

**PAGES
MISSING**

FEATURING FALL HOUSECLEANING CAMPAIGN

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, OCTOBER 2, 1914

No. 40



THE Ingersoll TRIO



Ingersoll Agents:

The Ingersoll Packing Co., Ltd.
38 Colborne St.,
Toronto, Ont.
The Ingersoll Packing Co., Ltd.
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Commission Broker,
Halifax, N.S.
H. B. McLaughlin,
Truro, N.S.

“SPREADS LIKE BUTTER”

WE guarantee the quality and the sale of our different brands of cream cheese everywhere in Canada. This is a MONEY-BACK proposition. By never-varying quality and continuous publicity Ingersoll Cream Cheese has become a household word in Canada. The trade is therefore much safer in handling these best known brands of cream cheese products. To insure delivery of fresh stock we carry supplies at our local depots from coast to coast.

Manufactured and guaranteed by

The Ingersoll Packing Co, Limited
INGERSOLL, ONTARIO, CANADA

EVIDENCE

It is a common claim by dealers in all lines that the product they represent is the best obtainable. We do not question the sincerity of these claims, but they cannot all be the best. We desire comparisons made so far as oysters are concerned.

In the first place solidity of pack is a prime essential, and in comparing oysters after this point has been considered take into consideration the thickness of the meaty part of the oyster. Then by placing the fingers just back of the muscle and on the skirt or thin side of the oyster press out a little of the juice and note which juice is the more solid—the stock from us or the stock from someone else. The heavier the natural juice the more nutriment it contains.

The vast majority of oysters opened the present season will be three-year-olds, as the spawn four years ago was practically a failure. The disadvantage of three-year-old stock as compared with four-year-old stock is this: the oyster shell develops rapidly for the first three years, but this development is in length and breadth. From the third to sixth year the development of the shell is more in depth or what is ordinarily termed "cuppy."

The oyster itself does not take on a great deal of fat until after the third year. Consequently, oysters that are opened when three years old are at a decided disadvantage and they will not carry the percentage of nutriment, nor will they have the general appearance that affords satisfaction to the consumer.

What the dealer should be most interested in is the satisfaction the oysters will afford when served in the home. We open no three-year-old stock, confining ourselves to the best that can be produced, and are the only people in Canada who have an oyster display case that will lend character to your store. In view of the above facts can you not afford to let us have your enquiries as regards further particulars?

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 JARVIS STREET

TORONTO, ONTARIO

Griffin & Skelley Dried Fruits

Fresh from the California fruit lands with Nature's full-flavor and goodness Griffin & Skelley Dried Fruits have always been distinguished by their purity, cleanliness and good quality. Whether you stock seedless Raisins, Prunes, Apricots, Peaches or Pears, or all of these lines, you'll find that each retains its freshness and original goodness.

Cox's Gelatine

All that scientific purity, all that scrupulous cleanliness, all that years of experience in the production of dainty dessert material can give, you'll find embodied in Cox's Instant Powdered Gelatine. Made in Britain, with British labor and British exactness as regards purity and quality. Cox's Gelatine has stood for years as the paramount dessert of the nation.

Taylor's Peels (Candied or Drained)

Just as his spots forever proclaim the leopard, so the quality of Taylor's Peels marks out the grocer immediately as one who has at heart the best interests of his customers. Better quality, probably, could not be secured, though you searched the world over. In Lemon, Citron and Orange, Taylor's Peels are always tender and represent the height of quality.

Thistle Brand Fish

Not only offer the best of quality, but a most nourishing dish at a nominal price. You can easily broaden your field by handling the savorful Thistle Brand Lines. Put up in half and one-pound sanitary, seamless tins—open up just as fresh and tempting as when packed.

Can You Meet the Vital Test?

Canadian grocers are going to experience within the next few months the great adjustment. As never before, the public will be extremely selective in its needs and requirements. Goods of all description will be judged in the balance of merit. Proven quality alone will stand the vital test. Slowly and insidiously will work this great adjustment. 'Til many grocers, unaware, perhaps, of its workings, will find themselves still stocked with goods of questionable quality—left on their hands like the proverbial white elephant.

Better be sure of your stock by handling only goods of undeniable value, of proven reputation. Goods that have won their way to the hearts of the people through quality, purity, merit. We commend to you those listed in the accompanying panel. Your nearest wholesaler is ready to supply you.

A. P. Tippet & Co.

AGENTS

MONTREAL

*Science and
Practice go
hand in hand
in "Arctic"
Refrigerator
Construction*

ARCTIC

—the choice of the author-
ities of the Canadian
National Exhibition

—Government Building, Fish Dept. Case 40 x 8.

Grocers who follow the lead of such institutions as the Canadian National Exhibition in selecting their refrigerator cannot go far wrong. The scientific and practical construction of the ARCTIC makes the difference between economy and waste in ice consumption—the difference between the well-kept and spoiled provisions—the difference between satisfied and dissatisfied patrons. We're here to prove our claims—use us.

Write to-day for catalog and prices.

The refrigerator referred to above was the immense fish case (40 ft. x 8 ft.) which contained the splendid fish exhibit in the Government Building at the Canadian National Exhibition this year.

AGENTS:

Western Ontario: J. H. Gallo-
way & Co., Hamilton!

John Hillock & Co., Limited

TORONTO

AGENTS:

Saskatoon: Western Butchers' Supply
Co. Regina, Sask.
Montreal: W. S. Silcock, 33 St.
Nicholas Street.

An Experiment Worth Trying

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

Then sit down and figure out the cost of

the clerk's time—
the paper bags—
the twine.

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

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

Redpath

2 lb. and 5 lb. Cartons.

CANADA SUGAR REFINING CO.
MONTREAL Limited



Regardless of Extensive Advertising

Regardless of its wide familiarity, the inherent quality and purity of E. D. Smith's Jams and Jellies would soon develop continuous sales for you
For

E. D. S.
Jams and Jellies
*retain Nature's own
flavors*

In such taste-tempting form that every customer becomes a regular customer—and each order is but the forerunner of more and larger orders.

Surely this acknowledged high quality (Government approved) coupled with wide familiarity and the thousands of dollars of aggressive advertising would make it well worth your while to handle E. D. Smith's Jams and Jellies!

Just write us to-day for dealer prices and description of our full line.

E. D. SMITH & CO.
Limited
WINONA, ONT.

AGENTS

Newton A Hill
W. H. Duro
Mason & Hickey
R. B. Colwell
J. Gibbs

Toronto
Montreal
Winnipeg
Halifax, N.S.
Hamilton



On the hunt

The hunting season is about to open—sportsmen are getting ready—it's the dealer's opportunity to supply food requirements. Now is the time to get a display of

Borden's

Condensed milk, coffee, and cocoa working for you. These high quality, nutritious food drinks in condensed form are easily packed, and take but a moment to prepare.

Keep Borden's Eagle and Reindeer-Brand Milk Products to the front — they are all-year-round sellers.

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

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



CANADIAN GROCER

JAPAN TEAS

FURUYA & NISHIMURA

There is no delay in our executions of Imports notwithstanding the adverse circumstances owing to the war, and the greatly increased demand, coupled with the decline of Ceylon Greens.



S YMINGTON'S

(Regd. Trade Mark.)

COFFEE ESSENCE

The housewives back up Symington's—they buy it regularly. They enjoy its convenience, deliciousness and economy—a cup can be prepared in a moment by the simple addition of boiling water.

Symington's quickly enhance profits. You should handle this quality line. All wholesalers can supply you.

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

THOMAS SYMINGTON & CO., Edinburgh and London

"Harvest" Brand
Jams, Jellies,
Canned Fruits
and Vegetables



*Purity, Cleanliness,
Freshness*

Put up under the most sanitary conditions in **sanitary cans** only (no solder, no acid). These goods meet the demand for a superior quality product that competes in flavor with the real home-made article.

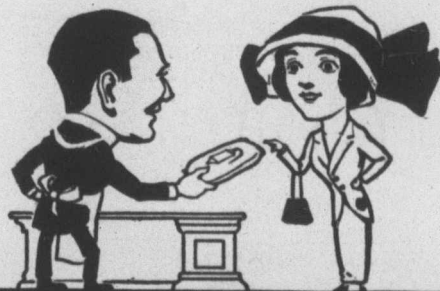
Place your order now.

Fretz Limited
HAMILTON, ONTARIO

Agents:

Amos B. Gordon Co., Toronto, Ont.
General Sales Agents.

A. A. Adams, Agent for Hamilton, Ont.



"Yes, Ma'am
WINDSOR
is the best
Table Salt
we handle

The Sherer Grocery Counter MADE IN CANADA

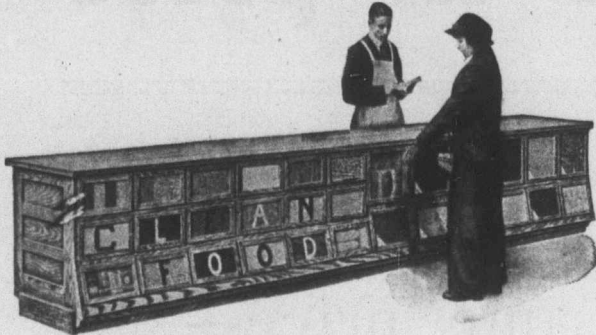
This splendid grocery counter is in use in hundreds of progressive Canadian stores.

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

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

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

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



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

"BUSINESS AS USUAL"

during alterations to the Map of Europe. The Empire's motto—and ours—is now the generally adopted policy of the business community.

NO FALLING OFF

in the sales of OCEAN BLUE, GIPSY STOVE GLOSS, LINOLEO FLOOR WAX, GLOSSO METAL POLISH and ZOG, The Paint Cleaner, is to be expected. These specialities are entirely British and their economy in use appeals strongly to careful house-wives—two points of great importance at this juncture.

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.

How about increasing your profits? The way to do it most surely is by better goods—better service.

Take another step forward and add Quaker Flour to your stock. Every one of your customers understands that the Quaker trademark stands for the highest possible quality. You will find that it will mean "flour satisfaction," consequently more flour profit.

**Total Flour Capacity
5,000 Barrels Per Day**

Sold the World Over



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

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

“Anchor” Tea

No advance in price

OUR 40c. GRADE

---same quality---same price---
same profit. Costs the retailer
30c. lb., showing a larger margin
of profit.

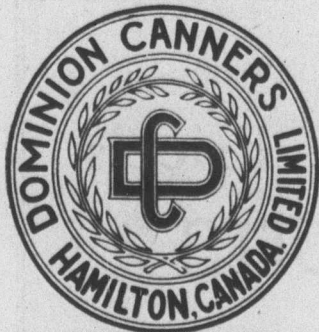
A handsome carving set free
with 2 cases, each 60 lb., during
October. Only one premium to
a customer.

EBY-BLAIN, LIMITED

Wholesale Grocers and Tea Merchants

TORONTO, CANADA

CANADIAN GROCER



THE EVIDENCE OF QUALITY



War or no war, Simcoe Baked
Beans are the best food value
on the market.

Order Now

DOMINION CANNERS LIMITED
HAMILTON, CANADA

Cleave's

CELEBRATED
DEVONSHIRE CREAM
Chocolate

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

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Camb. St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

HERE ARE A FEW OF
McVitie & Price's
BISCUITS

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

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

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

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada



Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

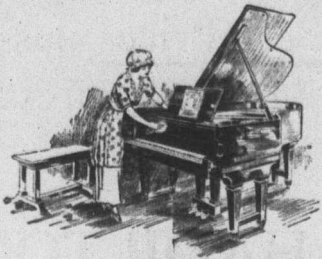
is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers LIMITED
MONTREAL

Every Day is Dusting Day



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

**LOCO
LIQUID GLOSS**

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

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

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

THE IMPERIAL OIL COMPANY, LIMITED

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

**“SOVEREIGN”
SALMON**



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

PACKED BY
**THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED**
VANCOUVER, B.C.

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



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

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

Have you a copy of Catalogue 913C?

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

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA

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

**PURITY
SALT**

**Should Go Into Every
Basket of Orders That
Leaves Your Store**



When salt is asked for give the customer "Purity," it's everything its name implies. It satisfies the customers every time and allows you a liberal profit. Insist on getting it—recommend it to your patrons.

**The Western Salt Co.
LIMITED**

COURTRIGHT,
ONT.

Tartan
BRAND
THE SIGN OF PURITY

You can rely on us to give you Best Service and Best Prices possible during the present unrest and trouble.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones: No. 3595, 3596, 3597, 3598, 748, 462; 1807 Night 'Phone.

A store convenience — costs little — gives big service



THE MCGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
The O. P. McGregor Paper Co., Limited
411 Spadina Ave., Toronto

RENNIES
PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER

SEEDS

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBERS**

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

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

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

**7-20-4
CIGARS**

You are obliged to handle staples for the sake of their convenience, in spite of the extremely small profit they afford. Wouldn't it be wise, then, to balance by securing a line that ensures an unusual profit with scarcely no effort or work connected with its sale? The large profit on 7-20-4 Cigars have for years been the mainstay of many grocers and drawn them through some trying months. Why not let them balance up your profits, too?

Sherbrooke Cigar Co., Limited
Sherbrooke, Que.



**No Need to Push Sales for
Chocolate
Turkish Delight**

Many grocers all over Canada have found that the very sight of this delicious confection on display loosens from under the tongue little trickles of anticipated pleasure and wholesome enjoyment. There is really no effort connected with the sales of Chocolate Turkish Delight and the unusually large profit it affords makes it a most attractive proposition. Why not write to-day for free sample and prices?

**The Most Profitable
Side-Line Offered
The Grocer**

ORIENTAL PRODUCE CO.
MONTREAL

Rumors are being freely circulated that owing to Government and war demands we are unable to fill orders for Pork and Beans, Canned Meats, etc.

This statement is absolutely without foundation, as we are filling orders with our usual despatch. Insist on your jobber giving you CLARK'S products when you ask for them.

W. CLARK LIMITED
MONTREAL

Our Seal TUCKETT'S SMOKING Tobacco



If fond of a good pipe yourself
smoke "OUR SEAL" Tobacco

This is the supreme result of six years' experimenting in the blending of tobacco leaves to produce an article that is both mild and satisfying—a rich, mellow tobacco, with a pleasing delicate flavor and fragrance, made from the properly grown and ripened leaves of the finest Virginia plants.

Try it yourself and stock it for your best trade. Smokers all appreciate "Our Seal."

Get it from your wholesaler.

TUCKETT LIMITED, Hamilton, Ontario

A reg'lar Man's "Smoke" an' "Chew"

Nothing so tickles the "smoke" spot in a man quite so well as Rose Quesnel and Master Mason. And if it's a "chew" he prefers, why King George Navy or Maple Sugar meet with the unquestioning approval of the most exacting user.

So well have the satisfying qualities of these lines won the favor of Canadian tobacco users, continuous profits are assured. If you want to realize the good profits of tobaccos, offer a reg'lar man's "smoke" or "chew" by suggesting one of the Rock City lines. Your wholesaler is ready to supply you.

The Rock City Tobacco Co.
Winnipeg and Quebec



Large soap sales are the natural result of large service. Then why not get all there is in the soap trade by handling a line that for years has stood the severest tests in thousands of homes—**WONDERFUL Soap**? You can recommend **WONDERFUL Soap** for lightening all household labors or cleansing the sheerest linens, and with the full confidence of entire satisfaction. There are excellent profits waiting for you in the handling of **WONDERFUL Soap**. Why not write for prices to-day?

Guelph Soap Co.
Guelph, Ont.

Reputation counts—

Even the most particular people, with tastes capricious and exacting, unquestioningly order the delicious Banner Brand Jams, Jellies and Marmalades. For here they secure Nature's true flavors, unsullied by science and adulterants, giving the home tang, the home taste, at trifling cost. Surely there are many in your locality who would appreciate the purity and delicious quality of the Banner Brand Lines?

LINDNERS LIMITED

306 Ross Ave., Winnipeg 340 Dufferin St., Toronto



Representatives:—

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa;
W. L. McKenzie & Co., Edmonton and Regina; Jacksons,
Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto

“LUNA” Brand NORWEGIAN SARDINES

Small, choice smoked fish of delicious flavor in the highest quality Pure Olive Oil.

Our prices make “LUNA” Brand most interesting to the Grocer.

We solicit your inquiries and orders.

Sole Canadian Agents:

Davidson - Bowles, Limited
86 Wellington Street West
TORONTO

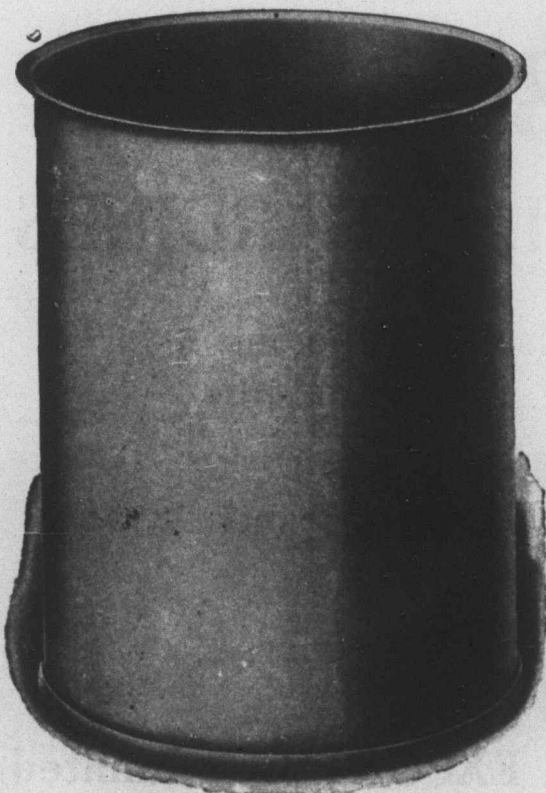
The OVERSEA EXPORT CO., Limited
CHRISTIANIA, NORWAY

If you are now a distributor of

CHASE & SANBORN'S
High-Grade Coffees

you know the satisfaction they give; if you are not, you can't learn too soon.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

St. Lawrence

Granulated

The Canadian Standard of quality.
100 per cent. pure cane.

ADVANCE—OR RETIRE?

there's no standing still in business.

It's lines like H. P. SAUCE that make for progress. Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE. Now how about you?

W. G. PATRICK & CO., LTD., Toronto,
Montreal, etc.
R. B. SEETON & CO., Halifax, N.S.
THE MIDLAND VINEGAR CO., LTD.,
Birmingham, Eng.



APPLES

WE OFFER

1,000 Barrels first-class
Fall and Winter Apples
—all from sprayed
orchards.

O. E. Robinson & Co., INGERSOLL
ONTARIO

Below are the prices fixed by the

British Columbia Packers Association
VANCOUVER, B.C.

for **Maple and Clover Leaf** Canned Salmon, which
came into force on **Monday, Sept. 21st last.**

LESS THAN 5 CASES.		5 CASES OR MORE.	
	Doz.	All One Brand.	Doz.
1 lb. talls, cases each		1 lb. talls, cases each	
4 doz.	\$2.52½	4 doz.	\$2.50
1 lb. flats, cases each		1 lb. flats, cases each	
4 doz.	2.72½	4 doz.	2.70
½ lb. flats, cases each		½ lb. flats, cases each	
8 doz.	1.57½	8 doz.	1.55

TERMS: Net, 30 days time, no discount for prepayment.

THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?



Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.



Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Established 1859.
GEO. STANWAY & CO.
TORONTO

Agents for Furuya & Nishimura, Japan Teas. Alexander Molasses Company, Cincinnati, for best grade Molasses in tins. Phoenix Packing Co., Dried Fruits.

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Ruede Bldg.

MORROW & COMPANY
CEREALS

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

"We are in the market for White Beans, small or large lots. Send samples and prices immediately."

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents
and Importers.

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

HENRI DE LEEUW

28 Front Street E. TORONTO

I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG.

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

G. C. WARREN, REGINA
SASK.

Importer, Wholesale
Broker and Manufacturers'
Agent.

Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED

Grocery Brokers
and Importers

WINNIPEG TORONTO CALGARY
3321 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED

Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.

We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE

Wholesale Commission Brokers
and Manufacturers' Agents.

WINNIPEG MAN.
Domestic and Foreign Agencies
Solicited.

COCKBURN-NOLAN CO.
Limited

Importers, Brokers and Commission
Merchants

Representing Pugsley-Dingman Co.,
Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG

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

FRANK H. WILEY

IMPORTER & BROKER

Specials just landed:—

CITRIC ACID TARTARIC ACID
OIL OF LEMON SALT PETRE

757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to

RUTTAN & CHIPMAN

Commission Brokers

WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and track-
age. Shipments stored and distributed.
Can give special attention to a few
good agencies.

857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS

and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers.
I am open for a few more agencies,
and can handle them to advantage.
Have You a Line of Candy Gross
Goods?

The CLAUDE BEAUCHAMP Imports
Limited.

223 Commissioners St., Montreal.

Agencies Solicited

For many years have had first-class con-
nection with both retail and wholesale
grocery trade.

J. W. Lapointe

458 St. Antoine St. Montreal

When writing advertisers kindly

mention having seen the ad.

in this paper.

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand
Fixtures,

Then you should use
Canadian Grocer's Classified Ad.
Columns.

It should find for you among the
progressive Grocers of Canada at
least one individual who is on the
lookout for just such a proposition
that you have to offer.

CANADIAN GROCER reaches the
retailer, the wholesaler, the manu-
facturer, the clerk and the travel-
ler, just the men to whom you
wish to sell or from whom you
would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies
are to be addressed c/o Canadian
Grocer.

Canadian Grocer

143-153 University Ave., Toronto

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.

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

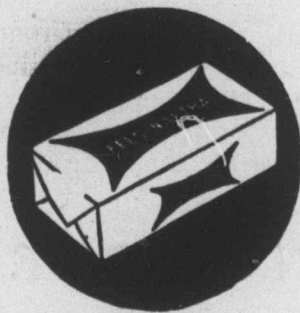
MacLean Publishing Co.
143-153 University Ave., Toronto

There is value

for the grocer in
Fels-Naptha soap
boxes.

They are clean,
strong, nicely
shaped, and useful
for packing and
re-shipping.

Probably no
container of
specialties can be
more readily sold
at fairer prices.



THE "WANT AD."

The "want ad." has grown from a
little used force in business life into
one of the great necessities of the
present day.

Business men nowadays turn to
the "want ad." as a matter of course
for a hundred small services.

The "want ad." gets work for
workers and workers for work.

It gets clerks for employers and
finds employers for clerks. It brings
together buyer and seller, and enables
them to do business though they may
be thousands of miles apart.

The "want ad." is the great force
in the small affairs and incidents of
daily life.

THOSE WHO KNOW

the delicious uses of

MAPLEINE

will thank you for sup-
plying them.

ORDER FROM
Frederick E. Robson &
Co., 25 Front St. E.,
Toronto, Ont., Canada,

Mason & Hickey,
287 Stanley St.,
Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S
KNIFE
WILLIAMS
POLISH



JOHN OAKLEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

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

20th Century Retailing DEMANDS the
use of

ALLISON COUPON BOOKS



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

HERE'S HOW THEY WORK:

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

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

CANADIAN GROCER
FOR YOUR PROTECTION

NOTICE



At last the Government has acted in the interest of the Maple Industry, and have passed a Bill, May 6th, 1914, which goes into effect January, 1915, which reads as follows:—

4. The following section is inserted immediately after section 29:—

“29a. No person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to the standard prescribed by the Sixth Schedule to this Act, or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

“2. The word “Maple” shall not be used either alone or in combination with any other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself which is or which resembles maple sugar or maple syrup; and no package containing any article of food or any article of food itself which is not pure maple sugar or pure maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act.”

BE ON THE SAFE SIDE
STOCK
PRIDE OF CANADA
FROM THE PURE SAP OF THE MAPLE TREE

Maple Tree Producers' Association, Limited
58 Wellington Street, Montreal

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

LARGEST MAKERS IN THE WORLD

TIN FOIL, ALL DESCRIPTIONS
TEA LEAD, ALL GAUGES and SIZES
METAL BOTTLE CAPSULES
ANY SIZE, COLOR or STAMPING
COLLAPSIBLE TUBES, Plain or Colored
ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

No War-Panic Prices for Dickeson's Tea

NOTWITHSTANDING the action of many tea houses in increasing the price of their teas during the war, Richard Dickeson & Co., feeling any advance to be unjustified, are showing the true British spirit in their refusal either to advance the price or to alter the quality of their tea.

The fact that their tea sales have gone up so phenomenally of late, proves not only that the public recognize the merits of this favorite Old-Country tea, but also that they are quick to appreciate the patriotic attitude adopted by Dickeson's.

