

**PAGES
MISSING**

CONTAINING ADDRESS ON RETAILER'S PART IN FRUIT MARKETING

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

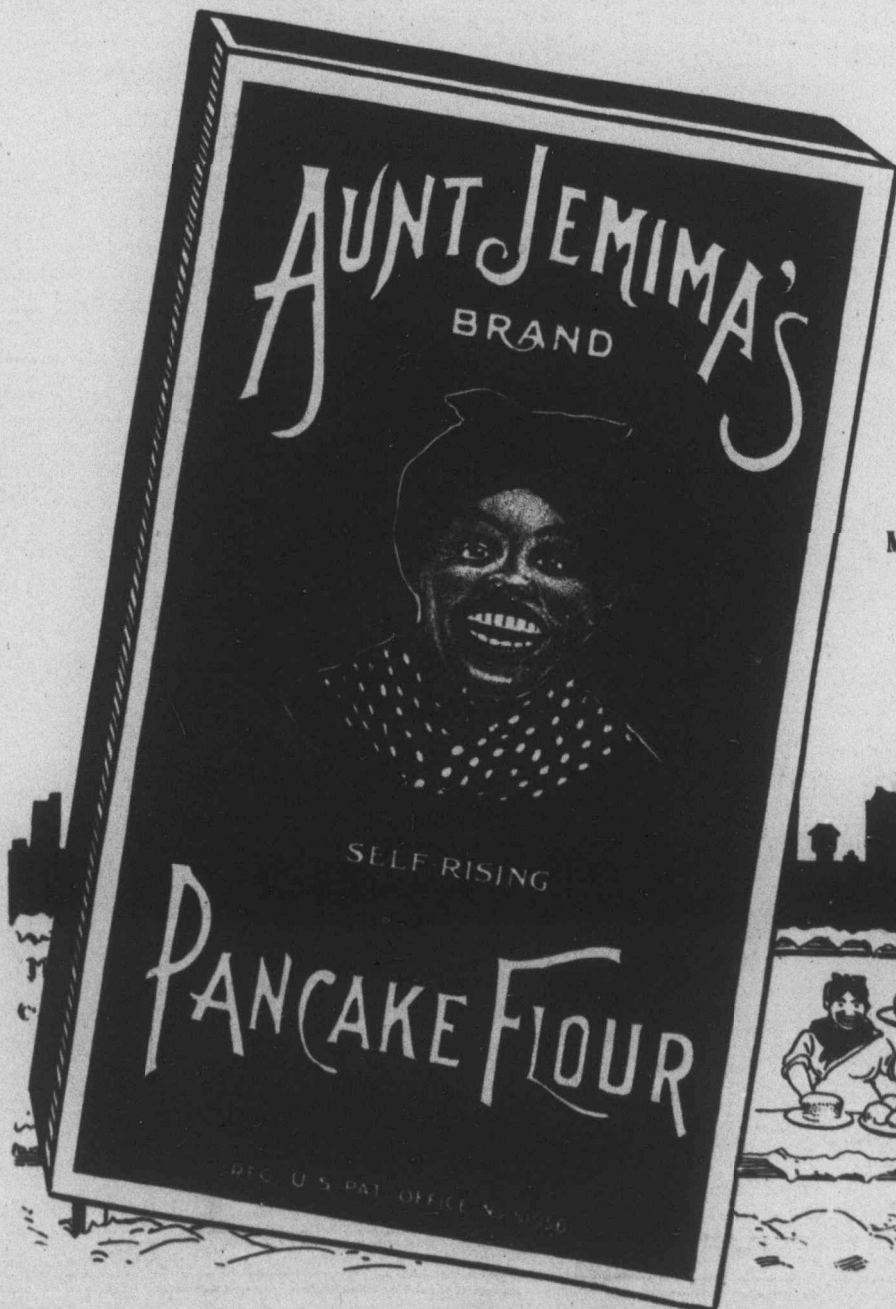
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, NOVEMBER 20, 1914

No. 47

I'se In Town, Honey



The coming of Winter awakens the desire for steaming hot pancakes, muffins, griddle cakes, etc., and heralds the introduction of Aunt Jemima's Self-Raising Pancake Flour throughout Canada. It's to your advantage to stock and push this famous flour *now* while the big bill-board campaign is on.

Get a trial stock and show it in your windows. It's a rapid seller and a repeater.

AGENTS

MacLaren Imperial Cheese Co.
Toronto, Ont.

Rose & Laflamme
Montreal, Que.

W. L. MacKenzie Co.
Winnipeg, Man.

For sale by all grocers in Canada



CANADIAN GROCER

McCORMICK'S

NEW, SNOW-WHITE, SUNSHINE BISCUIT AND CANDY FACTORY
NOW in Full Swing



R

READY to fill your Christmas Candy orders. 1,000 varieties of candy, besides an endless variety of fancy candy boxes, baskets, novelties, etc.

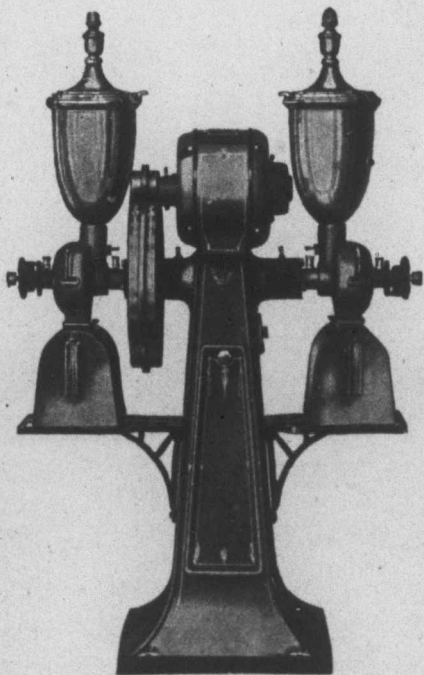
Don't Forget when you buy candy from McCormick's you are getting an article that is made in a factory

where "PURITY" is the motto. The largest, most modern and sanitary biscuit and candy factory in America. Pure white, both inside and out; operated entirely by electricity; abundance of light; employees' sunshine dining rooms, rest rooms, reading rooms, red cross department, gymnasium, smoking rooms, lawn tennis court, baseball diamond; all employees in spotless, clean white uniforms.

The McCormick Mfg. Co., Limited, London, Canada

Branches: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N.B., Port Arthur

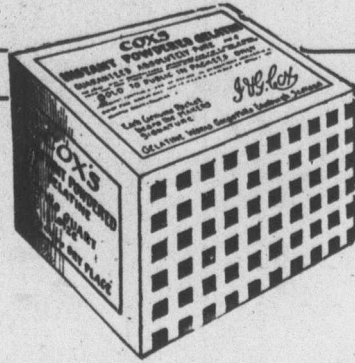
The HOBART MILL



The only straight road to larger coffee profits lies in grinding it yourself, fresh for every customer. But there is a broad distinction between mills that accomplish this only indifferently and those that perform it effectively and profitably. With the Hobart Mill you have the successful experiences of thousands of other grocers to back up your selection. Ask any user what he thinks of the Hobart and we feel sure he will tell you (as hundreds of others have told us) you could find no better economizer or profit-producer. Write to-day for full particulars and beautifully illustrated booklet without obligation.

The Hobart Mfg. Co., 105 Church St., Toronto

RYAN BROS., 110 St. James Street,
WINNIPEG, Agents for Manitoba,
Saskatchewan and Northern Ontario



GROWTH

*is a matter of merit—
and service*

The sales of Cox's Gelatine never stand still. Their unqualified goodness and world-wide reputation are building big business for thousands of grocers, but more particularly during the winter months, when social events call for dainty, unusual desserts. Get them on display prominently in your store. Get their reputation, their quality, their goodness, working behind your sales. Write your nearest wholesaler to-day for particulars and supplies.

Arthur P. Tippet & Co.

Agents

:::

Montreal

A Common Characteristic

of men is a desire to "taste" a thing before taking a "bite."

Most Dealers Like to

know something about goods before they order.

A "taste" is all that is necessary to convince you of the reason for the success and popularity of "Bordo" chocolates.

This is Your Chance to Taste "BORDO"

Please send me a Free sample of "Bordo," that I may learn the "Bordo" taste. This puts me under no obligation whatever.

Name

Address

The three great requisites are wrapped up in "Bordo,"

**Quick Sales
Liberal Profits
Pleased Customers**

**A Big Seller for
Twenty-five Years**

Packed in 10c. packages, 1/2-lb. boxes, 1-lb. boxes and 5-lb. boxes.

Tear out this page and mail to-day.

The Montreal Biscuit Co.

"Makers of Sweets That Satisfy"

MONTREAL

'CAMP' COFFEE-SIR

not only makes new customers, but keeps the old. 'Camp' has a ready and a steady sale. Its invigorating properties and enticing flavour have brought 'Camp' to the front. 'Camp' will help you capture a wide area of lasting business.



See that your stock is right

R. Paterson & Sons, Ltd.
Coffee Specialists.
Glasgow.

Do You Want More Money?

Of course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from \$5 to \$20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make \$5 a week, giving 3 hours a week to taking subscriptions to

MACLEAN'S MAGAZINE

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., Ltd.
143-153 University Avenue, TORONTO

Sales a'plenty

E. D. S. quality. E. D. S. purity, E. D. S. natural flavor has a direct bearing and influence on your customers. Once they taste E. D. S. quality, sales a'plenty are assured, and you build around yourself customers who come with regularity and go away delighted; customers who will influence their neighbors by unconscious recommendation; customers whose pleasure and satisfaction in E. D. S. purity means sales a'plenty for you. Better get E. D. S. Line on display and make the most of the preserve season.

Write us to-day.

E. D. SMITH & SON

Limited
WINONA, ONT.

AGENTS

Newton A. Hill
W. H. Dunn
Mason & Hickey
R. B. Colwell
A. P. Armstrong

Toronto
Montreal
Winnipeg
Halifax, N.S.
Sydney, N.S.



The Social Season brings your best opportunity to vigorously push the

BORDEN LINES

Dainty cakes, pies and desserts are made all the more delicious with the aid of Borden Products. The housewife who has never used Reindeer Cocoa for icing cakes or filling pies, will find in it a new delight, economy and convenience. As a substitute for whipping cream, St. Charles Evaporated Milk quite equals the dairy product. Because it contains such a large percentage of butter fat, St. Charles permits of satisfactory whipping. Just the thing to top off a dainty dessert or shortcake—so delicious and economical.

Reindeer Brand Condensed Coffee is suitable for sandwiches, and properly prepared, are delicious.

If you have never featured the Borden Lines for cakes, pies and desserts, get out an attractive window display NOW—just at the commencement of the social season. Make sure your whole clientele is thoroughly acquainted with the Borden advantages.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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



JAPAN TEAS

FURUYA and NISHIMURA



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

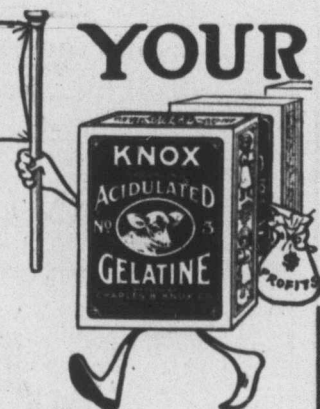
Halifax, - N.S.

MAKE



KNOX
GELATINE
LEADER

YOUR



Do you want a "banner" gelatine business?

If you'll make a steady effort to secure the sales we send your way by persistent advertising, you'll be surprised to find how easy it is to increase your sales of KNOX GELATINE. Keep KNOX GELATINE on display at all times, tell your clerks to talk about KNOX GELATINE. Do these things, because Quality, Purity, Big Moneysworth and Advertising combine to make KNOX GELATINE an easy seller, and, because you make a good profit out of the retail price of 15 cents per package.

CHAS. B. KNOX & CO.

Johnstown, N.Y.



GOOD FLOUR

versus
Indifferent kinds

MAKES GOOD BREAD

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

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

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

Grates Polished with

GIPSY Stove Gloss

"wear a black look"

Not so the Grocer who sells it.

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 Building, Vancouver, B.C.

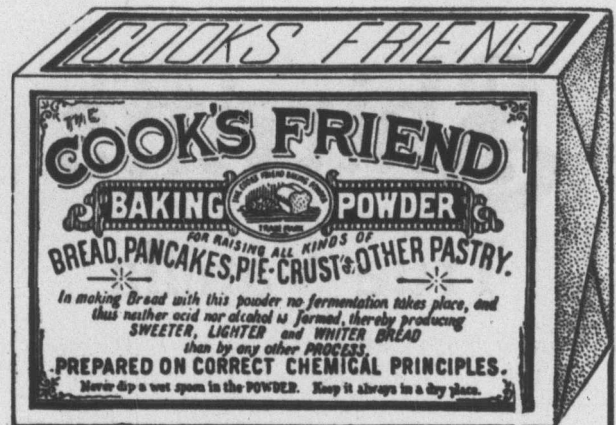
Richards
QUICK NAPHTHA
THE
WOMAN'S SOAP

The Sign of a Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.

Limited
Woodstock - Ontario



The Severest Test of a Baking Powder

is in the making of bread. To produce a sweeter, lighter, whiter bread, housewives have used for over fifty years

COOK'S FRIEND Baking Powder

and there's a reason, too. When making bread with Cook's Friend, no fermentation takes place, and thus neither acid nor alcohol is formed. Offer your customers a powder that gives them better results and bigger sales are assured. Write us to-day.

W. D. McLaren, Limited, Montreal

For Over Thirty Years The Leader

Shirriff's True Vanilla stands supreme among vanilla extracts. No other equals it in sales in Canada. And no other equals it in quality, a fact which every progressive grocer knows.



Shirriff's True Vanilla owes its superior bouquet, strength and flavor to the special Shirriff process which the choicest real Mexican Vanilla beans undergo. No one has successfully imitated this process, because the process in its entirety is known only to the proprietors. It is not for sale. The makers of

Shirriff's True Vanilla

place a guarantee on every bottle as a token of their faith in their product. It also serves as a good talking point in selling. But most discriminating housewives know about Shirriff's True Vanilla, and are glad to buy it. If you are not selling this famous extract, place an order right soon. No enterprising grocer should be without a stock of this splendid selling line.

Imperial Extract Co.

Steiner and Matilda Streets
Toronto



Cane

is King in the woodenware world

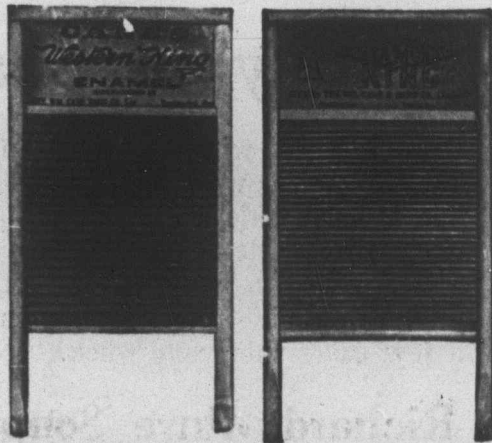


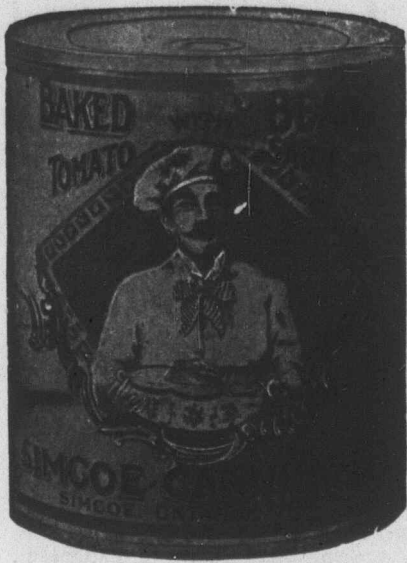
Cane washboards, Diamond King, Western King, Globe, Beaver, etc., as well as other Cane lines of woodenware, are in the quality Kingdom. They are made of carefully selected materials, and the workmanship is of the very highest order. The customer always gets full satisfaction—and you realize a good profit.

Always keep a good supply of Cane's on hand. The quality keeps them selling.

Order from your Jobber.

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





Not for Your Profit Alone—

NOT for your gain entirely—but your customers also. Her gain, her pleasure, her entire satisfaction are paramount in the preparation of

SIMCOE BAKED BEANS

This policy is revealed in the thoroughness with which this delicious food is cooked, the consummate care in blending the sauces, the absolute cleanliness in canning, the greater economy of the finished product. Your customer's satisfaction **must** come first.

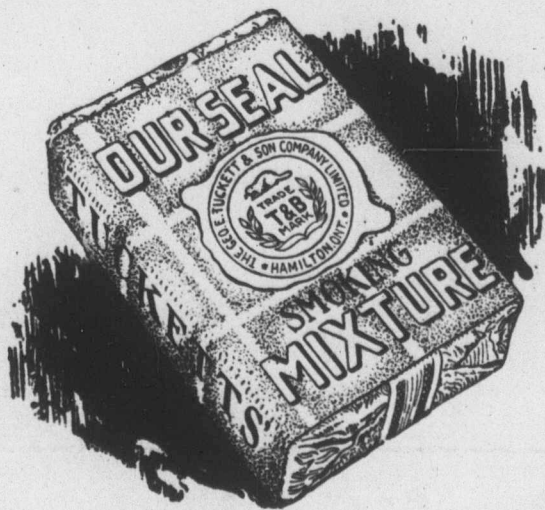
But by so doing, do we not build easy sales—larger sales—continuous sales for you? Let us send you a few cases for trial order. **Write to-day.**

**Dominion
Canners
Limited
Hamilton
Ont.**



THE EVIDENCE OF QUALITY

Our Seal TUCKETT'S SMOKING Tobacco



Six years packed into one little Package of "Our Seal"

Six years with their days, weeks and months of trying experiments with various leaves—six years with their search for grades of tobacco that would blend together in one harmonious, fragrant, soothing smoke. And here they are in "Our Seal"—a delightful, satisfying blend that pleases the most discriminating tobacco user — a blend of real tobacco goodness.

Your department should give it prominence. Get "Our Seal" from your wholesaler.

Tuckett, Limited, Hamilton, Ontario

Continental Quality

has never been questioned. If you have satisfied yourself that

Continental Grocery Bags

have no superior in any feature, consider the prices which are no higher than are usually asked for bags of inferior quality and make.

Samples on request.

The Continental Bag & Paper Co., Limited

Manufacturers OTTAWA

Branches: Montreal and Toronto
Agencies throughout Canada

Only Six Weeks to get rid of—

All adulterated maple syrup and maple sugar. If you haven't read the law, don't fail to do so. It has been reproduced in our advertisements in this paper several times.

\$100.00—\$200.00—\$500.00 is the Fine. Read the Law.

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

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

To Be Safe—Stock

Pride of Canada

Every ounce from the pure sap of the maple. You can stake your reputation on it. The goods are right; so are the prices. Let us quote you.

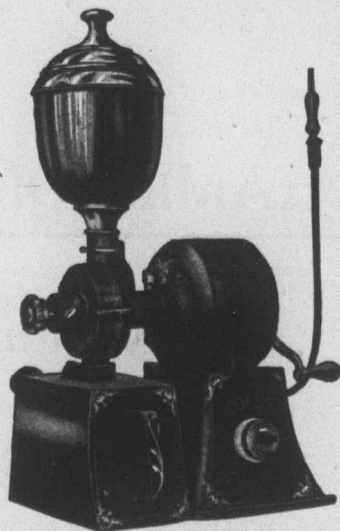
Maple Tree Producers' Assoc. Limited

58 Wellington Street, Montreal

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



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



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

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

Have you a copy of Catalogue 913C?

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

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

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

**"SOVEREIGN"
SALMON**



**FINEST
BRITISH
COLUMBIA
SCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

Better Dealer Service



The greatly increased demand for

**CHINESE
STARCH**

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insure a neater package.

Chinese Starch fits in with the

"Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

OCEAN MILLS, Montreal
Order from any Wholesale Grocer

57 **HEINZ** 57

**Increase Your Sales
and Profits**

PERSISTENT national advertising keeps *Heinz 57 Varieties* selling and makes two profits grow where only one grew before. Standard advertised articles carry with them a double guarantee—sure quality for the consumer, and steady sales for the merchant.

Our Grocers' Service Department works to help you get all the sales which our Quality plus Advertising is constantly creating. Ask our salesman what we are doing along this line or write to us for full information.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
MADE IN CANADA
Factory, Leamington, Ontario

57 **HEINZ** 57

Tartan BRAND

THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

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

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

Evaporated Apples

WE PACK CHOICE THREE-
 POUND PACKAGES FOR
 FINE FAMILY TRADE.

O. E. Robinson & Co.
 Ingersoll, Ontario



Quality with Economy

in irresistible form is what you offer your customers in Bee Brand Jelly Powders. Their quality will give them an entrance to homes of most critical tastes. Their economy makes them practicable for any household. The margin of profit, considering the extent of sales, is really unusual. Write to-day for trial order.

FORBES & NADEAU, Montreal, Que.

Jonas' Extracts

*The same high quality for
 over forty-four years*

Jonas' Extracts have had lots of time to make friends—over forty-four years of use by particular people in Canada. If sale increase is any indication of the real feeling of the Canadian housewives towards Jonas' Extracts, we can truthfully say they have given satisfaction.

Their purity, richness of flavor and strength are features that catch the new trade and hold the old.

Stock up now.

Henri Jonas & Co.
Established 1870
Montreal



Made in Canada

We are now manufacturing a special line of cartons for Biscuit Mfrs.

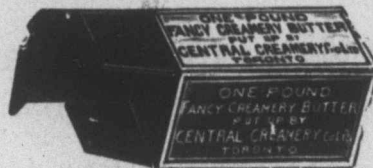
PARAFFINED, SANITARY

and made from CANADIAN pulp board.

To manufacturers of Biscuits we will be pleased to submit samples and quote prices.

To the Merchant: Ask for biscuits put up in "Made in Canada" cartons.

The Consumer will prefer biscuits put up in "Made in Canada" Paraffined and Sanitary cartons, which keeps them dry and crisp.



We also manufacture paraffined Butter cartons.

