer could do much to increase his sale of fish by securing a few copies of the Fish Cook Book recently issued by the Naval Service Department at Ottawa, for distribution among his customers. A supply of these can be obtained without charge from the leading fish dealers in Montreal, Toronto, Winnipeg and other centres, or by writing the Naval Service Department at Ottawa. The booklet shows the highly nutritive value of fish, their economy as a food and also gives a number of excellent recipes.



Produce and Provisions



U.S. Poultry Embargo May Glut Canadian Market

Lot of Poor Quality Stuff in Country Which Will Likely Come Freely with Cold Weather—Some Price Changes in Provisions and Lard—Eggs Firm and Butter and Cheese Easy.

MONTREAL.

PROVISIONS.—Tone of the market is steady, but only a fair amount of business is passing. Boiled ham is easier, demand being lighter, and hogs cheap. Lard is stronger on account of foot-and-mouth disease in Chicago, but effect of this is only slight, and will not last long. Prices for pure are stiff, but compound is cheap, and no changes have taken place in either. Dressed hogs are easier, being quoted \$11.25 to \$11.50.

Hams—	Per lb.
Medium, per lb.	0 19
Large, per lb.	0 18
Bacon—	
Plain, bone in	0 24
Light, per lb.	0 22
Boneless	0 26
Peameal	0 27
Bacon—	
Breakfast, per lb.	0 19
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16 1/2
Cooked Meats—	
Hams, boiled, per lb.	0 26
Hams, roast, per lb.	0 30
Shoulders, boiled	0 27
Shoulders, roasted	0 28
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15 1/2
Long clear bacon, 80-100 lbs.	0 14 1/2
Flanks, bone in, not smoked	0 15 1/2
Barrelled Pork—	Per bbl.
Heavy short cut mess	29 00
Heavy short cut clear	29 00
Clear fat pork	28 00
Clear pork	27 00
Lard, Pure—	Per lb.
Tierces, 350 lbs., net	0 12 1/2
Tubs, 50 lbs., net	0 13 1/2
Boxes, 50 lbs., net	0 13
Pails, wood, 20 lbs. gross	0 13 1/2
Pails, tin, 20 lbs., gross	0 12 1/2
Cases, 10-lb. tins, 60 in case	0 13 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 13 1/2
Bricks, 1 lb., each	0 14
Lard, Compound—	
Tierces, 375 lbs., net	0 09 1/2
Tubs, 50 lbs., net	0 10
Boxes, 50 lbs., net	0 10
Pails, wood, 20 lbs., gross	0 10 1/2
Pails, tin, 20 lbs., gross	0 10 1/2
Cases, 10-lb. tins, 60 in case	0 11
Cases, 3 and 5-lb. tins, 60 in case	0 11
Bricks, 1 lb., each	0 12
Hogs—	
Dressed, abattoir killed	11 25 11 50

BUTTER.—Butter was easier on local boards, but no change took place in Montreal, although feeling is decidedly easy. There are no changes in prices.

Butter—	
Finest creamery, new milk	0 29 0 30
Dairy butter	0 24 0 25

CHEESE.—A good demand was experienced early this week, but owing to fact that quality is slightly inferior at this season, the market was easier, prices declining slightly at local boards. The

demand from England is quiet, and volume of business in export is small.

Cheese—	
New make	0 16 0 17
Old specials, per lb.	0 18 0 19
Stilton	0 18 0 19

EGGS.—New-laid remain at 41, and the market remains firm. A good demand is being experienced from England.

Eggs, case lots—	
New laid	0 41
Selects	0 31
No. 1s	0 28
Splits	0 20

HONEY.—The market remains about same, with the usual demand.

Honey—	White Clover	Buckwheat
	per lb.	per lb.
Barrels	0 11 1/2	0 08 1/2
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12 1/2	0 10
Tins, 5 and 10 lbs.	0 12 1/2	0 10
Comb, 13-14 oz. section	0 17-0 18	0 14-0 15

POULTRY.—Turkeys are coming in plentifully, but in very poor condition. Large fat turkeys are bringing full quotations, as well as fancy crate-fed chickens. Just now the market is glutted with poor quality turkeys, chickens and fowls. Spring chicken can be bought for 9c live, of good quality, and dressed chicken can be bought at the same price, though of very poor quality. Dressed turkeys, weighing 12 to 16 lbs., are worth 20c; smaller thin turkeys bring 12c to 18c. There is little demand for live turkeys.

Fresh Stock—	Live.	Dressed.
Fowl	0 08-0 10	0 12-0 14
Spring chicken	0 09-0 11	0 12-0 13
Fancy, crate fed chicken, 5 lbs.	0 13-0 15	0 18-0 20
Turkeys, 12-16 lbs.		—0 20
Turkeys, smaller		0 12-0 18
Ducks	0 09-0 11	0 13-0 14
Geese	0 09-0 11	0 11-0 13

TORONTO.

PROVISIONS.—There is little change in conditions during week as regards business in this department, and demand continues only fair. Hog market has slightly firmed since last report, but this has not affected provisions, for while backs and bacon are somewhat higher and firm, there is a reduction of 1c on hams. Lard, too, is easy, and prices are shaved down further.

Hams—	
Light, per lb.	0 17 0 17 1/2

Medium, per lb.	0 16 1/2	0 17
Large, per lb.	0 15 1/2	0 16
Backs—		
Backs, per lb.	0 21 1/2	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14 1/2	0 15
Shoulders, per lb.	0 13 1/2	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14 1/2	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 25 1/2	0 26 1/2
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11 1/2	0 12
Tubs, 60 lbs.	0 11 1/2	0 12 1/2
Pails	0 12	0 12 1/2
Tins, 3 and 5 lbs., per lb.	0 12 1/2	0 13
Bricks, 1 lb., per lb.	0 13 1/2	0 13 1/2
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09 1/2	0 09 1/2
Tubs, 50 lbs., per lb.	0 09 1/2	0 10
Pails, 20 lbs., per lb.	0 09 1/2	0 10 1/2
Hogs—		
F.O.B., live, per cwt.		7 15
Live, fed and watered, per cwt.		7 50
Dressed, per cwt.	11 00	12 00

BUTTER.—Market continues quiet, with little change in prices. Quality of fall make has been falling off of late owing to the lateness of the season. Demand from outside points is not very active, and this leaves conditions somewhat slack. Should the activities of German cruisers continue in Pacific, Vancouver may be making further inquiries in Eastern market. No change in prices.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 28	0 29
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Situation is quiet and without change. British Government continues a buyer, but other sources of supply had worked into a more advantageous condition. Stocks are not heavy, as compared with a year ago, and there will be more interest on better inquiry from abroad. Prices are without change.

