

**PAGES
MISSING**

FEATURING — CANADA'S WAR SUPPLIES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, OCTOBER 15, 1915

No. 42

OYSTERS

Oysters if sold to the consumer by dry measure, mean that every particle is usable and edible and absolutely without waste.

WHEN THIS BECOMES KNOWN, THE CONSUMER WILL READILY RECOGNIZE THE MERIT OF OYSTERS AND WILL BUY THEM WITH THE REGULARITY WITH WHICH THEY NOW DO OTHER STAPLE FOODS and the volume of sales will grow apace and Oysters will become a "LEADER" among your lines.

Educate your consumer customer to the fact that VALUE in oysters lies not in the lowest price but in the full quantity.

Think about these opportunities. Buy your oysters right—keep them right—sell them right.

We are exclusively oyster people, devoting our entire time and attention to this one thing we know best, which insures you a quality and efficiency that is unreasonable to expect from a house not dealing exclusively in oysters.

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada

An Earned Reputation

The housewife wants PURITY FLOUR. She knows its reputation has been EARNED in the kitchens of Canada. This "good will" embodied in the PURITY name will increase your business.

PURITY FLOUR

More Bread and Better Bread

WESTERN CANADA FLOUR MILLS CO., LIMITED

Millers to the People

28

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

How You Profit By Selling



In Original Packages!

¶ This is not an attempt to tell you how to run your business.

¶ We do know, however, that in the long run, you will make money by handling sugar in sealed packages in comparison to bulk.

¶ When you sell LANTIC SUGAR in carton or bag, we guarantee you a satisfied customer, and you are connecting your store with the most popularly advertised sugar in Canada.

¶ LANTIC packages are an added attraction to your store.

¶ Displayed on shelves, they sell themselves.

¶ There is no chance for overweight or underweight. There is no time or labor wasted in handling packages as in bulk.

¶ You make a larger percentage of profit on LANTIC packages as compared to bulk sugar, as you should get $\frac{1}{2}c$ per pound per package more than you do for bulk sugar.

¶ Even if you have to sell packages at the same price as bulk sugar, you break even, provided that you figure that your time, cost of bag, twine and down-weight are included.

¶ When a customer orders LANTIC SUGAR in packages, she knows that she will get absolutely pure cane sugar, and a full 2 or 5 pounds of sugar—she takes no chances with quantity or quality.

¶ You handle sugar anyway—why not profit by selling LANTIC SUGAR in original packages?

Atlantic Sugar Refineries, Limited, Montreal



Don't forget the box with the red, white and blue checkerboard marks

It contains an everyday commodity of universal demand, which for over seventy years has been a favorite in every well-ordered household.

Cox's Gelatine

has won on its merits. The wonderful possibilities it affords for the making of the most delicious desserts, creams, jellies, salads, etc., have made it an easy seller. Grocers everywhere value its trade-attracting and profit-increasing qualities. Stock up with Cox's. Sell it to your old and new customers. Recommend it to the new housewife.

COX'S
Instant Powdered
GELATINE

Arthur P. Tippet & Company

AGENTS

Montreal

Quebec



Which kind have you on your shelves—quick sellers or dust collectors?

Trying to sell "dust collectors" will never get you anywhere.

Goods that not only attract but hold your customers' patronage are the only real profitable lines to handle.

If you are one of the many dealers selling

Borden Milk Products

you do not require to have their splendid selling points enlarged upon. If you have not yet handled this well-known line a trial will convince you of its wonderful quick-selling qualities.

The public everywhere have become firmly convinced that the name "Borden" on a can is a hall-mark of superiority.

Stock Borden's now for Fall and Winter business.



Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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



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

Wholesale distributors in every territory. ASK THEM

CUSTARD POWDERS

We are the Selling Agents for WHITE'S CUSTARD POWDERS and Jelly Crystals—

CUSTARD POWDERS IN THE FOLLOWING SIZES		Doz.
6 oz. Tins (c/s 72)	\$.90
10 oz. Tins (c/s 72)	1.35
16 oz. Tins (c/s 36)	2.10

(VANILLA, LEMON AND ALMOND FLAVOURS)

Notwithstanding the extra cost of importation, we are maintaining the old selling prices, which are lower than most other lines. The quality is unquestionable, and we will appreciate a trial order.

JELLY CRYSTALS—ALL FLAVOURS—
Cartons 1 or 3 doz., 80c per doz.

Write, Wire or Phone at our expense: Adel. 1057, 941, 867

Warren Bros. & Co.
LIMITED

Queen and Portland Streets
TORONTO, ONT.

Are your bottled goods sealed with Anchor Caps?

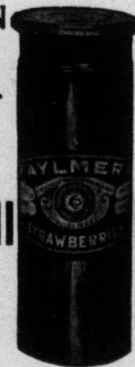
Don't look for a bigger turnover or increased profits in bottled lines, if you are still selling goods in containers, whose caps are uncertain, to say the least. The public are coming to realize more and more the importance of a reliable, air-tight seal on bottles and containers where the purity of contents is concerned.

Guarantee yourself against loss of profits and make sure of satisfying your customers by insisting on Anchor Caps on all your bottled goods.

Your jobber can supply you.

ANCHOR CAP & CLOSURE CORPORATION OF CANADA

Sudbury Street West, Foot of D'overcourt Road, TORONTO, CAN.



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

How is it Affecting You?

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

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

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

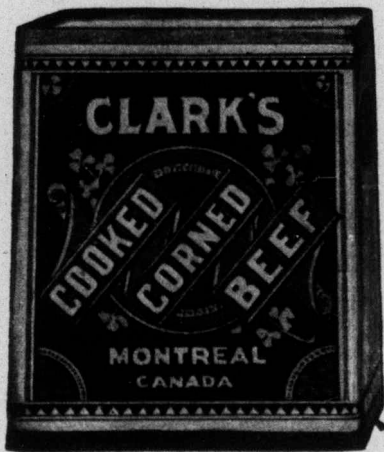
Note these prices:

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

ORDER NOW.