RUDD PAPER BOX CO., LIMITED
 Toronto

Seasonable Goods



MADE IN CANADA

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

CLARK'S MINCEMEAT

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



Replenish Your Stock Now

W. CLARK, LIMITED, Montreal

feature

**Four Lines for
Tobacco
Success**

**MASTER MASON and
ROSE QUESNEL**
(SMOKING)

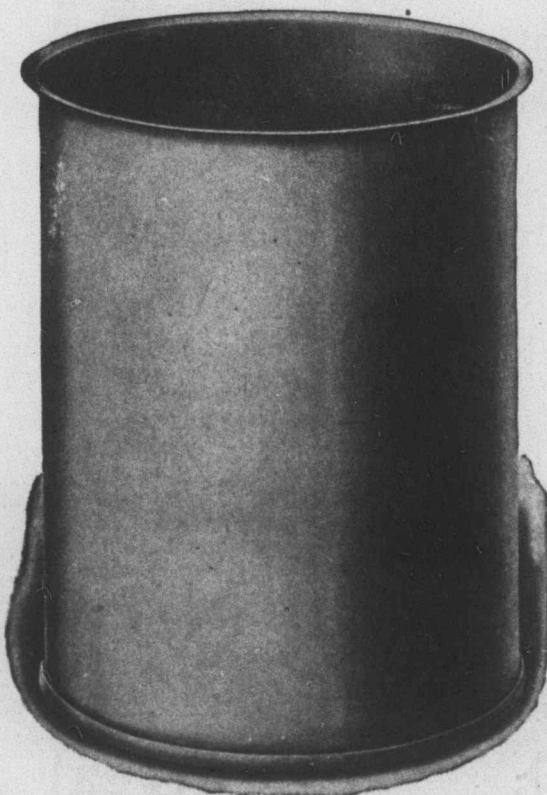
**KING GEORGE'S NAVY
and ROYAL CROWN**
(CHEWING)

The popular favorites of the
discriminating. Write to-day

ROCK CITY TOBACCO CO., LIMITED, QUEBEC

In our Classified Columns on page 59, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

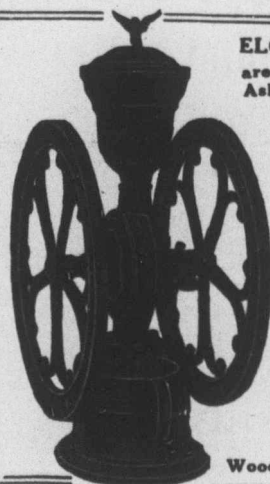
LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

St. Lawrence

Finest sugar on the market.
Put up in all size packages.



ELGIN NATIONAL COFFEE MILLS
are handled by the best Canadian Jobbers.
Ask your Jobbers for Catalog and Prices.

CALGARY—Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd. EDMONTON—H. H. Cooper & Co.; The A. Macdonald Co.; Revillon Wholesale, Ltd. FERNIE—The Western Canada Wholesale Co., Ltd. HAMILTON—Balfour, Smye & Co.; James Turner & Co.; Macpherson, Glasco & Co.; Walter Woods & Co. LONDON—Gorman, Eckert & Co., Ltd. MONTREAL—L. Chaput, Fils & Cie., Ltd.; Minto Bros.; Canadian Fairbanks Co. (and branches). MOOSE JAW—The Codville Co., Ltd. REGINA—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd. ST. JOHN—Dearborn & Co.; G. E. Barbour Co., Ltd. SASKATOON—Campbell, Wilson & Adams, Ltd.; The Codville Co., Ltd.; North-West Specialty Co. TORONTO—Eby-Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros., Ltd.; Medland Bros., Ltd. VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Empress Mfg. Co., Ltd.; Kelly, Douglas & Co. WINNIPEG—Blue Ribbon, Ltd. (and branches); The Codville Co. (and branches); Walter Woods & Co.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.

A store convenience — costs little — gives big service



THE MCGREGOR PAPER BAG HOLDER.

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

For sale by all first-class Jobbers or
THE O. P. MCGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Readers Of The Grocer, Let Us Know Your Wants

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

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

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

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

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

T. A. Lytle & Co., Limited

announce

that

F. D. Lea

(late of Simcoe)

has joined their

processing

staff

You can't tell by the looks—

Most good coffees look equal in the bean, but the difference is in the Cup Quality.

The real test of coffee quality is in the cup—your customers test by the drink.

Cup Quality is our first consideration. In

“Ladies’ Delight” Coffee

we have a coffee that is very delicious and appetizing. It satisfies the drinker. It builds permanent business for you, because it satisfies the customer.

It is put up in ½, 1, 10, 25 and 60-lb. handsome lithographed, air-tight tins.

We have an attractive Contract proposition. Write us now.

McLarens Limited
Hamilton and Winnipeg



Make Winter Bring You Dividends

The nip of the wintry wind, the vigorous days out-of-doors, the gruelling game—all bring you unusual opportunities for heavy profits with

“DISTIL” COFFEE

For those who demand the real coffee flavor, DISTIL Coffee Extract is the unqualified preference. Its purity and delicious goodness are firmly established by a wonderful record. Custom secured means custom held, for “DISTIL” is an all-year-round favorite. Write to-day for particulars and quotations.

THE HARRY HORNE CO.
Canadian Agents

309-11 King St. West, TORONTO

Made at London, Eng., by The Distil Mfg. Co., Limited.



Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

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

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

The Condensed Ads. in this
Paper will bring good results

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

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

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

WESTERN PROVINCES.

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

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

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

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

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

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

A want ad. in this paper will
bring replies from all
parts of Canada.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers'
Agent
Canadian, British and Foreign Agencies
Solicited.
230 Chambers of Commerce.
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FRANK H. WILEY
IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALT PETRE
757-759 Henry Ave. WINNIPEG

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

BRITISH COLUMBIA.

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

NEWFOUNDLAND.

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

QUEBEC.

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

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

SAFETY FIRST!

Insure Your Income by Keeping Informed

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

READ

The Financial Post (of Canada)

"THE CANADIAN NEWSPAPER FOR INVESTORS"

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

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

DETACH HERE

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

Dear Sirs,—

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

NAME.....

ADDRESS.....

(C. G.)

In Every Drop of MAPLEINE

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

Order yours from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Can.

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

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S KNIFE POLISH

WILLI-ZU-ON

JOHN OAKLEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

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

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



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

HERE'S HOW THEY WORK:

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

For Sale Everywhere by Jobbers.

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

Introducing the New
ARCTIC
 FISH DISPLAY CASE

A Real Silent
 Salesman



Can you beat this

handsome solid oak fish display case? Length 54", width 24", height 32", fitted with three separate compartments, each partition removable, easily cleaned and sanitary, fitted out with solid brass hardware and all for the popular price

No grocer should be without it.

\$27.⁰⁰ net

Every grocer can now handle a stock of fresh fish properly as well as profitably.

Fish to-day is a very profitable line for any grocer to handle — it's the most reasonably priced fresh meat that can be used in any household.

The main sticker has always been the proper handling—here's where we step into the breach with

**Our New Sanitary
 Fish Display Case**

A truly handsome silent salesman that shows the goods in a most inviting manner and keeps them always fresh and clean. It may be used in the store or in the entrance, and will pay for itself many times over in a very short while.

This case, approved and recommended by Canada's leading fish men, is acknowledged to be the finest fish display case ever put on the market. With the price so ridiculously low no grocer can overlook it for either cured, frozen or fresh fish. It's a real money-maker.

**Mail your order to-day and get
 a footing in the fish game early**

John Hillock & Co., Limited
 Makers of High-grade Refrigerators
 TORONTO

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

“MADE IN CANADA”

These will prove magic words if you and we and others like us do our part, i.e.—simply in everything we buy for our personal use and for our families that we insist on getting goods “Made in Canada,” always with the proviso, that the Canadian goods are equal in quality and price to the imported goods we would otherwise have bought.

Let us, too, be a bit generous just now in our comparisons. The Canadian article may often be a bit different in design, in texture, in taste, or otherwise, from the imported article, but we can soon accustom ourselves to it—and will often find it of a much more superior quality than we had supposed. Canadian manufacturers have made marvelous strides in the past few years. In many cases the quality of our Canadian-made goods is appreciated more abroad, where an export trade has been worked up, than it is at home—we think we can quote our woollen cloths as an example.

For our part—we cheerfully pledge ourselves to give the preference to, and use every reasonable effort to obtain goods “Made in Canada.” We will do our small part to keep our Canadian factories busy.

And just a word more to say that

RED ROSE TEA

is blended and packed by Canadian work-people who are working full time and getting full pay.

Every package you buy helps to make these work-people busy.

T. H. ESTABROOKS CO., Limited

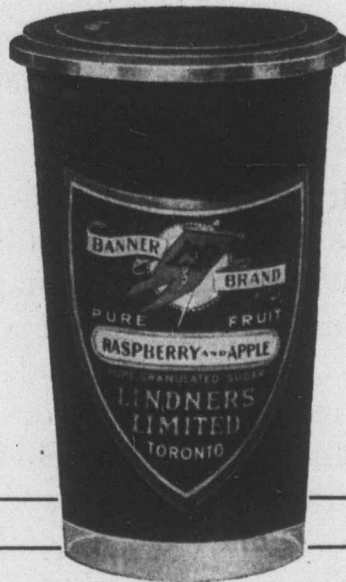
7 FRONT ST. E.

TORONTO, ONTARIO

MEET *the* BIGGER DEMAND *with* "BANNER BRAND"

Canadian grocers are going to experience an unprecedented rush on fruit jams during the next few months. The costliness of fresh fruit and soaring price of sugar has made the making of home preserves almost prohibitive. Home larders are either empty or low. And this big gap in the daily consumption of jams must be filled from the grocer's shelves. The experiences of other grocers who have attained singular success with jams and jellies is that for broadest demand, quickest returns, continuous

orders, the Banner Brand Line is easily the most superior. Experience it yourself by getting the Banner Brand Line on display. Write our Service Department for attractive window cards and posters, and plans or arrangements for effective window displays. Write NOW.



LINDNERS LIMITED

WINNIPEG 306 Ross Ave. TORONTO 340 Dufferin St.

Representatives: H. Whissell, 2028 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.



You are Paying for Anchor Caps Right Now

Why not demand Anchor Cap Security?

To seal your product with anything less certain than Anchor Caps is to definitely place it among inferior grades. The dealer and user have come to associate quality with safety, and you know where a seal of doubtful security will place *your* product. If you are not getting the absolute security of Anchor Caps you are paying for it anyway—right now. Paying for it in loss of prestige, loss of security, loss of bigger sales. It is no mere incident that the firms whose products are classed as the highest grades, use Anchor Caps exclusively. If, therefore, you are paying for Anchor Caps, why not demand Anchor Cap security?

Catalogue and full particulars will be gladly forwarded without obligation. Shall we send them to-day?

THE ANCHOR CAP & CLOSURE CORP. OF CANADA LIMITED

Sudbury St. W., Foot of Dovercourt Rd., Toronto



The Diary of a Progressive Grocer

January Decided to go into grocery business and bought stock in trade of Smith & Co., who seemingly could not make store pay. Have my own ideas about progress which I determine to put to the test. Found several chests of tea on premises, some very ancient according to the book. Must get rid of this.

February Very few customers seem to buy their tea from me and I am afraid I shall lose other custom if I cannot get their tea trade. Those who buy the bulk tea always complain of something, either bad flavor or dust. Bulk tea traveller could not suggest remedy except that I mark down and clear out stock, then buy more from him. Hardly sounds good to me. Must look into this tea business, losing customers rapidly.

March Must give up hope of selling that bulk tea and have to-day ordered 90 pounds of Salada from their traveller who has been calling regularly. Salada arrives, freight paid, and am struck by its clean, attractive packing. If the goods live up to their appearance should be able to regain my lost tea trade. Customers beginning to ask for Salada, the firm having sampled by mail at my request. Find there is no time lost in weighing out and only have to keep a small stock as House delivers promptly. Customers beginning to return, and are asking for Salada in various grades. Must get in a more varied stock, especially as firm tells me they will take back every pound at any time and refund me full purchase price. By the end of the month I find a most satisfactory increase in my tea sales, but continue to find the bulk tea a problem. It is the same way with several dull-looking packets I found on a back shelf.

TORONTO

London Eng. New York Chicago

"SALADA"

MONTREAL

Boston, Detroit, Buffalo, etc.

No Better Tomatoes than FRETZ

If you want to touch the Taste-spot of your customers and ensure repeat orders just offer FRETZ TOMATOES. Packed by hand when the fruit is at its fullest deliciousness. FRETZ TOMATOES are irresistibly pleasing. How many cases will do for your first order? Write to-day.

FRETZ LIMITED, HAMILTON, ONT.

Agents:

Amos B. Gordon Co., Toronto, Ont., General Sales Agents.
A. A. Adams, Agent for Hamilton, Ont. H. D. Godard,
Montreal, Que.



All Refrigerators May Look Good

from the outside, but it's the supreme test of constant usage that has won unprecedented favor for EUREKA REFRIGERATORS. Their goodness, their value is built right into them; built into them in exclusive patented features, which consequently cannot be secured in any other make.

When you buy the EUREKA you have the assurance of 60% of the grocery and butcher trade that you are buying RIGHT. Send for catalogue and full particulars to-day.



**Eureka
Refrigerator
Company
Limited**

31 Brock Ave.
TORONTO



Stock Robinson's Patent Barley for Steady Demand

After once using Robinson's the mother usually solves the question of prepared food for all time. With most families it becomes simply a matter of continued orders. And you know how that would affect *your* sales. Better get in an extra supply to-day.

All the Wholesale Grocers and Druggists in Canada sell Robinson's "Patent" Barley.

AGENTS FOR THE DOMINION OF CANADA:

Magor Son & Co., Limited

403 St. Paul St., Montreal 30 Church St., Toronto

Encourage Economy to Create More Business

Tell your customers of the many savings that can be effected by the use of

CROWN BRAND CORN SYRUP

(MADE IN CANADA)

This pure, wholesome syrup lends itself to the preparation of innumerable table delicacies that are delicious to eat and inexpensive to make.

You will find this well-advertised line a big Business Booster.

Make it a leader this season.

The Canada Starch Company, Limited

Makers of the Famous Edwardsburg Brands

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

Montreal, Cardinal

Toronto, Brantford

Fort William, Vancouver

CANADIAN GROCER

VOL. XXVIII

NOVEMBER 20, 1914

No. 47

Co-operative Reasons for Changing Methods

"Always Contemplated the Final Adoption of the British Plan,"
It Is Now Affirmed—Facts Are That the Original Plan Was Il-
legal—Something About the Co-operative Union of Windsor, Ont.

IT has already been told in Canadian Grocer how the Householders' Co-operative Stores of Toronto were forced, through the activity of the Retail Merchants' Association, to change their methods. The promoters started out with the plan of assessing members \$5 per year in return for which fee these members were to receive concessions in discounts. The matter was taken up by Secretary E. M. Trowern, of the R.M.A. of Canada, who interviewed Hon. W. J. Hanna, the Ontario provincial secretary, pointing out that the charter of the Householders' Co-operative Stores did not permit them to do this. This forced upon the officials a rapid change of front. But when these officials went back to their "members" to inform them that the concern had to become a joint-stock company (in effect) did they tell them the truth?

Each reader can answer this question for himself by reading the following circular issued by the vice-president on October 14, to its so-called "members":

IMPORTANT NOTICE TO MEMBERS.

"In starting the Householders' Co-operative Stores, Limited, we adopted the principle of memberships and cash discounts in order to get a quick response to our proposition. The results have been very satisfactory but a large number of our members have insisted that the co-operative plan, as practised in England, is preferable to our method. In this we agree with them, and, in fact, always contemplated the final adoption of the British plan, but did not care to sell any shares of our stock until we gave it a value. We have now made the shares worthy to be sold and have decided to make the change before we open any more stores. Commencing on Friday morning, October 16th, our discounts will be withdrawn and all our stores will offer regular prices. Commencing the same day quarterly distributions of profits will be made to all owners of shares of the stock of this Company. These distributions will take the form of two classes of payments i.e., dividends on capital at the rate of 7% per annum, and profit distribution on purchases.

"A coupon for the amount of the purchase will be given with each sale. Save them.

"The application you have made, for membership will be transferred to a share of stock, and the money you have paid on the membership will be credited to the cost of stock. We would suggest that you interview our representative at the store that took your membership as he is prepared to give you any information or explanations you may desire. We have opened two new stores within the last week and give below the list of those we are now operating:

Store No. 2—239 Royce Ave. (Near Cor. Perth Ave.) Phone Junc. 1339.

Store No. 3—391 Brock Ave. (Cor. Muir Ave.) Phone Parkdale 3249.

Store No. 4—223 Brunswick Ave. (Cor. Sussex Ave.) Phone College 2356.

Store No. 5—588 Gerrard St. E. (Near Corner Broadview.) Phone Gerrard 3557.

Store No. 6—680 College St. (Cor. Beatrice St.) Phone College 2407.

Store No. 7—106 Bartlett Ave. (Cor. Shanley.) Phone Junction 1016.

Store No. 8—1255 St. Clair Ave. (Near Corner Dufferin St.)

Fraternally yours,

Householders' Co-operative Stores, Limited.

W. B. Kenderdine,
Vice-President.

A CANVASSER'S CONTENTIONS.

The above reasons for the change will no doubt sound a bit "fishy" to those who know the facts. The writer happened to be one of those canvassed by an agent of the Householders' Co-operative Stores when the proposition was in its early stages. The enthusiastic agent made the attempt to point out that the scheme as first devised was similar to the operations of the co-operative societies in the Old Country, but when he was shown that this was a misrepresentation, he blamed his statement on someone who had told him the two were identical. All the facts go to indicate that the promoters of this project never intended to conduct their business any other way

Who Wants Copies of This Circular ?

than by collecting membership fees and giving discounts on purchases. But in a most diplomatic manner the writer of the circular quoted above makes the members responsible for the change when he states that a number of them "have insisted that the co-operative plan as practised in England is preferable to our method."

As a matter of fact, their method was not legalized by law, and had to be changed. But this is just another sample of the misleading assertions organizations of this character employ to get the people to take up their proposition.

Association in Windsor.

While on the subject of co-operative concerns, there is a firm in Windsor, Ont., which has not been discussed in Canadian Grocer for some time. Just what the proper name of it is is somewhat difficult to say with any degree of definiteness. It may be The Consumers' Association, or The Dominion Grocery Co., or The Co-operative Union, or it may even be The National Supply Company. Who can tell even whether these four have been and are separate concerns, but with one man behind them and operated similarly, if not exactly, the same. About February 1, 1912, The Dominion Grocery Co. launched a mail order grocery business in Windsor. In conjunction with it was also operated what was termed The Consumers' Association, the same men being behind the two. The scheme was to get as many people as possible to pay \$2 subscription fee, in return for which they were to receive catalogues listing goods at alleged cut rates. At the time Canadian Grocer reviewed the literature and catalogue, pointing out a number of statements that misrepresented facts.

To-day we have The Co-operative Union of Windsor. This concern is out to do humanity and particularly the unemployed a great service by appointing local managers on a wholesale basis, and having them hunt up business for them. But to become a local agent, one must send along \$10 to The Co-operative Union, for which he is to receive the following:—

"Twenty-five yearly membership certificates (value \$2 each), one extra lot of advertising circulars printed with the applicant's name as local manager, also confidential grocery catalogues, envelopes, order blanks, a letter of instruction, and a card of authority to collect, and receipt for membership fees, and a yearly membership certificate for his own use."

All that goes for the ten spot. It will be seen that the membership certificates (providing he sold them all) would net him \$50. His profit on the work would, therefore, amount to \$40. If the man seeking for employment does not happen to possess the \$10, there is still a

Those who read the article on page 32 of Canadian Grocer of November 26 entitled "The Losing Side of Mail Order Trading," will be interested in the following letter:—

Editor Canadian Grocer,

Dear Sir:—I was much taken up with the article on page 32 of Canadian Grocer of Nov. 6th (re) "The Losing Side of Mail Order Trading," and believe that the argument can be used to great advantage if it could be brought to the attention of the farmer, specially in the districts away from the large cities.

Thornloe (where my store is situated), is in New Ontario, 12 miles north of Liskeard, on the T. & N. O. Ry., in a good farming district. It is very galling to go to the station and have to climb over boxes piled four or five deep with labels advertising the mail order houses; and there are four or five such boxes from them for every one billed to myself or my brother grocer. It is very unpleasant indeed to find a pile of them addressed to someone who has a long standing account on the books here at the store and who never has the money to settle his bill. I sometimes boil, and do you wonder at it?

I would like to suggest something right now. Would it not be possible for Canadian Grocer to print a few thousand of these letters such as appear in said edition and sell them to grocers throughout the province?

This is a very opportune time, as the new year is close at hand, and one could be placed in the envelope along with the calendar which most merchants send out, and the farmer would absorb the letter far more if it were sent this way than if it were sent separately as advertising matter, as a nice calendar pleases almost anybody.

I would at least like to hear some other merchant's opinion of the matter.

Yours very truly,

H. P. McQUIGGAN.

Thornloe, Ont.

* * * *

Editorial Note.—This is a splendid suggestion from Mr. McQuiggan and it will be adopted. Canadian Grocer has decided to reprint this article in circular form and send out as many copies as members of the trade may desire at actual cost of setting, printing and paper.

Before having the article reset, however, we would like to get an idea as to how many would want circulars and the number. With this information the proper number could be run off and the price set. Dealers of course, appreciate that the more wanted the cheaper the price. Those dealers, therefore, who would like to secure some of the circulars for distribution, will kindly send in their orders within ten days from this date, November 20—that means that all orders must be in not later than December 1. This gives every merchant in Canada an opportunity to secure a supply if prompt action is taken.

chance for him if he has got \$5. Out of this investment he has an opportunity to make \$20, but the managers of The Co-operative Union of Windsor would prefer the receipt of the larger amount.

The bait in this instance is sugar. It is offered at somewhere around 4 cents the pound, which at the present price of the sweet stuff should catch a good many fish. Even retailers would save money

if they didn't have to buy other goods to get the sugar.

If The Household's Co-operative Stores cannot operate on the membership plan, but must place their business on a joint-stock basis, then how can The Co-operative Union or The National Supply Co., or The Consumers' Association, or The Dominion Grocery Co., of Windsor, do business on that basis? Perhaps the Provincial Secretary's Department will answer the question.

Retailer's Part in the Marketing of Fruit

Prominent Member of the Trade Maintains That via the Commission Merchant to Retailer is the Preferable Method—Talks About Trouble Retailers Have With Fruits of Various Quality—Retail Dealer Necessary if Maximum Amount is to be Sold.

Address by D. W. Clark before Convention of Fruit and Vegetable Men.

I MUST confess to a little surprise when your secretary asked me to give an address as a representative of the retailers at this your annual banquet. It is a somewhat new departure as far as I know and I trust it will work towards a better understanding between the fruit and vegetable growers on the one hand, and the retail grocers on the other.

I regret that you have not your display of fruit as in former years, because all such publicity helps to advertise it, and hence sales are increased for both grower and dealer.

You know there are many people under the impression that if a grocer buys an article for 99 cents and then sells it for a dollar he is making a profit of one cent. Such is not at all the case. I have been in the grocery business in Toronto about thirty years, and from my own experience, and the experience of others in the trade, the expenses of a grocer reach from twelve to eighteen per cent. on the turnover. So that if a retailer sells a basket of fruit for one dollar, he must figure that from the time that basket enters his store until it was handed in at the door of the consumer, it cost him anywhere from 12 to 18 cents. Suppose it cost him the average, 15 cents—you can see that if the first cost of that article was 85 cents and he sold it for one dollar he is actually just breaking even and no net profit whatever has been made.

