

**PAGES
MISSING**

FEATURING — WARRANTY ON FOODS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, NOVEMBER 5, 1915

No. 45

IMPORTANT

- (1) Educate your consumer customer to the fact that VALUE in oysters lies not in the lowest price, but in the full quantity.
- (2) Oysters to which no water is added, aside from better quantity value, also have better flavor, more nutriment, more food value, more appeal to the consumer, more selling pull.
- (3) If you can induce your customer to use oysters twice a week instead of once, YOU DOUBLE YOUR SALES.
- (4) Keep your oysters in receptacles that are scrupulously clean and keep them surrounded with crushed ice. Do not depend merely on the cold air of a refrigerator.
- (5) We are exclusively oyster people, devoting our entire time and attention to this one thing we know best, which insures you a quality and efficiency that is unreasonable to expect from a house not dealing exclusively in oysters.

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada



“Banner Brand” quality brings the Customer back for more

The delicious goodness of “Banner” Brand Jams and Jellies has won the unstinted approval of housewives everywhere.

When you sell “Banner” Brand you run no risk of disappointing a customer because of doubtful quality. Only the choicest pick of the season’s fruit crop is selected for Banner Brand Jams and Jellies.

Dealers are finding the Banner Line a profitable one to feature. Have you tried its selling qualities yet?



Lindners, Limited

BRAMPTON

CANADA



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

How is it Affecting You?

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

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

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

Note these prices:

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

ORDER NOW.

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



GOVERNMENT WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person, or persons, found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

WHITE SWAN SPICES & CEREALS, Limited
TORONTO, CANADA

**THIS FORM OF PROTECTION ACCOMPANIES EVERY SALE
OF WHITE SWAN FOOD PRODUCTS**

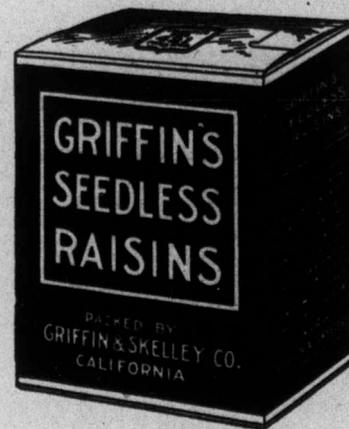
White Swan Spices and Cereals, Limited
156 PEARL ST., TORONTO, CANADA

“Griffin’s” for the Christmas Season

QUALITY Lines
For QUALITY Trade

The pre-Christmas demand for “*quality*” goods has always been a distinct gain for Griffin and Skelley lines. Whether for Seedless Raisins, Canned Goods, Asparagus or Dried Fruits the Griffin and Skelley brands fill the demand for *really fine quality goods*.

The initial order always results in continued business and absolute satisfaction.



“Griffin & Skelley” on these goods mean the best goods shipped from California.

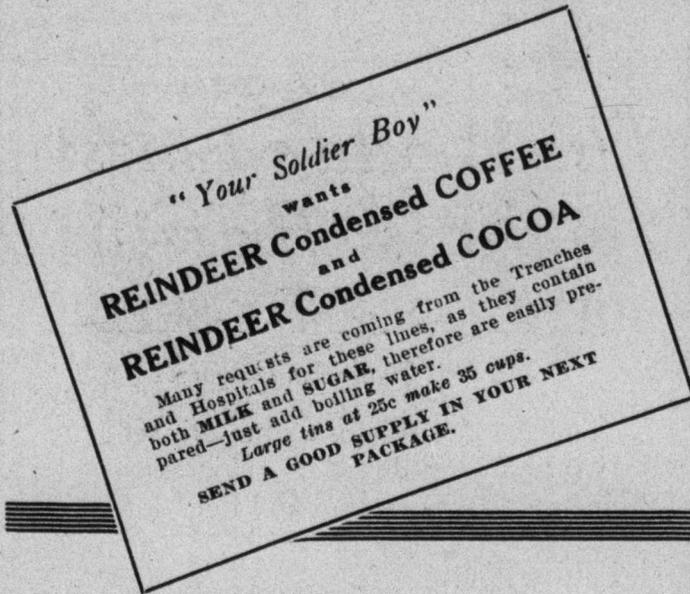
Canned Apricots, Peaches, Pears, White Cherries, Black Cherries, Damson Plums, Egg Plums, Golden Drop Plums, Greengages, Raspberries, Strawberries and Pineapples.

Order now.

Open the road to the “*quality*” trade of your town by introducing Griffin’s Seedless Raisins this season to your customers who are not using them.

Interest those who are not your customers by displaying “Griffin’s Seedless Raisins” in your windows—draw attention to their superior quality.

Your wholesaler can supply you.



Hang this Card in Your Store

and display it in your window with a good showing of Reindeer Coffee and Cocoa.

In this way you will link up with some good extra business and supply a much requested article to the boys in the trenches and hospitals in France.

It is time now for quick action—send to us for or have a card made and get your stock on display. Call attention to the fact that packages must be sent by the middle of November in order to reach the boys in time for 'Xmas, allowing for possible delays in delivery.

Order your Stock of Reindeer Coffee and Cocoa

Borden Milk Co., Limited



"Leaders of Quality"
MONTREAL

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



SUN-KIST
REG. U.S. PAT. OFF.
PRUNES

SUN-KIST Prunes are the kind which makes folks say, "I never knew that prunes were so good"—the kind they come back for—the kind you build business on and the kind you can always recommend. Only the best selection of the best prunes from the best district in California where the best prunes grow are good enough for the SUN-KIST Kind.

Wholesale distributors in every territory. ASK THEM

When you sell
HEINZ
57
VARIETIES
PURE FOOD PRODUCTS

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

H. J. Heinz Company
Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto



11 x 22 six-color display card
mailed on application.

The World's Finest Seedless Raisins "IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest Christmas trade with their sun-cured wholesomeness, their fine quality—clean and dry (not processed).

These raisins are used in millions of homes and have given absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

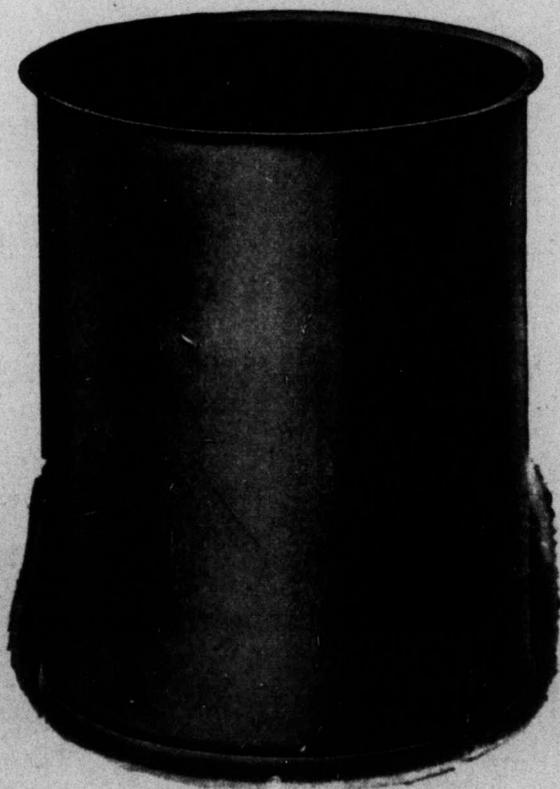
AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER



BEANS

Simcoe Brand comes in all the popular styles

—a style for every taste, for every requirement; a size for every family and in the one high-grade quality for rich and poor alike.

There is but one quality in Simcoe Brand Baked Beans and that quality is the very best that the finest Ontario Gardens, the best facilities and labor in the most modern and cleanly factory can produce.

Simcoe Brand Baked Beans have that rich, nutty flavor so much desired in this food. It's the flavor that has made New England famous throughout America for her Baked Beans.

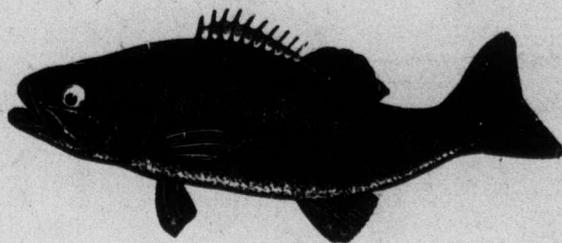
Now you get it right in Canada in Simcoe Brand. It's all in knowing how.

Order your winter's supply to-day.

DOMINION CANNERS, Limited
HAMILTON, ONTARIO

Port Arthur, Ont.

47 William St.,
Montreal, Que.



NOW is the time to see about your supply of
Salted and Frozen Lake Herrings

QUALITY UNSURPASSED

Can supply any quantity. Special prices in car lots.

Experienced handlers and producers of fresh, frozen, salted and cured fish.

Do not delay, but write for prices at once.

J. Bowman & Co., FISH DEALERS
26 Duncan Street TORONTO

You are losing money on your cheese sales

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

Canadian Cheese Cutter



which cuts quickly and accurately by weight or money value.

We would like to show you all the advantages of the "Canadian."

There is no obligation incurred. Ask us to-day.

The CANADIAN Open

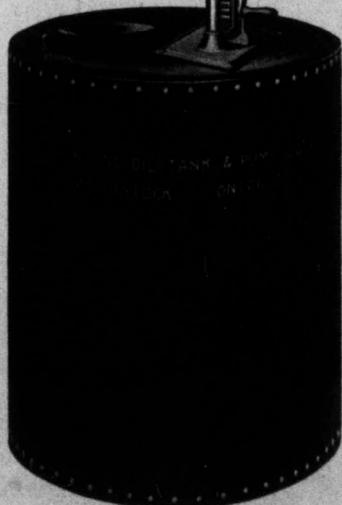
The Computing Cheese Cutter Co.
WINDSOR, ONT.

Let us convince you, Mr. Grocer

Did you ever stop to consider what a loss of profit you suffer through sloppy and inaccurate measuring of coal oil?

The slopping over, the dripping, the time waste, odor, etc., must have often caused you to wish for some simple, clean and accurate oil-measuring system such as we offer you in the

Model F
Cut 80



WAYNE Oil Tank

which eliminates all the ugly objectionable features from coal oil handling.

The Wayne measures quickly, cleanly and accurately — no drip, no mussy floor, no waste of profits. And, don't forget — you can keep it on any floor in your store, as its construction makes oil odors, or risk of fire impossible.

Let us convince you then that installing the Wayne System in your Store will mean a saving of many dollars. Write us to-day.

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

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

We have a new money-making proposition that will put dollars in YOUR cash drawer.

Our Bee Brand specialties, with their country-wide reputation for exceptional value, are fast becoming the housewife's particular favorites. Grocers everywhere are cashing in on our special dealer proposition. A postal card to us to-day will bring you full particulars. Well worth investigating.



The Bee Starch Co., Montreal

POTATOES FOR SALE

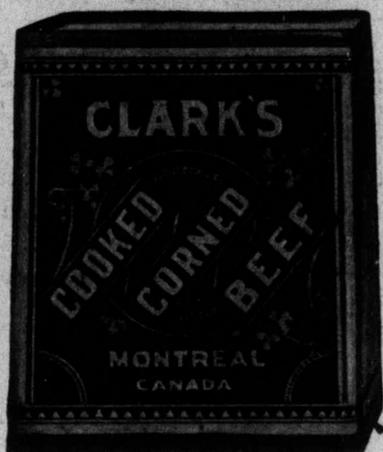
Car Lots, Loose or Sacked

WE ARE SUPPLYING MANY ONTARIO MERCHANTS

WIRE FOR QUOTATIONS

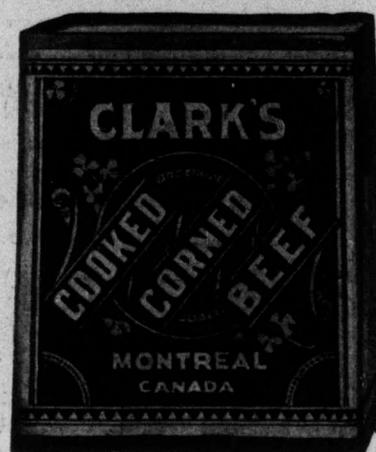
BROWN FRUIT COMPANY
EDMONTON, ALBERTA

CLARK'S COOKED CORNED BEEF



Sizes

$\frac{1}{2}$, 1, 2,
6 and 14



If you want NEW business, if you want REPEAT business, if you want INCREASED business, Mr. Grocer, carry and display Clark's.

They have the REPUTATION, the QUALITY and the SALE.

W. CLARK, Limited, Montreal

Clark's

The Best Process

You can grind up a mixture of wheat, and barley, and hay, and call it a "breakfast cereal," but you can't make

Shredded Wheat

that way. The shredding process is the best process ever devised for making the whole wheat grain digestible in the human stomach—but it doesn't permit us to use anything but perfect, cleaned grains of whole wheat. All broken, defective grains are discarded. There is but one Shredded Wheat; it stands alone, unique among cereal foods. No free deals—no premiums—just a good, steady profit from a steady demand which we create through continuous, persistent educational advertising.



80-L

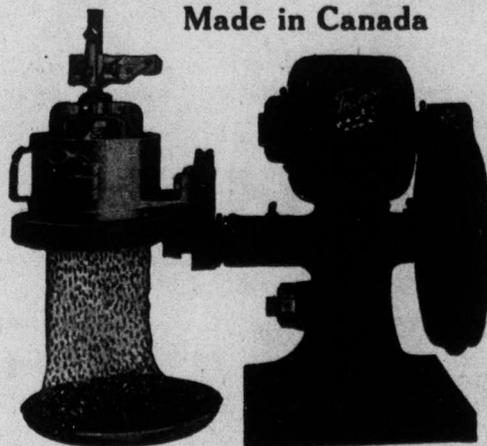
MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
Niagara Falls - Ontario

Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

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

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



Libby's

Food Products

You can be grocer to the best class of trade by showing Libby's goods and talking the quality points of the many Libby varieties.

Libby, McNeill & Libby, Ltd., of Canada
Guelph, Ontario



Insure your Business

The belief in the quality of your goods, the efficiency of your service and the fairness of your prices, creates the goodwill which brings customers again and again to your shop.

The goodwill of your customers is beyond price. You can insure it in greater measure by recommending

GIPSY

Stove Gloss

GIPSY is bought for the energy it saves, the intense blackness it gives, and the lasting brilliance it produces. In a word for its all-round excellence.

Why be out of stock, and compel intending purchasers to buy elsewhere?

Order from your Wholesaler.

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

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



Golden Wax Beans

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

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

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada

More Than Ever in a Class by Itself

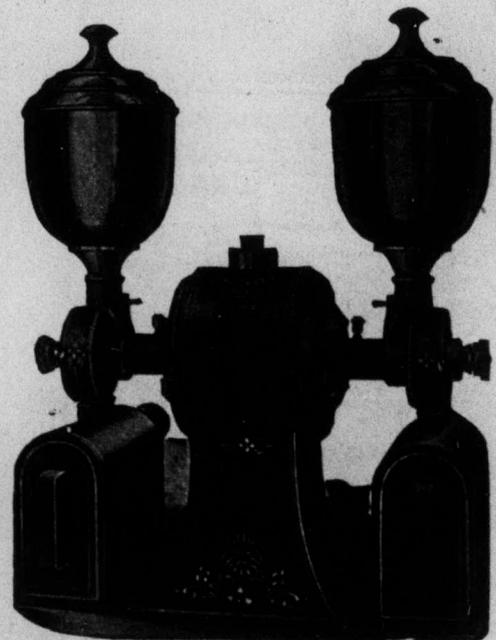
One of our
12 new
models.

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

It ranks
with the
best and
meets your
price.

26 models
of electric
machines.

Makers of
Hand Coffee
Mills for
twenty-five
years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

CANADIAN GROCER

RED LABEL, BLUE LABEL, GREEN LABEL
THE THREE GRAINS

St. Lawrence
Granulated

is the only granulated that is packed in three different sizes of grain. Always uniform, always regular. No dust. And just whatever your customers prefer.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.



50% Profit is Yours

In every household in your community there is a demand for a remedy that will straighten up disordered or devitalized nerves. Every day you have dozens of patrons placing orders with you for groceries, who, if they knew the merits of

DR. CASSELL'S TABLETS

would include a package in their list and derive untold benefit from their use. Their merits have been proven beyond a shadow of a doubt for the past 30 years in the "Old Country." Now we want Canadians to know and appreciate them. We want grocers to back us up in our extensive consumer advertising campaign.

A small trial order will pay you well. Send for it and make a little counter display. Don't stick them back in the shelf, but show them to everybody. We are spending \$60,000 to advertise these Tablets to your customers. Why let your competitor get this business?

Dr. Cassell's Medicine Co., Limited
MANCHESTER, ENGLAND

Agents for Canada: **HAROLD F. RITCHIE CO., Limited**
10-14 McCaul Street - - - **TORONTO**

Have you seen the big advertising campaign which has just started in the national weeklies, dailies and magazines?

JAPAN TEA

with its palate-pleasing flavor, its delicious wholesomeness, will be asked for by your customers—the bigger demand is on the way.

Make sure that you can meet this call with a complete stock.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality

- Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Horse Brushes and Stable Brushes

Carry the "Keystone" line for profit and repeat demand.

Stable men are none too gentle with brushes; they expect them to stand any amount of hard treatment.

Our "Dandy" Brushes are of extra tough material, fastened with steel wire into solid one-piece hardwood backs.

The stable brushes are secured with a patented steel staple.

Write for prices, etc., to

Stevens-Hepner Co., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Brooms and the rest of the famous Keystone line.

Furnivall's

FINE
FRUIT
JAM

PURE

Satisfies the tastes of the most discriminating

Made from the very choicest of the season's fruit crop and manufactured under ideal conditions, the Furnivall Line is an "easy first" where purity and wholesomeness are concerned.

The winter demand will soon be due. Prepare for it now by stocking a supply of Furnivall's.



**Furnivall-New
LIMITED**
Hamilton, Ontario

Agents: Ontario — MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal — W. S. Silcock. St. John, N.B. — MacLaren Imperial Cheese Co. Halifax, N.S. — MacLaren Imperial Cheese Co. Sydney, N. S. — A. E. Sheppard. Hamilton — R. M. Griffin. Winnipeg. Man. — W. L. Mackenzie & Co., Ltd. Calgary, Alta. — MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta. — Central Brokerage Co.

Are Your Paint Customers in the Habit of Coming Back For More?

If not, there's something wrong with
your Line.

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

MARTIN-SENOUR PAINTS AND VARNISHES

Made in Canada But Sold on Merit

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

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

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

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

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



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

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



Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

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

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

Established 1859
GEO. STANWAY & CO.
TORONTO
Agents for "Horseshoe," "Tiger" and "Sun-
flower" Salmon. Fred. L. Myers & Son, West
Indian products. Pritchard Rice Milling Co.,
Texas Rices. Alexander Molasses Co., New
Orleans Molasses.

HEADQUARTERS FOR
White Beans
and
Evaporated
Apples
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

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

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

NEWFOUNDLAND.

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

QUEBEC.

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

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solli-
cited. My representatives canvass the
retail trade every six weeks in the
Country and every two weeks in the
City. P. O. Box 1721.
Edmonton - - - - - Alberta

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

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

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

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

Grocery Advertising

By Wm. Borsodi

It contains suggestions for
special sales, bargain
sales, cash sales, etc.; ideas
for catch lines or window
cards, and many hints for
the preparation of live ad-
vertising copy. A collec-
tion of short talks, adver-
tising ideas and selling
phrases used by the most
successful grocery adver-
tisers.

ALL ORDERS PAYABLE
IN ADVANCE.
PRICE \$2.00

MacLean Publishing Co.
143-153 University Ave., Toronto

NOTICE TO MANUFACTURERS of Canadian, American or British Products.

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

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



Why
Not
?

Push the blue label package. It pays you a better profit than the cheaper ones. You can readily persuade a large number of your customers, who now use the lower-priced packets, to pay a little more and get the blue label package. They will thank you, too. They will get a much better tea—a richer, fuller-flavored, stronger tea—one that makes more cups to the pound—and the cost per cup will be very little, if any, more than when using the lower-priced tea.

STOCK UP

Have your shelves well stocked this winter with O-Cedar Polish. Our big National Advertising Campaign for

**O-Cedar
Polish**

(Made in Canada)

is reaching every corner of the Dominion. Your customers are reading our ads and are asking for O-Cedar. Don't lose sales by being "out of stock."

Every woman needs a bottle of O-Cedar in her home to keep it bright and clean and fresh. Cleans and polishes woodwork, furniture, pianos, automobiles, etc., as nothing else can. Means very little work to the housewife and small cost.

Order from your Jobber.

CHANNELL CHEMICAL CO., LTD.
369 Spadina Avenue TORONTO

Isn't this logical, Mr. Dealer?

If you are handicapped with poor equipment in your store you are not getting the greatest possible amount of profit from your business.

Take your refrigerator, for instance. To be without the selling service of a real good refrigerator means a literal throwing away of profits that could be quite easily secured through the use of the "Eureka."

The "Eureka"—the peerless profit-pulling refrigerator—has meant a bigger turnover to dealers everywhere, mainly because of its superior display advantages, which creates bigger sales and larger profits. Zinc, galvanized iron or any other metals likely to contaminate contents, are omitted from the "Eureka"—thus guaranteeing the dealer against loss of goods through spoilation.

