

**PAGES
MISSING**

FEATURING—FALL HOUSECLEANING SELLING CAMPAIGN

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, OCTOBER 8, 1915

No. 41

Your housewife patrons are learning the value of BOVRIL as a daily household economy

Many have learned by their own practical experience and through our extensive advertising that otherwise uninviting remnants of food may be made not only palatable, but nourishing, by the use of a little Bovril.

BOVRIL

is universally recognized as a strength-giving and stimulating beverage. It is a combination of the stimulating extractives with the nourishing and strengthening constituents of beef.

It's an efficient body-builder and health-preserver.

Your sales of Bovril should be larger

now than ever before. Housewives aplenty are making daily use of it in practising household economies. You can by suggestion increase the number of users among your customers.

By the use of Posters, Showcards (which we will send prepaid upon your request), Newspapers and Magazines, etc., we are reminding your patrons of the uses of Bovril and are helping you increase your sales.

You can increase your profits by displaying Bovril and Bovril cards.

BOVRIL, LIMITED

25 and 27 ST. PETER ST.
MONTREAL



CANADIAN GROCER



Little
Miss
"MAIDEN"
CANADA

Registered

"It's time to stir things up"

COWAN'S
Perfection
COCOA

ASK OUR SALESMEN WHY



Tell Your Customers to Send in for Lantic Sugar Recipe Books!

Every woman who comes into your store would like to have a copy of our sparkling sugar book, containing 43 recipes for dainty Cakes, Candy, Jams, Jellies and other tempting "goodies."

And we are giving this interesting book to the Housewife by various methods of advertising.

In order to help you introduce

Lantic Sugar

in original packages

to more and more of your customers, you may tell them that Atlantic Sugar Refineries, Limited, of Montreal, will send them a free copy of this Recipe Book on receipt of the Red Ball cut from the original package.

We are also giving away Booklets containing 54 PRESERVING LABELS, on the same plan mentioned above.

Tell your customers about the free Recipe Book and free Book of Preserving Labels—and tell them how to get both.

You will find this generous offer of ours a great help in boosting the sale of LANTIC SUGAR in sealed packages.

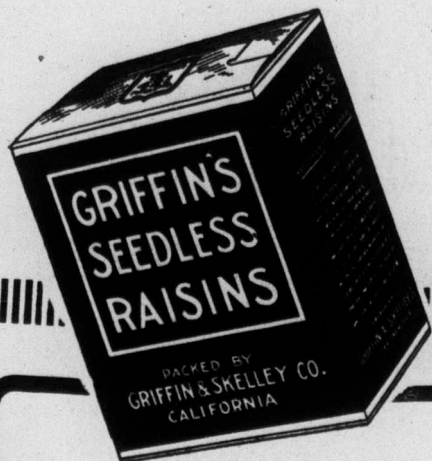
Get in a good supply of both the 2 and 5-pound cartons—then tell your customers about the books.

Atlantic Sugar Refineries Limited

MONTREAL

CANADIAN GROCER

Raisin Pie Day is here



Step into any city restaurant, cafe, lunch or dining-room, almost any day for the greatest part of the year and you will find raisin pie on the menu, a fact which goes to emphasize the increasing popularity of raisins for various kinds of desserts.

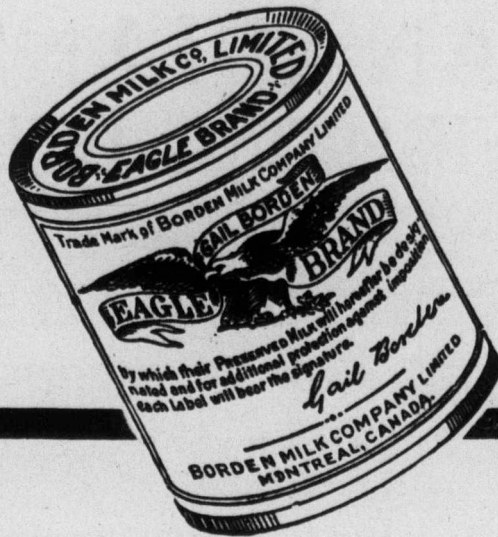
The better trade are using and appreciate

“Griffin’s Seedless Raisins”

because of their extra fine quality, their delicious, wholesome flavor, their absolute cleanliness.

Let this quality line bring better business to you this season.

Prepare for the winter and holiday trade by ordering your supply from your wholesaler.



Quality plus extensive advertising has created an ever-growing demand for Borden's Milk Products

Dealers everywhere are finding it more profitable to handle lines that have won the confidence of the public than to experiment with the "just-as-good" variety. Borden's Milk Products are, because of their undoubted superiority, strong favorites with the housewife, who appreciates the all-round satisfaction that "Borden's" always give.

This satisfaction-giving quality, which characterizes every one of the Borden Group, will be a big source of profit to the Borden dealer, through the repeat orders which will naturally result. Send your wholesaler a trial order for Borden's if you do not already sell it.

Stock up for the Fall business

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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

SUN-KIST

REG. U. S. PAT. OFF.

CANNED FRUITS

SUN-KIST Canned Fruits are a quality unto themselves—they are SUN-KIST Quality—a quality distinctly peculiar to SUN-KIST—a quality specially selected for people of critical taste—

Delicious canned fruits—no better grown in California—the pick of a million case pack and fine enough for any table in the land. If you want satisfied customers, connect with the SUN-KIST Kind.

Wholesale distributors in every territory. ASK THEM



**THE
BEST of
BRANDS**

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date, sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS:

R. S. McIndoe, Toronto Watson & Truesdale, Winnipeg.
Maritime Fish Corporation, Limited, Montreal. W. A. Simonds, St. John, N.B. H. C. Janion, Vancouver, B.C.



FOR CANADIANS IN THE FIGHTING LINE

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front

SPECIAL PARCELS OF CANDIES

on which they will pay the postage without any extra charge. The following are suitable for posting, and every article is handy for the pocket:

Tell every customer this—

“Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—in fact they are writing home every day expressing their delight at receiving Pascall’s Chocolates and Candies.”

Tell them that—and you will get the order

Forward it to our agents and the parcel will be sent from England. If you are not already running this Scheme, send to our representative for circulars and full particulars.

SPECIAL \$1.25 PARCEL

contains:

Solid Block of Vanilla Chocolate. Large Tin each of Acid Drops, Mint Bulls’ Eyes, British Toffee and Pine Lozenges.

SPECIAL TWO DOLLAR PARCEL

contains:

Solid Blocks of Milk and Vanilla Chocolate, Large Tin each of Acid Drops, Mixed Fruit Drops, British Toffee, Broadway Toffee Also Pine Lozenges and Freshettes.

SPECIAL FIVE DOLLAR PARCEL contains:

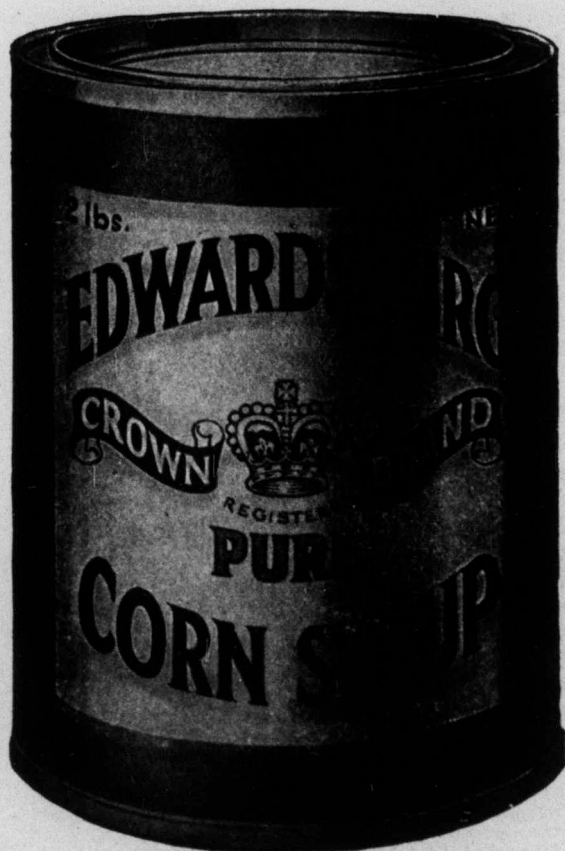
1-lb. and ½-lb. Solid Cakes each of Milk and Vanilla Chocolate. 2 Large Tins each of British Toffee, Broadway Toffee, and Acid Drops. 1 Large Tin each of Mixed Fruit Drops and Lime Juice Drops. Also Mint Bulls’ Eyes, Pine Lozenges and Freshettes.

Ask to see them at the Store. Pascall’s pay the Postage.

PASCALL’S
LONDON, ENGLAND

REPRESENTATIVES FOR CANADA

C. H. Cole, 33 Front Street East, Toronto, and 501 Read Bldg., Montreal; Angevine & McLaughlin, St. John, N.B., and Truro, N.S.; W. H. Escott Co., Ltd., 181-183 Bannatyne Avenue, Winnipeg; H. A. Lound & Co., 515 Hamilton St., Vancouver; R. G. Ash & Co., St. John’s, Newfoundland.



Why Tie Up Money

in high-priced Molasses (which many people think too expensive for every-day use), or in cheap syrup of doubtful quality—when you can offer your customers such a delicious, inexpensive table syrup as

“CROWN BRAND” CORN SYRUP

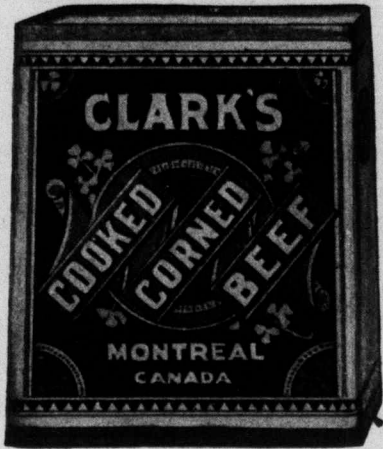
“Crown Brand” quality is in a class by itself. It is a universal favorite, not only for the table but also for cooking.

Why bother trying to push either expensive molasses or cheap syrup, when you can please every customer and make a good profit on every can, by selling “Crown Brand” exclusively?

The Canada Starch Co., Limited
MONTREAL

Manufacturers of the famous Edwardsburg Brands
Works: Cardinal, Brantford and Fort William, Ont.

CLARK'S COOKED CORNED BEEF



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



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

They have the REPUTATION, the QUALITY and the SALE.

W. CLARK, Limited, Montreal

Clark's

You are losing money on your cheese sales

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

Canadian Cheese Cutter



The CANADIAN Open

The Computing Cheese Cutter Co.
WINDSOR, ONT.

which cuts quickly and accurately by weight or money value. We would like to show you all the advantages of the "Canadian." There is no obligation incurred. Ask us to-day.

Furnivall's

FINE FRUIT
PURE JAM

meets the requirements of the most particular taste. The new pack is without doubt the finest we have ever put up—the choicest pick of the crops.

Order your stock now and prepare for the Fall and Winter trade.



Furnivall-New
LIMITED
Hamilton, Ontario

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

L.B. "Banner Brand" Pure Fruit Jams



Banner Brand Jams are favorites with the housewife, because they not only solve the perplexing question of "What to serve for breakfast," but they are wholesome, nourishing, delicious and economical.

Banner Brand Jams are put up in all sizes of packages, from the Anchor capped tumbler to the large, gold-lined pail—a size for every family.

Play safe by pushing the jam that is proven Banner Brand.

LINDNERS, LIMITED
BRAMPTON, CANADA

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

CANADIAN GROCER



“AYLMER” BRAND JAMS

This is Canada's national jam—known and used from coast to coast, from the southern boundary to the cold north country.

“Aylmer” Brand Jam well displayed needs no selling argument. High quality, delicious flavor and absolute purity are the features of these Jams.

Display the various sizes of containers—the glass jars, the 5 lb. pails.

See the new 16 oz. tall jar, vacuum top.

Dominion Cannery, Limited

HAMILTON, ONTARIO

*Five Bowls of
Palate-tickling
Soup for 5c.*

That's what you give your customers when you supply them with the always uniform and delicious

"Canada Soups"

and your part of the transaction is a 25% profit, with satisfied customers and continued business. The soup season is on; now is the time to order and show these handy package soups—made in all varieties.

Send trial order to-day—they will more than please you and your patrons.

Canada Foods Limited
TORONTO

Freeman's Electrical

Made in Canada



**Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill**

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

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

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.

Libby's **Food Products**

are known in all parts of the world as delicacies of high quality, and unusual flavor.

Libby's foods are "put up" where the best foods attain perfection. That is why people insist on Libby's.

Libby, McNeill & Libby, Limited
GUELPH, ONT.

A PARALLEL

AFTER trying a reliable article for the first time you are often persuaded to use it regularly by reason of its good value. Don't forget your customers are always influenced in the same way by the quality of

GIPSY

Stove Gloss

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.



Indian Chief Brand

CLAMS



They are the very best clams offered for sale in Canada to-day.

Put into the cans, sealed up and processed within a few hours after being taken from the clam beds, they have no chance to lose their flavor.

Order a case from your jobber to-day. You will find the price right, and also you will notice that your customers will ask for this brand again.

Shaw & Ellis, Pocologan, N.B.

AGENTS:

Montreal, R. B. Hall & Son. Ottawa, William Forbes. Quebec, A. Francois Turcotte. Winnipeg, George Adam & Co. Toronto and Hamilton, Walter S. Bayley. Edmonton, D. J. McLeod & Co. Vancouver, H. C. Janion. Maritime Provinces, Angevine & McLaughlin, of St. John, N.B., and Truro, N.S.

More Than Ever in a Class

by Itself

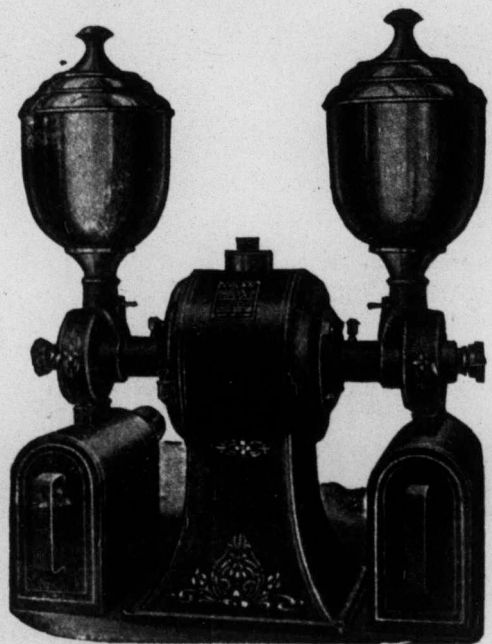
One of our 12 new models.

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

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

"WENTWORTH BRAND"
FINE OLD ENGLISH
MINCEMEAT

MADE from peeled and cored hand-picked apples and extra rich in Currants, Raisins, Peel and Suet.

A High-grade mincemeat equal, if not superior, to the best Home-made.

Your mincemeat sales have fallen off year by year. Why? Because the average factory mincemeat has lacked *Quality* and "you can't fool all the people all the time."

Our Factory is located in the midst of our orchards. It is Modern, Sanitary and Government Inspected.

We are making a specialty of MINCEMEAT this year and backing it with our reputation and guarantee of "money back if goods are not right."

The price is \$2.30 per 27-lb. pail, or 8c in 80-lb. tubs.

Send your order to-day—Delivery made when you say.

Freight prepaid on orders of 500 lbs. or over anywhere in Ontario.

The Wentworth Orchard Co.
 LIMITED

Manufacturers of Jams, Jellies, Pie Filling, Canned Apples, Etc.

43 PARK STREET, N. HAMILTON
 FACTORY: WATERDOWN



Canada's Best Provision Departments are Equipped With the Arctic Refrigerator

Some are using the stock sizes and styles, some are fitted with specially made equipment.

All are of the same high ARCTIC Standard.

If you anticipate the installation of new equipment or the remodelling of your department, get in touch with us.

We build refrigeration equipment to meet every need.

WRITE FOR CATALOG.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Golden Wax Beans

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

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

Write for particulars.

Thames Canning Company

Thamesville, Ont., Canada

CANADIAN GROCER

PEACHES

still continue coming in, finer quality and cheaper than ever. Give your customers the best sugar to put them down with.

St. Lawrence Granulated

100% PURE CANE



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

AR-NA



ARE you getting your share of the business to be obtained by pushing Tuckett's Army and Navy Cigarette?

The Cigarette

Made from choicest Virginia Tobaccos. Sweet, full-flavored, and cool smoking. A cigarette that is giving satisfaction.

The Package

Is unusually bright and attractive. It is in keeping with the times. The cartons will make a splendid showing on your shelves.

The Advertising

Bright, snappy material supplied on request. Ar-Na Cut-Outs, Hangers, Display Cards, etc., will make your window a business getter.

Tuckett Limited
Hamilton, - Canada



Shirriff's True Vanilla is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla Beans. It has been giving satisfaction for thirty years.

Makes A Bond Between Store and Customer

If you can always supply Shirriff's, you can always keep your customers in line.

Once a Shirriff's customer—always one, for she knows she can use less of Shirriff's to get the same results. Its delicious flavor and exquisite bouquet are not even approached by ordinary extracts.

Get your customers solid for this line and they will be solid for your store.

Shirriff's True Vanilla

Write us to-day for a sample bottle.

Imperial Extract Co., Toronto

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL .. HAMILTON

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 QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Advertising is an insurance
policy against forgetfulness
Stopping an advertisement
to save money is like stop-
ping a clock to save time.
—it compels people to think
of you—Galveston News.

**It always pays to handle goods
that the public have confidence in**



And Bee Brand specialties, Jelly
Powder, Starch and Borax, have won
the approval of housewives every-
where for sterling value.

We have a profit-building plan which
is sure to interest you.

Write us to-day and we will tell you
all about our money-making proposi-
tion.

The Bee Starch Co., Montreal

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

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

H. J. Heinz Company

Canadian Factory :—Leamington, Ont.
Warehouse :—Toronto

To Manufacturers and Wholesalers:

SAVED HIM CONSIDERABLE MONEY

MacLean Publishing Co.:

Enclose you my cheque for \$2 for the year's subscription to CANADIAN GROCER, to begin with your issue of the 24th inst.

Am subscriber to several trade journals to enable me to keep posted on markets, etc., as well as the good pointers one gets, but consider Canadian Grocer leads them all.

By a friend loaning me your last edition it saved me considerable money on the purchase of dried fruits—so have no hesitation in subscribing for same, as it is a good invest-

ment—and one which will show a big profit to any grocer who will read it carefully.

CHAS. B. SHIELDS,
1476 Queen St. West,
Toronto, Sept. 29th, 1915.

\$2 BILL WELL INVESTED

MacLean Publishing Co.

Dear Sirs:—Enclosed please find cheque for \$2 for Canadian Grocer. I neglected sending this before.

I like the Canadian Grocer very much; it is \$2 well invested.

Yours truly,
A. J. MELANSON.
Jacquet River, New Brunswick,
Sept. 25th, 1915.

Do Your Subscribers Actually Read "Canadian Grocer"?

is a question we sometimes meet from manufacturers who have never used our advertising pages.

The Answer is, Emphatically, "Yes"

The subscribers to Canadian Grocer are the most progressive, intelligent and influential of the trade, and such letters as the above, received almost every day, indicate that through its market reports, trade news, salesmanship articles and advertisements Canadian Grocer is giving each week just what you, if you were in the retail business, would feel you ought to know.

Our Big Fall Sales and Christmas Goods Number is an Inspiration Number

No grocer or clerk can read it without determining to go after business more aggressively this Fall.

But Is He Going to Pull For You?

Or will he be working for your competitor?

A double or full-page in our Big Fall Sales and Christmas Goods Number will enable you to interest these real grocery salesmen and give them sound reasons for making your goods their leaders. **TRY IT.**

Send in your reasons and cuts. Our Ad-Service Department will gladly arrange them in attractive form.

Oct. 7, '15.

THE MANAGER.

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality

- Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

An Important Business Article

THE Cost of Doing Business" is the subject of one of the most important articles from a business management standpoint that will be found in the Fall Campaign Number of Canadian Grocer, to be issued on Oct. 29. It took more than six weeks for the editorial department to secure the information for this article and to prepare it. Information was secured first hand from grocers in all parts of Canada, and it is therefore a representative article from the standpoint of dealers in representative localities.

"**The Cost of Doing Business**" shows exactly what various merchants are paying for each item of expense per year and the percentage each year of the annual turnover. It will show that some merchants are paying more, for instance, for salaries than others similarly situated. Again some are paying more for rent and delivery than others stationed under the same circumstances. That this will be a valuable article from this standpoint is easily recognized.

"**The Cost of Doing Business**" article is divided into three sections. One will show the various costs of grocers of large cities, with large turnovers. The percentage that each item of expense is of the annual turnover is compared. The second section deals with the costs of merchants in towns of from 2,000 up to 7,000 or 8,000, and the third section includes village merchants.

"**This Cost of Doing Business**" article was secured only after a great deal of thought and arithmetic applied to the replies which Canadian Grocer received from its readers. As every dealer is interested in reducing his costs, this article will be a splendid one from a comparison standpoint. Readers who are not represented in it, will be able to compare their costs with those of merchants situated somewhat similarly. It will demonstrate to retailers whether it is costing them too much for any particular item of expense, from rent all the way down to depreciation and losses through bad debts.

Every reader of this paper should make sure that this article on the Cost of Doing Business is carefully read and studied.

Toronto, Oct. 7th, 1915.

THE EDITOR.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

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

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

**W. H. Millman
 & Sons**
 Wholesale Grocery
 Brokers
 Toronto, Ontario
 Prompt Service.

STIRLING & YOUNG
 General Brokers Phone Main 4331
 506 C.P.R. BUILDING, TORONTO
 A Good Agency will receive personal
 attention
 Reference : : : Bank of Montreal

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

WESTERN PROVINCES.

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

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

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

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

FRANK H. WILEY
 Manufacturers' Agent
 Grocery and Heavy Chemicals
 Enquiries solicited for shipment from
 Spot stock Winnipeg or for Import.
 757-759 Henry Avenue, Winnipeg

QUEBEC.

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

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.

When writing
 to advertisers
 kindly mention
 this paper

NOTICE TO MANUFACTURERS of Canadian, American or British Products.

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

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

We never think of trying to force a grocer to handle Red Rose Tea. We do not tell him that he cannot make a success of his tea department without Red Rose Tea. We know it is his right to decide what is best to buy for his own business. But we do try to show him that he can make more money and more satisfied customers with Red Rose Tea as his leader than he can with any other tea.

Many grocers have been surprised this year to find out how easy it is to do a big tea business by specializing on just one brand of tea—Red Rose Tea. Why not give Red Rose Tea the preference for a while in your store and just see for yourself how well it pays?

Red Rose Tea has the quality that wins new customers and holds the old.

T. H. Estabrooks Co., Limited
Toronto Montreal St. John Winnipeg Calgary

Don't let your profits trickle away through using an old-fashioned system of handling coal oil



Model F
Cut 80

Throw out that dirty old coal-oil barrel, clean up the muss on the floor, and start yourself on the way to larger profits by installing a

WAYNE Oil Tank

The Wayne measures exactly the correct amount of oil required. There is no slopping over, no waste, no dirty hands, floor, etc.

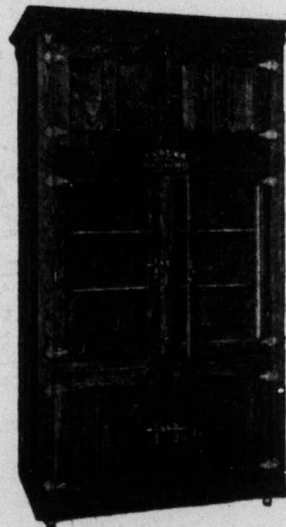
Write us to-day and we will give you full particulars of this up-to-date oil-measuring system.

It will mean a saving of many dollars to you.

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

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

Why waste time and money experimenting with poor Refrigerators?



The Eureka

Some refrigerators are only ice boxes, and poor ice boxes at that. They are a continual source of loss through spoiling of contents, poor display, etc.

The Eureka Refrigerator, backed by 28 years' experience in Refrigerator building, is a positive guarantee against spoilage and contamination of goods, while it displays contents to such good advantage that its use is sure to create more business.

Write for our catalogue.

Read all about the merchant's favorite refrigerator; instal it for its satisfaction-giving, business-building qualities.

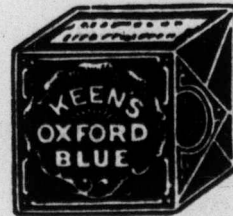
Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

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

Keen's Oxford Blue— *the blue that stands head and shoulders above all competition*

—known the world over as the most reliable wash-day requisite for the ensuring of snowy white linens, etc.

Sell Keen's Oxford Blue and ensure yourself continued patronage, and your customers perfect satisfaction.