Some of the Overhead Expenses.

The overhead expenses of a retail grocer include many items. There are wages to be paid the manager or proprietor, and the selling staff; there is rent, or interest on investment; light, fuel; the up-keep of delivery horses and wagons and drivers' wages; taxes; insurance; store equipment and fixtures; depreciation on everything; stationery, stamps, etc.; bad debts which frequently necessitate the writing off of considerable money; and sometimes unforeseen occurrences such as the death of a horse or the smashing of a delivery wagon in a runaway. Goods which we purchase and stock in our stores so as to have them convenient for the consuming public must each and all bear their share of these inevitable expenses. In the case of fruit and other perishable goods

there is always the additional expenses of waste to be added, for no merchant no matter how careful he may be, can gauge his purchases and sales correctly at all times.

I think you will all agree with me that the consuming public would not buy as much fruit and vegetables if they had to get their supplies direct from the country. The attractive displays of the retailers of Toronto every season are undoubtedly responsible for the great

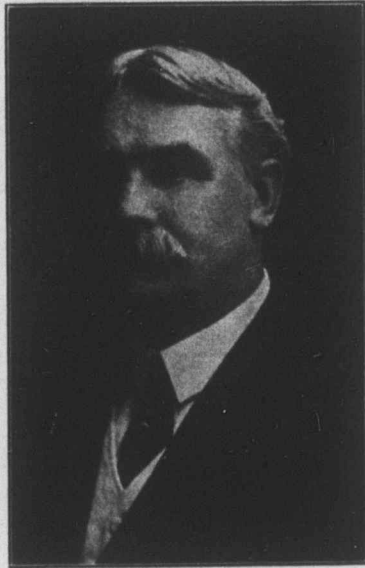
majority of sales; and if there were no displays to tender suggestions to the people, and consumers were left upon their own initiative to write or wire to the country for supplies, there would be a large amount of stuff go a-begging. I would just like to see the retailers of the country give up the sale of fruit and vegetables for one year, and allow the consuming public to send to the country for everything they wanted. You can depend upon it, there would be very little fruit consumed that year.

If, then, the retail grocer is a necessary link in the chain of fruit and vegetable marketing to secure the maximum turnover, the next question to decide is the cheapest and best way for fruit and vegetables to reach his store. You growers appreciate the fact that to obtain the maximum benefit from your crops, the harvest you produce should all find its way into consumption, and at prices that will bring you a reasonable net profit. If you produce more than a market can be found for, you lose. If the prices you receive do not pay you a net profit, you lose. Your aim is quite clear.

Commission House Allows Choice.

My opinion is that fruit can be more satisfactorily bought by the retail dealer from the commission merchant. It seems to me to be the only fair way for you to market your goods. My reason is this: When the merchant buys from one party at a distance he has no choice in appearance and quality. The goods may be satisfactory to-day and to-morrow they may bring all kinds of complaints from consumers, and you must remember that we make good to our customers anything that is not right. Melons may arrive too ripe or too green; peaches may be off color, etc., and as we are the final distributors, we get the blame. If we purchase goods we cannot conscientiously recommend, we must lose in the price.

But, on the other hand, when goods are bought from the wholesale market where competition is keen, we have our choice from scores of growers. If a retailer has a market for only one kind of fruit he can personally select what he wants from all the offerings on the open market. A merchant too, soon gets to know the shippers who send in the most



D. W. CLARK, Toronto.

This address by Mr. Clark was given on invitation of the Fruit and Vegetable Growers' Association at their convention last Friday. It has been advocated hundreds of times by daily newspapers and others, ignorant of the distribution problem that fruits and vegetables be sold direct to the consumer. In view of this the address was one of the features of the convention proceedings, taking as it did the course that fruit could be handled much more satisfactorily through the commission merchant, and that if the growers desired the distribution of the maximum amount of fruit the retail grocer was absolutely necessary. The talk was enthusiastically received as was evidenced by the applause and the questions that followed.

reliable fruit and vegetables, and at the commission house he has the opportunity of obtaining his daily supplies from one or another.

The dealer must also protect himself from the standpoint of price. Should he purchase direct from one shipper he pays the one price. But on the commission market the prices are up to-day and down to-morrow, so that if the price a merchant has paid to his own shipper happens to be higher than the ruling commission market quotation—as it would frequently be—he must cut his retail price and lose his net profit. It is therefore much the safer method—despite the recommendation of many of the daily papers and others ignorant of the situation—and surely the most satisfactory method to buy our fruit and vegetables.

No doubt some of you will be able to point to instances to the contrary, but for the best interests of the largest section of the growers and retail dealers, the marketing system I have outlined must prove the generally accepted one.

Errors of Growers.

The majority of us like to be commended for the good things we do, but we are usually loath to hear of these things that ought not to have been done. Nevertheless let me recall a few errors of commission and errors of omission that the fruit we frequently receive in our stores points to. Sometimes, for instance, we receive boxes of berries a little better than half filled. Out of a crate of 27 boxes it may require three or four boxes to fill up the remainder in order that we can offer them to our customers without fear of complaint. Suppose a crate of 27 boxes costs us 13 cents. That would mean a total of \$3.51. Suppose we were to sell the remaining 23 boxes that have been filled up at 15 cents per box, or an advance of 2 cents—which is the usual margin—we would only receive \$3.45 cents altogether. That would mean a loss on the first cost without taking into consideration the cost of doing business, which is from 12 to 18 per cent. There you have an example of an error of omission. On the other hand when we purchase berries that come from the United States the boxes are jammed full. Of course you realize that what I have said about Canadian boxes does not apply to all cases, but it has occurred frequently, and that is why I have mentioned it here. The retail grocers are in a position to give the growers great assistance in the marketing of fruit if we receive it in good order and properly packed. For the better condition it reaches us in, the lower is the margin of profit we can afford to take, and the lower the price to the consumer, the

more will there be consumed—and that is what you men are striving for.

Not All As the Top Row.

From my own experience I must say that a great deal of credit is due the Leamington fruit growers for the fair way in which they put up their goods. Most of the shippers are dependable and you can be certain that the retailers soon become acquainted with the good men and endeavor to get their goods from them. Every man, of course, thinks his goods the best, just as every athlete thinks he has greater powers than his competitor. There are some shippers who mark their goods No. 1, whereas other producers would call them No. 2. Here we have an error of commission. If the marketing of fruit is to be upon a satisfactory basis, as a retailer I would think that more care should be taken in this respect. We often purchase goods supposed to be as the top row indicates, but when those underneath are investigated we find an inferior quality which we cannot send out to our customers. All of this injures the fruit business in general, and it is undoubtedly not good business on the part of the shipper. It tends to rob him of a good name he would otherwise possess. In retailing it is just the same. If we do not give satisfaction to our customers, somebody else will, and we lose the trade.

There are too many disturbing influences in the trade. Supposing a man goes out to the country to visit a friend and brings home with him what fruit he wants. He usually gets it at a lower price than the retailer can buy in quantities—and he doesn't forget to tell us about it. We are every day being gently reminded by those who have just come in from the country how cheap apples are. Sometimes they tell us they can almost get them for carrying them away. They forget that we have high rents to pay and wages and everything else connected with the stocking, displaying and selling of apples, and think they should get them as cheaply as in the country. It is up to the producer, if he wants to get good prices for what he grows, to help maintain prices and not to demoralize them for the retailer from whom he expects so much in the way of getting the goods into consumption.

People Want Better Service.

I trust you understand the position of a retailer better in so far as the marketing of fruit and vegetables is concerned. Those of you who read some of our daily papers no doubt have seen the abuse we receive from Householders' Leagues, etc., about charging exorbitant prices. I assure you that competition

is too keen in grocery staples for that. These people do not understand methods of doing business and in their ignorance create all kinds of unjust prejudice against us. In fact, the service demanded by the public nowadays is one of the large factors in price advances.

I'm sure you will agree with me that the retailer is a necessity in the distribution of fruit and vegetables if the maximum is to be sold in a season, I believe in such conferences as these and I hope there will be more of them. I appreciate the honor you conferred upon me through your secretary, Mr. Hodgetts, in inviting me here to-day to give you this talk, and I thank you for your very kind attention.

CAMPBELLFORD ORGANIZED.

Campbellford, Ont., Nov. 19.—(Special).—This town can now boast of a strong section of the Retail Merchants' Association of Canada. Organizer W. C. Miller, of Toronto, was here recently and succeeded in getting the retail men together with a good staff of officers. They are as follows:

- President—Mayor W. J. Armstrong, general merchant.
- 1st vice pres.—J. A. Anderson, general merchant.
- 2nd vice pres.—G. W. Thomas, general merchant.
- Secretary—J. A. Smith, grocer.
- Treasurer—G. Russell, flour and feed merchant.

Arrangements have been made to hold monthly meetings of the association.

GROCER GOES TO THE FRONT.

It can scarcely be said that the European war is depleting the ranks of the grocery trade in Canada to any appreciable extent, but nevertheless there are a number leaving it—temporarily, we hope—to fight for their country. Among these is George D'All, a grocer at 148 Bernard Ave., Montreal, who has been a subscriber of Canadian Grocer. In a letter to this paper he says:

"Having joined the second contingent for overseas service (Grenadier Guards), I would feel obliged if you will cancel my subscription to Canadian Grocer in the meantime. If I am one of the lucky ones to see service at the front it may be some time before I require it again, but will be delighted to let you know when I come back, and to renew my subscription."

Not long ago Mr. D'All was unfortunate in losing his wife and a daughter of 18 years, and in this we are sure, he has the sympathy of the trade as well as of Canadian Grocer. It is to be hoped that he will be back again among us.



Interior view of the James R. Bell store in Peterborough, Ont., which is called "The Sanitary Grocery."

"The Sanitary Grocery" is Motto of this Store

Dustless Bin Fixtures with Glass Display Fronts, Biscuit Show-Case, Silent-Salesman, Refrigerator and Metal Ceiling Among the Features in the Interior Arrangement of the Bell Grocery in Peterborough—Advertises with Readers in Daily Press.

UNDoubtedly the tendency nowadays is to cleanliness and sanitation in the matter of the display and general arrangement of foodstuffs in the grocery store. No matter where one travels, he sees many improvements which did not exist five, ten and twenty years ago. One of these improvements lies in the direction of the conservation of goods so that they can be easily and quickly got at while the customer stands at the other side of the counter.

Ten years ago James R. Bell opened a grocery store in Peterborough, Ont., with not a very large stock of groceries and a meagre trade. His present store is reproduced herewith, and shows an attractive interior arrangement. In the previous store farther east on the same street he had worked up a good trade, but since his removal into the present one he states that business has greatly increased. And well it might, judging from the appearance of the interior arrangement. He calls it "The Sanitary Grocery" and features this in all his letter and bill-heads and advertising. The receptacles for bulk goods with glass fronts are one of the features. Not only, as Mr. Bell points out, do these tender a good suggestion to every customer, but they contain the goods as well, so that it is not necessary to travel out to a barrel

in the warehouse to fill the order. This is what makes bins of the character shown in the picture so valuable as a time saver.

The opposite side of this store is equipped with a biscuit show case to the rear, and to the front are boxes arranged under the shelving for fruits, such as apples, oranges and lemons and all kinds of vegetables. The benefit of all this is the wide range of lines which are open to the view of any and every customer who enters the establishment. To the right of the counter shown in the illustration and to the rear, will be observed a separate provision counter and silent salesman combined. The ice compartment is in the centre, the right-hand apartment being for the cooked and smoked meats and the left for butter. This refrigerator has been the means of greatly increasing the sales of meats in the Bell store.

The metal ceiling tends further to the idea of a sanitary store, and at night the inverted lights shining against the white ceiling send home the idea of cleanliness.

Mr. Bell is a thorough believer in "readers" from the newspaper standpoint, and every day there is to be seen a pithy little bit of news among the "locals" telling about some particular line he has to sell. "You bet they pay," is the way he describes them.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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TORONTO, NOVEMBER 20, 1914

Agitation Against Big Accounts

IN a letter from a retail grocer the suggestion is made that a universal propaganda be instituted among retail grocers with the idea of curtailing credits. The suggestion of this merchant is that everybody devise some method whereby all accounts must be paid within thirty days.

At a time like the present this suggestion deserves the fullest consideration of the entire trade. His idea is that if every merchant could equip himself with a rubber stamp containing some striking and urgent, but at the same time, judicious phrase calling upon the public to settle their accounts promptly in the thirty days, great good would result by using it freely on all parcels, and accounts.

From an independent source comes to Canadian Grocer a similar suggestion. The writer of this letter is not in the retail business, but his work is such that it brings him in touch with a good many merchants in the city in which he resides. He says: "I know grocers here whose books groan with debts. Why not begin an agitation to place a limit on credits? It seems to me the present is a good time to begin such a campaign and to get these men to realize the fragile structure on which they are building when they allow people to run up accounts indefinitely."

Is there any reason why there should not be a campaign against big accounts? None on the surface presents itself. The only difficulty in sight is the possibility that if such an agitation were established, we would not have concerted action. One dealer may come to the conclusion that if he insists on every book debt being cleared up within the 30 days his competitor will get the better of him. This, however, should not deter a man from making a resolution that there must be a limit to the length of time an account is allowed to run. If he determines on this course, as he undoubtedly should at present, few honest-intentioned customers will fail to see the justice of his case. Nine out of ten who would resent such an action are likely anyway to be undesirable.

So let us see a general agitation among the trade to put a time limit and if necessary a money limit on every credit customer. Let us seek an end to this wholesale loss through bad book debts and when

that time arrives we will witness a brighter dawn for the grocery trade than has ever before been experienced.

Ignorance of the Housewives

THAT ignorance on the part of housewives is responsible in a large measure for the high cost of living, is the opinion of Mayor Mitchell's Food Supply Commission, of New York City, of which George W. Perkins is Chairman. Working girls and those reared in the homes of the well-to-do are equally at fault, according to the report.

Young women employed in offices, stores and factories, before their marriage, have little or no practical training in the art of housekeeping, the committee finds. The same is true, it is held, of the daughters of prosperous families, where the mistaken notion prevails that it is not necessary for them to learn housekeeping.

The committee contends that extravagance and waste in households, headed by women not trained for home-making, leads to large and unnecessary drains upon the city's food supply.

This will be somewhat galling news to our householders' leagues, the fair members of which have been believing that the retail grocer was responsible for all the trouble.

The Retailer a Necessary Link

IT is quite refreshing to be told by a daily paper such as the Toronto Globe that the retailer and wholesaler are necessary for the distribution of fruit, in view of the many intimations we have had from time to time in this and in other influential journals that the producer and consumer should be closer together. In an editorial in its issue of Nov. 14, The Globe says:

"Whether the grower packs his own apples, or sells them to a packer, or hands them over to a co-operative association, the wholesaler and the retailer we shall always have with us, doing the bulk of the trade, for reasons that are too familiar to need expatiation and reiteration."

As D. W. Clark points out in his address before

the Fruit and Vegetable Growers' Association, and which is printed in this issue, the retail dealer with fruit displays that catch the eye of the public is absolutely necessary for the distribution of the maximum amount of fruit. He asks the growers to picture for themselves what would happen if the retailer remained out of the distribution for one year, and answers the question by stating that the fruit sales that year would be exceedingly meagre. Mr. Clark also affirmed that in the best interests of the fruit and vegetable business these goods should be handled through the commission merchant.

If the retailer is necessary in order to secure the maximum sales of fruit, then it is the duty of the growers and merchants to get together and perfect the distribution arrangements as far as possible. Secretary Hodgetts is to be commended for his interests in the matter by inviting Mr. Clark to give the address to the growers. This talk and the subsequent discussion will go far towards a better understanding between the two important bodies and if it is followed up, as it likely will be, we have every reason to expect a great improvement in the fruit and vegetable business all round.

The Potato Embargo

THE fact that the American potato market has again been thrown open to Canadian growers, permitting the resumption of shipments from the Maritime provinces to the New England States has had an immediate effect on the situation on this side of the line. Coming at a time when the frost begins to make the movement of potatoes in Canada somewhat hazardous, the change in attitude with regard to the embargo opens a new source of demand and prices have immediately stiffened. In Toronto an advance of 5c a bag early in the week was followed by another similar advance before the end of the week; these advances applied to both Ontario and Delaware tubers.

The embargo was imposed by the American Government in December of last year because of a powdery scab noted in some parts of Canada. A similar embargo was also placed upon the movement of potatoes from the State of Maine. Later there were modifications made with regard to the Maine potatoes and the Dominion Government has been negotiating to have these same concessions made in favor of Canadian supplies over the border. This has now been done.

The Retailer Being Recognized

WHEN the Government established its apple publicity campaign, and the Canadian Manufacturers' Association its Made-in-Canada propaganda nothing was done to enlist the co-operation of the retailer. There is ample evidence that the two campaigns have suffered materially from the lack of that co-operation. Ignoring the retailer is not good business policy in the present age, and it is to be hoped that in future the counsels of the man who comes face to face with the ultimate consumer will be more in demand.

There are several indications that we shall see an improvement in this respect. The fact that the Ontario Fruit and Vegetable Growers' Association invited a retailer for the first time in history to give an address on the topic of fruit distribution from the retailer's standpoint, is significant.

Again, the Canadian Home Market Association which is also establishing a Made-in-Canada publicity campaign, is going to make a strong appeal for the interest of the retail merchant. The climax of the work of this organization will be reached probably some time in February when it will culminate in a demonstration covering three weeks. The main features of this demonstration will be a special co-operative advertising campaign, a special window and store display campaign, special supplementary general advertising by individual retail merchants.

As the money to be spent on this campaign under the supervision of the Canadian Home Market is almost in the six-figure column, its importance is evident. With these facts in view it is highly gratifying to know that the men behind the movement recognize the importance of the retailer. It is only right and proper that the advice and assistance of the man who is more interested in the success of any such campaign than any other, should be secured from the very first.

Editorial Notes

THE MAN who thinks it first is not so great as the man who does it first.

• • •

GOOD SERVICE consists of doing the right things and omitting the wrong ones.

• • •

FROM THE REPLIES received from dealers there is no reason to doubt that it is "Business as Usual" with Canadian Grocer's readers.

• • •

PEOPLE WHO want cheap apples can no doubt buy them, but they must expect to pay more for the quality brand—and yet they are kicking.

• • •

THE PEDLAR'S license is really the duty in favor of the home retailer and that duty, as in the case of Canada's customs, should be rigidly enforced.

• • •

IF GERMANY should pawn the watch on the Rhine, how would the Kaiser get to Paris in time for that "bang-up" dinner he has promised his generals.

• • •

'TIS SAID THAT it is more blessed to give than to receive. If such be the case every dealer should give part of his time to the work of placing the trade on a higher plane.

• • •

A NEW YORK man says that the ignorance on the part of the housewives is chiefly responsible for the high cost of living. He should secure police protection right away.

• • •

WHO WOULD ever have thought that the foot-and-mouth disease that is attacking United States cattle would have any effect on the importations of glass from that country. Hay and straw are among the lines included in the Canadian quarantine regulations and these are used for the packing of glass.

Sugar Consumption in Canada on the Increase

Figures of Considerable Interest, Showing Imports for the Past 16 Years Under Both the General and Preferential Tariffs — Countries of Origin Also Given.

SUGAR is undoubtedly becoming a more and more popular article of food in Canada as the years go by. The figures showing the amount of sugar that has entered Canadian ports for home consumption during the past sixteen years demonstrate this and they also

year there were 35,484,778 pounds, whereas last year they were only 9,620,648 pounds. On the other hand, the imports of raws have increased in the same period from 462,303,703 pounds in 1910 to 694,336,500 pounds in the last fiscal year.

raws were 133,448,719 pounds. The totals under the general tariff, it will be seen, were higher than under the preferential, the figures being 408,264,115 pounds, which shows that we do not depend on British possessions for the bulk of our raw sugar.

COMPARATIVE STATEMENT SIXTEEN YEARS, 1899-1914.

Year.	General Tariff Lbs.	Preferential Tariff Lbs.	Surtax Lbs.	Special Tariff 135A Lbs.	Above 16 D.S. and all Refined Lbs.	Not above 16 D.S. Lbs.	Total Lbs.
1899.....(12 mos. June 30).....	237,661,810	28,161,579	32,809,412	233,013,977	265,823,389
1900....."....."	286,363,050	18,297,398	37,038,841	267,523,607	304,660,448
1901....."....."	304,015,962	32,678,871	37,514,922	299,179,911	336,694,833
1902....."....."	326,824,196	43,251,251	51,379,428	318,696,019	370,075,447
1903....."....."	288,150,339	100,001,559	128,935	26,672,033	361,698,799	388,370,832
1904....."....."	100,128,451	290,414,865	1,344	23,734,365	366,810,295	390,544,660
1905....."....."	71,740,809	274,863,036	148,753	19,517,812	327,234,786	346,752,598
1906....."....."	77,919,591	371,042,486	446	28,532,913	420,429,610	448,962,523
1907.....(9 mos. Mar. 31).....	27,016,234	283,941,781	3,784	26,294,767	284,667,032	310,961,799
1908.....(12 mos. Mar. 31).....	51,867,068	393,584,054	22,056,516	32,945,709	434,561,929	467,507,638
1909....."....."	51,158,971	392,802,583	37,579,086	28,115,512	453,425,128	481,540,640
1910....."....."	100,633,638	343,932,936	53,221,907	35,484,778	462,303,703	497,788,481
1911....."....."	97,590,946	390,589,876	85,927,342	31,043,174	543,064,990	574,108,164
1912....."....."	148,804,549	376,831,681	60,165,262	23,906,992	562,804,500	586,801,492
1913....."....."	304,888,835	295,960,250	39,348,852	19,966,511	620,201,435	640,197,946
1914....."....."	412,324,956	255,684,002	35,948,190	9,620,648	694,336,500	703,957,148

Table No. 1.—This table shows total sugar imported during 16 years under the various tariffs, and imports of refined and raws in same period.

indicate the importance of the retail trade through whose stores these enormous amounts have been passing.

It will be seen from Table No. 1 that the total quantity of sugar, raw and refined, imported into the country during the fiscal year ending March 31, 1914, was 703,957,148 pounds. The year previous the figures were 640,197,946 pounds, the increase in the twelvemonth being more than 63,000,000 pounds. This, it should be remembered, only refers to the imports and to this must be added the sugar made from domestic beets—which are not available—in order to obtain the total consumption. Sixteen years ago, in 1899, the total imports were only 265,823,389 tons, which shows that they have almost trebled since that time.