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

CLARK'S COOKED CORNED BEEF



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



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

They have the REPUTATION, the QUALITY and the SALE.

W. CLARK, Limited, Montreal

Clark's



**KEYSTONE
BRAND**

Horse Brushes and Stable Brushes

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

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

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

The stable brushes are secured with a patented steel staple.

Write for prices, etc., to

Stevens-Hepner Co., Limited

Port Elgin, Ontario

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

From Tokio to London

from Quebec to British Columbia—from Hudson Bay to Mexico—in every clime where people give some intelligent thought to the nutritive value of foods

Shredded Wheat



is known as the top-notch breakfast cereal—the cereal that is always the same quality, always the same price. No grocer can do business without the cereal that is now recognized as a staple. No free deals—no premiums—just a good, steady profit, and a firm, steady demand which we create through continuous, persistent educational advertising.

MADE IN CANADA

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

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ontario

79-L

TEA

We now have a full line of New Season's Japans and now is the time to make your selections and buy.

Write us for samples and they will be cheerfully forwarded with the lowest possible quotations.

John Duncan & Co.

Established 1866

MONTREAL

Books You Ought to Have

Grocer's Encyclopedia

It is impossible in the small space at disposal to give anything but a vague idea of the tremendous field covered by the "Grocer's Encyclopedia," containing as it does full information on every article handled by the grocery and provision trade, and hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

1200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8 1/2 inches in size; printed on fine calendered paper and strongly bound in heavy buckram.

Price only \$10.50, Delivery Prepaid.

"The color pages alone are worth the price. Words are unable to do the work justice."—New England Grocer.

Digest of the Mercantile Laws of Canada

Have you any outstanding accounts you wish you could collect? This book will show you HOW. It is a ready reference for merchants and their assistants in their daily business. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers, and recommended by the Ontario Institute of Chartered Accountants. "Digest of the Mercantile Laws of Canada" is used by more accountants, bankers and business firms than any other work on the subject.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under the Land Titles System of Registration, and Appendix of 16 pages, containing a synopsis of the Land Titles Act, has been added to the regular edition, thus constituting a special "Western Edition."

Eastern Edition, Price	- - - - -	\$2.00
Special Western Edition	- - - - -	2.50

Grocery Advertising

By William Borsodi

To the merchant or clerk who wants to put "punch and personality" into his window display cards or advertising copy, he cannot do better than consult the pages of this excellent book.

It contains suggestions for special sales, bargain sales, cash sales, etc., which should be of inestimable value to the go-ahead grocer, also ideas for catch lines or window cards, and many hints for the preparation of real, live advertising copy. In addition there is a collection of short talks, advertising ideas, and selling phrases used by the most successful grocery advertisers.

Price \$2, Postpaid.

No progressive grocer or clerk should be without this book of unquestioned merit.

An Asset to Your Business

Not until you have these books on your library shelf will their worth to your business be fully appreciated. Each book in its particular line supplies just the information you want. They have been chosen by the publishers of Canadian Grocer as being the best treatise of the respective subjects published at the price.

On receipt of remittance we will forward the book desired. Look over it and examine it carefully and if you are not fully satisfied with the purchase, return the book within five days and the amount sent will be refunded.

When remitting by cheque make same payable at par, Toronto.

All orders payable in advance.

Store Management Complete

By Frank Farrington

Dealing in a thorough manner with all subjects relative to the capable management of the average store. It is a book that should be in the hands of every merchant and his clerk.

Thirteen Chapters, 252 pages brim full of sound business logic that can be put to practical use every working day of the year. The different subjects treated are as follows:—

The Man Himself—Where to Start—Store Arrangement—The Buying End—The Store Policy—Clerk Management—Leaks—The Store's Neighbors—Working Hours—Expenses—The Credit Business—What to Sell—Premium Giving.

Price \$1.00, Postpaid.

Contains information on every subject necessary to the efficient management of the store.

How to Buy and Sell Canned Goods

By J. A. Lea

Written by a practical man for practical use and intended to help all distributors of canned foods.

INDEX TO CONTENTS

- 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, Pineapple, Pums, 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, Postpaid.

Showcard Lettering, Designing, Etc.

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

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

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

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

Price \$1.00, Postpaid.

The MacLean Publishing Company, Limited

BOOK DEPARTMENT

143-153 University Ave.,

Toronto, Ontario

Continental Grocery Bags

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

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—

As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

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

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

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

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

HERE ARE A FEW OF

McVitie & Price's BISCUITS

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

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

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

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 10 Vaudreuil St., St. Pauls Street East, Montreal

Libby's Food Products

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

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

Libby, McNeill & Libby, Limited
GUELPH, ONT.

MORE GIPSY

More—much more—GIPSY will be wanted this winter, because more will be used.

No other Stove Gloss produces the same intense blackness, ease of polish, and lasting brilliance. Be sure YOU are ready with a good stock of

GIPSY

Stove Gloss

Order from your Wholesaler.

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

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



Golden Wax Beans

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

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

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada

More Than Ever in a Class by Itself

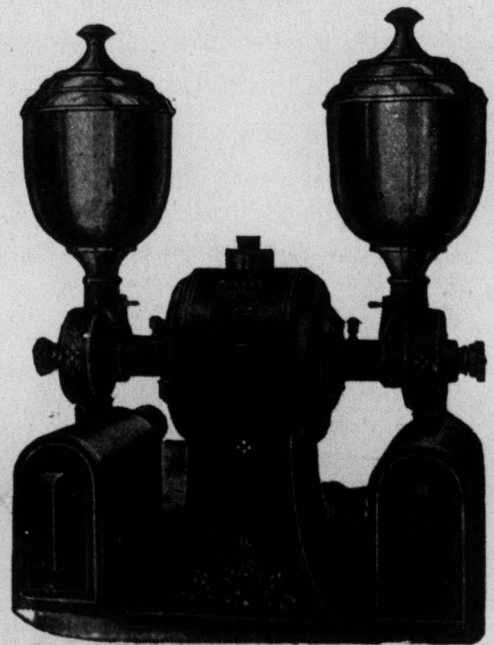
One of our
12 new
models.