Cheese—		
Old, large	0 17 1/2	0 17 1/2
Old, twins	0 17 1/2	0 18
New, large	0 16 1/2	0 16 1/2
New, twins	0 16 1/2	0 16 1/2

EGGS.—The demand for export business continues, with the result that the demand for strictly fresh has advanced another 2s, and there are also higher quotations for some of the other grades. Commenting further on the situation

than a week ago, when reference was made to fact that there were upwards of half a million cases surplus in States to maintain level here, it might be stated that a year ago States imported about half of this amount, and it is not likely that there will be any importations this year. This brings visible supply in two countries to a place where British demand has a direct influence.

Eggs, case lots—
 Strictly new laid, in cartons 0 38 0 40
 Selects 0 32 0 33
 Straights 0 29 0 30
 Trade eggs 0 25 0 26

POULTRY.—United States has just declared an embargo against Canadian poultry. This is likely to have a serious effect on the Canadian market, as there have been large supplies going over the border. With wet and wintry weather setting in now, result is likely to be that chickens coming home to roost from fields will be killed off quickly on account of high cost of feed, and there will be a glut on the market. Such a condition the dealers try to avoid, as there is a loss in shrinkage in addition to a decline in price. Prices given here are to trade and cover a big range owing to varying condition of birds. These quotations, however, must be taken as nominal, and dealers are likely to withdraw their price lists at any time.

Fresh Stock—

	Live.	Dressed
Fowl	0 08-0 10	0 10-0 12
Spring chicken, lb.	0 10-0 11	0 12-0 16
Turkeys young	0 13-0 15	0 17-0 22
Turkeys, old Tom	0 13-0 15	0 14-0 18
Ducklings	0 08-0 12	0 12-0 16
Ducks	0 08-0 12	0 12-0 16
Geese	0 08-0 09	0 13-0 14

HONEY.—There has been a better demand for honey recently, and prices paid are generally at top price list printed hereunder.

Honey—

Clover honey, bbls., per lb.	0 11	0 11 $\frac{1}{4}$
60 lb. tins	0 12	0 12 $\frac{1}{4}$
30 lb. tins	0 12	0 12
5-10 lb. tins	0 12 $\frac{1}{4}$	0 13
3 $\frac{1}{2}$ lb. tins	0 13	0 13 $\frac{1}{4}$
Comb	2 40	2 50

WINNIPEG.

PROVISIONS.—Continued good receipts of hogs have resulted in a further decline of 1/2c in the price of lard. It is now expected that these prices will tend to hold steady. The hogs being received are light in weight, and as a result there is not so much upon them for rendering. In cured meats there have been no change during the week.

Cured Meats—

Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	23 00

Lard—

Tierces	0 11
Tubs, 60s	0 75
Pails, 20s	2 3 $\frac{1}{4}$
Cases, 5s	7 12 $\frac{1}{4}$
Cases, 3s	7 20

BUTTER.—This market has been steady; receipts are fair, and the demand satisfactory. There have been no price changes whatever during the week.

Butter—

Creamery, Manitoba	0 30
Dairy	0 25
Cooking	0 19

CHEESE.—The latter part of last week saw a weak tendency to the mar-

ket, which was hard to explain. Receipts were off, both in Quebec and Ontario. The demand is good, yet one car sold at 1/2c less per lb. than the week previous, and this in face of a large export demand. The weak tendency has somewhat passed away now, and prices remain as quoted in the last issue.

Cheese—

New, large	0 16 $\frac{1}{4}$
New, twins	0 17 $\frac{1}{4}$

EGGS.—Though there is a good deal of exporting of eggs from Canada, none have as yet been taken from the West. Because of this, prices here remain steady, and by reason of the enormous supply of eggs in the States, it is thought the steady tone to the market will continue.

Eggs—

Extra firsts	0 28
Checks	0 17
Extra, in cartons	0 30

OUT OUT THE LONG CREDITS.

There is some good advice given in the following circular sent out to their customers by a wholesale grocery firm in Nova Scotia:

“Old Dr. Taylor used to say to a patient when he handed out a prescription, “Here you are; if it does you no good, it will do you no harm.” This remark of his we are applying also to this little circular.

“It looks to us as though there would again be a financial tightness this coming winter. We think any average business man should realize what this means; they had their experience last autumn, and in the early part of this year, so it will be well for them to make special efforts to collect amounts due them, and to impress upon ‘slow pays’ that unless they can pay for their food they will have to eat less. The curse of the retail trade in this country is too much credit; everyone should settle their bills at the end of the week for that week’s groceries; certainly the laboring classes, or people that work on week’s wages, should never have longer credit than one week, while others who are ‘well to do’ should certainly pay at the end of every month. Why should they not pay? Why should they eat up your groceries and then not pay for them? It is a different matter for a steady man to buy some furniture on credit and then pay it off week by week, even if it takes him six months to pay it, as he always has the furniture to represent the value, but the man who buys groceries and eats them up has no value whatever to represent his debt. Therefore, we say that even with ‘good pays’ no one should get credit for longer than thirty days at the outside. If the consumer does not pay the retailer, the retailer cannot pay the wholesaler, then the wholesaler cannot pay his

liabilities—then what is going to happen? Don’t forget the old proverb, which says, “It is better to cry over your goods than to cry after them.” Cut this long credit out.