There is another significant thing to be seen from the array of figures in Table No. 1. That is that the imports of refined sugar have been gradually on the decline since 1910. During that

The origin of the sugar we consume is shown in Table No. 2. From British Guiana in South America there came the last year 143,693,576 pounds, which constitutes the record. From the British

In the case of refined, however, we receive more under the preferential tariff than under the general by about a million and a half pounds.

	General Tariff Lbs.
Cuba	20,386,026
Dutch Guiana	1,829,056
Peru	901,340
San Domingo	12,831,768
Total	35,948,190

This table represents amount of raw sugar brought in under the Refiners' Privilege Clause in the Customs Tariff. This must be imported to be refined in Canada to extent of quantity refined during fiscal year ending March 31, 1913, by refiners from sugar produced in Canada.

West Indies and the Fiji Islands came over 100,000,000 pounds, making a total of 250,386,026 pounds under the preferential tariff. But from Cuba under the general tariff we received no less than 119,014,741 pounds of raw sugar the last fiscal year, and from San Domingo, another West India Island) the figures on

NATIONAL RAILWAY ASSOCIATION

Toronto, Nov. 19.—At Osgoode Hall last week Mr. Justice Britton ordered the winding up of the National Railway Association. The company was formed in August, 1911, with a capital of \$40,000, which was increased in 1912 to \$5,000,000. G. T. Clarkson is to be liquidator, with a reference to the master in chambers.

The shareholders, of which there are 6,000, are employees of railways and owe over \$260,000 on the stock subscribed for by them. A statement of liabilities and assets at the end of October shows liabilities of \$61,400 and assets of \$426,595.57, of which \$269,963 is due on capital stock.

Above 16 D.S. and all Refined.	General Tariff Lbs.	Preferential Tariff Lbs.	Total Tariff Lbs.	Not above 16 D.S. (Raws).	General Tariff Lbs.	Preferential Tariff Lbs.	Total Tariff Lbs.
United Kingdom	395,582	5,461,377	5,856,959	British Guiana	143,693,576	143,693,576
British West Indies	280	98,430	98,710	British W. Indies	188,873	95,150,119	95,338,992
Hong Kong	3,564,476	3,564,476	Fiji Islands	11,280,500	11,280,500
Newfoundland and Labrador....	2,174	2,174	Cuba	119,014,741	119,014,741
Austria-Hungary	9,641	9,641	Danish W. Indies	12,290,330	12,290,330
China	9,187	9,187	Dutch East Indies	33,863,367	33,863,367
France	2,756	2,756	Dutch Guiana	9,132,592	9,132,592
Hawaii	100	100	Germany	45,743,751	45,743,751
Japan	40	40	Guatemala	2,000,380	2,000,380
Miquelon and St. Pierre	135	135	Peru	34,747,160	34,747,160
United States	76,470	76,470	San Domingo	133,448,719	133,448,719
				United States	17,744,202	17,744,202
Total lbs.	4,060,841	5,559,807	9,620,648	Total lbs.	408,264,115	250,124,196	658,388,310

Table No. 2.—This shows total imports of refined and raws during last fiscal year under both the General and Preferential tariffs, and countries of origin.

Sugar Refiners Reply to Lower Price Agitation

It is Pointed Out That While Prices Are Now Higher Than Those of New York, a Comparison Cannot be Made on Account of the War Tax and the Fact That the Policy in Canada Has Been to Sell in Accordance With the Buying Basis of Raws.

SUGAR continues in the limelight as one of the most active performers in the grocery market. Of late what has been lacking in interest in price changes and buying has been made up by the attitude of the public in criticism of the prices now being charged. The fact that while the price in New York for refined is \$4.90, the Canadian basis is \$6.75, has not failed to attract considerable attention—much more attention, it might be remarked, than the fact that during the month of August there was a difference of about 3c the pound in the other direction.

Such a situation as now exists must appear unsatisfactory to the general public, and is, therefore, unsatisfactory to the retailer for the reason that although he stands to make no more profit, and is probably losing on account of small sales, his customers think that he is partly responsible for the situation. If the refiners are charging too much, then there is ground for the dissatisfaction. But there are two sides to this question as most others, and the refiners set forth that while in the States the market was followed, on the advice of the Canadian Government they merely charged the usual profit over the price of raws, with the result that at the present time in spite of the high prices they are actually getting less profit than before. The war tax should also be taken into full consideration.

What Refiners Say.

The following statement from a Canadian refiner is a reply to the agitation which has been started for lower priced sugar:

In view of the articles which have appeared in the press lately regarding the price of sugar in Canada, it may be well to clear up some misapprehensions on a subject which is too intricate for the "lay" mind, and often it must be admitted, for the expert.

The price of sugar to-day in Canada is being compared with New York prices and the deduction is drawn that the refiner here is making a larger profit.

As a matter of fact, the conditions here can be more fairly compared with those in the United Kingdom.

The price fixed by the British Government for granulated is 30s. per cwt.—equal to \$6.52 per 100 lb., this sugar paying a duty of approximately 40c per 100 lb.

In Canada to-day the refiner is netting less than \$6.25 and pays \$1.37½ duty, that is, he pays to the country's revenue nearly a dollar more duty and gets a quarter of a dollar less for 100 lb. of his product. That hardly looks like an excessive profit.

The whole argument as to the Canadian refiner's profits so far as disclosed in the papers is based on the theory that he can buy sugar in New York at 2½c per lb. (As a matter of fact, the price in New York on Wednesday was 3c. not 2½c.) The Canadian refiner, whom business conditions compel to buy months ahead, in which he differs from the American refiner, is to-day using raw sugar bought some time ago, on which at to-day's price in Canada far from making an excess in profit he must suffer a very large loss indeed.

This is the real fact, and business is run on facts, not on theories.

The newspapers hardly give the refiners credit for keeping down the price earlier in the season.

From August 3rd to 21st the refiners in Canada sold sugar without advance; on 21st the Canadian Government put a war tax on sugar which automatically raised the price 70c (without benefitting the refiner—in fact, involving him in loss). No advance was made till 8th September, that is, during that whole period the Canadian consumer got his sugar at ante-war prices.

The High Prices in U. S.

Meanwhile, let us see how his fellow in the United States fared. Starting with sugar at about the same price, by the 5th of August he was paying 60c more, by the 7th, 85c more, by the 10th, \$1.10 more, by the 11th \$1.50 more, by the 12th \$2.06 more, by the 13th \$2.56 more, by the 16th \$3.04.

On September 8th the Canadian refiner was selling his sugar without advance, while the Americans were then getting 23¼c per lb. more.

And what of the Englishman? During the same period he was paying from 30s. up to even 50s., 6½c to 10½c for the sugar he ate.

The Canadian consumer thus was getting, solely, mark you, owing to the Canadian refiners' action, probably the cheapest sugar in the world.

What put down the price in New York lately was the offering of German beet Sugar at sacrifice prices; the British

Empire is at war and Canadian refiners neither can or would buy from enemies of the country.

For various reasons as explained, prices in Canada must be higher than in the United States—that is, part of the price we pay as a belligerent country as compared with a neutral one.

In conclusion the Canadian refiners might have made very large profits when war broke out during the period of heavy consumption of sugar, but deliberately refrained from doing so—neither are they doing so now when consumption is down to a minimum.

Will the price of sugar go down now? I will answer that in the words of the last article I saw—"Sugar has been the Joker of the grocery market; not even those best versed in market conditions have been able to prophesy what would happen next."

I venture no prophecy—I say, however, refined sugar is up in New York to-day.

TRAVELERS' NOMINATIONS.

Montreal, Nov. 19—(Special). — At the annual meeting of the Dominion Commercial Travelers' Association held in Montreal on Saturday, the following nominations of officers for election at the annual meeting on Dec. 8 were made: John E. Wright, first vice-president, being the only nominee for president, was elected by acclamation to that office, succeeding George A. Mann. Max Murdoch was re-elected treasurer in the same manner, the nominations of other officers being as follows: First vice-president, J. A. Bernier and W. J. Irving; second vice-president, M. W. Hackett and Captain George Van Felson, of Quebec; directors, J. R. Bisailon, L. L. Paul Bernard, W. Drysdale, W. J. Joyce, J. A. Leddy, Arthur A. Markus and Geo. W. Prescott, of Toronto, five to be elected.

It was decided to forego the annual dinner this year, the suggestion being made that members should pay over the price of the ticket to the Patriotic Fund.

IF A BUSINESS MAN, HE NEEDS IT.

Editor Canadian Grocer:—

In my opinion a merchant who professes to be a business man at all cannot possibly be without Canadian Grocer.

FORD N. ROBERTS,
C. B. Hume & Co.
Arrowhead, B.C.

"Faith Cure" Suggested for the Peddling Evil

Manufacturer Sets Forth Theory That if Merchants Sold Goods Made in This Country There Would be no Street Hawkers—Do Peddlers Sell Canadian Merchandise?—Little Faith Expressed in Legislation.

THE campaign of retail merchants' associations against the professional peddler as referred to recently in Canadian Grocer has brought a letter from a Toronto manufacturing company in which the head of the sales promotion department expresses the opinion that rather than seek legislation against the hawker the retailer should sell goods made in this country. The idea is that if merchants sold Canadian goods, Canadian workmen would be fully employed and there would be no need for peddling and the inference appears to be that goods are sold from door to door because the retailer does not handle them. This writer states his belief that while regulations must be placed in the hands of the government to some extent faith should be placed in the maxim that a people that are least governed are best governed. Canadian Grocer cannot agree that the well-sounding theory outlined will solve the troubles of the refailer in this respect. Soothing syrup will do little good to the sufferer when an amputation is necessary.

The merchant has a strong and valid objection to the wholesale deprecations of the professional peddler. The merchant is maintaining a store for the accommodation of the public. He gives credit to his customers when they need it. He pays taxes and does his share in the upkeep of public institutions. The professional peddler has no expenses to meet, and is under no obligations of any kind. He takes the people's money without handing back a cent of it in any form. Thus the peddler has such an unfair advantage over the local merchant that the latter is clearly entitled to every protection that the law can afford.

Not a Sound Solution.

Our correspondent is only partly right in his contention that the pushing of made-in-Canada goods would prove the solution of the peddler evil. It would undoubtedly lessen unemployment and thereby produce work for some of the men now eking out an existence by peddling goods from door to door. But it would have no effect whatever on the professional peddler. It is a well established fact that most peddlers carry a cheap line of goods not made in Canada. Most peddlers handle articles which the retail merchant would not stock; articles which can be sold only by door-to-door canvas. The professional peddler will continue to sell worthless, trashy goods

to the public, no matter whether merchants were pushing made-in-Canada goods or not. Anyone who understands trade conditions will bear us out there.

It follows that the merchant is entitled to such protection as the law can give him. The correspondent declares his concurrence in the maxim that "people who are least governed are best governed;" which we conclude is an expression of his belief that the competition of peddlers can be overcome better by the solution he advances than by actual legal restriction. We desire to emphatically declare that the protection of the law is the only consideration that counts with the professional peddler.

The retailer is in exactly the same position as the manufacturer. The latter asks the retailer to support Canadian business institutions by buying goods made in this country. The retail merchant asks the people to support the interests of their community by buying from local tradesmen. It is exactly the same principle. Manufacturers think that they are entitled to protection from outside concerns. They would in many instances be forced out of business if foreign concerns were able to evade all duties and sell goods direct to the retail trade. In exactly the same way, the retailer is sorely pressed when peddlers are able to sell from door to door, offering goods at low prices because they are exempt from the expenses that the retailer has to bear.

The retailer needs the protection of the law against the peddler just as surely as the manufacturer needs the protection of legal duties against unfair foreign competition. The peddler's license is the "tariff" of the retailer. Professional peddlers are coming in without paying the "duty" or are getting in under technicalities which permit evasion of the law.

CONGRATULATIONS.

Editor Canadian Grocer:

I must congratulate you on the Fall Number of Canadian Grocer. It is in keeping with your previous splendid reputation of editing a splendid trade paper.

GEORGE O. WERRETT,
Simcoe, Ont.

Is it any wonder that the retailer objects?

Generally speaking, we do not think we would be going too far in asserting that the retailer is really defending the interests of the public when he keeps the professional peddler out of his community. The professional peddler hawks wares that are usually of a very inferior quality. He comes around and bothers the busy housewife until she makes a purchase—usually to get rid of him. She finds, as was the case with a line of imported varnish which was recently being peddled around at 25c the can, that her purchase is worthless or next to it. She wants her money back. If the merchant has made the sale she would get it back. But the professional in-and-outer has folded his tent like the Arab and departed into the horizon.

Canadian Grocer does not desire to voice any objection to the plea that merchants should buy made-in-Canada goods. Our object is to show that the adoption of this policy can never serve as adequate protection against the peddler evil and that the merchant is entitled to every bit of legal protection that can be devised.

PRIZES FOR APPLE WINDOWS.

The Market and Industries Committee of the City Council of Vancouver, B. C., established an Apple Week there and with the co-operation of the retailers and wholesalers, made it a successful event. Prizes were offered the retailers for the best dressed windows in the various districts, the first being \$25, the second \$15 and the third \$10. Department stores and others employing professional window trimmers were excluded from the competition but there was a special prize for them. The winners were:

District No. 1—First, A. & G. Grocery; second, T. F. McDowell; third, London Grocery.

District No. 2—First, T. W. Vincent; second, A. G. Page; third, Lyons' Grocery.

District No. 3—First, Arnott & Gray; second, Morrow & Dean; third, Gilson & Browne.

The prize for the best professional window was awarded to David Spencer, Ltd., who secured the artistically designed and executed apple.

How Other Grocers Do Things



Working on Sound Basis

Referring to the business conditions in Moose Jaw, Sask., Alex. McLean, of McLean's Grocery says:

"The grocer in this part of the country got his hardest knock in 1913. The tightening of the money market caught a great many of our best grocers with a great deal too much money on their books. Up till then we were all doing business on too loose a scale, and the conditions which have prevailed since have been the means of our getting business on a more substantial basis. We are watching our credits better, and going on in a safer way. People are not throwing their money away on some useless real estate and other foolish investments but are living in a more conservative and economical way, which brings the grocer the money that rightly belongs to him.

"Business is more solid and steady and we are very optimistic and are looking forward with confidence to the very near future when the Kaiser and his military machine shall be overthrown and peace, progress and prosperity shall return to our land. We wish Canadian Grocer its full share of the same."

This is a most encouraging letter and indicates the trend of business throughout the West is towards a sound and substantial basis. Watching credits more closely will mean a good many extra thousand dollars to the cash registers of the grocers during the coming twelve months.

Kitchen Cabinet Display

A Toronto grocer has a strong practical display of canned goods, cereals and other food stuffs arranged in a kitchen cabinet after the manner in which the cabinet would be filled by the careful housewife. This shows the actual goods which the cabinet should contain, and is, therefore, a factor in producing business from the standpoint of the power of suggestion. Where a merchant handles these cabinets as well as groceries there is an excellent opportunity for a convenient and forceful window trim without expense.

This Should Sell Oysters

In a little booklet gotten out last year by Geo. O. Werrett, a Simcoe, Ont. grocer, a splendid oyster talk is given. The booklet consists chiefly of lists of goods and their prices but interspersed here and there are convincing little talks like this one on oysters. Three others were reproduced in the Fall Number of Canadian Grocer of Oct. 30. The oyster talk reads as follows:

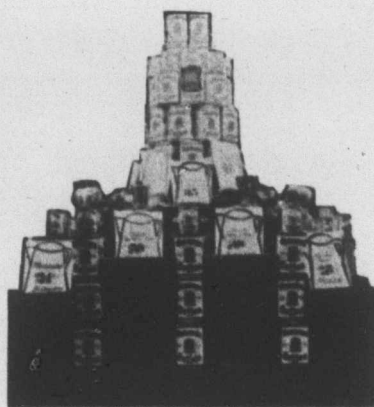
OYSTERS.

After many years pushing, talking and advertising oysters, then sending them out so fresh and good that every pint was an advertisement for us, we have attained our object. At first it was a problem. Oysters were not as good as they are now. They were not handled in as sanitary a manner, and we were unable to sell them fast enough to avoid losses, but by our persistent efforts we have managed to work up an oyster trade large enough to always supply oysters absolutely fresh. To-day we have many customers who come to us solely for their oyster supply. They know ours are fresh and of superior quality.

G. O. Werrett.

A Coffee Pyramid

In October a coffee-week was celebrated throughout the United States and from all accounts there were many fine window and other displays shown all over the country. The display illustrat-



Cut showing individual interior coffee display in big New York store.

ed here shows an individual trim in the big store of the J. B. Greenhut Co., of New York City. The photograph was scarcely large and clear enough to illustrate the exact arrangement, but it can be seen that the display was an attractive one. In the front are large cans of coffee, separated by small tins, piled one on top of the other. Liberal use has been made of coffee-pot show cards, all of which is topped by a pyramid of more small cans of coffee.

A Catchy Show Card

A western merchant whose store is located at a street car transfer point devised the following display card to take advantage of the situation, and hung it up in a prominent position outside the door:

"Your transfer good for 15 minutes. Spend it here."

The card has caught many an eye and advantage has been taken of the store being located at the corner in question. This goes to show that a strong factor in the selling of goods is suggestion.

The Ad Introduction

Under the caption "Very Fine Values Indeed," the introduction to a recent newspaper advertisement of S. G. Freeze, a Calgary, Alta. grocer, runs in this catchy and convincing manner:—

"Shouting and raving and waving our hats (in print) do not convince the level-headed majority. Most of you know this store, and know that our advertisements, calmly stated, promise less than we fulfil."

What Display Does

J. A. Hammond, a Campbellford, Ont., grocer, has a unique display of groceries arranged on a counter backed up against the shelving on one side of the store which he finds acts as a splendid silent salesman. It provides many a suggestion to the transient buyer, he claims.



The Clerks' Page



HOW TO GREET THE CUSTOMER.

Salesmanship used to be called "the art of selling a man something he doesn't need," but this is an absolute fallacy. A salesman may succeed in selling a customer something he doesn't need, but you may be sure that he will not repeat the operation. True salesmanship consists in creating a desire for goods. The ideal salesman will convince a man that the purchase of certain goods will result in benefit. The ideal salesman leaves no bad taste in the mouth of a patron. The best salesmanship motto is this: "First befriend your customer, then sell to him."

A great salesman has said: "Convince a man that you are his friend, and he will buy a white elephant from you." Friendship is a great asset in salesmanship. Every store should be a "Courtesy Shop," as this is absolutely necessary for perfect mercantile success.

A good salesman must know the goods, must know the trade, and must possess energy and vim, but unless he continually practises the plan of putting himself in the customer's place, he will fail to make a lasting success.

Knowledge is the basis of all salesmanship. Gall, aggressiveness and diplomacy may catch and hold the prospect, but real knowledge closes the order. A sterling selling talk is fruitless when combined with inability to account for the price of an item. Why waste time in working up the interest of a patron if you must finish with the acknowledgment that you cannot answer so simple a question as "But why does this one cost more than that?" If customers see that you do not know the goods you attempt to sell, they will credit you with as little knowledge in every other department of your work.

Retail selling is as much a profession as medicine or law, and there is no reason why it should not demand as thorough a preparation. Six, seven, eight years are spent by a prospective doctor before he is ready to begin, and even then he takes up his tools with hesitation.

HE WASN'T A CANADIAN.

Coming fresh from the country a youth had just procured a position in a city grocery. As he had been warned

that the city folks would "josh" him because he was from the country, he was very cautious. One afternoon a girl entered the store and said:

"I should like to get some birdseed, please."

Confident that he had detected a "josh" the youth answered with a smile:

"No, you can't 'josh' me. Birds grow from eggs, not seeds."

SERMONS IN BRIEF.

The floor is not a waste-basket.

• • •

The long-winded clerk tires his customers easily.

• • •

The clerk with the smile is the salesman, worth while.

• • •

Reserve arguments are necessary to overcome objections.

• • •

When the tongue is longer than the thoughts, trouble arises.

• • •

Forbid that we should judge others lest we condemn ourselves.

• • •

Confidence in the store's goods is necessary to the maximum amount of sales.

THE ENCYCLOPEDIA

THE ORIGIN OF "GROCER."

Much has been said as to the origin of various foodstuffs which the grocer handles but a fair question is what is the origin of the word "Grocer" itself?

Prior to the opening of the twelfth century, established shops for the sale and barter of commodities were little known in England. Pedlars, or chapmen, traveled from hamlet to hamlet with packs of fine cloth, jewels, wine, salt, spices, tallow and wax, but, as may be judged from their stock, the traffic of these men was confined almost entirely to the nobles of the castle and the priests of the monastery. Such neces-

sary articles as salt and tallow were sold to the common people, but these pedlars found most of their profits in the sale of luxuries to the wealthy.

Later as pedlars became more numerous, the market was developed in town, while the fair supplied the country districts with a means to sell and exchange goods. This latter institution served the double purpose of providing a place where goods that could not be obtained in the town markets were procurable and also a wider opportunity to dispose of ordinary commodities.

The shops of that fore-runner of the Grocer, the "Pepperer" or "Spicer," were undoubtedly established in London many years previous to 1180, as a mention of a Pepperer's Guild of London is found as early as that year. These tradesmen dealt in pepper, cloves, nutmegs, mace, ginger, frankincense and other spices then brought across Europe from remote India. Spiced drinks and richly spiced foods were greatly in vogue among people of wealth, as food at that early period was coarse and not always wholesome. This guild of pepperers ceased to exist shortly after 1338, in which year a heavy loan was extorted from it by Edward II.

The earliest use of the word "Grocer" or "Groser" occurs in 1310 in the city record report of London. The term "grocer" probably originated through certain mediaeval traders who "engrossed" large quantities of merchandise. It has also been attributed to the leading merchants at that time who bought only "in gross" (en gros) or in large quantities.

The fifteenth century in England finds nearly all of the various trade formed into guilds, and these guilds were in many cases provided with full authority to rule the affairs of their occupation. The power was received either directly from the king through a special charter, or, if in London, by a delegation from the Lord Mayor. Each trade was supposed to be responsible for, and preserve, its "good name and fame."

W. C. Newton, St. Thomas, Ont., traveller for the Empire Flour Mills for seven years, has resigned and is leaving to engage in business on his own account in Detroit.



Current News



Quebec and Maritime Provinces.

Mitchell & Roe have registered as grocers in Montreal.

R. W. Howes, of Swift & Co., Chicago, spent a day or two in Montreal last week.

Armstrong & Ferguson, grocers, Newcastle, N.B., have dissolved, Wm. Ferguson continuing.

Wilfrid B. Welch, general merchant, Deer Island, N.B., is succeeded by the Leonardville Trading Co., Ltd.

A. Bailey, grocer, Cote St. Paul, Que., is building a new store near his present stand at the corner of Rielle and Galt.

J. A. Giard, who had for many years kept a grocery store on Laframboise St., in St. Hyacinthe, Que., died last week.

The employees of Rowell, Son & Co., Sherbrooke, Que., manufacturers of biscuits and confectionery, have donated the sum of \$22 to the Belgian Relief Fund.