Stock up with and sell **Keen's Oxford Blue**

MAGOR, SON & CO., Limited

191 St. Paul St. W., MONTREAL

30 Church St., TORONTO

AGENTS FOR THE DOMINION OF CANADA

There is Certainty in every Package of *Redpath*

Extra Granulated SUGAR

Certainty that the sugar will be absolutely pure—that the granulation will be uniform and right—that the color will show to advantage in comparison with any other sugar.

Certainty that the REDPATH Cartons and Bags, ranging from 2 to 100 pounds, will meet all calls without breaking bulk and wasting time.

Certainty that the sugar will reach your customers in perfect condition, and give complete satisfaction.

Certainty that is based on 60 years of acknowledged leadership in Canadian sugar refining—for REDPATH has been Canada's favorite sugar since 1854.

Canada Sugar Refining Co., Limited, Montreal

CANADIAN GROCER

VOL. XXIX

TORONTO, OCTOBER 8, 1915

No. 41

Money in Housecleaning Trade

October the Time to go After This Business—Suggest by Newspaper Advertising That the House Be Given Careful Cleaning Before the Cold of Winter Arrives—Tends to Eliminate Doctor Bills, Another Argument.

NEWSPAPER advertising is undoubtedly one of the best methods of securing autumn housecleaning business. It is a fact that when the fall season comes along, newspapers are more widely read in the home than during the summer time. In the autumn the nights are longer and colder and people remain indoors more than during the hot weather.

It is not necessary to shout aloud that the fall housecleaning season has begun. Anyone can hear the beating of the carpets in the back yards any fine afternoon. Open windows with blinds off and curtains on the line or on the stretcher are other signs of the times. The fall housecleaning trade should therefore be gone after by every dealer as aggressively as possible. It is particular seasons of the year like this where the merchant whose turnover is lagging so far, can win out by the end of the year. There are, too, a great number of housecleaning lines which the housewife knows very little about, but where good demand would be created if these lines were attractively displayed and talked up when the customer is purchasing other goods. Housecleaning lines include cleansing powders, mops, brooms, brushes, soaps, lye, ammonia powder and liquid, furniture polish, stove polish, metal

and silver polish, polishes for wood-work, piano, etc., brushes for cleaning banisters and backs of radiators, disinfectants, and a dozen and one other lines. It ought to be pointed out to the housewife that the dust and dirt and germs should be removed from the home before the setting in of winter, when the windows and doors must be kept closed. The dealer who goes after the trade on

this principle is bound to get a good share of it.

The dealer's suggestions in the window, on the counter and in the newspaper advertisement will be keenly watched for in times like these and in addition personal talks about the qualities and uses of the various lines are sure to provide him with extra business and therefore profits. The retailer, too, should urge the customer to follow directions on the various packages. Many customers try certain lines and come back with the complaint that they did not work properly. Investigation will show that it is the fault of the customer in not following the directions on the package.

"Whenever a complaint of this character comes in," remarked a dealer, the other day, "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."

It should not be forgotten that housecleaning lines are not luxuries. If healthy surroundings are to be preserved about the home, regular housecleaning campaigns are absolutely necessary.

Ammunition for Cleaning Up the Home

BEFORE the winter arrives when the doors and windows must be kept closed, every house should be thoroughly cleaned. Summer means an accumulation of dust and dirt and perhaps disease germs, so that a careful cleaning up NOW may mean no doctor bills this winter

Housecleaning becomes easy with the proper helps. We have them all in abundance. Just look over this partial list of important lines and let us show you others:

Powdered Ammonia, an indispensable cleaner, per package—c.
Sweeping Powder, kills the germs in rugs and carpets, per package—c.
Powder, splendid sink and porcelain cleaner, per can—c.
Chloride of lime, should be used in closets every day—c.

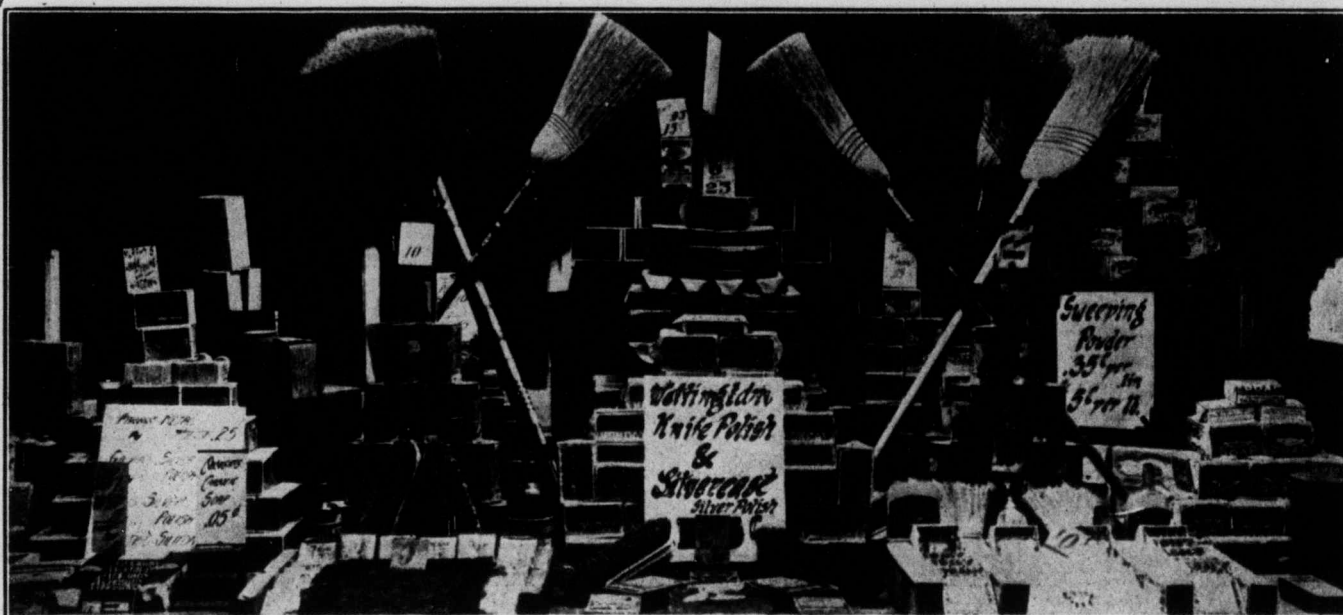
In addition see our lines of liquid ammonia, powdered borax, lye, silver and metal polishes, furniture polish, brushes and brooms, knife polish, etc.

G. Rocer & Co.
95 Main St. Phone 100

Suggestion for a newspaper advertisement on housecleaning goods.

Housecleaning Window Trimming

One of Best Methods of Securing Active Interest of the Women in a Particular Store
—Housecleaning is Problem in Which Housewife Can Be Easily
Enthused.



Suggestion for an easily arranged October Housecleaning window. Note the action conveyed by the brooms.

OCTOBER is the big Fall housecleaning month. It is the time when the housewife finds it most convenient to have a cleaning-up before the arrival of winter. Therefore, it is up to the retailer to get after all the housecleaning trade that is passing at the present time. It should be fully understood that a big demand can be created for housecleaning goods which otherwise would not exist if the dealer did not go after the business.

Window display is one of the big mediums for getting this business. Herewith is a splendid display of housecleaning lines which, although it took considerable time to construct, means a lot of business in the goods shown. If one looks closely at this display he will find that although it took considerable time to arrange it, yet the construction is not difficult.

The broom arrangement suggests action and action is an important requisite in housecleaning time. In attractive piles are shown cleaning brushes, sweeping powders, soap, silverware polish, knife polish, ammonia polish, etc., etc. Here we have a trim, that, while not elaborate, forcibly suggests to the housewife some of the helpful articles necessary towards the cleaning up of the home. It is an easy matter for the ruler of the home to become interested in a housecleaning campaign, but not always so easy to get her to purchase her goods from you. A window full of suggestion as this one will go a long way to secure the active interest of the women in your store.

Ideas for Selling Tinned Fruit

Hamilton Grocer Displays Fruit in Cans and Bottles by the Case for Sending Overseas to Boys at the Front—Window With Many Lines Appropriate as Gifts to Our Soldiers Suggested.

PEEBLES, Hobson & Co., Hamilton, Ontario, grocers, present in the window display illustrated here, an excellent method to get after more canned and bottled fruit trade.

This is a particularly attractive display and it is a display with an idea. This idea is presented by the centre display card. It reads as follows: "Send a Case to Your Boy at the Front." The window contains a number of full cases of jam and fruit bottles, etc., so that the passer-by can see exactly what a case of the fruit means. Note the flag wound around the central post with a picture of a khaki clad soldier.

Everyone who has a son or a friend at the front is interested in sending him something from home. Why shouldn't it be a case of fruit? This was the idea the Peebles, Hobson & Co., had in view in trim-

ming this window. The boys are getting cigars, cigarettes, tobacco, clothing, chocolate, etc.—why not fruit?

This idea suggests another—why not a window display of all kinds of foodstuffs—together with cigars, cigarettes and tobacco—that would be suitable for sending to friends at the front? Explanations could be made on the show cards and, as in the case of the Peebles, Hobson window, a khaki picture or two could be used, as well as the bull dog, etc. The possibilities here seem to be splendid. *Canadian Grocer* would appreciate a photograph and particulars of any window any reader may run in this regard in the near future. The accompanying window display was dressed by W. G. Clarke, window trimmer for Peebles, Hobson & Co.



Preserved and Canned Fruit window display shown recently by Peebles, Hobson & Co., Hamilton, Ont. Cases of the fruit were shown and the customers urged by show card to send a case to the boys at the front.

A Plea for the Retailer

Canada Has 250,000 Retailers—What Would Happen if They Were to be Suddenly Eliminated, Asks Writer?—Thinks Government Should Have Consulted Experienced Retailers Before Purchasing War Supplies—Why the Retailer Knows.

By E. M. Trowern, Secretary, Dominion Board, R.M.A. of Canada.

IN addition to the many false statements that were often made on public platforms and in the press, in "Times of Peace," regarding the abolition of "Middlemen," they have now been served with an additional notice in "Times of War," by some representatives in the Dominion Government at Ottawa, to make their "Exit" or "Pass-out" as unworthy of recognition.

Those who have had practical training in commercial matters, and who have graduated from that great commercial school which is founded on human experience, and which is so little understood by the professional mind, but who have among their numbers the many Merchant Princes who have graduated with honors, through their own energy and ability, and whose names stand out in every city and town in the Dominion, as honorable and upright citizens and who are doing their share to make Canada known throughout the Empire, as the "Little Nation of Shop-keepers" is known throughout the world, wonder why this sudden charge against them has been made. Is it being done in order to direct the public mind away from the unbusinesslike methods of party politicians, or because it is thought that "Middlemen" still continue to exist as mere units, and they are so submissive and conscious of their guilt that they will not resent the many unfair and false statements that have been, and are now being made against them? If this is the intention of the attack, and the insinuation, we desire to have that removed at once.

Canada Has 250,000 Retailers

There are in Canada to-day over two hundred and fifty thousand loyal and honorable retail merchants, who, if they had an opportunity, and found it absolutely necessary, would shoulder their rifles and go out after the common enemy; and they would prove themselves worthy of their class. But owing to the fact that by so doing, and by locking up their stores the community would suffer untold hardships and inconvenience, they are forced to "stick to business" and to guard Canada "in the market and shop."

Following the order of the natural channels of trade, we have the Producer or Manufacturer, the Wholesaler, and

the Retailer; then comes the Consumer, who consists of the fourth turn in the channel. But the largest consumers are chiefly among the first three, as they are the classes who spend the most, and by so doing they keep the wheels of commerce turning.

Through false doctrines preached by day-dreaming theorists and persons who have had no commercial training, the idea has been created that products or manufactured articles should go direct from the producer to the consumer, and that by so doing they could be sold cheaper to the consumer. It is false doctrines of this sort that have brought about the suggestion that the "Middleman" must go. If the "Middleman" had not a place in the community, or if he is a "Parasite," as some ignorantly assume he is, he would have been swept away centuries ago. But going away back in history, back almost beyond tradition's very dawn—thousands of years before Romulus was suckled by the wolf, fifteen hundred years before Alexander rode in the splendor of his conquest from Macedonia to the gates of India, eighteen hundred years before the Wise Men of the East followed the resplendent star that paused to shine on the tiny Babe that lay in the rude manger of Bethlehem—and there we find on the eastern shores of the Mediterranean a great nation of traders—the Phoenicians—the first great nation of merchants of which history can boast any record.

If the Merchants Were Gone, What?

Take the merchants with their shops and their stocks, with their busy, bustling enterprise, out of the cities, towns and villages of Canada, and Canada might as well be removed from the map of British North America.

To every one dollar that Canada has invested in production or manufacturing, she has over **One Hundred Dollars** invested in distribution, so that any effort put forth to abolish the "Middleman" who is the distributor, would be inconceivable.

Our defence of the "Middleman," however, in this brief article is first to show that it is absurd to think of removing him; and secondly, to point out to some of our legislators and politicians the great amount of needless expense

and time that might have been saved when the war broke out, if they had only stopped to consider what a great benefit these poor abused "Middlemen" might have been, and can be yet, in advising the Government, if it would be remembered that they have just as much love and interest for their country in which ninety-five per cent. have staked their all, as either the manufacturer, the farmer, the laboring man, the doctor, the lawyer, or any of the professional classes. It may seem unkind to state it, but ninety-nine out of one hundred business men in Canada, who have read the evidence that has been produced before the special commission believe that the unbusinesslike methods adopted by the Government, brought out in this investigation, will reflect as much upon them as it does on those "Political Pedlars" who have no established places of business, but who have been surrounding Ottawa begging for orders, having only one object in view, and which object most of them seem to have secured.

Probable Course of Procedure

We all realize the suddenness with which this fearful war envelops us, and as business men we can see how helpless many of the Ministers were when what had to be done, had to be done quickly; we can see how easily they got bewildered in the quantity of articles that were required. But let us suppose, for example, that a Minister required ten thousand suits of clothes to be made at once. If he knew nothing about clothing, and with a large order in his mind, he would naturally think of a clothing manufacturer; possibly he would like to have them made in Canada, by a Canadian manufacturer, and he would quite likely consult with his deputy or some clerk in the service, or some political friend, who might not know any more about clothing than he did himself. He would be in a great hurry to do something. They would likely call in a manufacturer of cloth, perhaps a political friend or the first one whose address was at hand, and naturally any manufacturer who was approached would think that his goods were the best, and the operation would commence. Prices would be given for the cloth, and a second person would have

(Continued on page 26.)

Counteracting Mail Order Influence

Manager of Large Food Manufacturing Concern Presents His Views on This Important Subject—Basis Remarks on Canadian Grocer Editorial — Up to the Merchant, He Claims.

By the Manager of a Large Food Manufacturing Company.

I READ with interest your recent editorial entitled: "Mail Order Expansion."

I had the opportunity of discussing this very question with some of the dealers in Regina where the Robert Simpson Company are establishing a branch house. The writer took the question up with several other merchants in the West, who undoubtedly will be affected. I cannot say that in a single case did I hear one argument intelligently support the dealer's attitude objecting to this "Mail Order Expansion."

In my own opinion the dealers have only themselves to blame, as you say "It is legitimate business, and it is up to the retailer to counteract this so far as lies within his power."

A proper appreciation of the consumer's viewpoint is a necessary part of any merchant's equipment, and it is a significant fact that the live, up-to-date merchant to-day does not simply give the people what they ask for. He does more than that—he recommends certain lines, introduces new goods, and stands behind everything he sells.

If incidentally he can make a little more margin on some goods than on others, it is good business for him to sell those goods, if he has first absolutely satisfied himself as to the quality. There is one thing that he should never lose sight of, and that is, HE has to take the responsibility whether a customer asks for an article by a brand name or not. There is a vast difference, however, between the dealer that handles good goods, new lines, and advertises to the consumer, and one who merely tries to substitute an article that bears him a larger margin of profit for the one asked for.

Too many dealers are adhering to the antiquated system of buying. They spend more time and effort looking about for cheap goods than they do in looking for customers. One merchant in the West, for instance, was advertising pure, white pepper at 18c per pound. A dealer in Toronto who buys pure white pepper is required to pay 35c per pound.

On the other hand it was my pleasure to talk with a dealer in Winnipeg, who sells nothing over the counter in the way of a white pepper but the highly decorticated

variety. This is one of the really successful merchants, and I think it is only fair to put his success down NOT to the fact that he buys more expensive pepper, but because this illustrates his policy of giving his customers the best quality that he can buy. He claims it is not any harder to sell quality goods and a customer once sold is a permanent one.

"Buying" to the retailer is in the same relation to his business as "Manufacturing" is to the manufacturer. Good "Buying" and good "Manufacturing" does not mean laying in a stock of cheap stuff and when it comes to selling, the merchant's difficulties have only commenced. Margin does not always mean profit, but "Satisfied customers" mean nothing else.

A grocery business at best is one that is subject to a lot of criticism; but each man can greatly help his business and keep customers from buying elsewhere if he only realizes the fact that nobody wants to eat anything that is not good. The fact that customers get what they pay for does not compensate anybody buying goods that do not give satisfaction.

The average mail order catalogue is replete with articles that cannot be purchased locally and everything that is listed in that catalogue carries with it some remark or recommendation from the mail order house whether it is an advertised brand of goods, or something never heard of before. In other words, they **SELL** their customers and it costs money to get them, whereas a lot of dealers would do just as well if they simply hung out a sign "I am a grocer"—"ask for what you want."

There is one question that I have asked various dealers who have complained about business being bad, and that is "What are you doing to make it good?"

The average merchant seems to look upon conditions as something that he cannot control, but you can take it from me no mail order house or no business man with brains is establishing a warehouse at a cost of three or four hundred thousand dollars unless he has a pretty good idea that there is a need for somebody who will get busy and sell the people something they did not want before he convinced them that they did.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President
H. T. HUNTER, General Manager

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

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

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, OCTOBER 8, 1915

No. 41

IMPORTANCE OF SELLING QUALITY

FROM A LARGE Montreal tea house has been received an item to the effect that there have been large rejections of Ceylon teas announced at United States entry ports within the past week or so, involving some severe losses by the importing trade. It is pointed out that an importer in close touch with the situation stated that low grade teas which have been selling for such comparatively low prices on the London and the Colombo markets have been barred entry into the United States because the teas offered at these low prices in the primary and intermediate centres do not come up to the Government standard test for purity, existing in the country to the south.

There is a possibility, if not a probability, that some of these teas may find their way into Canada. There may, of course, be some call for such grades of tea from some districts. Canadian Grocer would, however, like to urge upon all our readers the importance of selling quality tea at all times. Too often, retailers jump into the market for certain lines of goods because they can get them cheaply and probably make a little more immediate profit out of them. They overlook for the moment the fact that their customers require quality goods. They forget about their good resolutions about handling only goods that will give entire satisfaction to their patrons. While there may be some temporary gain from the buying and selling of low quality goods, the gain is never permanent. Customers are sure to remember the unsatisfactory goods which the dealer urged them to purchase. They forget about the price.

In these days of keen competition it is the merchant who sticks to quality every time and who maintains his prices, who wins out in the end. Every retailer is anxious to hold all the trade he possibly can and there is nothing under the sun that will change customers any easier than cheap goods.

THE CURRANT SHORTAGE

READERS OF THIS paper have been kept fully informed as to the course the currant market has been taking, and have been advised of the gradual firming up of prices on this point. There came from London during the week a circular, dated Sept. 14, on this currant situation, issued by a large currant house there, with Greek connection, and which bears out in production figures what Canadian Grocer has said.

A paragraph reads:—

"The shipments of currants from Greece during the year ending August 22, reached 105,000 tons. To the Retention Stores of the Privileged Currant Company, there were delivered 49,000 tons; about 3,000 tons of fresh and dried currants were used for wine making and other industrial purposes in Greece, and it is estimated that about 1,500 tons of old fruit has been carried over to the new season, making a total of 158,500 tons. Deducting 4,000 tons of old fruit brought over from the previous season of 1913-14 and 9,500 tons of Retention Currants sold to the exporters by the Privileged Currant Company, we find that the crop of 1914 has given 145,000 tons, against 161,000 tons in 1913 and 167,000 tons in 1912."

THE NATION'S BUSINESS

"PEOPLE HAVE no idea how easily and cheaply parcels can be sent by parcel post in Canada," said C. Gleeson, of Winnipeg, who has practically the jurisdiction of the whole parcel post system from Ottawa to Dawson City.

"The department stores are about the only institutions that are really making a thorough use of the system, and they do so because it pays." Mr. Gleeson stated that the small parcels from 8 pounds down were most frequently sent. The maximum limit is 11 pounds in size up to 2 feet 8 inches by 3 feet 6 inches.—Evening Telegram, Toronto

Here is an admission from the Post Office officials that the Parcel Post system is a failure. Last year the then Postmaster-General, L. P. Pelletier, in arguing for increased revenue for his department, stated that the Parcel Post was not yet paying its way.

The Bill establishing it was forced through Parliament after many set-backs; the fight extending over a number of years. It was strongly opposed by the business press of the country which showed that it was of value only to a few big stores in Montreal, Toronto and Winnipeg, and that it would build up these cities at the expense of the other centres and particularly the small towns and villages, which are so essential to satisfactory rural conditions. The Post Office officials and others promoting the Bill finally overcame the opposition by representing that under the zone system the proposed Parcel Post system would be of no value to the big departmental stores; that it was really in the interests of the smaller cities and towns.

The Bill was based on one adopted by the United States, but neither there or here has the zone system been found of value to the public at large. Instead, the big mail order houses send their goods and catalogues by express to Post Offices in zone centres from where they are distributed at a lower rate than the efficiently managed express companies can afford to carry them. It is apparently not paying in the States. A representative of one of the largest mail order houses in Chicago volunteered the information recently that the system was a great advantage to them, but some day the country would employ a good cost accountant who would discover that the business was being done at a heavy loss; that the country was paying much more to carry the parcels than they received from the shippers.

The value of the smaller centres to the farming population of the country is often overlooked. The fearful loneliness of farm life in new districts in Western Canada where villages with their churches, schools, stores and halls for entertainment, have not sprung up, is clearly depicted in a story recently published in London by that clever Scottish authoress, Miss Macnaughton. The story of rural England, with its numerous cases of insanity and murder, due to isolation, are ample confirmation of this. Europeans, who know how to live better than we do, often build their homes in the villages and go out each day to work on their farms. In Canada the weekly visit to the town store, to the church, or to bring the children to and from the High School, brings a change

that makes farm life, on which our future so much depends, worth living. The fact that it is the local business man who is the main support of these public institutions must not be overlooked. Such profits he makes are expended chiefly in this way. His taxation goes entirely to local objects.

The present Parcel Post system is clearly transferring the business of centres to a few big cities, and if this business is being done at a loss, it is up to the Government and M.P.'s outside the big cities to deal with this matter. If these are the facts, as they undoubtedly are; in these time of heavy and increasing taxation, it would be a great public economy to abandon the present Parcel Post system entirely and establish one on a self-sustaining basis.

SOLD PEPPER BELOW STANDARD

A DESPATCH from a London, Ont., correspondent states that a grocer there was fined in the Police Court for selling impure pepper. While the full particulars are not given, it is safe to assume that this merchant sold the Dominion Inland Revenue Inspector some pepper below the pure standard and neglected to point out that it was not the pure article. There is, of course, the supposition that he was ignorant of the fact that the pepper was not up to the standard. In the eyes of the Government, however, this excuse is of little value because the Government officials claim that retailers know the price of the absolutely pure high quality article and therefore when they are offered pepper considerably under that price, they should know that it is not up to standard.

Information has reached Canadian Grocer that in the future the Government is going to be even more strict in its enforcement of the Food Standards under the Adulteration Act. This news comes from an exceedingly reliable authority and should be significant to every retailer who sells over the counter any article that does not meet the Food Standards.

While there may be something in the contentions of the retailer that it is not his fault if the manufacturer sells him an impure article for pure, yet, it should be understood that the retailer can always overcome this by demanding from the manufacturer a warranty to the effect that the goods are pure. If the retailer has secured this warranty, then the law cannot come against him and it is up to the manufacturer to fight the case and bear the fine if any is imposed. If every retail dealer in the country were to demand this warranty in purchasing his goods—if he doubts at all the reliability of the manufacturer—there would be very few prosecutions among the retail trade. The demand for this warranty should be more insistent in the case of bulk goods as few manufacturers would care to place their names on packages which contained anything other than the label indicated.

A PLEA FOR THE RETAILER

(Continued from page 22.)

to be brought in to give a price for making. Up to this point, the whole matter was in the hands of two people, the maker of the cloth and the maker of the suits, and they have a Minister or his deputy or some other official who are inexperienced in the clothing business to deal with.