“There are several things that are responsible for this ruinous credit system. The first is, we think, the fault of the dealer giving too long credit. The second, there are too many motor cars flying around to-day. It is all right for a man to buy a sewing machine on the instalment plan, because it is a useful, labor-saving article to his wife. It is not a bad thing either, for a man who can spare a few dollars a month from his income, to buy a piano on the instalment plan, especially if he has some growing girls whom he wishes to learn music. Besides both these articles represent a tangible value, but a motor car is an unnecessary luxury unless one has the spot cash to pay for it. The third evil, which we think has cramped the dealer as well as the consumer, is the “get rich quick” stock market, and the swallowing of a gilded pill in the shape of buying stock in new companies that were so enormously over-capitalized that they were practically still-born, but the prospectuses of which were so entrancingly attractive as to almost tempt the devil himself. As a general rule, however, the promoters take mighty good care to secure their profit all right. We don’t have to enlarge on this subject; we fancy the general public knows how some of these beautiful gold-plated propositions turned out. We, ourselves, have several certificates of preferred stock in new companies started during the last eighteen months that are really very pretty certificates; they are quite a work of art on the part of the engraver, but as to their market value, well, we think they would do very nicely for pasting up the cracks in window sashes or a hen-house or a ———? for the winter.

“Please don’t look upon this circular as a joke; we don’t intend it as such. We are very serious when we tell you that we are willing to do all in our power to assist our friends to any reasonable extent, but that renewals must be the exception and not the rule. Stop This Long Credit.”

Life is like a bag in which, each moment, we place a unit of value or of rubbish, and our present and future happiness depends upon the contents of that bag.

FOR SALE

GROCERY STORE FOR SALE — GOOD, central location in the City of Windsor, Ont. Butcher business in connection. Two-family residence. Flat rented at \$20.00 per month. Turnover, \$20,000 yearly. Will sell cheap. Reasons, retiring from business. Write Box 67, Canadian Grocer, Toronto, Ont.

CANADIAN GROCER

MORE BUSINESS THAN USUAL

in

TILLSON'S OATS

*The new advertising campaign
is now being launched*

TILLSON'S

A Food—
not a Fad

That's My Boy!

Every parent looks with joy at their children as they romp and play; their rosy cheeks speak their robust health. Start your boy out each morning ready to face the fight. Give him a liberal dish of these energy-building, heat-producing

TILLSON'S OATS



Friday Night is Gift Night

If you present a package when our agent calls, **YOU WIN A DOLLAR.** Watch for our card vassers.

RAINBOW FLOUR MAKES GOOD BREAD

Canadian Cereal and Flour Mills, Ltd.

The popular
Canadian
Breakfast
Cereal

Now is the time to push Tillson's Rolled Oats

We have inaugurated one of the most direct co-operative advertising campaigns that has ever been carried out in the grocery trade. The effects of our campaign will extend sooner or later from coast to coast of the Dominion—putting vim and vigor into the sales of the well-known Tillson's Rolled Oats.

Our plans embody a house-to-house canvass in all the largest cities and



towns in Canada, introducing and actually selling Tillson's Oats to housewives, placing the order with the wholesaler to be delivered by each woman's grocer, who will receive the immediate profits and future benefit. Every housewife will learn the real merits of these famous oats right in her own home and will become a steady user after trying the first package.

Now is the time to join hands for bigger sales and to create **More Business Than Usual** in Canada's Famous Breakfast Cereal—Tillson's Oats.

Canadian Cereal & Flour Mills, Ltd.
TORONTO, ONT.

There's money in the right salt

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

Dominion Salt Co.,
Limited
Sarnia, Ont.



An Irresistible Trade-Winner

Nothing is quite so easy to sell or will as quickly build up steady profits as Chocolate Turkish Delight. When the folks see it on display in your store they simply cannot keep their eyes off it, or their mouth from watering—its appeal is irresistible. And then, when once it is tasted, the unusually delicious flavor ensures continued sales. Will a couple of boxes be sufficient for your first order? Write NOW.

Oriental Produce Co., Montreal

7-20-4

The biggest cigar value and quickest trade-winner ever offered the grocer. Don't tolerate slow tobacco sales. Stock 7-20-4 Cigars and realize a big demand. Write us NOW.

Sherbrooke Cigar Co., Limited
Sherbrooke, Que.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 45 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs. \$	2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 50
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 8 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. ca..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	\$ 0 95
" 1/4-lb.	1 40
" 6-oz.	1 95
" 1/2-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

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

FOREST CITY BAKING POWDER.

6-oz. tins	\$ 0 75
12-oz. tins	1 25
18-oz. tins	1 75

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

CEREALS.

WHITE SWAN. Per case.

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00

Per case.

Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
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 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack ...	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz. ...	4 50
Perfection, 1/2-lb. tins, doz. ...	2 40
Perfection, 1/4-lb. tins, doz. ...	1 25
Perfection, 10c size, doz. ...	0 90
Perfection, 5-lb. tins, per lb. ...	0 35
Soluble bulk, No. 1, lb. ...	0 20
Soluble, bulk, No. 2, lb. ...	0 18
London Pearl, per lb. ...	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ...	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35



The Westerners are getting the money

Sell them your goods

Good crops and War prices on wheat is bringing prosperity to Western farmers. They are buying freely and paying cash. Why not start to-day and get your lines in this large and profitable market?

Our large corps of salesmen are daily calling on the trade and are ready to introduce your lines. These men are well acquainted with the trade and in a position to give you a business-getting service at remarkably low cost.

Seven large track warehouses in strategic centers offer ample storage and shipping facilities.

For further particulars and terms write

Nicholson & Bain, Wholesale Commission Merchants and Grocers **Winnipeg, Man.**
 Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

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

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

Malcolm's Condensing Co.
 ST. GEORGE, ONTARIO



WHITE SWAN

Coffee Buying

The term "coffee" can be applied to any grade of beans irrespective of the cup quality.

Your customer judges the coffee you sell her by the cup quality. To please her and retain her patronage the coffee you offer must come up to her standard. Only by long and expert experience in the roasting and blending of coffee can the blend that satisfies be produced.

White Swan Mocha and Java Coffee is the result of over 50 years' experience in roasting and blending. It is delicious to the taste, and has an exquisite aroma. It wins and holds the patronage of the most exacting customer.

White Swan Mocha and Java Coffee is put up in 1-lb. tins, 2 or 4 dozen to the case. Every package is sealed and guaranteed with the Government form of Warranty, which absolutely protects you.

Tear out and mail this page, marking on the margin the quantity you want. Your order will receive prompt and careful attention. Or, if you want our salesman to call, just say so.