Support the firm who are supporting *you* at this time by ordering

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

RICHD. DICKESON & Co., Ltd., LONDON, ENG.

Get in touch with any
of the **DICKESON**
Agents:—

TORONTO
Frederick E. Robson & Co.

HAMILTON
C. G. Walker & Co.

OTTAWA
H. N. Bate & Sons, Ltd.

WINDSOR
G. Clair Bliss, Detroit, Mich.

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

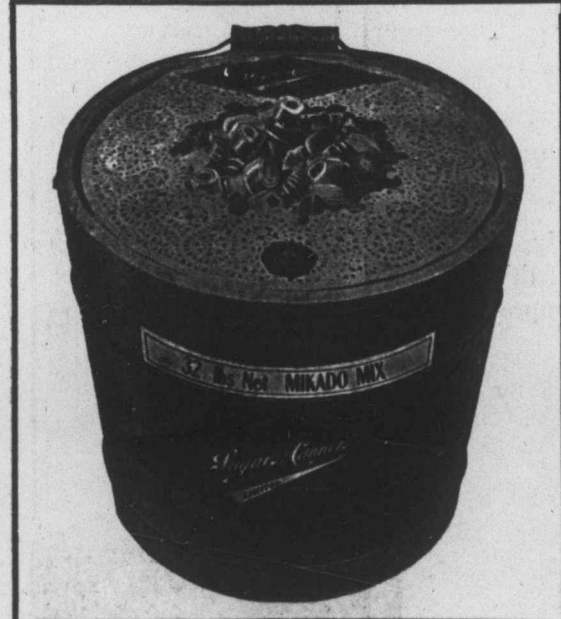
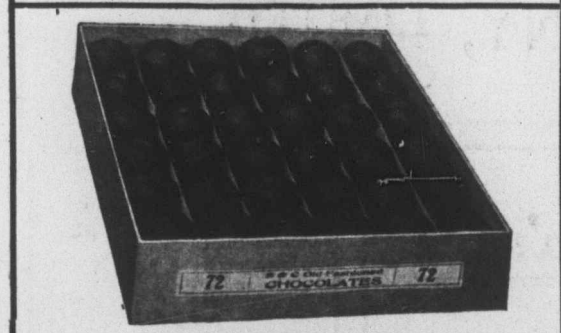
QUEBEC
A. Francois Turcotte.

WINNIPEG
W. Lloyd Lock & Co.

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



Business Is Good With Us



And we are optimistic for the Future. We expect to keep our plant **RUNNING FULL BLAST** and all our staff employed, as the popularity and continuous demand for **DIAMOND BRAND CONFECTIONERY** has not diminished, and as the exceptional value of these lines becomes known we expect a **Larger Business Than Ever.**

We are Strong on Gross Goods

and specialize particularly on the following lines:

- OLD-FASHIONED CHOCOLATES**
- MARSHMALLOW VANILLA MOSS**
- MARSHMALLOW COCOA MOSS**
- MARSHMALLOW CHOCOLATE BAR**
- BOSTON BAKED BEANS**
- COCOA BALLS**
- DATE BALLS**
- PEPPERMINT ROCK**

Our **MIXED CANDY IN PAILS** is also Very Popular.

- MIKADO MIXED**
- MINTO CREAMS AND JELLIES**
- MINT BUTTONS**
- A. B. GUM DROPS**

Cut out and mail to us the following Trial Order, which comprises all these popular lines:

SUGARS & CANNERS, Ltd., Montreal.	
Please ship, freight prepaid:—	
1 Pail Mikado Mix, 32 lbs. at 9c.....	\$ 2.88
1 Pail A. B. Gum Drops, 35 lbs. at 9c.....	3.15
1 Pail Minto Mix, 32 lbs. at 9c.....	2.88
1 Pail Mint Buttons, 17 lbs.....	2.20
8 ½-gross boxes (lines mentioned in this advt.) at 50c. per box.....	4.00
	\$15.11
Name
Address
.....

Order from your Jobber or send to us direct, giving your Jobber's name, and the goods will go forward fresh and crisp from our factory.

Sugars & Cannery, Limited
MONTREAL

We take much pleasure in informing you that all our travellers are again on their respective trips with full lines of samples of

MELAGAMA and MINTO TEA AND MELAGAMA COFFEE

Our travellers have with them attractive samples and prices of New Ceylon, Indian, Japan and China Teas.

All orders entrusted to us will have our prompt and careful attention. Thanking you for past, present and future business.



Minto Brothers, Limited
Toronto

Big Money for the Western Merchants in Ontario Apples

Lowest Prices in Years.

We handle all the standard Winter varieties in car lots only. Best transportation from the richest apple-growing belt in Ontario, easy access to refrigerator cars. We ship to all parts of Canada.



We also handle all grades of fresh and storage EGGS.

Write for Prices on Car Lots

The H. M. Hambidge Co.
Wholesale Apple and Egg Merchants
AYLMER, ONTARIO

Note: Arrangements made for enclosures of pears, produce, canned goods, etc., when desired.

HEINZ HEINZ HEINZ HEINZ HEINZ

"Yes, Madam, Here It Is"

THAT'S about all you have to say to sell a *Heinz product*, because, our national advertising does the talking for you by teaching your customers the purity and quality of our products.

Our Grocers' Service Department will help you increase your sales.

"What is this department?"

"How can it help?"

Write to us or ask our salesman to explain—it's well worth finding out about.

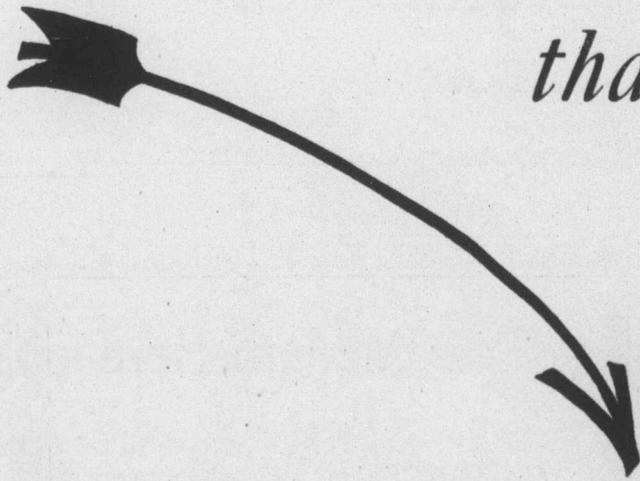
H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

HEINZ HEINZ HEINZ HEINZ HEINZ

*—and here it is—the jelly powder
that complies with the most rigid
requirements of the law and an
exacting public.*

*Absolutely pure, made of the
finest quality and richest ingred-
ients, under the most improved
conditions by expert operators—
(never touched by human hands)*

that's—



The most up-to-date
Pure Food Factory
in Canada



Seven weeks of War!

During the extremely trying period we have passed through these last few weeks, those articles dependent on public taste, and those for which an inferior substitute might be accepted in order to effect a slight saving, have been put to a severe test. We are, consequently, proud of the fact that in the seven weeks since war began, the sales of

"SALADA" TEA

show an increase, in Canada alone, of **115,698** pounds over the corresponding seven weeks in 1913. For all branches combined, Canada and the U.S., there is an increase in sales for 1914 over 1913 of **843,065** lbs.

WHICH PROVES, CONCLUSIVELY, THAT THE PUBLIC WILL HAVE QUALITY.

MONTREAL
LONDON, ENG.

"SALADA"

TORONTO
And principal U.S. cities

Jonas' Extracts
*satisfy our customers of
over 40 years as
well as the new
ones*

PURITY
UNIFORMITY
AND
STRENGTH



PIONEER
OF THE
EXTRACT
WORLD

Long experience has produced an extract that has no equal, an extract that has maintained its high quality and grown in popularity, holding its first patrons and daily making new friends.

Your customers, one and all, will appreciate Jonas' Extracts.

Henri Jonas & Co.
ESTABLISHED 1870
MONTREAL

*What chance for success has
an army without good
fighting equipment?*

Likewise, what chance for success has a dealer without good store equipment? Practical and successful dealers know that a good Refrigerator plays the most important part in winning business battles—making sales and profits.

Eureka Refrigerators are built on the most scientific principles of cold, dry air circulation—they reduce loss from spoilage to a minimum. By installing a Eureka you will not only save many dollars, but you will have the benefit of the sales-pulling power of good display of perishables.

Eureka Refrigerators are backed by over 28 years' experience in refrigerator building and are absolutely guaranteed.

Catalog and prices on request.



**Eureka
Refrigerator
Company
Limited**
31 Brock Ave.
TORONTO

Robinson's Patent Barley

has proved itself a healthful and nutritious food for young and old.



Sells Without Effort

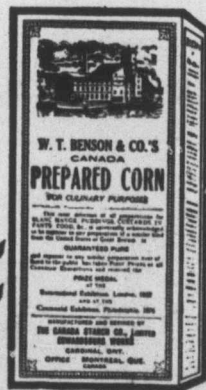
Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY, Limited

403 St. Paul St., Montreal

30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA



In every household this famous yellow package is known to contain the solution to one of Summer's food questions: "What shall we have for dessert?"

The answer is:

BENSON'S PREPARED CORN

That makes sales rapid
profit good and
grocers happy.

CANADA STARCH CO., Ltd.

Makers of Edwardsburg Brands

Montreal

Cardinal

Brantford

CANADIAN GROCER

VOL. XXVIII

OCTOBER 2, 1914

No. 40

Get the Housecleaning Ammunition Ready

Fall Cleaning Campaign is on and Suggestions should be Offered the Ruler of the Home—Lines that Sell Well—Germs, Dirt and Dust Removed Now Mean Healthy Homes and No Doctors' Bills Later on.

THE armies on the battlefield are forever seeking to attack the enemy at the most vulnerable point. The line of least resistance is always pressed with the most vigor, for there lie the greatest possibilities for success.

Just now the average grocer is finding a certain slackening of demand for those staple lines of goods which a month ago were in the very thickest of the rush. Since the housewife has laid in her supply of these goods she is not doing her usual buying, and hence the dealer is not obtaining his usual sales at this time of year.

But there are other lines in which the grocer has splendid opportunities, and which should be given his attention immediately. Among them are the fall house-cleaning goods. The woman who sees cleansing powders, mops, brooms, brushes, soap, etc., in the windows, on the counters, and in other prominent places about the store, is reminded that there is a considerable quantity of dust, dirt and germs about the house that ought to be gotten rid of before the winter sets in. The dealer who caters to this trade is striking at the spot of least resistance. It is one of the big vulnerable points in so far as the buying of the "ruler of the home" is concerned—and now is the time to get after this business. If sales of sugar and flour have dropped somewhat, following the

great stampede of a few weeks ago, there are other lines to take their place, and house-cleaning lines are amongst them.

Housewife's Bitterest Enemy.

One does not have to don any ear-trumpet to realize that this is the autumn house-cleaning time. The beating of rugs and carpets in the backyards can be easily heard throughout the land. Open windows with blinds and curtains off also bear testimony to the wrath of the housewife against her most bitter enemy—dirt. She is, or soon will be, battering away at it with cleansing powders, sweeping powders,

disinfectants, soap, brushes and brooms. The dealer has a large part to play in supplying the ammunition. His suggestions in the window, on the counter and in the newspaper advertisement will be keenly watched for in times like these, and, in addition, his personal talks about the qualities and uses of the goods are sure to provide him with extra business, and therefore, profits.

"This should be a splendid season for house-cleaning goods," remarked a dealer the other day. "On account of the extra dry summer, the dust has been very bad, and many houses must contain considerable of it at the present time. I have begun my fall house-cleaning campaign, and find that by making reference to the dust nuisance in the home, several customers have become interested in house-cleaning goods who might otherwise not have been."

This shows the value of a timely suggestion. Every merchant could very easily increase his sales by making as many suggestions as possible, both in the matter of display and in personal conversations.

Sweeping and Other Cleaning Powders.

Dealers find that sometimes after going to the trouble of making a sale of some kind of cleanser, the customer comes back with the story that it is no good, and that it did not serve the purpose for which it was sold. He

REMOVE THE DISEASE GERMS NOW

Give the house a thorough cleaning before the winter season arrives. A stitch in time, as the old saying goes, saves nine. If the disease germs and the inevitable dust and dirt are removed now, the chances are doctors' bills will be saved later on. We can supply all your wants. Look over this list and secure your ammunition to-day.

Powdered Ammonia, an indispensable cleaner, per package.....—c.

Sweeping Powder, kills the germs in rugs and carpets, per package.....—c.

— Powder, a splendid sink and porcelain cleaner, per can.....—c.

Chloride of lime, should be used in closets every day.....—c.

Ask us about other lines, such as liquid ammonia, powdered borax, lye, silver and metal polishes, and disinfectants.

The

James Thompson Company

75 Main Street. 'Phone 196

A suggestion for a newspaper advertisement to be used during Fall Housecleaning Campaign.

CANADIAN GROCER

has made a study of these complaints, and in practically all cases it was discovered that the directions on the package were not properly carried out.

Overcoming a Complaint.

"Whenever a complaint of this character comes in," he said, "I take the pains to go over the directions on the label to determine if they were fulfilled in every particular. Usually I can put my finger on the trouble at once, and by demonstrating the article then and there the customer is invariably convinced that it accomplishes all the manufacturer claims for it."

Good Lines to Feature.

There are several lines of house-

cleaning goods that will sell particularly well just now. They include:

Powdered Ammonia	Soap
Liquid Ammonia	Brushes
Powdered Borax	Brooms
Bluing	Disinfectants
Chloride of Lime	Silver Polish
Lye	Metal Polish
Sweeping and other	Cleaning Powders.

It is up to the retail dealer to push the sales of laundry soaps. During the passing of the wave of economy there will be more laundrying done in the home than heretofore. The wash-board and tub and the proverbial "elbow-grease" is going to be brought into requisition more frequently, and a greater number of housewives are going to purchase soap. This means better sales of

this article as well as of wash-boards, pails, tubs and clothes-pins.

It should not be forgotten that house-cleaning lines are not luxuries. If healthy surroundings are to be preserved about the home, regular house-cleaning campaigns are absolutely necessary. Lines that chase away the dirt and destroy disease germs are necessities. It is no economy to forego house-cleaning, for later on the doctor and the druggist are apt to get more of the customer's money than would be expended on a cleaning-up campaign. These are facts that should be impressed upon everyone through the newspaper space and through the other publicity methods which every dealer has at his disposal.

Great Opportunity for Selling Apples

War Has Curtailed Foreign Demand and Prices Are Going To Be Low This Autumn and Winter—Big Publicity Campaign Under Way—A Suggestion For The Government.

RETAIL grocers of Canada have a duty to perform this autumn and winter in connection with apples. It isn't very often that apples and loyalty are associated very closely with one another, but here is an instance where they unite.

While the war has had the effect of boosting the prices of mostly all farm products, it has reacted to the disadvantage of the apple growers. Canadian apples are noted for their admirable qualities and have long since been keenly sought by the apple connoisseur of the Old Country. European hostilities have disarranged this regular course of the apple trade, so that in Canada today we are faced with a big crop of apples and little export trade. Each year as the trade well knows, Canada usually ships large quantities of evaporated apples to Germany, and of course this trade has been entirely cut off.

Better Known in Canada.

The war is therefore not a very pleasing thing to fruit growers who have always depended on this export trade to give them a good price for their apples. It has, however, presented a splendid opportunity to the Canadian public to become better acquainted with our own fruit in view of the reasonable prices that will be existing this fall and winter. This is where the retail dealer reaps the benefit. A great many of the merchants have customers who must of necessity curtail expenses this winter. It will be the duty of these dealers to help them economize as much as possible, and what better food to suggest and push the sale of than apples? The advantage in the apple is that it can be eaten raw, baked,

in apple sauce, in dumplings, in pies, etc., and it is always appetising, wholesome, and beneficial to the system.

At the same time when the retail dealer sells apples he is assisting the large body of applegrowers throughout the country and indirectly the proceeds, or much of them, find their way back again to his cash register.

An Apple Publicity Campaign.

The Department of Trade and Commerce under the direction of the Minister of that department, Hon. George E. Foster, has undertaken a Dominion-wide campaign to make our Canadian apples better known to the Canadian people. Canada is a great apple producing country and particularly the provinces of Nova Scotia, Quebec, Ontario, and

British Columbia. In Nova Scotia the production is estimated this year to be in the neighborhood of a million barrels. The exports to the United Kingdom have been running in the neighborhood of 1,500,000 barrels, and it is estimated that about 75 per cent. of all the apples evaporated in this country have been exported to Germany, Austria-Hungary and other continental European countries. This explains why new markets are required and the department is making it its duty to find a considerable part of that market in our own country.

While the publicity campaign will do much to impress the people with the qualities and food values of Canadian apples, the retail dealer can supplement this publicity to a very great extent by pushing the sales of apples himself. Displays of apples in the window with show cards telling of the varieties and the uses to which they can be put, make one of the strongest selling methods procurable. And right now is the time to begin the sales of the fall varieties. Any apple that is not a good winter keeper can be sold for little money, but it must be disposed of as soon as possible. The dealer who desires to take as much advantage as he can from this apple campaign and the cheapness of the fruit, should begin on his plans at once. There is no time to be wasted.

GIVE THE BELGIANS APPLES.

Canadian Grocer offers the suggestion that the Dominion Government assist the Belgian people by sending them over a quantity of apples as part of Canada's grant. There is an abundant supply of apples in the country and no doubt the Belgians would appreciate a gift of them. At the same time the government would be helping out the growers of fruit here who have apparently plenty of apples to sell and who are not likely to get any too high a price for them on account of the Old Country demand being greatly lessened.

B. C. SOCKEYE SEASON EXTENDED.

The period for fishing for sockeyes on the Fraser River, B.C., was extended indefinitely from the day when the season usually closes. This has been done owing to the light catch this year.



A splendid Thanksgiving window which could be used to advantage next week.

Thanksgiving Trim That Brought Business

THANKSGIVING comes this year on Monday, October 12. There is no better opportunity for the dealer to make good use of his window than at that season of the year. Late vegetables are plentiful, including pumpkins, celery, cauliflower, cabbage, onions, squash, etc. It is also a pear and apple time and as the accompanying window demonstrates, there are plenty of other lines that can well be utilized to make a very effective and appetizing display.

This fine window was trimmed by Bruce McDougall, of Ingersoll, Ont., for the Thanksgiving trade of last year. After a glance at it one would not be surprised to learn that it sold a considerable quantity of goods. It was dressed during the week prior to the holiday. Out of 150 pounds of sausage stocked for the occasion, not one pound was left on the Saturday evening. All the pork-pies, bacon, headcheese and other cooked meats were disposed of, while on Saturday at noon there was not a cabbage, cauliflower or bunch of celery left for the evening's business. The pumpkins were all sold early and a fresh supply had to be secured, and an entire white cheese was disposed of as well as others.

Breakfast foods, canned vegetables, olives, and bottled goods also sold freely, all of which demonstrates the selling power of a good window trim.

Sprigs of wheat and oats, together with the fruit and vegetables added a splendid Thanksgiving touch to the whole trim and brought more attention to it.

A Merchant's Experience with Credit Customers

Some of the Requests He Receives from Time to Time and How He has Dealt with Them—Good Customers Turn Out to be Slow, and Some with Poor Reputations Make Good—Need of a Careful Watch.

Written for Canadian Grocer by an Ontario General Merchant.

I CONDUCT a credit business, and have done so for fifteen years, and while I have been very fortunate regarding collections and have had comparatively few losses, perhaps not more than one hundred dollars during the whole business term, I would prefer a cash business.

But being established here as I have been for so long under the credit system, I feel my only wise course to follow is to watch credits very carefully and put time and money limits on every customer on my books. But my aim in this article is to expound the methods of collections in my own credit system.

I have to confess I am careless in rendering my book accounts. One reason is because I am short of help. Another is perhaps sometimes I am not pushed for cash very badly, and I let it lie on the ledger longer than it really should. Perhaps it is considered good policy too, sometimes, to allow an account remain on the ledger several months unrendered; and sometimes this apparently good policy turns out to be a very damaging policy indeed. I will cite you an instance which happened only a few weeks ago.

Trouble Over Long-standing Account.

A customer let an account run along for one year and a quarter and it crept up to only about twenty dollars. I felt the account was good and sound and one day the man came in and wanted to pay it. I turned to the ledger, and gave him an itemized statement. He was horrified at the amount. He took it home before he would pay it, for his wife to examine. They had some check slips saved, and some they did not have, and the result was I threw off some of the amount. But still they were dissatisfied. That represents one of the troubles of the credit system.

Let me cite you another example. I have a customer, who owes me ninety dollars. He has owed it for ten years. He buys from three to five dollars per week, and the fact of the existence of that account keeps him with us. We sell this man practically all his staple goods. If we were to demand a note, or a settlement of some nature, I venture to say we might be able to hold him just as solidly as we do now and we might not. That I consider is an advantage in favor of

credit considering that particular instance.

A credit system unless carefully watched throws the doors open to all very largely and those who are so disposed will take all kinds of advantage of the opportunity and work all kinds of schemes possible.

Customers are Classified.

We classify all customers, good, slow and bad, and endeavor as far as possible to place a time and money limit on all.

We had a family of a mother, daughter, and two sons move into our territory over a year ago. We did a nice business with them for cash the first summer. When winter came they came to us for assistance we felt it was up to us to assist them, which we did on the strict understanding that as soon as spring opened up, and they commenced work, they were to clear the debt. What happened? When spring arrived and they commenced work, they began to trade with my opposition. What was I to do? The law would give me little or no hold on them, so I arranged with them for so much cash per week until the debt was cleared. I am hoping to clear the amount by the end of the autumn season and in the meantime, I am selling them about one-quarter only of their goods. What will be the result this winter? They can't have a cent of credit with me, and I know full well that my opposition is not in a position financially to carry them.

An Honest Customer.

I had another case where a man and his wife and one child commenced to trade with me at the same time as the above-mentioned family. I had to carry the account during the winter, but as soon as spring work commenced, that fellow could not get the pay envelope from his employer to me quickly enough. I told him the other day that he need not worry about his winter supply. How pleased the fellow was to know he had established such a good sound basis of credit.

A man, his wife and three children moved into our village this summer. They are poor people indeed and a careful watch was kept on them. I was told

by the first man they worked for that they would even steal, and were morally bad. I immediately placed them on a strictly weekly credit and made up my mind if I lost their trade I would not feel very badly. But I have been surprised to know they have been very prompt every week. They buy very carefully and apparently appear to be honest and industrious.

The other day a man worth perhaps ten thousand dollars in property, came to me, and asked for credit. However, I had had experience with this man before and he was pretty slow. I made all kinds of excuses, and as carefully as I knew how, I turned him down. But just to show you how it turned out he came back the next day with a cheque for twenty dollars from the canning factory, where he had been selling tomatoes, and I sold him a bunch of groceries, cashed his cheque for him, and got my money for my goods.

POWERS OF ASSOCIATED RAISIN CO.

In last week's issue reference was made to the Associated Raisin Co., of California, in the Montreal market report. A manufacturers' representative of that city reports an error in the reference, and gives the following explanation of what this association is and its duties:

"The Associated Raisin Co. is not composed of packers, as stated by you, but a large outside company, which includes a very great variety of persons, but not packers. The Associated Raisin Co. was formed with the intention of steadying and keeping the market steady and out of the hands of speculators.

"The Associated Raisin Co. control 95 per cent. of the entire crop of raisins in California, and the best vineyards.

"The Associated Raisin Co. does not sell direct itself; it only becomes a distributing centre and settles with the growers for all those who pack the raisins, and who become the selling agents for it. Its power entirely consists in fixing the prices at which the goods can be sold, and which have to be entirely adhered to by the selling agents and packing agents."

Meaford, a Town of General Stores

Six of Such Establishments Pretty Well Handle the Trade — Simple Method of Keeping Track of Stocks — How Butter and Eggs Are Handled to Bring Trade to the Store.

By a Staff Correspondent.

MEAFORD, Ontario. — The outstanding impression in connection with the retail business of this town is general stores—the general merchant seems pretty well to control the trade; in fact there are very few exclusive stores in the town. Another impression gained after talking to a number of the business men is that these stores are doing a good trade. Meaford merchants are either doing business that is exceptionally good under the prevailing conditions or they must take first rank with the optimists. When the statement is made in this connection that the only one manufacturing concern is not working and that a big furniture factory is doing extra time there appears to be foundation for the optimism. Besides, although Meaford is a lake town, it is a live manufacturing centre and it has a big country trade which is always dependable.