If the sun takes the color out of the cloth, if the lining drops below the material, or if it shrinks after the first shower of rain, who should the blame be placed upon? It should be placed upon the inexperienced Government ministers, or the men who undertook to enter into a contract about which they knew nothing. If business men were asked to enter into a similar contract, they would first find out a capable well-posted "Middleman," one who has a well-known reputation and an established business, and one who knows the quality of goods that every manufacturer makes: one who would know the makers of good cloth and those who make goods for the cheap bargain trade, as well as those who know how suits should be made. By doing this there would be someone to put the responsibility on, and someone to check up any manufacturer who might be tempted to take an unfair advantage.

The Experienced Retailer Knows

This same plan could and should be followed in all Government purchases: boots, optical goods, automobiles, etc., and it is the only plan to insure good and proper value. But some prejudiced minds might say: "Oh! I see, you want to give those 'Middlemen' a chance to make something!" Our answer is: "Who can tell you about the quality of any article but the man who is skilled by experience in handling all lines of that article?" A grocer can tell nothing about gold, jewelry, or good quality silver-ware. A jeweler knows nothing about the quality of soap; and while there are only a few brands of what might be termed good soap in Canada, if the Government approached all of the soap manufacturers, they might all say that theirs was the best. But the skilled grocer knows, and he can tell you, and the manufacturers know that a skilled grocer knows what he is talking about. To still more strongly impress the importance of this argument, we ask you, if you are not a merchant tailor, to try to guess what make of cloth your clothes are made out of, and likely you have been wearing clothes for many years, but unless you are experienced you will be sure to guess wrong.

The merchant tailor who knows his business can tell you, because he has learned his business. Outside of the par-


ticular business that we have learned, we know very little, and this applies to Major Generals as well as to Cabinet Ministers, and to all others. The middleman who desires to build up his business and to keep his name over his door untarnished, and who has a knowledge of the quality and make of goods in his line, stands between the manufacturer and the consumer, and in his own self-interest would naturally see that his customer got the best value, and the best make for the price that was paid.

Customer's Interest Comes First

The great majority of retailers or "Middlemen" as they are called, have no financial interest in any manufacturing concern. They gather the products of the various manufacturers together, and this gives them an opportunity to make comparisons and to find out what their customers say about certain lines that they buy, and if the experience of the customer proves that certain lines do not wear well, they discontinue handling these lines.

With an intelligent retailer the customer's interest is his first consideration, as the only way in which he can increase his business is by having satisfied customers, and those who will continue to give the merchant his patronage.

The "Middleman" is therefore not only necessary, but essential, and his services can never be dispensed with.



Letters to the Editor

Editor Canadian Grocer:

Apropos to your reply in a recent issue to "Subscriber" relative to meeting the "price-cutter," the writer thinks in his case that the competitor referred to certainly cannot stay long if he continues such an erratic policy, the prices mentioned are so far from what he should get. "Subscriber," therefore, should not feel justified in meeting his prices.

But there is another kind of "business hog" which is more dangerous, because he can stay longer, and in many cases even seems to make a mild success of his business. This is the fellow who does not ordinarily make such radical concessions to the consumer, but will make any old price in order to outsell his competitors regardless of market values or margins of profit, and at the same time will pay farmers more for their produce than his fellow-dealers. His main object is to undersell and out-bid everyone

else, and thus popularize his store at the expense of the merchant who is trying to obtain an honest profit. Remember he only purposes to undersell others by the merest margin, but he always does it regardless of cost price. Then, too, he makes leaders of nearly every article he carries from time to time. This, the writer feels, is not good business either, as it tends to give the public a wrong idea of your profits, as they naturally believe that the merchant is making a profit, regardless of price of article put up.

The writer has always believed that it was better to do a good careful business at a fair margin of profit than to have a large turnover on a smaller margin. This store has always had a reputation for quality, and, in spite of price-cutting competition, it has always enjoyed a good share of the trade and a more desirable class of customers, at all times aiming to give our patrons goods and service the best obtainable, as well as keeping our store sweet and clean.

I have been tempted so many times to open up on our friend the "business hog" here, and give him a good big run for his money, but always so far have considered it better discretion to follow our usual policy, especially inasmuch as our turnover and profits have not been unsatisfactory.

What would you do if you were in my place?

Yours very truly,

RETAILER.

• • •

THAT \$4 SUGAR AGAIN

Editor Canadian Grocer.—In reference to a certain "co-operative" body and the selling of sugar at \$4 per cwt., at first their local agent here put out a few dodgers setting forth the wonderful things they would do. When I saw these dodgers it aroused my curiosity, and I began to investigate and found just as you say that the sugar deal had the provision that to secure it at the price advertised a customer had to buy an assortment of goods, which assortment was made up by the "co-operative" to suit their own purpose and comprised goods mostly that carried a good margin of profit with the smaller value of the assortment in sugar. The party from whom I borrowed the catalogue claimed she had but one small transaction with them, but found out she could do as well or better right at home, so considered she was out her membership fee. Anyway, they did not get on our corns hard enough to make us feel it, so received very little attention from the merchants here. At the same time, I feel that this concern should be investigated by the Government in the interests of the buying public to see if they are

(Continued on page 35.)



THRO' OTHER SPECTACLES



Decrease in Number of Idle Cars

Journal of Commerce, Montreal

On September 1st, the gross surplus of idle cars was 189,919 compared with 266,312 on August 1st, and during the month the gross shortage increased from the nominal figure of 948 to 6,260. The net surplus of box cars on September 1st stood at 99,018 against 131,990 a month before, while the coal car surplus changed from 74,074 on August 1st to 38,587.

During the month of August the car surpluses followed a normal course for the season of the year, and the decrease was substantial. In fact, the decrease of 81,705 was the largest change recorded so far in the current calendar year. The shrinkage in the coal car surplus denoted considerable demand for that class of cars. Earnings figure of the coal roads, particularly the bituminous carriers, are showing that coal traffic is exceedingly brisk.

There was also during August a good decline in the number of box cars available. The Southwestern roads were hampered in the month by the storm at Galveston, and probably in the Northwest there was some accumulation in anticipation of the movement of grain to market, which ordinarily reaches its peak in October and November.

Canadian lines reported a better demand for box cars and the southeastern roads had a greater movement of coal and box cars.

A year ago there was a net surplus of idle cars of 163,326, or about 20,000 less than at present. With the big crop to be hauled, the figures in the next few months should go below those of last year.

Taxing Co-operative Profits

The Irish Grocer, Belfast

There is a flutter in the co-operative societies' dove-cotes, for it seems probable that an attempt will be made to tax profits, which hitherto have been exempt. It is stated that these societies in 1913 earned profits to the extent approximately of £15,000,000. Complaints of the unfairness of the exemption have been made on various occasions, and, apparently, with good reason. The ordinary trader is compelled to contribute his quota to the revenue; at the same time he feels the competition of the societies.

The latter can buy and stock in large quantities, and there is the danger that the small man may be ousted. The suggestion of taxation may not be palatable to the societies; but as their operations confer benefits, they should also share in responsibilities. Whatever may have been done, or left undone, in the past, there can be no question that at the present time all profits earned afford a legitimate subject of taxation.

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Canned Tomatoes in the U.S.

Journal of Commerce, New York

With reports estimating that there will be less than 60 per cent. tomato crop harvested in the United States this year, packers during the past week have advanced their prices 25 per cent., and Eastern operators are predicting that figures will mount still higher for all stocks of canned tomatoes before the winter is over. Buyers who could not be tempted to purchase more than was needed for their immediate demands two weeks ago have been securing supplies from all sides during the past seven days and have willingly paid prices which were from a quarter to a third above the figures that the same goods could have been obtained for on September 1.

Late August storms caused the damage that has so reduced the estimates which are being made of the 1915 yield. With a smaller acreage set out this year than was planted last season, on account of the belief that there was a large carryover in the hands of the jobbers and packers, the first estimates which were made of this year's crop were from 2,000,000 to 3,000,000 cases below the pack that was made in 1914. The total pack which was reported for last year was 15,222,000 cases, while the pack for the previous season amounted to slightly more than 14,000,000. This summer the 1915 pack, according to the prospects, was expected to reach a total of approximately 12,000,000 to 13,000,000 cases. This estimate has now been reduced to less than 9,000,000 cases, and some conservative operators are setting the figures close to 7,500,000 cases.

The hot weather which was experienced in all the middle Atlantic States last week and which was felt to a less degree in the Middle West has caused further damage to the already short crop of to-

matoes which was left after the wind and rain storms of last month. The intense heat parched the ground, burned up the vines and rotted the tomatoes until they are said to be practically worthless for canning purposes. Southern packers report that the present outlook is more discouraging than it has been at any other time during the present season. This is the critical period for the tomatoes and the weather is reported to be ruining the few tomatoes that are left on the vines. With the fruit soaked by the heavy rain storms, the unusual heat has sealed the fruit and destroyed acres upon acres of fruit that might have been harvested in a week or so.

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Price-Cutting

Retail Grocers' Review, Vancouver, B.C.

There are many reasons why the price-cutter in the retail business is neither fair to himself or to his customers. Especially in the grocery business is this noticeable. Where any cutting of price along staple lines is practised it is almost impossible to give the customers fair treatment and fair weights and honest measures without financial loss which will injure any retail business.

It is really more economical for the people to buy from a first-class grocery house whose prices are set by a policy which insists on a fair amount of profit for the service it renders to its customers. Such a concern is able to give the best service and the best merchandise, and in the end it is cheaper to trade with a store of this kind. The cheaper retailers have proven by dearly bought lessons and have found out that it pays to give the best service possible and to give the best merchandise obtainable.



FUEL MOLASSES FROM HAWAII

Fuel molasses is to be shipped from Hawaii to the Pacific Coast, where it will compete with California fuel oil. A big Hawaiian sugar company has petitioned the Honolulu Board of Harbor Commissioners for permission to install molasses tanks and a pumping station on Kubio Bay wharf, which may be used for shipping waste molasses from all plantations at 1 cent per barrel—the cost of operating the plant.



TRAINING RETAIL CLERKS

At a meeting of the retail merchants' committee of the Halifax Board of Trade recently, the matter of technical training for retail clerks was discussed with Principal Sexton, of the Technical College. While a definite plan was not drawn up all present expressed themselves in favor of the idea of the classes being formed and promised support for the movement.

It was decided to draw up a plan or programme to be submitted to a general meeting of retail merchants of the city, to be held probably the first week in October, when a definite plan will be formulated for formation of a class in conjunction with the technical schools programme. The subjects proposed are: The profession of salesmanship, methods of marketing, study of customer, study of goods or service, retail salesmanship, selling to dealers, sale of specialties, long range salesmanship, sales organization and management, credits and collections, law that salesmen should know, and selling one's own services.

These subjects would be spread over a series of classes and a student would be called upon to take an examination on which a diploma would be given. Large manufacturing concerns now hold such classes to instruct their salesmen previous to sending them out and many large concerns in the United States, England and elsewhere employ experts to instruct their help.

The general meeting of retail merchants early in October will be addressed by several speakers.

CANADIAN WINNERS IN BIG CONTEST

Many Canadian window trimmers won prizes given by the Rice Leaders of the World Association for displaying goods manufactured by members of that association. This contest was referred to in Canadian Grocer some months ago, when it was first put on, and now the winners have been announced. There was also a contest on writing what the association termed "Idea Letters." Prizes to the extent of \$15,000 were given for the best windows and to the extent of \$10,000 for the best idea letters.

Canadian winners in the window display contest were as follows:—A. M. Bell & Co., of Halifax, N.S., \$100; D. E. MacDonald Bros., Guelph, Ont., \$50; Richardson & Bishop, Winnipeg, Man., \$25; the Marks-Clavet-Dobie Co., Port Arthur, Ont., \$25; the Ashown Hardware Co., Winnipeg, two \$10 prizes; the Canadian Fairbanks-Morse Co., of Quebec, \$10; the Day Hardware Co., of Red Deer, Alta., \$10; the Somerville Hardware Co., of Edmonton, Alta., \$10.

A VALUABLE TREE

An alligator pear tree has been insured by Lloyd's for \$30,000. This makes an American tree, situated in Los Angeles County, Cal., the most valuable tree in the world, even outstripping the centuries old date palms of Arabia. Through the enterprise of Lloyd's, of London, this tree is insured against damage by wind or rain.

This avocado tree grows on a fruit ranch in Whittier, Cal. Last year it produced 3,000 pears, which brought the owner an average of 50 cents apiece.

Besides the pears, which are used extensively for salads, the owner received \$1,500 for the bud wood. The total amount brought by the tree last year was \$3,000, which is equivalent to the interest (at 5 per cent.) of a \$60,000 investment.

Not only is the tree valuable in its production of fruit and bud wood, but valuable by-products can be taken from the fruit, allowing no waste in the event of over-ripeness or spoiling. The seed is used for the making of black lye, and any fruit unfit for market purposes can be squeezed and the oil expressed.

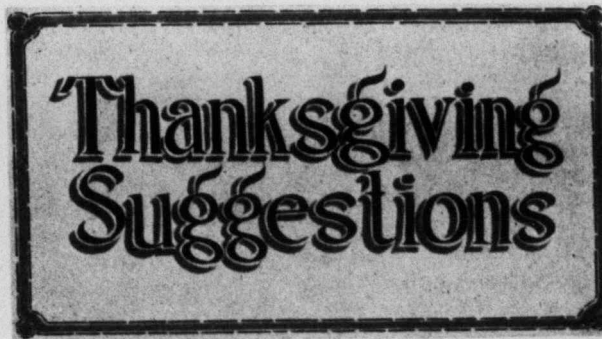
SELLING MORE APPLES

An excellent method of promoting the sale of fancy apples, and one which is said to be new in Vancouver, B.C., has been adopted by McTaggart's Grocery. Well-colored apples are packed in peach baskets with wire handles, containing about 8 lbs. net of fruit each.

These look so attractive that they find a ready sale at a good price. The purchasers have principally been office men and employees of large firms, who like to have their afternoon apple at their business premises, and apparently appreciate the convenience of the package. Fifty cents per basket is the price obtained at present.

PAY AS YOU GO

To live within one's income is the secret of prosperity. Happiness is the heritage of the one who adheres to this rule, and a contented mind and an ever increasing bank account will belong to the one who buys only what he can pay for.



An attractive display card for use with a Thanksgiving window trim. A card like this will start the onlooker thinking.



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

C. E. Pratt, general merchant, St. Peters Bay, P.E.I., has registered.

G. S. Cosman has purchased the general store business of A. E. Whelpley, Kingston, N. B.

Ald. J. N. Beaumont, of the Dominion Fish and Fruit Co., Quebec, P.Q., died Sept. 29, at the age of 39.

William Robb, formerly treasurer of the City of Montreal, died on his way to church last Sunday. Before entering the service of the city, he was connected with David Torrance, wholesale grocers. He was 79 years of age.

R. T. Caldwell has purchased the grocery and provision business of W. A. Sutton, Kentville, N.S. Mr. Caldwell has had charge of Yerxa's grocery then for nearly four years. Kenneth E. Rogers succeeds Mr. Caldwell.

Ontario

Frank Johnston, grocer, Toronto, has sold to Allen H. Colwill.

Arthur Norris has purchased the grocery business of J. F. Cryderman.

Robt. Pyke has purchased the grocery business of Miss R. J. Laird, Toronto.

O. J. Crockford & Son, grocers, Toronto have sold S. J. Miller & Co., Ltd.

Alex. Sangster has bought the general store of W. B. Holland, Rebecca, Ont.

D. Gieger, New Hamburg, Ont., has purchased the grocery business from A. Berlet.

W. J. Puffer has purchased the grocery business of C. Andrews, Norwood, Ont.

Thomas Shaw, a London, Ont., grocer, was a butter judge at the recent Thornedale Fair.

Hugh McEwing, a pioneer general merchant of Palmerston, Ont., passed away recently.

Ed. Armson has opened in Barrie, Ont., a new grocery store with new stock and new fixtures.

H. Geach, a London, Ont., grocer, was accidentally shot recently while rabbit hunting with a friend.

Frank Shaw, son of Thos. Shaw, London, Ont., underwent an operation recently for appendicitis.

Robert Durst, grocer, Dundas Street, London, Ont., has made an improvement to his store lately by the enlargement of the windows.

Jackson & Sons, grocers, Guelph, Ont., have moved into the store recently vacated by Benson Bros.

Royal Church, of Church Bros. and Hubbs, canners and evaporators, Picton, Ont., passed away recently.

Stock of the estate of Goren Bros., general merchants, Fort William, Ont., has been sold to Wm. Yeomans.

The Harding Company, wholesale grocers and provision dealers, St Thomas, Ont., are erecting a new three-storey warehouse on St. Catherine Street. This firm consists of Frank Harding and Herbert Martin.

The Dominion Register Co., Toronto, are now manufacturing their registers in the Wrigley Building, Carlyle Ave., having moved from 96 Ontario St. Their sales offices remain at corner Church and Lombard Sts.

Lord's Sanitary Store, Windsor, Ont., which for nearly three years has conducted business in the McGregor Block, on Ferry Street, has moved to the new McGregor building next the post office.

The Potato Products Co., Limited, has leased a building in Woodstock, Ont., for the manufacture of starch, potato flour and dried potatoes. R. J. Graham, of Belleville, and Hartfield & Scott, of Woodstock, are the chief interested parties.

Western Canada

Whitmore's Bakery, Watrous, Sask., has added a stock of groceries.

Andrew Embury has purchased the general store business of Dowler Bros., Rossendale, Man.

The Ridgeville Trading Co., general merchants, have succeeded N. Rosensstock, Ridgeville, Man.

Geo. Wilkie, formerly with Kirkup & Wilkie, Fort William, Ont., died recently in Saskatoon, Sask.

R. S. McCormick and Fred Horner, travellers for Campbell Bros. and Wilson, Winnipeg, have joined the colors.

A. K. Ferguson head of the Adjustment Bureau of the Canadian Credit Men's Association, Winnipeg, for the past three years, has resigned, and is succeeded by Frank Whelpley.

The Retail Grocers' Association of Winnipeg has the assurance of the crown prosecutor that if a list of goods that should not be sold after 6 o'clock is submitted to him, prosecutions for

breach of the early closing by-law in the future will be governed by it. This was the information contained in a report read at the last meeting.

The North-west Commercial Travelers are circulating a petition that will be presented to the Commons, asking for a Federal law that will fix practically all holidays on Monday, except Good Friday, Christmas and New Year's.

A Vancouver, B.C., correspondent writes: One of the most serious problems which confronts retail grocers throughout British Columbia, and no doubt in other parts of Canada as well, is the dumping on the market, of stocks of bankrupt grocery firms which practically demoralize prices and work a great hardship on the other dealers in the same line.

By co-operation several grocers in one district or town could no doubt arrange to secure these bankrupt stocks and obviate the loss. The difficulty is to secure co-operation. Perhaps it would be a good idea for readers of the Canadian Grocer who may have any suggestions to offer on this subject to come forward with them at the present time.

LIEUT. LARKIN OFF TO THE FRONT

Gerald Larkin, lieutenant in the Army Service Corps, has left for duty overseas. Lieut. Larkin is a son of P. C. Larkin, of the Salada Tea Co., Toronto, and is another of the well known young men connected with the grocery manufacturing trade who goes to the front to fight for his country.

A politician who was seeking the votes of a certain community thought it worth while to make mention of his humble origin and early struggles.

"I got my start in life by serving in a grocery at three dollars a week, and yet I managed to save," he announced.

Whereupon a voice from the audience queried: "Was that before the invention of cash registers?"

Fire losses in the United States and Canada for the first half of 1915 were \$93,391,000, as against \$133,018,250 during the same period of 1914.

Currants Advance Again

Grecian Situation Fraught With Possibilities—Valencias Nearly Cleaned Up—The Low Price of Sugar Considering Conditions—Canned Tomatoes Quite Firm.

Office of Publication, Toronto, October 7, 1915.

FROM all over Canada come reports that the potato situation this winter will be very serious. At present supplies are short. It is advanced that farmers are busy ploughing and threshing and do not have time to dig or sell, and that of course, is a condition which time will alter. But it is questioned very much by men who are in a position to know whether or not the potatoes are there, when farmers shall get down to digging and selling. There is no doubt, now, that the changeable and wet weather we have known all summer has played havoc with the potato crop and rot has set in all over Ontario and New Brunswick. Therefore, although prices will be slightly easier when threshing is over and supplies are a little more get-at-able, still, the rot which prevails will mean limited crops even at the best. Prices are 'way up. This week \$1.10 to \$1.15 is the price from wholesaler to retailer on Ontario stuff, and New Brunswick crop is a nickel higher. These prices, as opening quotations, have rarely been exceeded and it looks as though people are going to pay more for potatoes this winter.

The colder weather has stirred up quite a demand for cereals again, and rolled oats are feeling the benefit of this. It appears now that fall weather has definitely come to stay—although this year the weather man has been anything but infallible—and heavy breakfast foods will be in demand. Quite a call for cereals is reported by wholesalers this last few days.

Currants advanced again in Greece last week, and goodness knows they were high enough before. The situation over there at this writing is critical in the extreme and if it develops into making Greece a belligerent nation—on whichever side—freights will be few and far between and so will men to pack and ship the products. With currant prices where they are now, extremely high levels must be asked this winter, and if the war-cat jumps in Greece they may be 'way out of sight. Coupled with this is the continued firmness in raisins. California has got to supply almost everybody with raisins this year, for the Valencia crop is cleaned up already. Both seeded and seedless are abnormally high. Peels are firm too, and altogether the dried fruit situation does not hint at easy levels. This indicates stiffer prices on cakes, Christmas puddings and the like.

QUEBEC MARKETS

Montreal, Oct. 6.—An importer stated this week: "I have been in business for forty years, but the past September was the best I ever had. There has been a gratifying improvement in the demand from the district between Calgary and Winnipeg. B. C. trade is only fair. Ontario is about normal. This indicates to us that supplies in the stores of Canada are small, and wholesale business during the coming fall should be the best in history—that is, for those who have the goods to sell. There has been a wonderful revival since August. Things are certainly better than normal." This came from one of the largest importers of nuts and dried fruits in Eastern Canada.

A large wholesale grocer in Montreal spoke in a similar vein. He stated that business to-day was away ahead of what it was this time last year. This was a

result of the confidence induced by the recent victories of allies. A wholesale dealer in spices also stated that September had been his best month since the war broke out—all of which indicates that a distinct improvement is being felt.

Probably the most serious situation in the grocery market this week is a remarkable advance in the price of potatoes, which were offered to the wholesale trade a week ago in five car lots at 55-60c per bag. To-day dealers are paying 90c here, and farmers predict that the trade will be paying \$1.10 before many days. This is attributed somewhat to a short crop in Ontario, and an exceptional demand. Within a radius of fifty miles of Montreal, also, the crop is reported to be pretty much of a failure. The situation in New Brunswick is also bad. A farmer there, who expected to secure a crop of 900 barrels, only gathered 300 barrels. Asked for the cause of

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Oatmeal declines with oats.
Rye now being milled.
Buckwheat flour will be late.
Ontario flour slightly firmer.
Further decline in rolled oats.

PRODUCTS AND PROVISIONS—

Finest creamery up a cent.
Egg quotations much higher.
Further lard advances.
New honey arriving at last.
Live fowl market easier.

FRUIT AND VEGETABLES—

Fameuse No. 2's open at \$3.00.
Big demand for grapes.
Demand for peaches falling off.
Violent advance in potatoes.
Boston head lettuce arriving.
Hothouse tomatoes offered 10c.

FISH AND OYSTERS—

Codfish in good demand.
Labrador herrings not plentiful.
Haddock and codfish scarcer.
Oyster trade opens with a rush.
Fillets and haddies scarce.
Lobster still selling high.

GENERAL GROCERIES—

Decline in "C.C." Rangoon rice.
Canadian sardines decline again.
New prices on coarse salt.
Sultanas and currants higher.
Shelled almonds advance 3 cents.
Decline in dried bean prices.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Bacon slightly higher.
Compound lard up.
Storage eggs selling.
Cheese up quarter-cent.
Butter again advances.
Old fowl lower.

FISH AND OYSTERS—

Whitefish up to 13c.
Cold weather helps oysters.
Frozen stuff delayed in sale.
Salmon gets demand.

FLOUR AND CEREALS—

Winter wheat flour down.
Several cereals lower.
Rolled oats easier.
Feeds show declines.

FRUITS AND VEGETABLES—

Potato situation serious.
Short supplies coming.
Tokay grapes easier.
Peaches getting higher.
Crab apples scarce.

GENERAL GROCERIES—

Common teas slightly easier.
Tight currant situation.
New apricot prices.
Better demand for cereals.
Fruits and Grecian situation.

this, he stated that last year his fertilizer contained a large percentage of potash, whereas this year the percentage had been small, resulting in a short crop. There is also large wastage caused by blight and rust.

Probably the most important change this week is a decline in the price of "CC" Rangoon rices. This was hardly what was expected, in view of fact that no British rices are being imported. It is apparently a result of competition being felt from Western mills who are said

CANADIAN GROCER

to be able to bring rice in here cheaper via the Pacific Ocean than is possible via the Suez Canal. Pearl sago is reported to be getting scarce.