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

It ranks
with the
best and
meets your
price.

26 models
of electric
machines.

Makers of
Hand Coffee
Mills for
twenty-five
years.



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

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

Here's something new that will put snap into your sauce sales.

Lytle's Chili Sauce has from its inception won the warm approval of the most discriminating Canadian housewife.

We are now featuring this winning line in a new size container with Anchor Closure and retailing at fifteen cents. This new line is beating all previous records for trade-attracting, quick-selling features.

The same splendid standard of quality which characterizes every one of Lytle's goods has been rigidly maintained. Nothing but the very best and most carefully selected ingredients enter into its manufacture.

Why not try out this winning line?

May we send you a few dozen by way of a trial?

T. A. Lytle & Co.
LIMITED
Sterling Road TORONTO

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

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

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

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is \$1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

CANADIAN GROCER

SEND US YOUR LETTERHEAD

or something showing your firm name in full and we will be pleased to have it printed on from 50 to 200 copies of this intensely interesting booklet

"A Story of Sugar"

for distribution among your customers. This is the story of how sugar is manufactured, told in a bright, pithy manner. Don't miss this opportunity to secure for your patrons something really educational.

Send to-day.

ST. LAWRENCE SUGAR REFINERIES, LIMITED
MONTREAL



BLACK JACK

**QUICK
CLEAN
HANDY**

1/2-lb. tin—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Suppose a newcomer in your neighborhood asks you for

Chase & Sanborn's Coffee

and doesn't find it. You may sell her something else that time, but it is probable that her permanent trade will go elsewhere.

Chase & Sanborn, - Montreal

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
--Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

Every sip a delight



So convenient, so economical. Made instantly by simply adding boiling water. No delay, no trouble. A most excellent seller.

Your customers will appreciate the superior quality, flavor, strength and aroma of

SYMINGTON'S
Regd Trade Mark
COFFEE ESSENCE

THOS. SYMINGTON & CO.
Edinburgh and London

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



"Made in
Canada"



**The One Price Line is
The Square Price Line**

Manufacturers, who try to deal direct with the retailers, don't always give special prices to one grocer only. You may be sure of that.

Rebates and discounts sound well—but a grocer who puts in a "cut price line" never knows whether his competitors are getting a little deeper cut.

"WINDSOR" AND "REGAL" SALT

are sold through jobbers only, at fixed prices. All Retail Grocers are given the same terms and treatment, and the same high quality in every bag and package.

"WINDSOR" AND "REGAL" are so well known that to sell any other salt you must first overcome the strong preference for "WINDSOR" AND "REGAL." Is it worth the trial, and the risk of offending so many of your good customers?

The Canadian Salt Co., Limited
Windsor, Ont.

**"Cow Brand" success
is never doubted**



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

CHURCH and DWIGHT
Limited

Manufacturers
MONTREAL

One of The Chief Reasons Why "Red Rose Tea is Good Tea."

The increasing use of Indian Tea is due in no small degree to its good keeping qualities.

A good quality Assam Tea will show very little loss of either strength or flavor in nine to twelve months, while Ceylon Teas, lacking these keeping qualities, will often become stale and flat in half that time.

You have often had complaints of tea being weak and that "it doesn't taste like it used to." You will find that in almost every case it is a package of Ceylon Tea that has been complained of. You may not have had it in your store very long, but the tea has probably been a good while en route from the East—especially now in war time—and the tea has lost much of its flavor and strength.

In this respect the keeping quality of Indian Tea is a great advantage. We venture to say that you rarely, if ever, have such a complaint from Red Rose Tea, simply because it is composed largely of Indian Tea, especially Assams. These teas, blended with Ceylons, give the best combined results of flavor, strength, and keeping qualities, of any teas that are grown. The experience of the great London tea merchants has proven this beyond a question.

The above are some of the reasons why Red Rose Tea "is good tea" and why it has steadily forced its way to the front.

T. H. Estabrooks Co., Limited
T O R O N T O

Manufacturers' Agents and Brokers' Directory

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

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

FRANK H. WILEY

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

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

ONTARIO.

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

QUEBEC.

W. J. McAULEY

Commission Broker

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

WESTERN PROVINCES.

GEORGE E. MEASAM

COMMISSION MERCHANT

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

HEADQUARTERS FOR

White Beans and Evaporated Apples

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO ONTARIO

H. P. PENNOCK & CO.,

Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and pro-
gressive manufacturers wanting live
representatives.

W. G. PATRICK & CO.

Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

WATSON & TRUESDALE

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

If you want the market on NEW BRUNSWICK POTATOES

Wire or phone
HARRY WEBB, TORONTO

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

NEWFOUNDLAND.

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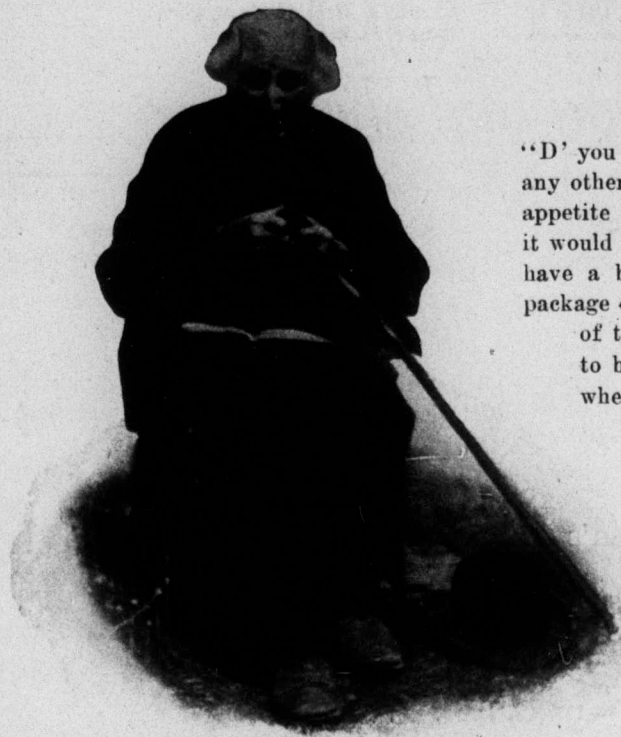
143-153 University Avenue
TORONTO CANADA