The operation of the Atlantic Sugar Refineries at St. John, N.B., is expected to commence very shortly. This was announced last week after the first annual meeting of the company held at the head office in Montreal. Owing to the fact that the company has not been in operation, no financial statement was read at the meeting. The plant at St. John has just been completed, and the company is in a position to commence operations. There were several changes in the board of directors. Hon. T. Chase Casgrain, who is now Postmaster-General, was a director last year, and Victor E. Mitchell has been appointed in his stead. W. R. Allan is off the board, Augustus S. Peabody being elected in his place, while Alexander Smith was elected in the place of the late Fleetwood H. Ward. Messrs. Peabody and Smith are members of the firm of Peabody-Houghteling, bankers, of Chicago. The board of directors is as follows:—D. Lorne McGibbon, president; F. H. Anson, vice-president and managing director; Hon. Wallace Nesbitt, Sir Thomas Tait, C. P. Beaubien, Alex. Smith, Augustus S. Peabody, S. H. Ewing, Victor E. Mitchell, H. J. Fuller and S. J. LeHuray.

Ontario.

F. H. Crosby, Bobson & Crosby, general merchants, Uxbridge, Ont., died recently.

A. Culbert, a Hamilton, Ont., grocer, died last week.

Jos. Barron, grocer, Toronto, has sold to J. J. Hamilton.

W. S. Moulds, grocer, Toronto, is succeeded by Lillian Fligg.

W. H. Peppler, grocer, Listowel, Ont., has sold to Peter Deppel.

The Civil Service Co-operative Association has been opened in Ottawa, Ont.

J. A. Torrance, grocer and butcher, Hamilton, Ont., is succeeded by Gibbons & Yellowlees.

The Hamilton Retail Grocers' Association have under consideration the task of the revision of their constitution.

Chamandy Bros., general merchants, Cobalt and Haileybury, Ont., have sold their Haileybury branch to Alice & Ferris.

J. H. Richards, of Havelock, Ont., has purchased C. W. Coon's general store business at Trent River, and has taken possession.

George O'Sullivan, a Campbellford, Ont., grocer, has returned home from Montreal, where he has spent his honeymoon. Canadian Grocer wishes him a prosperous married life.

W. J. Baker, who was formerly with the American Kellogg people in Toronto, has joined the staff of the Canadian

Cereal and Flour Mills Co. as sales and promotion manager. W. T. Jamieson is the manager of the company.

The grocers and butchers of Windsor, Ont., are considering the question of a general delivery system. W. D. Hawthorn, secretary of the Grocers' and Butchers' Section of the R. M. A. there would be pleased to hear from any towns where general delivery is being operated successfully.

The suggestion is made by a member of the Toronto Grocers' Section of the Retail Merchants' Association that a corps of the Home Guards be organized in the section. He points out, now that the grocers have assembled in good strength this could be readily accomplished. There is some talk of the Butchers' branch organizing a Home Guard section.

Prior to his departure from Peterborough, Ont., for St. John, N.B., N. C. Cameron, who has been secretary of the Peterborough branch of the Retail Merchants' Association for some time, was presented with a purse of gold by the association there. A special meeting of the executive of the R. M. A. there was held on Friday evening last, at which the gift was tendered, and at which several speeches eulogistic of the work of Mr. Cameron were made. Particular reference was made to the fight he put up during his tenure of office against transients who attempted to do business in that city without paying the necessary license. For some weeks past he has been engaged in organization work in St. John, and has been appointed Provincial Secretary, with headquarters in that city.

Western Canada.

J. L. Barbour, grocer, Balmoral, Man., has sold to Waterer & Dyer.

R. R. Evans, grocer, Winnipeg, is succeeded by Booth & Bristow.

H. D. Smith, general merchant, Wawanesa, Man., is succeeded by Smith & Morton.

The H. A. Manwaring Co., general merchants, Solsgirth, Man., sustained a fire loss recently; insured.

Stock and fixtures of the general store of the estate of W. H. Hunter, Rounthwaite, Man., have been sold to J. L. Brown.



E. L. CLEVERLY,
Who was recently elected secretary of the Grocers' Section, R.M.A., Toronto Branch.

Sugar and Tea Continue as Leading Features

In Regard to Both Markets, Situation is so Unsettled That the Future Presents a Puzzle Which is Perplexing the Trade—Dried Fruits Are Generally Firm, and New Arrivals Have Not Materially Altered Prices.

Office of Publication, Toronto, Nov. 19.

SUGAR and tea continue as the perplexing features of the market—so perplexing in fact that speculation as to the future is nothing more than guesswork. While the tendency for sugar would naturally be downward under the existing conditions, there is a question as to when the reductions can be looked for. Refiners claim that they are entitled to present prices while high-price raws last—in fact they are losing money at the present market—and the demand is so slow that these stocks may last some time. However, there may be pressure which will result in quicker action being taken.

Refiners make a statement that:

"The Government called us together, and asked for full details regarding the stocks of raws we had in hand. They did not say that we were not to advance prices, but they intimated that we had better not; so we kept them down as long as we could on that account. England was doing its best to control sugar prices, and Sir George Foster was trying to do the same here, though in a milder way. As long as we were in possession of low-priced raws we kept the price down. Sir George Foster agreed that we could raise our prices as soon as we were compelled to go into the market for high-priced raws, and he approves of the present prices we are charging."

New York sugar is a trifle firmer and there are forecasts that the market will soon advance further. English importers are buying at present prices on speculation despite the embargo.

Tea is a trifle easier in England this week and advices state that shipments to the Continent have been stopped—whatever this may mean. Offerings were a trifle heavier. On the other hand there was an advance of price in India which is hard to account for considering the manner in which shipments have been held up. The English war-tax should not affect the situation here but there is the prospect of a tax being imposed in this country, this being considered by many as the probable course to be taken by the Government.

New raisins, currants and figs are in and dates will not be long delayed. Prices have changed but not materially, owing to the fact that adjustments had been pretty well made to the new basis. General situation for dried fruits indicates a firm market until Christmas at least.

Flour market continues very dull with export bids out of line and domestic demand weak. Mills are beginning to close down. Mill-feeds are firmer and may be used as a level in selling flour.

Removal of embargo against Canadian potatoes by the United States has evidently helped Canadian growers for an advance of 10c a bag has taken place. Apples continue fairly firm and some varieties such as McIntosh Reds and Snows have advanced.

Fresh fish has about disappeared from the markets and frozen stocks are plentiful.

QUEBEC MARKETS.

Montreal, Nov. 19.—There is evidence of activity in certain markets, but in many cases quietness is evident. Here and there one sees evidence that supplies in consumers' hands are breaking down, or that wholesalers are beginning to buy in larger quantities. This is seen in the tea market, where considerable buying has taken place during past week or two, especially of cheap Japans. Business in India and Ceylon teas is not so

brisk, partly because the market is liable to weaken in a few weeks, and partly because little is to be had.

A little easiness is noticed in feeds, and more business is being done now that winter draws on. This will eventually mean a bigger demand for flour. The cold weather has also had a good effect on rolled oats and other cereals, although a mild spell early this week effectually stopped business for a while. It goes to show how careful buyers are,

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Cold weather stimulates rolled oats.
Flour still quiet.
Feed business much better.

PRODUCE AND PROVISIONS—

Exporting butter to U.S.
New laid eggs bring 42c.
Turkey market collapses.

FISH AND OYSTERS—

Much fresh fish off market.
Lobster season opens.
Halibut a cent cheaper.
Advent trade about due.

FRUITS AND VEGETABLES—

Celery tending up.
Spinach costing more.
Tomatoes cheaper.
Apples still dear.

GENERAL GROCERIES—

Cheap Japan tea scarce.
Date shipments arrive.
Fig prices withdrawn in New York.
Bean market firmer.
Filberts scarce.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour demand very quiet.
Bran and feed flour up.
Mills are closing down.

PRODUCE AND PROVISIONS—

Backs and cooked hams easier.
Fresh eggs up 3 to 5c.
Butter and cheese markets quiet.
Poultry embargo removed.

FISH AND OYSTERS—

About last week for fresh oysters.
Halibut a cent cheaper.
Oysters in good demand.

FRUIT AND VEGETABLES—

Potatoes advance 5 to 10c.
McIntosh Reds and Snows dearer.
Oranges dearer, awaiting new navels.

GENERAL GROCERIES—

Tea a little easier in London.
Sugar demand remarkably dull.
Readjustments in quotations for spices.
New fruits at about same prices.

and how little they are inclined to take chances. Owing to high prices of sugar, the same feeling is in evidence there, buyers being afraid that a drop may take place at any time.

Minor changes are: Canned pumpkins, 3 lb., 90 to 92½, and advance of 5c per doz.; camphor is down to 75c lb., a decline of 50c; canary seed has arrived from the Balkan States, quoted 8c to 9c; cottonseed oil is now 85c to \$1 per gal., a decline of 15c per gal.; Lima beans have declined ½c., and are now 8c to 8½c.

Grocers will do well to note that perishable goods are now being shipped from Montreal by express instead of by

CANADIAN GROCER

freight. Complaints are received every year on this head, but wholesalers prefer not to run risk of goods being ruined.

SUGAR.—Refiners have been coming in for considerable criticism from the daily newspapers, attention being drawn to the high price of sugar here compared with New York. The refiners replied more or less convincingly, but in a manner so as not to start a heated controversy. One of the refiners informed Canadian Grocer that at present price they are making sugar at a loss, and the loss would be larger if a further reduction took place. He admitted that circumstances might present themselves which would compel them to drop their price again, but at present there was nothing like that in sight. On the other hand, something might happen to send market up again, say, if England started buying sugar again on a large scale. At present big orders being placed by France for refined in New York is keeping price for sugar in Canada up.

The tendency of the market here is down rather than up, the refiners admit, but they do not see a change just now. This state of things has resulted in a lull in business. Everybody is buying hand to mouth, and putting it off to the last minute. A firm running out of sugar to-day delays purchasing until to-morrow. Refiners are not doing half the business they did at same period in 1913. In a way this is keeping the price up, for refiners state that prices cannot be dropped until they have used up their supply of expensive raws. The bigger the demand, the sooner will they be used up.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 05
Yellow Sugars—		
No. 3	6 00
No. 1	6 35
Extra Ground Sugars—		
Barrels	7 15
50 lb. boxes	7 35
25 lb. boxes	7 55
Powdered Sugars—		
Barrels	6 95
50 lb. boxes	7 15
25 lb. boxes	7 35
Paris Lump—		
100 lb. boxes	7 20
50 lb. boxes	7 30
25 lb. boxes	7 50
Crystal Diamonds—		
Barrels	7 40
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Cartons and half cartons	8 75
Crystal Dominoes, cartons	8 85

DRIED FRUITS.—While markets are firmer for certain lines owing to unusual circumstances, there is a feeling that there is a weak undertone, and that lower prices will prevail in the near future. A local broker remarked this week that he would not buy at present prices for delivery in January. Another said that, like gifts, dried fruits usually depreciated in value after Christmas. The situation in raisins seems to be that dealers have bought too carefully, with the idea that prices would be cheaper, and are now scrambling to secure supplies for Christmas. Against this, New York is cutting prices on Malaga raisins 1/2c per package.

The s.s. Seistan reached New York last Monday with a shipment of dates. Since these were shipped, however, war has broken out, and the natives in Arabia are more interested in shooting bullets than in shooting dates over to this market. An advance on Fard dates is not unlikely, as shipments will be light from now on. Prices are said to have advanced 30 per cent. in the primary market.

Jobbers have withdrawn all prices on figs in New York for the present. In a week it is hoped they will know what supplies they may expect from Smyrna. Currants are firm and unchanged. Citrons and peels are on a lower basis, and prices are being cut 1/2c lb. by jobbers. There is a stronger feeling on spot prunes, and prices on new crop, now due, have been advanced.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 06 1/2 0 07
Nectarines, choice	" 11
Peaches, choice	0 09 1/2
Pears, choice	0 13
Apricots	0 15
DRIED FRUITS.		
Canned Peels—		
Citron	0 18
Lemon	0 11 1/2
Orange	0 11 1/2
Currants—		
Amalias, loose	0 07 1/2
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07 1/2
Filiatras, packages, new	0 08
Dates—		
Dromedary, package stock, per pkg.	0 10 0 13 1/2
Farda, choicest	0 11 0 14 1/2
Hallowee, loose	0 08
Hallowee, 1-lb. pkgs.	0 07 1/2 0 08
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 1/2
70 to 80, in 25-lb. boxes, faced	0 10 1/2
80 to 90, in 25-lb. boxes, faced	0 10
90 to 100, in 25-lb. boxes, faced	0 09 1/2
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscateles, loose, 3 crown, lb.	0 08 1/2
Sultana, loose	0 12
Valencia, new	0 07 1/2 0 08 1/2
Seeded, fancy	0 10
Seed-d, choice	0 09 1/2

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

TEAS.—There seems to have been a brisk demand for low-grade Japans, selling at 16 1/2c, and some big business has been done during past few weeks at this figure. Supplies at this price are now hard to secure. The market for gun-powders has improved considerably, and a big demand is being felt.

The disposal of the Emden has not disposed of the high prices of tea. It will take some time for the effects of that naval victory to be felt in Montreal. Teas of all grades, and especially Japans, are very scarce, and distributors are feeling the pinch every day owing to small stocks.

However, it would not be surprising to see black teas somewhat cheaper as soon as the accumulated stocks in India and Ceylon have been started moving. In the meantime, if the shortage becomes more acute, higher prices are not improbable.

In the London market, Pekoe Souchongs, a common grade, is being quoted at 9 1/2d. to 10d., which is the lowest priced Indian tea on the market, and usually sells as low as 7d. A similar

grade of Ceylons is quoted at 9 1/4d. This gives an idea of the state of the tea market in England. The small quantities coming through have been totally inadequate. The prices above quoted are an advance of 3/4d. to 1d.

RICE.—There has been no change for several weeks, and none is expected for the present. Demand is steady, and business fair.

Hangoon Rices—		Per cwt.
Hangoon "B"	3 50
"C.C."	3 40
India bright	3 85
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—		Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

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

Imported Patna—		Per lb.
Bags, 224 lbs.	0 06 0 06 1/2
Half bags, 112 lbs.	0 05 1/2 0 05
Quarter bags, 56 lbs.	0 05 1/2 0 06 1/2
Velvet head Carolina	0 09 1/2 0 10 1/4
Sago, brown	0 06 0 06 1/2
Tapioca—		
Pearl, lb.	0 05 1/2 0 06
Seed, lb.	0 05 1/2 0 06

MOLASSES.—This is between seasons for molasses. However, the market continues firm, with usual demand.

Barbadoes Molasses—	Prices for Island of Montreal.	
	Fancy.	Choice.
Punchons38
Barrels36
Half barrels41
42

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

Corn Syrups—		
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2
Pails, 35 1/2 lbs., \$1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, 1/2 doz. in case	2 90
Cases, 20 lb. tins, 1/4 doz. in case	2 85
Maple Syrups—		
Pure, per 3 1/2 lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Market is lifeless, and has been for several weeks. A distinct weakness has been in evidence for some time, and there are prospects of still lower prices before long.

Coffee Roasted—		
Bogotas	0 26 0 30
Jamaica	0 23 0 25
Java	0 33 0 35
Maricao	0 23 0 27
Mexican	0 27 0 30
Mocha	0 30 0 33
Rio	0 18 0 20
Santos	0 21 0 22
Chicago, per lb.	0 10 0 12

NUTS.—Good supplies arrived here last week on s.s. Jacona, and should now be in retailers' hands. In New York, spot Tarragonas are scarce, and have been advanced 1/4c lb. French soft shells and molarettes are also slightly firmer. Tarragonas are scarce owing to the fact that a steamer about to leave Spain was disabled and detained. She should be here late in November. Further supplies of No. 1 Naples walnuts are due, and spot stocks are low. Mayette Grenobles are also due, and Marbots and Cornes should be in next week. Sicily filberts are scarce and market firm. Brazil prices are being cut; same applies to mixed nuts. Pili nuts are on the bargain counter. One and two-crown Pecans are plentiful, but not three and four crowns.

CANADIAN GROCER

Fratelli Jung, very large shippers, of Palermo, Sicily, writing to their agents here, The Robert Crooks Co., state that the demand for filberts from America has not been good, but business with Germany is active. Anxiety over the possibility of Italy being drawn into the conflict affected the market considerably. Now that this seems unlikely, things are improving much. Growers in the interior believe that consequences of possible war are being exploited to bring pressure to bear on them. They believe, however, that they have nothing to lose by waiting, and this is keeping supplies of filberts back.

Grenobles, new	0 15½	0 16½
Tarragonas, new	0 18	0 19
Marbols, new	0 12½	0 13½
Shelled walnuts, new, per lb.	0 35	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 12	0 13
Sicily filberts	0 12	0 13
Pecans, large	0 21	0 22
Almonds	0 21	0 22
Walnuts, Grenoble	0 21	0 22
Brazils, new	0 15	0 16
Peanuts, No. 1, 12½c	0 08½	0 09
Peanuts, No. 3	0 08	0 09
Canadian chestnuts	0 12	0 13

SPICES.—There is little demand for cream of tartar. People seem to be getting on without it. All lines of spices are firm, with no changes.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 23-0 25	0 72-0 90	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochin	0 18-0 23	0 90-1 05	0 95-1 10
Ginger, Jamaica	0 20-0 25	0 85-1 00	0 90-1 05
Mace	0 30-0 35	1 02-1 20	1 10-1 25
Nutmegs	0 30-0 35	0 80-0 90	0 90-1 00
Pepper, black	0 29-0 32	1 05-1 10	1 10-1 20
Pepper, white	0 25-0 32	0 85-1 10	0 95-1 15
Pastry spice	0 20-0 25	0 75-0 90	0 80-0 95
Pickling spice	0 20-0 22	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22	0 75-0 90	0 80-0 95

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

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

DRIED VEGETABLES.—The bean market has a firmer tone this week, following the discovery that several cars of choice primes, which were offered at \$2.30, did not come up to standard, and were rejected. Where these orders were replaced, prices paid were \$2.30 or \$2.40. Hand-picked beans are bringing as high as \$2.55, and considerable business is being done. Jobbers are paying \$2.35 to \$2.50 for peas, and these are guaranteed to be free from bugs, and are good boilers. Wholesalers are charging \$2.75 to \$3 for same quality; those selling around \$2.60 are not up to standard. Very little business appears to be passing. Some people insist that a scarcity of peas will be felt this year.

Beans—		
Hand picked, per bushel	2 85	
Canadian, white, per bushel	2 65	
Yellow, per bushel	3 25	
Yellow eyes, per bushel	3 25	
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel	2 50	
Peas, white soup, per bushel	2 60	
Barley, pot, per abg	3 50	
Barley, pearl	4 80	

ONTARIO MARKETS.

Toronto, Nov. 19.—Business continues quiet, although there is a general feeling of satisfaction in the trade, for whole-

salers have come to face the situation that a curtailment on the part of consumers must be counted upon and steps are being taken to meet this curtailment. In making adjustments, the grocery trade had the assistance of a very good demand for a short time after the war broke out. There is no serious trouble reported with regard to collections, but this is no doubt partly due to the fact that for a number of months jobbers have been watching their accounts very closely, and since the opening of the campaign this policy has been followed even more closely.

Lack of demand is a feature of the sugar business at present and it is evident that where there are any stocks on hand lower prices are being awaited. The tea situation is very strong and many dealers are about cleared up on cheap stocks. General impression appears to be that the Government will place a duty on tea when further steps are taken to increase the revenue of the country.

SUGAR.—Situation has changed little during the week. Demand is unusually slow, and it is evident that in trade lower prices are being looked for. As to course of values there is as usual great room for speculation, but tendency would certainly be downward on present market. The spread of price between Canada and States is large but it should be remembered that Canada is paying a war tax and it should also be taken into consideration that New York is a spot market where refiners buy from day to day, and that in Canada refiners have to arrange for their own supplies. When England began to bid up sugar Canada had to buy to assure a supply and it is these high price raws which the refiners now claim to be grinding. The point is that the demand is so limited that it may take considerable period to use up present stocks; whether refiners will endeavor to hold market until this is accomplished remains to be seen. During the week New York market has become a trifle firmer. Present low prices are not likely to last long. Although England has an embargo against importations, importers there are buying on the present basis on speculation, as they evidently can see nothing but that market will have to advance. Should England take off the embargo and get back into the buying circle, then there would at once be a change. Some sugar authorities figure that high point of last flurry in the States will likely be reached again before a great length of time.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 95
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41

25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 56
100 lb. boxes	7 56
50 lb. boxes	7 56
Paris Lumps—	
100 lb. boxes	7 56
25 lb. boxes	7 56
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71
Yellow Sugars—	
No. 1	6 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Of late the tea market has become so unsettled that looking to the future is merely guesswork and some of the big dealers are inclined to take things as they come, rather than to endeavor to foresee developments. Stocks to-day in Canada are very low, and the same is true in England; prices are high and even in Colombo where it would naturally be expected that high prices would decline, there has been a recent increase which may be the result of the sinking of the Emden. On one hand there would appear to be no reason to-day why teas should not be cheap—outside of the factor of transportation—they have soared to new heights. The weekly sale in London this week showed an easier tone and increased offerings. Lower prices were no doubt due to prospects of further arrivals from India. Advices state that no shipments were made to the Continent but there is no explanation of what this means. Slightly reduced prices should feature the London sales for the next couple of weeks. There is much talk about a war tax on tea and while some dealers point out that it would be a hardship on poor people, the consensus of opinion seems to be that the Government will take this course to raise funds—in fact, there was some surprise that this had not already been done.

DRIED FRUIT.—With the exception of evaporated apples the dried fruit market is generally firm, a marked change from what it was a few weeks ago. The action of Turkey in getting into the war and the cutting off of supplies of raisins and figs together with a war demand in California, have been the chief factors. There are now supplies of new currants and raisins and also figs, while there will be dates about the end of month. Prices are little changed from fact that market has been pretty well adjusted to the new crop conditions and the general firmness prevent a shading off as might have been expected. Raisins are particularly strong and with most other fruits are expected to remain so until end of year at least. California prunes have advanced about half cent during past three weeks and apricots are also strong. A demand for supplies from both England and Germany is reported as being the reason.