Canadian sardines dropped a further 10c per case this week, price now being \$3.15 per case of 100 tins. Winter prices on coarse salt have been named, and are 10c higher. Prices are 80c when carted by the buyer, and 85c when delivered.

SUGAR.—Both wholesalers and refiners report that business is coming much better since the 30c decline last week. Some think that the market has reached the bottom, while others think that it may go lower. There would be a marked improvement in the demand if only a slight improvement occurred in the raw market. Recently raws sold in New York for 2½¢. Refined in New York is still selling at \$5.90. Refiners frankly state that they see no prospect of an advance here until things improve across the border.

| Extra Granulated Sugars— | | Per 100 lbs. |
|---------------------------|-------|--------------|
| 100 lb. bags | | 6 05 |
| 20 lb. bags | | 6 15 |
| 2 and 5-lb. cartons | | 6 35 |
| Yellow Sugars— | | |
| No. 3 | | 5 90 |
| No. 1 | | 5 65 |
| Extra Ground Sugars— | | |
| Barrels | | 6 40 |
| 50 lb. boxes | | 6 60 |
| 25 lb. boxes | | 6 80 |
| Powdered Sugars— | | |
| Barrels | | 6 20 |
| 50 lb. boxes | | 6 40 |
| 25 lb. boxes | | 6 60 |
| Paris Lump— | | |
| 100 lb. boxes | | 6 65 |
| 50 lb. boxes | | 6 75 |
| 25 lb. boxes | | 6 95 |
| Crystal Diamonds— | | |
| Barrels | | 6 65 |
| 100 lb. boxes | | 6 75 |
| 50 lb. boxes | | 6 85 |
| 25 lb. boxes | | 7 05 |
| Cartons and half cartons | | 8 05 |
| Crystal Dominoes, cartons | | 8 15 |

TEA.—The local demand for tea is steady, with no speculation of any kind. Importers report a firmer market for Ceylons and Indias.

DRIED FRUITS.—The 1914 crop of prunes has been cleaned up. This year's California crop is good, but is said to be under normal volume. Shippers in Washington will take advantage of the 75 per cent. clause of their contracts, and have so notified the trade; that is, if the crop is a short one, they will be at liberty to deliver only 75 per cent. The Oregon crop is running only 30 per cent. of the crop first reported. In California, a large percentage of packers' sales for October have not yet been covered. Wholesalers are paying higher prices for future currants than have been charged to retailers. Owing to the fact that the Greek Government commandeered all steamships plying between Greece and New York, importers have been compelled to withdraw their prices until they know whether the goods will be shipped or not.

Sultanas are up again—a cent per lb. Importers are getting 15c per lb. for them, so that by the time they reach the retailers' shelves they will be almost an impossible commodity.

Valencias are quoted at such high figures, it is likely there will be little come

into this market. California fruits are quoted at normal prices, and the crop is fairly abundant. The cause for Valencias being quoted at such high figures is that the Spanish vineyards have been greatly damaged by mildew as well as to other causes.

| EVAPORATED FRUITS. | | Per lb. |
|--|-------|---------|
| Apples, choice winter, 25-lb. boxes | | 0 09 |
| Apples, choice winter, 50-lb. boxes | | 0 08½ |
| Apricots | | 0 15½ |
| Nectarines, choice | | 0 1½ |
| Peaches, choice | | 0 10 |
| Pears, choice | | 0 13½ |
| DRIED FRUITS. | | |
| Candied Peels— | | |
| Lemon | | 0 20 |
| Lemon | | 0 13½ |
| Orange | | 0 13½ |
| Currants— | | |
| Amalias, loose | | 0 07½ |
| Amalias, 1-lb. pkgs. | | 0 08 |
| Filiatras, fine, loose, new | | 0 07½ |
| Filiatras, packages, new | | 0 08 |
| Vostizzas, loose | | 0 09 |
| Dates— | | |
| Dromedary, package stock, per pkg. | | 0 30 |
| Faria, choicest | | 0 12½ |
| Hallowee, loose | | 0 08 |
| Hallowee, 1-lb. pkgs. | | 0 07½ |
| Figs— | | |
| 8 crown, 12-lb. boxes, fancy, layer, lb. | | 0 12 |
| 7 crown, 12-lb. boxes, fancy, layer, lb. | | 0 12 |
| 6 crown, 12-lb. boxes, fancy, layer, lb. | | 0 11½ |
| 1 lb. glove boxes, each | | 0 12 |
| Prunes— | | |
| 30 to 40, in 25-lb. boxes, faced | | 0 14 |
| 40 to 50, in 25-lb. boxes, faced | | 0 13 |
| 50 to 60, in 25-lb. boxes, faced | | 0 12 |
| 60 to 70, in 25-lb. boxes, faced | | 0 11 |
| 70 to 80, in 25-lb. boxes, faced | | 0 10 |
| 80 to 90, in 25-lb. boxes, faced | | 0 09½ |
| 90 to 100, in 25-lb. boxes, faced | | 0 09 |
| Raisins— | | |
| Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster | | 3 60 |
| Muscates, loose, 3-crown, lb. | | 0 09 |
| Sultana, loose | | 0 14 |
| Sultana, 1-lb. packages | | 0 15 |
| Cal. seedless, 16 oz. | | 0 09 |
| Seedless, 12 oz. | | 0 08½ |
| Fancy seeded, 12 oz. | | 0 09 |
| Choice seeded, 12 oz. | | 0 08½ |

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

NUTS.—There are no new nuts on this market yet, and old ones are getting rather scarce. Shelled almonds in the primary market advanced 3c this week, due to rain damaging the crop in Spain. Shelled filberts advanced 4c per lb. on spot; filberts in shell are rather scarce. It has been discovered that Brazils are really scarcer than was thought, and as a result prices are a good deal higher this week in New York. There was considerable cutting in New York a week ago before the true facts were known.

| | | | |
|--|-------|-------|-------|
| Almonds, Tara | | 0 17 | 0 18 |
| Grenobles, new | | 0 16 | 0 17 |
| Marbots, new | | 0 13½ | 0 14 |
| Shelled walnuts, new, per lb. | | 0 35 | 0 37 |
| Shelled almonds, 25-lb. boxes, per lb. | | 0 37 | 0 38 |
| Sicily filberts | | 0 14 | 0 15 |
| Filberts, shelled | | 0 14 | 0 15 |
| Pecans, large | | 0 20 | 0 21 |
| Brazils, old | | 0 14 | 0 15 |
| Brazils, new | | 0 07 | 0 07 |
| Peanuts, No. 1, French | | 0 07 | 0 07 |
| Peanuts, No. 1, Spanish | | 0 08½ | 0 08½ |

MOLASSES.—The market is as strong as ever. As a local wholesaler put it, "like cheese, the longer you keep it, the stronger it becomes."

| Barbadoes Molasses— | Price for | |
|--|-----------|-----------|
| | Island of | Montreal. |
| Punchons | | 0 57 |
| Barrels | | 0 48 |
| Half barrels | | 0 51 |
| For outside territories prices range about 3c lower. | | 0 62 |
| 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. | | 0 53 |
| Corn Syrups— | | |
| Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls. | | 0 04¼ |
| Pails, 8½ lbs., \$1.95; 25 lbs. | | 1 40 |
| Cases, 2 lb. tins, 2 doz. in case | | 2 65 |
| Cases, 5 lb. tins, 1 doz. in case | | 3 60 |
| Cases, 10 lb. tins, ¼ doz. in case | | 2 30 |
| Cases, 20 lb. tins, ¼ doz. in case | | 2 85 |
| Cane Syrups— | | |
| Barrels, 1b., 4½c; ¼ bbls. | | 0 05 |
| Cases, 2 lb. tins, 2 doz. in case | | 3 60 |

SPICES.—Nearly everything is firm. Cream of tartar is still quoted at 60c;

there may be some coming in slightly less, but good cream is costing the above figure. Peppers are firm, but no advance in dealers' prices. Quotations generally have not changed much in the past three weeks.

| | 5 and 10-lb. boxes. | ¼-lb. pkgs. dozen. | ¼-lb. tins lbs. |
|-------------------|---------------------|--------------------|-----------------|
| Allspice | | 0 16 | 0 28 |
| Cassaia | | 0 22 | 0 29 |
| Cayenne pepper | | 0 28 | 0 35 |
| Cloves | | 0 28 | 0 35 |
| Cream tartar—60c. | | | |
| Ginger, Cochín | | 0 22 | 0 29 |
| Ginger, Jamaica | | 1 00—1 15 | 0 31 |
| Mace | | 0 30 | 0 37 |
| Nutmegs | | 0 40 | 0 47 |
| Pepper, black | | 0 22 | 0 29 |
| Pepper, white | | 0 30 | 0 37 |
| Pastry spice | | 0 22 | 0 29 |
| Pickling spice | | 0 14—0 18 | 0 22 |
| Turmeric | | 0 21—0 23 | 0 28 |

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

| Cardamom seed, per lb., bulk | | 2 00 | 2 60 |
|------------------------------|-------|-------|-------|
| Caraway— | | | |
| Canadian | | 0 13 | 0 15 |
| Dutch | | 0 16 | 0 18 |
| Cinnamon, China, lb. | | 0 14½ | 0 16 |
| Mustard seed, bulk | | 0 19 | 0 23 |
| Celery seed, bulk | | 0 36 | 0 45 |
| Cayenne chillies | | 0 18½ | 0 22 |
| Shredded cocconut, in pails | | 0 18½ | 0 22 |
| Pimento, whole | | 12-15 | 12-15 |

RICE.—Prices are down on Rangoon "CC" and fancy rices. "B" is not affected. This change was made by the Mount Royal Milling Co. in order to meet some outside competition. It appears that rice can be imported via the Pacific Ocean at low freight. This allows B. C. millers to come on this market with their product.

| Rangoon Rices— | Per cwt. | |
|-----------------|----------|------|
| Rangoon, "B" | | 3 90 |
| "C.C." | | 3 65 |
| India bright | | 4 00 |
| Lustré | | 4 10 |
| Fancy Rices— | | |
| Imperial Glace | | 5 20 |
| Sparkle | | 5 60 |
| Crystal | | 5 00 |
| Ice drips | | 5 20 |
| Snow | | 5 20 |
| Polished | | 4 10 |
| Pearl | | 4 40 |
| Mandarin, Patna | | 4 00 |
| Java Onyx | | 7 50 |

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

| Imported Patna. | Per lb. | |
|----------------------|---------|-------|
| Bags, 24 lbs. | | 0 05½ |
| Half bags, 12 lbs. | | 0 05½ |
| Quarter bags, 6 lbs. | | 0 05½ |
| Velvet head Carolina | | 0 09 |
| Sago, brown | | 0 06½ |
| Tapioca— | | |
| Pearl, lb. | | 0 07 |
| Seed, lb. | | 0 07½ |

DRIED VEGETABLES.—Beans in Ontario are now being harvested, and are not expected to be on the market for four or five weeks in any quantity. Pea beans are going to be of poor quality and light yield. There is a fair crop of yellow eyes of fair quality. This applies chiefly to the Blenheim district, and may be different in other sections. Local wholesalers this week dropped their prices 10c per bushel on hand-picked white beans. This is a result of the arrival of large quantities of Quebec beans on this market. If Ontario beans do not arrive here in less than four or five weeks, some think that possibly prices may advance. Judging from the above decline, the influence of early Quebec beans is greater than that of late Ontario beans. The dried pea situation is about the same. Farmers are ploughing, and are not in a position to thresh. They have to do their ploughing while the

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ground is soft, when everything else goes by the board. The Ontario crop is considerably later than it was a year ago.

| | | |
|---|-------|------|
| Beans— | | |
| Canadian, 3-lb. pickers, per bushel.... | 3 45 | 3 60 |
| Yellow eyes, per bushel | 4 00 | 4 00 |
| Lima, per lb. | 0 07½ | 0 08 |
| Peas, white soup, per bushel | 2 75 | 3 25 |
| Peas, split, bag, 98 lbs. | 5 50 | 5 50 |
| Barley, pot, per bag | 3 00 | 3 30 |
| Barley, pearl, lb. | 0 05 | 0 06 |

ONTARIO MARKETS

Toronto, Oct. 7.—After a detachment of some days, we can view the effect which the two significant events of last week had upon business in general, and the grocery trade in particular. Last week the newspapers gave the news of great and continuous success for the forces of the allies. The big drive had commenced, and was proceeding. The long period of waiting, during which it has been possibly difficult to keep optimism at high-water mark, was ended, and there came "Good news from the Western front." The sentimental effect of such news would have been good, and very good, but when there followed on its heels the announcement that the Anglo-French loan had been successful, the result was a distinct boost for trade.

Confidence is to a material extent a state of mind, and it has a close connection with the pocket. We remember a case some time ago of a retailer who was giving his order to a wholesaler. As he was doing this, an "Extra" came out with war news of an unfortunate kind. Immediately the retailer closed down. "No," he said to the wholesaler, "that's enough. This war looks worse and worse!" If bad news has that effect—and it does—it is reasonable to suppose that good news would have the contrary result. We have waited a long time for good news; now it has come, and in a measure pressed down and running over, and the good effect upon business was immediately felt. Orders crept up both in size and number; wholesalers found it less difficult to sell, for retailers were more willing to buy. The news of last week has, in short, been a tonic to business, and the Street agrees that things have "picked up." What we need now is a continuance of the confident attitude which, adopted when things were blue, has been abundantly justified during the last few days. Canadian Grocer is ever among the optimists—for optimism is the best policy—as a business resource. There is more justification now for sane confidence than ever, and if we demonstrate it, it will have powerful results.

The news that the allies had secured the half billion they wanted from the United States is of considerable moment. We have, in these market reports, shown again and again that shipping and export business has received a severe check because of the uncertainty felt here with

regard to exchange rates. For some time exchange has been far from par, going down almost to \$4.50, and it has been a source of at least worry, and many times distinct loss to shippers this side the water, because shipping and allowing for exchange at par or somewhere near it, they were liable to find that actual exchange in London wash much below that. Now, according to a prominent banker in the city, the market for sterling exchange will steady around \$4.70 to \$4.75, and shippers may act with reasonable assurance that they are not going to drop a lot of money in export shipments to Britain. This applies particularly to wheat and flour. Many men have hesitated to sell or, at least, to sell their London bills with such a low rate of exchange, and the grain business certainly received a check. With steady exchange it is possible to allow a margin between rates here and in London and cover that margin in the selling price. We may be truly thankful that this loan, with its beneficent influence, has come at this time.

The situation in canned goods is again noteworthy. Tomatoes have not advanced again, but they display remarkable firmness, and higher prices are expected.

Dates have advanced 1c. There is a big demand being felt in New York, and it is echoed, in some sort, this side the line.

SUGAR.—The situation is weak and easy. There is too much refined in New York, more than can be consumed, and raws are accumulating. Refiners are only buying raws in a hand-to-mouth way, and the whole situation is weak. The present price is low when taxes are taken into consideration. Values now, allowing for the additional war tax, are only a quarter of a cent a pound above what they were at the outbreak of war. It is suggested that though the situation lacks strength, further declines are not immediately probable. Buying in this market is half-hearted. Nobody displays much interest.

| | |
|---|------|
| Extra Granulated Sugars, Montreal Refined—per 100 lbs. | |
| 100 lb. bags | 6 11 |
| 50 lb. bags | 6 21 |
| 25 lb. bags | 6 26 |
| 2 and 5-lb. cartons | 6 40 |
| Nova Scotia refined, 100-lb. bags | 6 01 |
| New Brunswick refined, 100-lb. bags | 6 11 |
| Extra Ground Sugars— | |
| Barrels | 6 51 |
| 50 lb. boxes | 6 59 |
| 25 lb. boxes | 6 81 |
| Powdered Sugars— | |
| Barrels | 6 31 |
| 25 lb. boxes | 6 71 |
| Crystal Diamonds— | |
| Barrels | 6 75 |
| 100 lb. boxes | 6 85 |
| 50 lb. boxes | 6 95 |
| Cartons (20 to case) | 7 51 |
| Cartons (50 to case) | 8 31 |
| Crystal Dominoes, cartons | 7 81 |
| Paris Lump— | |
| 100 lb. boxes | 6 85 |
| 50 lb. boxes | 6 95 |
| 25 lb. boxes | 7 15 |
| Yellow Sugars— | |
| No. 1 | 6 71 |
| Barrels granulated and yellow may be had at 5c per cwt. above bag prices. | |

MOLASSES AND SYRUPS.—The demand for corn syrup steadily increases

as the colder weather becomes daily more permanent. Orders are not abundant yet, but they are growing right along.

Molasses is still firm, and it is an advancing market. Even this market, which is not anything like as interesting as is Quebec, is feeling the effect of the firmness, and a good demand is the order of the day. We quote 65c; this is certainly not low, and the market, as we say, displays every tendency to firmness.

| | |
|--|-----------|
| Corn Syrups— | |
| Barrels, per lb., 3¼c; ½ bbls., 4c; ¼ bbls. | 0 04¼ |
| Pails, 33½ lbs., \$1.95; 25 lbs. | 1 40 |
| Cases, 2 lb. tins, 2 doz. in case | 2 65 |
| Cases, 5 lb. tins, 1 doz. in case | 3 00 |
| Cases, 10 lb. tins, ½ doz. in case | 2 90 |
| Cases, 20 lb. tins, ¼ doz. in case | 2 85 |
| Cane Syrups— | |
| Barrels, lb., 4¼c; ½ bbls. | 0 05 |
| Cases, 2 lb. tins, 2 doz. in case | 3 00 |
| Molasses— | |
| Fancy, gallon | 0 60 0 65 |

DRIED FRUITS.—The currant situation is rapidly getting to be acute. Currants advanced in Greece again last week as a result of the Government's commandeering the boats, and now the war news is fraught with all sorts of possibilities. If Greece actually gets into the war it will mean a really difficult situation; men would be requisitioned, and that would mean a dearth of labor for packing, shipping and the like. And freights would be corralled by the Government to an even greater extent. The worst possibility of all is that if Greece become an ally of the Germanic forces, in which case we couldn't get any shipments through to this country. Some, of course, are en route now, but there are only a drop in the bucket. If Greece declares war, whichever way she does it, it will be at an unfortunate moment for currants, as the next few weeks are the big shipping time. There is no outlook but that of tightness in currants this year.

The price on apricots, for futures, has advanced almost two cents. The supplies are not as large as estimated, and this, together with a brisk demand, implies strength to the market. It is said, too, that some export is going on. There are some new apricots in now, and we have altered our quotations to conform to this condition. Standards are worth 10½c to 11c, and choice a cent higher. These prices apply to goods bought some time ago. To buy futures, considerably higher levels would obtain.

Package dates are up 1c on advices from New York, and we have changed our quotations on this line to 7½c to 9c, which is distinctly high. There is a better demand for dates at present.

Prices, on the other hand, show a slight decline in new stuff. Supplies, a limited lot, are now in, and demand is easy.

Valencias are few and far between. Only very limited supplies are apportioned to this market, and they were all bought up long ago. There are no others

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around. We make no change in price from last week, except to say that our figure is firm, and we should not be surprised if even higher levels are asked and gotten.

Seeded and seedless raisins are all firm and high and advancing. California has a big job on; because of the lack of Valencias, California will have to supply all raisins, and crops are none too heavy for so big an undertaking.

A few new prunes are on the market, and are fetching good prices. There is nothing new in the prune situation.

| | | | |
|----------------------------------|-------|-------|--|
| Apricots— | | | |
| Standard, 25 lb. boxes | 0 10½ | 0 11 | |
| Choice, 25 lb. boxes | 0 11 | 0 12 | |
| Apples, evaporated, per lb. | 0 08 | 0 08½ | |
| Candied Peels— | | | |
| Lemon | 0 15 | 0 16 | |
| Orange | 0 15 | 0 16 | |
| Citron | 0 20 | 0 23 | |
| Currents— | | | |
| Filiatras, per lb. | 0 09½ | 0 10½ | |
| Analias, choicest, per lb. | 0 10 | 0 10½ | |
| Patras, per lb. | 0 10½ | 0 11½ | |
| Vostizzas, choice | 0 12 | 0 13 | |
| Cleaned, ½ cent more. | | | |
| Dates— | | | |
| Fards, choicest, 12-lb. boxes | 0 09½ | 0 10 | |
| Fards, choicest, 60-lb. boxes | 0 09 | 0 09½ | |
| Package dates | 0 07½ | 0 09 | |
| Halloweas | 0 07½ | 0 07½ | |
| Prunes— | | | |
| 30-40s, California, 25 lb. boxes | 0 11 | 0 12 | |
| 40-50s, 25 lb. boxes | 0 10 | 0 11 | |
| 50-60s, 25 lb. boxes | 0 12 | 0 12½ | |
| 60-70s, 50 lb. boxes | 0 10½ | 0 11½ | |
| 70-80s, 50 lb. boxes | 0 09 | 0 09½ | |
| 80-90s, 50 lb. boxes | 0 08 | 0 09 | |
| 90-100's, 50 lb. boxes | 0 07½ | 0 08 | |
| 25 lb. boxes, ¼c more. | | | |
| Peaches— | | | |
| Choice, 50 lb. boxes | 0 06 | 0 06½ | |
| 25 lb. boxes ¼c more. | | | |
| Raisins— | | | |
| Valencia | 0 13½ | 0 14½ | |
| Seeded, fancy, 1 lb. packets | 0 10 | 0 10½ | |
| Seeded, choice, 1 lb. packets | 0 09½ | 0 10½ | |
| Seeded, choice, 12 oz. | 0 08 | | |
| Seedless, 16 oz. packets | 0 11½ | 0 12 | |
| Seedless, 12 oz. packets | 0 10 | | |

NUTS.—There is nothing of note to add to our extended report of last week. Demand does not seem particularly strong for any lines just now, because this is pre-eminently a waiting market. Nobody knows when goods on order will be arriving. Nevertheless the fact of a big call means firm levels.

| | | |
|-------------------------------|-------|---------|
| In Shell— | | Per lb. |
| Almonds, Tarragona | 0 17½ | 0 18 |
| Brazils, medium, new | 0 13 | 0 15 |
| Brazils, large, washed, new | 0 17 | 0 18 |
| Chestnuts, peck | 1 75 | 2 00 |
| Filberts, Stills, new | 0 13 | 0 14 |
| Peanuts, Jumbos, roasted | 0 12½ | 0 13½ |
| Peanuts, hand-picked, roasted | 0 11 | 0 11½ |
| Peanuts, fancy, roasted | 0 09 | 0 10 |
| Pecans | 0 17 | 0 18 |
| Walnuts, Grenoble | 0 11 | 0 15 |
| Walnuts, Bordeaux | 0 11 | 0 12 |
| Walnuts, Marbets | 0 13 | 0 14 |
| Shelled— | | |
| Almonds | 0 38 | 0 40 |
| Filberts | 0 35 | |
| Peanuts | 0 11 | 0 11½ |
| Pecans | 0 55 | 0 50 |
| Walnuts | 0 38 | 0 40 |

SPICES.—The high spot in this market once more is peppers. For both black and white there is good demand, and stocks are light. The old conditions obtain; there is such a demand that as soon as shipments arrive in New York they are quickly swallowed up and hardly seem to make the market tone one iota easier. Cassias are finding a brisk demand right now, and though there is no quotable change, the price is quite firm. Ginger is somewhat easier at this writing, but as our price was, if anything, on the low side, there is no change.

| | | |
|-------------------|-----------|---------|
| Spices— | Compound, | Pure, |
| | per lb. | per lb. |
| Allspices, ground | 0 10 | 0 16 |
| Allspices, whole | 0 11 | 0 15 |
| Cassia, whole | 0 21 | 0 32 |

| | | |
|--|-----------|-----------|
| Cassia, ground | 0 14-0 16 | 0 22-0 30 |
| Cinnamon, Batavia | 0 27-0 36 | 0 27-0 36 |
| Cloves, whole | 0 27-0 36 | 0 27-0 36 |
| Cloves, ground | 0 18-0 22 | 0 28-0 35 |
| Cream of tartar | 0 25-0 35 | 0 50-0 60 |
| Curry powder | 0 15-0 17 | 0 30-0 35 |
| Ginger, Cochin | 0 18-0 21 | 0 18-0 22 |
| Ginger, Jamaica, ground | 0 18-0 21 | 0 22-0 28 |
| Ginger, Jamaica, whole | 0 25-0 35 | 0 25-0 35 |
| Ginger, African, ground | 0 14-0 18 | 0 14-0 18 |
| Mace | 0 80-1 00 | |
| Nutmegs, brown, 64s, 52c; 80s, 42c; 100s | | 0 00-0 30 |
| Nutmegs, ground, bulk, 45c; 1 lb. tins | | 0 00-0 30 |
| Pastry spice | 0 22-0 25 | 0 22-0 25 |
| Peppers, black, ground | 0 14-0 18 | 0 20-0 24 |
| Peppers, black, whole | 0 20-0 24 | 0 20-0 24 |
| Peppers, white, ground | 0 19-0 24 | 0 35-0 38 |
| Peppers, white, whole | 0 35-0 38 | 0 35-0 38 |
| Pickling spice | 0 18-0 20 | 0 18-0 20 |
| Turmeric | 0 18-0 20 | 0 18-0 20 |

TEA.—A cable sent to a concern here indicates a slightly easier tone to common Indians at the London auction Monday. Fine and medium grades are exceptionally firm in London. The additional tax will certainly make a difference. Fine Orange Pekoes—we learn from the London Grocer—are selling at 1/8 to 2/4 (or 40 cents to 54 cents) and when the tax of twenty-four cents is added to that, and the dealer's and the retailer's profits taken off, it means that the price will be well over a dollar. This, it is suggested by some teamen, is prohibitive and the tax may mean a radical difference to tea consumption in England. It should, of course, be remembered, that the Englishman likes his tea. There is a better demand noticed here in Ontario just now and once more our old friend "tea-tax" is coming into the limelight. One of the teamen tells us that ever since the duty came off tea thirty-five years ago, each year brings talk of a tea-tax, but it never materializes. Nevertheless, it seems to have a sentimental effect on buying and wholesalers are buying more or less heavily.