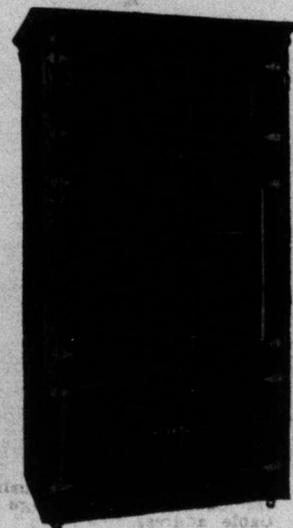
Plan on installing the "Eureka"—it will do for you what it has done for others.

Made in all sizes. We have one to suit your store.

Eureka Refrigerator Co.
LIMITED

31 Brock Ave., TORONTO

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Loneragan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.





Keen's Oxford BLUE

—the housewife's favorite

It has the approval of the vast army of Canadian housewives because of its reliability—its undisputed quality and its uniformly good results.

Keen's Oxford Blue gives absolute satisfaction as a trade puller. *Stock up now* and show this old reliable wash-day requisite in your displays.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

No. 21

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

THE OLD-TIME FLAIL

"Aye, and it was a mighty hard job was threshing those days, lad. Instead of the steam threshing machine like they use now, we used to pound the grain out on the barn floor with flails.

"Talk about dust, lad, you got it then just as now, only there was no chaff blower to take it away. We had to chew it up with our tobacco—no not

King George Navy

and not so good either. I have never tasted any that can touch this tobacco for a good chew."

Note—Live Grocers everywhere are selling King George's Navy to get the men's trade.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

CANADIAN GROCER

VOL. XXIX

TORONTO, NOVEMBER 5, 1915

No. 45

Warranty on Foods Discussed

Should Retailer Have to Demand it on Hermetically Sealed Goods, or Should Manufacturer State on Label That Food Standards Are Lived Up To? — Bulk Goods and the Warranty—An Interesting Problem For Further Discussion.

A CANADIAN GROCER reader has submitted some correspondence relative to Canadian Food Standards and the Adulteration Act which, taken together, constitute Canada's Pure Food Law. This retailer brings up a point which has been discussed at various times by retail associations and which seems on the surface of it at least, a hardship to the retail dealer.

A year ago last March this merchant was called upon by a Government Inspector and was asked for samples of a particular line of goods sold in tin cans. He had several brands on his shelves and consulted with the inspector as to which one he desired and finally ended up by giving him the one he considered the best. "I had every confidence," he writes, "that I was giving him the best I had in the store, although I had — and — in stock as well and could just as well have given him one of them. One year from the time the inspector gathered the sample, I was invited up to the Police Court to settle to the tune of \$25 and costs."

No Tampering Possible

What this grocer objects to is this: The article in question was purchased in a hermetically sealed can which could not possibly be tampered with by the retailer, and that he should be fined for selling it. He maintains that the retailer in such a case should not have to ask the manufacturer for a warranty that his goods were up to standard. His contention is that the manufacturer should put his guarantee as to meeting the requirements of the food standards right on the can—this would take responsibility off the retailer. Another injustice he points to is that in the published list of convictions it was simply stated that he was fined for selling "adulterated food," so that the public in general was left to judge for themselves the enormity or otherwise of the "crime." Naturally in such a case as this, some

opposition grocers take advantage of the situation and condemn a man for something which is really not his fault. As he says, he bought the goods in good faith and he could not possibly know the contents, as they pertained to the requirements of the food standards. He thinks that the food laws are alright except that part of them which refers to hermetically sealed goods. This is a farce, he says, as here is no possible chance for a retailer to tamper with them.

So far as goods in hermetically sealed tins are concerned, there looks to be something in the contention of this merchant. As he says, a guarantee on the label of the can that the goods are pure or that they meet Government standards should apparently be sufficient in the eyes of the law to change the onus from the retailer to the manufacturer. In such a case, should it be unnecessary for the retailer to have to ask for a warranty that such goods meet the standards? The Government, however, up to the present has made no exception, and until the present law is changed retailers will have to be careful. Here is a copy of the instructions sent out from the Department of Inland Revenue giving the reasons why the vendor of the goods is held responsible:

DEPARTMENT OF INLAND REVENUE.

Sir:—

The Department desires to inform dealers in food products that in all cases where any article is found to be adulterated, the vendor will, in the public interest, be prosecuted.

The vendor is advised, however, that under Section 33 of the Adulteration Act, he may protect himself from being unjustly dealt with by requiring a warranty of genuineness and purity from the manufacturer or furnisher when purchasing the stock.

The form of warranty defined by the third schedule of the Adulteration Act, which is the only form authorized by law, is as follows:

"I hereby warrant that the under-mentioned articles manufactured by myself, or by persons known to me, and sold by me to on the dates opposite thereto are pure and unadulterated

within the meaning of the Adulteration Act."

Date	Article

Signature of Manufacturer or Vendor.

The Act does not forbid the sale of mixtures or compounds, if these are properly designated on the label of the package containing the article. It is necessary, however, to advise the customer when offering such articles for sale that they are compounds or mixtures, and if then accepted by him the transaction is legal.

It is not necessary that the customer should ask for pure lard or pure pepper, etc., in order that he should be offered the pure article named, as the request for such an article, under its general name, viz., lard, pepper, etc., requires that pure goods only should be offered. If a compound or mixed article is sold to the customer without stating its character as such the vendor is liable to prosecution under the Act.

J. U. VINCENT,

Assistant Deputy Minister.

Warranty on Bulk Goods

This same retailer brings up the problem of manufacturers giving a warranty on bulk goods. Some of them do this, but the majority do not. Their claim is that a retailer might often run short of some line of spice, for instance, and that it is not convenient for him to buy direct from the same source, the amount being so small. He therefore sends in a small order to the nearest wholesaler, along with other goods to save expense, and probably empties the spice into the same receptacle from which he sold it before. Then, if a food inspector comes along and buys a sample and is given the one from that particular receptacle and it should turn out to be adulterated, the retailer might be tempted to produce the manufacturer's guarantee that the spice he received from him was up to standard. The retailer might even forget that he added anything to the spice can and present the warranty of the manufacturer in good faith. In such a case the manufacturer

(Continued on page 35.)



This view of the Dionne & Dionne store shows the importance placed on showing many lines of goods attractively inside the store.

Running a Store in a Wealthy City

Dionne & Dionne, Westmount, Que., Have Done Creditably, Coming as They Did from a Country District to a High Class City Trade—A Show Case That is Equal to One Good Man—Featuring Goods That Mean Fair Profit Margins.

THERE is something very encouraging in the biography of a self-made man, and there should be an inspiration in the accompanying picture for the grocery clerk who is battling against difficulties in some far-away town. It is evidence of what can be done by a man against great odds when he sets out to do his best.

This is a picture of one-half the grocery department of Dionne & Dionne, Westmount, P.Q. There is another department—meats, provisions and vegetables—the same size as the grocery department, which is at the rear of the picture. In between the two is a special office containing a switch-board at which there are four operators. These are trained to take telephone orders, which account for over three-quarters of the business done in the store.

This business was built by Thomas and George Dionne, who came from a village in the Province of Quebec, far away from any place where a good knowledge of the grocery business could be learned. Without being disrespectful, it can be said they came from the country rather "green," but proved they had the stuff that makes successful grocers.

Opened for Themselves

Thomas and George Dionne hail from

St. Anne la Pacatiere, in the county of Kamburaska, P.Q. They were fortunate in having an uncle in Montreal — A. Dionne, who runs one of the best stores in the metropolis—and to him they came to be initiated into the secrets of the trade. There is no doubt about it he took great pains to initiate them thoroughly, for in three or four years' time they opened a store of their own on the same street, only located in the adjacent city of Westmount.

Westmount is a distinctly English city, as English as Montreal is French, so that these two young men took chances, going there within three years of their arrival from their own French-Canadian village. Moreover, Westmount is immensely rich, one of the richest cities in Canada in proportion to population, and it is more creditable still that these two men were able to cater successfully to such a high-class trade.

It is fifteen years since they located here, and with the growth of the city (which has been very rapid), it has been very necessary to adapt their methods to the ever changing conditions. To-day they own one of the biggest-class businesses in the Province of Quebec, which is easily seen by the fact that over three-quarters of their customers possess telephones.

One of the most striking things about this store is the number of displays of high-class goods which are made and changed every few days. There is nothing very elaborate about the displays; their impressiveness lies in the quality of the goods displayed. There is a pillar at the main entrance around which the largest and newest display is made. After two or three days, this is changed in location, and gives place to a new line of goods. These displays are usually reserved for high-class specialties, i.e., goods which reap good profits, and require displaying in order to sell.

Case Sold the Biscuits

At the extreme right of the picture, a piece of the counter can be seen. It will be noticed that a glass case has been placed on a portion of it. This, on the authority of Frank Lamere, the manager, takes the place of one good man. He told a representative of Canadian Grocer: "We display goods in this case every day, and people cannot help look at them. We have sold things through that case that we never expected to sell. I remember a line of biscuits we had which were sticking. I displayed them here, and sold five out of the seven in one week. Goods that we find selling well in

(Continued on page 39.)

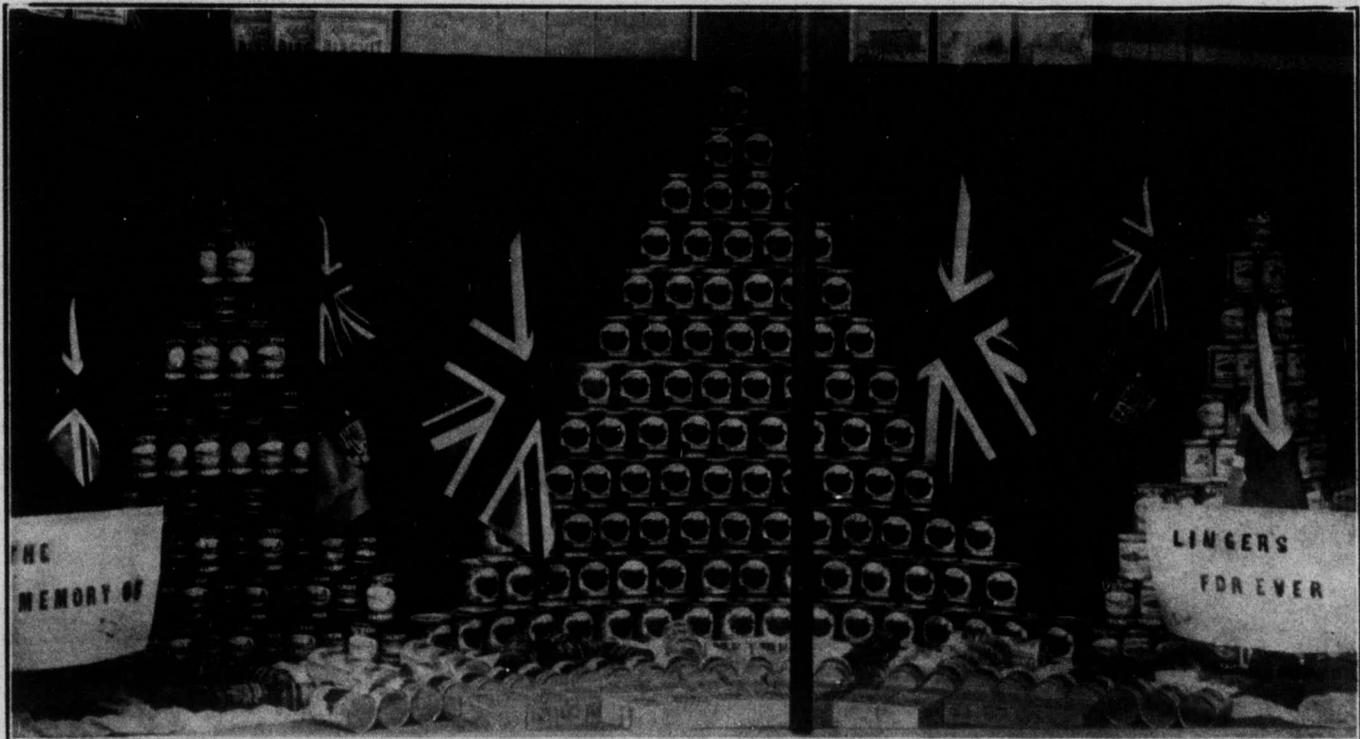
“Quality” Spelled in Canned Goods

Unique Touch to Display in Recent Window of Bell Bros., Elora, Ont.—Show Cards Connect Up With Word “Quality”—How the Trim Was Arranged.

BELL BROS., Elora, Ont., recently showed this fine canned goods window display and in addition added a patriotic touch to the trim by the use of flags. Canned goods lend themselves readily to the making of attractive window displays. The design of this window can be readily observed. The background is enclosed and in the centre against it, is an attractive array of canned tomatoes, the effect of the red labels of which can be readily appreciated. On the left is a pyramid of canned salmon which is balanced off by a similar one on the right. The floor of the display which unfortunately cannot be readily seen from the accompanying illustration was quite unique. The word “Quality” has been written

in canned goods, including salmon and baked beans. This word “Quality” is connected up with two show cards, one on either side. Reading right across the inscription is as follows. “The memory of ‘quality’ lingers forever.”

This makes the window of Bell Bros., a most interesting and unique one, but one that could be easily duplicated anywhere in the country. Canned goods at the present time are good sellers in view of the fact that fresh fruits and vegetables are getting scarce. This display was arranged by Russell Frankish, manger of the grocery department of Bell Bros. store.



Canned goods trim shown recently by Bell Bros., Elora, Ont.—dressed by Russell Frankish. The word “Quality” is written on the floor in cans containing salmon and baked beans.

The Days That Are to Come

What One Retailer Sees in the Future if Proper Effort is Made to go After It—Work of the Retail Association—Every Merchant Should Take a Trade Paper.

By B. D. Rogers, Stellarton, N.S.

WHEN I reluctantly consented to read a paper before this Association to-night—my reluctance was not because of my unwillingness but because of my inability to do justice to any subject that would be of interest to this association.

And my choice of the subject—The Days That Are to Come—is because as an optimist I believe we should be always looking forward and forgetting the things that are behind us. Of course there are many things behind us that we should not forget. The good we should remember—but the bad forget—as we look forward with hope.

The history of this association has been one of ups and downs. But who of us is there that will say that we have not received as much good from it as we have put effort into and manifold more?

Then if our small interest and efforts in the past have borne fruit in making us better business men, what would the future bring us individually and collectively if we should put our best efforts forth and always be present and ready to make our bit count.

The Helping of Others

Then again, we should be willing to give our brother merchants all the assistance possible, even though we may differ in some things—let us consider how we can make the days that are before us brighter and more prosperous for every business man in our community.

Every one of us must believe that Stellarton and the surrounding towns and country and in fact our whole Dominion has a great future in the days that are to come. In this regard we may be permitted to look back and prove that if the great advances and improvements during the past have far exceeded our expectations, how much more will the days that are before us have in store for the honest, hopeful, watchful business man who will lay hold of the splendid opportunities as they open up before him.

The editors of a great paper have given out the following as their opinion: "Before the last soldier leaving the battlefield throws off his knapsack—the whole world and especially this hemisphere will be scanned and studied by millions intending to emigrate from battle-scarred Europe, then men will realize that it is no wild dream that we predict, that Canada shall become the centre of the British Empire." If this is to be, what

shall we be doing and what great things shall be in store for our community?

Canadian Grocer Quoted

The Canadian Grocer says there are 250,000 retail business men in Canada. This is a little nation of shopkeepers, then if we are organized and stand together we should not only benefit individually but as a whole.

There are a few things lacking that we might consider.

1st—What can we do to benefit the business of our own town and the members of this association? I think every one of us should be on the alert to take advantage of the present wave of prosperity. We do not know how long it will last—then make hay while the sun shines. On the 17th, 18th and 19th of next month the Egerton Poultry & Pet Stock Show will be held in Stellarton. This was not secured without an effort and every business man in the town should put his best foot forward and make his store attractive. Have three big bargain days during the time the show will be open, and give the people who come to our town that week a chance to secure goods for cash at such attractive prices that they will go home with the impression that they can buy goods in Stellarton as cheaply as in any town or city in Canada, and don't be afraid to spend a little money for printer's ink to tell the public what splendid opportunities they will miss if they fail to come to Stellarton on exhibition week.

2nd—Every business man should take a trade paper in order that he should keep himself posted on the new ideas, prices and many other things in connection with his line of trade.

3rd—I believe more every day that the time has come when every business man should cut out the credit system. I have not time to discuss these questions fully, but leave them for your consideration. There are many other things that I should suggest did time permit, but they may do for a future time. Thanking you all for your patient hearing, I beg to remain yours to command.

D. J. Chamberlain, who died recently at Toledo, Ohio, claimed to be the originator of the idea of preserving fruit by hermetically sealing and to be the first to introduce evaporated fruit in America. In addition to preserving fruit, Mr. Chamberlain founded a unique

industry in 1877 by preserving rhubarb or pie plant. This industry was continued by his son. Putting up fruits in hermetically-sealed containers and the evaporating of fruits have become exceedingly large industries in North America.

WHY RETAILERS FAIL

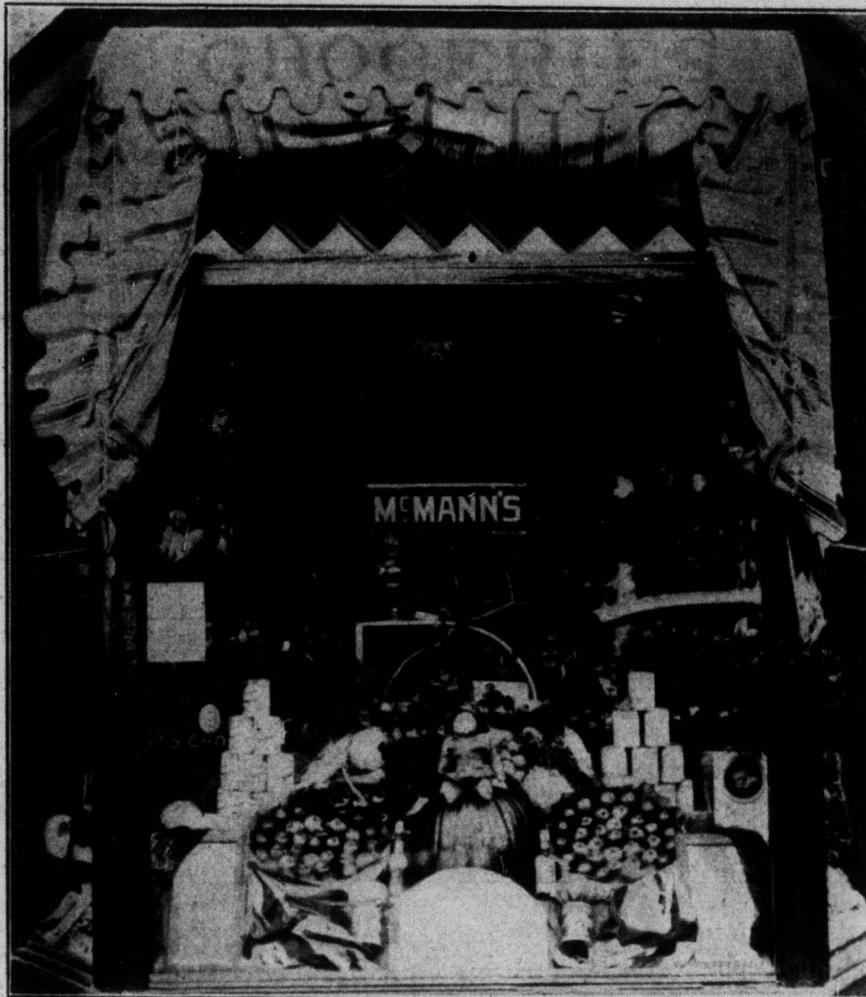
Vancouver, B.C.—"According to Bradstreet's report, 75 per cent. of the men who enter the retail grocery business end in absolute failure, 20 per cent. eke out a bare existence, and the remaining 5 per cent. make money." F. B. Connelly, president of the Retail Grocers' Association of the United States, made the foregoing statement in the course of an address here recently to the members of the Retailers' Association. Continuing, the speaker said: "The reason for that is simply this—that we are endeavoring to see how cheaply we can sell our goods. If you buy a lot for \$1,000, and after holding it a while a man asks you to sell, do you say: 'Well, I paid \$1,000 for it, and I'll have to ask you \$1,100,' and feel and look as though you were robbing him? And yet when a woman comes into your store and leans across the counter, saying, as she looks you in the eye, 'Mr. Brown, how much is sugar worth?' you will reply, 'Well, I can let you have eighteen; how much can you pay for it, Mrs. Jones?' Mrs. Jones, of course, says she can get 20 for a dollar, and so that is the price you make to her.

"The day of competition is past in many lines. Ruinous competition of price is being eliminated. Service is now the thing they're competing on, not price. Price, quality and service are three possibilities for competition. The last two are the ones on which business is being done more and more every day."

Mr. Connelly spoke of the great need for organization if it were hoped to place the business on a better basis. He told of the many good results which have been achieved in the past through co-operation, and outlined some of the hopes for the future. At present many lines are being carried at a loss. Packing house supplies yielded only from six to ten per cent., which was not a sufficient margin to permit the dealer to do business. Many widely advertised brands were marked at a certain price which was really below cost, but although the dealer knew this, knows it to-day in fact, the sale of these goods at that price continues. As a result the public are robbed or unduly charged on some sales in order to make up for the losses incurred on others. The salvation of the retailer and the only possibility of eliminating such conditions lies in co-operation.