The establishments of Gray & Co., E. Sewell, E. Abbott, R. E. Main, J. Fligg and Deitch & Co., are all general stores and they carry very heavy stocks in proportion to the premises occupied. In the case of Gray & Co., an effort is being made to double the capacity by taking in the store adjoining but this arrangement cannot be successfully made just at the present time. The men's wear department has been established a few doors up the street and here are to be found roomy premises and apparel for the man attractively displayed. The main building is one hundred and thirty feet deep and besides dry goods, shoes, ready to wear garments and shoes and groceries in the basement, there is a millinery department on the second floor and stock rooms on this floor and the third floor.

A Pocket Stock Book.

Keeping track of the stocks of such an establishment when there is a big turnover compared with the size of the establishment, and where the different departments are very much crowded, would appear to be a serious problem and the representative of this paper discussed this interesting point with W. H. Smith, the manager of the store.

"Comparatively simple," was the way Mr. Smith referred to this problem, and he produced a small book which he carries in his pocket, which serves as a stock record. When purchases are made and goods placed in stock entries are made of the number of packages and

their contents in this small book; when stocks are brought from the store room for the retail shelves they are checked off and then the estimating of the stocks can practically be done by estimating what is on the shelf. This makes the buying a comparatively simple matter. The different lines are given individual numbers and the numbers used instead of names and descriptions.

Dealing in Butter and Eggs.

In a town like Meaford where there is a big agricultural trade the general merchant must not only consider what the farmer may want to buy but what he has to sell; the farmer comes to town with his butter and eggs to find an immediate market and when he finds that the supply is much greater than the demand he looks for a place of convenient disposal of the surplus. It is naturally the merchant who can make arrangements for the handling of this produce that gets his trade.

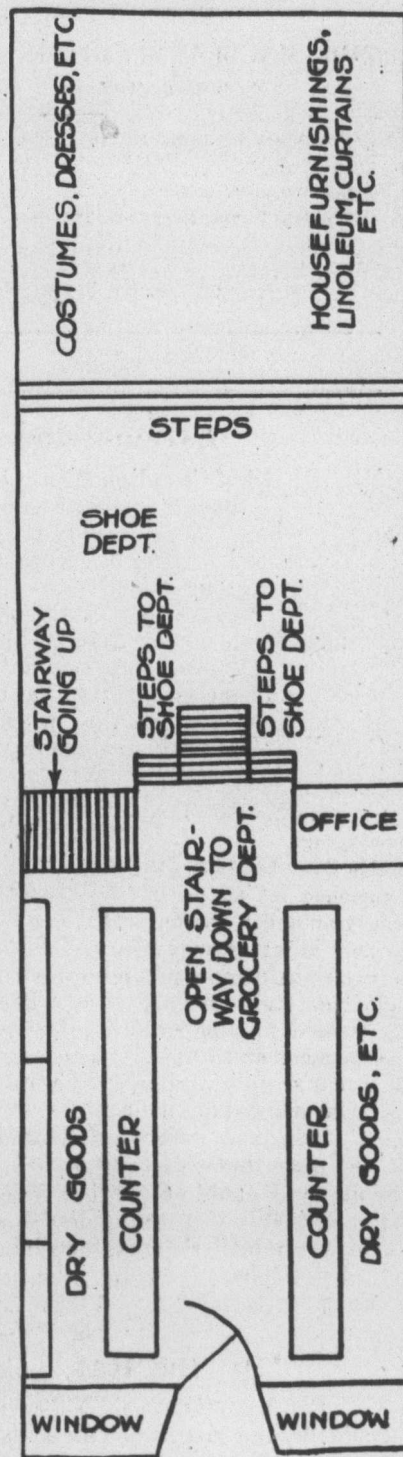
The manner in which this trade can be taken care of is described by Mr. Smith, who states that Gray & Co. find outside sale for some 400 to 500 pounds of butter and 30 to 40 cases of eggs weekly. These are either shipped to Toronto or sold to a local commission man; they bring a very small profit, but it is not for this advantage that they are handled but rather to secure trade to the store. Mr. Smith explains that the eggs taken are subjected to the candle test and only fresh goods accepted. As regards butter, it is more difficult as it is hardly in accordance with a trade-getting policy to discuss the merits of the product with the woman who has made it. Generally speaking, the exchange is on a trade basis, but in some cases with good customers part cash is paid.

"How do you handle your credits?" was a question asked Mr. Smith.

"By not having any," was the reply.

The manager continued with the explanation that the policy of the Gray store was cash business. Occasionally, there were, of course, exceptions, but hardly more than would serve to prove the rule; these exceptions usually apply to goods which may be taken on approval. This policy has been followed by the store for years and it has naturally enabled the selling of merchandise at closer prices. That it has met with success is indicated by the volume of trade the store is handling.

PLAN OF ONE STORE.



Sketch showing the interior arrangement of the big general store of Gray & Co., at Meaford, Ont. The back portions of the main floor are raised, permitting of the installation of the grocery department in the basement.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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John Bayne MacLean - - - President

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

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

PUBLISHED EVERY FRIDAY.

TORONTO, OCTOBER 2, 1914

A Double Service

READERS of Canadian Grocer have long recognized the service that this paper has been in a position to render them. The service is indispensable to the busy man who wants to secure every week classified information affecting his own business.

A few weeks ago a retail merchant in Northern Ontario wrote to say that he understood there were some new government regulations on butter and asked us to secure information on them if possible. It was a coincidence that when his letter arrived, Canadian Grocer had these regulations already in type for that week's issue.

Another evidence of this service is shown in the circular of a Regina, Sask., wholesale grocery firm to its customers. It reads as follows:

Regina, September 11th, 1914.

WE AIM TO GIVE GOOD SERVICE.

That is why this circular has been printed. The information it contains is very important. It is taken from Page 45 of "The Canadian Grocer," issued September 4th. If you are not already a subscriber to the "Grocer," send us \$2.00 for one year's subscription. The investment will make you a substantial profit.

H. G. SMITH, Limited.

This is followed by the entire new butter regulations as printed in Canadian Grocer in the issue mentioned. It represents a double service—one to the above wholesaler's customers and the other to our readers. There is a self-evident suggestion in this to others.

"Bat the Rat" Campaign

THERE IS A CONSTANT menace to the grocery trade of the country which should be vigorously fought. Every inch of ground should be contested against it. The depredations caused by this menace amount to thousands and thousands of dollars every year. Reference is made to no less an enemy than the insignificant, and much disparaged, but insolent Rat.

In many states in the United States campaigns have been and are being waged against the rat. When it is stated that in Kansas alone the rat takes an annual toll of some \$4,000,000 worth of goods, or an amount greater than the yearly tax levy, it can be readily seen that a campaign on the extermination of this destructive rodent is very-much of a necessity.

Canadian dealers should show no leniency to the rat. War should be made upon him continuously. The campaign should be begun whenever a new store is being built. It may not be altogether possible to prevent him from gaining an entrance into the cellar or warehouse, but it is possible to obstruct his efforts in digging himself into a home, by the plentiful use of cement. In equipping a new store, there are on the market bins and counters designed to keep the rat away from foodstuffs, which should be inquired about. Before the winter arrives is always a good time to "bat the rat." Get after him now because this is the time he usually seeks a warmer spot than that used during the summer months. If he can be captured before he reaches the cellar or warehouse, the troubles of the merchant ends. Way-lay him and get him.

Let the "BAT THE RAT" campaign open in full swing.

Western Canada Turns the Tide

IF THERE ARE any skeptics about the change of policy on the part of the farmers in Western Canada with regard to mixed farming, they are not amongst the produce dealers of Montreal. The doubt-dispeller came in the form of a shipment of three carloads of butter from the prairies to the Montreal market. The event marks an evolution in the produce business of Canada. The West which for years depended to a large extent upon the East for its butter supply recently developed its dairy interests to the point where there was no longer need for the Eastern shipments, and now the tide has begun to flow in the other direction. From this time forward the prairie provinces

are likely to play a more important part in the produce markets of the Dominion.

The market was not slow to see the significance of this shipment of Western butter. It means that it is doubtful if there will again be shipments from the East to points west of Winnipeg. Coming at a time when there is a good showing of fall butter in the East and when export business was seriously handicapped, the Western shipment had the effect of knocking 2c a pound off the top of the market.

The development of the dairy industry in the West has been due to the great strides which have been made in the encouragement of mixed farming and in this the provincial governments have played a very important part by establishing creameries on a co-operative basis and loaning funds with which to finance the undertakings, assisting the farmers to buy well-bred stock, developing markets on the strength of the government stamp on the product, etc.

Sell Housecleaning Goods

IF THE CONSUMING public have got over pretty well the stampede for those foodstuffs they went after on the outbreak of the war, the retail dealer should turn their attention to other lines. During the past week or two, we have been having some fine weather for the housecleaning campaign. This should be continued well into October so that during the month we have just entered, there is every prospect for good business in housecleaning goods.

To get this trade the dealer must divert the attention of the customer from those lines which have been heavily stocked in the home against the looked-for high prices. Let everyone talk housecleaning for the present. Not only talk housecleaning but display housecleaning goods in the window, on the counters, on display stands, and advertise them in the newspaper space. Get the people's attention away from the goods they bought weeks ago, and give them something new to think over. If that can be accomplished, they are going to forget to a certain extent that they had decided to economize. Present to them the necessity of giving the home a thorough cleaning before the winter and the cold weather set in. This can probably be best accomplished by using the newspaper—or rather good selling copy in the newspaper advertisement,—and then following this up by displays and personal talks on the various lines of goods that are effective in the cleaning of the home.

The more dealers who start this campaign the more effective will it be. Everybody should talk housecleaning goods at once. Turn the attention of the public away from other things—and results are bound to accrue.

Most Appealing Advertisements

A WOMAN WHO HAS given a great deal of her time to the study of retail advertising and the effect of various appeals to the consumer, has come to the conclusion after a special test on a number of intelligent women, that the household buyer responds more readily to the appeal that deals with the Reputation of the dealer or firm. Every merchant is an advertiser. All believe in advertising in some form or other and the majority believe in many different forms. But how many have placed the advertising of Reputation before anything else? And how many have made their chief bid for trade from the standpoint of price cutting

Following the Reputation of the Firm, this woman from her test places the other most important types of appeal in this order: Quality, Economy, Cleanliness, Healthfulness, Efficiency, Durability, Modernness, Courtesy, and lastly, Guarantee. The two greatest appeals of all are therefore Reputation of Firm and Quality. These are the things the intelligent buyer of foods considers most in the purchase of foodstuffs. Having found a firm which meets these two requirements to her satisfaction, the intelligent woman then, and not till then, gives thought to Economy. This means that if two merchants equal one another in reputation and in the quality of the goods they sell, she will purchase from the one who gives her the better price. This of course is quite natural, but it is a satisfaction to know that price does not come before the other two requirements.

Cleanliness and Healthfulness come well up in the list of types of appeal, being placed fourth and fifth respectively. The entire list shows what is in the minds of the average intelligent consumer when she starts out on her shopping tour, money bag in hand. The retail merchant who advertises his service will find some good material in these tests for a more intelligent direction of his advertising campaign. It might be a good idea to run a series of advertisements using each one of these types of appeal as a subject.

Editorial Notes

LET THE RAT be batted. He is too destructive a leak to have around the store.

SWAT THE DISEASE GERM. This is a good slogan for the fall housecleaning campaign.

WHEN YOU SEE the windows up and the curtains pulled away, there is something doing in the fall housecleaning campaign.

DISPLAY HOUSECLEANING lines during the next couple of weeks and watch them roll back the flanks of the enemy—dirt.

NOW THAT STOCKS are being heavily replenished with canned goods and other fall and winter stocks, the retailer should see that there is sufficient insurance to cover them.

IN THE FALL of Eden and in the Trojan war the apple played an important part. To-day it has a more peaceful mission to perform in Canada—it is going to be one of the mainstays in the foodstuff supply this winter.

SOME TORONTO HOUSEKEEPERS are bottling up apple juice for future purposes on account of the price of sugar being too high for preserving at the present time. The hot-air of the Housewives' League seems to have also been bottled up.

ON PATRIOTIC DAY Orillia merchants gave 10% of their sales to the Patriotic Fund. This is but one evidence of the public spirit of the merchants of the country, yet to see the reference in some sections of the daily press one would think they should be placed in the disloyal or even criminal class.

How Other Grocers Do Things



Definite Prices for Certain List of Goods

A number of merchants have found that good sales are from time to time made by offering a certain list of groceries for a set figure—25 cents, \$1, \$5, etc., as the case may be.

In their newspaper advertising the Govan Supply Co., of Govan, Sask., have lately used this idea. The advertisement says:

\$5.00 PURCHASE.

The following list of goods can be purchased at our store for \$5.00.

- 1 sack ——— flour.
- 1 lb. ——— tea.
- 20 lbs. sugar.
- 1 package currants.
- 1 package raisins.
- 2 cans salmon.
- 1 package matches.

All the rest of the goods in our store reduced in price for cash.

Meat Sales Doubled by Refrigerator

No dealer who has ever used the refrigerator—that is a good one—as part of his store equipment, will deny its benefit. Here is an instance where it has been a great deal of advantage to one grocer. The dealer in question is F. H. Simpkins, of Tilsonburg, Ont. Mr. Simpkins some time ago installed a refrigerator show-case, and during the first week he had it he doubled his sales of cooked meats, etc. This demonstrates the value of the combined show-case and refrigerator. At this rate it should not require a very long time to pay for it.

Mr. Simpkins is president of the Retail Grocers' Association in Tilsonburg.

A War Introduction

Many retailers are taking advantage of the war to introduce their newspaper advertising so that the attention of the public will be more easily secured. A. A. McIntosh, a grocer of North Bay, Ont., is doing this and in a recent issue of the local newspaper is to be found the following:

"WAR CLOUDS THUNDER OVER ALL EUROPE.

"The relations of the European Powers have been strained, but this should

not concern you as much as the necessity of a continued supply of fresh, delicious meats for your table.

"Both our stores have been equipped with the modern scientific refrigerating system we can now assure you of always serving our customers with properly seasoned and flavored meats."

• • •

Careful Letter Re Credits

During the war scarce it was no easy task to keep one's customers paying their accounts as usual. Some were inclined to let them run along while they bought up large quantities of sugar, tea, etc., from various stores. Fred R. Martin, a Hamilton, Ont., grocer, on King St., east, in looking after this branch of the business sent out the following letter:—

"To Our Customers:

"Conditions brought about by the war situation in Europe are such that a number of the grocers of the city have decided to put their business on a strictly cash basis, but we are not making any change in our present system, except to ask your co-operation in helping us to reduce very materially the large amount that we are carrying on our books.

"We consider that we are carrying 25 per cent. to 50 per cent. more than we should be, and this is made up, very largely, by the balances that are left from time to time.

"If you are a weekly or a monthly customer, we would appreciate very much if, when paying your account, you would let us have it in full to the end of each week or month as the case may be.

"We are perfectly satisfied to extend the same privilege to our customers that the wholesale extend to us, and that is—all accounts paid in full each month and no balance carried, and this we think is all that should be expected of us.

"Trusting we shall have your assistance in this respect, and thanking you for past favors, I am,

"Yours very truly,

"F. R. MARTIN."

There are some very good points in this circular, the writer of it taking pre-

caution that no offensive language was used. In a matter of this kind good judgment is necessary and Mr. Martin exercised it.



RETAILERS HEAR WHOLESALERS.

London, Oct. 1—(Special). — There was a large attendance at the last regular meeting of the Retail Grocers' Association. The notice announced that some of the wholesalers would address the meeting, also that the meeting would be in the form of a smoker.

Fred Lawrason of Lawrason's ammonia firm, spoke on the subject of patronizing home manufacturers. He claimed it was the only way to build up our own country and give work to the unemployed. John Garvey of Garvey & Sons, said his firm did not sell co-operative stores or consumers, as also did Edwin Smith, of T. B. Esecott & Co.

Harry Ranahan, Gordon Drake and President Adam Palmer declared that some of the wholesalers were doing it indirectly. It was also claimed that one of the wholesale houses was buying biscuits from a certain Ontario manufacturer for a certain retail house in London, the object being to get a jobber's price on the goods.

The huckster and pedlar by-law was also discussed. The president and his officers were instructed to have the huckster by-law enforced to the very letter, to show no mercy to anyone, also to see that tea pedlars, fruit and vegetable pedlars, etc., were paying the thirty-dollar fee for 1914. It is the intention of the president to have another smoker at the next regular meeting and to invite some of the wholesale merchants to talk on interesting topics.



One can easily get the name of being a quitter, but you cannot so easily get rid of it. Instead of seeing how many new plans you can develop, see how many old ones you can finish up.

If you have a clerk who shows an mistaken preference for the customers who wear fine clothes, convince him that the best dressers are not always the best buyers, or let him go.

Work of an English Grocery Apprentice in 1885

Diary of One Who Set Down the Duties He Was Called Upon to Perform During the Initial Week of Apprenticeship — His Worries with the Sugar Barrel and in Tea Blending Room.

AN English grocer's diary of a week in 1885, when he was first apprenticed, recently appeared in the *Grocer*, of London, Eng. As this will appeal to many Old Country grocers who have been "through the mill," Canadian Grocer herewith reproduces the week's diary:

Monday.

My indentures of apprenticeship to the grocery and provision trade were signed by father and Mr. Tewson and myself last month (the year being 1885), and to-day I arrive, about 12 o'clock, upon the scene of my labors for the next three years. Father thought it would be better to begin my life right away from home, to make me feel, as he said, more dependent upon myself, and develop the "man" in me. I reached the shop after three hours' not furious travel in the carrier's one-horse wagon. My heavy wooden box having been safely deposited in the warehouse, my new master took me in hand, introducing me to the staff as the "new apprentice"; then going in to dinner with him, I was introduced to Mrs. Tewson, who was awaiting us in the dining-room.

This was a pleasant room, though containing few ornaments of any kind, and was furnished with substantial, nice-looking furniture. During dinner my master talked a great deal about the business, which I could see he liked. He said it was a fine trade for a strong, healthy boy, because there was so much to learn and understand in it, and many great men in the history of England had risen from the grocery trade, because it was a business that opened and exercised the mind so much.

For the rest of this first day I was allowed to roam about the premises and find out things for myself, without having any regular tasks to do. During supper, after the shop was closed, my master gave me instructions as to what was expected of me the next day.

Tuesday.

This is how the day began and proceeded:—Rise at 7.30 and be in the shop by 8 o'clock punctually. Help the boy to take down the shutters, water the floor of the shop, and sweep behind the counters—two long ones—while the boy swept the other parts.

The floor being all swept, I was shown by the first assistant how to put clean sawdust on the floor, behind the counters; I could see there was only one

right way to do this simple job. I began carefully to sprinkle all the sides and corners, but the assistant told me that was wrong, it would get into those places well enough during the day's work, and that I was simply to put sufficient, but not in "heaps," down the middle of the gangway to walk on, to keep the floor from getting sticky and dirty.

This being done, I went to my bedroom to wash, brush my hair and put on clean collar and necktie and go into breakfast, when I was due to be in the shop by 9-15 till dinner-time at 1 o'clock. Very soon I found my next job was sugar chopping.

This was jolly; things were getting indeed exciting. How often had I seen with admiration (and secret longing) the assistant on the box chopping the long lump of lovely sparkling sugar with per-

fect ease into regular square pieces, and thought how clever! And to-day I was to do this wonderful thing. The second assistant took me in hand now, because, he said, whilst he was teaching me, I was to do the sugar chopping to give him more time to help at the counter.

And he began by chopping, with myself looking on, a whole "sugar loaf," a Say's loaf he called it, which he did in fifteen minutes, saying that when I could chop a "Say's" into even regular pieces in fifteen minutes I might consider myself ready for the "next job." My turn came, I took off the blue paper, folded it carefully into four, putting it on to a pile of similar paper, which was used to wrap up bath-bricks, hearth-stones, dips, and other rough things.

Well, I began the chopping, first cutting off the pointed top, the swing of the handle of the chopper was just fine, but it was more difficult to cut the sugar into anything like suitable sized square pieces than I had imagined. I struggled on, and at the end of one hour and twenty-five minutes I had managed to make that "Say's" into pieces, but they were not quite the right size or shape; the assistant said, when he examined my work they wanted sorting over, the larger pieces picking out and re-chopping and then "my" lot would mix off with the stock he had chopped. I should "learn with practice." Anyhow, I had worked hard with that "Say's" loaf, and my hands felt as though I had put them into a dish of treacle and my lips tasted sweeter than I had ever before found them. However, I kept up my practice the whole of the afternoon till tea-time, and had destroyed four "loaves" as a result of the day's work, but the last one certainly was better managed, and I felt quite proud and very glad that I had decided to be a grocer. After tea I spent the time in thoroughly sweeping and making quite tidy the sugar block and bringing odd things from the cellar and warehouse till closing time.

At supper time my master talked about the work, saying he was glad I seemed to get on with the sugar chopping, and would presently be quite an expert "sugar chopper," which I then and there told myself (nobody else) I would. He said he would take me himself tomorrow and teach me the greatest thing, most important part of a grocer's business, the art of blending tea. Again I was glad I had wanted to be a grocer.

"LEST WE FORGET."

We need to be reminded quite as much as to be informed. Memory has been jocularly described as "the thing we forget with." Out of sight is apt to be out of mind.

An advertiser who relies on the memory of the public leans on a broken reed. The absence of its advertising from the newspapers has been the beginning of the end for many a firm. "The present suitor hath ever the advantage over the absent lover."

A business that has achieved its magnitude or strength as the result of faithful advertising plays itself false if it suspends or ceases its advertising, on the grounds of economy. It is poor business vision which fails to see the principal feeder of business, and fatal judgment which cuts it off or interrupts its flow. Economies may be warranted, but they had better be effected in any other department than in the sales department—the department of revenue. Any course which shoves your customer back from you or hides you from your customer is ruinous. The man with the money needs to be constantly sought. Advertising is the great discoverer of new customers, the great retainer of old ones.

If you forget the public, the public will forget you.

CANADIAN GROCER

I went to bed at ten o'clock, and being very tired, was soon asleep, and in my dreams a great crowd of animated "Say's" loaves were making faces at me, making my lips sweet.

Wednesday.

The next day came, and I did "the usual"—help to open and sweep the shop. After breakfast my master took me with him into rooms at the back part of the premises stocked with packages of tea. Here I helped in his fortnightly tea blending.

I helped him run tea through a large sieve (this made my hands very sore), then put quantities, which he weighed carefully from five or six different packages, into a large round tray standing on three low boxes on the floor. Then I had to keep shovelling this up with a wooden shovel, walking all round the tray so that the different teas got quite mixed. After I had been at this work for more than half an hour, he took the shovel from me and stirred the tea up thoroughly several times; then it was shovelled into the chests and carefully covered, because, he told me, tea after blending was always better if kept for a week or so. He also told me the reason for mixing a lot of teas together was because it was difficult to find a tea having all good qualities in itself, and that it was most difficult to buy the same kind of tea every time; that the customers liked the tea to be always the same, and that by blending various kinds of tea it was possible to give the same flavored tea always, and beside, it enabled the grocer to give his customers a particular and special kind of tea, so that they would not like any other tea, and this was a great thing, because a good tea-grocer could make his tea earn a good profit. This tea lesson was a good one, lasting till closing time, and when it was finished I noticed that my nose and my throat were filled with black tea dust.

Thursday.

After breakfast I had to spend the day in the warehouse, with the warehouseman, digging, with a small garden fork, currants out of a tub and sifting them in a sieve, rubbing them round and round and shaking them, then picking the stalks out that came to the top. I could not do the rubbing very well (the tea business had made my hands so sore), so the man did most of the rubbing and I did the digging and "picking." Then we had to do some out of a large box (the case, it was called). These were not as bad as the cask lot.

Then there were raisins to get ready for the drawers for the Friday and Saturday orders. These we put into a long sack after taking them out of a box the same shape as the currant case, only not

as big; this is called trouncing; the man caught hold of one end, and I was at the other, and we had to pull and shake. It was very awkward. Once I let go of my end, and most of the raisins went flying over the floor, so they had to be picked up, sawdust and all, and washed. Then, again, somehow I got knocked over and went rolling on the floor myself. Of course, I wasn't picked up, I had to pick myself up and go without the washing. But it was all fine fun, and I liked it, only in the morning I wondered why my back ached and my right arm felt stiff and heavy. I had no dreams that night, I was too tired.

Friday.