CANNED GOODS.—The feature of this market continues to be big demand for tomatoes, and the firmness in price. There is no actual advance this week, but one appears to be in the offing. The crop has turned out smaller even than was thought and export is taking big stocks. We may see still higher prices on tomatoes. This year demand is way better than for some seasons and at the same time stocks are not in such a good position to take care of it.

Corn has eased up a little this week, and while prices are not weak, demand is not so insistent. Peas share the same condition.

| | |
|---|-------|
| Chums, 1-lb. talls | 0 90 |
| Pinks, 1-lb. talls | 1 20 |
| Cohoes, 1-lb. talls | 1 45 |
| Red Springs, 1-lb. talls | 2 00 |
| Humpback, ½-lb. tins | 0 50 |
| Salmon, Sockeye— | |
| 1 lb. talls, cases 4 doz., per doz. | 2 52½ |
| 1 lb. flats, cases 4 doz., per doz. | 2 75 |
| ½ flats, cases 8 doz., per doz. | 1 57½ |
| Five cases or more, 2½c doz. less than above. | |
| Canned Vegetables— | |
| Tomatoes, 3's | 1 00 |
| Peas, standards | 0 90 |
| Early June peas | 0 95 |
| Extra sifted peas | 1 45 |
| Corn, 2's, doz. | 0 90 |

MANITOBA MARKETS

Winnipeg, Oct. 6.—Wet weather has been very discouraging alike to farmer, retailer and wholesaler, and there is no ignoring the fact that serious damage

has been done. At the same time, the surplus crop this year is so large and the amount already threshed assuredly is equal to last year's entire crop that the deterioration of a few million bushels should not be magnified into a calamity. It is worthy of note that France and Britain are now asking for wheat, and there is good inquiry from Italy and Greece. Wheat is apparently not going much lower, and if transportation can be found it will go up, no matter how heavy the Western movement may be.

Of some interest is the fact that mustard stocks here are near vanishing point. A large quantity, it is stated, went down in the Hesperian, and until the new shipments get here, mustard will be scarce.

Generally country trade is excellent; city business quiet, but improving.

SUGARS.—Prices are unchanged for the week, but the market is unsettled.

| | |
|--|--------------------|
| Sugar, Eastern— | Per cwt. in sacks. |
| Standard granulated | 6 65 |
| Extra ground or icing, boxes | 7 50 |
| Extra ground or icing, bbls. | 7 30 |
| Powdered, boxes | 6 70 |
| Powdered, bbls. | 6 80 |
| Hard lump (100-lb. case) | 7 60 |
| Montreal, yellow, bags | 6 25 |
| Sugar, Western Ontario— | |
| Sacks, per 100 lbs. | 6 60 |
| Halves, 90 lbs., per cwt. | 7 35 |
| Bales, 20 lbs., per cwt. | 7 50 |
| Powdered, 50s | 7 05 |
| Powdered, 25s | 7 40 |
| Icing, barrels | 7 35 |
| Icing, 50s | 7 60 |
| Cut loaf, barrels | 7 45 |
| Cut loaf, 50s | 7 70 |
| Cut loaf, 25s | 7 85 |
| Sugar, British Columbia— | |
| Extra standard granulated | 6 60 |
| Bar sugar, bbls. | 6 75 |
| Bar sugar, boxes | 7 00 |
| Icing sugar, bbls. | 6 95 |
| Icing sugar, boxes | 6 60 |
| H. P. lumps, 100-lb. cases | 7 95 |
| H. P. lumps, 25-lb. boxes | 7 70 |
| Yellow, in bags | 6 20 |
| Corn Syrup— | |
| 2s, per case 2 doz. | 2 75 |
| 5s, per case 1 doz. | 3 13 |
| 10s, per case ½ doz. | 3 01 |
| 2s, per case ½ doz. | 3 03 |
| B. C. Cane Syrups— | |
| 2-lb. tins, 2 doz. to case, per case | 3 75 |
| 5-lb. tins, 1 doz. to case, per case | 3 50 |
| 10-lb. tins, ½ doz. to case, per case | 3 50 |
| 20-lb. tins, 3 tins to case, per case | 3 25 |
| (These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.) | |
| Molasses— | Per gal. |
| Barbadoes | 0 53 |
| New Orleans | 0 34 |
| Maple Syrups— | Per case. |
| Imperial quarts, case, 2 doz. | 5 40 |
| Imperial, ½ gals., 1 doz. | 5 55 |
| New, pure, ½ gal. case | 9 00 |
| New, pure, ½ gal., quarts, case 2 doz. | 9 70 |
| New, pure quart bottles, case 2 doz. | 9 75 |
| Butter, No. 1 creamery, lb. | 0 25 |

DRIED FRUITS.—Turkey cooking figs will be unobtainable, but there are California lines that will shortly be available to take their place. Dried fruits are now steady, and are not likely to show much activity until there is a less abundant supply of fresh fruits.

| | |
|-------------------------------|-------|
| Apples, evaporated, new, 50's | 0 08½ |
| Apricots, choice, 25's | 0 12 |
| Apricots, choice, 10's | 0 12½ |
| Currents— | |
| Dry clean | 0 08½ |
| Washed | 0 09 |
| 1 lb. package | 0 09½ |
| 2 lb. package | 0 18 |
| Vostizzas, bulk | 0 11 |
| Dates— | |
| Hallowee, loose, per lb. | 0 09 |
| Hallowee, 1-lb. pkgs. | 0 07½ |
| Fard dates, 12-lb. boxes | 1 25 |
| Peaches— | |
| Standard, 25-lb. boxes | 0 06½ |
| Choice, 25-lb. boxes | 0 07½ |
| Choice, 10-lb. boxes | 0 07½ |

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| | |
|--|-------|
| Raisins, Muscatels— | |
| 3 crown, loose, 25's | 0 09½ |
| 3 crown, loose, 50's | 0 09 |
| Raisins, Sultanas— | |
| Corinthian Giants | 0 13½ |
| Superfine | 0 12½ |
| Finest | 0 10½ |
| Fine | 0 10½ |
| Prunes, in 25-lb. boxes— | |
| 90 to 100 | 0 09½ |
| 80 to 90 | 0 09½ |
| 70 to 80 | 0 10 |
| 60 to 70 | 0 10½ |
| 50 to 60 | 0 11 |
| 40 to 50 | 0 11½ |
| Table Layer Figs— | |
| 7-crown, 3-lb. boxes, per lb. | 0 15½ |
| 5-crown, 10-lb. boxes, per lb. | 0 15 |
| 5-crown, 10-lb. boxes, per lb. | 0 13½ |
| 4-crown, 10-lb. boxes, per lb. | 0 15 |
| 3-crown, 10-lb. boxes, per lb. | 0 12½ |
| Glove boxes, per doz. | 1 00 |
| Cooking figs, taps, about 5 lbs., lb. | 0 07½ |
| Cooking figs, choice naturals, 28-lb. bags | 0 07 |

RICE AND TAPIOCA.—

| | |
|----------------------|-------|
| Rice and Tapioca— | |
| No. 1 Japan, per lb. | 0 08 |
| No. 2 Japan, per lb. | 0 04½ |
| Sia, per lb. | 0 03½ |
| Patna, per lb. | 0 07½ |
| Carolina, per lb. | 0 08½ |
| Sago, pearl, lb. | 0 06½ |
| Tapioca, pearl | 0 06 |

DRIED VEGETABLES.—

| | |
|-------------------------------------|-------|
| Beans— | |
| California, hand-picked, per bushel | 4 30 |
| Three-lb. pickers | 5 65 |
| California Lima Beans— | |
| Bag lots | 0 07½ |
| Less than bag lots | 0 06½ |
| Barley— | |
| Pot, per sack, 96 lbs. | 3 30 |
| Pearl, per sack, 96 lbs. | 4 30 |
| Peas— | |
| Split peas, sack, 96 lbs. | 6 00 |
| Sacks, 40's | 3 02 |
| Whole peas, bushel | 2 90 |

VANCOUVER MARKETS

By Wire.

Vancouver, Oct. 7.—Butter is firm, but unchanged; eggs also. Cheese, finest: Ontario solids is now 17c, and twins 17¼c. Business is fairly brisk, with collections fair. Dawson shipments being rushed in view of the closing of navigation.

PRODUCE AND PROVISIONS.

| | |
|------------------------------------|-----------|
| Butter, creamery, per lb. | 0 31-0 33 |
| New Zealand cubes | Open |
| New Zealand brick | Open |
| Cheese, per lb., large, 17c; twins | 0 17½ |
| EGGS— | |
| Local fresh | 0 43 |
| Extra selected | 0 28 |
| Vancouver Island | 0 46 |
| Lard, 3's, per case | 8 25 |
| Lard, 5's, per case | 8 17 |
| Lard, 10's, per case | 8 10 |
| Lard, 20's, each | 10 50 |

GENERAL.

| | |
|------------------------------------|-------|
| Almonds, shelled, lb. | 0 45 |
| Beans, foreign, per lb. | 0 05½ |
| Cream of tartar, lb. | 50 c |
| Beans, Lytton | 0 06½ |
| Figs, 12-10 oz. packages, per box | 0 85 |
| Figs, 50-60 oz. packages, per pkg. | 2 25 |
| Cocoanut, lb. | 18½c |
| Commel, ball | 33 00 |
| Flour, best patents, per bbl. | 6 30 |
| Lemons, box | 5 50 |
| Potatoes, per ton | 10 00 |
| Rolled oats, ball of 30 lbs. | 3 10 |
| Onions, lb. | 0 01½ |
| Oranges, box | 5 00 |
| Rice, 50's, sack | 1 90 |
| Sugar, standard gran., per cwt. | 7 25 |
| Sugar, yellow, per cwt. | 6 60 |
| Walnuts, shelled, lb. | 0 45 |
| Jams, glass jars, doz. | 2 25 |
| Jams, 4-lb. tins, doz. | 7 90 |

CANNED GOODS.

| | |
|--|--------|
| Apples, gals., 6/case | \$1 62 |
| Beans, 2's | 2 75 |
| Corn, standard, per 2 dozen case | 2 10 |
| Peas, standard, per 2 dozen case | 2 05 |
| Plums, Lombard, 2's case | 1 90 |
| Peaches, 2½'s case | 3 80 |
| Strawberries and raspberries, 2's case | 4 60 |
| Tomatoes, standard, per dozen, case | 2 40 |

SALMON.

| | |
|---------------------------|--------|
| Sockeye, 1's, 4 doz. case | \$9 00 |
| Sockeye, ½'s, 8 doz. case | 10 75 |
| Pinks, 1's, 4 doz. case | 4 90 |

DRIED FRUITS.

| | |
|---|------|
| Apricots, per lb., 10c; Apples, lb. | 09½c |
| Prunes, 70-80, 25's, lb. | 09 c |
| Currents, per lb., 9c; Raisins, seeded, lb. | 09 c |
| Peaches, per lb. | 06 c |
| White figs, per lb. | 05½c |

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Oct. 7.—Light rains have made a slight depression in business, the harvest being delayed. Large orders are being received from the North Country, and city trade is excellent. Shelled walnuts are 38c lb; cheese, 17½c; butter, dairy, No. 1, 29c. Lards are higher.

As announced last week, all grades Canadian refined sugars declined 30c per hundred pounds on September 24. The immediate cause of this reduction was declines in the New York raw market, and the weaker tone and tendency in raws largely due to the usual hand-to-mouth buying in the States during September, when domestic beet begins to have some effect on the market.

Prices continue to advance on corn, peas and tomatoes. Crop reports are far from favorable, and it is probable that higher markets will yet be seen.

There are rumors of damage to the crop of Tarragona almonds, and this may account for prices being held on such a high basis. New crop walnuts are usually quite late in reaching this market. Prices will probably be nearly same as last season. Sicily filberts are held firm, but as this line, which has been exported in large quantities to Germany and Austria in former years, cannot be shipped to these countries now, there may be lower prices if we can get the supplies.

Some manufacturers of vinegar have advanced prices owing to the heavy advances in the price of alcohol, and present quotations of such manufacturers are subject to change without notice.

Connors Bros., packers of sardines in New Brunswick, report that the fish are more plentiful, and have reduced their price 40c per case.

Egg market is strong and receipts are light with demand good.

| | |
|---------------------------------|-------|
| General— | |
| Beans, Ashcroft, lb. | 0 06½ |
| Beans, Japan, per bush. | 3 90 |
| Coffee, whole roasted, Rio | 0 18 |
| Potatoes, per bush. | 0 25 |
| Rolled oats, 20's, 30c; 40's | 1 90 |
| Rolled oats, ball, \$2.15; 30's | 1 75 |
| Flour, fancy patents | 2 95 |
| Flour, seconds | 2 80 |
| Rice, Siam, per cwt. | 3 90 |
| Sugar, standard gran., per cwt. | 7 25 |
| Sugar, yellow, per cwt. | 6 85 |
| Walnuts, shelled, lb. | 0 38 |

Produce and Provisions—

| | |
|-------------------------------|-------|
| Cheese, new, lb. | 0 17½ |
| Bacon, lb., 20c; bellies, lb. | 0 20½ |
| Butter, creamery, per lb. | 0 32 |
| Butter, dairy, No. 1 | 0 29 |
| Eggs, new laid | 0 35 |
| Eggs, No. 2 | 0 30 |
| Lard, pure, 3's, per case | 8 90 |
| Lard, pure, 5's, per case | 8 85 |
| Lard, pure, 10's, per case | 9 30 |
| Lard, pure, 20's, each | 2 83 |

Canned Goods—

| | |
|--|------|
| Corn, standard, per two dozen | 2 25 |
| Peas, standard, 2 dozen | 2 25 |
| Peas, standard, 2 dozen | 2 15 |
| Plums, Lombard | 2 25 |
| Peaches | 3 85 |
| Strawberries, \$1.45; raspberries | 4 90 |
| Tomatoes, standard, per 2 dozen | 2 60 |
| Salmon, sockeye, 4 doz. tins, case, 1s | 9 70 |
| Salmon, pinks, case | 4 75 |
| Cohoes, 1's, \$5.85; humpbacks, 1's | 4 35 |
| Lobster | 2 35 |

Dried Fruits—

| | |
|--------------------------------|-------|
| Evaporated apples, 50's | 0 10½ |
| Apricots, 25's | 0 10½ |
| Peaches, 25's | 0 07 |
| Pears, 25's | 0 13 |
| Prunes, 90-100, 25's, un-faced | 0 07½ |

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Oct. 7.—Tomatoes, threes up 20c case. Lard has jumped ½c; and cheese is now quoted at 18c, and storage eggs are up to \$8.50 a case. Canteloupes are plentiful at \$2 a case, and are finding ready sale. Oranges are away up, being quoted at \$5.50 to \$6.50. Lemons are down to \$5.50 a case. Ripe tomatoes are 90c a crate. Showery weather is retarding threshing. Business generally brisk.

General—

| | |
|-------------------------------------|-------|
| Beans, small white Japan, lb. | 0 06½ |
| Flour, No. 1 patent, 98's | 2 90 |
| Molasses, extra fancy, gal. | 0 67 |
| Rolled oats, ball | 2 55 |
| Rolled oats, 30s | 2 15 |
| Rice, Siam, cwt. | 4 00 |
| Potatoes, local, per bush. | 0 35 |
| Sugar, pure cane, granulated, cwt. | 7 25 |
| Shelled walnuts, finest halves, lb. | 0 40 |
| Shelled walnuts, broken, lb. | 0 30 |

Produce and Provisions—

| | |
|--------------------------------------|------|
| Cheese, new, Ontario, large, per lb. | 0 18 |
| Butter, No. 1, dairy, lb. | 0 25 |
| Eggs, new laid, doz. | 0 35 |
| Eggs, storage, case | 8 50 |
| Lard, pure, 3s, per case | 8 70 |
| Lard, pure, 5s, per case | 8 75 |
| Bacon, smoked backs, per lb. | 0 19 |
| Bacon, smoked bellies, per lb. | 0 21 |

Canned Goods—

| | |
|---|-------|
| Tomatoes, 3s, standard, case | 2 85 |
| Corn, 2s, standard, case | 2 25 |
| Peas, 2s, standard, case | 2 25 |
| Tomatoes, gals., case | 2 00 |
| Apples, gals., Ontario, case | 1 75 |
| Strawberries, 2s, Ontario, case | 4 90 |
| Raspberries, 2s, Ontario, case | 4 50 |
| Lobster, 1/2s, per doz. | 2 65 |
| Salmon, finest sockeye, talls, \$6.15, per case | 10 00 |
| Salmon, pink, talls, \$4.15, per case | 4 50 |

Dried Fruits—

| | |
|---------------------------------|-------|
| Evaporated apples, 50s, per lb. | 0 09½ |
| Peaches, choice, 25s, per lb. | 0 07½ |
| Apricots, choice, 25s, per lb. | 0 10 |
| Pears, choice, 25s, per lb. | 0 14 |

Fruits and Vegetables—

| | |
|---------------------------|------|
| Blackberries | 2 00 |
| Blueberries, Ont., basket | 2 30 |
| Cantaloupes, case | 2 00 |
| Grapefruit, Cal. | 5 00 |
| Oranges, case | 5 50 |
| Lemons, case | 5 50 |
| Peaches, crate | 0 75 |
| Tomatoes, 4-basket crates | 0 90 |

SASKATCHEWAN MARKETS

By Wire.

Regina, Sask., Oct. 6.—Threshing in Saskatchewan has been delayed through rain. For the past month, off and on, considerable rain has fallen, and harvesting operations have not been what might be termed continuous. The rain, however, has helped to fill the wells and the sloughs, which in many districts were empty, thus creating a serious situation. Water had before been carried by train and by wagon many miles to supply the threshing gangs. Where threshing has been continued, the grade of the grain is good, and the yield is very satisfactory. Shortage of threshing machines is reported in some districts.

Markets are fairly quiet this week. A slight advance has taken place in lard. Eggs and dairy products continue firm, and eggs are still scarce. Grapes are arriving in quantities, and are fairly cheap. Other fall goods are now on the market, including pickling goods, and all lines of fall fruits.

Produce and Provisions—

| | |
|---------------------------|-------|
| Butter, creamery, per lb. | 0 28 |
| Butter, dairy, No. 1 | 0 23 |
| Cheese, per lb., large | 0 16½ |
| Eggs, new laid | 0 31 |
| Lard, 3's, per case | 8 20 |

CANADIAN GROCER

| | |
|-----------------------------------|----------|
| Lard, 5's, per case | 8 15 |
| Lard, 10's, per case | 8 10 |
| Lard, 20's, each | 2 70 |
| General— | |
| Beans, Ontario, per bushel | 3 90 |
| Coffee, whole roasted, Rio | 0 17 1/2 |
| Cream of tartar, lb. | 0 50 |
| Cocoanut, lb. | 0 19 |
| Cornmeal, ball | 2 95 |
| Appriots, per lb. | 0 12 |
| Flour, 98's | 3 15 |
| Rollod oats, 80's | 2 15 |
| Rice, per cwt. | 3 90 |
| Onions, 100 lbs. | 1 50 |
| Sugar, standard gran., per cwt. | 7 04 |
| Sugar, yellow, per cwt. | 6 74 |
| Walnuts, shelled, 41c; almonds | 0 41 |
| Canned Goods— | |
| Apples, gals., case | 1 58 |
| Beans | 2 25 |
| Corn, standard, per 2 dozen | 2 00 |
| Peas, standard, per 2 dozen | 2 00 |
| Plums, Lombard | 2 10 |
| Peaches | 3 15 |
| Strawberries, 44.33; Strawberries | 4 13 |
| Tomatoes, standard, per case | 2 45 |
| Salmon— | |
| Sockeye, 1's, 4 doz. case | 9 55 |
| Sockeye, 1/2's | 12 35 |
| Cohoee, 1's | 6 00 |
| Humpbacks, 1's | 4 50 |
| Fruits and Vegetables— | |
| Apples, Washington, bbl. | 1 75 |
| Celery | 0 19 |
| Sweet potatoes, per crate | 4 50 |
| Lemons | 5 00 |
| Oranges, Valencia | 5 75 |
| Potatoes | 0 80 |
| Tomatoes | 0 90 |
| Dried Fruits— | |
| Currants, per lb. | 0 09 1/4 |
| Prunes, 70-80, 25's, lb. | 0 10 1/4 |
| Evap. apples, 50's, lb. | 0 09 1/4 |

NEW BRUNSWICK MARKETS

By Wire.

St. John, Oct. 7.—Market is generally quiet and changes are few. Sugar market is steady after different lowerings, though some dealers are expecting a further slight drop. Buying is slow on cur-

rants at 9 3/4c to 10c. There is much firmer tone, and prices are expected to go higher because of the Grecian situation and short market. Good prospects in oats have made an easier market in oatmeal. Cheese is firmer at 15 3/4c to 16 1/4c. Demand is better. Eggs are slightly higher at 28c to 30c. Butter is none too plentiful, with dairy up to 26c and 27c. Vegetables are plentiful, potatoes being received in large quantities at 90c to \$1 barrel.

| | |
|-------------------------------------|-------------------|
| Produce and Provisions— | |
| Bacon, breakfast, per lb. | 0 22 0 23 |
| Bacon, roll, per lb. | 0 17 0 17 |
| Beef, corned, 1's | 2 90 3 35 |
| Pork, American clear, per bbl. | 24 25 26 00 |
| Butter, dairy, per lb. | 0 26 0 27 |
| Butter, creamery, per lb. | 0 28 0 32 |
| Eggs | 0 28 0 30 |
| Lard, compound, per lb. | 0 11 1/4 0 11 1/4 |
| Lard, pure, per lb. | 0 13 0 13 1/4 |
| Cheese, new | 0 15 1/4 0 15 1/4 |
| Flour and Cereals— | |
| Cornmeal, gran. | 5 75 |
| Cornmeal, ordinary | 1 95 |
| Flour, Manitoba, per bbl. | 6 30 |
| Flour, Ontario | 5 25 |
| Rollod oats, per bbl. | 6 35 |
| Potatoes, bbl. | 0 90 1 00 |
| Fresh Fruits and Vegetables— | |
| Apples, bbl. | 3 50 4 00 |
| Lemons, Messina, box | 4 50 |
| Oranges, Val., case | 4 00 5 50 |
| Sugar— | |
| Standard granulated | 6 15 6 25 |
| United Empire | 6 05 6 15 |
| Bright yellow | 5 95 6 05 |
| No. 1 yellow | 5 75 5 85 |
| Paris lumps | 7 25 |
| Lemons, Messina, box | 4 50 |
| Beans, hand-picked, bush. | 3 70 3 75 |
| Beans, yellow eyes, per bush. | 3 80 3 85 |
| Canned pork and beans, per case. | 2 50 2 90 |
| Molasses, Barbadoes, gal. | 0 52 0 53 |
| Cream of tartar, per lb., bulk | 0 55 0 58 |
| Currants | 0 09 1/4 0 10 |
| Rice, per cwt. | 4 25 4 50 |

Effectiveness of Individuals

Leading Points for Self Analysis—It is Good to Test Your Own Efficiency to See Whether You Can Improve and Where—Where Do You Stand?

In an organization, as in a chain, the weakest link determines the strength. And the effectiveness or efficiency of the organization depends on the effectiveness of the individuals as well as their fitness to work together. Each one, to be effective, must be personally efficient, and as it is well to test the efficiency of a machine, so is it good to test our own efficiency to determine whether we can improve and where; to take account of stock, and find along what lines should be our effort to expand.

Following are a few leading points for self analysis, suggested by Edward Earle Purinton in *The Independent*. An honest "Yes" would mean 100; an honest "No" 0; a partial credit can be made according to the self judgment of the individual. The sum total of the credits divided by 25 will give your average estimated efficiency.