A Harvest Home Display Suggestion

While This Window Was Shown at Thanksgiving Time it Could Be Used to Advantage Now—It Sold a Considerable Quantity of Apples and Other Goods—Curtain Up Over Sunday.



Neatly arranged Thanksgiving display shown by McMann's, Toronto, which could be used now as Harvest Home Trim.

THE above is a Thanksgiving window shown by McMann's, 104 Major St., Toronto, which attracted much attention. On upper shelf there was a bank of fresh vegetables and on each side canned vegetables arranged in pyramids. Jack Canuck, sitting on a big pumpkin, formed the centre piece, while on each side, choice oranges and apples were arranged in green boxes; also bottles of sauces and pickles stood in various places. Down in front, in each corner, there was a picture "Thoughts of Thanksgiving" draped with flags, and in the centre, a picture of "Thanksgiving Harvest." The background was filled in with boughs of Autumn leaves.

This firm states that their Thanksgiving window sold a large quantity of goods, particularly the apples which are so neatly arranged in circular displays. This is a window that might be used during November as a Harvest Home trim. One of the methods McMann's use to advertise their store through their window is to leave the curtains up on Sunday so that people passing can see the attractive displays and the goods that are there shown.

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THE CHEQUE A SUFFICIENT RECEIPT

MANY merchants and others have formed the habit of asking for a receipt for money paid by cheque. While this may be due to the good habit of carefulness, yet it is quite unnecessary and when the entire mercantile interests in Canada are considered, it is a pretty expensive habit. When a cheque has been passed for goods bought, there is no necessity whatever of having a receipt, as the cheque itself, when endorsed constitutes a receipt and can be secured at any time the merchant may desire.

This is an age of system and of the elimination of waste both in money and energy. Habits like this have been formed when money used to be paid principally in cash, but it is time they were relegated to the proverbial ash heap. Business to-day should be done on straight modern business principles and not because of a habit formed years ago when methods of conducting business were entirely different.

CANADIAN GROCER would urge upon all its readers to eliminate this waste of money and energy at once. It is not the business way of doing things.

SELL APPLES NOW

ONCE again the apple season is in full swing. Early fall varieties are on the market and where they are being displayed by grocers they are selling very rapidly. While generally speaking the crop of apples may not be up to last year, yet supplies so far appear to be plentiful and there is splendid scope here for the retailer to get after the apple business.

Every endeavor should be made this month to sell as many of the Fall varieties as possible, holding back on late apples until the season for the early ones has disappeared. The retailer has a splendid

opportunity to increase his turnover greatly, pushing now the sales of fruits and particularly apples. A new selling idea might be introduced now and again such as suggestive show cards set up on displays. For instance a card reading "Make Splendid Pies and Apple Sauce" would have the effect of adding an extra push to the sale of apples from a display. Let them be shown in the window—neatly of course and not in indiscriminate piles—and they are bound to attract attention.

GETTING THE FARMER'S EAR

THERE are many things the merchants of a country town can do to interest the farmer in their home town. An example of this comes from Stellarton, N.S., where the Merchants' Association was instrumental in securing a poultry and pet stock association exhibit. This was only secured for Stellarton after strenuous efforts on the part of the Committee delegated to look after it, but nevertheless, Stellarton got it. The exhibit extends over a three day period and the merchants are going to printer's ink to tell the farmers of the community and others what they have got for sale.

We believe there is a great future for the town whose merchants are banded together to interest the farmers in the town and community. Get them talking and thinking about the home town; show them through the advertising pages of the local newspapers and through bright up-to-date window displays what you have for sale and you will get their thoughts away from the distant mail order houses. If they spend their money in the home town they cannot spend it away from home. Go after their trade and go after it first, with every modern, aggressive and legitimate method and you are pretty nearly sure to get it.

ELIMINATING THE WASTE

HERE is a worthy work being done in vacant lot cultivation by an organization in Toronto known as the Rotary Club. The movement was inaugurated in May last and the result has just been felt. A special committee appointed by the club secured a list of vacant lots throughout the city from real estate owners who agreed to loan them and then selected those which they desired for their work. These vacant lots were assigned to a number of the poorer citizens for a rental of \$1; plants and seeds were furnished and it was left to the people benefited to obtain as big a harvest as possible. The idea is a philanthropic one for which the Rotary Club deserves commendation. The financial statement of the vacant lot cultivation committee shows that the income was derived from club hospitality funds, garden fees and members of the club. The expenditures included cultivation of the soil, seeds, plants, seed potatoes, lumber for repairing fences, fence wire, signs, tools, plumbing, etc. The annual report shows that 462 men, women and children who cultivated the lots were the beneficiaries and the expenditure amounted to over \$500. There were approximately 19 acres tilled in this way and the total yield is estimated at \$5,700.

The times in which we are living have had the tendency to make us all operate on a more systematic basis. Intensive cultivation of this kind which benefits the poorer classes is a most worthy sign of the times. There is no reason why vacant land like this should be allowed to go to waste from year to year, and the work of the Rotary Club of the city illustrates what a little organization will do to reform things.

It is interesting to note that the chairman of the committee which has this work in hand is engaged in the foodstuff trade. He is Frederick E. Robson, grocery broker, etc., Toronto.

THE PARCEL POST

SUPPORTERS of the Canadian Parcel Post System very often refer to the so-called success of the system, in the United States, after which the Canadian system was modeled. That the United States system has not been the huge success that some people claim, is borne out by a statement by the President of the National Retail Hardware Association at the Atlantic City Convention recently. The President said in part: "On January 1, 1913, the parcel post infant was born. He had all the earmarks of a healthy child; he was limited in weight to 11 pounds, in length and girth to 72 inches and could cover a radius of 20 miles in the first zone. He has been constantly growing, his weight having increased to 50 pounds and the first zone has been extended to 50 miles, his length and girth has increased to 84 inches, and no one knows when he is going to stop growing.

"He has not redeemed his early promises of reduc-

ing the cost of living by being an important factor between farmer and producer, but he has been the medium through which a few large houses have built up a greater volume of business; to the average merchant he has failed to become a profit maker; on the contrary, he has still further increased the competition of the catalog houses and the large department stores of metropolitan cities, and the system is still far from being self-supporting.

"Originally limited to ordinary packages of merchandise, his scope has been so widened that he now takes care of fruits and vegetables, gold specie and occasionally a bale of hay. To the jobber, parcel post has been a source of extra expense, due to the increased number of packages, and also to the fact that cases of loss and damage in transit are frequent, and unless insured there appears to be no means of recovery.

"We understand that the Postal Progress League is working for the extension of the present Parcel Post Bill, but at one rate for the entire country. Continued agitation and publicity appears to be the only medium available to possibly prevent additional destructive legislation. The measure should at least be reduced to the first limits, both as to weight and measurement, and the actual cost of the service based on modern accounting should be ascertained, and proper rates then put into effect."

THE COLLECTION QUESTION

ON several occasions we have directed attention to that ever important question—collections. Many manufacturers and wholesalers report that there has recently been a decided improvement in collections. The improvement is general, and especially noticeable in the West and can be readily accepted as an evidence of freer circulation. When there is a more or less free circulation of money, business is bound to pick up and the very general report of improved collections can be accepted as the forerunner of a rapid improvement in business generally.

It may be safely asserted that the farmer is prosperous to-day. He has had a good yield and has got a fair price for his crops. Merchants in purely agricultural towns have had no reason to complain of business. It is only in manufacturing cities and towns that the grim weight of hard times has been felt. To expect that the unimpaired purchasing power of the agricultural communities will bring about better industrial conditions is not an unreasonable deduction. The undoubted improvement in collections should be accepted by the retailer as a signal to press his own collections. Lucky is the merchant who can say at the present time that his collections have been well maintained. Some have been deterred by the war from pressing the collection of outstanding accounts but, in view of all conditions, there is no valid reason why an active effort should not now be made to clean-up the books.

Thou Shalt Not Steal--Time

By A. F. Sheldon in the Business Philosopher

MOSES the mighty arose in his might and said unto all Israel, "Thou shalt not" do certain things.

Moses was one of the most efficient efficiency engineers of his time.

Many of his commandments have been embodied into man-made laws and severe penalties attached for the violation of them.

Among the rest of the God-made laws, which Moses harnessed into verbal expression was the one which reads: "THOU SHALT NOT STEAL."

Moses did not specify Time as one of the things that we shall not steal.

I wish he had.

Had he included it as well as oxen and asses and things like that, then legislators might have embodied his commandment into the man-made law, thus making it a crime for human asses to steal time.

As it is to-day, if a shop girl is caught stealing a nickel's worth of ribbon she will lose her job and possibly be sent to jail, but she may steal dollars' worth of time and still hold her job, for some time at least, and go scot-free.

The man in the factory, if caught stealing a bucket of coal or any other of the raw material of the factory, will pay the penalty mighty quickly but he may steal ten times the value of the coal or the raw material and get away with it.

As a matter of fact God made many laws which His advance agents like Moses either never spoke or wrote about or else they have been lost in the shuffle of time, translation, etc.

One of them is, "THOU SHALT NOT STEAL TIME."

True there is no man-made law against it.

No one can send you to jail if you do.

But if you do you will violate a natural law and you will pay the penalty.

Tell me, now, did you ever know a gum-chewing-clock-watcher or hold-back-time-thief to climb very high on the ladder of success?

The basic reason why those who steal time do not climb is because they are thieves.

Thieves cannot build the bed rock of Satisfaction and the Confidence foundation necessary for permanent and profitable relationships.

It is true that anyone who steals time is a thief.

Time is money, and therefore he who steals time steals money.

The penalty of the time thief is industrial slavery.

He becomes a galley slave, bound by the chains of impecuniosity, which literally translated means being "hard up."

The time thief does not have to wait to die to go to hell.

It begins to come to him in the here and now.

He suffers the hell of lack of employment and the lack of promotion when he does have a job.

He suffers the hell fire of getting "fired" every little while.

He mistakes the just penalty of the violation of natural law, for "hard luck" and then proceeds to whine about it.

In his ignorance of the law of service he tries to get the heat of reward without building the fire of service, and then bewails his fate as he shivers in the cold of adverse conditions.

Time, time, my boy, and the proper utilization of it, is a necessary element for the building of a good big fire of service.

Your employer has bought your time during working hours.

Every moment of it which you waste or do not utilize to the best possible advantage for him who owns that time is literally stolen.

You are taking something which does not belong to you. You are taking something which has been paid for by somebody else.

You can no more build the fire of service and generate a good big heat of reward without the wise use of your time in the interest of your employer than you can live without nourishment.

Yes, I say it again, steal time if you want to, Moses did not specify it as one of the things "Thou shalt not steal," and there is no man-made law against it, but when you do steal time, do it with your eyes wide open to the fact that you are violating a natural law and must pay the penalty of getting cold.

If unconsciously, you have been a kleptomaniac of time, try this as a remedy:

"LOST! SOMEWHERE BETWEEN SUNRISE AND SUNSET, TWO GOLDEN HOURS, EACH SET WITH SIXTY DIAMOND MINUTES; NO REWARD IS OFFERED FOR THEY ARE GONE FOREVER."

Millions of people are stealing time from their employers and worse than wasting it, who have never even been conscious of their guilt.

Think it over and see if you have been

guilty of this crime without knowing it. If so, mentally masticate the above mental morsel, handed down to us by some wise man. Commit it to memory. Say it over and over to yourself every little while. It is a good mental manna.

• • •

At the same time that Moses arose in his might and said, "Thou shalt not steal," he also said, "Thou shalt not kill;" in fact he said that first, and then in the same speech added, "Neither shalt thou steal."

Rightfully he put the crime of killing ahead of the crime of stealing, in order of their importance.

Could he come to us to-day and take a part in modern life, carefully studying the tendency of the times, I believe that he would add another word to each of these injunctions and that among the other commandments which he would give us, as coming from God, Himself, there would be one which would read:

Thou Shalt Not Kill Time

All men know it is contrary to man-made law as well as to Divine Law, to kill their fellow men—to murder. To take human life except in self-defence, is a universally recognized crime.

Sometime it will be a recognized crime to kill time. Stealing time and killing time are about the same thing.

Many men have committed self-murder, whose first offence was killing time.

They started in murdering time by seeing, not how much but how little they could do and still hold their jobs.

By doing this they lost their jobs—then with no recommendation they could not get another—then they scoured on humanity, became criminals and degenerated into the hold-up, the safe cracker or the common house thief.

Driven into a corner in their career of crime men have often shot themselves and have murdered their intended victims of theft.

First they kill time. That was the first link in their chain of killing.

They killed not only time but opportunity and finally ended by killing men, perchance themselves.

Time killers often kill their own families by the slow starvation process. Babies are starved to death and worked to death before they are born.

Wives and mothers groaning under burdens, God never intended them to bear, driven to premature graves by overwork and over worry, are the grim and gruesome witness of the crime of the time killer.

The man, or the question mark for one who says, "I am earning my salary now and I will be blest if I will do any more," is one of the most polite types of time-thief and time-murderer.

And yet Shakespeare was right when he said, "Our only crime is ignorance."

Such men are ignorant of the basic law of service, which is as follows:

THE INTENSITY OF THE HEAT OF REWARD VARIES DIRECTLY WITH THE VOLUME AND INTENSITY OF THE FIRE OF SERVICE.

Some of the logical effects following the crime of stealing and killing time are that promotion cannot come—a better man gets the job and so it goes; you know the rest.

The time killer succumbs to the law of the Survival of the Fittest and gradually takes his place in the ranks of the unemployed and finally in the still lower rank of the unemployable.

Yes, I know I am speaking plainly on this subject. It deserves plain words.

A lack of understanding of nature's basic principle, the Principle of Service, is accountable for more misery in the world than anything else. It is fraught with far-reaching economic consequences.

Let enough people get busy "tiring themselves out holding themselves back" in the industrial world and employers begin to see that they are not realizing returns on their investment; capital becomes cautious, railroads cease to build, factories cease to create industries, depression comes on, panics ensue and millions suffer, the guiltless with the guilty.

Time killers murder millions whom they never come in contact with.

The greatest evils are those invidious ones which seem harmless.

Let one person murder another and the whole community sets up the hue and cry. The guilty one will be pursued and apprehended if possible, at any cost.

Yet millions of time-murderers ply their deadly trade and no one says anything about it.

Time killed by time killers every day, would, if converted into creative energy, amount to millions in created wealth.

Don't tell me that if this were true "the rich would get richer and the poor poorer."

Don't tell me that the five per cent., the employers of the world, would gobble up all of the increased profit and not increase the reward of the ninety-five per cent.

(To be continued next issue.)

The general store at Dover Centre, near Chatham, Ont., owned by G. B. Waterworth, was destroyed by fire recently. Living apartments for the family were also located at the rear of the store. The building was completely destroyed and a barn on the property was also burned down. Only a piano and some bedroom furniture were saved.

Letters to the Editor

Are the Prices Low?

Editor Canadian Grocer:

Dear Sir:—In reading over your article in a recent Canadian Grocer re a certain "consumer" concern, one thing strikes me which you seem to have overlooked. In your heading you mention "some ridiculously low prices if goods are up to standard," but seem to overlook the fact that some ridiculously high prices are also found there. One familiar with goods usually sold in a grocery store wonders at a number of prices in this list. For example, how many grocery stores stock green tea at 60c lb.? Or how many could sell it if they did stock it? What reason is there to suppose that the baking powder quoted is a cream of tartar powder rather than a fully guaranteed baking powder of the phosphate type like — or of the alum phosphate kind like —?

Isn't 75c a box a pretty big price for "complexion soap?" Have you toilet soap at that price?

Then there is lemon and vanilla extract at away over usual prices for even high-grade goods.

Isn't 50c a lb. rather high for bulk cocoa? Is your average sale of talcum powder a 50c line? Do you charge 50c a lb. for shredded coconut, or 50c a lb. for black pepper or 10c a package for baking soda?

These prices made this list look interesting, so I tried this plan. I asked a saleslady in the store to take the "sample order" (did not tell her why), and in giving it read it out very much as shown on the list. This sales-slip makes the following comparison possible::

	Order Supposed "Average" Retail Price	The Company's Price	Our Price Per Sales Slip
1 can red salmon	.25	.15	.18
1 shoe polish (2 in 1)	.10	.05	.10
Pkg. rolled oats (Tillson's)	.25	.18	.25
1 lb. blk. or green tea (bulk)	.60	.45	.40
1 lb. blk. or green tea (bulk)	.50	.33	.35
1 lb. baking powder	.50	.40	.25
10 lbs. gran. sugar	.75	.40	.25
1 box (3 cakes) soap	.75	.50	.25
1 lb. coffee, fresh gr'd.	.45	.35	.40
½ lb. mustard	.25	.20	.15
8 bars laundry soap	.40	.25	.35
1 bottle lemon ext.	.35	.20	.10
1 bottle vanilla ext.	.35	.20	.10
½ lb. bk. cocoa	.25	.20	.15
1 talcum powder	.50	.40	.25
½ lb. shd. coconut	.25	.20	.15
1 O. D. Cleanser	.10	.06	.10
½ lb. black pepper	.25	.20	.15
1 pkg. B. soda	.10	.05	.05
1 egg separator	.10	.08	.10
1 box sodas	.25	.15	.25
	\$7.30	\$5.00	\$4.78

Some one may criticize giving a medium grade red salmon on our sales-slip—but remember this company's list mentions no brand, and if their brand was

"Clover Leaf" or a like line, they are evidently not the style of firm to keep quiet about it. In taking the order, among other questions this saleslady asked me if she would put in 5c polish or 10c, and when it came to complexion soap, whether I meant a 10c box (3 cakes) or a 25c box.

I do not believe that concern will supply as good goods for \$5 as our customer would receive for \$4.78. I know one party who bought goods from some such concern about two years ago. The quality on many lines was below standard and after one year she still had some of the shipment that "she could not use up."

Yours truly,
T. J. FARMER

Farmer & Son, Perth, Ont.

WHERE THE TOMATO CAME FROM

The tomato is an ancient fruit, or vegetable, whichever one prefers to call it. The name "tomato" seems to be of Aztec origin, given as "tomati" by some authorities, but the consensus of opinion among botanists appears to be that the plant and its culture for edible purposes originated in Peru, whence it spread to other sections of the Americas. It is generally admitted, however, that it was cultivated centuries before the Columbian discovery.

That the cultivated tomato was known to some of the European botanists over 360 years ago is evidenced by the fact that two large varieties were described by Matthioli as early as 1554, but for many years it was only in southern Europe that the value of the fruit for use in soups and as a salad was recognized. It was quite generally used in Spain and Italy during the 17th century, but in England and in northern Europe generally the plant was grown only in botanical gardens as a curiosity and for ornamental purposes. It was seldom eaten, being commonly regarded as unhealthy and even poisonous. This belief probably arose because of the close resemblance of the plant to its allied relative the nightshade, or belladonna, and had, of course, no foundation in fact. It was not until the early part of the 19th century that the tomato came into general use as a food in northern Europe, and even in the United States. Since about 1835, however, the use and cultivation of the vegetable has grown to such an extent that it has now become one of the most important of our garden crops.

Government Report on Wholesale Prices

How the Government Officials Secure Details Regarding Wholesale Prices to Compile Annual Report—Names of Papers From Which Prices Are Taken.

THE Department of Labor, Ottawa, recently issued in book form (259 pages), a report on the course of wholesale prices in Canada during the year 1914. The report was prepared in accordance with directions from the Deputy Minister of the Department of Labor, and is the sixth on the subject to be issued by the Department. As in previous reports an attempt has been made to

present in a comprehensive and systematic way, information directly bearing on current prices. It is interesting to note how the Government officials secure the details necessary for compiling the report.

Included in the report are 237 tables of prices showing wholesale prices on various lines. Of this number 109 tables have been taken from Canadian Grocer,

and Hardware and Metal, two weekly trade papers published by the MacLean Publishing Co. The remaining 128 sets of tables have been taken from 17 other trade and technical papers and newspapers. Canadian Grocer which publishes weekly market reports on groceries, foodstuffs, etc., heads the list with 63 sets of tables. All the publications from which prices have been taken, and the number of tables used from them in the Government report are as follows:

Canadian Grocer	63
Hardware and Metal	46
New York Journal of Commerce....	2
The Engineering and Mining Journal	5
The Canadian Mining Journal	3
The Canada Lumberman	13
The Maritime Merchant	11
The Trade Bulletin	11
The Grain Growers' Guide	8
The Toronto Globe	36
The Gazette, Montreal	5
The Canadian Farm	3
The Weekly Sun, Toronto	1
The Northwestern Miller	6
Manitoba Free Press	5
American Silk Journal	2
Le Moniteur De Commerce	6
The Pulp and Paper Magazine.....	5
The Canadian Pharmaceutical Journal	6

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WHOLESALE PRICES, CANADA, 1914.—V. OTHER FOODS (1) FRUITS AND VEGETABLES, FRESH AND PREPARED. (a) FRESH FRUITS, NATIVE AND IMPORTED. (Continued.)

ORANGES, California Navels (December to June); Valencia (July to November).

Price per box, at Toronto, in the first week of each month, 1914; quotations from The Canadian Grocer.

Average price 1890-1899: Navels, 4.194; Valencia, 5.142.

	\$		\$		\$		\$	
Jan.....	2.75-3.00	April....	2.75-3.25	July.....	3.25	Oct.....	2.50-3.25	
Feb.....	2.50-2.75	May.....	3.00-3.25	Aug.....	3.60-4.00	Nov.....	3.25-3.75 N. 3.00-3.65 V.	
March....	2.50-2.75	June....	3.50	Sept.....	3.00-3.25	Dec.....	4.00-4.50	
							Average.	Navels 2.958 Valencia 3.43

(b) DRIED FRUITS.