WHITE SWAN 'SPICES 'AND' CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 5's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 8's, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

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

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ¼'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ¼'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	\$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 00
Mayflower Brand, each 4 doz.	5 00
Purity Brand, each 4 doz.	5 00
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25

Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large", each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small", each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 90

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

1s, ¼s, Grd.	Whol. Retail	25 30
1s, ½s, B. & G.		32 40
1s only, B. & G.		35 45
1s, ½s, B. & G.		38 50
Packed in 30 and 50-lb. cases.		
Terms net 30 days prepaid.		

(MINTO COFFEE (Bulk))

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

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

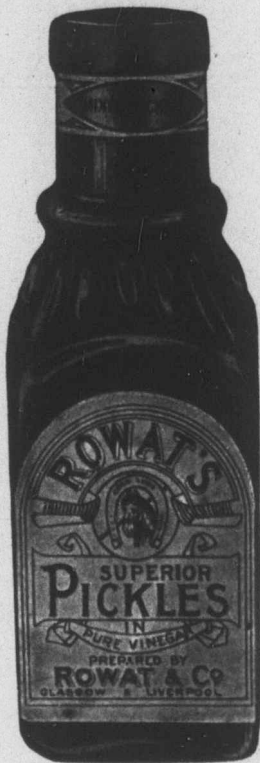
CRESCENT MAPLEINE.

Special Delivered Price for Canada

Per doz.	
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50	13 00
Pint (1 doz. case), weight 20 lbs., retail each \$3	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	47 75
Gallons, each, retail each \$20	17 15

The Standard on Two Continents

Folks across the water as well as in Canada usually judge pickle value, and taste, and goodness, by Rowat Quality. So well known is the standard set by Rowat's that Rowat sales mean steady sales, Rowat profits increasing profits. Write your nearest wholesaler to-day for first order.



ROWAT & CO.

Glasgow - Scotland

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

Headquarters for Fish

Listen, Mr. Grocer—

Have you got a Fish Department? If you have not, you are overlooking the handling of a line that pays you a margin of 30 to 50 per cent. profit. Here are a few of our specialties that sell themselves if properly displayed:

- Finnan Haddies Haddie Fillets
- Bloaters Kippers
- Fresh Smoked Gold Eyes
- Salt Cod Salt Herring
- Salt Mackerel
- Fresh Bulk Oysters

Will you write us for prices to-day?

The Winnipeg Fish Co., Ltd.
Winnipeg, Man.

Every Day is Dusting Day



More and more women are learning to dust the cleaner, easier, more sensible way, using

I O C O

Liquid Gloss



MADE IN CANADA

Dry dusting merely scatters the dust. A dust-cloth moistened with Ioco Liquid Gloss gathers up all the dirt, and leaves a clean, disinfected, and polished surface.

Ioco Liquid Gloss is needed almost daily in every household. We are pushing its popularity throughout the Dominion with extensive advertising in all leading magazines.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five gallon lithographed tins; also in barrels and half barrels. For terms and prices, write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

The Sherer Grocery Counter MADE IN CANADA

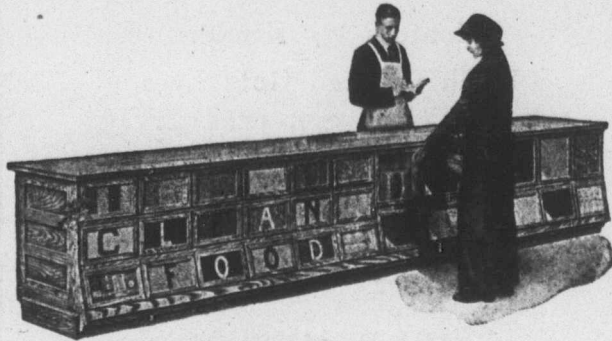
This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.
Sherer-Gillett Co., Chicago, Ill. Regina, Sask., Canada, December 1st, 1913.

Dear Sirs:—
We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.
Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,
BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

FISH

**For Breakfast
For Luncheon
For Dinner**

Fish is now prepared in so many tempting ways that the public are buying and using it more freely than ever before.

No line will show you more profit if a little care is exercised in handling.

We are splendidly equipped to handle this business. Our supplies are obtained in the primary markets. We own and operate our own tugs on the Great Lakes, ensuring constant supply.

Haddies, Ciscoes, Bloaters, Kippers, Halibut, Qualla Salmon, Cohoe Salmon, Trout, Whitefish, Labrador Herrings, Package Codfish, etc. Send for Weekly Price List.

WHITE & CO., LIMITED

Wholesale Fruit and Fish

TORONTO and HAMILTON

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10¼
Pails, 20 lbs.	0 10¼
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case...	0 11¼
Cases, 5 lbs., 12 to case...	0 11¼
Cases, 10 lbs., 6 to case...	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.\$1 50
D. S. F., ½-lb. 2 68
D. S. F., 1-lb. 5 36
F. D., ¼-lb. 0 95
F. D., ½-lb. 1 63
	Per jar.
Durham, 4-lb. jar 0 87
Durham, 1-lb. jar 0 28

WHITE SWAN LYE

Single Cases, 4 doz.\$3 40
3 case lots, 4 doz. 3 30
5 case lots, 4 doz. 3 20
Shipping weight 50 lbs. per case.	

JELLY POWDERS.

WHITE SWAN SPICES AND
CEREALS, LTD.

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

JELL-O.

Assorted case, contains 2 doz	1 80
Straight.	
Lemon, contains 2 doz.....	1 80
Orange, contains 2 doz.....	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz...	1 50
Cherry, contains 2 doz.....	1 50
Peach, contains 2 doz.....	1 80
Weight, 8 lbs. to case, Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER.

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

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

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

FELS NAPHTHA.

Prices—Ontario and Quebec:	
Less than 5 cases\$3 90
Five cases or more 4 95

STARCH.

THE CANADA STARCH CO.

LTD., EDWARDSBURG

BRANDS and

BRANTFORD BRANDS

Boxes. Cents.