CANADIAN GROCER

Apricots—		
Standard, 25 lb. boxes	0 11 1/4	0 14
Choice, 25 lb. boxes	0 14	0 15 1/4
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07 1/4	0 08
Amalas, choicest, per lb.	0 07 1/4	0 08
Patras, per lb.	0 08	0 08 1/4
Vostzizas, choice	0 09 1/4	0 10
Cleaned, 1/2 cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09 1/4
Fards, choicest, 60-lb. boxes	0 08 1/4	0 09
Package dates	0 07 1/4	0 09
Halloweens	0 06	0 06 1/4
Prunes—		
30-40s, California, 25 lb. boxes	0 13 1/4	0 14 1/4
40-50s, 25 lb. boxes	0 12 1/4	0 13 1/4
50-60s, 25 lb. boxes	0 12	0 12 1/4
60-70s, 50 lb. boxes	0 10	0 10 1/4
70-80s, 50 lb. boxes	0 09 1/4	0 10
80-90s, 50 lb. boxes	0 09	0 09 1/4
90-100s, 50 lb. boxes	0 07 1/4	0 08
25-lb. boxes 1/2 cent more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07 1/4
25-lb. boxes 1/2 cent more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08	0 09
Seeded, fancy, 1 lb. packets	0 10	0 10 1/4
Seeded, choice, 1 lb. packets	0 09 1/4	0 10
Seeded, choice, 12 oz.		0 08 1/4
Seedless, 16 oz. packets	0 11	0 11 1/4
Seedless, 12 oz. packets		0 10

NUTS.—New arrivals are now being awaited. Some new fiberts are here but as yet price has not been given to trade. Tarragona almonds will arrive before long; price will remain firm and will be high comparatively for opening. Walnuts will be later than usual and will not come through until next month. Prices will hold firm till then it is expected, but readjustments should be downward for Marbots and Bordeaux. The market is unsettled, as stocks are largely of fag ends. Particularly does this apply to shelled almonds and walnuts, both of which when available are cheaper—almonds 50c and walnuts 55c—on the prospect of new stocks being down to about 38 and 40c.

In Shell—		
Almonds, Tarragona	0 17 1/4	0 20
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Fiberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12 1/4	0 13 1/4
Peanuts, hand-picked, roasted	0 10 1/4	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 17 1/4	0 17 1/4
Walnuts, Bordeaux		0 14
Walnuts, Marbots		0 15
Shelled—		
Almonds	0 50	0 52
Fiberts		0 35
Peanuts	0 10 1/4	0 11 1/4
Pecans	0 58	0 60
Walnuts		0 55

SPICES.—Price readjustments are being made in a downward direction as conditions become settled and new supplies come into sight. Peppers are still up but advance should not be for long as new shipments should not be long delayed. New stocks of cream tartar have not yet arrived but price is declining, as dealers are inclined to unload.

	Compound,	Pure,
	per lb.	per lb.
Spices—		
Allspices, ground	0 10	0 15
Allspices, whole		0 15
Cassia, whole	0 21	0 26
Cassia, ground	0 14	0 16
Cinnamon, Batavia		0 35
Cloves, whole	0 18	0 22
Cloves, ground	0 22	0 25
Cream of tartar	0 25	0 35
Curry powder		0 35
Ginger, Cochin	0 14	0 17
Ginger, Jamaica, ground	0 17	0 20
Ginger, Jamaica, whole	0 24	0 27
Ginger, African, ground		0 16
Mace	0 30	0 35
Nutmegs, brown, 64s. 50c;		
80s, 42c; 100s		0 30
Nutmegs, ground, bulk, 46c;		

1 lb. tins	0 50
Pastry spice	0 22
Peppers, black, ground	0 18
Peppers, black, whole	0 20
Peppers, white, ground	0 19
Peppers, white, whole	0 27
Pickling spice	0 15
Turmeric	0 18

COFFEE.—Brazilian coffees are somewhat firmer in relation to the danger of shipments from the south being interfered with and following a market which had about reached the bottom. Javas and Mochas continue firm. Volume of business is fair and is probably being helped to some extent by high position of tea.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala		0 32
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maracibo	0 26	0 29
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicago		0 14

BEANS.—Market continues firm with farmers holding for war-time prices—and getting them. Export business continues good and prospects seem good for firm conditions. Lima beans are a trifle easier, although there is no material change in prices. Peas are firm.

Beans—		
Canadian, hand picked	Per bushel.	
Canadian primes	3 00	3 10
Lima, per lb.	2 80	3 00
Peas, blue, Canadian, per bush.	0 08 1/4	0 09
Peas, whole, white, per bush.	2 90	3 00

RICE.—Market continues without material change and prices remain on same basis. There is a fair volume of business passing as might be expected for lines of such a staple character and comparatively high food value in relation to price.

Rice—		
Rangoon, per lb.	0 03 1/4	0 04
Rangoon, fancy, per lb.	0 04 1/4	0 05
Patna, per lb.	0 05 1/4	0 06
Japan, per lb.	0 05 1/4	0 06
Java, per lb.	0 08	0 08 1/4
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06 1/4
White, per lb.		0 06
Taploca—		
Bullet, double goat		0 10 1/4
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake		0 10 1/4

SYRUPS.—Colder weather should have effect in increasing sales in this market, but it is yet early to note benefits of recent changes in temperature. Molasses continue steady and there is little prospect of change in the near future.

Syrups—		
2 lb. tins, 2 doz. in case		2 65
5 lb. tins, 1 doz. in case		3 00
10 lb. tins, 1/2 doz. in case		2 90
20 lb. tins, 1/4 doz. in case		2 85
Barrels, per lb.		0 03 1/4
Half barrels, lb.		0 04
Quarter barrels, lb.		0 04 1/4
Pails, 3 1/2 lbs. each		1 95
Pails, 2 1/2 lbs. each		1 40
Molasses, per gallon—		
New Orleans, barrels	0 25	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 5 to case	4 40	4 80
1/2 gal., 12 to case	4 70	5 40
1/4 gal., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 90
Gallons, 5 to case	6 50	6 90
1/2 gallons, 12 to case	6 55	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 30

Maple Sugar—		
Pure, per lb.		0 12 1/4
Maple Cream Sugar—		
24 twin bars		1 80
40 and 48 twin bars	3 80	4 85
Maple butter, lb. tins, dozen		1 90

MANITOBA MARKETS.

Winnipeg, Nov. 19.—The past week has seen a number of minor changes in price, perhaps the most important feature, however, is an indication that a further decline may be expected in sugar.

Business is reported as a little quiet at the present time, but it is expected that a brisker tone will be noted from now until the middle of December, owing to the fact that farmers are getting away from the land and going more to town. It seems that the retailers are appreciating the necessity of pressing farmers for settlement of their account. As a result money is being secured, and the retailers are being able to liquidate quite largely.

SUGAR.—The quotation for Eastern Ontario is still on the basis of \$7.20, with B.C. quoted at \$7 as reported last week. There seems some chance of a further drop but it is hard to say when. The New York market is firmer on raws and granulated, and it begins to appear that the decline there has been checked. The New York basis, however, is still lower than that fixed in Canada, and unless there is a big recovery in the States, local prices may be expected to decline until they are slightly under 7c. The present strengthening in the situation in New York is caused by the large exportation of refined sugar to France.

Sugar, Eastern—		Per cwt.
		in sacks.
Extra standard granulated		7 20
Extra ground or icing		7 20
Powdered		7 00
Lump, hard		7 65
Montreal yellow		6 37
Sugar, Western Ontario—		
Sacks, per 100 lbs.		7 20
Barrels, per cwt.		6 15
Halves, 50 lbs., per cwt.		6 20
Bales, 20 lbs., per cwt.		6 25
Powdered, barrels		6 40
Powdered, 50s		5 85
Powdered, 25s		5 15
Icing, barrels		6 80
Icing, 50s		7 05
Icing, 25s		7 20
Icing, pails		7 10
Cut loaf, barrels		6 90
Cut loaf, 50s		7 15
Cut loaf, 25s		7 40
Sugar, British Columbia—		
Extra standard granulated		7 00
Bar sugar		7 15
Icing sugar		7 35
Powdered sugar		7 15
H. P. lumps		7 85
Yellow		6 35
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		3 60
5-lb. tins, 1 doz. to case, per case		4 00
10-lb. tins, 1/2 doz. to case, per case		3 75
20-lb. tins, 1/4 doz. to case, per case		3 70

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

Molasses—		Per gal.
Barbadoes		0 53
New Orleans		0 24
Maple Syrups—		Per case.
Imperial quarts, case, 2 doz.		5 40
Imperial 1/2 gal., 1 doz.		5 55
New, pure, 1/2 gal. case		9 30
New, pure, 1/4 gal. quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—New figs have arrived, and are of excellent quality. Prices are only slightly over last year's. New Sultana raisins will be ready for shipments next week. Valencia are already on the local market and table raisins, it is expected, will arrive at about the 25th.

CANADIAN GROCER

All these lines are at present being quoted at prices only slightly higher than those asked last year. New currants have arrived, and are of good quality. Prices are low and the sale heavy. There is little to report on apples, apricots or peaches, with the exception that apples are quoted a little higher than last week. Why there should have been this upward movement is hard to explain. The higher prices are not expected to hold for any length of time. New bulk dates will arrive about the 25th of this month. New bulk dates will arrive about the 25th of this month. New package dates, however, seem unlikely to be on the local market before the middle of December.

Apples, evaporated, new, 5 1/2's	0 07 1/2
Apples, evaporated, new, 25's	0 07 1/4
Apples, choice, 25's	0 12
Apples, choice, 10's	0 13
Apples, standard, 25's	0 11 1/4

Currants—	
Dry clean	0 09 1/4
Washed	0 10
1 lb. package	0 09 1/2
2 lb. package	0 19
Vostizzas, 1 lb.	0 10 1/4

Dates—	
Hallowi, loose, per lb.	0 06
Hallowi, 1 lb. pkgs.	0 06 1/2
Fard dates, 12-lb. boxes	1 10

Peaches—	
Standard, 25-lb. boxes	0 06 1/4
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2

Raisins, Valencia—	
Fine selected	2 35
Four crown layers	2 45

Raisins, Sultanas—	
California bleached	0 10 1/4

Raisins, Muscatels—	
3 crown loose, 50's	0 08 1/4
3 crown, loose, 25's	0 08 1/2
Choice, seeded, lb.	0 09 1/4
Extra fancy seeded, lb.	0 09 1/2
12-oz. packages, fancy	0 08
12-oz. packages, choice	0 07 1/2

Raisins, Australians—	
Lexias, 56-lb. boxes	0 08 1/4

Prunes, in 25-lb. boxes—	
80 to 100	0 07 1/4
80 to 92	0 08 1/4
70 to 80	0 08 1/2
Choice, 25-lb. boxes	0 08 1/2
60 to 70	0 09 1/4
50 to 60	0 09 1/2
40 to 50	0 10 1/4

TEAS AND COFFEES.—This market is quiet—no changes in price of coffee have been struck at all. There is a good demand for Canadian chicory, but an ample supply to fill this demand

Coffee—		Per lb.
Rio, No. 5, green	0 13 1/4	
Rio, roasted	0 15 1/4	
Santos, green, No. 4	0 15 1/4	
Santos, roasted	0 22 1/4	0 23 1/4
Chicory, per lb.	0 07	0 08

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

BEANS.—New beans are coming on the market the prices being held up high for this time of year. three pound pickers being quoted on the Winnipeg market at about \$2.75. Some of the Canadian hand picked, however, are soft, and the old stocks are being sold in preference to the new. If the export demand for Canadian beans holds up, prices will not likely decline much below their present level.

Beans—		
Foreign, hand-picked	3 50	
Canadian, hand-picked	3 40	
3-lb. pickers	2 75	
Barley—		
Pot, per sack, 96 lbs.	3 00	
Pearl, per sack, 98 lbs.	4 15	
Peas—		
Split peas, sack, 98 lbs.	3 75	3 30
Whole peas, bushel	2 50	

RICE AND TAPIOCA.—The supply of these lines is ample. No price changes are noted.

Rice and Tapioca—		
No. 1 Japan, per lb.	0 05 1/2	
No. 2 Japan, per lb.	0 05	
Siam, per lb.	0 04 1/4	
Patna, per lb.	0 06 1/4	0 06 1/2
Carolina, per lb.	0 06	0 06
Sago, pearl, per lb.	0 05 1/4	0 05 1/2
Tapioca, pearl, per lb.	0 05	0 05

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Nov. 19.—An advance of ten cents is reported in flour. Lard has advanced ten cents a case. Eggs are 29c. New York sugar is firmer. Lemons are now \$5.50 and oranges \$3.50. Business is reported good.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1	0 21	0 21
Cheese, per lb.	0 17 1/2	0 18
Eggs, fresh, per doz.	0 29	0 29
Lard, 5's, per case	7 60	7 60
Lard, 5's, per case	7 55	7 55
Lard, 10's, per case	7 50	7 50
Lard, 20's, each	2 50	2 50

General—		
Beans, Ontario, per bushel	3 10	
Coffee, whole roasted, Rio	0 17	0 19
Cream of tartar, lb.	0 02	0 02
Cocunut, lb.	0 20 1/4	0 20 1/4
Evap. apples, 50's	0 12 1/4	0 12 1/4
Potatoes, new, per bush, B.C. \$1.25:		
N. H.	0 91	0 91
Roller oats, 20's, 4's, \$1.50: 20's	3 00	3 00
Roller oats, half of 80 lbs.	3 10	3 10
Flour, 98's	3 55	3 55
Rice, per cwt.	4 30	4 30
Sugar, standard, gran., per cwt.	7 23	7 23
Sugar, yellow, per cwt.	6 83	6 83
Walnuts, shelled, 6c: almonds	0 53	0 53

Canned Goods—		
Apples, gals., case, \$1.40-\$1.91, doz.	3 82	3 82
Broken beans, 2's	2 00	2 00
Beans	2 23	2 23
Corn, standard, per 2 dozen	2 23	2 23
Peas, standard, per 2 dozen	2 23	2 23
Plums, Lombard	2 10	2 10
Peaches	3 18	3 18
Strawberries and raspberries	4 00	4 00
Tomatoes, standard, per dozen	2 35	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	9 85
Sockeye, 1/2's	12 35	12 35
Cohoos, 1's	6 90	6 90
Humpbacks, 1's	4 80	4 80

Fruits—		
Apples, per bbl., Ontario	4 00	4 25
Lemons	5 50	5 50
Oranges	3 50	3 50
Dried Fruits—		
Apricots, per lb.	0 11 1/4	0 11 1/4
Apples, per lb.	0 07 1/4	0 07 1/4
Currants, per lb.	0 07 1/4	0 07 1/4

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Nov. 19.—Business continues encouraging with collections only fair. Markets are quiet with sugar market unchanged. Dealers are not looking for further declines just now. Beans are lower. New crop on hand has caused a drop. Dried fruit market is reported stronger with stiffening prices. Pure lard is easier at 12 3/4-13c. Dairy products are higher, with butter none too plentiful. Dairy is 26 to 27c and creamery 29 to 30c. Eggs are firm at 30 to 31. Heavy shipments of meats (dressed) to the States may cause higher prices. Potatoes are firmer due to embargo being lifted. Christmas trade is coming along successfully.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 17
Beef, barrel	25 50	27 00
Beef, corned, 1 lb.	3 15	3 30

Pork, American clear, per bbl.	27 00	29 00
Pork, domestic, per bbl.	28 00	29 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10 1/4	0 10 1/2
Lard, pure, per lb.	0 12 1/4	0 13
Cheese	0 16 1/4	0 16 1/2

Flour and Cereals—		
Commeal, gran.	6 00	6 00
Commeal, ordinary	1 90	1 90
Flour, Manitoba, per bbl.	7 55	7 55
Flour, Ontario	8 85	8 85
Roller oats, per bbl.	7 00	7 00
Oatmeal, standard, per bbl.	7 70	7 70

Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35

Sugar—		
Standard granulated	6 90	7 00
United Empire	6 80	6 90
Bright yellow	6 70	6 80
No. 1 yellow	6 40	6 50
Paris lumps	8 00	8 25
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 34 1/2	0 35
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 08	0 08 1/4
Rice per cwt.	4 50	5 00

RESOLUTION NOT PASSED.

Editor Canadian Grocer:

Dear Sir,—Referring to the article of Oct. 9, Page 34 in your publication (Canadian Grocer) re alleged resolution purporting to be passed by the Hamilton Retail Grocers' Association. Such a resolution or motion was not passed by this association, and no member in connection with this association had authority to have published the same.

Hamilton Retail Grocers' Ass'n,
M. R. HILL, Secretary.

Editorial Note.—Canadian Grocer readily gives publicity to this statement from the secretary of the Hamilton Retail Grocers' Association. The item, we might explain, was published in good faith, but apparently there was some misunderstanding as to it having passed the meeting.

SALADA TEA CO. ISSUES WRITS.

Actions Brought Against Montreal Newspapers and Alderman.

Three writs have been issued on behalf of the Salada Tea Company, two against La Presse, of Montreal, and Ald. Vandelaec of the same city for \$100,000 each, and one for \$30,000 against Le Canada, another Montreal paper. Canadian Grocer is informed that these writs will be brought to trial at the earliest possible moment, as far as plaintiffs are concerned. The actions are the result of the publication in the newspapers of a statement said to have been made by Ald. Vandelaec at a public meeting held in Montreal which was attended by Mayor Martin, Controller Hebert, and others. This statement as reported was to the effect that the Dominion Government had forced the Salada Tea Co. to reduce their prices. The company claim that they did not have correspondence with the Government about anything with regard to their business.



Fruit and Vegetables



Removal of Embargo Advances Price of Potatoes

Action of United States Has Immediate Effect — Valencia Oranges Dearer; Navels Will be of Better Quality—California Lemons Received—Some Varieties of Apples Have Advanced.

MONTREAL.

FRUIT.—Flameuse and McIntosh Reds still bring high prices, and will continue to, as there will be no more available. Any to be had are being held in Montreal. Large supplies of apples are coming in, but this has not weakened market much. Malaga lemons, 420 to case, are arriving, and are quoted at \$5. Messina lemon market is firm, and new supplies will not be in for probably two weeks. Oranges are bringing good prices, owing to scarcity. Malaga grapes are quoted \$4.50 to \$5, but these could not be replaced at this price. Tokay grapes are finished, and the same will soon apply to Niagara grapes, as they are not now arriving in very good condition. Some firms have ceased to quote them.

Apples—	
Baldwins, No. 1, bbl.	3 50
Spys, No. 1, bbl.	3 75
Russets, No. 1, bbl.	3 25
Greenings, No. 1, bbl.	3 25
Flameuse, No. 1, bbl.	5 00
McIntosh Reds, No. 1, bbl.	4 50
No. 2, all varieties, 50c less per barrel.	
Bananas, crate	2 00
Cranberries, bbl.	7 00
Grapefruits, Jamaica, case	3 00
Grapes, Malaga, keg.	5 00
Lemons, Messinas—	
Extra fancy, 300 size	4 50
Limes, small boxes	1 25
Oranges—	
Cal. late Valencia, 157-176-230-216.	4 25
Cal., 100-126-150-288 size box	4 25

VEGETABLES.—There is very little of moment in the vegetable market this week, and business is quiet. Celery, which was only bringing \$2.50 per crate last week, is now up to \$3.50 and may go higher. Some dealers were cutting each other's throats last weeks to get this business, and there was plenty on the market; this brought price down. The supply is still plentiful. Spinach is up to 50 cents, having been sold previously at 25c. With the arrival of cold weather spinach will probably be off the market, but the warm spell on Sunday kept it here a little longer. Hothouse tomatoes are down to 12½ to 15 cents. The quality is not so good. There is little export demand.

Artichokes, bag	1 25
Beans, American, basket	3 00
Beets, bag	0 40
Cabbage, per dozen	0 25
Carrots, bag	0 50

Cauliflower, dozen	1 75	2 00
Cucumbers, doz.	1 50	
Celery, crate	3 50	
Leeks, doz.	1 50	
Lettuce, head, per box	1 60	1 75
Curly lettuce, per box	1 00	1 25
Onions—		
Spanish, per case	3 00	
Spanish, per ¼ case	1 75	
Native, per doz. bunches	0 30	1 00
Red, 75-lb. bags	1 25	
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	0 15	
Peppers, green, ¾ qt. basket	0 25	0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	1 75	
Spinach, Montreal, in boxes	0 25	0 60
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 18	0 25
Watercress, doz.	0 40	

TORONTO.

FRUIT.—Despite plentiful supplies, prices of apples are holding, and in fact McIntosh Reds and Snows have been advanced, last of latter now being in sight. Advance is 50c barrel. Choice stock, particularly Spies, are now being offered in cases at \$1.25. This is better price than by barrel by 50c to 75c; there is a little over a barrel in three boxes. Oranges are now interesting. California valencias are about done and the price has gone to around \$4. Floridas are down to \$2.50 and \$3 and some shipments have been received from South America to help fill in, but have not been satisfactory. New law this year regarding condition of navel oranges when first shipped is being strictly enforced with a noticeable result; last year there were warnings given, but as legislation had just been passed authorities were not strict. This is a good law for importers, as it protects them from fruit which has not been sufficiently ripened. Navels should be along about the 1st of month. Cranberries are dearer and some long keepers are being sold as high as \$7.50, although there are quotations at \$6.50. Lemons are somewhat cheaper, and California shipments are relieving the situation. Grape fruit are again cheaper. Fancy Malaga grapes are sold as high as \$7.

Apples—	
Wagners	2 25
Greenings	2 25
Kings	2 50
Baldwins	2 00
Spies	2 75
Snows	2 25

Canada Reds	2 25	2 50
McIntosh Reds	2 75	3 00
Snows	3 00	3 50
No. 2s, 40-50c less.		
Bananas, per bunch	1 60	2 00
Cocoanuts, sack	3 75	
Cranberries	6 50	7 50
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	1 90	2 00
Malaga, barrel	4 50	5 50
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 50	3 00
California, late Valencias	4 00	4 25
Lemons, Messinas	3 75	4 00
Lemons, California	4 50	
Limes, per 100	1 25	
Pears—		
California, box	3 25	
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10.	4 50	
Grape fruit	3 00	3 10

VEGETABLES.—Action of United States in meeting Canada on embargo against potatoes has had effect of shipments going over line in east, and prices have advanced accordingly. Present increase is 5c a bag, and this will be 10c by the end of the week. Beets and turnips are much cheaper. Sweet potatoes are \$1.50 flat. Cauliflowers and citrons have advanced and both Spanish and Canadian onions are firm at the top of former price range. Frost has advanced parsley 5c to 10c basket and mushrooms have gone up to 90c pound. Business is getting down to winter basis.

Beets, Canadian, bag	0 50	0 60
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 60	0 65
Cauliflower, doz.	0 75	1 00
Citrons, doz.	0 45	
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	
Mushrooms, per lb.	0 20	0 30
Water Cress, 11 qt. basket	0 50	
Onions—		
Spanish, big crate	3 25	
Can., 75-lb. bags	1 00	
Green peppers, basket	0 75	
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 15	
Turnips, bag	0 40	
Sweet potatoes, hamper	1 50	
Squash, Hubbard, doz.	0 75	
Lettuce, box	0 65	0 70
Parsnips, Canadian, bag	0 65	0 70
Parsimons, California, crate	2 50	
Pomegranates, doz.	0 75	
Pomegranates, crate	3 00	3 25

WINNIPEG.