If you're not satisfied with the average, the credits will indicate where thought and effort can be applied to raise it.

Per Cent.

1. Is your work agreeable?
2. Are you doing it in the best, and quickest way?

3. Have you found where your greatest power lies?
4. Have you a definite aim in the line of this power?
5. Are you positive of your own future success?
6. Can you look on the bright side, always?
7. Do you know how to get well and keep so?
8. Do you know what habits and emotions hurt your work?
9. Are you correcting your weaknesses?
10. Have you taken stock of your strong and weak points of mind and character?
11. Do you know what food, exercise and baths are most beneficial? ...
12. Are deep breathing and an erect body habitual?
13. Is your sleep long and refreshing and room well ventilated?
14. Are your meals regular and eaten slowly?
15. Do you wear loose, comfortable clothing?
16. Are you positive and courageous?..
17. Are you tactful and courteous?...
18. Do you get the co-operation of fellow workers?

19. Do you plan your day ahead?
20. Do you save money systematically?
21. Do you like good music and good reading?
22. Have you ambition to be of real service to humanity?
23. Do you seek good advice and helpful associates?
24. Is your leisure spent profitably?...
25. Are your relaxations pleasant and helpful?



SEND IN YOUR DISPLAYS

The Thanksgiving season is almost on us again. Last week Canadian Grocer presented a very fine Thanksgiving window display and in this week's issue are a couple more. No doubt there will be a great many clerks this year put in some splendid displays. Canadian Grocer would appreciate receiving photographs of good Thanksgiving trims from any part of Canada. It is always our endeavor to make our window display department one of the most prominent in the paper, and to do this we must have the continued support of clerks and dealers in every province of the Dominion. In the past merchants and their clerks have given splendid co-operation in this regard.

If, therefore, you have a nice Thanksgiving window trim this year, don't forget to have it photographed and sent along to help boost along the Window Trimming Department.



THAT \$4 SUGAR AGAIN

(Continued from page 26.)

getting value for their money. Many of the goods catalogued may be of inferior quality, as they are unbranded. Of course, the well known branded goods are quoted at ridiculous prices; so low, in fact, that the merchants from all over Canada would be pleased to buy their supplies of these lines from them, and even pay a membership fee for the privilege. It is pretty tough turkey on some of the reliable manufacturers, whose goods are quoted at the low prices, that this firm are allowed to quote without thoroughly explaining the HOW it is done.

ANOTHER ONTARIO RETAILER.



Catalogues and Booklets.

The St. Lawrence Refineries have put out a handsome little booklet dealing largely with the history of the production of sugar, and in particular with the production of St. Lawrence sugar. It has a handsome 4-color cover, with unique design, and inside is illustrated by hand drawings and photographs.



FRUIT AND VEGETABLES



Potatoes Abnormally High

Supplies Are Short and Rot Has Been Devastating—Demand for Apples—Decline in Grapes in Toronto—All Oranges a Shade Easier.

MONTREAL

FRUIT.—The feature of the market this week is the arrival of large quantities of windfall Fameuse apples, which, for good ones, are being offered at \$3 per barrel. Cheaper ones can be secured, but they are not No. 1's. There is not much difference between this price and that of a year ago, but there are more windfalls on the market. The price of hand-picked Fameuse may be expected to be high when they arrive a week hence. The biggest demand this week is for grapes, of which blue ones are bringing 23c for 6-qt. baskets, and Tokays \$2.25 per crate. Cranberries are moving slowly at 50c per gallon. Preserving pears at 50c per basket are in good demand. There is also a good demand for Quebec plums, which are still quoted at 40c per gallon. The sale of peaches is not as heavy as it was a few days ago, many people having already finished their preserving. New cocoanuts are not expected on this market for several weeks yet.

| | | |
|------------------------------------|-------|------|
| Apples— | | |
| Fameuse, No. 2's | | 3 00 |
| Alexanders, No. 1's, bbl. | | 3 50 |
| St. Lawrence, No. 1's | | 4 00 |
| Wealthy, No. 1's | | 3 50 |
| Jonathans | | 3 75 |
| Calvert | | 3 25 |
| Red Pound | | 3 50 |
| McIntosh Reds | | 4 50 |
| Bananas, bunches | | 2 00 |
| Cranberries, gal. | | 0 50 |
| Grapefruit, 46-54-64-80-96 | | 3 50 |
| Grapes, blue, 6 qt. baskets | | 0 25 |
| Grapes, Tokay, crate, 4 baskets | | 2 25 |
| Lemons— | | |
| Verillilis | | 3 00 |
| Oranges— | | |
| Valencias, Cal., late 126-250 | | 6 00 |
| Jamaica, 196-200-216 | | 3 50 |
| Pineapples, 18-24 and 30-36 | | 3 00 |
| Peaches, preserving basket, 11-qt. | | 0 30 |
| Peaches, box | | 1 50 |
| Pears, box | | 2 75 |
| Pears, box | | 3 00 |
| Plums, Quebec, gal. | | 0 40 |
| Plums, preserving, basket, 11-qt. | | 0 25 |
| Plums, table, box 4 baskets | | 1 75 |
| Cantaloupes, baskets | | 0 50 |

VEGETABLES.—Potatoes are inclined to be scarce, and quotations this week are 80-90c per bag. Cabbage dropped to 25c per dozen, due to the large quantity on the market. Cucumbers, the market for which is a little stiffer, are now offered in baskets at 40c. Boston head lettuce is now on the market, and is bringing \$1 per doz. Montreal head lettuce is practically done, but curly lettuce will remain throughout the win-

ter. Montreal tomatoes are scarce, and nearly done. The frost got hold of them, and, anyway, the season is nearly over. There are now hothouse tomatoes on the market at 10c per lb., and other tomatoes will be brought in from the States. Spinach is expected to take a jump in the near future. Onions, which are selling for \$1 per bag, are expected to go higher. Leeks are cheap. There are only a few radishes on the market, but the demand is slow. It is expected that beans will now begin to arrive from New York, as they are practically done here; they are expected to open up at about \$2.50 per basket.

| | | |
|---------------------------------|-------|------|
| Beets, bag | | 0 75 |
| Beans, wax, Montreal, per bag | | 1 25 |
| Beans, green, Montreal, per bag | | 1 25 |
| Cabbage, Montreal, per doz. | | 0 25 |
| Cabbage, red, doz. | | 0 40 |
| Carrots, bag | | 0 75 |
| Cauliflower, Canadian, doz. | | 1 50 |
| Celery, Montreal, doz. | | 0 80 |
| Corn, doz. | | 0 15 |
| Cucumbers, fancy, basket | | 0 40 |
| Egg plant, doz. | | 0 50 |
| Leeks, bunch | | 0 10 |
| Head lettuce, Montreal, doz. | | 0 50 |
| Head lettuce, Boston, doz. | | 1 00 |
| Curly lettuce, 3 doz. | | 0 80 |
| Onions— | | |
| Montreal, bag | | 1 50 |
| Parsnips, bag | | 1 00 |
| Parsley, Canadian, doz. bunches | | 0 15 |
| Peppers, 11-qt. basket | | 0 50 |
| Potatoes— | | |
| Montreal, new, bag | | 0 80 |
| Sweet, hamper | | 1 75 |
| Radishes, doz. | | 0 15 |
| Rhubarb, hothouse, doz. | | 0 15 |
| Spinach, Canadian, box | | 0 50 |
| Turnips, bag | | 1 00 |
| Tomatoes, hothouse, lb. | | 0 10 |
| Tomatoes, Montreal, box | | 0 75 |
| Pumpkins, doz. | | 1 00 |
| Squash, doz. | | 1 00 |
| Vegetable marrows, doz. | | 0 50 |
| Watercress, Canadian, doz. | | 0 30 |

TORONTO

FRUIT.—Peaches have now definitely started on the up-grade. They are selling all the way from 25c to 65c, according both to quality and quantity. Even 75c is obtained for extra stuff. Apples show a little wider range now, and we quote \$2.50 to \$3.50. Crab apples have firmed up considerably. Tokay grapes, on the other hand, are easier, with a limited demand. Grapefruit shows a slight advance. Plums, having materially decreased in quantity, are selling at higher figures. Oranges, both California and Jamaica, are a trifle easier. Business in the main is good for the tail-end of the season. Prices are generally more moderate than usual.

| | | | |
|----------------------------------|-------|------|------|
| Apples, new, bbl. | | 2 50 | 3 50 |
| Apples, 11-qt. basket | | 0 15 | 0 20 |
| Apples, crab | | 0 40 | 0 50 |
| Bananas, per bunch | | 1 25 | 2 00 |
| Cocoanuts, sack | | 4 50 | 5 00 |
| Cantaloupes, Can., 11 qt. basket | | 0 30 | 0 40 |
| Cranberries, bbl. | | 8 50 | 9 50 |
| Grapefruit— | | | |
| Jamaica, case | | 4 50 | 4 75 |
| Grapes, Tokay, case | | 2 00 | 2 10 |
| Can. 6-qt. basket | | 0 20 | 0 30 |
| Oranges— | | | |
| California, Valencias | | 5 00 | 5 50 |
| Jamaica, case | | 3 50 | 3 75 |
| Lemons, new, Verdill, box | | 3 50 | 3 75 |
| Limes, per 100 | | 1 50 | 1 50 |
| Peaches, Can., 11-qt. | | 0 25 | 0 35 |
| Peaches, Can., 6-qt. | | 0 20 | 0 40 |
| Pears— | | | |
| California, Bartlett, box | | 2 75 | 3 00 |
| Canadian, 11 qt. basket | | 0 40 | 0 75 |
| Plums, Canadian, large basket | | 0 25 | 0 35 |

VEGETABLES.—The star topic in this market is the potato situation. Prices on Ontarios are now up at \$1.10-\$1.15, and for Delawares are a nickel higher. Canadian Grocer, several weeks ago, prophesied that this would be the case. The rot was partially the reason. It has been found, also, however, that the supply is short. Either the farmer can't get them or else he is too busy threshing to do any selling. At any rate, the prices for the beginning of a season are very high. Beans are worth around 40c or 45c. Vegetable marrow is tightening up a trifle on decreasing supplies. So are parsnips. The rest of the list shows little change.

| | | | |
|-----------------------------|-------|------|------|
| BBeets, 11 qt. baskets | | 0 15 | 0 20 |
| Beets, Canadian, basket | | 0 20 | 0 25 |
| Beans, basket | | 0 40 | 0 45 |
| Cabbage, new, doz. | | 0 25 | 0 40 |
| Carrots, new, basket | | 0 25 | 0 25 |
| Celery, doz. | | 0 25 | 0 40 |
| Cucumbers— | | | |
| Canadian outdoor, basket | | 0 40 | 0 50 |
| Egg plant | | 0 25 | 0 40 |
| Onions— | | | |
| Can., 75-lb. sack | | 1 15 | 1 25 |
| Spanish, case | | 3 25 | 3 50 |
| Green peppers, basket | | 0 25 | 0 35 |
| Peppers, red | | 0 35 | 0 50 |
| Potatoes, Ontario, new, bag | | 1 10 | 1 15 |
| Potatoes, N.B., Delawares | | 1 15 | 1 20 |
| Parsnips, 11 qt. | | 0 30 | 0 35 |
| Tomatoes, Canadian, 11 qt. | | 0 30 | 0 40 |
| Turnips, 11-qt. basket | | 0 30 | 0 25 |
| Vegetable marrow | | 0 30 | 0 35 |

WINNIPEG

FRUITS AND VEGETABLES.—There is little to announce this week, as prices on all lines are steady. Potatoes at present are cheap, but they are going higher. Present weather favors turnips, beets, cabbage and celery. Local grown cucumbers and tomatoes are scarce. Imported lines are plentiful and cheap. In fruits, there is plenty of business, and

(Continued on page 39.)



FISH AND OYSTERS



Salmon, Whitefish and Lobster Up

Prices Show Appreciation of About a Cent—Frozen Stuff in, But Slow in Selling—Oysters Get Sudden Impetus.

MONTREAL

FISH—Trade is improving in a general way, and prospects are that it will reach normal before the season is far advanced. Inquiries for all kinds are pouring in from every locality, and this augurs well for good business later on. Supplies in a general way will be fair, and reasonable prices will likely rule all this season. Codfish, which is a staple line, is in good demand, and at easy prices. Labrador herrings for the moment are not over-plentiful, but with an average Fall fishing, there should be plenty of stock. When all reports are in regarding Labrador fishing, it is expected that the crop of pickled salmon and trout will be a fair one. This week, due to equinoctial gales, only small supplies of ground fish are available, particularly haddock and codfish, and for this reason, this market will have to look to Boston to supply the shortage, which means higher prices. Trade in oysters, both shell and opened, has started with a rush. It is evident that a good demand is ahead for that product, and as prospects are for ample supply, particularly with opened oysters, prices will be very easy. Due to scarcity of fresh fish, fillets and haddies are scarce, and will be so for some time, which will likely stiffen the cost. Lobsters are still hard to obtain, and the trade does not look for improvement until the opening of the fish season, which will take place two months from now. Fresh salmon from the Pacific Coast will not be over-plentiful this week. A few lots of Eastern salmon are expected, and prices will rule rather high. A few smelts are available now, and regular supplies will be here in a few days, at reasonable figures.

TORONTO

FISH AND OYSTERS—There are some supplies of frozen stuff in now, and generally speaking quotations applicable last year are all right this. Frozen fish, however, is negligible for a short time, until fresh is off. When fishing for fresh fish stops, frozen

will get the business and not till then. Hence, though there is some frozen salmon on the market now, fishing at the Coast has not stopped yet. Therefore, fresh gets the business. Dore is higher by a cent at 13c. So is whitefish, for which there is a good demand. Salmon is higher as less and less comes in, and we quote 19 to 20 cents. Haddock is selling at 8 cents.

As to oysters, business is brisker in both shell and bulk. Cape Cod shells are conspicuous by their absence, there are Rockaways, however, and we quote \$1.50 for these. Best selects, are worth 40 and 75 cents per pint and quart respectively. The sudden snap of cooler weather has hustled up the oyster trade some.

SMOKED FISH.

| | Montreal | Toronto |
|---------------------------------------|----------|---------|
| Haddies, per lb., new cured | .08-.09 | .09 |
| Haddies, 15-lb. and 30-lb. boxes, lb. | .08-.09 | .09-.10 |
| Haddies, fillets, per lb. | .12 | .12 |
| Haddies, Niobe, boneless, per lb. | .10 | .. |
| Herring, Ciscos, per lb. | .16 | .. |
| St. John bloaters, 100 in a box | 1.20 | 1.25 |
| Yamouth bloaters, 90 in a box | 1.25 | 1.25 |
| Smoked herrings, medium, box | .16 | .. |
| Smoked boneless herrings, 10-lb. box | 1.50 | .. |
| Smoked herrings, selected, 60 in box | 1.25 | 1.50 |
| Smoked salmon, per lb. | .20 | .15-.17 |
| Smoked halibut | .10 | .10 |

FROZEN FISH—SEA FISH.

| | Montreal | Toronto |
|---|----------|---------|
| Salmon— | | |
| Gaspe, large, per lb. | .13 | .13 |
| Red, steel heads, per lb. | .12 | .11-.12 |
| Red, sockeyes, per lb. | .12 | .. |
| Red, Cohoes or silvers, per lb. | .08½-.09 | .12 |
| Pale quilla, dressed, per lb. | .07-.07½ | .08 |
| Halibut, white western, large and medium, per lb. | .09-.09½ | .12 |
| Halibut, eastern, chicken, per lb. | .09-.09½ | .12 |
| Mackerel, bloater, per lb. | .07½-.08 | .12 |
| Haddock, medium and large, lb. | .04½-.05 | .06 |
| Market codfish, per lb. | .08½ | .. |
| Steak codfish, per lb. | .06½-.06 | .08 |
| Canadian soles, per lb. | .06 | .. |
| Blue fish, per lb. | .15-.16 | .. |
| Smelts | .09 | .12 |
| Herrings, per 100 count | 3.00 | 3.00 |
| Round pike | .05-.05½ | .. |
| Grass pike | .06 | .. |
| Swordfish, lb. | .08 | .. |

DRIED AND PREPARED FISH.

| | | |
|--|------|------|
| Dried Haddock | 6 00 | 6 00 |
| Dried codfish, medium and small, 100 lbs. | 6 50 | 7 50 |
| Dried hake, medium and large, 100 lb. | 5 50 | 6 00 |
| Dried pollock, medium and large, 100 lb. | 5 00 | 5 00 |
| Dressed or skinless codfish, 100-lb. case | 7 00 | 8 00 |
| Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb. | 0 08 | 0 10 |
| Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb. | 0 07 | 0 07 |
| Boneless codfish, strips, 20-lb. boxes | 0 12 | 0 12 |
| Shredded codfish, 12-lb. boxes, 24 cartons, a box | 1 80 | 1 80 |
| Boneless codfish, in 2-lb. and 3-lb. boxes | 0 15 | 0 15 |

BULK OYSTERS, CLAMS, ETC.

| | | |
|---------------------------------------|------|------|
| Standard, solid meats, gal. | 1 75 | 1 75 |
| Standard, bulk, gal. | 1 40 | .. |
| Selects, per gal., solid meat | 2 00 | 1 95 |
| Best clams, imp. gallon | 1 50 | .. |
| Best scallops, imp. gallon | 2 00 | 2 25 |
| Best prawns, imp. gallon | 2 25 | .. |
| Best shrimps, imp. gallon | 2 00 | .. |
| Sealed, best standard, pt. cans, each | 0 40 | 0 40 |
| Sealed, best select, quart cans, each | 0 30 | 0 75 |

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

| | | |
|---------------------------------|-------|------|
| Cape Cod shell oysters, per lb. | 12 00 | 1 50 |
|---------------------------------|-------|------|

| | | |
|--------------------------------------|-------|-------|
| Canadian cultivated oysters, bbl. | 10 00 | 10 00 |
| Clams, per bbl. | 7 00 | 8 00 |
| Live lobsters, medium and large, lb. | 0 35 | 0 45 |
| Little necks, per 100 | 1 25 | 1 50 |

FRESH SEA FISH.

| | Montreal | Toronto |
|--------------------------------|----------|---------|
| Halibut | 11½-12½ | 12 -13 |
| Haddock, fancy, express, lb. | 5½-6 | 8 |
| Mackerel, each | 18 -23 | 12 -18 |
| Steak, cod, fancy express, lb. | 5½-6 | 8 |
| Herrings, each | 5 | 5 |
| Flounders | 3 | 9 |
| Salmon, Western | 13 -13½ | 19 -20 |
| Salmon, Eastern | 14 -15 | 16 -18 |

FRESH LAKE FISH.

| | | |
|-------------------|----------|------|
| Carp, lb. | 0 09 | .. |
| Pike, lb. | 0 08 | 0 07 |
| Perc, lb. | 0 08 | 0 07 |
| Suckers, lb. | 0 05 | 0 03 |
| Whitefish, lb. | 0 13 | 0 13 |
| Herrings, per 100 | 3 00 | 3 00 |
| Lake trout | 0 11 | 0 12 |
| Dressed bullheads | 0 12 | .. |
| Eels, lb. | 0 08 | 0 08 |
| Dore | 0 10½-11 | 0 13 |

FROZEN—LAKE AND RIVER.

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

PICKLED FISH.

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

WINNIPEG

FISH AND POULTRY.—There is no great activity in these lines, but dressed poultry should show a little more action about Thanksgiving time. Importations will this year be comparatively small. Oysters are in fair demand, and will move freely with cooler weather.

| | |
|---------------------------|-------|
| Fresh salmon | 0 14 |
| Fresh halibut | 0 09 |
| Pickled | 0 07½ |
| Steak cod, per pound | 0 07½ |
| Lake Winnipeg whitefish | 0 09 |
| Finnan haddie | 0 06½ |
| Kippers, per box | 1 75 |
| Lake trout, per lb. | 0 11 |
| Bloaters, per box | 1 50 |
| Salt mackerel, 20-lb. kit | 2 75 |
| Smoked goldeyes, dozen | 0 50 |
| Oysters, gallon | 2 50 |
| Oysters, 3-gallon tins | 7 00 |
| Poultry— | |
| Live— | |
| Fowl | 0 11 |
| Roosters | 0 09 |
| Chickens | 0 15 |
| Turkeys | 1 50 |
| Ducks | 0 12 |
| Ducklings | 0 12 |
| Geese | 0 10 |



PRODUCE AND PROVISIONS



Butter and Eggs Again Advance

General Moving-up Tendency in Produce Market — Storage Eggs Now Being Sold — Later Than Usual—British Government Buying Cheese.

MONTREAL

PROVISIONS.—The tone of the lard market is firm but our quotations, which were advanced a week ago, are correct, pure lard in tierces offering at 12½c. Compound lard is up ½c per lb. all round, the price for tierces now being 10¼c. Manufacturers of the latter have put up their price on account of the high price of cotton seed oil, the market for which has been advancing for weeks back. The tone of the hog market is firm, and higher prices are expected. The price of abattoir freshed killed is \$13.75 to \$14 per 100 lbs.

| | | |
|-------------------------------------|----------|-------|
| Hams— | | |
| Small, per lb. | 0 30 | |
| Medium, per lb. | 0 19 | |
| Large, per lb. | 0 18 | |
| Backs— | | |
| Plain, bone in | 0 24 | |
| Boneless | 0 26 | |
| Peameal | 0 26 | |
| Bacon— | | |
| Breakfast, per lb. | 0 22 | |
| Roll | 0 17 | |
| Shoulders, bone in | 0 15 | |
| Shoulders, boneless | 0 18 | |
| Cooked Meats— | | |
| Hams, boiled, per lb. | 0 28 | |
| Hams, roast, per lb. | 0 31 | |
| Shoulders, boiled | 0 28 | |
| Shoulders, roasted | 0 26 | |
| 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— | Per bbl. | |
| Heavy short cut mess | 25 00 | |
| Heavy short cut clear | 25 00 | |
| Clear fat backs | 27 00 | |
| Clear pork | 27 00 | |
| Lard, Pure— | | |
| Tierces, 350 lbs. net | 0 12½ | |
| Tubs, 50 lbs. net | 0 13½ | |
| Boxes, 50 lbs. net | 0 12½ | |
| Pails, wood, 20 lbs. gross | 0 13 | |
| Pails, tin, 20 lbs. gross | 0 13 | |
| Cases, 10 lbs., tins, 60 in case | 0 13½ | |
| Cases, 3 and 5-lb. tins, 60 in case | 0 14½ | |
| Bricks, 1 lb., each | 0 15 | |
| Lard, Compound— | | |
| Tierces, 375 lbs., net | 0 10½ | |
| Tubs, 50 lbs., net | 0 10½ | |
| Boxes, 50 lbs., net | 0 10½ | |
| Pails, wood, 20 lbs. net | 0 11 | |
| Pails, tin, 20 lbs. net | 0 11 | |
| Cases, 1-lb. tins, 60 in case | 0 12 | |
| Cases, 3 and 5-lb. tins, 60 in case | 0 11½ | |
| Bricks, 1 lb., each | 0 12½ | |
| Hogs— | | |
| Dressed, abattoir killed | 13 75 | 14 00 |

BUTTER—Dealers raised their quotations on finest creamery this week another cent per lb. The high price of butter has not seriously affected demand as yet. Prices being paid at the country boards are 6c higher than those of a year ago at St. Hyacinthe, and over six cents higher at Cowansville. The strength is due to the increased demand for export.

| | | |
|------------------|------|--|
| Butter— | | |
| Finest creamery | 0 33 | |
| Dairy prints | 0 26 | |
| Dairy, solids | 0 24 | |
| Separator prints | 0 23 | |
| Bakers' | 0 21 | |

CHEESE—There are no changes in dealers' prices this week. If anything, the market in the country was weaker last week, there being little demand for export. There was a little better inquiry towards the end of the week.

| | | |
|----------|------|------|
| Cheese— | | |
| Old make | 0 18 | |
| Stilton | 0 17 | 0 19 |
| New make | 0 15 | 0 16 |

EGGS—Prices of new laids, selects and No. 1's jumped again this week, the advance in the case of new laids amounting to 3c. This is attributed to the fact that new laids are becoming very scarce, this being the period of the year when the hen "lays off", after working during the Spring and Summer. There is a good demand for export, and as the local demand is also good, the market is in fair shape.

| | | |
|-------------------|------|--|
| Eggs, case lots— | | |
| New laid, stamped | 0 37 | |
| Selects | 0 32 | |
| No. 1's | 0 28 | |
| No. 2's | 0 19 | |

HONEY. — Wholesalers at last are buying honey, but not yet in large quantities.

| | | |
|---------------------------------|-------|--|
| Honey— | | |
| Buckwheat, tins | 0 08 | |
| Strained clover, 60-lb. tins | 0 10½ | |
| Strained clover, in 10-lb. tins | 0 11 | |
| Strained clover, in 5-lb. tins | 0 11½ | |
| Comb honey, No. 1, doz. | 2 40 | |
| Comb honey, No. 2, doz. | 2 00 | |