Laundry Starches—

40 lbs., Canada Laundry.....	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.06¼
48 lbs. No. 1 white or blue, 4 lb. cartons07¼
48 lbs., No. 1 white or blue, 3 lb. cartons07¼
100 lbs., kegs No. 1 white ..	.06¼
200 lbs., bbis., No. 1 white ..	.06¼
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07¼
48 lbs. silver gloss, in 6-lb. tin canisters06¼
36 lbs., silver gloss 6-lb. draw lid boxes06¼
100 lbs., kegs, silver gloss, large crystals07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07¼
40 lbs., Benson's Enamel (cold water) per case ...	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07¼
40 lbs. Canada pure corn starch06¼
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry— Boxes about 40 lbs.06
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.06¼
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.07¼
Barrels, 200 lbs.06¼
Kegs, 100 lbs.06¼
Lily White Gloss— 1-lb. fancy cartons cases 30 lbs.07¼
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08¼
Kegs extra large crystals, 100 lbs.07¼
Canadian Electric Starch— Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starch—

Boxes containing 45 cartons, per case	3 00
--	------

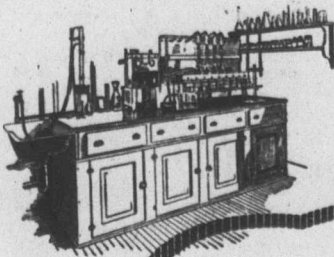
Culinary Starches—

Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs..	.06¼
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs..	.07¼
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs..	.07¼
(20-lb. boxes ¼c higher than 40's.	

CANADIAN GROCER

PURITY FLOUR

More Bread and Better Bread



CHEMICAL LABORATORY

PURITY FLOUR TALK No. 2. To the Proprietor and his Assistants.

OUR GUARANTEE

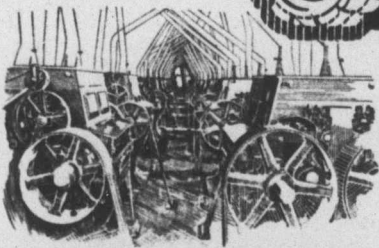
PURITY FLOUR is unbleached. It has that rich, creamy tint of the flour in its NATURAL state.

The PURITY FLOUR bag contains the following guarantee in the upper left-hand corner: "This flour is milled from selected Western hard wheat under the most modern sanitary conditions, and is UNBLEACHED."

We go further than the quality guarantee printed on the bag. We guarantee PURITY FLOUR to be BETTER than "the other kind" of flour. There are no strings to this guarantee. It is absolute and unqualified. Tell your customers that we stand back of our product by standing back of YOU. Suggest PURITY, the guaranteed flour.

Main Offices: WINNIPEG, TORONTO, VICTORIA

GRINDING ROLLS



WESTERN CANADA FLOUR MILLS CO., LIMITED
MILLERS TO THE PEOPLE



THEY

Sell Well

Show a Nice Profit

Give Satisfaction.

WHY?

Because they are

CANADA'S BEST

Agents: Rose & Laflamme, Limited Montreal and Toronto
ASK YOUR WHOLESALE FOR THEM

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company
MONTREAL



Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of "Brunswick Brand" Sea Foods has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

- | | |
|-----------------------|-------------------|
| 1/4 Oil Sardines. | Kipperd Herring |
| 3/4 Mustard Sardines. | Herring in Tomato |
| Finnan Haddies | Clams [Sauce] |
| (oval and round tins) | Scallops |

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



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, \$6; Chinese Washing Powder, 8 oz., 120 pack., per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:
5c packages (96) \$3 20
1 lb. packages (60) 3 20
1/2 lb. packages (120) 3 40
1 lb. 30 } Packages, Mixed. 3 30
1/2 lb. 60 }

SYRUP.

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

2-lb. tins, 2 doz. in case... \$2 65
5-lb. tins, 1 doz. in case... 3 00
10-lb. tins, 1/2 doz. in case... 2 90
20-lb. tins, 1/4 doz. in case... 2 85
Barrels, 700 lbs. 3 1/4
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. 4 1/4
Pails, 38 1/2 lbs. 1 95
Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 3 00
5-lb. tins, 1 doz. in case... 3 35
10-lb. tins, 1/2 doz. in case... 3 25
20-lb. tins, 1/4 doz. in case... 3 20
(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.
Cases, 4 doz. each, flats, per case \$5 44
Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

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

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.
Quebec and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case ... 3 65
Alberta, per case 3 75
British Columbia, per case. 3 55
British Columbia, per case. 2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

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

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen .. 1 00
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. 1/2-pints.. 2 20

STOVE POLISH.

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

NUGGET POLISHES.

Polish, Black and Tan 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 15

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

Wholesale, R't'l.
Brown Label, 1s and 1/2s .29 .35
Blue Label, 1s, 1/2s, 1/4s, and 1/8s 35 .45
Red Label, 1s and 1/2s... .41 .55
Gold Label, 1/2s49 .65
Red-Gold Label, 1/2s55 .80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2s \$2 15
4s 0 85
5s 0 42
7s 0 60
30's, wood 0 05
12-oz. glass jar 1 15
Tumbler, glass 0 95

MARMALADE.

2s, per doz. \$2 30
4s, per pall 0 40
5s, per pall 0 45
7s, per pall 0 65
30's, wood, lb. 0 08 1/2
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00

Prices subject to change without notice.

MINTO BROS., Limited.
Toronto.

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

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or 1/2s.	0 29	0 35
Green Label, 1s, 1/2s, 1/4s	0 32	0 40
Blue Label, 1s, 1/2s, 1/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 1/4s	0 42	0 60
Purple Label, 1/2s only	0 55	0 80
Gold Label, 1/2s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

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

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

Black Watch, 7s, 1/2 butts, 9 lbs., boxes 6 lbs. \$0 58
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 45
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 67
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 67
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddles 0 67
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57
Empire, 7s and 14s, caddles 15 lbs., 1/2 caddles 6 lbs. 0 52
Great West, pouches, 9s 0 67
Forest and Stream, tins, 11s, 2 lb. cartons 0 80

UNCHANGED!

From Coast to Coast the price on

WETHEY'S CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO
ADVANCE.

We have protected the trade and
ourselves for some time to come.

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO

New Table Raisins

Extra Fancy Dehesa Clusters

Put up in flat 5½ lb. boxes.

NEW SHELLLED ALMONDS

Finest quality and lower in price.