When I got down to help to open the shop there was a great cask standing just inside the back gates, and after breakfast this had to be opened, and I had to help in digging out the light brown, but very lumpy sugar, with my friend, the currant fork, and to carry the sugar into two large wooden bins in the warehouse. Directly the cask was empty the lid was fixed on again and a man came and rolled it away. He said he had been waiting for it over a week. The rest of this day was spent in helping the man to grind it with two other kinds in a hand mill. It was very hard work turning the handle; sometimes I had almost to jump on the handle to make it go round.

We mixed two other sorts of sugar with it in different quantities, so that we really made three different kinds or qualities of sugar. The next morning my back and both arms this time were worse than ever.

Saturday.

After the usual work and breakfast there was no hard work, only a lot of running about into the warehouse and cellar, helping to get up orders till tea-time. After tea, I just watched the other assistants serve the customers, fetching things for them, and between times the first assistant showed me how to cut up white paper into pieces for one ounce of tea or pepper and such things, and to cut up the blue sugar paper into pieces for $\frac{1}{4}$ lb., $\frac{1}{2}$ lb., and 1 lb.

At ten o'clock the shop was closed, the things were covered up and the floor swept clean. Then we all had supper together and I went to bed.

Sunday.

We had breakfast at 9 o'clock. I went to church twice, had a walk in the afternoon, supper together at 9 o'clock, the whole house being closed at 10.30.

ONE WHO KNOWS.

NEW PRICES ON CORN AND TOMATOES.

Just as Canadian Grocer was going to press prices on tomatoes and corn were given out by the Dominion Cannery of Hamilton. Tomatoes, 3's, Group B, have opened at 97½ cents per dozen, which is the same as the prevailing quotations of a year ago, but much less than the opening price (which was \$1.12½) quotations of a year ago, and 2½ cents per dozen less than the price that has been existing.

Canned corn, 2's, for Group B, have opened at 92½ cents which is 2½ cents per dozen less than the price just prior to the new quotations.

New prices have not yet been issued but it is likely they will be higher. Pears will probably be same as year ago.

REASONS FOR HIGHER SALMON PRICES.

Canned salmon prices have been announced, and they are naturally higher than the quotations of a year ago. This was to be expected, because last year was the year of the big run. In view of the fact that a Winnipeg daily paper has attacked the canners on the Pacific Coast, charging that prices are too high, Canadian Grocer interviewed Robert Henry, a man in close touch with the situation. Mr. Henry is general sales agent for the British Columbia Packers' Association of Vancouver, and is in Toronto at the present time after a trip to the Maritime Provinces. He claimed there was no foundation for the charge made.

"The pack last year," he said, "was very heavy, being the big fourth year, the pack of best sockeye on the Fraser and Puget Sound being 2,300,000 cases, as compared with this year's pack, 475,000 cases. The fishermen were paid last year on the average 18 cents for the raw sockeye salmon; this year, with a short run, the fishermen received during most of the season 35 cents each, and during the last few days of the run 40 cents. This alone represents an increase in cost of packing of over \$2.25 per case this year compared with last year.

"The prices made on canned salmon this year are as low as could be made, and higher prices could have been obtained from London and Liverpool than were obtained from the Canadian home trade. The prices for salmon will compare favorably with relative values, and increase in meats, sugar, butter, cheese and wheat.

"The Pacific Coast canners have to guard the interests of their shareholders just the same as other large corporations have to do. The prices secured by the Canadian packers are lower than the prices obtained in the United States, and we do not find any fault-finding there.

American Railroads Reduce Rates Also

Lower Freight Charges as Ordered by the Dominion Railway Commission Will Apply to Shipments From Minneapolis to All Canadian Points West of Fort William Over the Soo and Great Northern Lines—New Schedule Effective October 1st. — Three Points Got Benefit September 1st.

The decision of the Dominion Railway Commission in regard to Western freight rates, which resulted in lower transportation charges to all points west of Fort William under the new rate schedules which went into effect on the 1st of September, had an influence which extended outside of the boundaries of Canada.

Coincident with the putting into force of the reduced rates in Canada there were also reductions made in the rates on the Minneapolis, St. Paul and Sault Ste. Marie and the Great Northern railways between Minneapolis and several Canadian points in Manitoba. This has been followed by the issuance of a new schedule for rates between Minneapolis and all points in the Canadian West.

The lower tariffs of the American roads are not due to any direct influence of the report of the Dominion railway Commission but to the fact that railways compete for business and unless like reductions were made in the carrying

charges on the other side of the line there would be many consignments which would take the all-Canadian route rather than through by Chicago.

In the past the charges between Minneapolis and Western points had been covered by the same classification and were on the same basis as between Port Arthur and the same points. The readjustment, therefore, was comparatively simple from the fact that in practically every case the new rates on this side of the line were adopted. However, the indications are that the American roads were not fully prepared for the change for the lower rates only went into effect for three points on the 1st of September—Winnipeg, Portage La Prairie and Brandon. On the 1st of October the reduction will be made general.

Herewith is printed a table showing the new and the old rates to several of the important points in the west from which a general idea can be gained of the reductions made. The first three tables

are the same as issued for the 1st of September, the others are for October 1st when the general readjustment goes into force.

It will be noted that the principle benefit comes to the mountain towns. It will also be noted that the reduction in favor of Regina is comparatively large alongside of other prairie cities. The reason for this would appear to be that the American roads did not make the previous reductions in favor of the capital city of Saskatchewan, as the Canadian systems were compelled to do under the decision of the Railway Commission in the Regina freight rates case.

So far as the coast cities are concerned the changes are more difficult to explain. There had been to these points special rates on commodities which have now been changed to class rates, the result being a slight increase on the first-class freight and material reductions on all of the other classes. These changes will likewise apply to freight coming through the United States.

This clause of the finding of the Railway Commission was the least understood of all the report and covers so many changes that even yet the full benefit has not been taken of it by some shippers.



MUST WATCH MATCHES CLOSELY.

A Lowell dealer, says the New England Grocer and Tradesman, has been haled into court on the complaint of a state official because he failed to keep his stock of matches in a fireproof container. Possibly all storekeepers do not know it, but there is on the statute books of this Commonwealth a law requiring them to do this. A reason for the sudden zeal in enforcing the law, which to a great extent has been ignored, is the recent unusual number of fires which has been laid to "rats and matches." Presumably this is often an excuse which answers as a substitute for a confession of ignorance, but it has been made often enough to attract attention. The prosecution of the Lowell man ought to attract sufficient attention to inspire others to observe the law, in advance of any official visit. As an exhibition of sense, all grocers ought to make the metal container for matches an indispensable part of their store equipment.

THE OLD AND THE NEW RATES.

MINNEAPOLIS TO WINNIPEG.

Class	1	2	3	4	5	6	7	8	10
Old rate	86	72	57	42	38	34	25	24	20
New rate	85	71	56	42	38	32	24	24	19

MINNEAPOLIS TO PORTAGE LA PRAIRIE.

Class	1	2	3	4	5	6	7	8	10
Old rate	99	82	65	49	44	36	27	26	22
New rate	96	80	64	48	43	36	26	27	21

MINNEAPOLIS TO BRANDON.

Class	1	2	3	4	5	6	7	8	10
Old rate	111	93	74	56	50	42	31	29	25
New rate	110	92	73	55	50	42	30	30	25

MINNEAPOLIS TO REGINA.

Class	1	2	3	4	5	6	7	8	10
Old rate	162	136	107	81	72	63	45	41	37
New Rate	154	129	103	77	69	60	43	41	36

MINNEAPOLIS TO CALGARY.

Class	1	2	3	4	5	6	7	8	10
Old rate	224	186	149	112	102	90	63	59	52
New rate	221	185	147	110	99	88	63	55	52

MINNEAPOLIS TO NELSON.

Class	1	2	3	4	5	6	7	8	10
Old rate	303	253	202	152	140	125	89	91	73
New rate	251	209	167	126	115	104	74	61	61

Above chart shows at a glance declines in freight rates between Minneapolis and Western Canadian cities.

The Retail Dealer and His Trade Paper

Part That it Plays in the Buying of the Merchant, as Shown by
Special Investigations—Its Influence Found to be Widespread
—An Auxiliary to the Visit of the Salesman.

By George L. Louis in "Judicious Advertising."

There is no other factor in selling that has greater possibilities than the trade journal. Here we have quality in circulation in its very highest form; here waste circulation is practically unknown. I personally do not know of any other merchandising medium that can be used so economically and effectively, and that is read more earnestly and thoughtfully. But notwithstanding that the powerful influence of the trade press has been, and is continually being, demonstrated, I know of no other selling medium that is so neglected and so abused. In this discussion, I am referring particularly to those trade publications which circulate among the retailers. I have used and closely studied the retail trade press, representing almost every industry, for the past 14 years. And I have gathered some rather interesting and fairly authentic data, during that period.

I have had the opportunity of getting very definite information from both the manufacturer's and the retailer's viewpoint. I have been able to test the selling value of trade papers under a wide variety of conditions with every possible calibre of copy, and for many distinct lines of business. Besides, I have had the opportunity to observe and learn directly from retailers just what they thought of the trade press and just how far it influenced their buying actions. During my four years' dealer analysis, in which time I visited merchants in every state, I noted very carefully the attitude of each toward his trade paper. Among the statistics I gathered on this journey, I have this: Eighty-five per cent. subscribed for at least one publication; of this number, 60 per cent. received two, and 15 per cent. three or more. This applies to dry goods, clothing, shoes, hardware, grocery, jewelry, drug, candy, stationery, paint and general stores. Upon questioning the proprietors of these stores, I was surprised to find what an important buying factor the trade journal had become to them.

Depends on Trade Journals.

"I don't know how I'd buy without it," a dry goods merchant in a Pennsylvania town told me. "When a salesman calls on me, I'm in a pretty good position to judge values and styles, for I have read from week to week just what is going on. I know from the editorials and advertisements in my trade paper

what is new and popular and what isn't selling any more. Before I read the trade papers, they could sell me any old thing. But it is different now; I keep in touch with things."

I was also impressed with the long life of the trade journals. The greater majority of the merchants whom I visited, showed me issues that they were saving for reference. Some only kept numbers of two or three or four weeks back. Others from six months to a year. They were not shelved in out of way places, either. They were all to be found convenient of access, and when I glanced over these old numbers, I found that they were indeed well thumbed.

Evidence of Influence.

I tried to ascertain by the closest questioning just how far the trade press directly influenced retail buying. It is very evident from my observations and interviews that the advertiser who constantly tells about his wares in trade papers has a far better opportunity of interesting and selling the retailer than competitors who do not so advertise.

I was in a jewelry store in a small Ohio town when a salesman came in. When he handed his card to the proprietor, with whom I had been conversing, the latter exclaimed in a most friendly way, "Oh, yes! How are you? Let's go back to my office." Later I was informed that this had been the first visit of that salesman and that he received a very nice order. "But you've bought from that house before?" I asked, when told that this was the salesman's first call. "No; first time I've done business with them," he answered. When I asked the merchant for an explanation of the warm greeting extended to the salesman, he said, "Oh, I know the house well. They have a full page advertisement in the _____, right along."

I recall another instance where I questioned a woman's clothing retailer in an Illinois town why he had answered one of two letters soliciting his business and thrown the other into his waste basket. The two letters were from different manufacturers and seemed to have presented their respective selling arguments with equal force. "I know these people (referring to the concern whose letter he had answered) and I'm going to let them show me their line. I don't

know much about the other house." His knowledge of and confidence in the manufacturer, to whom he wrote, was based solely upon the fact that he was familiar with their advertising in the trade paper he read. When pinned down for a definite answer, he acknowledged this. Incidentally, have since found out that this clothier is now a mighty good customer of this manufacturer whose letter he answered.

Such Incidents the Rule.

These illustrations of the direct buying influence of the trade press were not exceptional. Evidence of this nature was apparent in the greater number of my visits and interviews. One paint dealer told me he bought only from the concerns that advertised in the trade papers he read. Asked to explain his reason for this, he said: "The fellows who have really got something to sell and aren't afraid to let us know about it, are the ones I've got respect for and confidence in. I'm always a little suspicious of the ones who hide their light under a bushel."

Talk to the Dealer.

It will surprise the average trade paper advertiser to find how quickly the retailer will respond if the right appeal is made to him. The copy one finds in these publications is either of the most general nature without pretense of selling effort, or it talks at the retailer instead of to him. You all know the copy of the first kind; it's the "We-make-fine-goods-come-and-buy" stuff. It has about as much effect upon the retailer as a dummy salesman that was worked by some interior mechanism. The second type of copy is more prevalent. Although it is a vast improvement over the other, it approaches the retailer in the wrong way. When you tell the retailer why the consumer likes and buys your goods, you are talking at him. To talk directly to the retailer, you must center your copy around his selling conditions. Sales and profits are what influence him to stock up goods. To tell him why the consumer will buy from him is an indirect, ineffective approach. That your goods fit perfectly or wear well, or are fashionable, or whatever their advantages may be, is all highly interesting to the retailer, but what he wants to know is why he should buy them.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

J. J. McCloskey, for a number of years a retail grocer in St. John, N.B., passed away last week.

"The Rainbow" is the name of a general store registered in East Angus, Que., in the name of Henry A. Beaudoin.

The grocery store of J. A. Davidson, Summerside, P.E.I., was badly damaged by fire recently. It was partly covered by insurance.

The St. Lawrence Sugar Refineries, Montreal, have awarded the contract for the construction of their new \$70,000 building at Maissoneuve, to Anglins, Ltd. This is to be used for storage purposes.

A large number of the merchants of Sherbrooke, Que., have intimated through the press that they do not intend to advance prices except where they have been forced to do so by advances made in the wholesale prices to them.

Among the travelers in Montreal to volunteer for service is Wm. Lothian, late of Rose & Lafamme, who is now with the 5th Royal Highlanders, and R. A. Low, late of H. J. Heinz Co. (Western Ont. representative) who is a member of Corps of Guides, 4th Division.

Ontario.

W. Farmer, an Ottawa, Ont., grocer, passed away last week.

J. W. Showler, grocer, London, Ont., has sold to W. J. Scott.

W. R. Cowan, grocer, Toronto, has sold to McDonald & McCann.

Dawson Bros., grocers, Peterborough, Ont., have sold to E. Puttick.

F. O. Banting, grocer, Toronto, has sold to The Householders Co-operative Stores, Ltd.

Mr. Whaley has bought the grocery store from R. B. Gill, Queen street west, St. Marys, Ont.

Moore & Grey, grocers of St. Marys, Ont., have dissolved partnership. Mr. Moore will continue under the name of J. C. Moore.

Fire did some damage to the Lea Pickle Co.'s factory in Simcoe, Ont., recently. The fire started in an adjoining building. The loss was not large.

Among the latest stores opened in Toronto are the following: B. S. Smith, St. Clair avenue, and C. A. Sanders, 55

Bird avenue. C. Watson will open on Queen East about the first of October.

Patriotic Day in Orillia, Ont., was a big event, the farmers from the surrounding country coming in large numbers. Nearly all the merchants gave 10 per cent. of their sales to the Patriotic Fund.

This month ends the Wednesday half holiday in London, Ont., as agreed on by all grocers, although a few say they are going to continue the half holiday all the year round.

Jas. Whimster, a merchant of Aurora, Ont., and his wife are prisoners of war in Berlin, Germany, and are likely to remain there until the close of the war.

Th. de Schryver, of Auckland, New Zealand, has been in Toronto in consultation with the Manufacturers' Association respecting more Canadian trade with that country. Now that imports into New Zealand from Germany are cut off, an effort will be made to purchase some of these goods in Canada.

C. W. Hoskin, grocer, had a very disastrous fire in his store at 56 and 58 Dundas street west, London, Ont., last week at 11 o'clock at night. The origin

of the fire is a mystery, as it was a half-holiday. The loss is estimated at \$1,100. The amount of insurance will fully cover the loss. This was formerly John Diprose's West End branch store.

Western Canada.

D. R. Parsons, general merchant, Dalmer, Sask., is succeeded by G. T. Yeates.

A new grocery store has been opened in Nanton, Alta., on Railway avenue, by Mr. Fish.

Wright Bros., Prince Albert, Sask., have disposed of their general store to Mr. Malstad.

Stock of the Curry Grocery Co. of Moose Jaw, Sask., has been sold to the Moose Jaw Trading Co.

S. Witton, general merchant, Murrayville, B.C., has sold the Langley Prairie branch to A. C. McNabb.

The stock of the estate of A. G. Parker, general merchant, Hafford, Sask., has been sold to B. Allman.

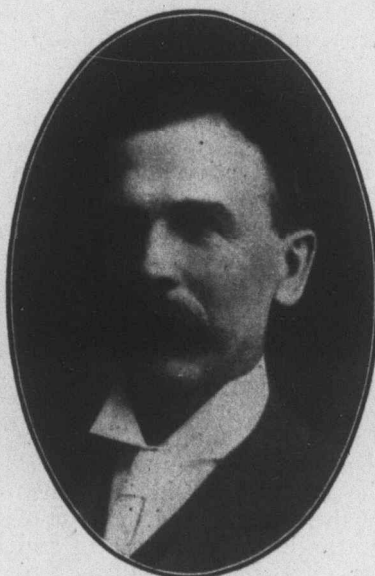
The Simington Company, wholesale grocers, Calgary, Alta., are preparing for the erection of a warehouse.

C. Arden, district organizer, addressed the retail merchants of Weyburn, Sask., recently on the aims and accomplishments of Provincial and Dominion Boards of the Retail Merchants' Association.

George E. Measam opened on the 1st of October a grocery brokerage business in Edmonton, Alta. Mr. Measam has been connected with the wholesale grocery business in Western Canada for the past twelve years.

A statement was made at a recent meeting of the Retail Merchants' Association in Weyburn, Sask., that during the past summer the merchants of Saskatoon saved \$1,500 by carefully checking up freight bills to see principally that freight was properly classified.

In view of the complaints made by a number of proprietors of stores in Victoria, B.C., especially those in the outlying sections of the city, the City Council has decided that for the time being at least the provisions of the new Early Closing By-law, so far as the 6 o'clock hour is concerned, shall not be enforced. As to the 9.30 o'clock closing hour on Saturday night and on nights preceding public holidays, the by-law will be enforced.



THE LATE JAS. W. LAMOREAUX,
Hamilton, Ont.

Whose death was announced in last week's issue. He was President of Tuckett, Limited.

Tea Advances Again; Higher Sugar Predicted

Supplies From Calcutta Are Cut off; Embargo May be Put on Again—Refiners Having Trouble to Get Raw Sugar and Market is Getting Firmer—Difficulties in Financing Dried Fruit Shipments.

Publication Office, Toronto, Oct. 1, 1914.

BUSINESS is generally quiet in the cities and towns but fair at country points. This is the natural reaction after the overwhelming war demand of a few weeks ago. The amount of goods which went to the trade and to the consumers indicates to the wholesalers that close buying on the part of the retailer is now the wise policy and they are generally encouraging the hand-to-mouth policy. However, the fact that there is still a demand for sugar above the output of the refiners is an indication that there is yet considerable buying of staple lines.

Higher prices for sugar appear to be almost a certainty of the near future. The situation has strengthened to some extent in New York where there have been offers made at one sixteenth above the market without bringing takers from cover. In Canada demand is still above output and refiners are paying high prices for raw—so high that they are not materially under the quotations for refined and this cannot continue. The clearing of the war situation would undoubtedly cause a reaction, but this cannot be looked for.

The situation as regards foreign goods, particularly Turkish goods, such as figs and Sultana raisins, has become very complicated during the week and no one can much more than guess as to the developments. The high exchange, the war risks, the increased freight rates and the difficulty of securing transportation were bad enough in themselves, but the financing problem now takes first rank. Advices from Smyrna indicate that the money difficulties are becoming more far-reaching all the time. Turkey, still in a neutral state, has declared a moratorium, and is financially in a state of demoralization. Packers report that they cannot even get money with which to get the goods on board ship, and when this is done it is only after importers have placed credits on call at London. The same conditions to less extent apply to Spain and other countries from which Canada imports. Under these conditions it may be that higher prices will be charged for what goods do come out of the country in an endeavor to counteract the loss for what may go to waste.

Tea has reacted during the week, good grades being up about a penny at London. Nothing is coming forward from Calcutta, and if this condition continues, the embargo is almost certain to be imposed again. Coffees are higher with the exception of Brazils.

The flour situation is dull. Domestic demand has fallen off and prices for winter wheat product have receded somewhat, quotations being much in the hands of individual millers. Strength for Manitoba is maintained on account of the foreign situation and mills are working to capacity. However, there is a chance that Canadian millers may have to reduce prices to compete with American offers when they have completed the Government order and have to give their attention to the export market. Rolled oats have declined under the influence of the lower prices of the October option, and rolled wheat is also easier.

The shipment of three carloads of butter from the Western prairies to Montreal, which marks an evolution in the Canadian produce trade, is only one of the unsettling factors in this market. The influence of this shipment at a time when export business was tied up on account of difficulty with boats had the temporary effect of knocking two cents off the top of the market. Outside influences indicate an easier market for eggs, but there has been a shortage of fresh stock which had effect of raising the high figures a cent and other departments firmed in sympathy. Fall packing will be general next week.

Despite interruptions to cheese exports, price has advanced again and is in the highest position for some years. Domestic demand for meats is weak and hogs have declined. Lard is somewhat cheaper. Foreign demand is holding the market together.

Markets in Brief

QUEBEC MARKETS.

FRUITS AND VEGETABLES—
Lettuce scarce and price up.
Cauliflowers are good buy now.
Spanish onions much cheaper.
Niagara pears plentiful.
Grapes selling freely at 19c.

PRODUCE AND PROVISIONS—

Lower poultry prices a certainty.
Lard market easing up.
Butter market weaker.
Cheap comb honey arriving.

FISH AND OYSTERS—

Mackerel and salmon prices down.
Lobsters getting scarcer.

FLOUR AND FEED—

Change in rolled wheat anticipated.
Manitoba wheat flour unchanged.
Winter wheat flour prices down.
Good demand for feeds.

GENERAL GROCERIES—

Raisins $\frac{1}{2}$ c higher.
Other dried fruits unchanged.
Spices advancing further.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Meats are weak and hogs easier.
Fresh eggs are higher.
Good butter cheaper.
Cheese remains very firm.

FRUITS AND VEGETABLES—

Demand weak; preserving over.
Canadian peaches done.
Grapes and fall fruits plentiful.
Potatoes cheaper.
Citrons, pumpkins and squash offered.

FLOUR AND CEREALS—

Business is very dull in flour.
Rolled oats and wheat cheaper.
Mill feeds weak at same prices.

FISH AND OYSTERS—

Weather unfavorable for demand.
Oysters not selling well.
Lobsters scarce and dearer.

GENERAL GROCERIES—

Higher prices for sugar predicted.
Tea has advanced; supplies cut off.
Difficulty in financing fruit shipments.
Farmers holding beans for \$2.50.
Macaroni has advanced 1c lb.

QUEBEC MARKETS.

Montreal, Oct. 1.—Business is quiet. Things are expected to improve in a week or two. Business in the country generally is good, but cities are inclined to be quiet. Collections are fair in the country, but not so good in the cities. Wholesalers, however, state they have little to complain about.

Price changes are almost negligible, which dictate that things are settling down, and are resuming their normal state. An easy feeling is noticed in several markets. All lines of produce are

CANADIAN GROCER

quiet, and lard has been easing off for several days. Prices $\frac{1}{4}c$ less than those in this issue for lard were being quoted on going to press. New Quebec comb honey is now on market at a price 2c less than former prices. Prices of winter wheat flour show a weaker tendency, and a change in rolled oats is anticipated every day. Lower prices of rice are expected.

Sugar prices are unchanged, and it is difficult to say how the market will be during the next week. A local refinery which purchased raw in the West Indies some time ago was informed that exportation to any point except Great Britain was prohibited. Pressure resulted in shipments being sent to any British possession, but these have not yet arrived here.

Developments in the wheat market are being watched with interest. Ontario wheat, which sold fourteen days ago for \$1.30 a bushel, is now being bought for \$1.10 to \$1.15. Dealers are not inclined to buy winter wheat flour, as they are loaded up, and waiting for the market to go lower. Lower prices are expected.

Since the war begun there have been many rumors to the effect that there were scarcities of canned meats, pork and beans, etc., which no doubt were due to the withdrawal for a time of some of the prices of manufacturers. Wm. Clark, Limited, local manufacturers, state that there is no truth in these reports.