No. 19

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

The Soldier's Tobacco Box



"D' you know, lad, a fellow uses more tobacco when he is holidaying than any other time? He isn't working and the fresh air seems to give him an appetite for tobacco. The same must apply to the soldier boys. I think it would be a good idea if the grocers would do like some tobacco stores—have a box for soldiers' tobacco or chocolates. Anybody could buy a package of candy or a plug or two of tobacco, write the name and address of the sender and throw it in the box to be sent to the soldier boys 'Somewhere in France.'"

This is an idea every grocer could work out to good effect. Start a box with a pound of **King George's Navy** chewing tobacco.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

Furnivall's
FINE FRUIT
PURE JAM

—have you tried it?

Always good, always pure, always ready sale—the winning line for your Fall and Winter 1915-16 business.

Send in your order to-day. Display Furnivall's Jams on your counter and in your windows.



Furnivall-New
LIMITED
Hamilton, Ontario

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For Them**



Every user of the Eureka is a booster for the Refrigerator which eliminates loss of profit through spoilation, and loss of custom through dissatisfied patrons.

The Eureka Refrigerator has given grocers and butchers everywhere that satisfaction which comes only from perfect service. Twenty-eight years' experience has enabled us to make a refrigerator which is conceded by those who know, to be scientifically correct.

Why take chances of lost custom and wasted profits through using that old-fashioned refrigerator?

You will be interested in the Eureka Catalogue.

Write for it to-day.

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

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

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



Stock up with and sell Keen's Oxford Blue

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AGENTS FOR THE DOMINION OF CANADA

A name that counts—

that means to your customers proven quality — absolute purity—
certain satisfaction—is

Redpath Sugar

For as many years as they can remember—and more—REDPATH has been known as Canada's best sugar, and every package they buy, every comparison they make with other sugars, strengthens their confidence in the name "REDPATH."

REDPATH Original Packages are convenient to handle—easy to sell—sure to satisfy. It is good business policy to associate your store with such names as REDPATH.

Canada Sugar Refining Co., Limited, Montreal

CANADIAN GROCER

VOL. XXIX

TORONTO, OCTOBER 15, 1915

No. 42

Canada's War Supplies

Resume of What Agent of British War Office Has Been Doing in Canada Outside of Munitions
—Foodstuffs, Hardware, Footwear and Dry Goods in Demand—Orders to Extent
of \$5,000,000 Placed.

Written Especially for Canadian Grocer

WITH all branches of trade more or less dislocated from their usual channels and unprecedented business conditions prevailing, the attention of the manufacturer and the producer is being largely occupied in an analysis of this commercial confusion with the idea of taking advantage of any development which may work to his compensation and advantage. The predominant factor in the Canadian situation at the present time is War Orders. In the readjustment of affairs new markets for our natural products abroad and new demands for our manufactured goods at home will undoubtedly materialize, but while the great conflict lasts the needs of the armies in the field will form the great incentive to our energies.

Manufacturing war supplies is practically a new departure for Canadian industry and the supplying of food stuffs requires the production of many "rations" which are new to us. A careful study of the whole situation is, therefore, required if Canada is to secure her share of the war business. The production of munitions has been carried out on a broad scale, because the situation was one where there was practically unlimited demand for certain standard shells and manufacturers worked to that standard, but in addition to ammunition there are hundreds of articles which enter into the equipment of the fighting forces in the field, and in this connection it would appear that in a large degree the share of business coming to Canada will depend upon the ability of our manufacturers to rise to the emergency. In view of this, *Canadian Grocer* has been keeping closely in touch with the agent of the British War Office in Canada and recently has been able to secure many details regarding the nature of the orders which have been placed and, what is more important, cer-

TRADE PAPER PUBLICITY COUNTS

The articles which have appeared in the trade papers of the MacLean Publishing Company, recommending manufacturers to get into communication with the British purchasing agent, have, according to Mr. Fitzgerald, resulted in a large number of communications.

He estimates that about twenty-five manufacturers or their representatives who have called upon him have made reference to what has appeared.

tain requirements which present new possibilities.

How System Operates

The arrangement through which the British War Office secures its miscellaneous war supplies—excluding ammunition, horses, fodder and other munitions—has been previously outlined. Working along practical lines, an arrangement was reached through the Canadian Pacific Railway by which Edward Fitzgerald, of the company's purchasing department and a buyer of many years' experience, was made agent of the War Office. His machinery is a unit of the C.P.R. system which is acting directly under the control of the British authorities. Thus Canadian manufacturers and producers seeking a share of war business need not consider such factors as political influence, second-hand commissions, etc. They will be dealing with the War Office just as they would deal with the Canadian Pacific Railway. This means that goods are bought on their merits, the three important points being quality, appearance and price. The first

two must be up to the Government's samples or close enough thereto to favorably pass inspection and the latter must face competition from other available sources—with, of course, some slight favoritism for the colonies as compared with foreign countries.

Since his appointment, Mr. Fitzgerald has placed orders for about \$5,000,000. In relation to the reports which have been heard of the immensity of the shell orders, this amount is comparatively small; but when it is remembered that it is for miscellaneous articles and when it is considered in relation to peace times it will be recognized that it represents a big volume of business. However, there is reason to believe that it might have been greater with a wider field and with a better appreciation in England of our possibilities. This is indicated by the fact that when Sir Thomas Shaughnessy went to England to interview the war authorities early in July, the arrangement with the C. P. R. had been in effect for about three months and only \$500,000 of business had been placed. This has increased to ten times the amount since, and it is expected that with Mr. Meldrum, who was appointed to the C. P. R. London staff some time ago, co-operating at the other end, it will be possible to bring the possibilities of Canada more directly to the attention of the British War Office.