ORANGES GRAPE-FRUIT
 SPANISH ONIONS
CRANBERRIES SWEET POTATOES
OYSTERS HADDIE CISCOES

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

“Made in Canada”

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA, 5 stg. - - \$4.50
“ 2 “ 4 “ - - 4.00
“ 3 “ 4 “ - - 3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

IMPORTED SUPERFINE POTATO FLOUR

Write for samples and quotations.

Finegan & Ellis, 506 Board of Trade Bldg., Toronto

Write us for New Price List of
WINDSOR SALT

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

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

"TRENT LOCK" EGG FILLERS

FOR 30 DOZEN CASES
FOR ONE DOZEN CARTONS
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

**Cabbage Danish Ballhead Best
Winter Keeper**

For sale by
Lakebourne Farms Limited
Brighton, Ont.

STORAGE IN OTTAWA

BOND AND FREE
Direct Railway connection. Car distri-
buting. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St.,
Ottawa.

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
**Irish Grocer, Drug, Provision and
General Trades' Journal**

If you are interested in Irish trade.

Mathieu's Nervine Powders



are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

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

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name
With (Name of firm)
Street
City or town Prov.....

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.
The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

Dr. JACKSON'S ROMAN MEAL

Made in Toronto
ROMAN MEAL CO.
MONARCH ROAD

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More."
Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



KINDLY MENTION
THIS PAPER WHEN
WRITING ADVERTISERS

This is the Market Place of Progressive Grocers Throughout Canada

Use this page for making your wants known. You will find it most productive of replies, not replies written merely out of curiosity, but from parties genuinely interested in your proposition. Use it when you require a competent manager, salesman or a clerk for your store, when you want to dispose of second-hand fixtures, etc., or to sell or buy a business. Try it out. Send along your advertisement right now, someone will look down these columns next week for just such a proposition as you have to offer.

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.

MISCELLANEOUS

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

HAVING A LARGE WAREHOUSE WITH room for storage and an organization with travellers covering all of Canada, are open for one or two agencies that will go with our line, grocery sundries. Apply Box 64, care of Canadian Grocer.

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

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

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

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

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

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

WAREHOUSE AND FACTORY HEATING systems, Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (11)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination - employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

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—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

WANTED—INFORMATION REGARDING good grocery or meat market for sale. Send description and price. C. C. Shepard, Minneapolis, Minn.

FOR SALE

STORE FOR SALE—DOING A STRICTLY cash business of about \$1,000 per month. Clean stock of about \$1,500. Post office in connection. Apply Postmaster, Fort Pitt, Sask.

GROCERY STORE TO RENT—OWNER very ill. William Johnston, 184 Christina St., Sarata, Ont.

THREE LIVE GROCERY STORES FOR sale—in one of the best Western Canadian cities. Each store selling over \$60,000 a year, all cash; old established business; will sell together or separately. This is a real snap for a progressive grocer. Owner retiring from retail trade. Reply to Box 65, Canadian Grocer

PEANUT BUTTER IS CONCENTRATED nourishment. One pound equals three pounds of beefsteak or forty eggs in food value. This great economizer can be retailed at 30c per pound in Canada and supplied by your jobber. Write Bayle Food Products Co., original manufacturers, St. Louis, Mo., U.S.A., in the heart of the peanut country.

GROGERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock \$5,500.00, turnover \$1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

FOR SALE — LIGHT AMBER HONEY IN 60 lb. cans. Apply L. Livesay, Onondaga, Ont.

GROCERY STORE FOR SALE — EXCELLENT proposition. Stock and fixtures about \$3,500. Turnover \$13,000 to \$14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONERY, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

AGENCIES WANTED FOR OTTAWA CITY—any line. Commission. Box 63, Canadian Grocer, Toronto, Ont.

WANTED—ONE OR TWO GOOD LINES ON a commission basis for Province of Nova Scotia by traveler having first-class connection with druggists, grocers and general store trade. Box 66, Canadian Grocer, Toronto.

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-153 University Ave.

TORONTO

Place Your Christmas Window in the Contest

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

Selling Power, Attractiveness and Originality

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

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

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

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of \$3; to the second best, \$2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO

*Fresh meat sausages
are very wholesome
and economical.*

Now is the time to order a regular supply of the high quality

**Schnieder's
Country Pork, Weiner
and Bologna Sausages**

There's quality and deliciousness in every ounce. Nothing like them for boosting provision sales and profits.

"Twelve Varieties"

**J. M. SCHNEIDER & SONS
LIMITED
Berlin, Ontario**

Apples

We will pack

**10,000
barrels**

of the celebrated
Georgian Bay Apples
this Fall. Place your
orders early.

**LEMON BROS.
Owen Sound, Ontario**

NEW

**St. Nicholas
Puck**

**Queen City
Kicking**

Messina Lemons

ARE ON
THE WAY

**J. J. McCABE
Agent
Toronto**

Would you like a

UNIVERSITY EDUCATION?

Scattered up and down this great country of ours there are a number of young men who have the ambition to **make good** in every sense of the word, to whom a University training would act as a spur to greater success. If you are one of these ambitious, go-a-head young men, we offer you the opportunity to realize your ambition.

Our proposition has already helped many, let it help you. The work is pleasant and healthful, besides the training we give you in salesmanship will always be of great service to you in whatever work you finally engage in.

In every city and town in the Dominion there are many business men and private residents who would appreciate your interest in bringing

MACLEAN'S MAGAZINE

to their notice. It is **the** Magazine of Canada and is winning its way into the confidence of every Canadian reader of high-class matter.

A liberal commission is allowed on all subscriptions, and the spending of a few hours a week will easily enable you to realize your ambition and enter the University next fall.

If you are interested, write us at once and we will forward full particulars.

MACLEAN PUBLISHING CO.

143 University Avenue

Toronto, Ont.