Receipts in Montreal

| | | | |
|--------------------------|--------|--------|-------|
| | Boxes | Boxes | Cases |
| Week ending Oct. 2, 1915 | 14,848 | 58,401 | |
| Week ending Oct. 3, 1914 | 10,184 | 56,365 | 4,138 |

POULTRY—This is a quiet period after the Jewish holidays. In frozen stock, large roasting chickens are pretty well cleaned up, and dealers are not quoting. Market for live fowl is easier. The demand will be lighter from now on as the Jewish holidays are over, and fowls are rather plentiful. Thanksgiving trade has begun.

| | | |
|--------------------------------------|------|------|
| Poultry— | | |
| Frozen stock— | | |
| Fowl, small | 0 13 | 0 18 |
| Turkeys, fancy | 3 25 | |
| Ducks | 0 14 | 0 17 |
| Geese | 0 12 | 0 15 |
| Pigeons, pair | 0 30 | 0 35 |
| Fresh stock— | | |
| Fowl, dressed | 0 18 | 0 19 |
| Roasting chicken, milkfed, 3-3½ lbs. | 0 21 | 0 23 |
| Roasting chicken, ordinary | 0 18 | 0 20 |
| Spring broilers, dressed, pair | 0 75 | 1 00 |
| Squabs, Canadian, pair | 0 40 | |
| Squabs, Philadelphia, pair | 0 70 | |

| | | |
|-----------------------|------|------|
| Live stock— | | |
| Fowl, 5 lbs. and over | 0 17 | 0 18 |
| Fowl, small | 0 14 | 0 15 |
| Turkeys | 0 19 | 0 20 |
| Ducks, old | 0 14 | |
| Geese | 0 09 | 0 10 |
| Ducklings, 3 lbs. | 0 14 | 0 15 |
| Broilers | 0 15 | 0 16 |

TORONTO

PROVISIONS—The range we quote on hams is now a little higher. Top price is stiffer. Breakfast bacon is a couple of cents higher. The day or two of cold weather is mainly responsible. Compound lard, in tubs, is slightly lower.

| | | |
|------------------------------------|-------|-------|
| Hams— | | |
| Light, per lb. | 0 18 | 0 18½ |
| Medium, per lb. | 0 15½ | 0 19 |
| Large, per lb. | 0 14½ | 0 15 |
| Backs— | | |
| Plain, per lb. | 0 23 | 0 24 |
| Boneless, per lb. | 0 25 | 0 26 |
| Pea meal, per lb. | 0 28 | 0 27 |
| Bacon— | | |
| Breakfast, per lb. | 0 20 | 0 23 |
| Roll, per lb. | 0 14 | 0 15 |
| Shoulders, per lb. | 0 14 | 0 15 |
| Pickled meats—1c less than smoked. | | |
| Dry Salt Meats— | | |
| Long clear bacon, light | 0 13½ | 0 14 |
| Cooked Meats— | | |
| Hams, boiled, per lb. | 0 25 | 0 26 |
| Hams, roast, per lb. | 0 26 | 0 27 |
| Shoulders, boiled, per lb. | 0 24 | 0 25 |
| Shoulders, roast, per lb. | 0 24 | 0 25 |
| Barrelled Pork— | | |
| Heavy mess pork, per bbl. | 25 00 | 26 00 |
| Short cut, per bbl. | 26 00 | 27 00 |
| Lard, Pure— | | |
| Tierces, 400 lbs., per lb. | 0 11¼ | 0 11½ |
| Tubs, 50 lbs. | 0 11¾ | 0 12 |
| Pails | 0 12 | 0 12½ |
| Tins, 3 and 5 lbs., per lb. | 0 12 | 0 12½ |
| Bricks, 1 lb., per lb. | 0 12½ | 0 13½ |
| Lard, Compound— | | |
| Tierces, 400 lbs., per lb. | 0 09 | 0 09½ |
| Tubs, 50 lbs., per lb. | 0 09½ | 0 10 |
| Pails, 20 lbs., per lb. | 0 10½ | 0 11½ |
| Hogs— | | |
| Dressed, per cwt. | 9 85 | |
| Live, per cwt. off cars | 13 50 | |

BUTTER.—All our prices, both creamery and dairy, are up this week chiefly because butter is not coming along as freely now. A number of factories are now turning back on cheese to the neglect of butter and the domestic demand seems firm and continuous.

| | | |
|-----------------------------|------|------|
| Butter— | | |
| Creamery prints, fresh made | 0 31 | 0 32 |
| Dairy prints, choice, lb. | 0 26 | 0 27 |
| Dairy solids, lb. | 0 23 | 0 25 |
| Bakers' | 0 22 | 0 23 |

CHEESE—What we hinted at last week in the way of an advance has matured now and we quote new and large cheese up a quarter cent a pound. This is largely due to increased export. The British Government continues to buy heavily.

| | | |
|---------------------|-------|------|
| Cheese— | | |
| New, large, per lb. | 0 15½ | 0 16 |
| New, twins, per lb. | 0 15½ | 0 16 |

EGGS—All grades are up, and that

CANADIAN GROCER

by no less than a couple of cents this week. Apparently the export to Britain which has been proceeding on and off all summer has cleaned up stock a lot and now—as one dealer put it—“the hen isn't laying.” Storage stocks have at last been commenced on. This is somewhat late. Most years storage stuff is selling a couple of weeks earlier. They won't help the price any though, and it looks as if we'll be bringing in American eggs again.

| | | |
|-----------------------------|------|------|
| Eggs— | | |
| Specials (in cartons), doz. | 0 32 | 0 34 |
| No. 1s (straight new laid) | 0 28 | 0 30 |
| No. 2 | 0 22 | 0 24 |
| Cracked | 0 21 | 0 23 |

POULTRY.—This market is slow just now. There are, however, a couple of changes to report. Old fowl is lower at 8 to 10 cents, while broilers are higher at 15 to 16 cents. There is a little demand for these latter

| | | |
|-----------------|-----------|-----------|
| Poultry— | Live. | Dressed. |
| Old fowl, pound | 0 08—0 10 | 0 14—0 16 |
| Spring broilers | 0 15—0 16 | 0 20—0 21 |
| Old turkeys | 0 13—0 15 | 0 21—0 23 |
| Ducklings | 0 11—0 12 | 0 17—0 18 |

HONEY.—There is no change in this situation.

| | |
|---------------------------------|----------------------------------|
| Buckwheat, tins | 0 07 |
| Strained clover, 60-lb. tins | 0 10 ¹ / ₄ |
| Strained clover, in 10-lb. tins | 0 11 |
| Strained clover, in 5-lb. tins | 0 11 ¹ / ₂ |
| Comb honey, No. 1, doz. | 2 40 |
| Comb honey, No. 2, doz. | 2 00 |

WINNIPEG

PRODUCE.—Lard is firm at the recent advance, and this product and all cured meats are likely to advance if live hogs should remain as high as at present. Creamery butter and best dairy are up 1c per lb. The supply of cream is holding up well, but as usual steadily falls at this season. Eggs are going up, and country receipts rapidly falling off. Cheese is steady.

| | |
|-----------------------|------|
| Hams— | |
| Light, per lb. | 0 18 |
| Medium, per lb. | 0 17 |
| Large, per lb. | 0 14 |
| Backs, clear, per lb. | 0 21 |

| | |
|-------------------------|------|
| Bacon— | |
| Breakfast, per lb. | 0 17 |
| Shoulders, per lb. | 0 12 |
| Dry Salt Meats— | |
| Long clear bacon, light | 0 19 |

| | |
|----------------------------|-------|
| Cooked Meats— | |
| Hams, boiled, per lb. | 0 26 |
| Shoulders, boiled, per lb. | 0 22 |
| Barrelled Pork— | |
| Heavy pork, per bbl. | 20 00 |

| | |
|-----------|------|
| Lard— | |
| Tierces | 0 13 |
| Pails | 3 72 |
| Cases, 56 | 8 32 |
| Cases, 35 | 8 40 |

BUTTER.—

| | |
|------------|------|
| Butter— | |
| Creamery | 0 28 |
| Best dairy | 0 16 |
| Cooking | 0 12 |

EGGS.—

| | |
|-------------------|------|
| Eggs— | |
| No. 1 fresh | 0 56 |
| Straight receipts | 0 20 |

CHEESE.—

| | |
|------------|----------------------------------|
| Cheese— | |
| New, large | 0 16 |
| New, twins | 0 15 ¹ / ₂ |
| Manitoba | 0 13 ¹ / ₂ |

FRUIT AND VEGETABLES

(Continued from page 36.)

Western apples are plentiful, Eastern apples just coming in.

| | |
|----------------------------|------|
| Fresh Fruits— | |
| Ontario apples, bbls. | 4 50 |
| Ontario grapes, per basket | 0 25 |
| Ontario pears, per basket | 0 40 |
| Tokay grapes, case | 2 25 |
| Valencia oranges, case | 5 75 |
| California lemons | 5 00 |

| | |
|-------------------|------|
| Cocoanuts, dozen | 1 00 |
| Peaches, case | 0 95 |
| Plums, case | 0 90 |
| Tomatoes, baskets | 0 40 |
| Bananas, bunches | 2 50 |

VEGETABLES.—

| | |
|------------------------|----------------------------------|
| Vegetables— | |
| Beets, per lb. | 0 00 ¹ / ₂ |
| Mint, per dozen | 0 20 |
| Radishes, per dozen | 0 10 |
| Onions, per dozen | 0 10 |
| Cabbage, per lb. | 0 00 ¹ / ₂ |
| Parsley, dozen | 0 15 |
| Peppers, per basket | 0 75 |
| Mushrooms | 0 25 |
| Carrots, per pound | 0 01 |
| Head lettuce, dozen | 0 40 |
| Cucumbers, per dozen | 0 75 |
| Cauliflower, per dozen | 1 00 |
| Garlic, lb. | 0 40 |
| Potatoes, bushel | 0 45 |
| Turnips, bushel | 0 45 |

SERVICE DEPARTMENT

Readers will please remember that only signed enquiries will be answered in this department. In reproducing enquiries in this column, however, the name does not necessarily have to appear, but name and address must accompany all requests for information as a matter of good faith.

Editor Canadian Grocer:

Dear Sir,—We would appreciate, indeed, if you could favor us with, as one of your subscribers, the names of reliable dealers and handlers of potatoes in your city.

Calgary, Alta.

J. L.

Editorial Note.—This information has been forwarded.

OTTAWA GROCERS' BANQUETED.

Ottawa, Oct. 6.—(Special).—The Retail Grocers' Association of Ottawa, has been coming in for considerable praise of late for the manner in which it conducted their pure food exhibit in connection with the Ottawa Exhibition. Before the big exhibition closed, the exhibitors of the pure food shows united to give a banquet to the Retail Grocers' Association. The exhibitors were of one accord in their eulogy of the Ottawa grocers for the success that attended their efforts, and it is quite likely the exhibit will be repeated again next year. There were a number of toasts enthusiastically drunk and replies made thereto. John Hewitt, of the Canadian Shredded Wheat Co., was toastmaster. A. W. Hugman, of the MacLaren Baking Powder Co., Toronto, proposed the toast to the Ottawa Retail Grocers' Association. This was responded to by President Alex. Phillips, Duncan Bell, T. W. Collins, who was secretary-treasurer of the Pure Food Committee, and N. Hurteau, secretary of the Retail Grocers' Association. Other speakers were E. W. Greene, president of the Dustbane Co., Stewart de la Ronde, who had worked hard for the success of the exhibit, and Mrs. Craig, of the George Washington Coffee exhibit. A telegram was received from Telfer Brothers, expressing their regret at not being

represented at the banquet. Songs were sung by Stewart de la Ronde, A. W. Hugman, R. H. Beek, an Ottawa grocer, and H. A. Pilgrim.

PEACH CAPACITY

By Peter McArthur.

How many peaches can you eat? I mean at one sitting, of course. I remember one college boy, now an eminent educationist, who used to sit down to his studies in the evening with an eleven-quart basket beside him, from which he would eat absent-mindedly while digging up Greek roots or becoming more skilled in the “low cunning of algebra.” And I remember how he would life up his voice and wail about eleven o'clock because the peaches were all gone, “just as he was beginning to get an appetite for them.”

Personally I have not yet discovered my limit. At different times I have eaten peaches until I felt that I would never want to see one again, and ten minutes later my hand would be reaching towards the basket for another. Peaches seem to create an appetite that “grows with what it feeds upon.” I doubt if the scientists could get any statistics that would be of value to them on the subject. Moreover, I do not think that they are needed. I have never yet heard of any one suffering from a surfeit of peaches. They are as healthful as they are palatable, and there is no need of establishing a limit in the matter.

While investigating this point, I heard a story which I shall pass along for what it is worth. A peach-grower had a hired man with a wonderful appetite for peaches. When telling a friend about it, he said, “I believe that man could eat a peck of peaches without once stopping.” “I'll bet you he can't,” said the friend. The bet was made and they hunted up the hired man.

“See here, Jim,” said the employer, “I have bet my friend here that you can eat a peck of peaches without stopping. Can you do it?”

“Well, I don't know,” said Jim. “Let me think it over, and then I'll tell you.”

About an hour later Jim hunted up his master and said:

“Yes, I can eat a peck of peaches. Lead me to them and I'll win your bet for you. The peaches were produced and the man munched away steadily until he had eaten the last one. As his master pocketed the bet, he asked: “How was it, Jim, that you didn't know at first whether you could eat a peck of peaches or not?”

“Well,” said Jim, as he wiped his mouth with the back of his hand, “I didn't know because I'd never tried, but after you spoke to me I went and ate a peck and then I knew.”



FLOUR AND CEREALS



Decline in Cereals and Feeds

Several Cereals Show Decrease—Partial Cause is Poorer Demand—Better Business in Flours
—Bran, Shorts and Middlings Lower

MONTREAL

FLOUR—No changes were made this week in quotations either for Manitoba or Ontario flour. The latter market has stiffened somewhat, and millers asking higher prices; dealers, however, are quoting the prices of a week ago. No reason is given for the stiffening except that the market is influenced by the wheat markets of Chicago and Winnipeg, which have been a little firmer of late. Cuts were made in the price of bran and shorts late last week, which should have a tendency to keep the market for Manitobas firmer. A dollar a ton on bran, millers say, means 10c per bbl. on flour, i.e. the millers, in order to net the same amount of money from their wheat will have to get 10c per bbl. more for flour if they cut the price of bran a dollar per ton. This also may account for the stiffening in Ontarios. There is a demand for Ontario flour for export, which it is believed is destined for South Africa.

| Manitoba Wheat Flour— | Per bbl. of 2 bags |
|--|--------------------|
| First patents | 5 85 |
| Second patents | 5 35 |
| Strong bakers | 5 15 |
| Flour in cotton sacks, 10 cents per barrel more. | |
| | Car Small |
| | lots, lots |
| Winter Wheat Flour— | |
| Fancy patents | 5 45 5 70 |
| 90 per cent. in wood | 4 80 5 00 |
| 80 per cent. in bags | 2 10 2 25 |

CEREALS—Prices of rolled oats declined again this week, amounting to 5c-10c per bag. This however, did not have any appreciable effect on the demand, which continues small. Rye is now ready for milling purposes, and new flour will shortly be on the market. Dealers have been holding off until this information arrived. Quotations on old rye flour are 3.25 bag, and 3.00 for meal. Inquiries are coming in for buckwheat flour, but mills claim it is too early in the season, and will not be on the market for several weeks.

| Cornmeal— | Per 55-lb. sack |
|---|-----------------|
| Gold dust | 2 50 |
| Unbolted | 2 15 |
| Rolled Oats— | 90's in jute. |
| Small lots | 2 40 2 50 |
| 25 bags or more | 2 30 |
| Packages, case | 3 90 4 00 |
| Rolled oats in cotton sacks, 5 cents more. | |
| Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute. | |
| Rolled Wheat— | 100-lb. bbls. |
| Small lots | 3 90 |
| Hominy, per 98-lb. sack | 2 75 |
| Corn flour, bag | 2 50 |
| Rye flour, bag | 3 25 |
| Barley, pot | 3 00 |

FEEDS—There were important cuts in a large number of lines late last week, and changes were made in our last week's quotations. These were made necessary by the fact that more feeds were coming on to the market, as most of the mills are working full time on new wheat. Even yet the offerings are not heavy, but the demand is only light, as dealers are waiting for further declines.

| Mill Feeds— | Per ton |
|-------------------------------------|---------|
| Bran | 23 00 |
| Shorts | 25 00 |
| Middlings | 30 00 |
| Wheat moulee | 29 00 |
| Feed flour, bag | 1 87½ |
| Mixed chops, ton | 29 00 |
| Crushed oats, ton | 30 00 |
| Barley, pot, 98 lbs. | 2 85 |
| Oats, chop, ton | 30 00 |
| Barley chop, ton | 28 00 |
| Feed oats, cleaned, Manitoba, bush. | 0 50 |
| Feed wheat, bag | 1 50 |

TORONTO

FLOUR—Both domestic and export trades have taken a turn for the better this week in the matter of actual orders. There is a distinct firmness to the situation which was not apparent at our last writing. Nevertheless this is still a waiting market. Export business has looked up particularly in Ontario flour. Readers will note we quote 90 per cent at \$3.80 which is somewhat lower than heretofore. This is the Board of Trade average price struck early in the week. Different firms have different quotations. Nevertheless the distinct improvement in business means a firmness at the newly quoted level. Manitobas are firm, too, on a better demand, though there is no price change. The whole attitude of the trade, however, is in the Asquith phrase of "Wait and See."

| Manitoba Wheat Flour— | Small lots, per bbl. | Car lots, per bbl. |
|---|----------------------|--------------------|
| First patents | 5 95 | 5 75 |
| Second patents | 5 45 | 5 25 |
| Strong bakers | 5 25 | 5 05 |
| Flour in cotton sacks, 10c per bbl. more. | | |
| Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots | | 3 80 |

CEREALS—Several items on the list shown declines. These declines in some cases, have been gradual though one or two took place this week. Readers should note that business, with the coming of colder weather, is much better in all lines but market conditions at the same time, are responsible for lower

levels. Split peas are slow and we quote \$5.00. Rolled oats is getting fair business at \$2.40 to \$2.50.

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

FEEDS—The whole list shows a decline. We reported an easiness this week and this has been intensified chiefly on better supplies. Bran and shorts are worth \$23.00 and \$25.00 respectively. Feed flour which has been continuously weak for some time now is down ten cents a bag to \$1.50.

| Mill Feeds— | Mixed cars, per ton |
|--------------------------------|---------------------|
| Bran | 23 00 23 00 |
| Shorts | 25 00 25 00 |
| Middlings | 30 00 30 00 |
| Feed flour, per bag | 1 50 1 50 |
| Oats— | |
| No. 3, Ontario, outside points | 0 35 0 37 |

WINNIPEG

FLOUR AND CEREALS.—Flour, both export and domestic, is quiet, but there will be something doing shortly, and those who stock up will make no mistake. Rolled oats and oatmeal are 10c lower.

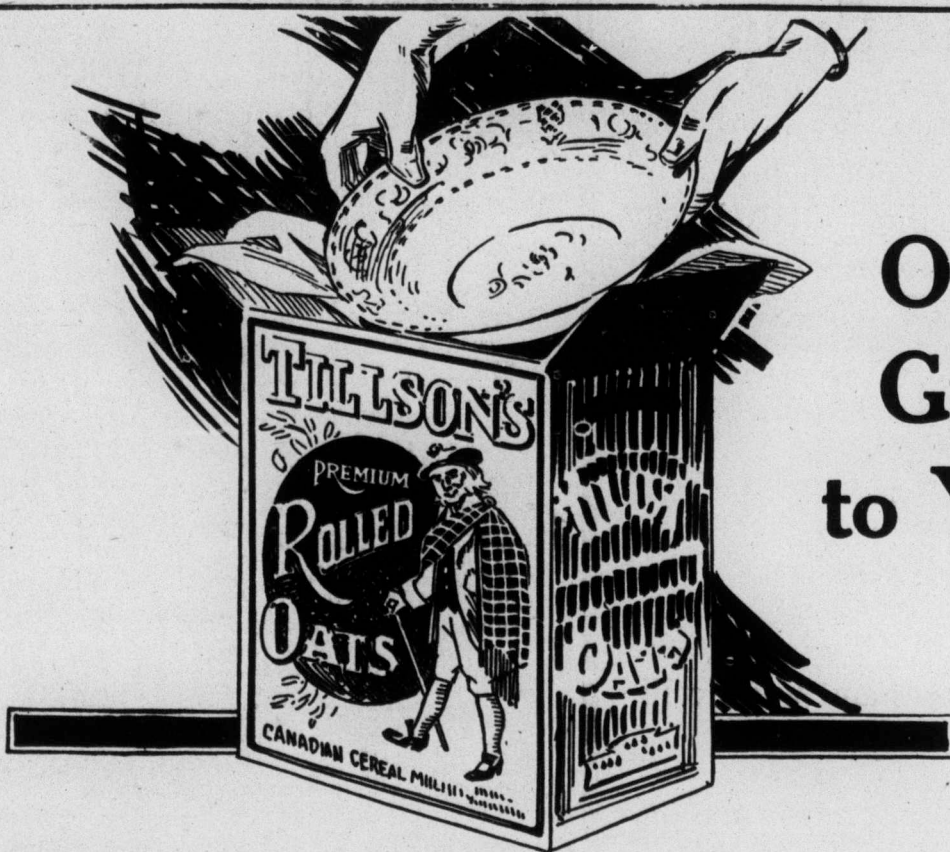
| Flour— | |
|--------------------------------------|------|
| Best patents, per sack 98 lbs. | 2 90 |
| Bakers, per sack 98 lbs. | 2 65 |
| First clears | 2 25 |
| Second clears | 1 75 |
| Rolled oats, 80 lbs. | 2 30 |
| Standard granulated oatmeal, 98 lbs. | 2 80 |

TO AID RETAILERS' ACCOUNTING

The Chicago Association of Credit Men, through its credit co-operation committee, has undertaken an active campaign for the improvement of accounting methods in retail stores in Chicago. The retail grocers are the first to be approached; later other retailers will be given assistance. After careful consideration, the committee has decided to use the Harvard system of accounts for retail grocers as the basis upon which to work. The committee will give personal assistance to any retailers who may have difficulties in starting the system.

Stock the Consumer's Favorite—TILLSON'S OATS WITH THE CHINA PREMIUM

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Our Gift to You

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WE went to England for this porcelain ware. It is made in Staffordshire—famous for good porcelain products for the last 100 years or more.

In every 25-cent package of Tillson's Rolled Oats you will find either a cup and saucer, porridge bowl, tea plate or fruit saucer.

And all the time that you are adding these useful dishes to your china closet, you are also serving on your breakfast table the cleanest, most tasty and nourishing Rolled Oats that money can produce or buy.

Don't forget these two facts about Tillson's Rolled Oats. They are rolled thinnest and can be cooked thoroughly in 15 minutes.

Tillson's Oats

Canadian Cereal and Flour Mills Co., Limited

CABLE ADDRESS: "CANCEREAL," TORONTO

Canada's Bumper Wheat Crop

The Western Crop is not only the biggest in history, but is of exceptionally high quality. This is the best wheat the world produces. From this wheat

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

brands of Macaroni and Vermicelli are made.

Together with a most modern plant and equipment and expert workmen the result is that the highest quality is obtained.

They are well advertised, well known and popular as a

Made-in-Canada

product worthy of that designation.

Ask Your Wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

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. | 0 65 |
| 6 oz. Tins, 4 doz. to case, weight 25 lbs. | 0 90 |
| 8 oz. Tins, 4 doz. to case, weight 35 lbs. | 1 30 |
| 12 oz. Tins, 4 doz. to case, weight 48 lbs. | 1 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 |

ROYAL BAKING POWDER.

| Size. | Less than 10 case lots | Bbl. lots or 10 cases and over |
|--|------------------------|--------------------------------|
| | Per doz. | Per doz. |
| Dime | \$.95 | \$.90 |
| 4-oz. | 1.40 | 1.35 |
| 6-oz. | 1.95 | 1.90 |
| 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. | 4 00 |
| King's Food, 2 doz. to case, weight 95 lbs. | 5 00 |
| Wheat Kernels, 2 doz. to case, weight 65 lbs. | 3 75 |
| Barley Crisps, 3 doz. to case, weight 50 lbs. | 3 00 |
| Flaked Rice, 3 doz. to case, weight 50 lbs. | 3 00 |
| Flaked Peas, 3 doz. to case, weight 50 lbs. | 3 00 |

DOMINION CANNERS, LIMITED.

| | Per doz. |
|-------------------------------|----------|
| Aylmer Pure Jams, 16 oz. Jars | |
| Strawberry, 1914 pack. | \$2 20 |
| Raspberry, red, heavy syrup | 2 10 |
| Black currant | 2 10 |
| Red currant | 2 10 |
| Peaches | 2 10 |
| Pear, Bart. | 2 10 |
| Aylmer Pure Jellies. | |
| Red Currant | 2 10 |
| Black Currant | 2 10 |
| Crabapple | 1 45 |
| Raspberry and red currant | 2 10 |
| Raspberry and gooseberry | 2 10 |
| Plum jam | 1 85 |
| Green Gage plum stoneless | 1 85 |
| Gooseberry | 1 85 |
| Grape | 1 85 |

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

| | 5 lbs. | 7 lbs. |
|------------------------------|--------|--------|
| Strawberry | 0 72 | 1 00 |
| Black currant | 0 65 | 0 85 |
| Raspberry | 0 65 | 0 85 |
| Aylmer 14's and 30's per lb. | | |

| | | |
|-----------|-------|-------|
| 8-oz. | 2.55 | 2.50 |
| 12-oz. | 3.85 | 3.75 |
| 16-oz. | 4.90 | 4.80 |
| 2 1/2-lb. | 11.60 | 11.35 |
| 3-lb. | 13.60 | 13.35 |
| 5-lb. | 22.35 | 21.00 |

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

BLUE.