APPLES, Evaporated.

Price per lb., at Toronto, in the first week of each month, 1914; quotations from The Canadian Grocer.

Average price 1890-1899—8.45.

	c.		c.		c.		c.	
Jan.....	9-9½	April....	10½-11	July.....	10½-11	Oct.....	7-8	
Feb.....	9-9½	May.....	10½-11	Aug.....	10½-11	Nov.....	6-6½	
March....	10	June....	10½-11	Sept.....	10½-11	Dec.....	6-6½	
							Average...	9.416

CURRENTS, Patras.

Price per lb., at Toronto, in the first week of each month, 1914; quotations from The Canadian Grocer.

Average price 1890-1899—6.01.

	c.		c.		c.		c.	
Jan.....	7½	April....	7½	July.....	7½	Oct.....	10	
Feb.....	7½	May.....	7½	Aug.....	7½	Nov.....	8-8½	
March....	7½	June....	7½	Sept.....	10½	Dec.....	8-8½	
							Average...	8.083

PRUNES, CALIFORNIA, 76-88's

Price per lb. in 25lb. boxes at Toronto, in the first week of each month, 1914; quotations from The Canadian Grocer.

	c.		c.		c.		c.	
Jan.....	9½	April....	10-10½	July.....	10-10½	Oct.....	9½-10	
Feb.....	9½	May.....	10-10½	Aug.....	10-10½	Nov.....	9½-10	
March....	9½	June....	10-10½	Sept.....	9½-10	Dec.....	9½-10	
							Average...	9.805

TRADE NOTES

A municipal grocery is a likely solution of the charity problem of providing food for the needy in Winnipeg. Objections have been entered by retail grocers to the contract system, for they claim it does not give them a fair chance and the city hall authorities are convinced that it would not be practicable to have tickets issued so that wards of the associated charities could buy where they liked. Controller Shore suggested the municipal grocery, and said the necessary groceries could be purchased from wholesalers for \$7,995 less than the lowest tender recently received for the contract. There would be the overhead expenses to consider, but having the people call for their own goods the expense of delivering could be eliminated.

A Victoria, B.C. despatch says that numerous complaints have of late been made to the police authorities of the failure of some proprietors of retail premises, especially in the outlying sections, to observe the provisions of the Early Closing By-law, which requires such premises to be closed at 8 o'clock on all business days except Saturday, when the closing hour is 9.30 o'clock. The complaints come from several widely separated sections of the city. Instructions have been issued to the police to enforce the provisions of the measure more strictly.



THRO' OTHER SPECTACLES



Selling the Dozen

The Modern Grocer, Chicago.

It requires only a casual study of retail advertising to show that there is a decided tendency toward the sale of canned goods in quantity. Your present-day advertisement, in addition to quoting a price on the single can, names a lower price on a dozen cans. Further, the merchant talks the dozen.

We are of the opinion that our friends, the packers of canned goods, in the past have not fully appreciated this fact. One publication in that field comments on the situation in a recent number as follows:

"We are favored with an unusual sort of visitor during the past week, but an extremely pleasant one. This was a young lady who had noticed the wording on our front window, and she called to know what wholesale grocery house or packer would sell her canned goods at wholesale prices. She stated that it had always been a custom of her household to purchase a supply, say, four or five cases of each article, peas, corn, tomatoes, and several cases of some other goods, but that her usual dealer had gone out of business or moved.

"Of course, we did the best we could under the circumstances, but the point is, what would the consumption of canned goods, per year, amount to if all housewives could be induced to buy such goods in large lots? Or even if they had that much confidence in the goods and would eat them as steadily and constantly as this family must? We don't mean to say by this that we advocate selling direct to the consumer, but simply that the retailer hustle for such business, and make a sufficient reduction in price to get the case order. The habit once acquired, steady business is assured."

We suggest that packer, jobber and retailer would be benefited were these important elements to come closer together—to understand each other thoroughly. Both could contribute elements of strength which would result in mutual good.

Cotton After the War

The Savannah Morning News

One thing that has been demonstrated by the experience of the past year is that the world requires American cotton in times of war as in times of peace. New

uses for cotton are developing one after another, and the new use once established, cotton seems at once to become indispensable for the purpose. Cotton is now used in substitution for many commodities of apparently totally different characteristics from its own, and is found not only cheaper in cost, but superior in efficiency.

Normal uses of cotton are naturally much interfered with by a great war. In some cases this becomes obligatory from the scarcity of the staple, together with the more compulsory requirements for war purposes. No one can calculate how long the people of any country or all countries could manage to get along with practically no new additions to pre-existing stocks of manufactured cotton goods. There are first the supplies already in the hands of final consumers, then the stocks in the hands of retailers, enormous in the aggregate; finally the larger individual stocks, held by wholesale dealers and manufacturers. It is evident that the time through which all these supplies can be forced to last is very elastic, and can be much prolonged.

But the scarcity must become acute after a while; then the need for fresh supplies will be all the more urgent from having been so long repressed. The end of the war will bring not merely the restoration of normal uses, but the call for replenishment of depleted stocks everywhere. A surplus of cotton was carried over last year; it was an unwieldy surplus under ordinary conditions, the largest every known in the history of the trade. But it was a moderate surplus in comparison with the great inroads made upon manufactured stocks.

Tribute to Canadians

The Popular Magazine, New York

The timidity of capital is proverbial. It is as natural for money to seek the safest shelter as it is for water to run downhill. American money has been going into Canadian investments at a great rate the last few years. There must be nearly a billion dollars from the United States in Canada now. There was \$637,000,000 in 1913, and the rate of the northward flow across the border is around \$150,000,000 a year. About one-fifth of the total is invested in industrial enterprises that are branches of those in the United States. Another fifth

is in Canadian bonds—government, municipal and corporation. Land in the prairie provinces represents some \$50,000,000, and British Columbian mines and lands about three times as much. Mills and timber in British Columbia have attracted about \$80,000,000. The Canadian investments of United States life and fire-insurance companies are only a little less. Even fox farming on Prince Edward Island represents more than \$1,000,000 of American capital. Great Britain is also a heavy investor, especially in Canadian bonds. Of the \$351,000,000 bonds sold in 1913, Great Britain took nearly 73 per cent.—five times as much as were sold in the United States.

A recent United States consular report explains concisely how some of the American industrial investments were made. It says:

Prior to the present protective policy of Canada, American firms made the goods at home and shipped the finished product here. In order to hold this business it became necessary to establish American annexes and manufacture in Canada the articles which they desire to sell to Canadians.

But the workmen are Canadians. One plant that manufactures harvesting and other agricultural machinery employs about 7,000 men. Obviously such industrial investments in Canada pay, for they keep on being enlarged.

Canada has an incalculable wealth of raw materials. We are running short of big things like wheat and timber, and she has them. Canada also has many little things like asbestos, of which she produces about 90 per cent. of the world's supply. That is another of the big reasons for so many American enterprises in Canada. Still another is that the Canadians are among the keenest business men in the world.

Mr. W. J. Gilroy last week sold out his business and rented his store at the corner of Main and Wellington streets, to Mr. W. J. Stephen, of Brantford, who will take possession about Nov. 20th. Mr. Gilroy has been in business here for about forty years, a longer period without change than any other resident of the town who is still in business, and has always had a reputation for fair dealing and strict integrity.



Business Based on Reputation

By Dr. Orison Swett Marden

A LARGE part of the business of the world is based on reputation. Bankers make loans, or refuse them; jobbers give credit or refuse it, largely on a man's reputation. Is he reliable? Can you depend on his word? Will he do as he agrees? These are vital questions on which credit is based.

A well-known bank president says: "Millions of dollars are loaned on character, for there are men of such high standing, though not rich in this world's goods, that they will not borrow more than they can repay."

Another banker says he would rather lend money to the honest poor man, than to the rich knave who could give substantial security.

I know two young business men who have very little property, but who have a credit of a quarter of a million dollars because their bankers believe in them. They bank upon their character and their ability to succeed more than upon the assets in sight. Their known honesty and their reputation as hustlers, indefatigable workers, is worth more to them as capital than many thousands of dollars in cash.

"It is the judgment of your contemporaries that is most important to you," says Charles W. Eliot, ex-president of Harvard University. "It is made up in part by persons to whom you have never spoken, by persons who in your view do not know you, and who get only a general impression of you; but always it is contemporaries whose judgment is formidable and unavoidable."

During the Civil War in America, when General Lee was consulting one of his officers as to a certain movement of his army, a farmer's boy overheard the general remark that he had decided to march on Gettysburg instead of Harrisburg. The quick-witted boy at once telegraphed the fact to Governor Curtin. "I would give my right hand," said the Governor, "to know if this boy tells the truth." A corporal replied, "Governor, I know that boy. It is impossible for him to lie. There is not a drop of false blood in his veins." In fifteen minutes the Union troops were marching toward Gettysburg. The world knows the result.

There is nothing like a clean record, the reputation of being square, absolutely reliable, to help a young man along.

There is nothing comparable to truth as a man builder. Nothing else will do more toward your real advancement than the resolve in starting out on your career to make your word stand for something, your signature to mean something, to always tell the truth, whether it is to your material interest or not. Truth and honesty make an impregnable foundation for a noble character.

Running through a list of genuinely great characters at random, we always find there is a strong backbone of purpose in them. We sense the temper of their manhood, the stamina of their character. We sense the great moral force in them, regardless of their vocations, something which they consider more sacred than money making, business considerations, or even life itself. When talking with them you feel they cannot be bought, they are not for sale. You know well that it would be useless to try to bribe them or to influence them, for they stand on the bedrock of principle, immovable as the Rock of Gibraltar. Such characters are the salt of civilization.

Some of the world's noblest characters have sacrificed their all for principle, and for its sake many have cheerfully gone to the stake and to the gallows.

Things are so planned in the moral universe that in order to get very far, or to accomplish very much in this world, a man has to be honest: The whole structure of natural law is pledged to defeat the lie, the deceit, the sham. Ultimately only the right can succeed, only truth can triumph. The whole lesson of life goes to show that no amount of smartness, of brilliancy, of scheming, or long-headed cunning, can take the place of downright honesty, or be a substitute for personal integrity.

When Marshall Field was burned out in the great Chicago fire, while his store with all he possessed lay in ashes, Eastern financiers telegraphed him to draw on them for what he wanted. The fire which destroyed Chicago could not burn up the reliability that stamped his character. His name was a synonym of honesty.

When young Field, a poor farmer boy, began to build up what ultimately became one of the greatest merchandise concerns in the world, he had no other capital than honesty. With this he started to do business in a perfectly legi-

itimate way, without any chicanery, without cunning or deceit, without misrepresentation or falsehood of any sort. He declined to have anything to do with questionable trade methods, or illegitimate "get-rich-quick" schemes. His ambition was to sell goods for the smallest possible profits, to cover up nothing, to hide nothing. No one in his employ was permitted to misrepresent or cover up anything. A clerk who misled a customer for the sake of making a sale was discharged, no matter how advantageous for the time being that particular sale might have been for the house. He knew that, despite the profit made out of the transaction, a deceived or dissatisfied customer would be a perpetual enemy to his house, and might be a great injury to his business.

This was why customers flocked to buy at Marshall Field's store. They knew they would get a "square deal." They knew that if there were anything wrong, if anything had been misrepresented by clerks, if for any reason they were dissatisfied with their purchases, the house would make it right, for that was the Marshall Field policy.

There is something about honesty of purpose, truthfulness and sincerity in our friendships, in our lives, in our vocations, in our dealings with others, that compensates for deficiencies or lacks in other directions. Even though we have but one talent and fill a very humble station in life, integrity of character helps us upward, because it gives mental stability and public confidence; without these, success in any direction is impossible.

There are multitudes of people in the world who have no bad habits and yet they do not amount to anything. They are flat, insipid, flavorless, people; they carry no weight. They are too negative to make any impression on their community.

Men who amount to anything in the world, who stand out distinctively, must have force of character, a strong positive individuality. This can only be gained by persistent, vigorous doing of the right, not merely by refraining from doing the wrong. It is the positive virtues, the vigorous resisting of temptation, the doing of things, the standing up for principle in spite of opposition, that makes force of character. Positive, not negative righteousness is what counts. A negative character may be virtuous, but he can not be strong.

(Continued on page 35.)



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

The grocers' branch of the Montreal Retail Merchants' Association elected officers for the year at its last meeting. Pierre Filion was re-elected president, J. E. Sansregret, first vice-president; U. Sansregret, secretary-archivist, and Mr. Bonhomme, treasurer.

When T. D. Bouchard, M.P.P. for St. Hyacinthe, P.Q., took it upon himself to tell an audience in Montreal last week that co-operative societies were only good for directors, officials and their friends, part of his hearers disagreed with him, and a disturbance followed. He was, however, allowed to proceed. Mr. Bouchard said he had fought hard at Quebec to have these co-operative societies put out of business, but his two bills had been side-tracked. The committee which investigated found that the majority of the subscribers were working people and poor people, and that while the societies were good things for directors, officials and their friends, they were of no benefit for the later entries, the general public. He maintained that the societies did not generally observe the law under which they were operated, and that, as a result of protests, the provincial secretary had refused many applications for charters.

Ontario

Mr. W. J. Scott, grocer, Ontario and Dundas streets, London, Ont., has sold out to Mr. Freeland Gee.

Mr. Chas. Ferguson has opened a grocery store corner Rideway and Wharncliffe road, London Ont.

Mr. F. W. Parker has opened a butcher shop corner Maitland street and Dufferin avenue, London, Ont.

Mr. R. Skeggs has bought the grocery stock of W. A. Linnell, grocer, Waterloo and Horton streets, London, Ont.

Mr. J. W. Nott, grocer, Dundas street, London, Ont., had his horse struck by Mr. J. W. Scarbutt's auto, and broke its fore leg.

Mr. James McLeod, formerly in the grocery business on Yorke street, has bought the stock and fixtures of R. E. Blain on Richmond street, London, Ont.

The grocery store of Henry A. Smith, 155 Division street, Kingston, was broken into recently, but little of value was taken.

Groceries, Limited, of Front Street East, Toronto, are moving the first of the year to 9 Front Street East, a build-

ing of which Mr. H. T. Wilson, of Groceries Limited, is part owner.

Charles A. Huth, a Windsor grocer slipped on a sidewalk. He was awarded \$800 at the trial, and the First Divisional Court has dismissed the city's appeal.

Pte. James Taggart, formerly a clerk in the grocery department of Dickson's, St. Mary's, Ont., has met death fighting at the front.

W. H. Stinson, who recently bought out the business of Maylors, in Forest, re-opened the store recently, and has since been doing a satisfactory business.

J. E. Harb, for a few months conducted a grocery business in Thorold, Ont., in the premises lately occupied by the Imperial Bank, has removed his stock and has opened in the same business at Port Colborne, Ont.

The Commercial Travelers' Association honored Mr. and Mrs. James Sargent on the fiftieth anniversary of their wedding. The gathering took place in the rooms of the association. For many years Mr. Sargent has been secretary of the travelers' organization.

Alexander Cardno, one of the pioneer businessmen of Seaforth, died Oct. 28, at his residence on Hight street. He had reached the age of 90 and was engaged in the bakery and grocery business in Seaforth until about ten years ago, when he retired, the business being taken over by two of his sons.

New Liskeard business men are complaining of the carelessness of persons issuing cheques without placing the war stamp upon them, and seemingly ignoring the fact that a cheque is not valid without a stamp. As the merchant receives a large proportion of his accounts by cheque it will be seen that his expenditure for stamps during the course of a week or a month would be very large if all his creditors left him to provide the war tax, while the outlay to the individual issuer of the cheque is very small. The law plainly states that a war stamp must be placed upon every cheque, and in neglect of doing this a penalty may be imposed.

The county council at Oakville, Ont., at its last meeting passed a new license law for pedlars. Non-resident pedlars will pay as follows: Motor truck \$150; two-horse wagon, \$74; one-horse wagon, \$50; push cart, \$25; carrying pack or basket, \$25. Parties who have been continuous residents for a year previous to

the issue of license will pay: Motor trucks, \$40; two-horse wagon, \$20; one-horse wagon, \$10; push cart, \$5; carrying pack or basket, \$5. This by-law will not apply to any rural mail carrier who sells or delivers bread along his mail route, provided said bread is carried in the vehicle used by him in delivering his mail. The penalty for violating the by-law will be up to \$25, with costs, or twenty-one days in jail. This by-law does not apply to towns in the county.

There are many in Gananogue, as elsewhere through Eastern Ontario, who are saddened by the death of Wm. D. Deas, who was killed in action at Hill 70, Northern France, on 26th September. Mr. Deas was the representative of McFarlane, Son & Hodgson, paper merchants of Montreal, and was one of their most successful salesmen. He won friends wherever he went by his genial manner and gentlemanly conduct and was deservedly popular with the paper and stationary trade. In the fall of 1914 Mr. Deas went to Scotland to visit his former home and it was his intention to be married and bring his wife to Canada on his return. On the outbreak of the war he immediately joined his old regiment, the 11th Argyle Highlanders, as lieutenant, has been on active service up to the time when he fell in action; giving for his country a life full of promise for the future.

Western Canada

C. Bruser, a general merchant of Humboldt, Man., recently ran a four-page advertisement in the local paper.

John J. Cashion, a Vancouver, B.C. grocer, died recently. He had resided in Vancouver for the last seven years and was a member of the firm of Cashion Bros., Cedar Cottage.

D. L. Davidson, manager of the Weyburn Grocery Co., Weyburn, Sask., was married recently. On the eve of the wedding the office and sales staff of the company waited on him at his home and presented him with a handsome cabinet of silverware.

Fourteen Winnipeg retailers were fined \$70 and costs recently for keeping their stores open after hours and for selling prohibited articles after hours. For neglecting to provide himself with a license, a pedlar, was fined \$5 and costs. He was warned that he was liable to a fine of \$50 and costs, or the costs of a license.

Currants Advance Again

Marked Scarcity Emphasized Once More—Tarragona Almonds Here — Shelled Walnuts May Not Be Here for Christmas—Sugar Strong in Montreal—Prunes Up Half a Cent.

Office of Publication, Toronto, Nov. 4, 1915.

THOSE high priced currants of which we have been talking for some weeks, have made their appearance in Canada, a few of them, and so far as prices are concerned, they justify all predictions. Probably the prices of these currants are unheard of before in Canadian markets and it means that the public is going to have to pay pretty heavily for the ingredients for Christmas puddings and so on at Christmas. Moreover, there is no guarantee at all that the present prices—large as they are—will be topmost; we should not be surprised at all to see further advances at any time. In fact, in a recent despatch sent to New York it is said that not only are freights going to be a great difficulty in getting to this side, the currants already being bought, but in addition the crop has turned out a good deal less than was expected. The stocks of 1915 crop Amalás are more or less exhausted at present, so it is said in New York, and though quotations are made at current prices, they are almost nominal and most prices are a matter of arrangement between the man who has what few stocks there are and buyers. It looks as though we are going to have higher prices still. The same thing applies more or less to raisins and every report anent the firmer market seems to confine itself to saying how strongly the available supplies are at present being held. Quotations on both seeded and seedless are both exceptionally high and this because, of course, there is no Valencia stock, or at any rate very little and California crop raisins are having to take care of all demands.

The situation in sugar is worth while watching just now. Last week a further advance took place in refined in New York, but our markets here did not follow, notwithstanding that the raw market was stronger over the border, as well. It is not supposed in Toronto or Montreal that there will be any advance because the heavy Cuban crop which is due in January is almost certain to weaken the market. Nevertheless, January is a long way off and if the market is further strengthened in New York to any marked extent, it will mean that our refiners here may eventually be compelled to raise prices.

The situation in spices does not get any better. This market has been active throughout the week and there has been a large demand from consuming channels. This is not only in the case of peppers, white and black, but also in cassias, and gingers and other spices as well. Almost every time after fluctuations are through, the market is left in a higher and stronger condition and this is due to an actual spot scarcity in practically every line of spice. Moreover, so far as New York is concerned, apparently they are feeling a wave of optimism and prosperity at present and are ready to do large business, which is speeding up demand to an extent.

Potatoes are a little easier in Canada this week and in some of our markets we record a drop of about 10c. So far as Toronto and Montreal are concerned, the market is distinctly easier to the extent of about a dime. This is chiefly due to the fact that while the run was on, everybody bought potatoes heavily, with the result that everybody got stocked up and, being pretty well supplied at present, the big demand has fallen off. In the meantime farmers are rushing forward their supplies to take advantage of high prices, and this is, of course, tending towards weakening the market tone. The basic fact, however, remains that the potato crop is wretched all over the country, owing to the blight about which we have already spoken, and it will not be long, we think, before the demand is as strong again as ever and prices will probably advance.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Big export demand for flour.
Decline in several lines of feed.
Firmer tone to rolled oats.
Few offers of Ontario flour.

PRODUCE AND PROVISIONS—

Lard market steadier.
Butter and cheese markets easier.
Dearer eggs likely before long.
Easier feeling to honey.

FISH AND OYSTERS—

Big demand for Hallowe'en.
Oyster market shows improvement.
Halibut advances a cent per lb.
Smoked fish not so active.
Pickled herrings not so plentiful.