The information which is now given out by Mr. Fitzgerald lacks in details as to prices paid, quantities ordered and successful bidders. These particulars will not be made public for the time being, Mr. Fitzgerald taking the stand that they might tend to interfere with future bids and cause dissatisfaction as to past orders.

As regards the amount of money involved, the most important items of the purchases made cover the following:

CANADIAN GROCER

Woolen sox and cotton drawers.

Shovels, axes, electric wire and handles.

Cheese, rubber boots, matches.

The orders for sox and drawers were about the most important of all and covered several million pairs. In connection with this business Mr. Fitzgerald explains that the exact standard of the War Office was not reached but that he obtained samples from Canadian manufacturers and the orders were authorized by the War Office from the standpoint of quality and price and in relation to the capacity of the plant securing the business.

Shovels and spades were secured in large quantities, the orders running over 12,000 dozen. The business was divided between manufacturers at Hamilton and Gananoque, these being about the only two plants prepared to handle orders of this magnitude, considering price and date of delivery.

Handled axes of many kinds, and totalling hundreds of thousands, were purchased in many parts of the country, practically every manufacturer from Nova Scotia to Ontario getting a share. They were of several styles, including felling, hand, and hammer-headed. The latter is a formidable instrument and is evidently intended for the destruction of barbed wire barricades, etc.

Electric cable of a special insulated variety and suitable for field work was purchased in large quantities, upwards of a thousand miles being secured.

Hundreds of thousands of hickory handles of all varieties have been purchased, this being one of the lines in which there has been a very strong demand.

The Cheese Orders

Cheese has been ordered in considerable quantity. These orders have been practically closed for the time being and there is but a very small proportion which has not been sent forward. Supplies have largely been secured in original markets and the buying was spread over a considerable period.

Rubber boots of the full hip pattern have recently been in strong demand. Every Canadian manufacturer capable of supplying got a share of the business and practically every plant in Canada had orders for unlimited quantities to be turned out between September 1st and the 16th of October.

Large quantities of safety matches are being shipped from the Eddy plant for the use of the troops. This business was placed as soon as the Canadian samples of matches had been seen by the authorities in England.

New Lines Developed

Articles which have been turned out in Canada for the first time or which have never been exported in quantities before include:

Helmets and drums.

Shoepacks.

The order for helmets, which included nearly 90,000 of this style of headgear, was unique for Canada as was also that for drums which embraced six hundred of large and small military designs. Drums have been largely imported into Canada heretofore.

The market which has developed for shoepacks is an outstanding example of how business may be developed by direct methods. A Canadian manufacturer took a small lot of this type of footgear to England and interested the War Office officials. The boot, which is specially designed for the use of lumbermen and others who have occasion to do much rough travelling, is a very substantial one, and is, besides, warm and watertight. The first samples were followed by a substantial order in August which

FOODSTUFFS WANTED

All producers of foodstuffs suitable for rations for the troops of the Allies, should keep in touch with Government purchasing agents.

Evaporated Potatoes,

Evaporated Onions,

Dessicated Soups,

are now wanted by the British War Office while other similar lines are likely to be required. E. Fitzgerald is the British Purchasing Agent, Windsor Station, Montreal.

evidently gave satisfaction, for there was a repeat inquiry in September. Already several thousand pairs have been purchased and shipped and these represent a lot of money, the packs being very high-priced footwear.

The shoepacks, like the helmets and drums, indicate the possibilities of the war supply business developing a demand for Canadian products which have never found an outside market before, and there is a strong probability that this special type of Canadian boot will find a permanent demand after the war is over.

Lines Being Developed

The following are some products with regard to which steps toward manufacture are now being taken or are being considered:

Evaporated vegetables.

Snowshoes.

Barbed wire to special specifications.

Needles for knitting machines.

Snap fasteners, American type No. 22.

There are evidently great possibilities in the supplying of food stuffs if Canadian producers can turn out the varieties which are peculiarly suited for use

on the battle field. There is to-day a big demand for evaporated vegetables including potatoes and onions, particularly the former. Mr. Fitzgerald is desirous of getting into touch with firms that can produce these evaporated potatoes, but it is doubtful if there will be a big volume of business with tubers at their present prices. Already one Ontario firm has done a big trade in this line with the French government. Another variety of prepared food for which there is inquiry is Julienne, a kind of dessicated soup preparation. Firms capable of making such products should get into touch with Mr. Fitzgerald at once.

Barbed wire has been purchased in large quantities, but there are greater possibilities as regards this product if specifications are more closely followed. The War Office calls for a wire with 4-point barbs not under one inch long and much closer together—say an inch and a half apart. The spools must also be smaller and should carry only about twenty-eight pounds of wire. This size evidently is much more convenient for handling in constructing barricades. Some of the Canadian mills are now considering plans to meet these specifications and it is expected that substantial orders will follow.

For needles for knitting machines and for snap fasteners, American type No. 22, there have been inquiries from the War Office, and Mr. Fitzgerald is now in communication with several firms which may be able to meet the requirements.

There is a demand for snowshoes and all firms who can manufacture them would do well to get into touch with Mr. Fitzgerald at once.

Unfilled Inquiries

There have been a number of inquiries sent out by the War Office which could not be fulfilled in Canada from any information which Mr. Fitzgerald could obtain. In the event of any manufacturers being interested he would be pleased to hear from them. They include:

Rubber sponges.

Chemical and laboratory glassware.

Meat mincers of special design.

Cotton and linen webbing.

Special brass eyelets.

Enamelled steel wire and spelter.

Other Lines Purchased

Other Canadian-made goods which Mr. Fitzgerald has secured include:

Reaping hooks, large and small.

Cement sacks.