Keen's Oxford, per lb. \$0 17
In 10-lb. lots or case 0 18

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

UN-NUMBERED.

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

CEREALS.

| | Per case |
|--|----------|
| WHITE SWAN Biscuit Flour (Self-rising) 2 doz. to case, weight 70 lbs. | \$3 00 |
| Strawberry | 0 14 |
| Raspberry | 0 14 |

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—
Perfection, 1-lb. tins, doz. 4 50
Perfection, 1/2-lb. tins, doz. 2 40
Perfection, 1/4-lb. tins, doz. 1 25
Perfection, 10c size, doz. 0 90
Perfection, 5-lb. tins, per lb. 0 37
Soluble bulk, No. 1, lb. 0 21
Soluble bulk, No. 2, lb. 0 19
London Pearl, per lb. 0 22
Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

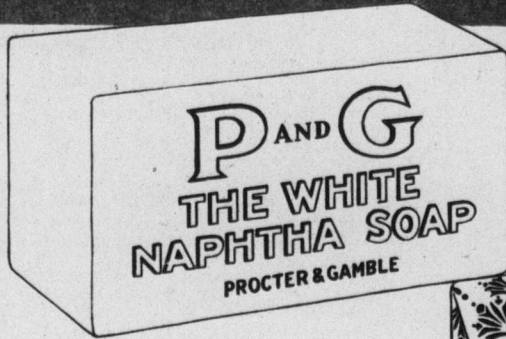
Supreme chocolate, 1/2's, 12-lb. boxes, per lb. 0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
Sweet Chocolate— Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes 0 40
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes 0 38
Diamond, 8's, 6 and 12-lb. boxes 0 29
Diamond 6's and 7's, 6 and 12-lb. boxes 0 26
Diamond, 1/4's, 6 and 12-lb. boxes 0 27

Icings for Cake—

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

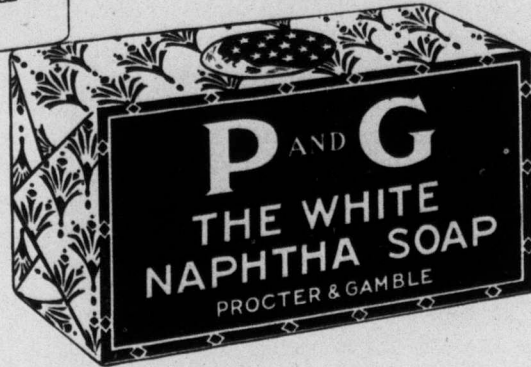
Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes. 0 38
Milk medallions, 5-lb. boxes 0 38
Chocolate wafers, No. 1, 5-lb. boxes 0 32
Chocolate wafers, No. 2, 5-lb. boxes 0 27



The WHITE
Naphtha Soap

in the BLUE
Wrapper



AMONG the Procter & Gamble soap products "Made in Canada", next in importance to Ivory Soap comes P. AND G.—The White Naphtha Soap. This brand has attained a large, general sale in the States because, like Ivory Soap, it best meets a real need.

Several years ago Procter & Gamble decided that even with thousands of soaps on the market there still was need for a soap that would ease the work of women who do their own washing and cleaning, and yet be free from the drawbacks of so-called "labor-saving" soaps.

The result was P. AND G.—The White Naphtha Soap. This soap washes clothes without rubbing and boiling and reduces muscular effort in all cleaning because it is a naphtha soap and because it is better naphtha soap than the ordinary. It does not do injury because it does not depend upon the harsh materials which give most other soaps their power. And it has the advantage of being white.

You can sell P. AND G.—The White Naphtha Soap to every woman in your town who does her own work and she will be glad you called her attention to it. This Procter & Gamble product should be in the stock of every Canadian grocer because no other soap can do what it does.

The Procter & Gamble Distributing Co.

OF CANADA, LTD.

HAMILTON, CANADA

Send for P. AND G.—The White Naphtha Soap advertising matter for your local use.

Other Procter & Gamble products being made in Hamilton, Canada, include Ivory Soap, Gold Soap, Sopa-de, Pearline and Crisco.

Sand in Pepper

Nearly every week grocers are fined for selling adulterated pepper and spices. The Government is waging war on all such adulteration, and many an innocent grocer is fined because he did not take the precaution to buy what he knew to be absolutely pure.

Every package of White Swan Pepper, Spices and other products is sealed and guaranteed with a Government warranty that absolutely protects both you and your customer. We take all the responsibility for the quality of our goods.

ADULTERATED PEPPER AGAIN

More Fines Registered Against Retailers—An Easy Way Out

Ottawa, Aug. 27.—For selling adulterated pepper, nine local merchants have been fined. These dealers were charged with selling pepper as pure containing foreign stone cells and wheat.

Each was assessed \$5 and \$2 costs, making a total of \$63. There was also an item of \$27 for Government analysis which had to be paid, although each defendant stated that he bought the pepper as pure.

FIVE DOLLARS AND COSTS

Ingersoll, Ont., Aug. 27.—Two grocers here were fined \$5 and costs last week because they were alleged to have sold pepper as pure which was adulterated with pepper tissues and foreign stone cells. The fact was clearly established that the defendants knew nothing whatever of the adulteration of the pepper, it being just as they had purchased it, and they were considered blameless, but the magistrate had no course to follow other than to find them guilty under the Adulteration Act.

Editorial Note.—The Canadian Grocer has frequently in the past referred to this matter of adulterated pepper and has pointed out how fines could be avoided. No reputable manufacturer would sell impure spices as pure knowing them to be impure, so where there is a doubt whatever a warranty should be secured from the manufacturer stating that the goods are pure. This is a very simple matter and if watched carefully there will be no occasion for fines.
—Canadian Grocer.

We know our goods and want none but satisfied customers.

WHITE SWAN SPICES & CEREALS, LIMITED
TORONTO, ONTARIO

| | |
|--|------|
| Nonparell wafers, No. 1, 5-lb. boxes | 0 32 |
| Nonparell wafers, No. 2, 5-lb. boxes | 0 27 |
| Chocolate ginger, 5-lb. boxes | 0 33 |
| Milk chocolate wafers, 5-lb. boxes | 0 38 |
| Coffee drops, 5-lb. boxes | 0 38 |
| Lunch bars, 5-lb. boxes | 0 38 |
| 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, 24 bars, per box | 0 90 |

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

| | |
|---|-------|
| 10c size (for cooking) doz. | 0 90 |
| Mott's breakfast cocoa, 2-doz. 10c size, per doz. | 0 85 |
| Nut milk bars, 2 dozen in box | 0 80 |
| Breakfast cocoa, 1/4's and 1/2'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 75 |
| Gold Seal Brand, each, 4 doz. | 5 60 |
| Mayflower Brand, each, 4 doz. | 5 60 |
| Purity Brand, each, 4 doz. | 5 60 |
| Challenge Brand, each, 4 doz. | 4 85 |
| Clover Brand, each, 4 doz. | 4 85 |

Evaporated (Unsweetened)—
St. Charles Brand, small each 4 doz. 2 00
Peerless Brand, small, each 4 doz. 2 00
St. Charles Brand, Family, each 4 doz. 3 90
Peerless Brand, Family, each 4 doz. 3 90
Jersey Brand, Family, each 4 doz. 3 90
St. Charles Brand, tall, each 4 doz. 4 30
Peerless Brand, tall, each 4 doz. 4 50
Jersey Brand, tall, each 4 doz. 4 50
St. Charles Brand, Hotel, each, 2 doz. 4 25
Peerless Brand, Hotel, each, 2 doz. 4 25
Jersey Brand, Hotel, each, 2 doz. 4 25
St. Charles Brand, gallons, each, 1/2 doz. 4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz. 4 80
"Reindeer" Coffee and Milk, "small" each, 4 doz. 5 50
"Regal" Coffee and Milk, each, 2 doz. 4 50
"Reindeer" Cocoa and Milk, each, 2 doz. 4 80

COFFEE.
WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN.

| | |
|--|------|
| 1 lb. tins, 4 doz. to case, weight 80 lbs. | 0 36 |
| 1 lb. tins, 2 doz. to case, weight 35 lbs. | 0 36 |
| Add one-half cent per pound to the above. | |

ENGLISH BREAKFAST COFFEE.

| | |
|--|------|
| 1/2 lb. tins, 2 doz. to case, weight 22 lbs. | 0 22 |
|--|------|

| | |
|--|------|
| 1 lb. tins, 2 doz. to case, weight 40 lbs. | 0 20 |
| MOJA. | |
| 1/2 lb. tins, 2 doz. to case, weight 22 lbs. | 0 32 |
| 1 lb. tins, 2 doz. to case, weight 40 lbs. | 0 36 |
| 2 lb. tins, 1 doz. to case, weight 40 lbs. | 0 36 |

PRESENTATION COFFEE.
A Handsome Tumbler in Each Tin.
1 lb. tins, 2 doz. to case, per lb. 0 27
Shipping weight, 50 lbs per case

MINTO BROS.
MELAGAMA COFFEE.

| | |
|------------------------|-------|
| Ret. | Whol. |
| 30c 1s, 1/2s, B. or G. | 0 25 |
| 40c 1s, 1/2s, B. or G. | 0 32 |
| 45c 1s, 1/2s, B. or G. | 0 34 |
| 50c 1s, 1/2s, B. or G. | 0 37 |
| Tumbler coffee | 0 25 |

Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.

MINTO COFFEE (Bulk.)

| | |
|---------------------|------|
| M. Bean or Gr. | 0 38 |
| I Bean or Gr. | 0 35 |
| N Bean or Gr. | 0 32 |
| T Bean or Gr. | 0 30 |
| O Bean or Gr. | 0 28 |
| Spec. Grd. Compound | 0 25 |

FLAVORING EXTRACTS.
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

| | |
|--|---------|
| 1 oz. bottles, per doz., weight, 3 lbs. | \$ 1 25 |
| 2 oz. bottles, per doz., weight 4 lbs. | 2 00 |
| 2 1/2 oz. bottles, per doz., weight 6 lbs. | 2 30 |
| 4 oz. bottles, per doz., weight 7 lbs. | 3 50 |
| 8 oz. bottles, per doz., weight 14 lbs. | 6 50 |
| 16 oz. bottles, per doz., weight 23 lbs. | 12 00 |
| 32 oz. bottles, per doz., weight 40 lbs. | 22 00 |
| Bulk, per gallon, weight 16 lbs. | 10 00 |

CRESCENT MFG. CO.
CRESCENT MAPLEINE.
Special Delivered Price for Canada.

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

GELATINE.

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

W. CLARK, LIMITED, MONTREAL.

| |
|--|
| Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37. |
| Roast Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18. |
| Bolled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18. |
| Jellied Veals, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18. |
| Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.30; 2s, \$4.25. |
| Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5. |
| Cambridge Sausage, 1s, \$2.40; 2s, \$4. |
| Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25. |
| Lambs' Tongues, 1/2s, \$1.90. |
| Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.75. |

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Baskets**

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

Prompt Shipment.

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Western
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Fresh Halibut, Trout, etc.**

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By Joseph M. Walsh

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

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Messina
Lemons
Due November 1st
Order ahead these
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"Queen City"
"Puck"
"Kicking"**

They will be among the first arrivals.

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Agent
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CARR'S BISCUITS



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Carr's Biscuits are packed for export in air-tight tins.

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Ham and Veal, ¼s, \$1.
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Potted Meats, Glass—Chicken, Ham, Tongue, ¼s, \$1.25.
Ox Tongues, tins, ¼s, \$2.40; 1s, \$5.00; 1½s, \$8; 2s, \$10.
Ox Tongues, Glass, 1½s, \$9.75; 2s, \$12.
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Victoria Blend, 50 and 30-lb. tins, lb. 0 38
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Victoria, ch. 90 lbs., lb. 0 30

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Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
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Cinnamon 0.90 0.90
Cinnamon, 1 oz. Fagots, 45c.
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Curry Powder
Mace 0.90 ..
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5 case lots, 4 doz. 3 35
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48 lbs. No. 1 white or blue, 3 lb. cartons07¼
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36 lbs., silver gloss, 6-lb. draw lid boxes08¼
100 lbs., kegs, silver gloss, large crystals07¼
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20 lbs., Benson's Enamel (cold water), per case ... 1 50
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40 lbs. Canada pure corn starch06¼
(120-lb. boxes ¼c higher.)
Cascio Potato Flour, 20-lb. boxes, per lb.10

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Laundry Starches—
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1-lb. cartons, boxes of 40 lbs.06¼
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remember Upton's give 125 per cent. of ketchup value for your dollar.

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It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

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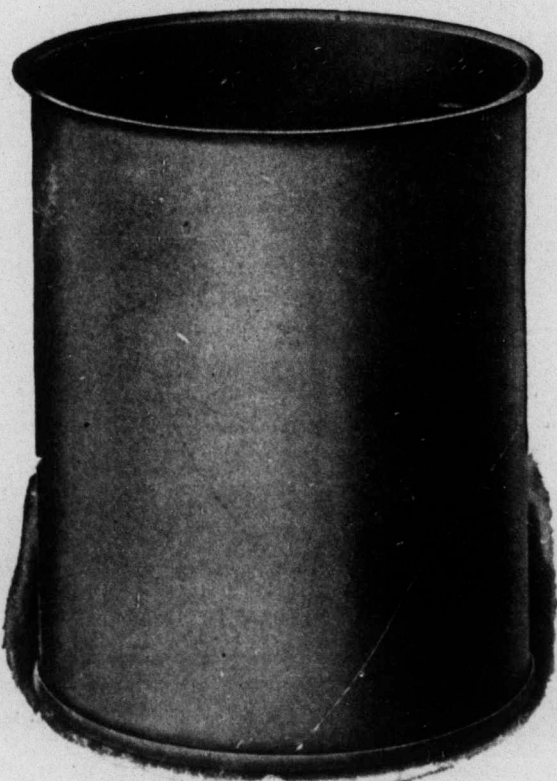
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Our capacity is three times the total Filler requirements of Canada

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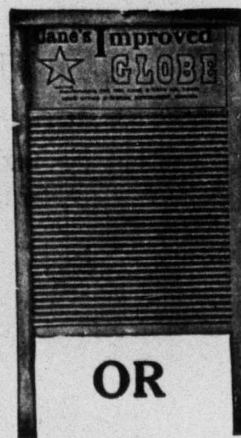
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No. 18

Chats with "Old Baba"

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"It was away back in the early Sixties, along about October, and after a long spell of rain which filled the swamps with water and made travelling through the woods in the daytime very bad and at night next to impossible.

"I stayed a little later than I intended at a neighbor's who lived about three miles away and before I was on the road long, night came on and you can perhaps imagine what it felt like—the owls hooting, the wolves howling and the hundred and one strange noises, to say nothing of the wading through ponds of dirty water. After wandering around all night I discovered about daybreak that I had wandered in a circle for hours. The only thing that kept me from exhaustion was a plug of water-soaked tobacco which I chewed to buoy up my spirits."

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We have a large and well-selected stock of all grades and we can quote you the lowest prices.

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ESTABLISHED 1874



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Yes, she'll surely appreciate your suggestion if you make it Brunswick Brand. Most housewives know the appetizing goodness of

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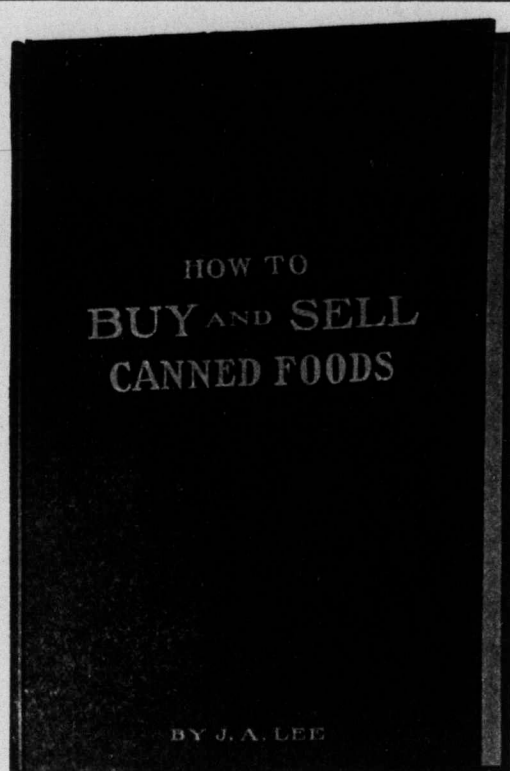
for luncheon or dinner. But for breakfast—well, now, that IS a capital suggestion.

Why not mention it to your customers to-day? There are no more wholesome and nourishing fish in the world than those selected specially for Brunswick Brand. There are no better sanitary facilities for packing them than in our up-to-the-minute, pure food plant. There are various ways of serving each brand that will easily take away the monotony of everyday "bacon and eggs."

Check off the brands most suited to your trade and get your wholesaler to supply you to-day.

| | |
|--------------------------------------|-------------------------|
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| ¾ Mustard Sardines | Herring in Tomato Sauce |
| Finnan Haddies (oval and round tins) | Clams |
| | Scallops |

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A Practical Text-Book of the Canning Trade

It was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

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How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
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Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
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The Most Information The Most Entertainment —and all Made-in-Canada

Here are a few of the features which make the October issue of MacLean's the best number yet put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock*, an article that presents a new viewpoint on a vexed question. It is presented in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut*, a powerful article on financial and trade conditions arising out of the war.

"Trust," by *Alan Sullivan*, a short story that for sheer perfection of style equals anything that Mr. Sullivan has ever done.

"The Wicked Partner," by *H. F. Gadsby*, a light sketch of the Hon. Robert Rogers, written not from the political but from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse*, a short story that is different from anything you have ever read before—one of the best things yet turned out by this rising young author.

"The New British Columbia," by *Norman Lambert*, an article on the Northern part of the mountain province which for vivid descriptive power has never been excelled. This is illustrated by a series of remarkably beautiful photographs of the Rockies.

"The Next Man Up," by *W. A. Craick*, an article on the men who are second in command of the big corporations of Canada. It gives an inside picture of the workings of some of the big railways and banks.

There are nine other stories and articles, all of a high order, and our *Review of Reviews Department*, which contains condensed versions of the best articles which appeared during the previous month in the magazines of the world. This is one of the biggest features of MacLean's Magazine and is in itself of such value that you need MacLean's for this department alone. There are twenty articles in the October issue carefully selected as the most informative and interesting, published the world over.

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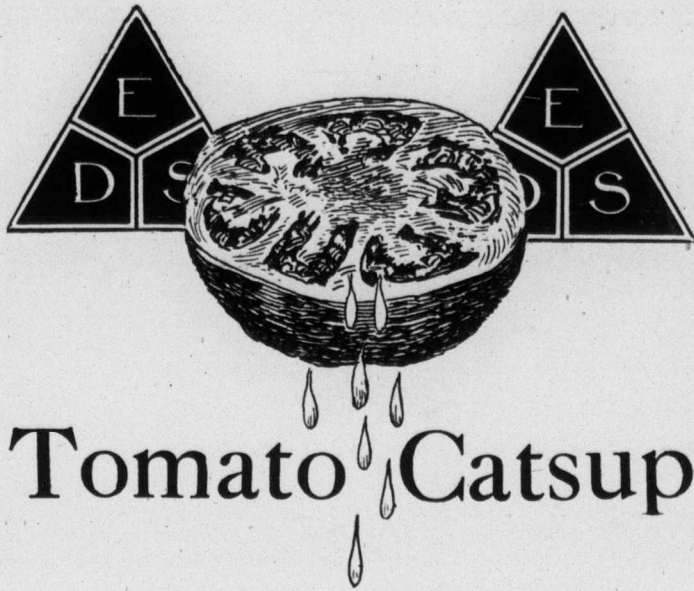
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E.D.S. Tomato Catsup has no mystery connected with its manufacture. It is just the finest, fresh-picked, sun-ripened tomatoes growing in the Winona district, prepared and processed while they are still firm and good, using only the finest spices and vinegar, etc.; no coloring, no preservative.

And this is the Tomato Catsup your customers have heard about through our advertising, and most have tried.

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MASON & HICKEY, Winnipeg; R. B. COLWELL,
Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

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SATISFY THE BUYER



Fast practice in selling is poor policy. It does not pay to say colors match which conflict; to say that black is fast which runs; to send anyone out of your store with a purchase he will regret to-morrow.

Make the buyer go home with the idea that he has just what he wanted. There is no advertisement so lasting, so wide-reaching, so sure to grow in value, as the satisfied customer.

This has been our policy for forty-five years: And the customers of those days are our customers to-day for that reason.

We sell service as well as goods.



LAPORTE, MARTIN, LIMITÉE
584 St. Paul St. West

Montreal



“Found” Business

THERE'S a world of difference between business you have to **make** and business that “just comes.” While you need to use selling effort to dispose of many of the goods in your store—here's a widely-advertised line that practically sells itself. The mere display of

MENNEN'S TALCUMS

in your store is sufficient to effect sales. Mennen's Talcums require no pushing. The already created demand and the extensive advertising now going on, coupled with the sight of the goods themselves on your counter, are enough to sell these popular lines without any trouble on your part. Why not take advantage of the present advertising and make Mennen's Talcums a profitable line?

Here are the different varieties: Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum and Talcum for Men.

**Made in Canada by Gerhard Mennen
Chemical Co., Montreal, Que.**

Selling Agents: Harold F. Ritchie & Co., Ltd.

TORONTO

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.—
Galveston News.



ALL THROUGH THESE STIRRING TIMES

“NUGGET” Shoe Polish

has been well supported by the Public and the Trade.

AGENCIES

BRITISH COLUMBIA

J. Leckie Co.
Vancouver

QUEBEC

R. E. Boyd & Co.
Montreal

NEW BRUNSWICK

C. A. Munro
St. John

NOVA SCOTIA

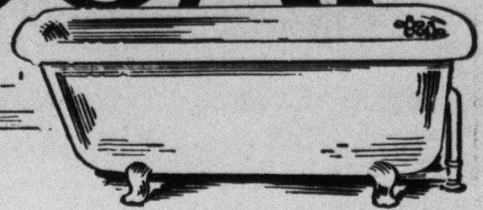
Arthur Fordham & Co.
Halifax

The “Nugget” Polish Company, Limited

9, 11 and 13 Davenport Road, Toronto, Ont.

CANADIAN GROCER

FAIRY SOAP



It's a pleasure to use FAIRY SOAP because it's such good soap; it's a pleasure to sell it because it always pleases and repeats. Match its constant use and our constant advertising with a constant display. The 5-cent price makes it an easy seller—a 25-cent price couldn't buy a better soap.

THE N.K. FAIRBANK COMPANY LIMITED MONTREAL



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

How is it Affecting You?

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

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

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

Note these prices:

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

ORDER NOW.

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

CANADIAN GROCER

The Only Flour Publicly and Unreservedly Guaranteed
"NOT BLEACHED—NOT BLENDED"



Comes over and over again to particular Housewives in bags of 7, 14, 24, 49 and 98 lbs. Also in barrels of 98 and 196 lbs.

OVER a quarter century's successful trading confirms the belief that the first FIVE ROSES sale means established trade. Think of the numberless forces at work among Canadian housewives, like yeast in a ferment, to make your first sales easy and your repeats as nearly automatic as any staple can become! In the big flour selling movement near at hand, don't make the mistake of rowing against the current. Meet the consumer with the flour she really needs in order to secure such kitchen results as will make her a permanent source of flour profit.

Ask Your Own Jobber or our Nearest Office

LAKE OF THE WOODS MILLING CO., LIMITED.

MONTREAL

"The House of Character"

WINNIPEG

Toronto, Ottawa, London, St. John, N.B., Quebec, Sudbury, Keewatin, Calgary, Vancouver, Fort William, Medicine Hat, Portage La Prairie

Daily Capacity 13,600 bbls.