FRUIT AND VEGETABLES—

No. 1 Greenings offered \$4 bbl.
Nova Scotia cranberries at \$6.50 bbl.
Spanish onions up to \$6 crate.
Big demand for blue grapes, 17c.
Messina lemons arrive here.
Artichokes' first appearance.

GENERAL GROCERIES—

Sugar firmer; prices unchanged.
New currants arrive; are high.
Shelled walnuts jump 3 cents.
New molasses for Christmas.
Advance in rice for new year.
Pepper market up again.
Beans arriving more freely.

ONTARIO MARKETS.

FLOUR AND CEREALS—

British buying flour heavily.
Feeds stiffen a little.
Rolled oats in demand.
Ontario flour called for.

PRODUCE AND PROVISIONS—

No change in meats.
Butter firm and higher.
Eggs up once more.
Cheese market unchanged.
Poultry generally advances.

FISH AND OYSTERS—

Salmon scarce and high.
Better demand for oysters.
Halibut in request.
Fresh fish very scarce.

FRUIT AND VEGETABLES—

Spanish onions higher.
Better call for root stuff.
Lots of grapes coming.
Apples dear all round.
Brussel sprouts selling.
Potatoes slightly easier.

GENERAL GROCERIES—

New dates in shortly.
Prune market jumps sharply.
Few walnuts for Christmas?
Tarragona almonds here.
Spice market still firm.
Sugars steady again.

QUEBEC MARKETS

Montreal, Nov. 4.—The Montreal refiners still consider it wise policy not to advance the price of sugar, despite the fact that the raw sugar market is much firmer, and a further advance has taken place in New York refined. Unless supplies of raw sugar become very scarce, and the demand for refined becomes heavy, it is possible that there

CANADIAN GROCER

will be no advance, as the heavy Cuban crop, which is due in January, is certain to weaken the market. January is a long way off, however, so that further strengthening of the raw market may eventually compel refiners to raise their prices.

This week saw the arrival of the first new currants on the Canadian market, at prices probably unheard of before. Retailers will pay 13c for packages and 12c for loose, which is not far from double the price they paid a year ago. New shelled walnuts also arrive in New York shortly—a small shipment—but they are not expected here until December.

Some time ago attention was drawn to the fact that a famine of maple sugar was likely before the new crop arrived. As soon as this fact became known, prices jumped, and it was predicted that 15c would be paid before Christmas. This figure is being paid to-day for Beauce sugar, while Townships is also bringing a high price.

The potato market is easier about 10c per bag. Grocers and other dealers have been buying rather heavily at the high prices, and have all been pretty well supplied for the present. In the meantime, farmers are rushing forward their supplies to take advantage of high prices, which is weakening the market slightly. It will not be long, however, before the demand is as strong as ever. The situation in P. E. I. is peculiar; there are practically no offerings at all as yet.

SUGAR.—There is a very strong raw market, but it is very doubtful whether there will be an advance in refined here. Refiners are taking into consideration the fact that there is the big Cuban crop to come in yet, and the present firmness is only looked upon as temporary. In New York, refiners have been waiting for lower prices, and have put off buying; when they came into the market again the other day, having run short of raws, those who had supplies on hand held up the price. However, the Cuban crop is not due until January; there may be further advances in the raw market. The fact must be taken into consideration that November and December are months in which the sale of sugar is not heavy. Wholesalers report a fair demand.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 05
50 lb. bags	6 15
2 and 5 lb. cartons	6 35
Yellow Sugars—		
No. 3	5 90
No. 1	5 05
Extra Ground Sugars—		
Barrels	6 40
50 lb. boxes	6 00
25 lb. boxes	6 00
Powdered Sugars—		
Barrels	6 20
50 lb. boxes	6 40
25 lb. boxes	6 00
Paris Lump—		
100 lb. boxes	6 05
50 lb. boxes	6 75
25 lb. boxes	6 95

Crystal Diamonds—	
Barrels 6 85
100 lb. boxes 6 75
50 lb. boxes 6 85
25 lb. boxes 7 05
Cartons and half cartons 8 15
Crystal Dominoes, cartons 8 15

TEAS.—Prices have undergone very little change, although Japans are higher for lower grades. The supply seems to be pretty well cleaned up in Japan, and the balance of shipments are coming forward, which closes up the season's market. Very few consigned teas are coming to this market, owing to the shortage and extra demand from the United States, which has left practically nothing to ship on consignment. For good Ceylon teas, the market is as strong as ever. Lots of Indias are being offered cheap, but the quality is not good as a rule. The Congou market has been wobbly of late—one day up, the next down.

DRIED FRUITS.—Stocks of Sultanas in importers' hands are about exhausted, and the quality of some of them by this time is not good. New currants are already arriving on this market, the first car reaching here on Monday. The trade is being asked to pay 13c for packages, and 12c for loose. Last year the opening price was around 7 and 9 cents. Lemon and orange peels are both high. New prices on dates should be available soon, and are not likely to be low, as there is said to be only one boat.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09½
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 15½
Nectarines, choice	0 11½
Peaches, choice	0 10
Pears, choice	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20
Lemon	0 13½
Orange	0 13½
Currants—		
Piliatras, fine, loose, new	0 10½
Piliatras, packages, new	0 11½
Dates—		
Dromedary, package stock, per pkg.	0 20
Paris, choicest	0 17½
Hall-wee, loose	0 07½
Hallowee, 1-lb. pkgs.	0 07½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 12½
40 to 50, in 25-lb. boxes, faced	0 11
50 to 60, in 25-lb. boxes, faced	0 10
60 to 70, in 25-lb. boxes, faced	0 09½
70 to 80, in 25-lb. boxes, faced	0 09
80 to 90, in 25-lb. boxes, faced	0 08½
90 to 100, in 25-lb. boxes, faced	0 08
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 00
Muscats, loose, 3-crown, lb.	0 09
Sultanas, box	0 16
Cal. seedless, 16 oz.	0 11½
Fancy seeded, 16 oz. pkgs.	0 10½
Choice seeded, 16 oz. pkgs.	0 10

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

NUTS.—Walnuts are up again in France. No cause is given. The price jumped 3c during Thursday and Friday last week, and New York followed. The first shipment of new shelled walnuts is expected in New York at the end of this week, this being an express shipment of a few hundred cases. Supplies are not expected here until December, as the only boat to connect leaves on Novem-

ber 18, and it takes three or four weeks to reach here. There will hardly be any nuts here for the Christmas trade unless another boat is put into service between Bordeaux and Liverpool. Almonds are steady in the primary market, but are hard to get on spot. Spanish shelled filberts on spot and import are getting almost too high to handle. On the other hand, Sicily filberts in shell opened on the same basis as last year, and are now reaching this market.

Almonds, Tara	0 17½	0 18½
Greenoles, new	0 15	0 15
Marbots, new	0 13½	0 14
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 14	0 15
Filberts, shelled	0 24	0 24
Pecans, large	0 20	0 21
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	0 07
Peanuts, No. 1, Spanish	0 08	0 08½

MOLASSES.—Prospects are for a big crop next year, and shipments of small lots are expected to arrive on this market by Christmas, for which there will be hundreds of buyers. It appears that the crop from the southern part of Barbadoes is ready by this date, but everything depends upon the weather. High prices are expected for this first shipment, as stocks by them will be exhausted almost completely, both of fancy and choice. It is expected that prices will be high as those paid by wholesalers recently for molasses which they sold to the trade for 57c.

Barbadoes Molasses—	Price for Montreal.	
	Fancy.	Choice.
Punchoons	0 57
Barrels	0 60
Half barrels	0 53
For outside territories prices range about 3c lower. Carload lots of 20 punchoons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls.	0 04½
Pails, 8½ lbs., \$1.35; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—		
Barrels, lb., 4½c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00

RICE.—A milling company in the West advises its representative here that an advance on Siam is likely after the first of the year.

SPICES.—Cable advices received here are to the effect that Singapore white pepper is up about ¾d. over the lowest point reached this fall. The pepper market, for both black and white, is strong and advancing. Pimentos have stiffened about ¼d. in the primary market. New crop of Jamaica ginger will be available about the end of December. Cloves are stiffening very rapidly.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	0 15	0 23
Cassia	0 22	0 29
Cayenne pepper	0 23	0 35
Cloves	0 23	0 35
Cream tartar—60c.	0 23	0 29
Ginger, Cochiti	0 22	0 31
Ginger, Jamaica	1 00—1 15	0 29
Mace	0 80	1 00
Nutmegs	0 40	0 75
Pepper, black	0 22	0 29
Pepper, white	0 30	0 39
Pastry spice	0 15—1 20	0 29
Pickling spice	0 14—0 16	0 29
Turmeric	0 21—0 23	0 29

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

Cardamom seed, per lb., bulk	2 00	2 50
Caraway—			
Canadian	0 13	0 13
Dutch	0 20	0 22

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Cinnamon, China, lb.	0 14	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	0 36	0 36
Shredded coconut, in pails	0 15	0 12
Pimento, whole		12-15

COFFEE.—Prices in the primary market are unchanged; in fact, have not been any changes for two or three months to speak of. Feeling here is that if any change takes place, it will be down, as there is a big crop, and the consumption is smaller, especially in Europe. Trade in this country is slightly better.

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

DRIED VEGETABLES.—The new crop is coming in, and the market will likely ease off. It will be several weeks, however, before the price gets down to three dollars. Shipments are being made rapidly. The quality is not bad, but supplies have been coming from a district where little damage was reported. There are no shipments as far as can be learned from Chatham, where the crop was badly damaged. The pea market remains about the same, good boilers being rather difficult to obtain.

Canadian, 3-lb. pickers, per bushel....	3 50
Yellow eyes, per bushel	4 00
Lima, per lb.	0 07 1/2
Peas, white soup, per bushel	2 65
Peas, split, bag, 98 lbs.	5 70
Barley, pot, per bag	2 90
Barley, pearl, lb.	0 06

ONTARIO MARKETS

TORONTO.—A pretty good index is furnished to the general coming back of better business by a wholesaler here, who has just cast up his figures for the last six months. He compares this period with that from May to October in 1913 and finds that he is this year exactly one dollar ahead. He has not had quite as big a turnover, but his net profits have been, on the whole, higher, and he thus comes out one dollar ahead. There is no doubt at all, now, that business is much better in the grocery trade. Reports from this city and the province show that the general condition among retailers is one of "bare shelves," which means they have held off buying so long that they can't hold off any longer. Moreover, crop expectations have been more than fulfilled, and the West, therefore, has tremendous purchasing power, the good effect of which is bound to be felt—is, indeed, being now felt—in Eastern Canada. Collections, in city and county alike, are reported better. More than that, a real improvement in demand is to be seen, and there are many cases comparable to that of the wholesaler we have just quoted. We commend his example to some of our pessimistic friends, with the passing word that so long as their hearts are in their

boots it is no wonder they find the trail heavy. More confidence and still more is needed. There is now much on which to base it.

Dried fruits are the most sought after lines these days, and already Christmas demand is in hand. In nearly all cases dried fruits should be bought early; quick buying at present levels will pay as a business resource, because the outlook is all for higher prices.

Beans are arriving more freely now, and the market is consequently easier to some extent.

Despite the excitement in sugar circles last week, the situation drifted back to more or less normal again, and the flurry appears to have had little effect here. One refiner talked of higher levels, but the majority are flatly against them unless there be some adequate reason which has not yet shown itself. Trading here is fair to middling, but certainly nothing to write home—or raise prices—about.

SUGAR.—There was an excited flurry in the sugar market in New York last week, and the market wound up the week firm and higher, in both raws and refined. The strength, however, faded away at the opening of the week, and so far as Canada is concerned the up-and-down movement appears to have cut little ice. Trade is only fair, and deliveries are dropping off. The order of the day in this market is quick trade and even prices. It would appear, too, that sooner or later we shall have lower prices in New York.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 11
50 lb. bags	6 21
10 lb. bags	6 26
2 and 5-lb. cartons	6 40
Nova Scotia refined, 100-lb. bags	6 01
New Brunswick refined, 100-lb. bags	6 11
Extra Ground Sugars—	
Barrels	6 51
50 lb. boxes	6 69
25 lb. boxes	6 81
Powdered Sugars—	
Barrels	6 31
25 lb. boxes	6 71
Crystal Diamonds—	
Barrels	6 76
100 lb. boxes	6 86
50 lb. boxes	6 96
25 lb. boxes	7 51
Cartons (20 to case)	8 31
Cartons (50 to case)	8 31
Crystal Dominoes, cartons	7 81
Paris Lump—	
100 lb. boxes	6 96
50 lb. boxes	6 96
25 lb. boxes	7 16
Yellow Sugars—	
No. 1	5 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—There appears to be some confusion with regard to what happened on Monday at the Indian auction in London. We saw one cable to a house here which reported the market on medium grades down a farthing. Another concern, however, were advised that teas were quite firm. Probably, at any rate, fine teas are firm; common grades may be somewhat easier. There is little new in this market. Demand is steady and easy, and the condition is almost featureless.

DRIED FRUITS.—Prunes are all up a cent this week, following the move-

ment at the Coast, where the market jumped and is firm at amended levels. We now quote 30s-40s at 13c to 14c, and this is an advance of 2c in two weeks. There seems to be a tendency in New York to let up on buying, following these advances, till the situation develops further.

With regard to currants, New York reports that spot stocks of 1915 Amalas are practically exhausted, and thereupon price stiffened noticeably. All our prices must be regarded as very firm. Demand is good, and the retailer who buys now will be in right. Christmas is not very far off, and as it gets nearer, prices, we think, will certainly advance.

The first Persian dates arrived in New York this week, and they should be in this market and ready for delivery next week. Prices are as quoted.

Apricots are showing slight advances in New York, and they are quite firm here on a rising demand. Stocks are not heavy by any means.

Both seeded and seedless raisins are still firm, though the strength of the market consists more in scarcity of supplies than a very heavy demand.

Apricots—		
Standard, 25 lb. boxes	0 10 1/2	0 11
Choice, 25 lb. boxes	0 12	0 14
Apples, evaporated, per lb.	0 08	0 08 1/2
Candied Peels—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 20	0 23
Currants—		
Filiatras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12 1/2	0 13 1/2
Patras, per lb.	0 13	0 14
Vostizzas, choice	0 16	0 17
Cleaned, 1/2 cent more.		
Dates—		
Faris, choicest, 12-lb. boxes	0 09 1/2	0 10
Faris, choicest, 60-lb. boxes	0 09	0 09 1/2
Package dates	0 07 1/2	0 09
Hallowees	0 07 1/2	0 07 1/2
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 13	0 13
50-60s, 25-lb. boxes	0 13 1/2	0 14 1/2
60-70s, 50-lb. boxes	0 12 1/2	0 13 1/2
70-80s, 50-lb. boxes	0 10 1/2	0 11 1/2
80-90s, 50-lb. boxes	0 10	0 11
90-100s, 50-lb. boxes	0 09	0 10
25 lb. boxes, 1/4c more.		
Peaches—		
Choice, 50 lb. boxes	0 06	0 06 1/2
25 lb. boxes 1/4c more.		
Raisins—		
Valencia	0 15	0 16
Seeded, fancy, 1 lb. packets	0 17 1/2	0 19 1/2
Seeded, choice, 1 lb. packets	0 08 1/2	0 10 1/2
Seeded, choice, 12 oz.		0 08
Seedless, 16 oz. packets	0 11 1/2	0 12
Seedless, 12 oz. packets		0 10

NUTS.—So far as in-the-shell stuff is concerned, new Tarragona almonds arrived this week, and there is eager buying at our quoted levels. There is a grave doubt as to whether we shall have any new shelled walnuts for Christmas. What are selling now are September cracked. Price on shelled walnuts is very firm. Altogether, it has jumped 5c a pound from low point to the present, and it will likely go higher as Christmas approaches. Brazils are in good demand. We quote 15c to 16c a pound.

In Shell—		Per lb.
Almonds, Tarragona	0 17 1/2	0 18
Brazils, medium, n.c.	0 15	0 16
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jimbos, roasted	0 12 1/2	0 13 1/2
Peanuts, hand-picked, roasted	0 11	0 11 1/2
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18

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Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 38	0 40
Filberts	0 35	0 35
Peanuts	0 11	0 11 1/4
Pecans	0 55	0 55
Walnuts	0 36	0 38

SPICES.—These have been very active throughout the week, and the market closed active, with a large demand from consuming channels, coupled with heavy trading locally in all grades of black and white peppers, red peppers, cloves, cassias and gingers, as well as in a number of specialties like mustard seed, caraway and poppy seed, thyme, marjoram and sage. Fluctuations have been abrupt, and in every case the change has been in the nature of an advance, brought about by actual spot scarcity, which keeps the situation strong and encourages new business for import. Peppers, in particular, are very strong.

	Compound, per lb.	Pure, per lb.
Allspices, ground	0 16	0 16
Allspices, whole	0 16	0 16
Cassia, whole	0 21	0 22
Cassia, ground	0 14	0 16
Cinnamon, Batavia	0 27	0 28
Cloves, whole	0 22	0 22
Cloves, ground	0 18	0 22
Cream of tartar	0 45	0 50
Curry powder	0 20	0 25
Ginger, Cochin	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21
Ginger, Jamaica, whole	0 25	0 25
Ginger, African, ground	0 14	0 18
Mace	0 20	0 20
Nutmegs, brown, 64s, 52s; 50s, 42s; 40s	0 20	0 20
Nutmegs, ground, bulk, 64s; 1 lb. tins	0 25	0 25
Pastry spices	0 25	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 20	0 24
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 24	0 26
Pickling spice	0 18	0 22
Turmeric	0 18	0 20

RICE.—There is a good steady inquiry for all kinds of rice. The mills in the South are not offering freely, being behind in delivery if not greatly oversold. The planters are getting full values for the rough, which adds to the strength. Generally the situation is firmer, though levels are the same.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07 1/2	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07 1/2
Seed, per lb.	0 07	0 07 1/2
Sago, brown, per lb.	0 06 1/2	0 06 1/2

BEANS.—This is a waiting market. Beans are coming, but in no great quantity as yet, and price is almost anything that can be got.

Beans, hand-picked, bushel	4 20	4 25
Peas, blue, bushel	3 00	3 05

TORONTO

CANNED GOODS.—There is a slackening in the demand for tomatoes, corn and peas to be noticed. This is not serious; it only means that the trade has been buying fairly heavily, and has got pretty well supplied. The chief factor, the dearth of supplies when all demands are taken into account, still stands.

Salmon, Sockeye—		
1 lb. tins, cases 4 doz., per doz.	2 25 1/4	2 25 1/4
1 lb. flat, cases 4 doz., per doz.	2 27 1/2	2 27 1/2
1/2 flat, cases 8 doz., per doz.	1 67 1/2	1 67 1/2
Five cases or more, 1/2 doz. less than above		
Chums, 1-lb. tins	0 50	0 50

Pinks, 1-lb. tins	1 20
Coboes, 1-lb. tins	1 45
Red Springs, 1-lb. tins	2 00
Humpback, 1/2-lb. tins	0 50
Canned Vegetables—	
Tomatoes, 3's	1 10
Peas, standard	0 95
Early June peas	0 95
Extra sifted peas	1 45
Corn, 2's, doz.	0 95
Canned Fruits—	
Strawberries, heavy syrup, doz.	2 15
Black raspberries, heavy syrup, doz.	1 95
Pumpkins, doz.	0 90

MANITOBA MARKETS

Winnipeg, Oct. 31.—“Country business excellent, city trade rapidly improving,” is the summary of Western Canadian business by a leading wholesale grocer yesterday.

There is a prodigious movement of grains of all kinds under way now; prices are good and there is lots to come along. The finest of fine weather gives all an optimistic feeling and “everything is lovely and the goose hangs high.”

As regards prices there are some unexpected turns; prunes are away up two cents, this after almost as sharp a decline a week or two ago. Currants have advanced, new season prices for nuts are announced, Brazils are unexpectedly cheap; other lines little changed.

SUGARS.—The market here is unchanged but according to prices of New York raws we should be about 35 cents per cwt. higher. Opinion is that the jolt will land one of these days.

Sugar, Eastern—		Per cwt. in sacks.
Standard granulated	6 55	
Extra ground or icing, boxes	7 50	
Extra ground, boxes	7 30	
Powdered, boxes	6 70	
Powdered, bbls.	6 80	
Hard lump (100-lb. case)	7 60	
Montreal, yellow, bags	6 25	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	6 60	
Halves, 90 lbs., per cwt.	7 35	
Bales, 20 lbs., per cwt.	7 50	
Powdered, 50s	7 05	
Powdered, 25s	7 40	
Icing, barrels	7 35	
Icing, 50s	7 60	
Cut loaf, barrels	7 45	
Cut loaf, 50s	7 70	
Cut loaf, 25s	7 55	

Sugar, British Columbia—		
Extra standard granulated	6 60	
Bar sugar, bbls.	7 75	
Bar sugar, boxes	7 10	
Icing sugar, bbls.	6 95	
Icing sugar, boxes	6 80	
H. P. lumps, 100-lb. cases	7 65	
H. P. lumps, 25-lb. boxes	7 70	
Yellow, in bags	6 20	

Corn Syrup—		
2s, per case 2 doz.	2 75	
5s, per case 1 doz.	3 12	
10s, per case 1/2 doz.	3 01	
20s, per case 1/4 doz.	3 03	

B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	3 75	
5-lb. tins, 1 doz. to case, per case	3 50	
10-lb. tins, 1/2 doz. to case, per case	3 50	
20-lb. tins, 3 tins to case, per case	3 25	

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

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

DRIED FRUITS.—Manipulation in California is responsible for a rise of 2 cents per lb. on all prunes. Currants are higher and hard to get. There is a little more speed in dried fruits due to falling off in supplies of preserving lines.