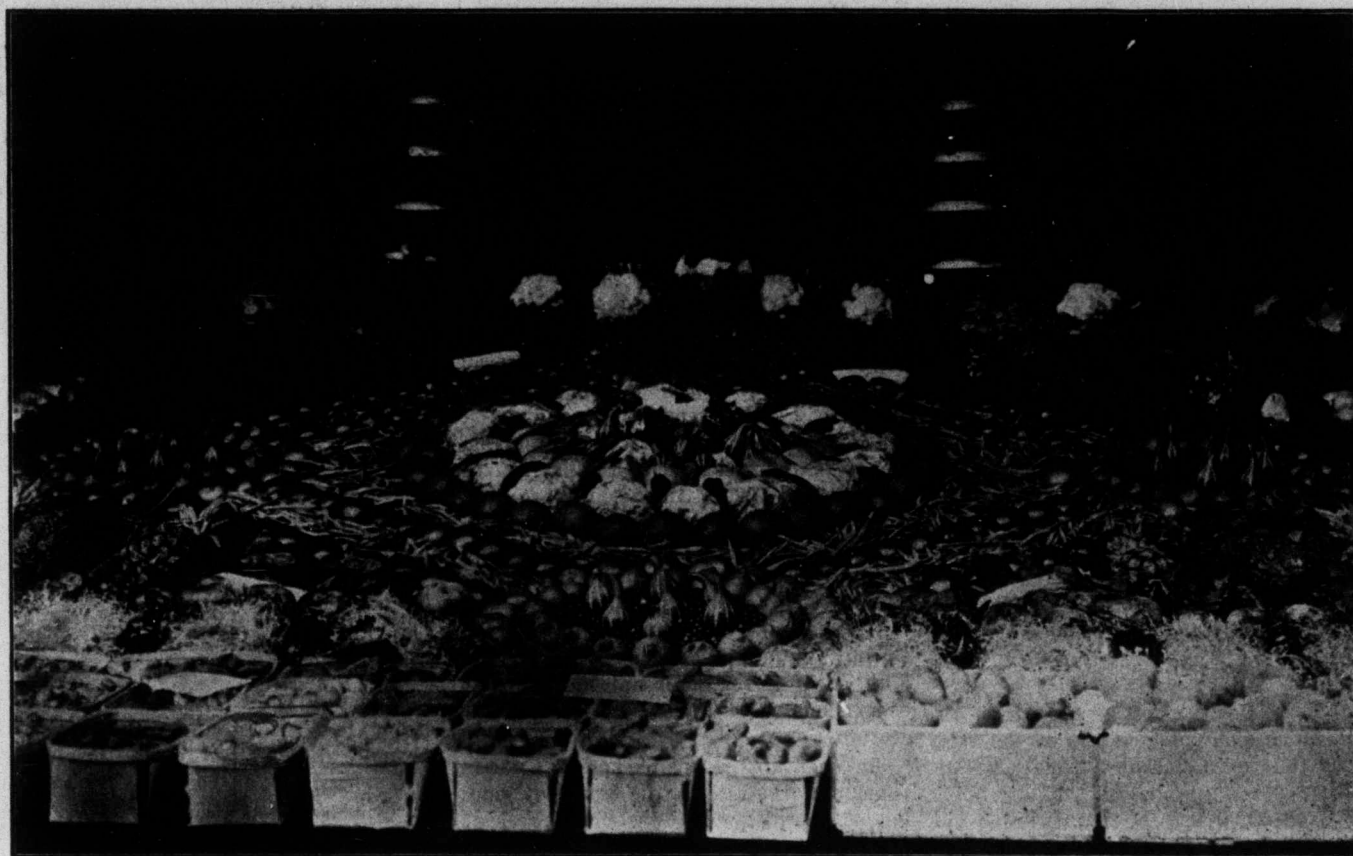
Steel wire rope.

Field forges.

Miscellaneous tools.

The tools referred to embrace many varieties such as chisels, screw-drivers, vises, brass drifts, drills, shears, augurs,

(Continued on page 39.)



An exceedingly neat and novel arrangement of vegetables and fruits for an Autumn trim. Note the diamond shape of the display and the circular centre with circles on the diamond points.

Fine Saturday Vegetable Window

Circular in Centre Extending Out in Diamond-Shaped Fashion, With More Circles at Diamond Points—Splendid Time for Selling Fall Vegetables and Fruits—Vegetable Season Soon Over.

MANY grocers dress every Friday for Saturday's trade something extra attractive in the way of a fruit and vegetable window. Of course these goods can be thrown into the window in boxes and loose, so as to present anything but a neatly trimmed display. On the other hand they can with a little extra care be made into a real salesman.

Note the accompanying window trim. Observe how it was built out from the centre into an exceedingly attractive array of vegetables and fruit. The centre contains cauliflower—this being surrounded by a row of oranges and this again by spring beans, apples, more beans, etc. While the inside centre of the display is almost circular, the farther out it gets

it becomes diamond in shape with an attractive circle at each of the four points of the diamond. Here are shown cranberries, small squash, quinces. There are also some pineapple and cabbage and close up to the glass are small baskets of fruit. To the rear are a couple of circular vegetable display stands which add much to the attractiveness of the trim.

Now is the season of the year when vegetables are plentiful and every endeavor should be made to sell as many of them as possible before the season passes. Exceedingly attractive and appetizing trims can be made of fruits and vegetables and as there are always plenty of them at this time the window trimmer is not faced with any difficulty.

The Fruit Marks Act

Editor Canadian Grocer.—Please advise me through your valuable paper of the provisions of the Canadian Fruit Marks Act. No doubt other grocers would appreciate this information at this time.

F. H. R.—

Winnipeg, Man., Oct. 13.

The Act is as follows:—

Every person who buys himself or through the agency of another person fresh fruit in a closed package intended for sale shall cause the package to be marked in a plain and indelible manner in letters not less than half an inch in length before it is taken from the premises where it is packed.