SUGAR.—Prices remain same as last week. Raw, after dropping from \$7.25 to \$6.25, rose again to \$6.50, and has remained there since. It is expected to rise further. Recent weakness in New York is due to a report that there are big stocks of beet sugar in Germany. It is reported to be selling cheap, but difficulty is experienced in getting it out. A sudden termination of the war, or an indication of a termination, would probably cause a slump. At present the market is without any features. While purchases in other lines have been curtailed, due to overloading, the same does not apply to sugar. Usually the demand drops flat when the market in New York becomes weak, but in this case somebody is continuing to buy. Refiners here are still behind with their orders.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 25
20 lb. bags	6 35
2 and 5-lb. cartons	6 55
Second grade, in 100 lb. bags	6 20
Yellow Sugars—		
No. 3	6 10
No. 2	6 30
No. 1	6 50
Extra Ground Sugars—		
Barrels	6 65
50 lb. boxes	6 85
20 lb. boxes	7 05
Powdered Sugars—		
Barrels	6 45
50 lb. boxes	6 65
25 lb. boxes	6 85
Paris Lump—		
100 lb. boxes	7 00
50 lb. boxes	7 10
25 lb. boxes	7 30
Crystal Diamonds—		
Barrels	6 90
100 lb. boxes	7 00
50 lb. boxes	7 10

Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Raisins are $\frac{1}{4}c$ higher than last week, and practically no change on any other lines. No old crop raisins are left to speak about, and it is anticipated that the quantity will be smaller than was expected. Any change in price is expected to be upward. Opening prices this year on seedless are considerably higher than last, owing to shorter crop, but on other lines they are not much higher than a year ago. Apricots are much cheaper this year. While in some quarters it is stated that sailings of ships from Spain have been canceled, it is insisted equally emphatically by importers of European fruits that supplies are coming through.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 08 $\frac{1}{2}$ 0 10
Nectarines, choice	0 11
Peaches, choice	0 09 0 09 $\frac{1}{2}$
Pears, choice	0 14 0 15
Apricots	0 16 0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 18
Lemon	0 12
Orange	0 13
Currants—		
Amalias, loose	0 07 0 11
Amalias, 1-lb. pkgs.	0 12 $\frac{1}{2}$ 0 14
Filiatras, fine, loose, new	0 07 $\frac{1}{2}$ 0 09
Filiatras, packages, new	0 09
Dates		
Dromedary, package stock, per pkg.	0 10 0 13 $\frac{1}{2}$
Figs, choicest	0 11 0 14 $\frac{1}{2}$
Hallowee, loose	0 05 $\frac{1}{2}$ 0 08
Hallowee, 1-lb. pkgs.	0 07 $\frac{1}{2}$ 0 09 $\frac{1}{2}$
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12 $\frac{1}{2}$ 0 13
50 to 60, in 25-lb. boxes, faced	0 11 $\frac{1}{2}$ 0 12
70 to 80, in 25-lb. boxes, faced	0 10 0 10 $\frac{1}{2}$
80 to 90, in 25-lb. boxes, faced	0 09 $\frac{1}{2}$ 0 10
95 to 100, in 25-lb. boxes, faced	0 08 $\frac{1}{2}$ 0 09 $\frac{1}{2}$
60 to 70, in 25-lb. boxes, faced	0 10 $\frac{1}{2}$ 0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00 6 60
Muscatales, loose, 3 crown, lb.	0 08 $\frac{1}{2}$
Sultana, loose	0 14 0 16
Lower grades Sultana, 1 lb. pkgs.	0 15 0 18
Valencia, new	0 06 0 06 $\frac{1}{2}$
Seeded, fancy	0 10 $\frac{1}{2}$
Seeded, choice	0 09 $\frac{1}{2}$

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

RICE.—The embargo was recently raised to allow contracts to be filled, and the opinion is expressed that the embargo may be resumed some time in October. Stocks are not heavy, and yet it is felt that lower prices can be expected. Tapioca market has advanced a cent during the past two months.

Rangoon Rices—		Per cwt.
Rangoon "B"	3 75
"C.C."	3 65
India bright	3 90
Lustre	4 00
Fancy Rices—		Per cwt.
Polished	5 60
Pearl	5 80
Imperial Glace	5 90
Sparkle	6 10
Crystal	6 10
Snow	6 30
Ice drips	6 45
Carolina head	8 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 $\frac{1}{2}$ lbs.).

Imported Patna—		Per lb.
Bags, 224 lbs.	0 05 $\frac{1}{2}$ 0 07 $\frac{1}{2}$
Half bags, 112 lbs.	0 05 $\frac{1}{2}$ 0 06 $\frac{1}{2}$
Quarter bags, 56 lbs.	0 05 $\frac{1}{2}$ 0 06 $\frac{1}{2}$
Velvet head Carolina	0 10 0 11
Sago, brown	0 06 0 06 $\frac{1}{2}$
Tapioca—		
Pearl, lb.	0 06 0 06 $\frac{1}{2}$
Seed, lb.	0 06 0 06 $\frac{1}{2}$

MOLASSES.—Market rests in the hands of the wholesalers, who have good stocks bought at low prices. They should make money this year unless they are tied up with contracts.

Barbadoes Molasses—		Prices for Island of Montreal, Fancy, Choice.
Punchons36 .36
Barrels41 .39
Half barrels43 .42

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

Corn Syrups—		
Barrels, per lb., 3 $\frac{1}{2}c$; $\frac{1}{4}$ bbls., 4c; $\frac{1}{2}$ bbls.	0 04 $\frac{1}{2}$
Pails, 33 $\frac{1}{2}$ lbs., \$1.85; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 90
Cases, 10 lb. tins, $\frac{1}{2}$ doz. in case	2 90
Cases, 20 lb. tins, $\frac{1}{4}$ doz. in case	2 85
Maple Syrups—		
Pure, per 5 $\frac{1}{2}$ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Recently the Indian Prince with a cargo of 34,000 bags of coffee on board was sunk by the Germans. The insurance was raised to 7 $\frac{1}{2}$ per cent. Sterling exchange is up again. These and other factors make it difficult to say much about the market. Prices in the primary market are lower owing to accumulated stocks on the hands of planters. It is not believed that prices here will be higher. Business here is quiet.

Coffee, Roasted—		
Bogotas	0 30 0 34
Gautemala	0 28 0 32
Jamaica	0 25 0 28
Java	0 34 0 39
Maricao	0 24 0 27
Mexican	0 30 0 34
Mocha	0 32 0 36
Rio	0 20 0 23
Santos	0 23 0 26
Chicory, per lb.	0 12 0 15

NUTS.—Some firms here continue to have trouble in connecting with Malaga for the purchase of shelled almonds, although others are getting supplies through with little trouble. Some wholesalers are expected to receive a few shelled walnuts at the end of next month, selling 38 to 40 cents per lb. It is not known for sure yet whether it will be possible to ship these out of France or not. Shelled walnuts are expected about October 25, to sell 38 to 39c, new crop. Spot stocks of nuts are bringing high prices, shelled walnuts being quoted 50c to 52c per lb., and shelled almonds 45c per lb.

Shelled walnuts, per lb.	0 50 0 52
Shelled almonds, 28-lb. boxes, per lb.	0 45
Finest filberts	0 15 0 16
Pecans—		
3 crown	0 17 0 18
Large	0 18 0 20
Giants	0 20 0 21
Almonds, Grenoble	0 20 0 21
Walnuts, Grenoble	0 25 0 27
Brazil, new	0 14 0 16
Peanuts, No. 1, 15c; No. 2	0 11 0 11
Peanuts, No. 3, 9 $\frac{1}{2}c$; No. 4	0 09 0 09

SPICES.—Prices generally are high, and are advancing. Supplies from West Indies are hampered by stray German warships. White cloves, peppers, herbs and seeds feel and show these conditions plainly. The outlook is for violent price changes, and abrupt reversals of governing conditions from week to week. The market for peppers is active, with a lively trade demand further eating into the small remaining supply. Supplies on incoming vessels bring premiums, and spot prices will be higher. Supply of cloves is small, and few are on the way.

5 and 10-lb. boxes.		$\frac{1}{4}$ -lb. pkgs. dozen.	$\frac{1}{2}$ -lb. tins. dozen.
Allspice	0 15-0 18	0 60-0 70
Cassia	0 22-0 25	0 73-0 80
Cayenne pepper	0 30-0 35	1 02-1 15
Cloves	0 35-0 40	1 15-1 25
Cream tartar—Supply all sold.		

CANADIAN GROCER

Ginger, Cochin	0 21-0 23	0 90-1 05	0 95-1 10
Ginger, Jamaica	0 25-0 30		
Mace	0 85-1 10		
Nutmegs	0 30-0 35	1 02-1 20	1 10-1 25
Pepper, black	0 23-0 25	0 80-0 90	0 90-1 00
Pepper, white	0 31-0 32	1 05-1 10	1 10-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 95-1 15
Pickling spice	0 20-0 25	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22		

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

Cardamom seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	0 12	
Dutch	0 20	
Cinnamon, Ceylon, lb.	0 60	
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocconut, in pails	0 20	0 25

DRIED VEGETABLES.—Plenty of 3-lb. picker on the market, but hand-picked are very scarce, and are quoted around \$3.70 per bushel. New Canadian peas are reported poor quality, but it is too early to get pessimistic, as all the crop is not in yet. Odd cars are noted here and there of good quality, but the majority are buggy. New crop of beans expected about October 12. Prices of old stock are high, and attempts are being made to clear stocks out.

Beans—		
Hand picked, per bush.	3 70	
Canadian, white, per bush.	3 60	
Yellow, per bush.	3 85	
Yellow eyes, per bush.	4 35	
Lima, per lb.	0 10	
Peas, per bushel	3 40	
Peas, Imperial green, per bush.	3 50	
Barley, pot, per bag	3 30	
Barley, pearl	5 00	

TEAS.—Common blacks are easier in the primary market, and fine teas are firm and hard to get of really good quality. Difficulty still experienced with exchange, the rate for which after materially receding has again advanced, and is still advancing. It is reported that on account of the sinking of ships last week and on Tuesday in Madras harbor, the risk for Calcutta and Ceylon teas will be increased. The demand on spot is slow, owing to the big demand when war was declared. The demand for cheap black Congos is rather bare, and difficulty was experienced in securing supplies for troop ships here last week. The demand for Japans this season has been larger owing principally to there being so little Ceylon greens available. A report last week that no Japan tea would be offered less than 20c was inaccurate, as contracts are now being filled at 15c to 16c, a good quantity of which will be delivered here about the third week in October.

ONTARIO MARKETS

Toronto, Oct. 1.—Business is quiet, particularly in manufacturing centres. The reaction was to be looked for after the feverish war demand, and with heavy stocks going to the consumers, wholesalers are encouraging hand-to-mouth policy for time being. Demand is chiefly for staples, and there is a marked falling off in volume of business in luxuries.

Sugar is firmer, and another advance is predicted for near future. Orders are still above capacity of the refineries. Tea has advanced in London about a penny a pound, and no shipments are coming

forward. There is danger of the embargo being put on again if the situation does not clear.

Importers of goods from European countries report increasing difficulties in the financing of shipments in addition to insurance risks, exchange freight, etc.

Shipments of jams from England are not coming freely. It is claimed in some quarters that the embargo has been lifted, but that deliveries are only being made on contract, as there are higher prices prevailing in the Old Land than here.

SUGAR.—There are predictions for higher prices for sugar in near future. For this the scarcity of raw and the high price it commands is sufficient reason. Situation has firmed in New York recently where the bids have been advanced a sixteenth without finding business. In Canada the demand it still above the production of the refineries.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 31
20 lb. bags	6 41
10 lb. bags	6 46
2 and 5 lb. cartons	6 60
Second grade granulated, 100-lb. bags	6 21
Nova Scotia refined, 100-lb. bags	6 60
Extra Ground Sugars—	
Barrels	6 60
50 lb. boxes	5 21
25 lb. boxes	6 41
Powdered Sugars—	
Barrels	6 51
50 lb. boxes	6 71
25 lb. boxes	6 91
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	6 85
50 lb. boxes	6 95
Paris Lump—	
100 lb. boxes	6 85
50 lb. boxes	6 95
25 lb. boxes	7 11
Cartons (20 to case)	8 51
Cartons (50 to case)	8 51
Crystal Dominoes, cartons	9 11
Yellow Sugars—	
No. 1	5 41
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The situation which showed some ease a week ago has since taken on material strength. Prices in London for good teas have advanced almost a penny a pound, and the cheaper grades are also firm. A late cable states that competition in the market is exceedingly keen, and that higher prices are likely to prevail for some time. There are no shipments coming forward at the present time, the message states. The depredations of the German cruiser in the Bay of Bengal have had the effect of cutting off shipments from Calcutta and other parts. Unless the situation there is cleared up in the near future, it must be expected that the British Government will take the course of again employing the embargo to maintain stocks in that country. This will create further trouble for Canada, but at the same time the situation is not so bad here, as shipments may come through the United States.

DRIED FRUITS.—Serious difficulty is arising with regard to shipments from Turkey as the result of the declaration of a moratorium there. It is doubtful if there will be any substantial shipments of figs come forward and shippers are now asking that prices be advanced even

though sales were made on contract; even then there is no assurance that shipments can be made at the higher figure. Usual ninety-day terms have been discarded and shipments will only be made on cash credits in London. In some cases the conditions are so bad that shippers report that they cannot get funds to get their shipments on board ship and that it looks as though a great portion of the crop would be allowed to deteriorate without being shipped to market. This difficulty also applies to Sultana raisins and to a more or less extent to nuts from Spain. In California fruits there was an advance made last week of an eighth on raisins but this had been expected. Shipments of seedless raisins are light in some cases the bulk consignments not being more than fifty per cent. of the orders.

Apples, evaporated, per lb.	0 06½	0 10
Apricots—		
Standard, 25 lb. boxes	0 11½	0 11½
Choice, 25 lb. boxes	0 11½	0 11½
Candied Peels—		
Lemon	0 14	0 16
Orange	0 14	0 16
Citron	0 20	0 22
Currants—		
Filiatras, per lb.	0 09	0 09½
Amalas, choicest, per lb.	0 09½	0 09½
Patras, per lb.	0 10	0 10
Vostizzas, choicest	0 11½	0 11½
Vostizzas, shade dried	0 13	0 13½
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Halloweas	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 05½	0 05½
25-lb. boxes ¼c more.		
Raisins—		
Sultans, choicest, new	0 10	0 11
Sultans, fancy, new	0 12	0 14
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09½	0 09½
Seeded, choicest, 1 lb. packets	0 10	0 10
Seeded, choicest, 12 oz.	0 08½	0 10
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	0 10	0 10

NUTS.—The opinion is expressed in some quarters in the trade that we are going to have very cheap walnuts for this coming Christmas—cheaper than has been known before. Reason advanced for this is that there are many markets which will be cut off, and there should be big supplies coming to Canada. The same condition should apply to shelled walnuts after the first of the year. Against this theory is the difficulty which is being encountered in the marketing of goods in Europe and in financing the payments which may result in a large portion of the stocks not being moved and prices maintained for those which are sent forward on account of the increased exchange, cost of shipping, insurance, freight, etc. Higher prices are now being quoted for Brazils, the usual tendency being for an advance after the shrinkage has taken place on stocks in storage.

In shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 12	0 13
Brazils, large, washed, new	0 14	0 15
Chestnuts, rock	1 75	1 80
Filberts, Sicily, new	0 14	0 15

CANADIAN GROCER

Peanuts, Jumbos, roasted	0 13½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 10	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 17½	0 17½
Walnuts, Bordeaux	0 18	0 18
Walnuts, Marbots	0 19	0 19
Shells—		
Almonds	0 55	0 55
Fileberts	0 27	0 27
Peanuts	0 18½	0 18½
Pecans	0 55	0 55
Walnuts	0 30	0 30

RICE AND TAPIOCA.—While Rangoon maintains the same price position there is a stiffer market for Patnas and Javas. Carolina, on the other hand, is cheaper. The advances are from half a cent to one cent, while the decline on Carolina is about two cents below the former figure.

Rice—		
Rangoon, per lb.	0 04	0 04½
Rangoon, fancy, per lb.	0 14	0 15½
Patna, per lb.	0 06½	0 08
Patna, 1st lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	0 06	0 06
Tapioca—		
Bullet, double goat	0 10½	0 10½
Medium pearl	0 07	0 07½
Seed pearl	0 07	0 07½
Flake	0 10½	0 10½

SYRUPS.—Demand for syrups has improved somewhat, although there is not yet the business which should come with the first real touch of cool weather. Molasses are moving fairly well for the season.

Syrups—		
2 lb. tins, 2 doz. in case	Per case.	2 65
5 lb. tins, 1 doz. in case	3 00	
10 lb. tins, ½ doz. in case	2 90	
20 lb. tins, ¼ doz. in case	2 80	
Barrels, per lb.	0 04	
Half barrels, lb.	0 04	
Quarter barrels, lb.	0 04½	
Pails, 38½ lbs. each	1 95	
Pails, 25 lbs. each	1 40	
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 26	0 30
West Indies, barrels	0 24	0 28
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 80
Gallons, 6 to case	6 80	8 00
½ gallons, 12 to case	6 85	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 00
Maple Sugar—		
Pure, per lb.	0 12½	
Maple Cream Sugar—		
24 twin bars	1 80	
40 and 45 twin bars	3 80	4 25
Maple butter, lb. tins, dozen	1 80	

BEANS.—Stocks of old supplies are beginning to run low, and although some of the new crop have already been offered, the harvest is just getting well under way. Farmers are reported as not making deliveries, and not inclined to do so until they can get about \$2.50 the bushel. And it seems altogether likely that they will get their price, for there is a strong demand at this season when supplies are being purchased for the winter camps.

Beans—		
Canadian primes	3 25	3 75
Lima, per lb.	0 10	0 10
Peas, blue, Canadian, per bush.	3 00	3 25
Peas, white, per bush.	3 00	3 25

COFFEE.—Market continues firm, with a fair volume of business. Price changes are generally in an upward direction, and some dealers report that it looks like higher figures for spot stocks. Rios and Santos continue low in price on account of the situation in Brazil, where

there is not only the difficulty resulting from handicaps to the export business, but at the same time the finances throughout the country are such that planters are forced to sell at what they can realize.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 32	0 34
Arabian Mocha	0 31	0 34
Guatemala	0 30	0 32
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 28	0 30
Jamaica	0 26	0 28
Santos	0 24	0 26
Rio	0 18	0 22
Chicory	0 14	0 14

SUICES.—Situation in relation to supplies leads to some further price adjustments in this department. Changes are generally in an upward direction. Business has settled down to usual quietness following pickling season.

Spices—		
Allspices, ground	Compound, per lb.	Pure, per lb.
Allspice, whole	0 12	0 18
Cassia, whole	0 21	0 26
Cassia, ground	0 18	0 19
Cinnamon, Batavia	0 36	0 40
Cloves, whole	0 28	0 33
Cloves, ground	0 21	0 26
Cream of tartar	0 25	0 35
Curry powder	0 25	0 35
Ginger, Cochín	0 14	0 17
Ginger, Jamaica, ground	0 17	0 20
Ginger, Jamaica, whole	0 24	0 27
Ginger, African, ground	0 18	0 22
Mace	0 80	1 05
Nutmegs, brown, 6½, 52c;		
80s, 42c; 100s		0 37
Nutmegs, ground, bulk, 46c;		
1 lb. tins		0 50
Pastry spice		0 25
Peppers, black, ground	0 12	0 16
Peppers, black, whole	0 20	0 22
Peppers, white, ground	0 19	0 27
Peppers, white, whole	0 31	0 33
Pickling spice		0 17
Turmeric		0 18

WOODENWARE.—In the woodenware lines there are a number of articles which are imported from Germany, and for these there is naturally a firmer market, although there has been no marked advance in prices. Practically all of the imported lines are duplicated by domestic goods, although there were certain classes of work in which the Germans excel. The wholesale trade seems quite prepared to face the situation and to dispense with the German lines after the present stocks are exhausted. One wholesaler stated that if after the war there was not a demand for the German lines he would not bother with them again; it was not going to ruin business or anything like that to dispense with them.

BROOMS.—There is practically nothing new in the situation, and the crop outlook is about the same. Outlook just now is that present prices will last. Practically all the broom corn used in Canada and the States is grown in the republic, and the small imports, which will be cut off as the result of the war, will not be of sufficient importance to influence the situation.

MACARONI.—The higher prices for flour have finally had their effect on Canadian macaroni. The price for Etoile in packages has been advanced to 8½¢, which is an increase of a cent a pound. Macaroni in bulk has been advanced three-quarters of a cent per pound. These increases are fully war-

ranted by the higher prices of the raw materials.

CANNED GOODS.

CANNED GOODS.—The trade has been awaiting the arrival of new prices on corn and tomatoes. Supplies of new tomatoes are coming in, but no new corn, but the latter should be on the market in a few days. The new list of the Dominion Cannery is expected at any time, and will be available for next week's issue.

MANITOBA MARKETS.

Winnipeg, Oct. 1.—The market has been a good deal steadier this week in spite of another advance in sugar. It seems that the feeling of near panic which came upon many people following the commencement of war, and which led them to lay in large stocks of food, has now abated. As a result dealers are not being asked to fill these unusually large orders, and they therefore do not feel the necessity of placing unusual orders themselves.

Crops are getting nicely threshed now and grain money is coming in circulation to quite an extent. This has already improved credit conditions.

SUGAR.—As announced last week, the price rose 50c, present quotations for standard granulated being at \$6.70. The refineries are still behind with their orders, and while wholesalers are yet receiving only such quantities of sugar as came a week ago, yet conditions are improving each day, since the demand is rapidly falling off. This may mean that the dealers have secured good stocks, or that they have despaired of getting delivery of the large orders which they have been sending in, or else they are themselves meeting smaller demands for their customers. It seems probable now that within the next two weeks the demand for sugar will be on a normal basis, although prices are likely to remain high. There may be still further advances in sugar, but this is very uncertain since the market is extremely erratic, New York refined having made the sensational drop of about \$1 per cwt. within the week. This drop undoubtedly came as a result of the cessation of orders from Europe; still, if the war continues, which seems almost certain, there is every chance of the market holding strong, and even of further advances. No changes have come in the price of syrup.

Sugar, Eastern—		Per cwt.
Extra standard granulated	in sacks.	6 70
Extra ground or icing		7 20
Powdered		7 40
Lumps, hard		7 65
Montreal yellow		6 30
Sugar, Western Ontario—		
Sacks, per 100 lbs.		7 10
Barrels, per cwt.		6 05
Halves, 50 lbs., per cwt.		6 10
Bales, 20 lbs., per cwt.		6 15
Powdered, barrels		6 40
Powdered, 50s		6 75

CANADIAN GROCER

Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
B. C. Cane Syrup—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, 1/2 doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrup—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gals., 1 doz.	5 55
New, pure, 1/2 gal., case	9 00
New, pure, 1/2 gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Currants are holding steady as last week. Large shipments of package currants are expected to arrive about next week, and the new crop will probably reach this market the 1st of November. Present requirements are being filled from present stocks, which, though low, are ample for present use. Apricots have again declined, owing to more supplies of the new crop coming on the market, and also owing to the difficulty of exporting to Europe. The drop has been 3/4c per lb. Winnipeg prices on raisins are easier, but a slight advance may be looked for in the near future as the California Raisin Association has already advanced prices over the opening quotations of last week. This same advance will go into effect in Winnipeg and the Western markets in the near future. Raisin purchases at to-day's prices therefore would seem a good investment.

Apples, evaporated, new, 25s	0 11 1/2
Apricots, choice, 25's	0 13
Apricots, choice, 10's	0 14 1/2
Apricots, standard, 25's	0 12 1/2
Currants—	
Dry clean	0 10
Washed	0 10 1/2
1 lb. package	0 12
2 lb. package	0 23 1/2
Vostizias, 1 lb.	0 12 1/2
Dates—	
Hallowi, loose, per lb.	0 06 1/2
Hallowi, 1 lb. pkgs.	0 07 1/2
Fard dates, 12-lb. boxes	1 10
Peaches—	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2
Extra choice, 25-lb. boxes	0 08 1/2
Prunes, in 25-lb. boxes—	
90 to 100	0 08 1/2
80 to 90	0 08 1/2
70 to 80	0 09 1/2
60 to 70	0 10
50 to 60	0 10 1/2
40 to 50	0 11 1/2
Raisins, Valencias—	
Extra select Valencias, 28's, box	2 15
Raisins, Sultanas—	
California	0 09 1/2
Smyrnas	0 12 1/2
Raisins, Muscatels—	
3 crown loose, 50's	0 08 1/2
3 crown, loose, 25's	0 08 1/2
Choice, seeded, lb.	0 09 1/2
Extra fancy seeded, lb.	0 09 1/2
Raisins, Australians—	
Lexias, 56-lb. boxes	0 06 1/2
12-oz. packages, fancy	0 07 1/2
12-oz. packages, choice	0 07 1/2

TEAS AND COFFEES.—There is little change in conditions here. Foreign influences are holding tea to the quotations previously given. Conditions on the coffee primary market continue weak at the moment, and no advances have been made.