FRUIT.—Quotations in apples are still at from \$3.75 to \$4 per barrel—with occasional chances to buy at a considerably (Continued on page 43.)



Produce and Provisions



Strictly Fresh Eggs Getting Very Dear

Continued Demand for Export is Reason—U. S. Supply Keeping Balance in Other Grades—Butter and Cheese Markets Are Quiet—Butter May be Exported to the United States—Hogs Slightly Firmer—Poultry Embargo Removed.

MONTREAL.

PROVISIONS.—A prominent provision man from Chicago stated here this week that he did not expect lard prices to advance, nor yet to go lower. He was speaking from the Chicago view point. American packers have large orders from Europe, which is cleaning up some of their stocks. Against this goes the bad condition of cotton market, cotton selling at about half price. Cotton oil remains cheap, but there are people who think there will be an advance. Canadian packers state that lard market is weak. Prices remain unchanged. There is no change in prices of meats, and market is lifeless.

Hams—		
Medium, per lb.	0 19	0 18
Large, per lb.	0 18	
Bacon—		
Plain, bone in	0 24	
Light, per lb.	0 22	
Boneless	0 26	
Peameal	0 27	
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16½	
Cooked Meats—		
Hams, boiled, per lb.	0 26	
Hams, roast, per lb.	0 30	
Shoulders, boiled	0 27	
Shoulders, roast	0 28	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—		
Heavy short cut mess	29 00	
Heavy short cut clear	29 00	
Clear fat pork	28 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs., net	0 12½	
Tubs, 50 lbs., net	0 13½	
Boxes, 50 lbs., net	0 13	
Pails, wood, 20 lbs.	0 13½	
Pails, tin, 20 lbs., gross	0 12½	
Cases, 10-lb. tins, 60 in case	0 13½	
Cases, 3 and 5-lb. tins, 60 in case	0 13½	
Bricks, 1 lb., each	0 14	
Lard, Compound—		
Tierces, 375 lbs., net	0 08½	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 10	
Pails, wood, 20 lbs., net	0 10½	
Pails, tin, 20 lbs., gross	0 10½	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 3 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	
Hogs—		
Dressed, abattoir killed	11 25	11 50

BUTTER.—Market is firm, due to shortness in receipts, which are considerably below those of last year. Prices may possibly go higher before long. The U. S. market has advanced 5c in the past ten days, and has reached a point where

Canadians can export, and pay the duty. Americans are reported to have been in Montreal, Toronto and Winnipeg, buying up a lot of low grade packing butter. It is not known definitely what this is required for, but there are some who believe it is destined for Germany. There is no export demand here from England.

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

CHEESE.—Market firm, and prices showing a tendency upward. There is a good demand for export. Prices are same as last week.

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

EGGS.—Market very firm, 42c being asked for new laid. Most of the other grades are up a cent per dozen. Receipts of fresh eggs are falling away off, and higher prices still are expected. New laid are being sent from here to New York, and selling there at 50c doz. delivered.

Eggs, case lots—
New laid 0 42
Selects 0 32
No. 1s 0 28
Splits 0 23

HONEY.—There are no price changes and the usual demand is experienced.

Honey—
White Clover Buckwheat
per lb. per lb.
Barrels 0 11½ 0 08½
Tins, 60 lbs. 0 12 0 09
Tins, 30 lbs. 0 13½ 0 10
Tins, 5 and 10 lbs. 0 12½ 0 10
Comb. 13-14 oz. section 0 17-0 18 0 14-0 15

POULTRY.—The bottom dropped completely out of the turkey market this week, due to the demand being away off. Dressed turkeys are only bringing 14 to 16 cents for fancy, and 11 to 14c for medium grade. There is little demand for live, which are quoted 10 to 12 cents. It might be imagined that Thanksgiving in the United States would have a good effect on the market, but prices there are not high, and only a few are being sent across the border from Canada. The weak turkey market is not due to over supply, for no more are coming in than a year ago; it is simply due to small de-

mand. There is a good demand for live geese and ducks. However, it looks as though there will be the cheapest poultry market for years.

Fresh Stock.—		Live.	Dressed.
Fowl	0 08-0 10	0 10-0 14	
Spring chicken	0 09-0 11	0 12-0 13	
Fancy, crate-fed chicken, 5 lbs.	0 13-0 15	0 15-0 19	
Turkeys, 12-16 lbs.		0 14-0 17	
Turkeys, smaller		0 12-0 18	
Ducks	0 09-0 11	0 12-0 13	
Geese	0 09-0 11	0 10-0 12	

TORONTO.

PROVISIONS.—Demand is quiet but cold weather should help situation somewhat. Price basis continues easy and a slight reduction is noted for backs while boiled hams are off another cent and roast hams a half. Hogs are firmer and basis for livestock is up about 30c. Lard continues easy.

Hams—		
Light, per lb.	0 17	0 17½
Medium, per lb.	0 16½	0 17
Large, per lb.	0 15½	0 16
Bacon—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	0 25	0 26
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11½	0 12½
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12½	0 13
Bricks, 1 lb., per lb.	0 13½	0 13½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09½	0 09½
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09½	0 10½
Hogs—		
F.O.B. live, per cwt.	7 45	
Live, fed and watered, per cwt.	7 75	
Dressed, per cwt.	11 00	12 00
BUTTER. —There is no outside demand for butter and buying is only for immediate needs. However, dealers are turning to American market where there has been a rapid advance and where there may soon be a market above the duty level.		
Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CANADIAN GROCER

CHEESE.—Cheese factories are now ending season and prices are being held on same level which means very good prices for this time of year.

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

EGGS.—Export demand continues with result that prices for strictly new laid have been advanced about 5c, which makes top of market a very high position for this season. Other prices have not altered and here American overplus seems likely to maintain balance although there is nothing to indicate what course market may take.

Eggs, case lots—		
Strictly new laid, in cartons	Per dozen.	
Selects	0 40	0 45
Straights	0 32	0 33
Trade eggs	0 29	0 30
	0 25	0 26

POULTRY.—U. S. embargo against poultry shipments only lasted about a week and the market has recovered to its old position. Dealers report here that there is some inquiry for turkeys for Thanksgiving day and this has given the market a better tone. Generally speaking the quality of poultry is not good enough to find a market, for despite fact that people are trying to live cheaply they will not buy cheap poultry. The result is that there is big range of prices.

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

WINNIPEG.

PROVISIONS.—As was indicated likely last week, lard has steadied and it now seems almost certain that the present prices will hold for some little time. Poultry is coming in more freely since the snow fell. As yet there is not a heavy demand, but this will undoubtedly improve. It seems evident that poultry will be rather cheap this year, the supply being good.

Cured Meats—		
Hams, per lb.		0 20
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		23 00
Lard—		
Tierces		0 11
Tubs, 60s		6 75
Pails, 20s		2 32½
Cases, 5s		7 12½
Cases, 3s		7 30

BUTTER.—While stocks are lower than a year ago, there has been no further advance here. Some shipments from New Zealand have reached the Coast, and while these arrivals were not nearly as large as have come in former years, they have yet tended to steady the market. The general tone is firm, and slight advances may be looked for.

Butter—		
Creamery, Manitoba		0 30
Dairy		0 25
Cooking	0 19	0 21

CHEESE.—A shortage in stocks is noted here, there being at present time about 40 000 packages less than were on hand a year ago. This is the result of

decreased manufacture, and of larger export orders than were expected. The tone to this market is very firm, but in view of a decline, which came about a week ago without any apparent cause, it is very hard to estimate just what the next move will be.

Cheese—		
New, large		0 16½
New, twins		0 17½

EGGS.—Still the heavy exporting which is going on is not affecting the supply in the West. Because of this, and because of the heavy stocks which are known to be in the States, the market continues steady.

Eggs—		
Extra firsts		0 28
Checks	0 17	0 18
Extra. in cartons		0 30

FRUIT AND VEGETABLES.

(Continued from page 41.)

better market—but indications are for an advance to well around \$5. It seems there were a good many orchards in the East spoiled by frost, the apples being frozen on the trees. Then again more were exported to England than was at first expected. California Tokay grapes are now off the market, but Emperor grapes in kegs and cluster grapes in cases are now on hand. Emperor grapes are selling at \$5, and the cluster grapes at \$3.25 per case. There has been no advance in oranges, but market is very strong, and it would appear that such an advance may be expected. Grape fruit on the other hand, has declined, being now quoted at \$4. Supply of this fruit is good and demand not what is necessary to keep the price up. Cranberries remain at old price. An advance here is, however, expected.

Apples—		
Washington		1 25
Apples, bbls.	3 75	4 00
B. C. box apples		1 50
Cranberries, bbl.		7 50
Bananas, lb.		0 04½
Grapes—		
Emperor		5 00
Cluster, per case		3 25
Grape fruit		4 50
Lemons—		
California		5 50
Messina		5 00
Oranges, California Valencia		4 75
Pears	3 00	3 50
Pears, Michigan, in bbls.	4 50	4 75

TEA AND A WAR-TAX.

Will the Canadian Government place a war-tax on tea? That is a question the pros and cons of which have been discussed by the trade interested for the past two or three moons. But of course no one knows what is going to happen and we shall likely have to await the re-opening of parliament for the correct answer.

While several tea men have frequently expressed themselves as expecting the war-tax, there are others who do not. One of these in giving his reasons to Canadian Grocer the other day stated that tea was too staple an article in the Canadian diet for a war-tax.

“What about sugar?” he was asked.

“Tea,” was the reply, “is a more staple article than sugar. In fact it stands second, with bread in the lead. From tests that have been actually made it has been shown that inhabitants of the slums and people who have reached a low ebb so far as their financial conditions are concerned will first get bread. Having secured the bread, they have a desire for something warm to go with it and their next craving is for tea.”

“The comparative cheapness of tea is another strong point in its favor and makes it doubly sought for, and also for the reason that the Government will soon be going to the country I do not anticipate a war-tax on it.”

THE BRITISH WAR TAX ON TEA.

The placing of a war tax on tea by the British Government has created a good deal of discussion among the trade. Referring to the probable results of this decision, a prominent tea man said:

“The three-pence additional duty imposed on tea in England will commence to yield revenue to the Government at once, because England has not been so bare of teas for forty years as she is just now. The auction sales held weekly, for many weeks past have only averaged about eight million pounds of Ceylon tea, whereas in normal times they average not less than thirty-five million pounds, due to ships being held up.

“The raise in duty of 3d. per lb. will make the tea duty now 8d, or 16c per lb. It was as high as this before, that is during the South African war. Of course, the tea duty there is practically the only way they can tax the vast number of people who do not use tobacco or liquor.

“As to how it will affect the market here, we do not think it will have any effect, because past experience has taught us that heavy duties on tea in England do not, to any extent, restrict the consumption of that article. Teas are extraordinarily high now, and, in fact, were high before the commencement of the war. They have been constantly advancing during the past three years, but since the war broke out there has been another advance of three to four cents per pound in both Colombo, Calcutta, and also London.”

BUTTER REGULATIONS DOMINION WIDE.

A Western Canada reader asks the question as to whether the new butter regulations refer to all of Canada or to Ontario alone. It was inadvertently omitted in the second reference to these regulations that they emanated from the Dominion Department of Agriculture at Ottawa, and therefore apply to every Province in the Dominion.



Fish and Oysters



The Season for Fresh Fish is About Over

After the Present Week Business Will be Very Much Confined to the Frozen Lines Which are Coming Freely—Cured Lines Are Also Moving Well—Oysters Going Better with Cool Weather—Canadian Lobsters Now in.

MONTREAL.

FISH AND OYSTERS.—Wholesale fish dealers have this week issued special circulars for fresh frozen, salt and pickled, prepared and dried, and smoked fish, and for oysters and lobsters. With the market for fresh fish rapidly getting smaller, owing to season being closed, interest is being more and more centred in frozen and prepared stock. This list is also intended to be used during Advent, which commences on December 1 and continues until Christmas. This is not such a big fish season as Lent, but is very important. The low prices of fish prevailing compared with prices of meats should enable dealers to push this branch of their business. The demand is especially good in the City of Montreal, and the same should be true of the country. Fresh dore, whitefish, pike and trout are finished, but are being replaced by elegant frozen stock at lower prices. Good supplies of fresh halibut are arriving this week, quality excellent, and selling cent cheaper than a week ago.

TORONTO.

FISH AND OYSTERS.—This week will practically see close of fresh fish season. There is now being offered halibut, haddock and white fish, but after present week haddock and cod will be about all fresh stock that will be available. Business has now turned to frozen lines, and with good supplies and colder weather business has taken a pronounced turn for better. This also applies to cured, smoked, and pickled lines, which are going freely to the trade.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07 1/4	.08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07 1/4	.08
Haddies, fillets, per lb.	.10	.12
Filets, Nobe, boneless, per lb.	.09	
Herring, Ciscoe	1.50	.12
St. John hoppers, 100 in box	1.50	1.00
Yarmouth blasters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	
Smoked boneless herrings, 10-lb. box	1.20	
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.25
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut		.30

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.14	.12

Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07 1/2-.08	.07 1/2-.08
Halibut, white western, large and medium, per lb.	.07 1/4-.08	.09
Halibut, eastern chicken and medium, per lb.	.09-.09 1/2	.11
Mackerel, bloater, per lb.	.08-.08 1/2	.09
Haddock, medium and large, lb.	.05 1/4-.06	.07-.08
Market codfish, per lb.	.05-.05 1/4	.07-.08
Steak codfish, per lb.	.05-.05 1/4	.09
Canadian soles, per lb.	.08	
Blue fish, per lb.	.16-.17	.15
Smelts	.11	.12

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	
Dried pollock, medium and large, 100 lb.	6 00	
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 06	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 50
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	
Best scallops, imp. gallon	2 25	
Best prawns, imp. gallon	2 25	
Best shrimps, imp. gallon	2 25	
Sealed, best standards, quart cans, each	0 50	
Sealed, best select, quart cans, each	0 60	
CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.		
Cape Cod shell oysters, per bbl.	8 00	
Malpeque, shell oysters, selected J.A.P., per bbl.	7 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	11 00	
Clams, per bbl.	6 00	
Mussels, per bbl.	5 00	
Live lobsters, medium and large, lb.	0 25	
Bottled lobsters, medium and large, lb.	0 25	
Crabs, bush.	0 60	
Little Necks, per 100	1 25	

FOOD QUALITIES OF CANNED SALMON.

Its Importance as an Army and Navy Ration—Sanitary Conditions in Canning.

An interesting and educative booklet on canned salmon has reached Canadian Grocer, which deals particularly with the food value of this foodstuff from the standpoint of an army and navy ration. "On a number of occasions," it states, "canned salmon has been subjected to exhaustive analyses by eminent scientists of the United States Government, and their investigations unanimously agree with respect to its purity and wholesomeness, and also as to its extraordinary cheapness as compared with other food products."

Prof. W. O. Atwater, the eminent chemist of the United States Depart-

ment of Agriculture, whose investigations of the food value of certain products has made his name a household word through the world, reports the following as the relative food value of canned salmon as compared with other foods:—

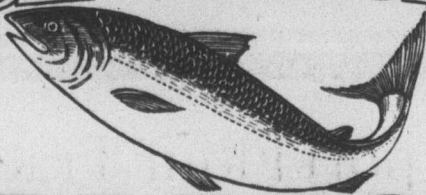
Canned salmon	21.8
Sirloin steak	16.5
Sugar-cured ham	14.2
Eggs	13.1
Spring chicken	12.0
White bread	09.0

The booklet further states:—"Practically all canned salmon is prepared on the North-western coast of North America, in United States and Canadian waters, and the work of canning is carried on under the most modern sanitary methods. Absolutely fresh fish are used, and every effort is made to prevent the workers from touching the salmon after they are landed on the cannery docks, the work of dressing and cleaning the fish, placing them in the cans and sealing up the latter, being done by machinery. Absolutely no foreign substance, except one-fourth ounce of fine salt to give the fish a flavor, is placed in the can.

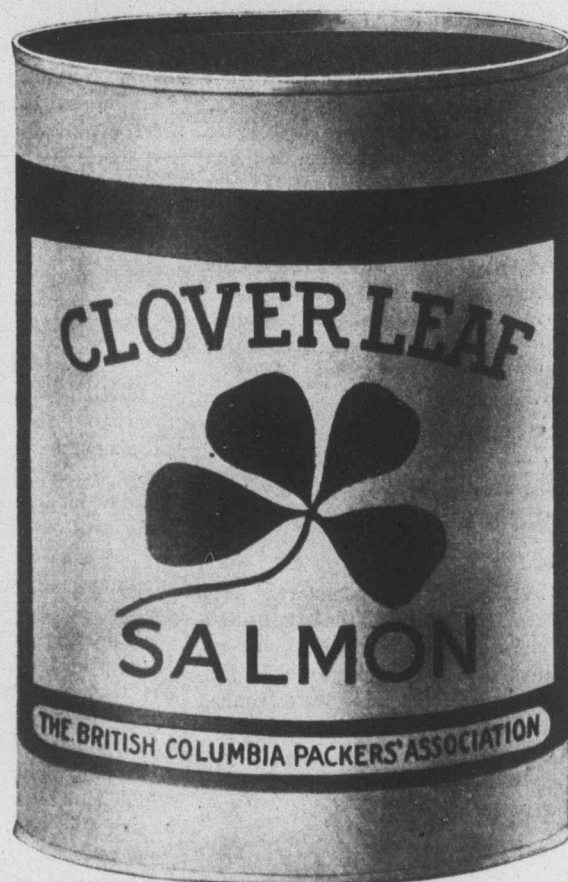
"During the Russian-Japanese war immense quantities of canned pink and chum salmon were purchased by the latter for the use of its soldiers, and proved eminently satisfactory in every way.

"When the British Columbia Government was casting around last month for some food product to be sent as the province's contribution to the Mother Country in the war now raging, canned salmon was suggested and most enthusiastically endorsed. In order that the money appropriated might purchase the greatest amount of food, canned pink salmon was selected and 25,000 cases were purchased and shipped under the province's official guarantee as to its wholesomeness and purity."

CHOICE SOCKEYE



SALMON



THE BEST PROCURABLE IN THE WATERS OF
THE GREAT PACIFIC COAST

PACKED IN

ONE POUND **TALL TINS** ONE POUND **FLATS** HALF POUND **FLATS**

EVERY TIN GUARANTEED.



Flour and Cereals



Domestic and Export Flour Trade Continues Dull

Conditions Quieter in Toronto, Although There is a Little Better Tone at Montreal—Mills Are Slowing Down—Mill Feeds Are Advancing, and Millers Will Probably Now Hold to Influence Sales of Flour.

MONTREAL.

FLOUR.—Whereas the wheat market is stronger, flour is not much improved, and prices remain where they were. It is hard to say what dealers are doing that they are not in the market for flour, but it is believed buying cannot be long delayed. The demand for feeds has picked up considerably during past week, and as soon as stocks are cleaned out, millers will not likely sell flour without feed. However, taken all around, the flour market looks slightly better this week.

Manitoba Wheat Flour—		Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		Car lots, Small lots.
Fancy patents	6 25 6 50
90 per cent., in wood	5 50 6 00
90 per cent., in bags	2 50 2 60
Straight roller	5 70 5 90
Blended flour	5 75 6 25

CEREALS.—As the oat market has become firm, it is natural that the rolled oat market would be affected, as millers require pick of oats. Prices remain the same as last week, following the advance. Business showed a marked improvement with advent of heavy snow, but lapsed again early in the week when a mild spell put in an appearance.

Cornmeal—		Per 96-lb. sack.
Gold dust	2 45 2 50
Unbolted	2 15 2 25
Rolled Oats—		99's in jute.
Small lots	3 35
25 bags or more	3 15
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—		100-lb. bbls.
Small lots	3 50
Hominy, per 96-lb. sack	2 75

FEEDS.—Feeds are in fairly good demand. An improvement has been in evidence for past two weeks, and is now very marked. This apparently is sufficient justification for millers raising the price of several lines, including middlings, which advanced \$2, feed flour \$4, mixed chop \$2, crushed oats \$4, and chop oats \$2. These advances were assisted by a rather firm oat market. Bran and shorts markets are now firm at \$25 and \$27 respectively. Small millers have been

cutting prices during last month, and are some of them pretty well done. The demand for feeds is experienced every year about this time, as the grass is pretty well done.

Mill Feeds—		Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	32 00 30 00
Wheat moulee	37 00
Feed flour	40 00
Mixed chop, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	3 00 4 00
Oats, chop, ton	38 00
Barley chop, ton	36 71
Feed oats, cleaned, Manitoba, bush.	0 65

TORONTO.

FLOUR.—Conditions have become even more quiet during the week and the piecemeal business which was going appears to have fallen off. There is little inquiry in domestic, and nothing can be done with export on present basis. Wheat is up and down, but is not changing materially, and good shipments are going forward from Canada, together with flour from the United States, which is on a better basis than on this side of the border. Flour bought a couple of weeks ago can be exported on a fair basis, but the present price is out of line with figure bid. Result is that mills which had been working to capacity following the war are slowing down; some have reduced to half capacity, and others have closed altogether for time being. Close of navigation may have some effect about the middle of December, but this will not be important, as shipments have been coming forward freely, and there is nothing like a blockade at the head of lakes.

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

CEREALS.—Situation has changed little since advance in rolled oats a week

ago. Market is firm on this level, and oats show a slight tendency to advance further. Better inquiry is also noted for favorite cold weather cereals following cold weather. Corn is in fair demand, and price remains on same level.

Barley, pearl, 98 lbs.	6 00
Buckwheat grits, 98 lbs.	5 50 6 00
Corn flour, 98 lbs.	2 50 3 00
Cornmeal, yellow, 98 lbs.	2 65 2 75
Graham flour, 98 lbs.	3 00 3 30
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 92½
Oatmeal, granulated, 98 lbs.	3 92½
Peas, Canadian, boiling, bush.	2 90 3 00
Peas, split, 98 lbs.	5 00
Rolled oats, 90-lb. bags	3 37½ 3 57½
Rolled wheat, 100-lb. bbl.	3 75 4 00
Rye flour, 98 lbs.	3 00
Wheatlets, 98 lbs.	3 75 4 00
Whole wheat flour, 98 lbs.	3 75 4 00

MILL FEEDS.—Situation for feeds has become firmer, and bran has returned to old level. Colder weather has been a factor, and with mills slowing down it may be expected that stocks will be held in hope of influencing sales of flour during winter. Feed flour has been advanced in sympathy with the general situation, and a slight advance is noted in the price of feed oats.