(a) With the words "Packed By," and with the initials of his Christian names, and full surname and address. Or in the case of a firm or corporation with the firm or corporate name and address.

(b) With the name of the variety or varieties.

(c) With designation of the grade of fruit which shall include one of the following four marks: Fancy, No. 1, No. 2, No. 3.

2. Such mark may be accompanied by any other designation of grade or brand, if that designation or brand is not inconsistent with, or marked more conspicuously than, the one of the said four marks which is used on the said package.

321. No person shall sell, or offer, expose or have in his possession, for sale, any fruit packed,—

(a) In a closed package and intended for sale unless such package is marked as required by the provisions of this part;

(b) In a closed package, upon which package is marked any designation which represents such fruit as of,—

(i) Fancy quality, unless such fruit consists of well grown specimens of one variety, sound, of uniformed and of at least normal size and of good color for the variety, of normal shape, free from worm holes, bruises, scab and other defects, and properly packed;

(ii) No. 1 quality, unless such fruit includes no culls and consists of well grown specimens of one variety, sound, of not less than medium size and of good color for the variety, of normal shape and not less than ninety per cent. free from scab, worm holes, bruises and other defects, and properly packed;

(iii) No. 2 quality, unless such fruit includes no culls and consists of specimens of not less than nearly medium size for the variety, and not less than eighty per cent. free from worm holes and such other defects as cause material waste, and properly packed;

(c) In any package in which the faced or shown surface gives a false representation of the contents of such package; and it shall be considered a false representation when more than fifteen per cent. of such fruit is substantially smaller in size than, or inferior in grade to, or different in variety from, the faced or shown surface of such packing.

Fruit Packages

325. All apples packed in Canada for export for sale by the barrel in closed barrels shall be packed in good and strong barrels of seasoned wood having dimensions not less than the following, namely: twenty-six inches and one-fourth between the heads, inside measure, and a head diameter of seventeen inches, and a middle diameter of eighteen inches and one-half, representing as nearly as possible ninety-six quarts.

2. When apples, pears or quinces are sold by the barrel, as a measure of capacity, such barrel shall not be of lesser dimensions than those specified in this section.

3. When apples are packed in Canada for export for sale by the box, they shall be packed in good and strong boxes of seasoned wood, the inside dimensions of which shall not be less than ten inches in depth, eleven inches in width and twenty inches in length, representing as nearly as possible two thousand two hundred cubic inches.

4. When apples are packed in boxes or barrels having trays or fillers wherein it is intended to have a separate compartment for each apple, the provisions of this section as to boxes and barrels shall not apply.

SUGGESTS BILLETING AT PRIVATE HOMES

That the soldiers who will make their winter quarters in Winnipeg should be billeted at private houses or boarding houses was the conclusion reached by the Grocers' Section of the Retail Merchants' Association, and a committee was appointed at the last meeting to take up the matter with Colonel Ruttan, D.O.C. It was argued that if the soldiers were billeted in this way they would get better food and could be fed cheaper, while the grocers and butchers would benefit by the arrangement.

The question of the early closing by-law was taken up and a letter was read from Crown Prosecutor Graham, which stated that if the association would provide him with a list of goods which should not be sold after 6 o'clock, he would be governed by it as regards prosecuting for breach in the early

closing by-law. Messrs. White, Stanley, Nesbitt, Brock, and Nimens were named a committee to prepare this list.

James O'Hare, recently elected chairman, presided at the meeting.

FRUIT CANNING IN CANADA

The United States consul at Calgary, Alta.—S. C. Reat—reports to Washington, D.C., the following information on fruit canning in Canada:—

"The principal canning factories in Canada are located on the Niagara Peninsula and in British Columbia, at Kelowna, Vernon, and Mission. The Government records show 82 establishments canning fruits and vegetables, with an annual valuation of \$5,971,082. There are 65 establishments that produce evaporated fruits, showing a valuation, according to the most recent report of \$448,929.

"The establishments both east and west are improving their methods, and the growers of fruit are also doing much better in Canada than formerly. With the present customs tariff against imports of canned and fresh fruits and the tendency of the Canadian product to improve, it is evident that this market will be more difficult for foreign products to enter than it has been during the past 10 or 15 years.

"The Canadian customs tariff is as follows: Fruit in air-tight tins, 2½ cents per pound, weight of package included; jams, jellies, etc., 3¾ cents per pound. Fresh fruits—oranges free; apples, 40 cents per barrel of 3 boxes; pears, 50 cents per hundred pounds; plums, 30 cents per bushel; prunes, 67 cents per hundred pounds; dates and figs, 55 cents per hundred pounds; dried fruits, such as prunes, currants, and raisins, two-thirds of a cent per pound; dried fruits, such as apples, apricots, etc., 25 per cent. A surtax of 7½ cents ad valorem is charged on most imports into Canada, including all fruits except limes, in addition to the foregoing rates of duty."

WESTERN CANADA FLOUR STATEMENT

The annual statement of the Western Canada Flour Mills Co., presented at the annual meeting of shareholders last week showed profits for the year ended Aug. 31, 1915, amounting to \$340,063, which was an increase over the previous year of \$24,817 and an increase over 1913 of \$56,770. After meeting fixed charges amounting to \$96,865, the company earned 11.5 per cent. on its common stock, which totals \$2,124,700. This compares with slightly under 11 per cent. a year ago.

The dividend disbursement was \$12,494 in excess of 1914, after paying which the company added \$73,222 to profit and loss balance, against \$57,294 a year ago.

The Hallowe'en Trim

Time of Many Social Functions and Therefore Season for Candies, Nuts, Fancy Fruits, Fancy Biscuits—Hallowe'en Display Gives Publicity to the Store—Use the Pumpkin to Suggest the Season.

HALLOWE'EN is not far distant. This popular time among the young folks presents another good opportunity for the retailer to show a special window display. A Hallowe'en window trim is a splendid thing from a publicity standpoint. It gets the attention of the children as well as the grown folks and starts everybody talking about the store.