**No Advance
in Price—No
Alteration
in Quality.**

Retail Selling Prices:

GREEN LABEL 30c. Per lb.
BLUE " 35c. "
RED " 40c. "
GOLD " 50c. "

**Dickeson's Tea is the
BEST Tea.**

YES! Still selling at exactly the same price as before the war broke out—and no reduction in the standard of quality, either! Here is a tea which is meeting with an enthusiastic reception everywhere—*first* because of its unrivalled strength and purity, *second* because of its rare flavor and quality, and *third* because it has not advanced in price since the war broke out. Hundreds of housewives all over Canada are showing their appreciation of Dickeson's patriotic attitude by buying this fine Old Country Favorite. The demand is growing—*growing—growing!* The tea that's *easy* to sell these days is—

DICKESON'S TEA
"The Beverage of the Old Country"

Write to any of the following Dickeson's Agents:—

TORONTO
Frederick E. Robson Co.

HAMILTON
C. G. Walker & Co.

OTTAWA
H. N. Bate & Sons, Ltd.

WINDSOR
G. Clair Bliss, Detroit, Mich.

ST. JOHN, N.B.
E. T. Sturdee.

QUEBEC
A. Francois Turcotte.

WINNIPEG
W. Lloyd Lock & Co.

AMHERST, N.S.
Morrison's, Ltd.

RICHARD DICKESON & CO., Limited, London, Eng. (Established 1649)

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

INDEX TO ADVERTISERS

A		Leitch Bros. 5
Allison Coupon Co. 17		Lemon Bros. 61
Anglo-B.C. Packing Co. 9		
B		M
Balfour-Smye & Co. 10		MacGregor Paper Co. 13
Beauchamp, Claude 16		MacNab, T. A., & Co. 16
Benedict, F. L. 58		McCabe, J. J. 61
Betts & Co. 13		McVitie & Price 5
Bickle & Greening 52		Magor, Son & Co. 22
Biscuit & Crackers Mfrs. Ass. 58		Malcolm & Son, John 49
Borden Milk Co. 3		Maple Tree Producers' Assn. 18
		Mathieu & Co., J. L. 58
		Mearns, George E. 16
		Midland Vinegar Co. 12
		Millman, W. H., Sons 16
		Minto Bros. 15
		Morrow & Co. 16
		Mott, John P., & Co. 57
		N
		National Licorice Co. 35
		Nicholson & Bain 49
		Nickel Plate Stove Polish... 12
		O
		Oakey & Sons, John 17
		Oriental Produce Co. 48
		P
		Paterson & Sons 2
		Patrick & Co., W. G. 16
		Pennock, H. P., Co., Ltd. 16
		Q
		Quaker Oats Company 8
		R
		Roberts Simpson Co. 4
		Robinson & Co., C. E. 52
		Rock City Tobacco Co. 14
		Roman Meal Co. 58
		Rose & Lafamme 55
		Rowat & Co. 53
		Ruttan, Alderson & Lound, Ltd. 16
		S
		St. Lawrence Sugar Refining Co. 13
		Salada 21
		Sanitary Can Co. 12
		Schneider & Sons 61
		Sherbrooke Cigar Co. 48
		Sherer-Gillett Company 54
		Smith & Son, E. D. 3
		Spurgeon, H. G. 16
		Stanway & Co. 16
		Stevens, Hepner Co. 9
		Stevens, Welch & Co. 32
		Symington & Co. 2
		T
		Tippet, Arthur P., & Co. 1
		Toronto Salt Works 58
		Trent Mfg. Co. 58
		Tucketts, Limited 8
		W
		Walker Bin & Store Fixture Co. Inside back cover
		Walker, Hugh, & Son 57
		Walsh, Martin M. 16
		Warren, G. C. 16
		Watson & Truesdale 16
		Wellington Mills 17
		Western Canada Flour Mills Co. 55
		Western Salt Co. 6
		Wetkey, J. H. 57
		White & Co. 54
		White Swan Spices & Cereals 50
		Wiley, Frank H. 16
		Winnipeg Fish Co. 58
		Woods & Co., Walter 57
		C
Campbell Brokerage Co. 16		
Canada Starch Co. 22		
Canada Sugar Refining Co. 6		
Canadian Salt Co. 18		
Chase & Sanborn 10		
Church & Dwight 9		
Clark, Ltd., W. 11		
Classified Condensed Ads. 59		
Cleave & Son 5		
Cockburn-Nolan Co. 16		
Coles Mfg. Co. 9		
Connecticut Oyster Co.		
		Outside back cover
Connors Bros. 56		
Crescent Mfg. Co. 17		
		D
Dickson Tea Co. 62		
Dominion Cannery, Ltd. 7		
Dominion Match Co. Front cover		
Dominion Molasses Co.		
		Inside front cover
Dominion Salt Co. 48		
Dominion Warehousing Co. 58		
		E
Eckardt, H. P., & Co. 51		
Escott & Co., W. H. 16		
Estabrooks, Limited 19		
Eureka Refrigerator Co. 21		
		F
Fearman, F. W., Co. 53		
Financial Post 17		
Finegan & Ellis 58		
Fretz, Limited 21		
Furnivall-New, Limited 18		
Furuya & Nishimura 2		
		G
Guelph Soap Co. 6		
		H
Hamilton Cotton Co. 12		
Hargreaves (Canada), Ltd. 5		
Hillock & Co., John 2		
Holland Rusk Co. 58		
Hossack & Co. 12		
H. O. Company 15		
		I
Imperial Oil Co. 53		
Irish Grocer 58		
		J
Jonas & Co. 10		
		L
Lakebourne Farms, Ltd., Co. 58		
Lambe & Co., W. G. A. 16		
Lapointe Co. 16		
Laporte, Martin & Co. 62		
Leeuw, Henri de 16		

Push Canned Goods

People will economize and will buy *Canada-Made* foodstuffs instead of imported, so during these stringent times, push the sales of *Canadian Canned Goods*, especially

"Victoria" Brand

It stands for

Quality and Purity

Not only the name is different, but the Natural Taste and Wholesomeness of the contents put "VICTORIA" Brand in a class by itself.

The following are put up under the "VICTORIA" Brand:

- | | |
|---------------|--------------|
| Tomatoes | Strawberries |
| Sugar Corn | Raspberries |
| Standard Peas | Peaches |
| Wax Beans | Pears |
| Refugee Beans | Cherries |

Send us a small trial order. We absolutely guarantee both QUALITY and PRICES.

WRITE, PHONE or WIRE
at our expense.