Coffee—	Per lb.
Rio, No. 5, green	0 13 1/2
Rio, roasted	0 16
Santos, green, No. 4	0 15
Santos, roasted	0 21 1/2
Chicory, per lb.	0 07 1/2

Tea—	
Japans—	
Choicest basket, fired	0 40 0 80
Choicest, pan fired	0 40 0 80
Very fine, pan fired	0 35 0 40
Medium, pan fired	0 30 0 35
Common, pan fired	0 25 0 30
India and Ceylon—	
Souchongs	0 30
Pekoe Souchongs	0 35
Pekoe	0 40
Broken orange and orange	0 40 0 50
China—	
Fine Keelum	0 60 0 60
Good Packium	0 35
Common moning	0 25

BEANS.—The advance struck last week has not been followed by any further rise. Rumors of wet weather affecting the coming crop are still to be heard, but there is no definite information about this. Supplies of beans are, of course, very low.

Beans—	
Austrian, hand picked	3 65
Canadian, hand picked	3 60
3 lbs. picker	3 40
Barley—	
Pot, per sack, 96 lbs.	3 60
Pearl, per sack, 96 lbs.	5 00
Peas—	
Split peas, sack, 96 lbs.	3 30 3 65
Whole peas, bushel	2 25

RICE AND TAPIOCA.—No change here. The new crop, which recently brought down the prices, is being reduced, and an advance towards the end of October seems very possible.

SASKATCHEWAN MARKETS.

Regina, Sask., Oct. 1.—(Special).—Harvesting is fast nearing completion, and hundreds of harvesters are returning to the cities, many of whom leave immediately for the East. The weather continues fine and warm. Wholesalers report business looking up, and merchants are said to be booking Christmas stuff at this early date. The whole market situation has an optimistic ring to it, and now that conditions generally are steadying down, the prospects are bright for a brisk fall trade.

New pack jam is now on the market and prices are about the same as last year. The size of the containers in some instances has been reduced, however, from five-pound to four-pound tins. On September 21, sugar on the local market dropped fifty cents, and sugar on the New York market is reported to be still on the decline. Refined is selling in New York at \$6.25. Smoked hams are up this week one cent a pound.

Produce and Provisions—	
Butter, creamery, per lb.	0 29 0 30
Butter, dairy, No. 1	0 21
Cheese, per lb.	0 15 1/2
Eggs, fresh, per doz.	0 25
Lard, 3's, per case	7 50
Lard, 5's, per case	7 45
Lard, 10's, per case	7 40
Lard, 20's, each	2 50
General—	
Beans, Ontario, per bushel	3 65
Coffee, whole roasted, Rio	0 22
Cream of tartar, lb.	0 65
Cocanut, lb.	0 20 1/2
Brap. apples, 50's	1 75
Potatoes, new, per bushel	0 12 1/2
Rolled oats, 20's, 32c; 40's, \$1.60; 80's	3 10
Rolled oats, ball of 80 lbs.	3 10
Flour, 98's	3 45
Rice, per cwt.	4 50
Sugar, standard, gran., per cwt.	6 57
Sugar, yellow, per cwt.	6 17
Walnuts, shelled, 5c; almonds	0 53
Canned Goods—	
Apples, gals., case, \$1.61-\$1.91. doz.	3 82
Broken beans, 2's	2 60
Corn, standard, per 2 dozen	2 71
Peas, standard, per 2 dozen	2 06
Plums, Lombard	2 10
Peaches	3 16
Strawberries and raspberries	4 71
Tomatoes, standard, per dozen	2 65

Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
Fruits—	
Lemons	12 00
Oranges	4 00 4 75
Dried Fruits—	
Currants, per lb.	0 11 1/4

ALBERTA MARKETS.

(By wire.)

Edmonton, Alta., Oct. 1.—Edmonton business, according to wholesalers, is good. There is a probability that Christmas goods from Smyrna and Spain will reach here. Canned fruits and vegetables show big demand and supply equal. First carload of salmon over Grand Trunk Transcontinental from Inverness, British Columbia, has arrived in the city. The new line affords greater trade possibilities in Edmonton, hitherto controlled by Vancouver, and local business is increasing. Butter, creamery, has advanced six cents, and dairy four. Ontario beans are higher at \$3.40 to \$3.50. Potatoes have gone up five cents. Lemons are lower. Austrian beans are off the market.

Produce and Provisions—	
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 25c; No. 2	0 20
Cheese, per lb.	0 18 1/2
Lard, pure, 3's, per case	7 80
Lard, pure, 5's, per case	7 45
Lard, pure, 10's, per case	7 40
Lard, pure, 20's, each	2 43
General—	
Beans, Ontario, per bushel	3 40 3 60
Coffee, whole roasted, Rio	0 18 1/2 0 20
Evaporated apples, 50's	0 11 0 11 1/2
Potatoes, per bushel	0 50
Rolled oats, 20's	0 79
Rolled oats, ball	3 40
Flour, 98's, \$3.55-\$3.65; rolled oats, 80's	2 80
Rice, per cwt.	4 60
Sugar, standard, gran., per cwt.	7 90
Sugar, yellow, per cwt.	7 15
Canned Goods—	
Apples, gals., case	1 85
Corn, standard, per two dozen	2 15
Peas, standard, 2 dozen	1 95
Plums, Lombard	2 30
Peaches	3 15
Strawberries, \$4.70; raspberries	4 20
Tomatoes, standard, per dozen	2 45 2 65
Salmon, sockeye, 4 doz. tins, case, 1s	9 60
Cohoos, 1's, \$7.25; humpbacks, 1's	4 60
Fruits—	
Lemons	6 00 6 70

POSTUM CEREAL OFFICERS.

It is announced that the Postum Cereal Co., Limited, Battle Creek, Michigan, has recently filled the vacancy in chairmanship of that company caused by the death of C. W. Post. The officers of the company as now constituted are as follows:

Carroll L. Post, Chairman.

E. B. Close, Vice Chairman.

M. K. Howe, Treasurer.

Arthur B. Williams, Secretary.

All of the above named gentlemen have been associated in the management of the business of the Postum Cereal Co., Ltd., for a number of years. Mr. Carroll L. Post is a brother of the late C. W. Post; E. B. Close is a son-in-law.

Operations have been commenced in the Woodside refinery of the Acadia Sugar Company at Dartmouth, N.S.

Dullness Prevails in the Flour Market

Domestic Demand Has Fallen Off and Lower Prices May Have to be Taken For Export When Government Order Has Been Altogether Filled—Easier Quotations For Rolled Oats and Wheat.

MONTREAL.

FLOUR.—A distinct weakness was felt in the market last week, yet no changes were made by the large milling concerns in the price of flour, and they declare that there will be no change just now. Export business is picking up slightly, and would improve enormously if facilities for getting it across the ocean could be secured. As it is, it is hard to say when the harbor will be opened again for traffic. Wheat markets are still weakening. Price of winter flour is down about 10c per barrel.

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

CEREALS.—A change is expected every day in rolled oats, and it is believed to be a decline. The oat market has shown signs of weakness, and export business has been cut off considerably. However, until crops are in, it is difficult to predict much.

Cornmeal—	Per 95-lb. sack.
Kiln dried	2 45
Softer grades	2 20
Rolled Oats—	90's in fute.
Small lots	3 12½
25 bags or more	3 02½
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in fute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 50
Hominy, per 95-lb. sack	2 70

MILL FEEDS.—Millers state that the demand for feed is such that it can be handled with ease. No price changes are recorded.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	29 00
Wheat moulee	30 00
Feed flour	35 00
Mixed chop, ton	38 00
Crushed oats, ton	36 00
Barley, pot, 95 lbs.	3 00
Oats, chop, ton	36 00
Barley chop, ton	38 00

TORONTO.

FLOUR.—With the domestic trade pretty well stocked up the flour business has become rather dull and there is but a small volume passing for home consumption. The tendency in the market is for easier conditions although the price figures are holding and are likely to do so unless competition for export business takes values down. This is not likely so long as the war is on but a decisive battle which would have the effect of giving some assurance as to crops in Europe next year would have an immediate effect. Canadian mills are working to capacity and will continue

to do so. The government order is still taking up the bulk of the overplus but attention must soon be given to the open export market and here there may be some changes to compete with the United States. In winter wheat the market is unsettled and there are some lower prices being quoted. However, it is difficult to maintain a common basis for the reason that millers can get their raw material at a variety of prices and will sell accordingly.

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

CEREALS.—There have been some reductions in quotations for oats, and \$3.25 is the usual figure for rolled oats in the city at present. Cut came in view of cheaper prices prevailing for October option oats as compared with the spot market. Rolled wheat, wheatlets and whole-wheat flour are also quoted somewhat lower but latest conditions indicate firmness at the lower figures. Demand is not more than fair.

Barley, pearl, 95 lbs.	5 00
Buckwheat grits, 95 lbs.	6 50
Corn flour, 95 lbs.	2 50
Cornmeal, yellow, 95 lbs.	2 65
Graham flour, 95 lbs.	3 00
Hominy, granulated, 95 lbs.	3 00
Hominy, pearl, 95 lbs.	3 00
Oatmeal, standard, 95 lbs.	3 63
Oatmeal, granulated, 95 lbs.	3 63
Peas, Canadian, boiling, bush.	5 00
Peas, split, 95 lbs.	3 25
Rolled oats, 90-lb. bags	3 75
Rolled wheat, 100-lb. bbl.	3 75
Rye flour, 95 lbs.	3 80
Wheatlets, 95 lbs.	3 75
Whole wheat flour, 95 lbs.	3 75

MILL FEEDS.—Continued open weather and late pasture has had the effect of sustaining easiness in market for mill feeds although with the exception of previous reduction in bran there have been no price changes and in fact there are some of the mills still charging the \$25-\$27 figure. This market is very susceptible to weather changes, and conditions which would drive the stock to the stables would soon have a stiffening effect.

Mill Feeds—	Mixed cars, per ton
Bran	24 00
Shorts	27 00
Middlings	29 00
Wheat moulee	30 00
Feed flour, per bag	1 6.

WINNIPEG.

FLOUR AND CEREALS.—The steady tone which was apparent last week still obtains. No price changes have been struck, and it is believed to be likely

that flour and cereals will remain at their present quotations for some time.

The tendency on the part of farmers to put their crop in elevators instead of marketing is being overcome to a good extent by pressure which is being brought to bear upon them to liquidate. It is evident that much wheat is being sold, and this will tend to keep prices steady.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 90 lbs.	2 80
Oatmeal, fine, standard and gran'd, 95 lbs	2 80

CANNED TOMATO PROSPECTS.

Now that opening prices have been issued on all the early fruits and vegetables, as well as on salmon, interest is centering upon the packs of corn, tomatoes and peaches and the other late vegetables and fruits. Last year the new prices on these goods were given to the trade about the second week in October so that it should not be long before we see them again.

While it is yet a little early for the canners to determine with any accuracy the extent of the packs of tomatoes and corn, it looks as if they will be fair at least. One of the large canners gives the following information on the crops to Canadian Grocer:

"I do not think there is any danger of a shortage of tomatoes this year, unless we should get a killing frost soon. Of course, to ensure a large pack, it would be necessary to operate factories until about the third week in October.

"In spots, the crop has been disappointing, but on the whole, while it is not nearly so large as promised early in the season, yet there will be a good average, and the pack, although not as heavy as last year, will, we believe, be sufficient to take care of the legitimate requirements of the country. My own personal opinion is that prices will be such as to encourage a large consumption.

"The policy of our company this year is to make prices just as low as possible, owing to the inability of the consumer to pay fancy prices."

PAPER IS WORTH \$25.

MacLean Publishing Co.,
Dear Sirs,—I always look forward with great pleasure to receiving your weekly "Canadian Grocer," which I find very interesting and helpful in keeping one in touch with the markets, and would ask you to renew my subscription for another year.
Enclosed you will find my check for \$2, but your paper is worth \$25.

S. H. WRIGHT,

Pense, Sask., 21/7/14.

Perceptible Dull Wave Hits Fruit Business

Preserving Season About Over and Demand For Late Varieties Is Not Strong—Vegetables, Too, Attract Little Attention—Potatoes Are a Little Cheaper and Apples Are Plentiful at Unusually Low Prices.

MONTREAL.

FRUIT.—Business is quiet, the biggest demand being for Niagara grapes selling freely at 19c. This is practically the last week for all Western fruit, Niagara peaches having almost finished. Apples are arriving more freely, including Alexanders, St. Lawrence and Colverts. There is a big sale for these at \$3. Cool weather has hindered the sale of bananas, which discolor with a touch of cold. Lemons are still bringing between \$3 and \$4. No change in oranges. Sale of pears has dropped considerably owing to the large quantity of Western pears received in barrels. Tokay grapes are down to \$2.75 a box.

Apples—		
Alexanders	3 00	
Colverts	3 00	
St. Lawrence, No. 1	3 00	
Wolf River	3 00	
Bananas, crate	2 00	2 50
Cranberries, bbl.	7 50	
Grapefruit, 54-64-80-96 size, case	3 50	5 00
Grapes, Cal., box	2 50	
Grapes, Can., small basket	0 19	
Lemons, Messinas—		
Extra fancy, 300 size	3 00	4 00
Limes, small boxes		1 25
Oranges—		
California, late Valencia, 176-200-216-250	3 50	
California, 126-150 size, box	3 50	
California, 5-box lots	3 25	
Watermelons, Western, crate	1 50	
Peaches, per box	1 25	
Plums, per crate	1 50	1 75
Pears, Cal., box	3 25	3 50

VEGETABLES.—Red onions, American globes, in 100-lb. bags, are much cheaper, being worth \$1.50 to \$1.75. Spanish onions are down to \$2.50 a crate. Local wax and green beans are scarce, Americans are expected. Good cabbage can be secured at 40c doz., and 30c small. There are lots of them, and they should be cheaper inside of two weeks, when they will bring \$2.50 per cwt. New crops of Gentleman corn are coming in, selling 16c to 18c dozen, and are good quality. All other lines bring 10 to 12½c. Evergreens and Crosbys are done. Cauliflower are down to 75c to \$1, and will be cheaper this week end. Cucumbers are 10c doz., and will be worth more next week. A dollar buys the best celery. Egg plants are 40c, but will be dearer after this. Lettuce is away up, curly bringing 35c and head lettuce 75c. Only a few mushrooms coming in from the States, as there are plenty locally. Parsnips are plentiful at 75c per bag. American red peppers are cheaper than local ones, quoted at 50c basket, same as green; local red 75c. Montreal potatoes are down slightly to 65 to 75c. Sweet potatoes are bringing \$1.75, and won't be much cheaper. Red Montreal tomatoes are bringing 25c to 50c. Rose tomatoes 75c per box. Business is quiet, biggest demand being for lettuce, cauliflower and celery.

Beans, wax and green, bag	0 75	
New beets, bag	0 50	0 75
Cabbage, per dozen	0 25	0 40
Corn, dozen	0 10	0 15
Carrots, bag	0 75	1 00
Cauliflower, dozen	0 75	1 00
Cucumbers, dozen	0 10	
Celery, bunch	0 50	1 00
Egg plant, per dozen	0 40	
Lettuce, head, per doz.	0 75	
Curly lettuce, per doz.	0 35	
Mushrooms, lb.	0 30	0 40
Onions—		
Spanish, per crate	2 50	2 75
Spanish, in ¼ crates	1 00	
Native, per doz. bunches	0 30	
Red, 100-lb. bags	1 50	
Parsnips, bag	0 75	
Parsley, doz. bunches	0 15	
Peppers, green, ¾ qt. basket	0 50	
Potatoes—		
Montreal, new, bag	0 65	0 75
Potatoes, new, sweet, Jersey, hpr.	1 75	
Rhubarb, dozen	0 40	
Spinach, Montreal, in boxes	0 50	
Turnips, bag	0 75	
Tomatoes, Ontario, basket	0 50	
Tomatoes, Montreal, box	0 25	0 50

TORONTO.

FRUITS.—The dull business wave has hit the fruit market the past few days and indications are that there will be little doing from now on until the dealers vacate their summer quarters in the market. Only fall varieties are now being received and preserving is pretty well over. Receipts are fairly heavy and prices are ruling comparatively low but do not seem to tempt buyers. Apples are now coming freely and fall varieties are unusually cheap, prices running from \$1.25 to \$2.50 the barrel, the high figure being for St. Lawrence. Fall Pippins, Colberts, Greenings and Wealthies are noted; Dutchess are pretty well through. Grapes are coming in large quantities and the somewhat cheaper. Pears, late plums and other fall fruits are also coming freely. Elderberries are bringing 20c to 25c the basket. Canadian peaches are done and imported varieties have been advanced 25c the box. Quinces have made their appearance on the market.

Apples—		
Canadian, barrel	1 25	2 50
Crab, basket	0 20	0 25
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Canadian, 11-qt. basket	0 25	0 35
Bushel basket	0 50	0 75
Cocoanuts, sack	3 75	
Cranberries	7 00	
Elderberries	0 20	0 25
Grapes—		
Canadian, 6-qt. bkts.	0 20	0 25
Tokays		2 00
Oranges—		
California, late Valencias	2 75	3 25
Lemons, Verdilla	4 25	5 00
Limes, per 100	1 25	
Plums	0 35	0 60
5 qt. baskets	0 35	0 50
6 qt. baskets	0 35	0 40
Pears—		
Bartlett's, basket	0 50	0 75
Clapps Favorite	0 40	0 50
Flemish Beauties, basket	0 40	
Keefers, basket	0 20	0 30
Peaches, Colorado, box	1 00	1 25
Pineapples, Azore, case 10	3 50	4 50
Quinces	0 60	0 75
Watermelons	0 25	0 40

VEGETABLES.—Fall vegetables are coming in big supply and the prices are cheap, but the demand is by no means strong. Potatoes now quoted down 5c from last week and seem likely to main-

tain this position, although the consumption appears to be falling off and there is a good crop. A fair supply of tomatoes being received and these will continue until the frost cuts them off; frosts up to the present have done no damage so far as reports received indicate. Season for green corn in waning and price has advanced 2c dozen. Pumpkins, citrons, squash and other fall vine crops are making their appearance in large numbers.

Beets, Canadian, bag	0 75	
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, case	1 00	1 25
Carrots, bag	0 75	
Cauliflower, doz.	1 50	
Citrons	0 10	0 15
Egg Plant, 11 qt. basket	0 25	0 35
Cucumbers—		
Slicing	0 20	
Medium pickling sizes	0 35	0 75
Gherkins	1 00	1 25
Celery, doz.	0 35	0 60
Corn, per doz.	0 08	0 10
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	0 50	
Onions—		
Spanish, big crate	3 50	
Can., 75-lb. bags	1 50	
Green peppers, basket	0 40	0 50
Red peppers	0 75	1 00
Potatoes, Canadian, per bag	0 85	0 90
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	0 50	
Sweet potatoes, hamper	1 50	1 75
Squash, Hubbard	0 10	0 20

WINNIPEG.

FRUITS.—Business, while not as brisk as would have been the case without the war, in the opinion of dealers, has yet improved a great deal in the past week or two. Apparently the idea that only necessities are to be bought has passed, and for grapes, apples, peaches, plums, etc., there is a good call.

During the week apples have dropped still further. Crab apples, however, have advanced, as have peaches. The abundant stock of imported peaches has now been greatly reduced, and the advance has come as a natural result. Lemons are again quoted much lower, the reduction being due to the decreased demand making the supply sufficient.

Apples—		
Washington	1 25	
Apples, bbl.	3 50	
Crab Apples	1 50	
Bananas, lb.	0 04½	
Lemons—		
California	6 50	
Messina	6 50	
Oranges—		
California Valencia's	3 50	
Peaches, Fresh California	1 25	
Plums, Fresh B.C.	0 90	
Pears, Ontario, basket	2 75	3 00
Grapes, Ontario, basket	0 25	
Cal. Tokays	2 00	
Cranberries, bbl.	7 75	

VEGETABLES.—Little change is noted here. California head lettuce is now practically off the market, otherwise there is nothing to note. A good deal of celery is being sold, and sweet potatoes are also moving.

Celery, B.C.	0 07	
Head lettuce, Minnesota, hampers	3 50	
Onions—		
Cal., 100-lb. sacks	2 25	2 50
Parsley, per doz. bunches	0 40	
Sweet potatoes	4 75	
Tomatoes, Ont., basket	0 40	

Fish Dealers Are Awaiting Cooler Weather

High Temperatures Have Interfered With the Demand—Some Price Changes in Montreal, But None in Toronto — Lobsters Advancing in Price—Steak and Market Cod Are Scarce.

MONTEREAL.

FISH AND OYSTERS.—Trade in all lines has been fair, and prospects are for improvement as more seasonable weather comes along. The past two weeks of warm weather have had an inimical effect on the oyster and fresh fish business. Lake fish, such as pickerel, pike and perch have been in very good demand due to the Jewish holiday. The demand is just starting for pickled and salt fish. Herrings and codfish are quoted at average prices, while salmon and mackerel are a good deal lower. In smoked and preserved lines, the demand is expected to improve from now on. Lobsters are getting scarcer, and consequently advancing in price. Steak and market cod are both scarce, and very little to be had. The price is as high as it can reasonably go, and this business is being transferred to halibut. Little demand for brook trout, and price is down to 25 cents.

Oysters have not been selling during the hot weather, but should enjoy a better demand from now on. Shipments have not been coming in very freely for the same reason, but large supplies can be expected now. They are coming in daily by express, and customers can depend on getting fresh stock.

TORONTO.

FISH AND OYSTERS.—Business in fish and oysters has only been fair. The unusually warm weather for this season of the year has been a deterrent factor in relation to the demand and this, together with the general conditions, has been particularly noticeable with regard to oysters. An improvement is expected as soon as the weather changes and a good fall trade is looked for. Prices are without change but there will be some readjustments for the winter business in the near future. Fish are expected to be cheap, as usual and the changes will not show any more than fractional advances in some lines and probably as many reductions as increases.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 12	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 07	0 08
Market cod, per lb.	0 06
Flounders, fancy, express, lb.	0 07	0 08
Gaspe salmon, per lb.	0 16
H. C. salmon	0 16	0 18
Chilled salmon	0 15
Dressed hulloheads, per lb.	0 10	0 10
Brook trout, per lb.	0 25
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 12
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	4 00
Herring, lb.	0 08
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 12
Swordfish	0 11	0 12
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08

Perch, per lb.	0 05	0 07
Sea bass, lb.	0 08
Carp	0 08
Eels	0 08	0 10

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	08
Haddies, 15-lb. and 30-lb. boxes, lb.	07 1/2	08
Haddies, filets, per lb.	12
Haddies, Niobe, boneless, per lb.	10
Herring, Clisocoe	1 80
St. John bloters, 100 in box	1 20
Yarmouth bloters, 60 in box	1 20
Smoked herrings, medium, lb.	1 20
Smoked boneless herrings, 10-lb. box	1 20
Kippered herrings, selected, 60 in box	1 20
Smoked salmon, per lb.	25
Kippered herrings, ordinary, 60 in box	1 10
Clisocoe herrings, basket of 15 lbs.	1 75
Smoked halibut	20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	12
Red, steel heads, per lb.	12-13	12-13
Red, sockeyes, per lb.	10-11
Red, Cohoes or silvers, lb.	10	08 1/2
Pale, qualla, dressed, per lb.	07-07 1/2	06 1/2-09
Pale, qualla, dressed, per lb.	07-07 1/2	06 1/2-09
Halibut, white western, large and medium, per lb.	07 1/2-08	09
Halibut, eastern chicken and medium, per lb.	09	09
Mackerel, bloater, per lb.	07-08	09
Haddock, medium and large, lb.	05 1/2-06	07-08
Market codfish, per lb.	05-05 1/2	09
Steak codfish, per lb.	06 1/2-07	09
Canadian soles, per lb.	08	15
Blue fish, per lb.	16-17

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	10-11	10-11
White fish, small tullibeas, per lb.	06 1/2-07	12
Lake trout, large and medium, lb.	11-12	12
Dore, dress or round, lb.	09-10	09-10
Pike, dressed and headless, lb.	06 1/2-07	06
Pike, round, per lb.	06-06 1/2	07-08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	21 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	8 00
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls.	12 00
Sea trout, Labrador, bbls., 200 lb.	11 50
Sea trout, Labrador, half bbls., 200 lb.	6 50
Sea trout, Labrador, bbls., 200 lb.	12 00
Mackerel, N.S., half bbls., 100 lb.	7 00
Mackerel, N.S., pails, 20 lb.	1 75
Herrings, Labrador, bbls.	6 00
Herrings, Labrador, half bbls.	3 25
Herrings, Nova Scotia, bbls.	3 25
Herrings, Nova Scotia, half bbls.	8 00
Lake trout, half bbls.	5 00
Quebec sardines, bbls.	2 75
Quebec sardines, half bbls.	0 10
Fonges and sounds, per lb.	8 00
Holland herrings, imported, half bbls.	7 00
Holland herrings, imp'ted milkers, hf bbls	8 00
Holland herrings, imp'ted milkers, kegs	0 85
Holland herrings, mixed, hf bbls.	7 00	0 65
Holland herrings, mixed, kegs	0 75
Lochfyme herrings, box	1 35

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 50
Dried pollock, medium and large, 100 lb.	6 50
Dressed or skinless codfish, 100-lb. case.	7 50
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons.	1 80	1 80
1/4-lb. each, a box	0 15	0 15
Boneless codfish, in 2-lb. and 5-lb. boxes.	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80
Standards, ordinary, gal.	1 50
Selects, per gal.	2 00
Best clams, imp. gallon	1 50
Best scallops, imp. gallon	2 00
Best prawns, imp. gallon	2 00
Best shrimps, imp. gallon	2 25
Sealed, best standards, quart cans, each	0 35
Sealed, best select, quart cans, each	0 45

OYSTERS, CLAMS, MUSSELS AND SHELL FISH. CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Canada Cod shell oysters, per bbl.	9 00
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00
Malpeque, shell oysters, C.C.L., bbl.	12 00
Clams, per bbl.	7 00
Mussels, per bbl.	6 00
Live lobsters, medium and large, lb.	0 20
Boiled lobsters, medium and large, lb.	0 16
Soft shelled crabs, doz.
Winkles, bush.
Little Necks, per 100

JELLY POWDER INGREDIENTS UP.