Apples, evaporated, new, 50's	0 95 1/4
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12 1/4

Currants—		
Dry clean	0 08 1/2	
Washed	0 11	
1 lb. package	0 10 1/4	
2 lb. package	0 21	
Vostizzas, bulk	0 12	

Dates—		
Hallowes, loose, per lb.	0 09	
Hallowes, 1-lb. pkgs.	0 07 1/2	
Fard dates, 12-lb. boxes	1 25	

Peaches—		
Standard, 25-lb. boxes	0 06 1/4	
Choice, 25-lb. boxes	0 07 1/4	
Choice, 10-lb. boxes	0 07 1/4	

Raisins, Muscatels—		
3 crown, loose, 25's	0 08 1/2	
3 crown, loose, 50's	0 09	

Raisins, Sultanas—		
California, 50's	0 12 1/2	
Prunes, in 25-lb. boxes—		
90 to 100	0 07 1/4	
80 to 90	0 08	
70 to 80	0 08 1/2	
60 to 70	0 09 1/2	
50 to 60	0 10 1/2	
40 to 50	0 11 1/4	

Table Layer Figs—		
7-crown, 3 lb. boxes, per lb.	0 15 1/2	
5-crown, 10-lb. boxes, per lb.	0 15	
5-crown, 10-lb. boxes, per lb.	0 13 1/2	
4-crown, 10-lb. boxes, per lb.	0 15	
3-crown, 10-lb. boxes, per lb.	0 12 1/2	
Glove boxes, per doz.	1 00	
Cooking figs, taps, about 5 lbs., lb.	0 07 1/4	
Cooking figs, choice naturals, 25-lb. bags	0 07	0 07 1/4

NUTS.—New season's prices for nuts are announced for first November issue of Grocer. No changes of importance may be expected for some time.		
Almonds, sacks, per lb.	0 16 1/4	
Brazils, sacks, per lb.	0 13 1/2	
Filberts, sacks, per lb.	0 13	
Peanuts, sacks, per lb.	0 12	
Peanuts, Virginia roasted	0 09	
Peanuts, Virginia green	0 07	
Walnuts	0 13 1/4	
Pecans	0 17	
Shelled Walnuts	0 36	
Shelled Almonds	0 36	
Shelled Almonds, top grade	0 40	

RICE AND TAPIOCA.—

Rice and Tapioca—		
No. 1 Japan, per lb.	0 08	
No. 2 Japan, per lb.	0 08 1/2	
Patna, per lb.	0 08 1/2	
Carolina, per lb.	0 08 1/2	
Sago, pearl, lb.	0 06 1/2	
Tapioca, pearl	0 06	0 06 1/2

DRIED VEGETABLES.—		
Beans—		
California, hand-picked, per bushel	4 30	
California Lima Beans—		
Bag lots	0 07 1/4	
Less than bag lots	0 06 1/2	
Barley—		
Pot, per sack, 95 lbs.	3 30	
Pearl, per sack, 95 lbs.	4 20	
Peas—		
Split peas, sack, 95 lbs.	6 00	
Sacks, 40's	3 02	
Whole peas, bushel	2 00	

BRITISH COLUMBIA MARKETS

By Wire.
Vancouver, B.C., Nov. 2, 1915.— Butter is now quoted at 31c to 35c, and New Zealand cubes at 39c; half-bricks at 40c. Eggs, local fresh, are worth 52c. Vancouver Island quotes 50c to 54c. Lard prices have all considerably advanced as per quotations. Foreign beans are off the market. Cream of tartar is worth 55c. Potatoes have a longer range of 12 to 16. Sugar is now \$6.95, and yellow sugar at \$6.30. Canned beans are 10c lower. Corn is up a nickel, at \$2.15. Tomatoes at \$2.35. Currants in bulk are worth 10 1/4c. Package is worth 11c.

PRODUCE AND PROVISIONS.		
Butter, creamery, per lb.	31 35	
New Zealand cubes	0 39	
New Zealand brick	0 40	
Cheese, per lb., large, 18 1/4c; twins	0 18 1/2	
Cheese, Stilton, lb.	0 23	

EGGS—		
Local fresh	0 52	
Vancouver Island	50-54	
Eggs, 3's, per case	9 00	
Lard, 5's, per case	9 50	
Lard, 10's, per case	9 45	
Lard, 20's, each	12 30	

CANADIAN GROCER

GENERAL.

Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	0 05 1/2
Cream of tartar, lb.	55 c
Beans, 1 1/2 lb.	0 05 1/2
Figs, 12-16 oz. packages, per box	0 85
Figs, 50-90 oz. packages, per pkg.	2 25
Cocunut, lb.	18 1/2 c
Cornmeal, bbl.	53 00
Flour, best patents, per bbl.	6 30
Honey, Idaho, 24 lbs.	4 50
Lemons, box	3 75
Potatoes, per ton	12 00
15 00	
Rolled oats, bbl. of 80 lbs.	3 10
Onions, lb.	0 01 1/2
Oranges, box	5 00
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	6 95
Sugar, yellow, per cwt.	6 30
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 80

CANNED GOODS.

Apples, gals., 6/case	\$1 02
Beans, 2's	2 10
Corn, standard, per 2 dozen case	2 15
Peas, standard, per 2 dozen case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2's, case	3 60
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per dozen, case	2 35

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 11c; Apples, lb.	10 c
Prunes, 70-80, 25's, lb.	07 c
Currants, per lb., 11c; Raisins, seeded, lb.	09 c
Peaches, per lb.	07 c
White figs, per lb.	06 c

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Nov. 4.—Several hundred carloads of potatoes left Edmonton during the last four weeks for the East. Three local battalions have returned to the city for the winter; business is consequently brisker. Flour is steady. Sugar remains firm, with a small advance during the last few days; New York market probably tends to cause an advance here. Molasses in bulk increased 10c a gallon. Coal oil higher by 10c case; bulk, 1 1/2c gallon.

General—

Beans, Ashcroft, lb.	0 05 1/2
Beans, Japan, per bush.	3 90
Bran, ton	18 00
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 25
Rolled oats, 20's, 80c; 30's	1 00
Rolled oats, bbl. \$2.15; 30's	1 75
Flour, fancy patents	2 95
Flour, seconds	2 80
Rice, Siam, per cwt.	3 90
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 45
Sugar, yellow, per cwt.	7 05
Walnuts, shelled, lb.	0 38

Produce and Provisions—

Cheese, lb.	0 17 1/2
Bacon, lb., 20c; bellies, lb.	0 20 1/2
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 25c; No. 2	0 35
Eggs, new laid	0 30
Eggs, No. 2	0 25
Lard, pure, 2's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 25

Canned Goods—

Corn, standard, per two dozen	2 30
Peas, standard, 2 dozen	2 30
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$1.45; raspberries	4 90
Tomatoes, standard, per 2 dozen	2 85
Salmon, sockeye, 4 doz. tins, case, 15	9 85
Salmon, pink, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35

Dried Fruits—

Evaporated apples, 50's	0 10 1/2
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100, 25's, un-faced	0 07 1/2

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Nov. 4.—Evaporated apricots, peaches, and prunes are all climbing, owing to advances in the primary

market. It is reported that gallon apples are due for advances here shortly, and new evaporated apples will be higher than old stock. Slight reduction in hams and bacon in course of two or three weeks may also take place. Business is improving in the city.

General—

Beans, small white Japan, lb.	0 05 1/2
Flour, No. 1 patent, 95's	2 90
Molasses, extra fancy, gal.	0 67
Rolled oats, bbl.	2 55
Rolled oats, 90's	2 15
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 45
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 19
Butter, creamery, lb.	0 33
Butter, No. 1, dairy, lb.	0 27
Eggs, select storage, case	9 00
Lard, pure, 3s, per case	9 00
Lard, pure, 5s, per case	9 05
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22 1/2

Canned Goods—

Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gala, case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 80
Lobster, 1/2s, per doz.	2 85
Salmon, finest sockeye, tins, 48x1s, per case	10 00
Salmon, pink, tins, 48x1s, per case	4 80

Dried Fruits—

Evaporated apples, 50s, per lb.	0 09 1/2
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100, 25's, per lb.	0 07
Sultana raisins, Cal., extra fancy	0 15

Fruits and Vegetables—

Grapefruit, Cal.	5 00
Oranges, case	6 50
Lemons, case	6 00
Peaches, crate	0 90
Potatoes, 4-basket crates	1 00

NEW BRUNSWICK MARKETS

By Wire.

St. John, N.B., Nov. 2.—Dealers here report that business is fairly steady, and the announcement of a battalion of infantry coming here for the winter was received with satisfaction, because it means increased business. Canned goods are about complete now, and prices slightly higher than last year's average. Dried fruits orders are being filled. Raisins are firmer. Currants quite advanced owing to the war situation with Greece. Dealers look for continuance of high rates and good demand. Evaporated peaches are lower. Buckwheat is high and up to \$3.75 a bag. Beans are scarce, and prospects poor. Cheese is firmer at 16 1/2c to 17c. Pork is rising; products expected to follow. Bacon is already firmer. Eggs are in fair supply at 30c and 31c. River navigation is drawing to a close.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	25 50	29 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 30	0 32
Eggs	0 30	0 31
Lard, compound, per lb.	0 11 1/2	0 12
Lard, pure, per lb.	0 15	0 15 1/2
Cheese, new	0 16 1/2	0 17

Flour and Cereals—

Cornmeal, gran.	5 75	
Cornmeal, ordinary	1 85	
Flour, Manitoba, per bbl.	6 20	
Flour, Ontario	6 10	
Rolled oats, per bbl.	6 00	
Potatoes, bbl.	0 90	1 00

Fresh Fruits and Vegetables—

Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 90	4 80
Oranges, Val., case	4 00	5 80
Potatoes, bbls.	2 25	2 30

Sugar—

Standard granulated	6 10	6 15
United Empire	6 00	6 05
Bright yellow	6 90	6 95
No. 1 yellow	5 70	5 75
Paris lumps	7 25	7 25
Lemons, Messina, box	4 00	4 10
Beans, hand-picked, bush.	4 00	4 10
Beans, yellow eyes, per bush.	4 00	4 10
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 52	0 53
Cream of tartar, per lb., bulk	0 05	0 58
Currants	0 11	0 11 1/2
Rice, per cwt.	4 45	4 50

SASKATCHEWAN MARKETS

Regina, Sask., Nov. 3. — Business throughout Saskatchewan is looking up. As a result of the enormous grain crop harvested so successfully this fall, confidence has been restored, and business is brighter. Markets this week show little change. Creamery butter is quoted at thirty-three cents. The new prices for salmon this year, are the same as last season. Cheese is higher, large being quoted at eighteen cents. Evaporated apples are higher, 50's at 9 3/4, and 25's at 10 1/4. Baked pork and beans, Clarke's brand, are reported advanced. Grapes will be through this week. Other fruit remain at former quotations.

COFFEE SALES DOUBLED

J. N. Durand, Three Rivers, P.Q., bought an electric coffee grinder last June, at a cost of \$85. He placed this at the end of the counter near the door, where the pleasant aroma of the freshly ground coffee would be a reminder to customers as they entered. Within four months, his sales of coffee doubled, a fact that could only be attributed to his new method of grinding. To our Quebec representative, Mr. Durand expressed himself as follows:—

"Before we installed this electric grinder, we used a hand machine. It took about a quarter of an hour to fill an order, and customers often got tired waiting. This machine only takes a minute to do the job, and the electricity required only costs fifty cents a month. With the old machine there was a great temptation to start in the morning, and grind enough to last for three days. Thus it got kind of stale. With our new machine, the coffee is ground fresh for every order; and there is no waiting. I believe the machine has paid for itself already, considering the time of clerks saved, customers satisfied, and most important of all, that our sales of coffee have doubled."

THE AMOUNT of sorrow and suffering that will be eliminated when safety work is taken up earnestly by each man is beyond comprehension of those who have not studied the subject carefully, thoroughly and from all angles.

For the Christmas Hamper

Welcome Because Useful Articles to Include Are Canned Milk,
Coffee and So Forth—Now is the Time to Act—
Trade That is Extra.

NOW is the time when the people in Canada possibly are thinking more than ever about the men at the front because they are making up their Christmas hampers and parcels to send to the fellows in the trenches. It was ascertained recently that to reach the men who are "Somewhere in France," parcels should leave Canada during the first and second weeks in November—that is, if any amount of certainty is required as to whether or not the goods despatched will ever reach the men they are intended for. Many people will find themselves in a quandary because they do not know exactly what to send, or rather what will be most acceptable to men at the front in the way of foodstuff. In this connection the retailer should constitute himself a guide for his customers and tell them. Amongst the goods which will certainly be very much appreciated at the front are tinned milk, coffees, cocoas and the like. It is easy to see why these will be so acceptable.

The boys at the front find these lines very convenient because they require no preparation excepting the addition of boiling water. Experience in the different camps of Niagara, Valecartier and Exhibition Camp, Toronto, has been that this sort of thing has been very useful, and very much used, particularly amongst officers and non-coms., because they could use these things for extra meals or night lunches. The beauty of a gift of this sort is that it requires nothing at all but boiling water, because milk and sugar and so forth are included. In fact, there is no doubt at all that most people will be convinced immediately this side of the matter is put to them of the fact that such lines as canned coffees, cocoas and milks are acceptable to the men at the front.

A Good Opportunity

The grocer then, has a good opportunity for making money on these lines. This opportunity should be seized at once because, as we have pointed out, parcels ought to be leaving right now within the next few days any way, and there are possibly a great many people who are not entirely aware of this. It seems to us that the retailer has therefore the chance of making himself a good adviser to people who want to know what to put in these hampers and at the same time of making a little money on goods which will go out of the country.

Trade That Is Extra

This last is an important point. All this is extra trade because the goods bought for this purpose will not stay in Canada and will not take the place of anything bought in Canada but will be additional business which should be very acceptable at this time.

It is important that retailers understand once again that the time to get busy on this sort of thing is right now. It costs nothing at all to point out to your customers, as they come into the store, first of all the necessity of sending right away to the men in the trenches; secondly the advisability of sending things which will be really useful as well as merely acceptable and, thirdly, that the sending of this sort of thing, which means that soldiers can get hot drinks when they want them, is really a great service. As we say the grocer should point these facts out to his customer and by so doing corral some extra business.

UPS AND DOWNS IN SPICES

The European war has had a varying effect on the prices of spices, seeds and herbs. Advances in freight rates, shipping, uncertainties, higher exchange and closed markets have had a tendency to give strength to the market on certain spices and herbs, while, for various reasons, the prices on others have declined.

As is generally known, Germany and Austria are large consumers of spices. Most of the world's spice markets have been closed to these countries since the start of the war, and, consequently, the spices that would ordinarily go to them have been diverted elsewhere. This situation has had a tendency to equalize spice market conditions and prevent any sharp advances.

The market on pimentoes, cloves, ginger, nutmegs, mace and cassia has declined since August, due largely to surplus stocks which have accumulated as a result of large purchases made directly after the start of the war. The price of pimentoes is lower than ever before, because Germany, one of the largest users of this article, is no longer able to import it.

Prices on certain seeds and herbs have experienced phenomenal advances, in some cases from 100 to 400 per cent. German mustard seed has risen from 3½ cents per pound to 11½ cents, an

increase of practically 300 per cent.

Before the war these seeds were shipped from Russian Poland to the United States via Germany. This is no longer possible, hence the rise in prices. The country in which the bulk of these seeds are grown is now being devastated by the nations at war, and some authorities predict even higher prices after the cessation of hostilities.

Sage, which formerly sold as low as 3½ cents, now brings 30 cents. Prices on poppy and caraway seeds have also advanced. Opinions differ as to how the spice market will go after the close of the war. Some argue that it will slump, because the warring countries will unload their supplies, while others insist that the European countries will be larger purchasers of spices and consequently keep prices up.—The Spice Mill.

BUSINESS BASED ON REPUTATION

(Continued from page 28.)

It is of the greatest importance that a man who has no capital excepting what is inside of him should early establish a reputation for having certain winning qualities. Until he has done this, no matter how brilliant he may be, he is at a certain disadvantage. When he has shown that he is honest, reliable, that he has principles and proposes to live up to them; when he has shown that he has courage, grit, pluck and that he is not afraid to fight for truth and justice; when he has proved that he thinks more of always being found on the right side of any question than on the winning side, he will get people's confidence and admiration.

WARRANTY ON FOODS DISCUSSED

(Continued from page 17.)

would be the sufferer through no fault of his own.

It therefore appears to be quite reasonable that the retailer in such a case should be held responsible for the goods he buys. On the other hand, goods in hermetically sealed tins which cannot be opened, the question is a different one. Why couldn't the manufacturer state his case on the label as to meeting the food standards? In the meantime the warranty should be requested to make sure.

Canadian Grocer would be pleased to hear what others think of this important question.

MANY would rather sing over and over again psalms for the sins of the past. The day of man's salvation is to-day. Live earnestly. Make the limit of your life the twenty-four hours of the day.



FRUIT AND VEGETABLES



Better Demand for Root Vegetables

Toronto Reports Parsnips, Turnips and Carrots Higher — Messina Lemons Selling — Pines Now in: Moderate Prices—Montreal Quotes High Prices on Spanish Onions.

MONTREAL

FRUIT.—New lemons have arrived on the market from Messina, which are selling for five dollars per box, 420 size. These are about the same price as last year. There is no change in the orange situation. No more basket peaches on the market, and not enough plums to quote. There is only a slight demand for quinces, which are quoted at 50c per basket. Blue grapes are still plentiful, as there is a heavy demand for wine; they are bringing 17-18c for 6-qt. baskets. There is very little change in apple quotations. Greenings are being offered at 4.00 per bbl. for No. 1's. Cranberries are coming in from Nova Scotia, and are selling well at 6.50 bbl. They are of exceptionally good quality. Cape Cods are still quoted at 9.00 per bbl.

Apples—	
Fameuse, No. 1's	5 50
Alexanders, No. 1's, bbl.	3 00
Wealthy, No. 1's	3 50
Calvert	1 75
McIntosh Reds	5 30
Starks	4 00
Spies	4 50
Ben Davis	3 75
Russets	4 00
Greenings	4 00
Bananas bunches	2 00
Cranberries, Cape Cod, bbl.	9 00
Cranberries, Nova Scotia, bbl.	6 50
Granfruit, 46-54-64-80-36	3 50
Grapes, blue, 6 qt. baskets	0 17
Grapes, Tokay, crate, 4 baskets	2 25
Lemons—	
Verhills	3 50
Messinas, 420 size	5 00
Oranges—	
Valencias, Cal., late 126-250	6 00
Jamaica, 196-200-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	3 00
Peaches, box	1 00
Pears, box	3 75
Quinces, basket	0 50

VEGETABLES.—One of the features of the market is the high price being secured for Spanish onions, which are quoted at 6.00 per crate. These usually sell for three or three and a half dollars. The supply appears to be very short. Perhaps the market on potatoes is easier than it was a week ago, but prices quoted are still high. They are asking 1.15 for Green Mountains 80-lb. bags, and 1.00 for Montreals 80 lbs. Dealers can get all the beets, carrots and parsnips they require at 50c per bag, or probably less. These prices will get higher as Christmas approaches. At present there are too many on the market to bring a high price. Boston head lettuce is selling for

\$1.50 per box. Peppers are inclined to be scarce, and supplies from now on will be much higher. Hothouse cucumbers are offered at 1.50 per doz., and Montreals, the flavor of which is not so good as the above, are selling for 50c per doz. Cauliflowers are down a little—to 1.50 for the best, although poorer stuff can be got for 50-75c per doz. Lots of cabbage are offered. New lines on the market are artichokes at 1.25 a bag, which is about the same as last year, and celery roots, which are quoted at 50c a doz.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	3 00
Beans, green, N.Y., per basket	3 00
Brussels sprouts, qt.	0 12 1/2
Cabbage, Montreal, per doz.	0 25
Cabbage, red, doz.	0 40
Carrots, bag	0 50
Cauliflower, Canadian, doz.	0 50
Celery, Montreal, doz.	0 25
Celery roots, doz.	0 50
Cucumbers, fancy, Boston, doz.	1 50
Cucumbers, Montreal, basket	0 50
Egg plant, N.Y., doz.	1 75
Head lettuce, Montreal, doz.	0 50
Head lettuce, Boston, box	1 50
Curly lettuce, doz.	0 25
Onions—	
Montreal, 75 lbs., bag	1 15
Parsnips, bag	0 50
Parsley, Canadian, doz. bunches	0 15
Peppers, 18 each basket	0 40
Potatoes—	
Montreal, bag	1 00
New Brunswick, bag	1 15
Sweet, hamper	1 40
Radishes, doz.	0 50
Spinach, Canadian, box	1 00
Turnips, bag	1 20
Tomatoes, hothouse, lb.	0 18
Tomatoes, Chateaugay, basket	0 40
Pumpkins, doz.	1 00
Squash, doz.	0 50
Vegetable marrows, doz.	0 40
Watercress, Canadian, doz.	0 30

TORONTO

FRUIT.—Receipts of fruit, with the exception of grapes, were light on the wholesale fruit market this week. One firm has given the preference to British Columbia boxed apples over those shipped from the Western States, and will have a car of mixed varieties on the market in a few days.