Laporte, Martin, Limitée

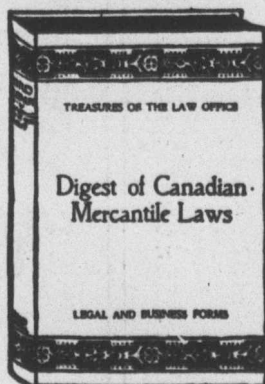
568 St. Paul St., Montreal

Tel. Main 3766

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process"?—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say \$100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for \$53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.——." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "\$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. Eastern Edition, Price, \$2.00.

THE MACLEAN PUBLISHING CO. LTD.

Montreal

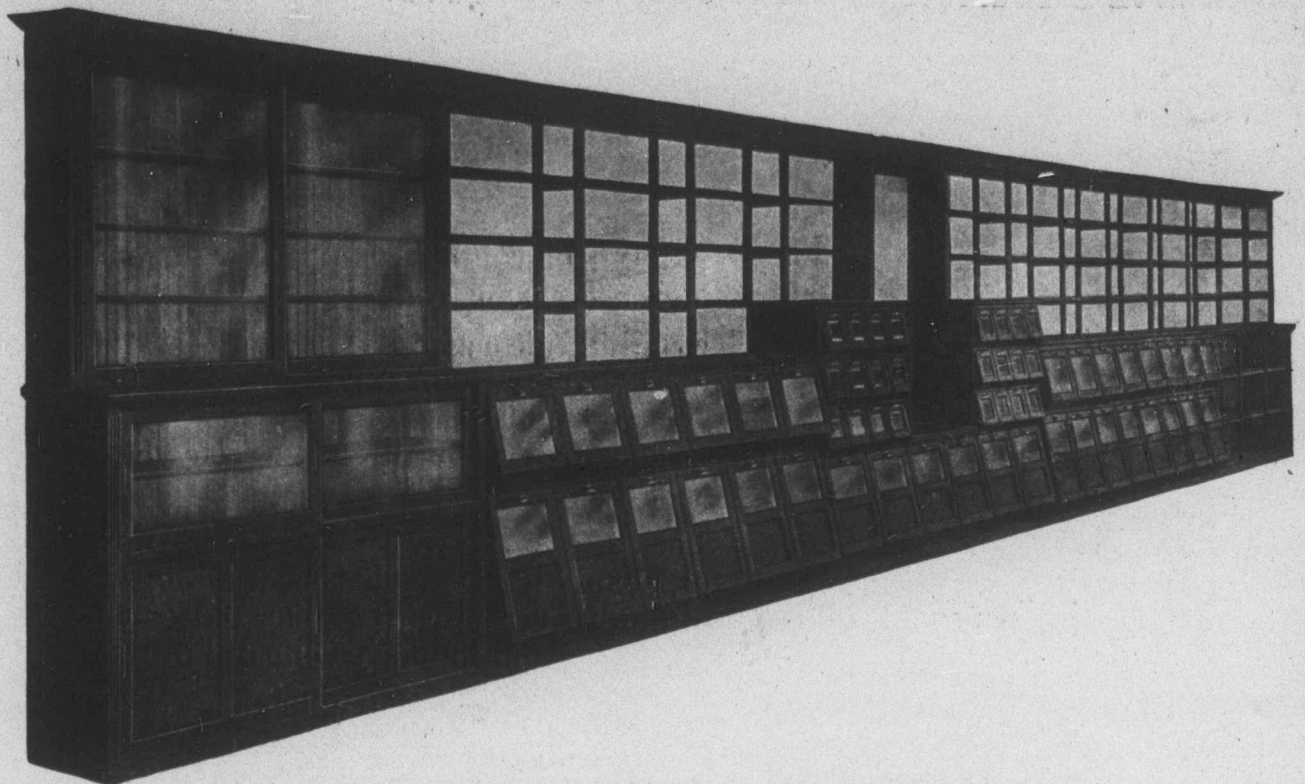
Toronto

Winnipeg

BOOK DEPARTMENT

143-153 University Ave.,

TORONTO



Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for 1/2-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

LOOK-A-HERE



Ordinary palls are not made exact measure.

Whenever you exceed the proper amount you forfeit just so much of your profit.



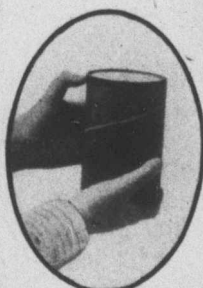
A partially filled pall invites mistrust.



The slightest jar jolts the ordinary pall and spills part of the contents.



Empire Containers are exact to measure.



The patent grooved lid and paraffin waxing ensure against spilling and splattering.



At any angle the Empire Container is safe and sure from spilling.



A full pall ensures the satisfaction and confidence of your customers.



Is the problem of keeping up with rising costs taxing you?

Retailing demands the strictest attention to small details. Over-measure on vinegar, molasses, oysters, etc., is a serious matter and directly affects your bank balance.

The "Empire Container" solves this problem. It effectively checks all losses through over-measure. The customer is satisfied and you have your full profit.

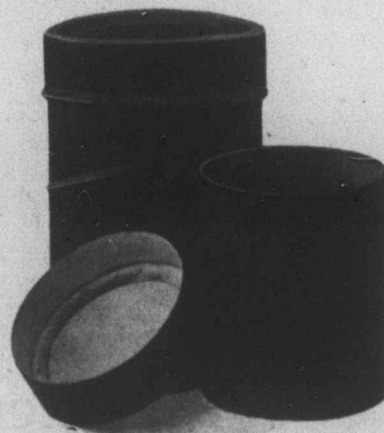
There is no loss from spillage — even though it is upside down. It is easy to handle, can be wrapped up like a can of salmon. It is well made, strong and non-leakable.

For two years we've been talking about losing money from over-measure. Hundreds of live fellows have investigated this leak and what they discovered amazed them.

They bought "Empire Containers" and so will you if you look into this matter. Think it over.

Made in three sizes: half-pints at \$12; pints at \$14; quarts at \$16 per 1,000, F.O.B. factory, Sombra, Ont.

Ask us to prove that you can make money by using them.



Connecticut Oyster Co.

Exclusive Selling Agents

50 Jarvis Street

TORONTO