The market situation in so far as jelly powders are concerned, is particularly strong. The following table given by an Ontario manufacturer, listing the average prices of the various ingredients before the war and at the present time explains effectively the reason for the firmness, and shows that where prices of jelly powder have not yet advanced, there is every possibility that they will when the manufacturers are in the market again for these ingredients.

	Before the War.	Now.
Gelatine, per lb.	\$0 30	\$0 45
Citric acid, per lb.	0 38	1 60
Sugar, per cwt.	4 51	6 31-6 61

This shows that gelatine has advanced no less than 15 cents per pound during the past two months and that citric acid has made the phenomenal rise of \$1.22 per pound. The trade is of course familiar with the rapid upward trend of the sugar market. In addition to these advances lemon oil is up about 100 per cent., and as a large percentage of the ethers come from Germany, these are naturally scarce and high, and there have been stiff advances on all stocks held in Canada.

Everything points to high prices on Extracts, particularly the cheaper grades. So far as Pure Extracts are concerned, the advances are equal to the result of the special war tax on spirits announced some time ago.

Vanillin and Coumarin are used for the cheaper grades of extracts and these have more than doubled in price since the outbreak of the war, since nearly all the supply comes from Germany. If the struggle should continue for long, cheap extracts are almost sure to be very much higher. In fact all manufactured food products where sugar, spirits and raw material that comes from Germany are used in the making, will be high in price until the war is over at least.

THE TWO-CENT GRIN.

Here is a little motto found hanging up in an office, and which tends to create a note of confidence and optimism: When the whole blame world seems gone to pot,

And business is on the bum.
A two-cent grin and a lifted chin
Helps some, my boy, helps some.

WANTED

GORDON McDONALD & CO., 13 NORTH-umberland Alley, Fenchurch Street, London, E.C., invite offers for pearl barleys, semollinas, macaroni, and vermicelli, in car loads, c.i.f. London, cash against documents. References can be had from leading commercial houses.

Unsettled Market for Produce and Provisions

Little Domestic Consumption of Meats; Hogs Are Cheaper—
Cheese Highest in Five Years and Continues Firm—Butter Easier
And Eggs Are Higher With Fresh Stock Hard to Get.

MONTREAL.

PROVISIONS.—No change in price of meats or lard. Market is quiet in most lines, and little can be said about it. Lots of nervousness is seen in this line of business. Receipts are not high, and large quantities are being shipped from Chicago to Europe, which is keeping prices firm, despite the depressed condition of the market here. Only a few dressed hogs on this market, bringing 14c, but this business will be in full swing inside of a week.

	Per lb.		Per lb.
Hams—			
Medium, per lb.	0 19		0 20
Large, per lb.	0 18½		0 19
Backs—			
Plain, bone in			0 24
Light, per lb.			0 22
Boneless			0 26
Peameal			0 27
Bacon—			
Breakfast, per lb.	0 19		0 20
Roll			0 17
Shoulders, bone in			0 15
Shoulders, boneless			0 16½
Cooked Meats—			
Hams, boiled, per lb.			0 29
Hams, roast, per lb.			0 29
Shoulders, boiled			0 27
Shoulders, roasted			0 28
Dry Salt Meats—			
Long clear bacon, 50-70 lbs.			0 15½
Long clear bacon, 80-100 lbs.			0 14½
Flanks, bone in, not smoked			0 15½
Barrelled Pork—			
Heavy short cut mess			0 32
Heavy short cut clear			0 32
Clear fat pork			31 00
Clear pork			30 00
Lard, Pure—			
Tierces, 350 lbs., net			0 13¾
Tubs, 50 lbs., net			3 14½
Boxes, 50 lbs., net			0 14
Pails, wood, 20 lbs., gross			0 14½
Pails, tin, 20 lbs., gross			0 13¾
Cases, 10-lb. tins, 60 in case			0 14½
Cases, 3 and 5-lb. tins, 60 in case			0 14½
Bricks, 1 lb., each			0 15
Lard, Compound—			
Tierces, 375 lbs., net			0 10¾
Tubs, 50 lbs., net			0 11
Boxes, 50 lbs., net			0 11
Pails, wood, 20 lbs., net			0 11½
Pails, tin, 20 lbs., gross			0 11½
Cases, 10-lb. tins, 60 in case			0 12
Cases, 3 and 5-lb. tins, 60 in case			0 12
Bricks, 1 lb., each			0 13
Hog—			
Dressed, abattoir killed			Per cwt. 14 00

BUTTER.—Butter market is weaker, and no export business is being done. Lots of butter being made, which is easing the market off somewhat. Very little demand. Finest creamery is quoted 28-29c, and dairy butter 22-23c.

Butter—		
Finest creamery, new milk	0 28	0 29
Dairy butter	0 22	0 23

CHEESE.—Market is slightly higher, but is without any feature. Very little business is being done.

Cheese—		
New make	0 16	0 16½
Old specials, per lb.		0 18
Stilton		0 19

EGGS.—Prices are the same as last week, and there is no feature to the market.

Eggs, case lots—		
New laid	0 32	
Selects	0 30	
No. 1s	0 25	
Splits	0 20	0 22

HONEY.—Comb honey is arriving, and the quality is good. Quotations are lower, now being 17-18c for white, and 14-15c for buckwheat.

	per lb.	per lb.
Honey—		
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17-0 18	0 14-0 16

POULTRY.—Demand has been brisk owing to Jewish holidays. For this week and next week the market on good fat stock of chickens and fowls, ducks and geese will be brisk, and prices will be high. Poultry will be much cheaper as soon as the Jewish holidays are over.

Fresh Stock—		
Fowls, 5 lb. and up		0 15
Fowls, 3 to 4½ lb.	0 12	0 14
Old cocks	0 10	0 11
Fancy fat milk-fed chickens	0 14	0 17
Chickens	0 12	0 14
Young ducks	0 10	0 12
Old ducks	0 10	0 11
Geese	0 10	0 11

TORONTO.

PROVISIONS. — Business in provisions is very quiet, and the domestic consumption is light, with prices tending to an easier level. At the same time, however, outside influences are such that no material price reductions are to be looked for so long as the war lasts. Hogs are being quoted at another quarter off. Lard is easier, but prices are maintained.

Hams—			
Light, per lb.	0 20	0 20½	
Medium, per lb.	0 20	0 20½	
Large, per lb.	0 18	0 19	
Backs—			
Backs, per lb.	0 24	0 25	
Boneless, per lb.	0 25	0 26	
Pea meal, per lb.	0 25	0 26	
Bacon—			
Breakfast, per lb.	0 20½	0 21	
Roll, per lb.	0 15½	0 16	
Shoulders, per lb.	0 14½	0 15	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, light	0 14½	0 15	
Cooked Meats—			
Hams, boiled, per lb.	0 28½	0 29	
Hams, roast, per lb.	0 27	0 28	
Shoulders, boiled, per lb.	0 25	0 26	
Shoulders, roast, per lb.	0 23	0 24	
Barrelled Pork—			
Heavy mess pork, per bbl.	26 00	28 00	
Short cut, per bbl.	30 00	32 00	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 12¾	0 13¼	
Tubs, 60 lbs.	0 13	0 13½	
Pails, 20 lbs.	0 13¼	0 13¾	
Tins, 3 and 5 lbs., per lb.	0 13¾	0 14¼	
Bricks, 1 lb., per lb.	0 14½	0 15¼	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 09¾	0 10¼	
Tubs, 50 lbs., per lb.	0 10	0 10½	
Pails, 20 lbs., per lb.	0 10¼	0 11	
Hog—			
F.O.B., live, per cwt.		8 75	
Live, fed and watered, per cwt.		9 00	
Dressed, per cwt.	13 75	14 00	

BUTTER.—With an open fall season and late pasture the September make of butter is more important than usual, and with the export business in a precarious state the situation is easier and demand dull. Price levels lower for creamery prints, but there appears to be a shortage for dairy prints, and this price holds firm.

Butter—		
Creamery prints, fresh made	0 29	0 30
Separator prints	0 27	0 28
Dairy prints, choice	0 25	0 27
Dairy, solids	0 27	0 28
Rakers	0 18	0 20

CHEESE.—Despite interruptions to

export business, cheese market is very firm. Offers from the other side of the water are no doubt responsible, and it looks as though present position might be maintained indefinitely with the war continuing. Prices at the present time are higher than for five years past.

Cheese—		
Old, large	0 17½	0 17½
Old, twins	0 17½	0 18
New, large	0 15	0 16½
New, twins	0 16½	0 16½

EGGS.—Prices are up one cent all round. Strictly fresh are hard to get and other prices have advanced in sympathy despite the fact that the outside market influences appear to be in the other direction. Fall packing has commenced and during the next week will become general and this will increase the demand.

	Per dozen.
Eggs, case lots—	
Strictly new laid, in cartons	0 31 0 32
Selects	0 30 0 31
Straights	0 27 0 28
Trade eggs	0 22 0 23

HONEY.—Small crop this year is having effect of brightening the honey outlook for there will be an opportunity to get rid of surplus stocks which accumulated as the result of the big yield last year.

Honey—		
Clover honey, bbls., per lb.	0 10½	0 11
60 lb. tins	0 11	0 11½
20 lb. tins		0 12
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	3 00	3 50

POULTRY.—Jewish holidays will help the poultry business during the next couple of weeks but after that still lower prices are to be expected.

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

WINNIPEG.

PROVISIONS.—The past week has seen several price changes, all in an upward direction, and while there is a weak tendency in one or two lines, this is due to peculiar conditions and it is not likely to continue.

An unusual state of affairs has arisen as a result of poor crops in some districts, and perhaps also as a result of the pressure which is being brought upon certain farmers to liquidate their debts. The farmers are selling their stock without waiting for it to reach such condition that they may make a favorable sale. Hogs are going through Winnipeg not nearly sufficiently developed for the packers. They are being bought, it is understood, by farmers in the East, and in some of the Northern States, who are

Situation in California Dried Fruits

Dried Apples Easier in Price, But Prunes Have Firmed Up—Delays of Shipments to Europe a Feature.

getting carloads chiefly through commission men, and who naturally expect to make big profits developing the live stock. This course is only being adopted by farmers in certain districts, but it is a blow at mixed farming which is so desirable, and also a blow at the produce market.

The week has seen a further advance in lard, tierces now being quoted at 12c. The advance is due to low stocks held locally.

Cured Meats—	
Hams, per lb.	0 22
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	28 00
Lard—	
Tierces	0 12
Tubs, 60s	7 35
Pails, 20s	2 50
Cases, 5s	7 80
Cases, 3s	7 80

BUTTER.—During the past few days weak tendency has developed here. It seems that this is only a temporary condition. The market was a little too high, having become so probably through the expectation of large export orders. Stocks are short in Winnipeg, and it is believed that butter will go higher before any great time.

Butter—	
Creamery, Manitoba	0 29
Dairy	0 19 0 24
Cooking	0 12 0 16

CHEESE.—In sympathy with butter, this market has been weak. There is no change in price, however.

Cheese—	
New, large	0 15 1/4
New twins	0 17

EGGS.—Current receipts are small, and as a result prices have been further advanced, extra firsts now being quoted at 24c. There are few checks on the market. Still further advances are to be expected.

Eggs—	
Extra first	0 24
Checks	0 14
Extra, in cartons	0 28

ONLY TEN KINDS OF CABBAGE.

With a view to standardizing all the commercial varieties of vegetables grown in the United States, the Department of Agriculture, through its bureau of plant industry, announced recently that any one having an unknown variety of vegetable for which correct identification is wanted, may obtain such information from the Department. The correct names of various kinds of fruits may also be obtained.

The importance of naming varieties correctly, it is explained, is not realized until the general confusion which results to truck-growers, fruit-growers and farmers from incorrect naming, is considered. In many cases one variety of vegetable is sold under several names. For instance, of three hundred varieties of cabbages listed, there are not really more than ten.

There is considerable speculation as to the effect of the war upon California dried fruits, but a general survey of the whole situation does not indicate that there will be any material difference in the market so far as the trade is concerned. The whole tendency will be downward on account of the difficulties in supplying the foreign market but against this there is the general firmness in the food stuff situation.

Producers are not so much concerned with the question of transportation as with the problems of financing foreign shipments and making collections in foreign markets. With prospects for a big output, therefore, the dried apple situation is very weak and prices have declined materially. On the other hand prunes after being up and down the scale have finally become firm on reports of even shorter yield than anticipated; the crop it is said will not be much more than to supply home consumption while England should be a strong bidder in the market. A circular issued by the California Dried Fruit Exchange to its members says in part:—

“There is a great difference of opinion as to the affect of the war on domestic goods used for domestic consumption. Some think that it will make business much more brisk, others that it will have a depressing effect. Business men who have been told that trade will be bright as soon as transportation is wholly or partially restored are apparently more and more skeptical in this matter. They point out that with England policing the North Atlantic as she is there is no real lack of transportation facilities any longer, but an abundance of ships can be obtained to send products back and forth, if shippers want to send them. The real trouble lies in financing the shipments and in securing aid from foreign countries in restoring a regular and reliable course of business that would permit sales to be made safely, when the goods are actually able to be delivered in Europe. It is argued that there is no use in sending goods to other countries unless those countries are in position to make payment for the goods, in some acceptable kind of value. If such payment cannot be arranged for on a regular and settled basis, the expected prosperity due to the selling of our products abroad at high prices will not materialize.

“Dried apricots are a trifle weaker on account of war conditions in Europe.

Peaches are a trifle firmer. Dried apples are going to be very plentiful and are being quoted at low prices, which also makes it all the more important to keep up our standard of pack, as the eastern trade prefers apples to either apricots or peaches, especially when the prices are lower.

“Prunes are now thought to be much less in quantity than first reports and it is estimated that even should the war make it impossible for us to have any large export demand, this country can consume, at fair prices, the supply on hand. Also we are looking later for a good export demand from England, which has to get her supply from this country. Consequently, the prune market is being held firmer with prospects for higher prices.”

NEW BRUNSWICK MARKETS.

(By wire.)

St. Jchn, Oct. 1.—Market is generally steady, flour, sugar and molasses being firm with little likelihood of change for some time. Pork lower, domestic mess being \$29, and American Clear \$28 to \$30. In lard there is a slight drop. Provision market generally is steady but beans are easier on account of prospects for a satisfactory crop. Cream of tartar stocks are greatly lessened. Dealers are waiting arrival of dried vegetables as stocks are none too plentiful. Native vegetables are abundant, with a big demand for green tomatoes. Dealers are selling large quantities, with spices for home pickling. Advances have been made in most spices. Country business is particularly brisk, though collections are poor in some localities.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17
Beef, barrel	28 25	28 50
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per ^o bbl.	28 00	30 00
Pork, domestic, per bbl.	29 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Eggs	0 26	0 27
Lard, compound, per lb.	0 11 1/4	0 11 1/2
Lard, pure, per lb.	0 13 1/2	0 14
Flour and Cereals—		
Cornmeal, gran.	6 00
Cornmeal, ordinary	2 05
Flour, Manitoba, per bbl.	7 55
Flour, Ontario	7 25
Rollod oats, per bbl.	6 75
Oatmeal, standard, per bbl.	7 40
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	7 00	7 10
United Empire	6 90	7 00
Bright yellow	6 80	6 90
No. 1 yellow	6 50	6 60
Paris lumps	8 00	8 08 1/2
Beans, white, per bush.	3 25	3 30
Beans, yellow eyes, per bush.	4 50
Canned pork and beans, per case.	2 80	3 00
Molasses, per gal.	0 34
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 11	0 11 1/4
Rice per cwt.	4 90	5 00
Cheese, per lb.	0 15 1/2	0 16



Did You Have Pancakes for Breakfast?

If you did, you'll be telling your customers all about the great breakfast you had and how it gave you vim for the day's work. You'll be so enthusiastic about it that they can't resist buying some Pancake Flour and some maple syrup and some butter and probably some sugar.

The memory of those delicious pancakes will keep recurring to you all day long. Unconsciously you recommend them to your customers and give your cash register a busier day.

These cool, nippy mornings are just the time for pancakes. The desire is dormant in your customer. A suggestion will bring it to the surface. Another will make the sale.

Put in a window display of Buckwheat Flour, Pancake Flour, Maple and Corn Syrup. It'll pay and pay big.

White Swan Buckwheat and Pancake Flours are self-rising. "Made in Canada," and of the same high quality that distinguishes all other White Swan products.

PRICE LIST.	
Buckwheat Flour (Self-rising), 3 doz. to case.	
Shipping weight 70 lbs.	\$3.00
Pancake Flour (Self-rising), 3 doz. to case.	
Shipping weight 70 lbs.	\$3.00

WRITE FOR CATALOGUE

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

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

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	\$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	\$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

100 books and over, each 0 03½
 500 books to 1,000 books, 0 03
 For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN. Per case.

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

Per case.

Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars. Per doz. ...\$2 20

Strawberry, 1914 pack	2 10
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz. ...	4 50
Perfection, ½-lb. tins, doz. ...	2 40
Perfection, ¼-lb. tins, doz. ...	1 25
Perfection, 10c size, doz. ...	0 90
Perfection, 5-lb. tins, per lb. ...	0 35
Soluble bulk, No. 1, lb. ...	0 20
Soluble, bulk, No. 2, lb. ...	0 18
London Pearl, per lb. ...	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35



The Crop Returns

The crop returns of Western Canada for this year are estimated to be over 319,071,044 bushels. This, with "War" prices being paid for wheat, will mean a total of several hundred millions of dollars in the hands of Western consumers. These people will need your products and can pay cash.

We operate the largest and most progressive wholesale commission house in Canada, and with our large corps of efficient salesmen we will help you as a manufacturer to get a good share of this going business.

We have the experience and financial standing, and will guarantee results.

Let us know your lines and we will give you full particulars. Write to-day.

Nicholson & Bain, Wholesale Commission Merchants and Brokers
HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE VANCOUVER

A tip on the side, Mr. Grocer

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

PRICES:

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

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

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



BENGER'S Food

Copyright Design

**For INFANTS,
INVALIDS and the AGED.**

GOLD MEDAL AWARDED

Health Exhibition, London,
Adelaide and Melbourne.

The "LANCET" describes it as:
"Mr. Bengers' admirable preparation."

The "BRITISH MEDICAL JOURNAL" says:
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations
may be obtained through all Wholesale
Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, ——— MANCHESTER, Eng.

100 C

CENTURY SALT

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT CO LIMITED
SARNIA. ONT.

GELATINE.

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

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

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

EBLY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—"Anchor" Per case.
50 cases, 6 doz. \$2 50
10 cases, 3 doz. 2 50
5 case lots, freight prepaid, Ontario points .. 2 25

Baking Powder—"Anchor" Per doz.
4 oz. tins, cases 4 doz.... 0 67 1/2
6 oz. tins, cases 4 doz.... 0 90
8 oz. tins, cases 3 doz.... 1 20
12 oz. tins, cases 3 doz.... 1 65
16 oz. tins, cases 2 doz.... 2 00
2 1/2 lb. tins, cases 1 doz.. 4 50
5-lb. tins, cases 1 doz.... 8 40

Chocolate—Unsweetened—"Anchor"

10c cakes, boxes 2 doz... 0 90
Cocoa—"Anchor" Per doz.
10c tins, cases 4 doz.... 0 90

Per lb.
1/4s, tins, cases 4 doz.... 0 36
1/8s, tins, cases 2 doz.... 0 35
1s, tins, cases 1 doz.... 0 35

Coffee—"Anchor" Per lb.

1 lb. tins, whole or ground, cs., 30 lb. 0 36
2 lb. tins, whole or ground, cs., 30 lb. 0 35

Cream of Tartar—"Anchor" Per doz.

2 oz. pkgs., box 4 doz.... \$ 0 90
3 oz. pkgs., box 3 doz. 1 35
1/4 oz. pkgs., box 4 doz. 1 75
1/2 oz. pkgs., box 4 doz.... 3 50
1/2 oz. tins, box 4 doz.... 3 75
1 oz. tins, box 2 doz.... 6 00

Flavoring Extracts—"Anchor"

20c bottle \$ 1 15
1/2 oz. bottle 2 50
4 oz. bottle 4 00
8 oz. bottle 7 50
16 oz. bottle 14 40
32 oz. bottle 28 80
80 oz. bottle 60 00

Flour—Potato—"Anchor" Per doz.

Cases 2 doz. 1 20
Iceings, Prepared—"Anchor"
10c pkgs., cases 3 doz. ... 1 00
Mustard, D.S.F.—"Anchor"
50c tins, boxes 4 doz. ... 0 50
10c tins, boxes 4 doz. ... 0 95

Per lb.

1/4s, tins, boxes 12 lbs. ... 0 40
1/2s, tins, boxes 12 lbs. ... 0 39
1s, tins, boxes 12 lbs. ... 0 38

Rice, Special Grain—"Anchor" Per doz.

Cases 2 and 4 dozen.... 0 90
"Anchor" Brand Per case.
Shaker Table Salt, free running, cases 2 doz., case. 1 60

"GOLD MEDAL" COFFEE.

Whole or Ground— Per lb.
1/2 lb. tins, cases 30 lbs... 0 37
1 lb. tins, cases 30 lbs... 0 36
2 lb. tins, cases 30 lbs... 0 35

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s 1 90
5c pkgs., cases 100s..... 3 75
10c pkgs., cases 3 doz... 3 50

"KOLONA" CEYLON TEA.

Per lb.
40c black, green or mixed,
1/2 and 1 lb. pkgs..... 0 30
50c black, green or mixed 0 35
60c black, green or mixed 0 42
80c black, green or mixed 0 55

Per doz.

"Meat of Wheat" Breakfast Food, cases 2 doz.. 1 45
"Wheat - Os" Breakfast Food, cases 2 doz..... 1 45

Per doz.

"Piccaninny" pancake and buckwheat 1 00

LAPORTE, MARTIN, LIMITED. Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case.. 6 00
Efficace 6 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., cse. 10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.
Cs. 25 11 lb. bars, lb. 0 11
Cs. 200 3 1/2 lb. pieces, cs. 5 50
Cs. 12 3 lb. bars, lb. 0 11 1/2

ALIMENTARY PASTES.

BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 08 1/2
Box, 25 lb., loose 0 08

Imported Peas "Soleil."

Per case
Sur Extra Fins, 40 1/2 Flac, cs. \$11 00
Sur Extra Fins, 100 1/2 kilo, cs. 17 00
Extra Fins, 50 1 kilo, cs.. 15 50
Extra Fins, 100 1/2 kilo, cs. 16 00
Tres Fins, 100 1/2 kilo, cs.. 14 50
Fins, 100 1/2 kilo, cs. 12 50
Moyens, No. 2, 100 1/2 kilo, cs. 10 00
Moyens, No. 3, 100 1/2 kilo, cs. 9 00

MINERVA PURE OLIVE OIL.