Meanwhile apples sell at \$5 to \$5.50 for snows; in boxes they are worth anywhere from \$1 to a dollar and a half. There is a good demand but stocks are far from ample. It looks as if we'll see higher prices, so much of the crop has been touched by the rot.

There were large quantities of very poor quality grapes on the market recently, the blue ones selling as low as 8c

to 11c per 6-quart basket, some better ones going at 12c to 14c, while good blues brought 15c and 16c, the greens selling at 14c to 17c, while Red Rogers brought 20c to 25c per 6-quart basket. There were only a few peaches on the market, and they sold at 20c to 25c per 6-quart basket.

Pears were mostly of the Keifer variety and continue stationary in price at 22½c to 35c per 11-quart basket; very few of the better quality have yet been shipped in, and such as did were sold at 40c to 60c per 11-quart basket.

Porto Rico grape fruit is selling now as well as Jamaica stuff. Lemons are firmer and slightly higher. Pines are now selling; a few 24's are worth \$5 and 30's about \$4.50 a case.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	5 00	5 50
Apples, snow, box	1 00	1 50
Apples, 11-qt. basket	0 20	0 30
Apples, McIntosh Reds, basket	0 75	0 80
Bananas, per bunch	1 50	1 50
Cocanuts, sack	4 50	5 00
Cranberries, bbl.	8 75	9 00
Granfruit—		
Jamaica, case	4 75	5 00
Porto Rico, case	4 95	5 10
Grapes, Tokay, case	2 00	2 25
Grapes, Emperror, keg	4 50	4 50
Grapes, Can., blue	0 05	0 15
Can. Red Rogers, 6-qt. basket	0 20	0 25
Oranges—		
California, Valencias	5 00	5 75
Jamaica, case	3 75	4 00
Lemons, new, box	4 00	4 50
Limes, per 100	1 50	1 50
Peaches, Can., 11-qt.	0 40	0 65
Peaches, Can., 6-qt.	0 30	0 40
Pears—		
California, Bartlett, box	3 00	4 00
Canadian, 11 qt basket	0 50	0 70
Pineapples, Porto Rico	4 50	5 00
Plums, Canadian, large basket	0 20	0 35
Pumpkins, doz.	0 50	1 00
Quinces, 11-qt. basket	0 40	0 60

VEGETABLES.—One merchant has given the order for five cars of extra special British Columbia potatoes. British Columbia onions will likely be on the market in a few days, as they are of splendid quality, and the Louisiana crop is a failure. The California variety will not keep, and Spanish onions are showing a heavy shrinkage at the present time, and our local ones are generally of very poor quality this year on account of the excessive rains. Turnips are firmer and generally higher. Carrots are higher too; root stuff is in much better demand.

Beets, Canadian, bag	0 60	0 75
Cabbage, new, doz.	0 30	0 40
Carrots, new, bag	0 75	0 80

(Continued on page 39.)



FISH AND OYSTERS



Oysters of Better Quality

This is One Reason for a Good Demand—Hallowe'en Business Good—Dried Fish Trade Speeds Up With Colder Weather—Halibut Slightly Lower.

MONTREAL

FISH.—The fish trade continues fairly active, with a very good general demand. Owing to the festivities that are taking place around Hallowe'en, the demand for bulk and shell oysters has been better than was generally expected. The shell oyster in particular has such a good demand, stocks have been reduced to a minimum. It is to be noted this year that the flavor and general condition of natural shell oysters is better than for quite a number of years. According to advices, the supply of opened oysters from Chesapeake Bay are larger than they have been for some time past, and prices are a trifle easier. A few more cars of fresh halibut will be available for this week's trade, but the price had advanced a cent per lb. Salmon prices are also on the increase, and what is coming will be sold at a cent or a cent and a half above last quotations. Fresh fish from the East are coming in in better supply, and prices are expected to come down before long. The demand for all kind of smoked fish is not very active due to the warm weather. In pickled and salted lines it is stated that pickled herrings will not be so plentiful as was thought at first, and prices will likely be a dollar more per barrel in the next few days.

TORONTO

FISH AND OYSTERS.—The outstanding thing about this market is the firmness in salmon. As last week the only stuff selling comes from the western—there is no eastern at all. We quote a price of 19 to 20 cents for western salmon. Our last figure on eastern stuff we still leave in though there is little or none around. Halibut is up a little but our range was fully two cents and that covers the firmness that is felt. There is a lot of halibut selling just now. Dried and smoked fish is bucking up a little now. We have had one or two really cold days this week and that has been responsible. There are no noteworthy price changes. Most fresh stuff is getting low in stock and high in price.

Whitefish is very firm. Oysters had a good holiday sale over hallowe'en; indeed, they have been selling well all this week.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.....	.10	.12
Haddies, Niobe, boneless, per lb.....	.09
Herring, Ciscos, baskets.....	1.50
St. John blotters, 100 in box.....	1.10	1.25
Yarmouth blotters, 60 in box.....	1.20	1.25
Smoked herrings, medium, box.....	.15
Smoked boneless herrings, 10-lb. box	1.40
Kippered herrings, selected, 60 in box	1.30	1.60
Smoked salmon, per lb.....	.20	.15-.17
Smoked halibut.....	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.....	.13	.13
Red, steel heads, per lb.....	.12	.11-.12
Red, sockeyes, per lb.....	.12
Red Cohoes or silvers, per lb.....	.08½-.09	.12
Pale qualls, dressed, per lb.....	.07-.07½	.08
Halibut, white western, large and medium, per lb.....	.10	.10-.12
Halibut, eastern, chicken, per lb.....	.10	.12
Mackerel, bloater, per lb.....	.07½-.08	.12
Haddock, medium and large, lb.....	.04½-.05	.06
Market codfish, per lb.....	.03½
Steak codfish, per lb.....	.05½-.06	.08
Canadian soles, per lb.....	.06
Blue fish, per lb.....	.15-.16
Smeits.....	.09	.12
Herrings, per 100 count.....	2.00	3.00
Round pike.....	.06
Grass pike.....	.06½
Swordfish, lb.....	.09

DRIED AND PREPARED FISH.

Dried Haddock.....	6 00	
Dried codfish, medium and small, 100 lbs.	7 50	7 50
Dried hake, medium and large, 100 lb.	5 50	6 00
Dried pollock, medium and large, 100 lb.	5 00	5 00
Dressed or skinless codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.....	0 19	0 19
Boneless codfish, in 2-lb. and 3-lb. boxes.	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes a box	0 15	0 15

BULK OYSTERS, OLAMS, ETC.

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

CLAMS, MUSSELS AND SHELL FISH.

Cape Cod shell oysters, per lb.....	9 00	1 50
Canadian cultivated oysters, bbl.....	10 00	10 00
Clams, per bbl.....	7 00	8 00
Malpeques, bbl.....	8 00	9 00
Live lobsters, medium and large, lb.....	0 35	0 45
Little necks, per 100.....	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut.....	13-14	12-14
Haddock, fancy, express, lb.....	5½-6	8
Mackerel, medium, each.....	14-15
Steak, cod, fancy, express, lb.....	5½-6	8
Herrings, each.....	3	3
Flounders.....	5	9
Salmon, Western.....	15-16	19-20
Salmon, Eastern.....	15-16	16-18

FRESH LAKE FISH.

Carp, lb.....	0 00
Pike, lb.....	0 08	0 07
Perch, lb.....	0 05	0 07
Suckers, lb.....	0 05	0 03
Whitefish, lb.....	0 13	0 14
Herrings, per 100.....	3 00	3 00
Lake trout.....	0 11	0 12
Dressed bullheads.....	0 12
Wels, lb.....	0 08	0 08
Dore.....	0 10½-11	0 13

FROZEN LAKE AND RIVER.		
Whitefish, large, per lb.....	.08½-.09	.07-.08
Whitefish, small tubees, lb.....	.06½-.06	.06
Lake trout, large and medium, lb..	.09	.10
Dore, dress or round, lb.....	.08	.08-13
Pike, dressed and headless, lb.....	.06-.06½	.07
Pike, round, per lb.....	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.....	24 00
Salmon, Labrador, bbls., 200 lbs.....	14 00
Salmon, Labrador, half bbls., 100 lbs.....	7 00
Salmon, B.C., bbls.....	12 00	14 00
sea trout, Baffin's Bay, bbls., 200 lbs.....	12 00
Sea trout, Labrador, bbls., 200 lbs.....	12 00
Sea trout, Labrador, half bbls., 200 lbs.....	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.....	12 00
Mackerel, N.S., half bbls., 100 lbs.....	7 00
Mackerel, N.S., pails, 20 lbs.....	1 75	2 00
Herrings, Labrador, bbls.....	6 00	6 25
Herrings, Labrador, half bbls.....	3 25	3 50
Lake trout, 100-lb. kegs.....	6 00	6 00
Quebec sardines, bbls.....	6 00
Quebec sardines, half bbls.....	3 50
Tongues and sound, per lb.....	0 07½
Scotch herrings, imported, half bbls.....	9 00
Holland herrings, im'td milkers, hf bbls.....	8 50
Holland herrings, im'td milkers, kegs.....	9 50	85-1 00
Holland herrings, mixed, half bbls.....	7 50
Holland herrings, mixed, kegs.....	0 85	70-0 95
Lochfyne herrings, box.....	1 35
Turbot, bbl.....	12 00
Green cod, No. 1, bbl.....	8 00	10 00
Green cod, No. 2, bbls.....	6 00	8 50

WINNIPEG

FISH AND POULTRY.—No changes since last week. Poultry is more plentiful but no better demand. Fish in fair request and market well supplied.

Fresh salmon.....	0 12
Fresh halibut.....	0 09
Pickled.....	0 07½
Steak cod, per pound.....	0 07½
Lake Winnipeg whitefish.....	0 09
Finnan haddie.....	0 08½
Kippers, per box.....	1 75
Lake trout, per lb.....	0 11
Blotters, per box.....	1 50
Salt mackerel, 20-lb. kit.....	2 75
Smoked goldeyes, dozen.....	0 50
Oysters, gallon.....	2 50
Oysters, 3-gallon tins.....	7 00
Poultry—	
Live—	
Fowl.....	0 10
Roosters.....	0 08
Chickens.....	0 13
Turkeys.....	0 14
Ducks.....	0 10
Ducklings.....	0 12
Geese.....	0 10

LOOK FORWARD TO EACH NUMBER

Dear Sirs:—

Enclosed please find our cheque covering subscription to October 1st, 1916. May say we get some valuable information in the columns of the Grocer, and we look forward to each number.

Yours very truly,
THE WEST END GROCERY CO., LTD.,
James Adam,
Manager.

Victoria, B.C., Oct. 20th, 1915.



PRODUCE AND PROVISIONS



Eggs and Butter Higher

Though Butter Market Off in Britain, Big Demand Keeps Our Levels Up—Good Business in Poultry—Cheese Firm and in Demand.

MONTREAL

PROVISIONS.—The lard market is steadier this week, with a fairly good demand at the higher quotations. A good trade continues to be done in all lines of smoked and cured meats, and the market has a steady undertone. The hog market is somewhat quiet.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Bacon—		
Plain, bone in	0 24	
Boneless	0 25	
Peameal	0 25	
Bacon—		
Breakfast, per lb.	0 22	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 15	
Cooked Meats—		
Hams, boiled, per lb.	0 20	
Hams, roast, per lb.	0 21	
Shoulders, boiled	0 20	
Shoulders, roasted	0 20	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/4	
Long clear bacon, 80-100 lbs.	0 14 1/4	
Flanks, bone in, not smoked	0 15 1/4	
Barrelled Pork—		Per bbl.
Heavy short cut mess	25 00	
Heavy short cut clear	25 00	
Clear fat backs	27 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs, net	0 14 1/4	
Tubs, 50 lbs, net	0 15 1/4	
Boxes, 50 lbs, net	0 14 1/4	
Pails, wood, 20 lbs, gross	0 15	
Pails, tin, 20 lbs, gross	0 15	
Cases, 10 lbs, tins, 60 in case	0 15 1/4	
Cases, 3 and 5-lb, tins, 60 in case	0 15 1/4	
Bricks, 1 lb, each	0 17	
Lard, Compound—		
Tierces, 375 lbs, net	0 11	
Tubs, 50 lbs, net	0 11 1/4	
Boxes, 50 lbs, net	0 11 1/4	
Pails, wood, 20 lbs, net	0 11 1/4	
Pails, tin, 20 lbs, net	0 11 1/4	
Cases, 10-lb, tins, 60 in case	0 12 1/4	
Cases, 3 and 5-lb, tins, 60 in case	0 12 1/4	
Bricks, 1 lb, each	0 13 1/4	
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—The mild weather, which is keeping pastures open for a longer period than usual, has had the effect of increasing receipts over those of a year ago, which is also having the effect of rapidly decreasing the deficit for the whole year. Consequently the market is somewhat easier.

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

CHEESE.—There has been a lack of demand from English importers on account of the high prices prevailing. Supplies have been coming forward rather freely, and the quality has not been quite up to standard. These have been factors in weakening the market, and prices at

the boards have declined in some cases as much as a cent per pound.

Cheese—		
Old make	0 18	0 18
Stilton	0 17	0 18
New make	0 17	0 17 1/2
EGGS.—		
The tone of this market remains firm, and as soon as the cold weather sets in, there will probably be higher quotations. There continues to be a good steady demand for all grades.		
Eggs, case lots—		
New laid, stamped	0 42	
Selects	0 33	
No. 1's	0 29	
No. 2's	0 25	

POULTRY.—There continues to be an exceptionally good demand for live fowl. Fat chickens are also having a good sale, but the supply is short, the quality being poor. Business in poultry is inclined to be a little quiet just now.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Turkeys, fancy	0 25	
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Turkeys	0 23	
Fowl, dressed	0 18	0 19
Roasting chicken, milkfed, 3-3 1/4 lbs.	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 12	0 13
Turkeys	0 19	0 20
Ducks	0 15	
Geese	0 12	0 13
Chicken	0 13	0 14

HONEY.—A fair amount of business is being done as supplies are sufficient to fill all demands, there is an easy feeling in the market. Prices are unchanged.

Honey—		
Buckwheat, tins	0 08	
Strained clover, 50-lb tins	0 10 1/4	
Strained clover, in 10-lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11 1/4	
Comb honey, No. 1, doz.	2 40	
Comb honey, No. 2, doz.	2 00	

Receipts in Montreal

	Butter, Boxes	Cheese, Cases	Eggs, Cases
Week ending Oct. 30, 1915	8,720	53,786	15,784
Week ending Oct. 31, 1914	5,201	46,189	14,179

TORONTO

PROVISIONS.—There is little of interest in this market this week. Lard is firmer. Bacons and hams show no change.

Hams—		
Light, per lb.	0 18	0 18 1/4
Medium, per lb.	0 16 1/4	0 16
Large, per lb.	0 14 1/4	0 15
Bacon—		
Plain, per lb.	0 25	0 26
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 25	0 27

Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13 1/4	0 13 1/4
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 25	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12 1/4	0 12 1/4
Tubs, 50 lbs.	0 12 1/4	0 13
Pails	0 13	0 13 1/4
Tins 3 and 5 lbs., per lb.	0 13	0 13 1/4
Bricks, 1 lb., per lb.	0 13	0 13 1/4
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10 1/4
Tubs, 50 lbs., per lb.	0 11	0 11 1/4
Pails, 20 lbs., per lb.	0 11 1/4	0 12 1/4
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—There is a slight appreciation again this week in the butter market. Export has let up a little. The market in Great Britain this week as a matter of fact, is off slightly. But the make is not large and buying here is heavy, hence the firmness. We quote 31 to 33 for best made creamery.

Butter—		
Creamery prints, fresh made	0 31	0 33
Separator dairy, choice	0 28	0 32
Dairy prints, choice, lb.	0 26	0 30
Dairy solids, lb.	0 23	0 29
Bakers'	0 22	0 25

CHEESE.—There is no alteration in price in this market and the same sentimental conditions obtain as a week ago. British buying is still heavy and domestic demand keeps up fairly well, though there is a slight and temporary weakening as we write.

Cheese—		
Large, per lb.	0 16 1/4	0 17
Twins, per lb.	0 17	0 17 1/4

EGGS.—The slightly easier tendency noticeable last week is no longer a feature. Indeed the market is firmer and higher than ever and we quote an advance of at least a couple of cents on new-laid. There are now no new-laid. Storage eggs are selling widely but stocks of these are being rapidly depleted.

Eggs—		
Specials (in cartons), doz.	0 30	0 45
No. 1s (straight new laid)	0 32	0 35
No. 1, straight storage	0 29	0 30
No. 2	0 24	0 25

POULTRY.—With the exception that this is now a very busy market there is little doing. All kinds of live poultry are getting good business. Dressed is not so good.

CANADIAN GROCER

Poultry—	Live.	Dressed.
Old fowl, pound	0 11-0 00	0 15-0 16
Spring broilers	0 15-0 16	0 18-0 20
Old turkeys	0 13-0 17	0 17-0 23
Ducklings	0 11-0 12	0 17-0 18
Turkeys	0 00-0 00	0 21-0 22

HONEY.—Prices and market conditions show no change.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 04
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.

There are changes of importance in the produce lists. Fresh eggs are very firm at an advance of 1 to 2 cents. Creamery butter is up 2 cents per lb. and lard has had an advance of ½ cent. The provision market has a strong undertone and an improving demand.

Hams—		
Light, per lb.	0 18	0 17
Medium, per lb.	0 17	0 16
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	0 21
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light	0 19	0 19
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	20 00	20 00
Lard—		
Tierces	0 13¾	0 13¾
Pails	2 87	2 87
Cases, 5s	8 77	8 77
Cases, 3s	8 85	8 85

BUTTER.—

Butter—		
Creamery	0 32	0 34
Best dairy	0 19	0 25
Cooking	0 12	0 15

EGGS.—

Eggs—		
No. 1 fresh	0 28	0 30
Straight receipts	0 23	0 25

CHEESE.—

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

FRUIT AND VEGETABLES

(Continued from page 36.)

Cauliflower, 11 qts.	0 35	0 40
Celery, doz.	0 15	0 25
Cucumbers—		
Hothouse, doz.	1 75	2 50
Egg plant	0 20	0 30
Onions—		
Can., 75-lb. sack	1 00	1 15
Spanish, case	3 75	4 00
Green peppers, basket	0 25	0 35
Peppers, red	0 50	0 60
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 25	1 40
Parsnips, bag	0 80	0 85
Sprouts, qt.	0 10	0 15
Tomatoes, Can. Pen., 11 qt.	0 30	0 40
Turnips, bag	0 45	0 50

WINNIPEG

FRUITS AND VEGETABLES.—

In the vegetable list cabbage is up ¼c per lb., and cauliflower 50 cents per dozen. Squash and pumpkins are added to the list. Fruits are steady.

Fresh Fruits—		
Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket	0 27	0 27
Ontario pears, per basket	0 40	0 40
Tokay grapes, case	2 50	2 50
Valencia orange, case	5 00	5 75
California lemons	5 00	5 00
Cocoanuts dozen	1 00	1 00
Plums case	0 75	1 10
Bananas, bunches	2 00	3 00
Cranberries, Case Can., bbl.	11 00	11 00

VEGETABLES.—

Vegetables—		
Beets, per lb.	0 00½	0 00½
Mint, per dozen	0 20	0 20
Radishes, per dozen	0 10	0 10
Onions, per dozen	0 10	0 10

Cabbage, per lb.	0 01
Parsley, dozen	0 15
Peppers, per basket	0 75
Mushrooms	0 25
Carrots, per pound	0 01
Head lettuce, dozen	0 40
Cucumbers, per dozen	0 50
Cauliflower, per dozen	2 00
Garlic, lb.	0 25
Potatoes, bushel	0 55
Turnips, bushel	0 45
Squash, per lb.	0 04
Pumpkins, per lb.	0 04

BUTTER WEEK SUGGESTED FOR ENGLAND

A rather novel suggestion, says the London, Eng., Grocer, was made by the President of the Burnley Grocers' Association, at its meeting on Tuesday, with the object of bringing about a modification in the ruling prices of butter. "If the people of England would have a butter week," he said, "and all abstain from eating butter that week, using margarine instead, the price of butter would come down." The same suggestion was made in regard to ham and bacon. The idea appears to us to be characterized by originality rather than practicability, but it is nevertheless worthy of consideration. We do not for a moment suppose that it would be possible to induce "the people of England" to refrain from eating butter for a week, and even if it were possible a longer abstinence would be necessary to cause more than a temporary reduction in market prices. But much has been done and much more could be done to extend the sale of margarine and to ensure its more general introduction to the public. With margarine occupying the place it should in the average householder's purchases there would be a great falling off in the sale of butter at its present very high prices, and this would soon have some effect upon the market. If our Burnley friends decide to adopt the idea of "a butter week" the experiment will be watched with sympathetic interest in other districts, and it is quite possible that the result would be a great stimulus to the margarine trade and a sustained effort to push the sale of this valuable article, particularly while butter remains at luxury prices.

It seems strange that, in spite of all we have been told about a scarcity of food in Germany, the Germans should be strong competitors for Danish butter at 185s. f.o.b.; yet such is stated to be the case. However, the high price of butter has had the effect of causing a very largely increased demand in all parts of the United Kingdom for margarine of the best class. Grocers who have vigorously pushed shilling margarine report splendid results, and say that many customers have become users who have never before bought margarine. Such people, however, having discovered what an excellent and wholesome article the substitute is, are sure to continue using margarine even when butter prices are

lowered. But it is far easier to make a success of margarine sales when the grocer himself conscientiously believes in its merits, and when he is able to say to his customer, "My own family are using it, and we like it." No grocer should miss the present opportunity to push the margarine trade.