Mill Feeds—		Mixed cars, per ton
Bran	25 00 26 00
Shorts	25 00 28 00
Middlings	30 00 32 00
Wheat moulee	30 00
Feed flour, per bag	1 85 1 90
Oats—		
No. 3, Ontario, outside points	0 50 0 51
No. 3, C.W., bay ports	0 60

WINNIPEG.

FLOUR AND CEREALS.—Another week has passed without any change in prices, and still there is no indication that a change is to be expected. While the millers have been busy, the cold weather which now seems to have set in generally is likely to bring a greater rush of business. The ground is now freezing up, and farmers will no longer be able to do work on the land. For this reason it is expected the next week will see considerable large shipments of grain.

Manitoba Wheat Flour—		Per bbl.
First patents	6 40
Second patents	6 20
Strong bakers'	6 10
Cereals—		
Rolled oats, per 90 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

CANADIAN GROCER

MORE BUSINESS THAN USUAL

in

TILLSON'S OATS

*The new advertising campaign
is now being launched*

TILLSON'S

A Food—
not a Fad

That's My Boy!

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

TILLSON'S OATS



**Friday Night is
Gift Night**

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

**RAINBOW FLOUR
MAKES GOOD BREAD**

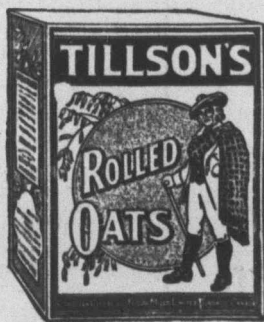
Canadian Cereal and Flour Mills, Ltd.

The popular
Canadian
Breakfast
Cereal

Now is the time to push Tillson's Rolled Oats

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

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



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

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

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

Now Is The Time

for every grocer to take full advantage of the great wave of enthusiasm over the "Made-in-Canada" movement, by pushing Canadian lines, especially those which are well advertised.

A Big Campaign

is being carried on to advertise to the public Canada's Made-in-Canada macaroni

L'Etoile

(Star)

and

Hirondelle

(Swallow)

Get your share of the business resulting, by stocking these brands.

L'Etoile and Hirondelle

are made from Manitoba Hard Wheat Only, which makes a macaroni superior in quality to any imported.

Now is *the* time. Ask your jobber.

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

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs. \$	2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

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

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

CEREALS.

WHITE SWAN. Per case.

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

Per case.

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

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack ...	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

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

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2'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, 3's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35

Can the thousands in Western Canada use Your Product?

Does it fit into their needs and requirements in any way? Are they in any way possible prospects for your goods? Then, why not decide to develop this growing field to its fullest extent to-day by securing the advantages of the Nicholson & Bain Service? An army of trained salesmen, covering Western Canada like a blanket, from Lake Superior to the Pacific, is too strong an ally to overlook.

We are open to quickly and firmly place on the Western market any line not competing with those we already carry. Just write us to-day.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office: WINNIPEG, Man. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver



A tip on the side, Mr. Grocer

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

PRICES:

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

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

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



WHITE SWAN



Have You Been Fined YET?

What are your feelings when the inspector calls for samples of the goods you are selling?

Are you protected by the manufacturer's guarantee as to purity?

IF SO, YOU'RE SAFE

Bear in mind though, that it isn't sufficient for the manufacturer to simply tell you the goods are pure!

This won't protect you, but if you obtain from him a Government Warranty on all goods "as pure," you are absolutely safe.

For several years we've been sealing every package of our pure food products with this Warranty, which according to Section 33 of the Adulteration Act is the only form which is recognized by the Government as relieving you of all liability.

You are entitled to protection and should demand this Warranty for the protection of your business.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 4's, 6 and 12-lb. boxes	0 27
Iceings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/4-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes..	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

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

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ..	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/4'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 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25

Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each 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, 2 doz. to case, weight 35 lbs.	30
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

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

MOJA.

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

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

	Whol. Retail.
1s, 1/2s, Grd.	25 30
1s, 1/2s, B. & G.	32 40
1s only, B. & G.	35 45
1s, 1/2s, B. & G.	35 50
Packed in 30 and 50-lb. cases.	
Terms net 30 days prepaid.	

(MINTO COFFEE (Bulk))

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

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 25
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE. Special Delivered Price for Canada

	Per doz.
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c ..	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c. .	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c. .	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c. .	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50. .	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3. .	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50. .	47 75
Gallons, each, retail each \$20	17 15



The Real Test of Olive Quality

is in their flavor and firmness. Almost any olives will taste good when newly opened, but it is a marked characteristic of

D. W. C. Spanish Olives

that they still retain their freshness and unusually pleasing flavor long after other brands have become tasteless and soggy. Their extra large size, unusual flavor and quality, together with special method of preserving ensure you a large list of pleased customers. Write your nearest agent to-day for trial order.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

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

Fresh Pork Sausage

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

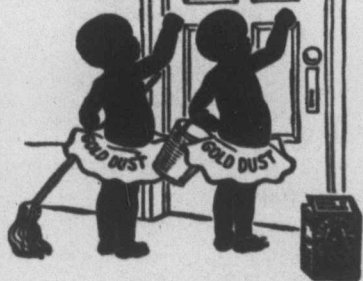
Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

THE NAME "FAIRBANK" MEANS SOAP SURETY

Opportunity is Knocking at Your Door



"Let the GOLD DUST TWINS do your work"

GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt. GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited
MONTREAL

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits put you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

FISH

**For Breakfast
For Luncheon
For Dinner**

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

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

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

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

WHITE & CO., LIMITED

Wholesale Fruit and Fish
TORONTO and HAMILTON

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

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

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins

D. S. F., ¼-lb.	\$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63

Per jar.

Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

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

JELLY POWDERS.

WHITE SWAN SPICES AND
CEREALS, LTD.

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

List Price.

JELL-O.

Assorted case, contains 2 doz	1 80
Straight.	

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

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz	2 50
Straight.	

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

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

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

FELS NAPTHA.

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

STARCH.

THE CANADA STARCH CO.
LTD., EDWARDSBURG
BRANDS and

BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry.....	.06%
40 lbs., Boxes Canada white gloss, 1 lb. pkg.06%
48 lbs. No. 1 white or blue, 4 lb. cartons07%
48 lbs., No. 1 white or blue, 3 lb. cartons07%
100 lbs., kegs No. 1 white ..	.06%
200 lbs., bbls., No. 1 white ..	.06%
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07%
48 lbs. silver gloss, in 6-lb. tin canisters08%
36 lbs., silver gloss 6-lb. draw lid boxes	
100 lbs., kegs, silver gloss, large crystals07%
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07%
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07%
40 lbs. Canada pure corn starch06%
(120-lb. boxes ¼c higher.)	
Cases Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

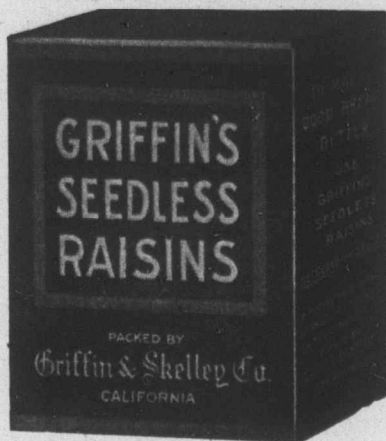
Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06%
First Quality White Laundry—	
3-lb. canisters, ca. of 48 lbs.07%
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%
Lilly White Gloss—	
1-lb. fancy cartons cases 30 lbs.07%
8 in case06
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case06%
Kegs extra large crystals, 100 lbs.07%
Canadian Electric Starch— Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.06%
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07%
"Crystal Maise" Corn Starch—	
1-lb. pkts., boxes of 40 lbs..	.07%
(20-lb. boxes ¼c higher than 40's.	

CANADIAN GROCER

Griffin on



Means Quality



the Label



on the Table

PACKED BY

GRIFFIN & SKELLEY COMPANY, San Francisco

FOR SALE BY ALL WHOLESALE GROCERY HOUSES

**If it's a BARR—it isn't a machine you buy
—it's an absolute mechanical BRAIN!**



Barr Register Counter Cabinet Style.—(Closed)

Your Barr Account Register will do more for you than any bookkeeper. It keeps your customers' accounts posted right up to the minute and makes **prompt** collections easily possible. Every live merchant needs this invaluable assistance. It solves the problem once for all of the quick handling of many credit accounts.

The BARR does more in less space

One of the many big advantages of the BARR is its economy of space. We can handle 1,000 accounts in about one-third the space required by some systems and give you faster, better service. Do you find your credit accounts growing at this time? Don't you wish to keep a closer tab than ever on many, if not all of your credit accounts? Here is the way:

By all means investigate the BARR Account Register. It should certainly save its cost in one year in your store

No trouble from ANY source if you buy a BARR!
The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other Account Registers through such talk. (Signed) Barr Registers, Limited.

Write to-day for full information.

Barr Registers Limited

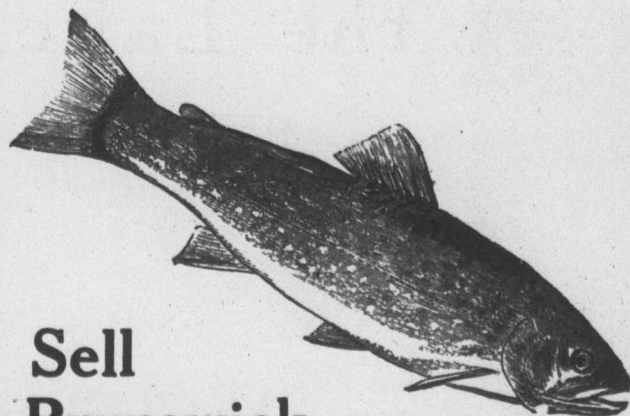
TRENTON, ONTARIO

GREAT BRITAIN—Head Office, Dacre House, 5 Arundel St., Strand, London, W.C.

FACTORY—Birmingham, England.

TWO CENTS PER WORD

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



Sell Brunswick Brand Sea Foods for Profit and Reputation

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

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

Here are a few of our satisfaction-giving leaders:

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

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



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack, 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack, 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack, 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack, 4 doz. per case, \$4; Ocean Borax, 8 oz. pack, 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack, 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack, 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack, 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack, 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack, 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, \$0; Chinese Washing Powder, 8 oz., 120 pack., per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

COW BRAND BAKING SODA.

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

SYRUP.

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

2-lb. tins, 2 doz. in case... \$2 65
5-lb. tins, 1 doz. in case... 3 00
10-lb. tins, 1/2 doz. in case... 2 80
20-lb. tins, 1/4 doz. in case... 2 85
Barrels, 700 lbs. 3 3/4
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. 4 1/4
Pails, 38 1/2 lbs. 1 95
Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.

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

CANNED HADDIES

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

INFANTS' FOOD.

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

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.
Gingerbread Brand.

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

DOMOLCO BRAND.

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

SAUCES.

PATERSON'S WORCESTER SAUCE.

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

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. 1/2-pints.. 2 20

STOVE POLISH.

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

NUGGET POLISHES.

Doz.
Polish, Black and Tan 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

Whole-sale, R't'l.
Brown Label, 1s and 1/2s, 29 35
Blue Label, 1s, 1/2s, 1/4s, and 1/8s 35 45
Red Label, 1s and 1/2s... 41 55
Gold Label, 1/2s 49 65
Red-Gold Label, 1/2s 55 80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's \$2 15
4's 0 85
5's 0 45
7's 0 60
30's, wood 0 08
12-oz. glass jar 1 15
Tumbler, glass 0 95

MARMALADE.

2's, per doz. \$3 20
4's, per pall 0 40
5's, per pall 0 45
7's, per pall 0 65
30's, wood, lb. 0 08 1/2
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00

Prices subject to change without notice.

MINTO BROS., Limited.
Toronto.

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

MELAGAMA TEA.

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

MINTO TEA.

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

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs., 1 15
IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

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

UNCHANGED!

From Coast to Coast the price on

WETHEY'S CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO
ADVANCE.

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

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

California Late Valencias

We can still supply you with all
sizes. Extra Fancy Quality. Sweet
and Juicy.

GRAPES

If you have not yet picked out a line
of Malagas for your Xmas trade,
let us do so for you. We have a
great many lines to choose from.
Also Fancy California Emperors
—Put up in 50-lb. drums.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

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

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

Buyers' Guide

Write us for New Price List of
WINDSOR SALT

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

Dr. JACKSON'S
ROMAN MEAL

Made in Toronto
ROMAN MEAL CO.
MONARCH ROAD

"TRENT LOCK"
EGG FILLERS

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

Sell Fence Posts to your Farmer
customers.

For Prices apply to the
Lakebourne Farms Limited
Brighton, Ont.

SUCHARD'S COCOA

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

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

If you are interested in Irish trade.

A want ad. in this paper will
bring replies from all
parts of Canada.

STORAGE IN OTTAWA

BOND AND FREE
Direct Railway connection. Car distri-
buting. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 48 to 56 Nicholas St.,
Ottawa.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered
Trade-Mark

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

Trade-mark on every
genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780
Montreal, Can. Dorchester, Mass.

The failure to stock some standard commodity may be
the means of a merchant losing trade.

Mathieu's Nervine Powders



are recognized everywhere as a speci-
fic remedy in all cases of headaches,
and they can be recommended by
every merchant with perfect safety
as an effective remedy. Don't lose
trade by allowing your supply to run
short.

For all forms of colds Mathieu's
Syrup of Tar and Cod Liver Oil is
recognized as a safe and effective cure.

If you don't know them, try
Mathieu's Nervine Powders yourself
at our expense as per coupon attached.

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

Please send regular box of Mathieu's Ner-
vine Powders to the following address:—

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

HOLLAND RUSK

No other food product compares with Holland Rusk. It
is in a class by itself and will bring and hold trade for you.
Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



KINDLY MENTION
THIS PAPER WHEN
WRITING ADVER-
TISERS

This is the Market Place of Progressive Grocers Throughout Canada

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

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

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

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

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

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

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

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

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

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

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

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

WANTED

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

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

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

TRAVELLER CALLING ON THE GENERAL trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1092, Saskatoon, Sask.

FOR SALE

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

GROCERY STORE TO RENT - OWNER very ill. William Johnston, 184 Christina St., Sarnia, Ont.

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

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

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

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

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

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

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

AGENCIES WANTED

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

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

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

What Do You Earn?

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

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

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

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

The MacLean Pub. Co.

143-153 University Ave.
TORONTO

Place Your Christmas Window in the Contest

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

Selling Power, Attractiveness and Originality

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

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

The Prizes

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

The Christmas Ad. Writing Contest

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

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO

Are You Interested?

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

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

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

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

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

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

Canadian Grocer

143-153 University Ave., Toronto

Apples

We will pack

10,000

barrels

of the celebrated
Georgian Bay Apples

this Fall. Place your
orders early.

LEMON BROS.

Owen Sound, Ontario

NEW

St. Nicholas

Puck

Queen City

Kicking

Messina Lemons

ARE ON
THE WAY

J. J. McCABE

Agent

Toronto

Would you like a UNIVERSITY EDUCATION?

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

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

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

MACLEAN'S MAGAZINE

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

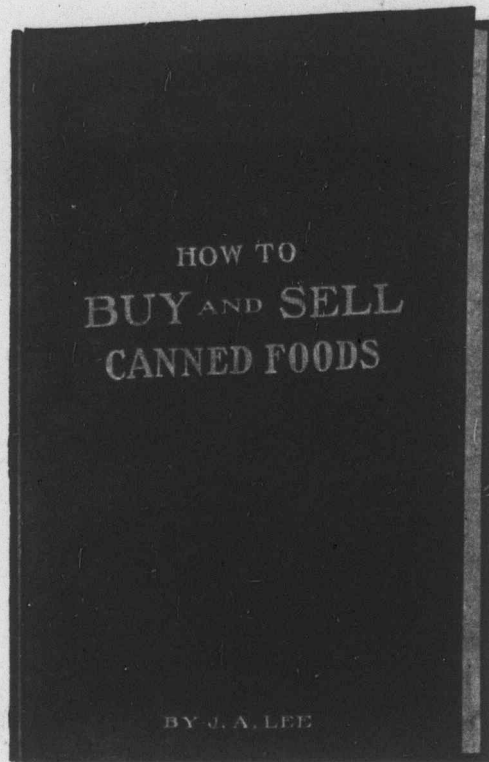
A liberal commission is allowed on all subscriptions, and the spending of a few hours a week will easily enable you to realize your ambition and enter the University next fall.

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

MACLEAN PUBLISHING CO.

143 University Avenue

Toronto, Ont.



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.

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Origin and History of Canned Foods.
 How to Regulate Stocks and Purchases.
 Apparent and Real Costs.
 How to Handle Swells, Leaks and Rusties.
 How to Prevent Business Leaks and Stealages.
 Buying and Selling Futures in Canned Foods.
 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.
 Window and Counter Displays; Illustrated.
 Hard Work and Hard Play.
 Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
 How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price \$2.15 per copy, postage paid.

The McLean Publishing Company, Ltd.

Book Department
 143-153 University Ave.

TORONTO

A well-filled Pocket Book

is a guarantee against hard times. Many persons of moderate income are increasing their salaries by representing us during their spare time. Our representatives are earning from five to thirty dollars a week during their off-time by taking new subscriptions and renewals for MacLean's Magazine and The Farmer's Magazine among their friends and acquaintances.

MacLean's Magazine is the largest and most influential monthly in Canada, presenting articles on national subjects and strong Canadian fiction in addition to a digest of world events.

Farmer's Magazine is the herald of agricultural progress—a monthly magazine which deals with the problems of the farm in virile and readable form.

Let us show you how you can earn the extra money you need.

Write to-day to

The Agency Division

THE MACLEAN PUBLISHING CO.
 LIMITED

143-153 University Ave., TORONTO

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Dried Fruits

Exceptionally Fine Quality and Right Prices — make this offer a hard one to beat.

RAISINS

Currants,
California,
Valencia,
Malaga Table,
Sultana.

PRUNES

California,
Oregon.

All sizes 30/40 to 90/100
25-lb. boxes.

EVAPORATED FRUITS

Apples, Pears, Apricots, Peaches,
25-lb. boxes.

PEELS

Lemon, Orange, Citron and Mixed,
Whole and Cut.
7-lb. boxes.

DATES

Cases 100 5-oz. 30 1-lb. packages.
Natural 50-lb. bags.

FIGS

"Camel" Brand,
Layer 4, 6, 7 crs.—10 lbs.
Umbrella 9 crs. 10 lbs.
"Glove" Box 16 oz.
"Square Box" 6 oz.
Natural 60-lb bags.

We want you to cut this ad. out, make a check after the article you want and send it to us. We will quote you by return mail.

We Guarantee Quality and Right Prices.

Laporte, Martin, Limitée

568 St. Paul St., Montreal

Tel. Main 3766

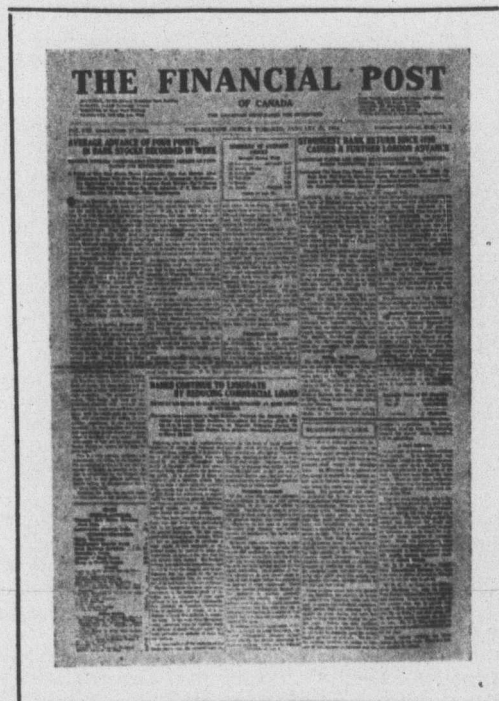
BEWARE OF FALSE PROPHETS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.



Annual Subscription \$3.00 the year

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter ^{my}our subscription to The Financial Post at the rate of one dollar for four months.

Name.....

Street or Box No.....

City.....

WHY NOT HAVE THE FACTS?
C. G.

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET

The Financial Post of Canada

serve you at least during the next four months.

Write for a free sample copy or

Sign ← the attached Coupon and return

to us with one dollar for four months, or if more convenient pay on receipt of bill.

CANADIAN GROCER



The Bowser Outfit makes *two sales* grow where *one* grew before. The motorist brings his wife to buy groceries and naturally buys his gasolene at the same time, next day he comes to buy gasolene and sees some groceries that please him and buys *them*. Grocers who have no Bowser Outfit, lose both these sales and all the

BOWSER
ESTABLISHED 1885

profitable trade in high-grade goods that follows. The man who rolls along the street in a car that cost as much as a house and lot *has money*, he's a good customer and you want his trade. You want to *sell him his gasolene* because he has to buy that almost *every* day. We do more than supply you the Bowser Outfit that handles the gasolene—we have taught motorists to look for the Bowser Outfit and buy their gasolene where they find it. Write us for suggestions that will increase your sales. Ask for free booklet. No obligation incurred.

S. F. BOWSER & COMPANY, Inc.
66-68 Frazer Avenue, - - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.



THE busy housewife will thank you for supplying her with a reliable polish that really *does* what we say it will do—and with *so little effort*. Every tin of BRASSO is a tin of polishing quality.

Are you well stocked? Our advertising campaign is creating a still greater demand for BRASSO—the polish that is the firm friend in every well-appointed household.

RECKITTS (OVER SEA), LTD.,
122, WELLINGTON ST. WEST, TORONTO

BRASSO
METAL POLISH



"Apples made the filling, but FIVE ROSES made the crust"



Good morning! Have you eaten your apple, Brother Grocer?

Everybody's doing it—it's patriotic—it's fashionable—it's businesslike.
This is YOUR opportunity. Now's the time for the apple pie trade, apple puddings,
apple sauce cake, "National Fruit" dumplings. Apples and Flour, Apples and **FIVE
ROSES!**

The choicest pages of the FIVE ROSES Cook Book give all the delightful details.
Sell FIVE ROSES flour, Brother Grocer. Don't let your customers spoil good apples
with a poor pie crust made from poor flour.

FIVE ROSES FLOUR

Sir George E. Foster's "finest in the world" deserves a better fate—the finest crust to
wrap its toothsome lusciousness.

More pies than ever before will be *swiped* if you sell FIVE ROSES—the kind that
made mother famous.

More apples eaten where FIVE ROSES is sold.

Think of a million apple pies, cakes, dumplings — think of your responsibility,
Brother Grocer! The filling is only half the pie—the FIVE ROSES crust is the thing,
the dainty brown jacket that dresses the juicy pippins so becomingly! Sell apples. Be
patriotic.

Sell FIVE ROSES. *Be WISE!*

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL. DAILY CAPACITY 13,200 BBLs.

Sell a Barrel of Apples—Sell a Barrel
of ROSES