Case—
12 litres 8 00
12 quarts 7 00
24 pints 7 50
24 1/2 pints 5 00

Tins—

20s, 1/2 gal. 3 00

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents

Cases, 4 doz. each, flats, per case \$5 46
Cases, 4 doz. each, ovals, per case 5 40

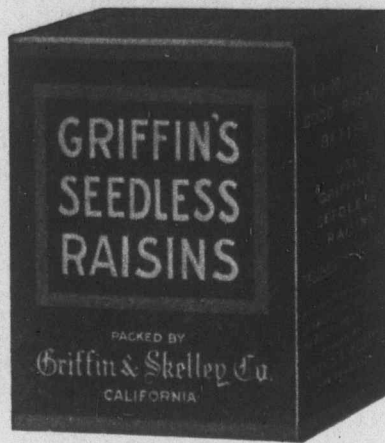
INFANTS' FOOD.

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

CANADIAN GROCER



Three foods with but
a single thought—



Quality

Ask Your Grocery Salesman.

CANADIAN REPRESENTATIVES:

HALIFAX: GRANT, OXLEY & CO. MONTREAL: A. P. TIPPET & CO. TORONTO: W. G. A. LAMBE & CO.
WINNIPEG, SASKATOON, CALGARY, REGINA, EDMONTON: MASON & HICKEY.

To the Wholesale Trade

Our Liverpool house is in close touch with all the British and East India markets, and also with the European markets that are still open. If there are any goods you require which under present extraordinary circumstances you are unable to procure from your usual channel, kindly let us have particulars, and if the goods are at all obtainable, we will get you lowest prices promptly by cable.

WEST INDIA COMPANY, LTD.

St. Nicholas Building,

MONTREAL

Diamond Cleanser

Has no equal as a cleaner.
Perfectly odorless.
Harmless to hands.

COSTS \$3.00 PER CASE
four doz. cans to case

SELLS at 3 for 25c
or 10c a can

giving the grocer a good profit. Five
case lots cost \$2.85 a case.
Handled by all jobbers.

Manufactured by
Stephens, Welch & Co.

7 Ossington Av., Toronto



BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

TWO CENTS PER WORD

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

Thanksgiving Specials

Cranberries
Tokay Grapes
Italian Prunes

**Chestnuts, Almonds, Walnuts, Filberts,
 Pecans and Brazil Nuts.**

We are offering very low prices on
 Brazil Nuts.

We can handle your consignments of
Poultry, Butter, Eggs, Etc.,
 to good advantage.

WHITE & CO., Ltd., Toronto
 Branch at Hamilton.



Paterson's Worcestershire Sauce

has come to mean so much to my customers, I just wish you could drop into my store of a Saturday evening and notice the many calls I have for Paterson's. Seems most everybody in my locality has come to know the greater zest and satisfaction of Paterson's. Naturally Paterson's is an easy and profitable seller."

Wouldn't you like to say the same about your sauce sales? Just write your nearest wholesaler regarding Paterson's.

ROWAT & CO.
 GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

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

Diamond, 8's, 6 and 12-lb. boxes	0 29	Jersey Brand, Family, each 4 doz.	3 90
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26	St. Charles Brand, tall, each, 4 doz.	4 50
Diamond, 4's, 6 and 12-lb. boxes	0 27	Peerless Brand, tall, each, 4 doz.	4 50
Icings for Cake—		Jersey Brand, tall, each, 4 doz.	4 50
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 doz. in box, per doz.	1 00	St. Charles Brand, Hotel, each, 2 doz.	4 25
Chocolate Confections Per lb.		Peerless Brand, Hotel, each, 2 doz.	4 25
Maple buds, 5-lb. boxes	0 37	Jersey Brand, Hotel, each, 2 doz.	4 25
Milk medallions, 5-lb. boxes	0 37	St. Charles Brand, gallons, each 1/2 doz.	4 75
Chocolate wafers, No. 1, 5-lb. boxes	0 31	"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
Chocolate wafers, No. 2, 5-lb. boxes	0 26	"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
Nonpareil wafers, No. 1, 5-lb. boxes	0 31	"Regal" Coffee and Milk, each, 2 doz.	4 50
Nonpareil wafers, No. 2, 5-lb. boxes	0 28	"Reindeer" Cocoa and Milk, each, 2 doz.	4 80
Chocolate ginger, 5-lb. boxes	0 31		
Milk chocolate wafers, 5-lb. boxes	0 37		
Coffee drops, 5-lb. boxes	0 37		
Lunch bars, 5-lb. boxes	0 37		
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36		
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90		
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38		
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38		
Nut milk chocolate, 5c bars, 24 bars, per box	0 90		
Almond nut bars, 4 bars per box	0 90		

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
 In 1/4, 1/2, and 1-lb. tins, 14-lb. boxes, per lb. 0 35
 10c tins, 3 doz. in box, doz. 0 90

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N.B.; J. A. Taylor, Montreal; P. O.; 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.
 Elite, 10c size (for cooking) doz. 0 90
 Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 85
 Nut milk bars, 2 dozen in box 0 80
 Breakfast cocoa, 1/2's and 1/4's 0 36
 No. 1 chocolate 0 30
 Navy chocolate, 1/2's 0 26
 Vanilla sticks, per gr. 1 00
 Diamond chocolate, 1/2's 0 24
 Plain choice chocolate liquors 20 30
 Sweet chocolate coatings 0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO. LTD.

East of Fort William, Ont.

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

COFFEE.
WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN	
1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38
ENGLISH BREAKFAST COFFEE.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20
MOJA.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.	
1s, 1/2s, B. or G.	0 25
Do.	0 32
Do., 1s	0 35
Do., 1s	0 38

MINTO COFFEE.

M Bean or Gr.	0 38
I Bean or Gr.	0 35
H Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 38
Spec. Gr. Compound.	0 25
Packed in 30's and 50-lb. case.	
Terms—Net 30 days prepaid.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS	
1 oz. bottles, per doz., weight 3 lbs.	\$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE	
Special Delivered Price for Canada	
	Per doz.
1/2-oz. (4 doz. case) weight 9 lbs., retail each 15c.	\$1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50.	13.00
Pint (1 doz. case), weight 29 lbs., retail each \$3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	47 75
Gallons, each, retail each \$20	17 15

ROYAL BAKING POWDER



Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Get the
Genuine



Be Sure
It's Wrigley's

The Supreme Court of Ontario has issued an injunction against the manufacture and sale of an imitation Wrigley's Spearmint.

We want to protect dealers from the mushy, granulating gum that kills sales. Poor, cheap imitations harm you and harm the public, as well as us. The genuine Wrigley's brings added sales—added profits. Get Your Share of the Benefit of Our Advertising!

Only Wrigley's has the Spear

Wm. Wrigley Jr. Co., Ltd., 7 Scott Street, Toronto

MINCE MEAT

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

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

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

F. W. Fearman Company
 HAMILTON LIMITED

CANADIAN GROCER



The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.

For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

- 1/4 Oil Sardines,
- 3/4 Mustard Sardines,
- Kippered Herring,
- Herring in Tomato Sauce,
- Finnan Haddies (oval and round tins)
- Clams,
- Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

Connors Bros.

Limited

Black's Harbor, N.B.



BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.	
Tierces	0 10 1/4
Tubs, 60 lbs.	0 10 1/2
Pails, 20 lbs.	0 10 3/4
Tins, 20 lbs.	0 10 1/4
Cases, 3 lbs., 20 to case...	0 11 1/4
Cases, 5 lbs., 12 to case...	0 11 1/2
Cases, 10 lbs., 6 to case...	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.	
Per doz. tins	
D. S. F., 1/4-lb.	\$1 50
D. S. F., 1/2-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., 1/4-lb.	0 95
F. D., 1/2-lb.	1 63
Per jar.	
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.	
Prices for Quebec.	
1 lb. pkgs. loose.	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases....	7 6 1/2
Egg noodles, case 10 lbs., loose; cases 60 pkgs., 1/2 lb. each	7 1/2 7
Marguerite Brand.	
Same assortment as above	6 1/2 6
Catelli Brand.	
Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)....	5 1/2
30 lb. cases, 1 lb. pkgs.	5 1/2
Terms, Net 30 days. Ontario.	

L'ETOILE (STAR) BRAND.	
Freight Prepaid.	
1 lb. pkg., 25 cases or more	.07 1/2
1 lb. pkg., less than 25 case lots07 1/2
5 lb. box, loose, per lb.05 1/2
10 lb. box, loose, per lb.05 1/2
21 lb., loose, long, per box	1 50
Terms, net 30 days.	

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

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

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

JELL-O ICE CREAM POWDER.	
Assorted case, contains 2 doz	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50
Weight 11 lbs. to case. Freight rate, 2nd class.	

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20
30 days.	

RICHARDS' PURE SOAP.

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

FELS NAPTHA.

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

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and

BRANTFORD BRANDS

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

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06 1/2
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.06 1/2
Kegs, 100 lbs.06 1/2
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.07 1/4
8 in case07 3/4
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08
Kegs extra large crystals, 100 lbs.07
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07 1/4
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07 1/4
(20-lb. boxes 1/4c higher than 40's.	

UNCHANGED!

From Coast to Coast the price on

WETHEY'S CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO
ADVANCE.

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

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

OYSTERS

The Cheapest Food Obtainable

If you have not been handling oysters before, you should start right in now to feature them. There are so many good selling facts about oysters that you can't afford to be without them.

Our oysters are from the deep waters of Long Island Sound and are forwarded to us direct by express every day. They have been satisfying our many customers for 25 years. Let us supply you.

We will also supply you with neat white-enamelled Refrigerator Display Cases at Factory Cost.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph

and

North Bay



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

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Special

on

Brooms

only while they last.

4 String, No. 100, \$3.00 line at \$2.40

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4 " " 300, \$3.60 " \$3.00

Regular goods.

Walter Woods & Co.

HAMILTON

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Write us for New Price List of
WINDSOR SALT

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

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Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

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**Irish Grocer, Drug, Provision and
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and WINTER APPLES

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Lakebourne Farms Limited
Brigh on, Northumberland Co., Ont.

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The Highest Quality
Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

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Agents Montreal

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of
BELFAST GINGER ALE

Agents in Western Canada
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"TRENT LOCK"
EGG FILLERS

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

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distrib-
uting. Write for rates.

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ESTABLISHED 1849

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OFFICES IN CANADA:

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

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

Every Merchant who handles—

Mathieu's Nervine Powders



Syrup of Tar and Cod Liver Oil

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

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

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

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

HOLLAND RUSK

a food product for all seasons. It will please your customers and build a profitable trade for you.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



Registered
Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780
Montreal, Can. Dorchester, Mass.

Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

CLASSIFIED ADVERTISING

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

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

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

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COLLECTIONS—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

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

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

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

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

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

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

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

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

WANTED

WANTED — EXPERIENCED GROCERY clerk wishes position. Handy with sign brush and experienced in window dressing, etc. Can show excellent recommends, or can give good references. Apply, stating wages, etc., to Box 61, Canadian Grocer, Toronto. 118

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

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

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

WANTED BY YOUNG MARRIED MAN position as grocery clerk or manager, excellent references. Write Box 62, Canadian Grocer, Toronto. (0)

FOR SALE

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

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

FOR SALE — CASH REGISTER, SINGLE drawer. Best condition. At half cost. Apply E. A. Stahl, Berlin. 4914

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

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

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

AGENCIES WANTED

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

ANNOUNCEMENT TO THE TRADE

We are pleased to announce to the readers of this journal that we have again secured the services of Mr. G. R. Small to act in the capacity of General Manager, therefore the trade may be assured of the old-time quality, reliability, neatness and dispatch. Mr. Small has long been recognized as the father of the



modern Maple industry; he is inventor and patentee of many Maple Sugar implements, and has been particularly instrumental in standardizing scientifically, packing and marketing the Maple Products of Canada. The outcome of this is that Small's Maple Leaf Brand has been introduced and appreciated in the markets of nearly every country, enjoying larger sales than hundreds of other brands combined.

Policy of the Company will not be materially changed; our continued aim is to supply goods of best possible value, and same, exclusively through jobbers. Jobbers will be authorized to supply the trade at a standard uniform price. We are also pleased to advise the trade that we have a large supply of Maple in stock, and other raw material contracted for at low figure, sufficient at least to more than meet usual requirements. This enables us, in spite of war conditions, to establish in our new list No. 24 prices somewhat lower than that of last season.

All goods are being labelled in conformity with the recent legislation coming into force January 1st, 1915; all Maple Sugar blocks, as in past, will be stamped with a warrantee; the nozzle of each tin will also be sealed with a warrantee, thus relieving dealers from any responsibility in connection with Pure Food Act whatsoever.

Prices and terms will be given in the columns of this journal from time to time. Write for new descriptive price list No. 25, direct to us, or our brokers, Messrs. T. M. Duche & Sons, Manchester, Eng., and New York, N.Y.; Nicholson & Bain, at Winnipeg, and all western centers.

Canada Maple Exchange, Limited
MONTREAL

MONTREAL JOBBING FIRM SEEK agency for Canadian independent canners. Good references. Box 60, Canadian Grocer, Toronto. 119

AGENCY WANTED FOR VANCOUVER AND District by an A.I. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (269)

Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double-Lidded, Air-tight Tins.

5 SIZES.

Decorated enamel finish, Yellow, Blue and Black.



NO PAPER LABELS USED.

NO SOILED LABELS.

Will keep fresh and good for any length of time.

MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 439 Longwood Building, CALGARY; W. B. BATE & CO., 172 King St. West, TORONTO, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.



Length, 425 feet.

Height, 115 feet.
Capacity: 200,000 Barrels a year.

Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new 1/2-dozen or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL



Georgian Bay Apples

Famous the World over for keeping and for quality. Our Beaver Brand the best of these. We are packing and carefully grading this year. Our stock is fine this year. Can quote Fall and Winter in boxes and barrels. Quality never better and prices reasonable.

Winter stock, good per cent. of Spies, also good per cent. No. 1. Carlots our specialty. Write for prices.

Can also quote Crab Apples and Pears.

Beaver Brand Evaporated Apples. We can quote in large or small quantities. Where once tried, they are repeaters and sell themselves. Buy the best and sell more. Enquiries cheerfully answered.

ELLIS BROS.

Meaford, Ont. Box 130
Phone 79, Evap. 177, Residence 175

Apples

We will pack

10,000

barrels

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

LEMON BROS.

Owen Sound, Ontario

Don't
forget

"Aurora"

The best brand of

Valencias

J. J. McCabe

AGENT

TORONTO, ONT.

Readers of The Grocer, Let Us Know Your Wants

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

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

Two Cents Per Word

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

SCHNEIDER'S SAUSAGES

"Twelve Varieties"

Cool weather brings big trade for Sausage, especially when you are selling those Pure, Delicious kinds from Schneider's. Good Sausage is by far the best value in the Meat line you can supply your customers with. We make them fresh every day.

A trial order will convince

J. M. SCHNEIDER & SONS
LIMITED

Berlin, Ontario



Your contented smile will burst into a hearty laugh, when
you have partaken of

WAGSTAFFE'S
DELICIOUS
MINCEMEAT
And Fine Old English
PLUM PUDDINGS

Mincemeat Packed in 1 lb. Glass, 2s, 5s, 7s; 25 lb. Gold-Lined
Pails and 30 lb. Wood Pails.

Plum Puddings packed in 1 lb., 2 lb. and 3 lb. crocks.

SOLD BY ALL GROCERS
ASK FOR WAGSTAFFE'S

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Victoria Brand

Stands for Quality

Choice Red Sockeye Salmon

Extra fine quality—exquisite flavor. Only the best of the meat entering the can. We are now taking orders for 1914 pack.

1s Tall, \$2.25 case of 4 doz.

We positively guarantee the quality to be what we claim.

30,000 cases of Victoria Brand canned fruits and vegetables, 1914 pack.

Fruits

- Apples
- Raspberries
- Strawberries
- Pears
- Peaches
- Plums

Vegetables

- Tomatoes
- Corn
- Peas
- Haricots
- Beets
- Asparagus

We also carry a large stock of the Dominion Cannery's well-known brands.

F. Lecour's

Imported Paris (Mushrooms) are always supplied where Quality is a consideration.

Laporte, Martin, Limitee
568 St. Paul St., Montreal

Domolco Molasses is more wholesome than clover honey

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

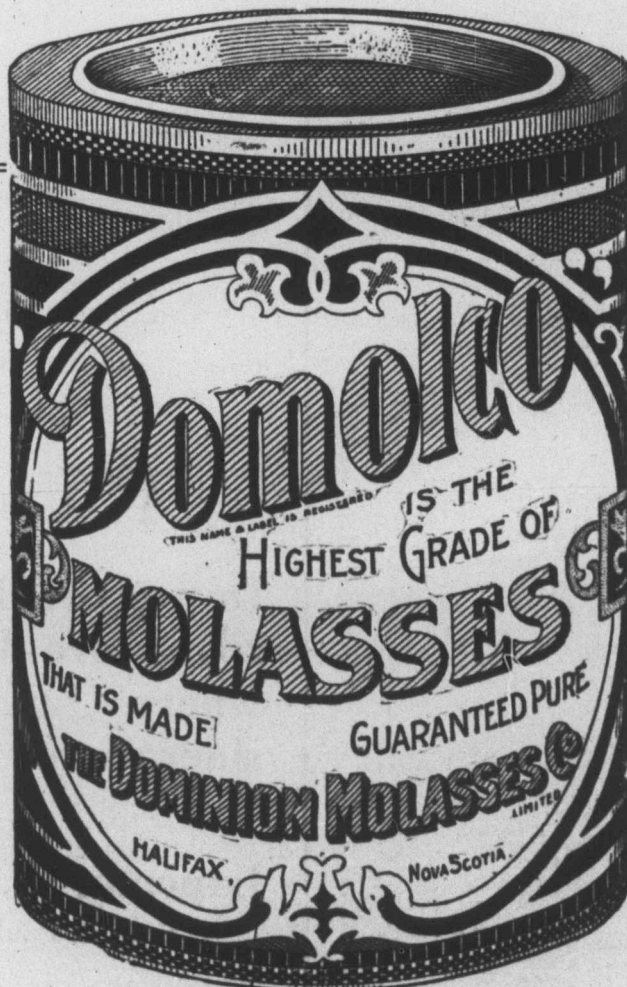
Our extensive advertising has placed Domolco in thousands of Canadian homes and built up a steady, increasing demand.

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

Write to-day for prices.

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

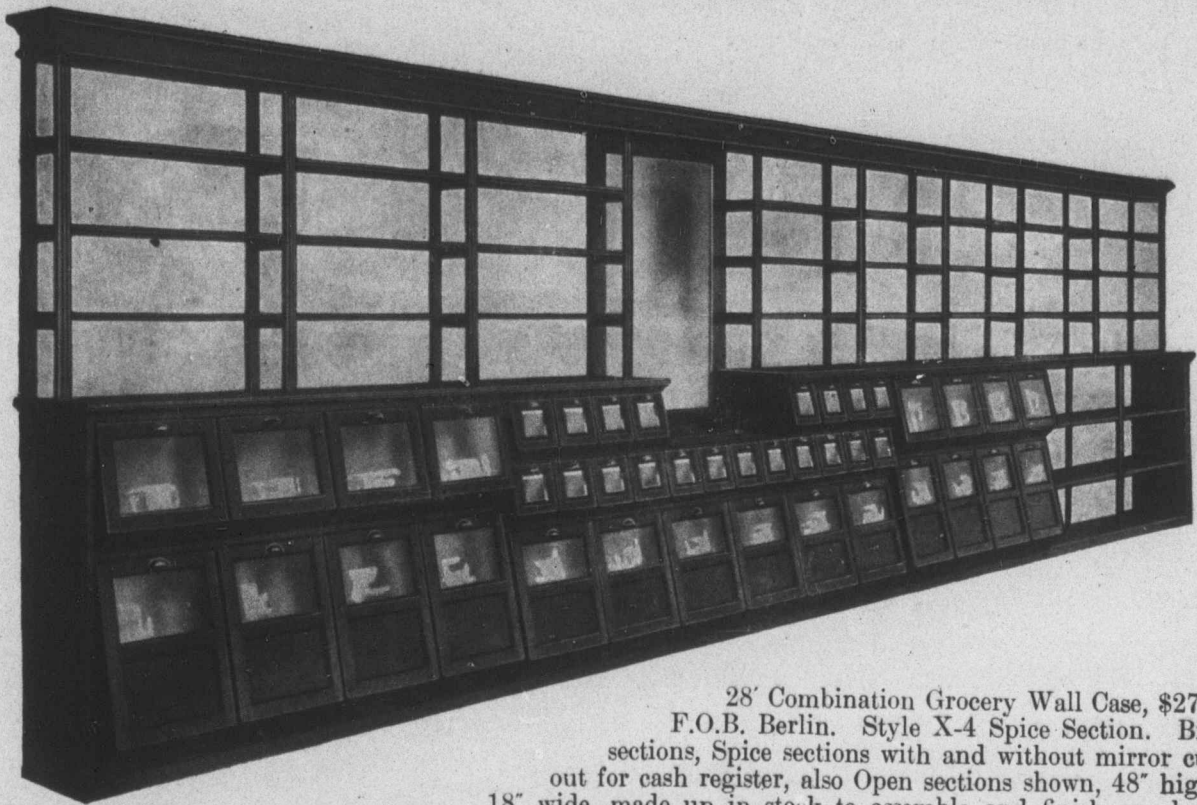
The Dominion Molasses Co., Limited
Halifax Nova Scotia



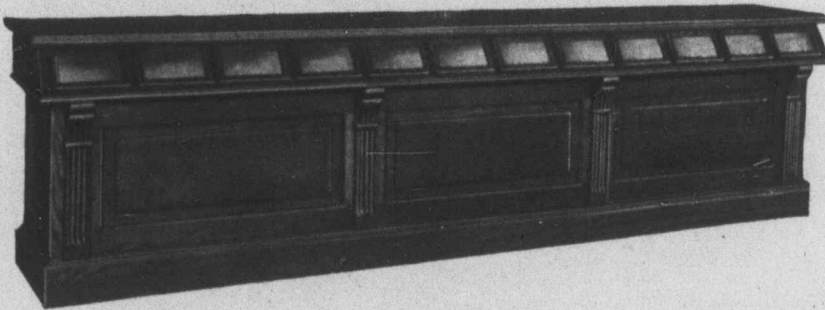
The widely advertised molasses

*Pure in quality
delicious in flavor*

CANADIAN GROCER



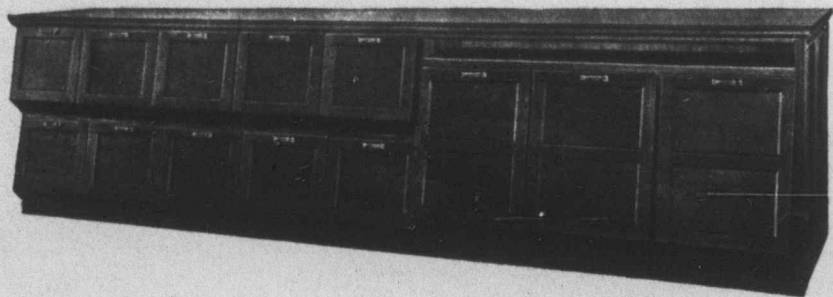
28' Combination Grocery Wall Case, \$275
 F.O.B. Berlin. Style X-4 Spice Section. Bin
 sections, Spice sections with and without mirror cut
 out for cash register, also Open sections shown, 48" high,
 18" wide, made up in stock to assemble and finish on short
 order in all lengths. Shelving shown is 48" high and 10" wide.



Counter No. 11. Best sales
 counter made. Bevel glass dis-
 play is up in line of vision and
 avoids breaking of glass and
 unsightly appearance often seen
 in full glass front counters.

With shelves \$6.25 ft.
 1 row bins 8.25 ft.
 2 row bins 8.75 ft.
 F.O.B. Berlin.

Lengths 10 feet and up. Any
 variation of rear equipment to
 order. Use the roomy *Patented
 Bins*, air-tight and sanitary, in-
 stead of awkward, out-of-date
 drawers for foodstuffs.



Send your floor plan and specifications, and get particulars of refitting
 to reduce cost of doing business and waste of stock in your store

The Walker Bin and Store Fixture Co., Ltd.

BERLIN, ONTARIO

Despite the high prices prevailing, the Demand and Consumption of

CANNED LOBSTERS

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

Owing to the War

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

To Secure Uniformity of Quality

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

“ENCORE BRAND”

A Standard quality in the Export trade for 35 years

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

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