Editorial Note.—In this country, of course, the sale of margarine is entirely prohibited.

A BOOST FOR CANNED FOODS

Many individual food firms put up their products of choicer materials and under better sanitary conditions than the average housekeeper. The high-grade food factories are more clean, scientific and sanitary than the average home kitchen. Why not? They have money and expert scientists and bacteriologists and the finest equipments. How can the poor little household, with one ignorant and perhaps not very clean servant, compete with this? The canner buys in the height of the fruit and vegetable season, when materials are cheapest and best. He understands sterilization. He studies for years to obtain the best class jars, free from air crizzles, and the toughest rubber bands. He can put up a product that is more perfect in the end, cheaper than can the housewife. And he saves her time, nervous strength and drudgery in the hot weather. It is no reflection on the housewife that these things are so; it is merely the trend of modern civilization.

—Winnifred H. Cooley.

RUNNING STORE IN A WEALTHY CITY

(Continued from page 18.)

this case, we leave there for several days. If they don't sell, we take them out, and find another way of displaying them.

"The clerk in this store has plenty of opportunity for using the power of suggestion. People say, 'I don't know exactly what I want. Have you anything new? I know I want some sugar and butter, anyway; you can put those down.' There's the opportunity of the salesman. Specialties are kept handy where attention can be drawn to them."

Value the Show Card

Examination of the photograph will show to what extent use is made of display cards. They are all large, plainly written, and are usually reserved for high-class and profitable lines.

One of the secrets of the success of Dionne & Dionne has been in following up the market day by day, and in keeping in touch with everything new that comes on the market. A high-class trade demands this.



FLOUR AND CEREALS



American Demand for Feeds

Hence Tone is Slightly Stronger—Ontario Flour Called For—Big British Demand for Wheat—Pearl Barley Lower—Shall We See a Decline in Wheat When Stocks Come In?

MONTREAL

FLOUR.—The demand for spring wheat flour from Europe continues good, and buyers are paying the prices being asked in many cases. Millers state that their output is completely sold up to the end of November, which means that some big buying has taken place of late. The market is very firm, and prices are fully maintained for spring wheat flour. It would not be surprising to see an advance in the price of winter wheat flour, as the undertone of the market is very strong. Offers from Ontario millers are by no means free, as they are experiencing a good demand for export.

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

CEREALS.—Following the advance in the Winnipeg market for oats last week, the rolled oats market took on a much firmer tone, but no changes in price were made. The demand is much better than it was two or three weeks ago.

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

FEEDS.—On account of the increase in production of flour, as was to be expected, the market for feeds had an easier tone last week. At the lower prices, there was an improvement in demand. During the week, there has been a very good demand from the United States for bran.

Mill Feeds—	Per ton	
Bran	21 00	
Shorts	23 00	
Middlings	27 00	
Wheat moules	29 00	
Feed flour, bag	1 87 1/2	
Mixed chops, ton	31 00	
Crushed oats, ton	32 00	
Barley, pot, 98 lbs.	32 00	
Oats, chop, ton	32 00	
Barley chop, ton	31 00	
Feed oats, cleaned, Manitoba, bush	0 55	
Feed wheat, bag	1 70	

TORONTO

FLOUR.—The Ontario winter wheat flour market continues very firm because there is a big demand and the farmer isn't bothering to send stocks in. He is busy with half a hundred jobs pertaining to fall, and is holding back on shipments of wheat. Prices, therefore, are quite firm. Manitobas sell well. Here again levels are strong. There is a really large amount of export going on. British buyers held off so long on account of the high levels a few weeks ago, and they are all buying now in a rush. In a way, of course, this means that the strength is artificial and might be relieved when the heavy stocks of wheat come out.

Manitoba Wheat Flour—	Small Car	
	lots. lots.	
	per bbl. per bbl.	
First patents	5 95	5 75
Second patents	5 45	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 10c per bbl. more.		
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots..	5 00	4 80

CEREALS.—Barley this week is quoted around \$4, which is easier than for some time. There is not a very big demand at that. Rolled oats are strong, however, chiefly owing to the meagreness of the new crop and also to the very active demand. Other lines show little change.

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

FEEDS.—Demand is now slightly better. Though the mills have been turning out a lot of feed there is a call from the United States and that has helped some. We quote on the basis of bran at \$22, though there are cases where price is less than that.

Mill Feeds—	Mixed cars, per ton	
Bran	30 00	30 00
Shorts	22 00	23 00
Middlings	24 00	24 00
Feed flour, per bag	1 50	1 55
Oats—		
No. 3, Ontario, outside points	0 35	0 37

WINNIPEG

FLOUR AND CEREALS.—The flour market is very dull but a good export demand for wheat will soon bring some life into the export flour situation.

Flour—	
Best patents	5 80
Bakers	5 30
Clears	4 80
XXXX	3 50
Roller oats, 80 lbs.	2 20
Oatmeal, standard and granulated, 98 lbs.	2 70
Cornmeal	2 25

A SALMON ELEVATOR

An Ottawa dispatch says:—“The Department of Marine and Fisheries is coming to the assistance of the salmon. On many of the best salmon streams in Canada power development works have been constructed or are being constructed. Dams have been built across these streams, barring the salmon's way to the spawning grounds. In times past it has been the practice to overcome ordinary constructions, such as natural waterfalls, etc., by the construction of fishways, but no salmon on an egg-laying mission can climb past a big power dam by means of a fishway. The Dominion Biological Board has wrestled with this difficulty, and an experiment is now being made by the Fisheries Commissioner, Prof. Prince, with a new contrivance. The thing is nothing more nor less than an elevator, which, for the benefit of the more cultured fish, may be called a lift. The fish arrives at the foot of the dam and finds his way into the elevator shaft. It is then taken up on a tray to the upper level and permitted to glide into the upper stream. The tray goes up because another tray, which has been filling with water at the top of an adjoining shaft, gets heavy and comes down. The process goes on repeating itself perpetually.

FLOUR ADVANCED 10 CENTS

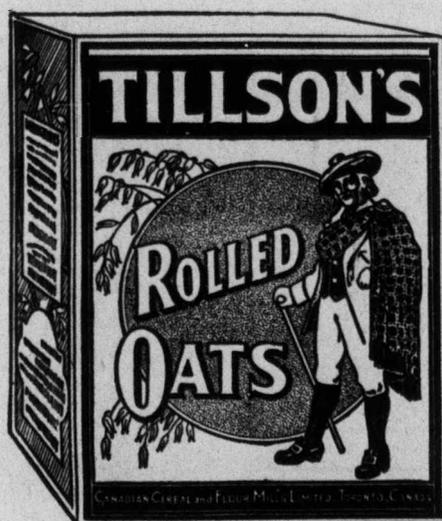
Just as Canadian Grocer was going to press, a wire was received from Montreal announcing an advance in Manitoba wheat flour of 10 cents.



Quality IN EVERY Package



EACH FLAKE A



DELICIOUS MORSEL

A FOOD—NOT A FAD

Free Window Display

VERY ATTRACTIVE—SEND CARD

We wish to thank our Calgary friend for his friendly criticism of our recent ad. Can you offer a substitute? Will be glad to hear from you.



Canadian Cereal and Flour Mills Co.

LIMITED

TORONTO

CANADA



Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

Like the onward march of the glacier, the force of example is irresistible, but infinitely slow. Advertising, however, is like the snowstorm that covers the country in a single night—but don't forget that if you want to keep the country covered you have got to keep the snow falling or the heat of competition will melt it.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

Size.	Less than	Bbl. lots
	10 case lots	or 10 cases
	Per doz.	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

ROYAL BAKING POWDER.		Per case
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.		4 00
King's Food, 2 doz. to case, weight 95 lbs.		5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.		3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.		3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.		3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.		3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars Per doz.

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

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry..	2 10
Plum jam	1 35
Green Gage plum stoneless.	1 55
Gooseberry	1 55
Grape	1 55

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 20's per lb.		
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/2-lb.	11.00	11.35
3-lb.	13.60	13.35
5-lb.	22.95	21.00

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

BLUE.

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

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

UN-NUMBERED.

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

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
9 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

WHITE SWAN

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

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 37
Soluble bulk, No. 1, lb.....	0 21
Soluble bulk, No. 2, lb.....	0 19
London Pearl, per lb.....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/4'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, 3/4's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 3/4's, 6 and 12-lb. boxes	0 29
Diamond 3/4's and 7/8's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27

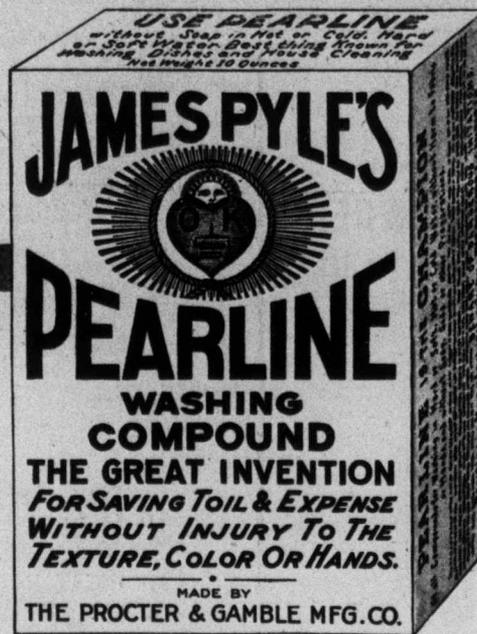
Icings for Cake—

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

Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes....	0 25
Milk medallions, 5-lb. boxes	0 25
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

CANADIAN GROCER



A Favorite with Housekeepers since 1877

THE soap powder included in the Procter & Gamble line of standard soap products being made at Hamilton, Canada, is the well known brand, Pearlina.

Pearline probably is the oldest soap powder on the market. It has survived and prospered while thousands of competing powders have come and gone because it does the work which soap powder is expected to do.

You can safely recommend Pearlina to your customers. It will give complete satisfaction and, when properly used, will go farther than other powders.

Since it has been made in the Dominion the weight of the package has been increased by about half and at no increase in price.

Your line of Procter & Gamble products is not complete without Pearlina.

The Procter & Gamble Distributing Co.

of Canada, Ltd.

Hamilton, Canada

Send for Pearlina advertising matter for your local use.

Other Procter & Gamble products being made in Hamilton, Canada, include Ivory Soap, Cold Soap, Palm Oil, The White Naphtha Soap, Sorboth and Crisco.

WHY!

DO WE ASK YOU TO BUY
COOK'S GEM BAKING POWDER
 BECAUSE! It's an absolutely PURE
 article, and MADE IN CANADA.

Different Goods



IN A Different Package

**MacLaren Baking Powder
 Company, Limited**
 41-45 Lombard Street, - TORONTO, ONT.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

Nonpareil wafers, No. 1, 5-lb. boxes	0 32	1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
Nonpareil wafers, No. 2, 5-lb. boxes	0 27	MOJA.	
Chocolate ginger, 5-lb. boxes	0 33	1/2 lb tins, 2 doz. to case, weight 22 lbs.	0 33
Milk chocolate wafers, 5-lb. boxes	0 38	1 lb tins, 2 doz. to case, weight 40 lbs.	0 36
Coffee drops, 5-lb. boxes...	0 38	2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36
Lunch bars, 5-lb. boxes	0 38	PRESENTATION COFFEE.	
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36	A Handsome Tumbler in Each Tin.	
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90	1 lb. tins, 2 doz. to case, per lb.	0 27
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38	Shipping weight, 50 lbs per case	
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38	MINTO COFFEE.	
Nut milk chocolate, 5c bars, 24 bars, per box	0 90	MELAGAMA COFFEE.	
Almond nut bars, 24 bars, per box	0 90	Ret. Whoi.	
JOHN P. MOTT & CO'S.			
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.			
10c size (for cooking) doz.	0 90	30c 1s, 1/2s, B. or G.	0 25
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85	40c 1s, 1/2s, B. or G.	0 32
Nut milk bars, 2 dozen in box	0 50	45c 1s, 1/2s, B. or G.	0 34
Breakfast cocoa, 1/4's and 1/2's	0 36	50c 1s, 1/2s, B. or G.	0 37
No. 1 chocolate	0 30	Tumbler coffee	0 25
Navy chocolate, 1/4's	0 26	Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	
Vanilla sticks, per gr.	1 00	MINTO COFFEE (Bulk.)	
Diamond chocolate, 1/4's	0 24	M. Bean or Gr.	0 28
Plain choice chocolate liquors	20 30	I Bean or Gr.	0 25
Sweet chocolate coatings	0 20	N Bean or Gr.	0 27
CONDENSED AND EVAPORATED MILK.			
BORDEN MILK CO., LTD.			
East of Fort William, Ont.			
Preserved Per case			
Eagle Brand, each, 4 doz.	\$6 25	T Bean or Gr.	0 29
Reindeer Brand, each, 4 doz.	6 25	O Bean or Gr.	0 28
Silver Cow Brand, each 4 doz.	5 75	Spec. Grd. Compound	0 25
Gold Seal Brand, each, 4 doz.	5 00	Packed in 25 and 50-lb tins.	
Mayflower Brand, each, 4 doz.	5 00	FLAVORING EXTRACTS.	
Purity Brand, each, 4 doz.	5 00	WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.	
Challenge Brand, each, 4 doz.	4 85	1 oz. bottles, per doz., weight, 3 lbs.	\$ 1 05
Clover Brand, each, 4 doz.	4 85	2 oz. bottles, per doz., weight 4 lbs.	2 00
Evaporated (Unsweetened)—			
St. Charles Brand, small each 4 doz.	2 00	2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
Peerless Brand, small, each 4 doz.	2 00	4 oz. bottles, per doz., weight 7 lbs.	3 50
St. Charles Brand, Family, each 4 doz.	3 90	8 oz. bottles, per doz., weight 14 lbs.	6 50
Peerless Brand, Family, each 4 doz.	3 00	16 oz. bottles, per doz., weight 23 lbs.	12 00
Jersey Brand, Family, each 4 doz.	3 90	32 oz. bottles, per doz., weight 40 lbs.	22 00
St. Charles Brand, tall, each 4 doz.	4 50	Bulk, per gallon, weight 16 lbs.	10 00
Peerless Brand, tall, each 4 doz.	4 50	CRESCENT MFG. CO.	
Jersey Brand, tall, each 4 doz.	4 50	CRESCENT MAPLEINE.	
St. Charles Brand, Hotel, each, 2 doz.	4 25	Special Delivered Price for Canada.	
Peerless Brand, Hotel, each, 2 doz.	4 25	Per doz.	
Jersey Brand, Hotel, each, 2 doz.	4 25	1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
St. Charles Brand, gallons, each, 1/2 doz.	4 75	1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80	2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
"Reindeer" Coffee and Milk, "small" each, 4 doz.	5 50	4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
"Regal" Coffee and Milk, each, 2 doz.	4 50	8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00.	13 25
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80	Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
COFFEE.			
WHITE SWAN SPICES AND CEREALS, LTD.			
WHITE SWAN.			
1 lb. tins, 4 doz. to case, weight 50 lbs.	0 36	Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
1 lb. tins, 2 doz. to case, weight 35 lbs.		Half gallons, each, retail each \$10	7 00
Add one-half cent per pound to the above.			
ENGLISH BREAKFAST COFFEE.			
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22	Gallons, each, retail each \$18	14 00

**OVAL
Apple
Picking
Baskets**

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

Prompt Shipment.

Order Now.

**Walter Woods & Co.
Hamilton Winnipeg**

Fish and Oysters

We solicit a trial order for your **Fish and Oysters** this week. We want you on our list of steady customers and can assure you that the quality of our goods will please you.

If you are not receiving our Price List **Write Us.**

Oysters, Haddies, Ciscoes, Bloaters, Kippers, Smelts, Fillets, Digby Herrings, New Labrador Herrings. Oysters, Solid Meats, 1s, 3s and 5s.

Don't forget we are the largest importers **Foreign Fruits, Malaga Grapes, Nuts, Oranges, Dates, Bananas, Lemons, Apples, Etc.**

**White & Co., Limited
TORONTO
Branch at Hamilton**

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

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.
MacLean Publishing Co.
Technical Book Department
143-153 University Avenue, Toronto

**The
Apple
Crop**

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

**Lemon Bros.
OWEN SOUND, ONT.**

**New
Messina
Lemons
Due November 1st
Order ahead these
brands:**

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

They will be among the first arrivals.

**J. J. McCabe
Agent
TORONTO**

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

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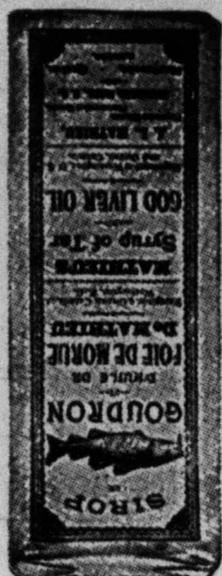
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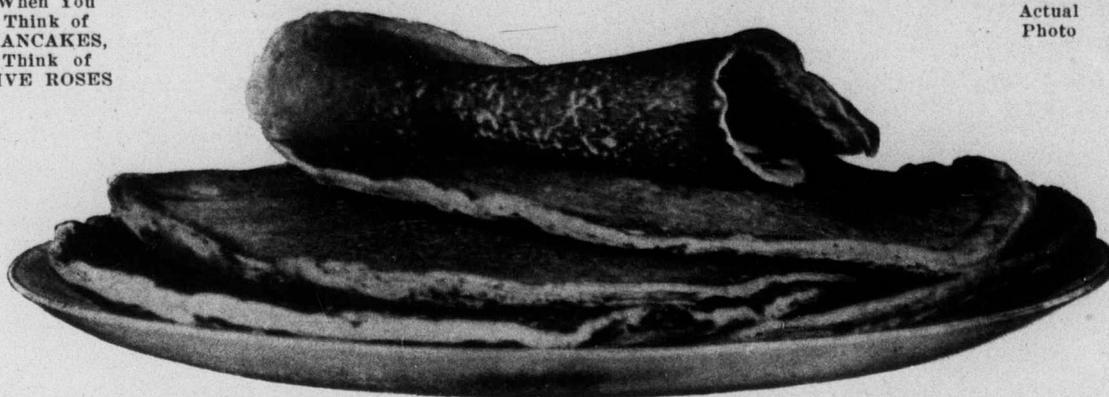
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Think of
PANCAKES,
Think of
FIVE ROSES

From
Actual
Photo



IT IS the great Canadian staple—a consistent source of retail profits—because of its amazing versatility. It is the one flour milled in Canada that answers unflinchingly every baking question. This, perhaps, is its greatest selling point in consuming eyes. Particularly at this season, in the making of millions of pancakes, griddle cakes and fried cakes, it is proving its worth. Every new culinary adventure in which FIVE ROSES plays the leading role rivets anew the consumer to YOUR store. So sell the brand that scores the highest at every point—

Five Roses[★]

FLOUR *for Breads-Cakes
Puddings-Pastries*

IT is what it makes that compels a flour's repeat sales. Now think that the FIVE ROSES Cook Book in nearly a quarter million Canadian homes is daily suggesting, achieving new successes. This silent, efficient force—that costs you NOTHING, since it is inseparable from the brand FIVE ROSES—is constantly at work in the consuming masses. It is helping to make FIVE ROSES easier to sell and repeat than any other bread-and-pastry flour milled in Canada. You only make a profit when you make a sale. Will you not let FIVE ROSES help you sell more flour?

Ask your Jobber or write Nearest Office.

LAKE OF THE WOODS MILLING CO., LIMITED

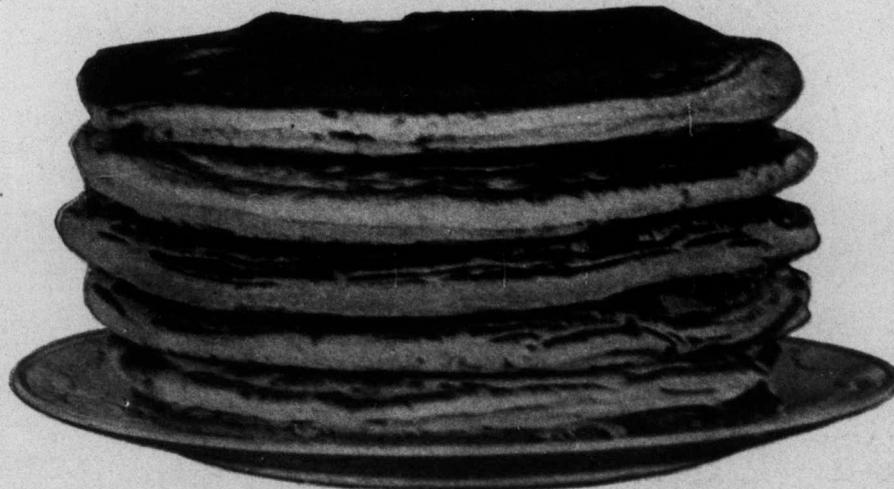
"The House of Character"

MONTREAL

Toronto, Ottawa, London, St. John,^{*} Sudbury,
Winnipeg, Keewatin, Vancouver, Calgary, Medicine Hat

When You
Think of
GRIDDLE CAKES,
Think of
FIVE ROSES

From
Actual
Photo



***Guaranteed NOT BLEACHED—NOT BLENDED**