Hallowe'en, too, is a time of many little social functions among friends. It is therefore a time when confectionery, nuts, fancy biscuits, fancy fruit, etc., will be called for. A display appropriate for the time and containing these and other goods along the lines above mentioned will be sure to get not only attention but results.

Note the accompanying display. The pumpkin

is the appropriate feature from the Hallowe'en standpoint. Cut in the caricature of a human face and lighted at night with an electric light or a candle it becomes a great attraction. Several pumpkins were used in this way in the window display shown here-with. The neat way in which the candies, nuts, etc., are displayed, adds greatly to the selling power of the trim. A window display of this character is, too, a creator of demand for pumpkins, so it would be necessary for the merchant to have a supply on hand of various sizes. The showcard at the left hand side reads: "Buy the Children Some Nuts—Hallowe'en Only Comes Once a Year."

Canadian Grocer would appreciate a photograph of any Hallowe'en window any of our readers may show the week after next.



Suggestion for a grocery Hallowe'en display. Candies, nuts, dates, fancy biscuits, jelly powder, etc., can be featured in view of so many social functions held at this time.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

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

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

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No. 42

CANADIAN TOMATOES IN ENGLAND

THE TRADE who are readers of Canadian Grocer have known for some time the strength of the canned tomato market. This has been referred to time and again in our market columns, and readers will remember we predicted a couple of months ago that canned tomatoes would be much dearer this season than last. At that time tomatoes could be purchased by the retail trade between 70 and 75 cents, whereas to-day about the lowest price is around \$1 per dozen in Eastern Canada. One of the things that has tended to this firmness is the export trade to the Old Country which is new so far as this country is concerned. Dealing with this point, the Canadian Trade Commissioner at Leeds, Eng., reports in the last Government Bulletin as follows:

"A noticeable feature of the window displays in some of the better class grocery stores in this district has been canned tomatoes of Canadian canning. Taking advantage of the interruption to supplies from Italy, canning companies in Ontario have sent forward shipments of canned tomatoes to the English market.

"This development is all the more interesting in view of the information which has been furnished in former reports calling attention to the opportunity for Canadian canners, in view of the likely curtailment of the Italian supply, owing to causes arising out of the war."

Canadian Grocer has already pointed to the fact that Great Britain has not been able to secure the usual quantities of Italian tomatoes this year on account of Italy being engaged in the war. It is interesting to note that the better class grocery stores in

the district of Leeds are displaying Canadian canned tomatoes. The majority of tomatoes are of a high quality and it is safe to say that once the British public get accustomed to them, they will find a permanent place on their tables.

THE PEDLAR AND THE TEA TRADE

IT IS AN established fact that the tea pedlars throughout the country are in many districts getting the better of the retail dealers. This is something that should not be. There is no reason why the retail merchant should not have the entire support of his customers in so far as their tea trade is concerned. Tea is an important article in the store. It is a necessary staple called for every day and used by every family at almost every meal.

Why is it that the pedlar—we do not say in every case, but in a great many—is getting the tea trade away from the legitimate retailer? The answer is not far to seek. A retailer who is not sufficiently acquainted with his tea business to supply his customers with a uniform blend and quality tea every time is sure to lose a portion of his tea trade. When customers have been accustomed to drink a certain blend of tea and to like it, they want to purchase it every time. They buy from their grocer so long as he supplies them with that quality and blend. The moment, however, he neglects to do this, they can be easily prevailed upon by the first pedlar who raps at the door to try the tea that he is selling. In fact any pedlar who comes along is almost sure to get a hearing. When the time comes that the retailer supplies from one year's end to the other a uniform blend of tea to his customers his loss of tea trade will practically cease.

HELPING UNFOUNDED SUSPICION

THE FOLLOWING was clipped from a Hamilton, Ont., paper of last week:

SUGAR DOWN

In Size of Lumps, But Not Much in Price

"Do you notice how sugar is coming down?" This question was asked by an up-town restaurant keeper of the *Times* this morning. He answered his own question by saying that lump sugar was down—in size. Formerly sugar of this kind was sold in lumps about three-quarters of an inch square, and a quarter of an inch thick. But lately the size has decreased greatly and now the separate pieces are very small cubes—a little more than a quarter of an inch each side."

As a matter of fact sugar has declined 60 cents per cwt. in the past six weeks or so. Anyway sugar is sold by the pound not by the lump, so what's the difference? It isn't like a cake of soap or a stick of candy—all of which goes to show how some daily mediums print senseless articles that tend to make it harder for the retailer to satisfy his customers.

SOMETHING WRONG SOMEWHERE

THREE GROCERS within a stone's throw of one another in a certain locality in a Canadian city are selling the same sized tin of Tuna fish at three different prices. A customer made some enquiries from the three on the price of the fish and found that one was asking twenty cents, another eighteen cents, and a third fifteen cents for the same tin. When this was pointed out to each of three, each maintained that his was the correct price.

All three could not be correct. Two of them were either selling at a loss or an excessive profit. There is, of course, the possibility that one was buying cheaper than the other, but this is not probable on such a line.

The whole thing simmers down to the importance of a definite knowledge of invoice costs and cost of doing business. Two of the three merchants are wrong somewhere. Not only that, but the customer is going to lose confidence in the stores of her community, which is not a good thing for the community. The time has certainly arrived when every grocer should know his costs. He should have absolute knowledge of his overhead expenses and there should be no guesswork about it.

GOOD IN ADVERSITY

ONE of the largest firms in the world, engaged in the manufacture of farm implements, etc., in a recent issue of its house organ directed the attention of its employees to the following:

"Observation of the relative achievement of different periods leads us to believe that it is not hard times we as a company should dread so much as

periods of easy business. The last year, supposedly one of close sales and hard sledding, has brought much to our organization that is desirable.

The loss of business in certain parts of the world has led us to investigate the possibilities of the remaining territory and has led to a salutary intensive cultivation of sales. It has served to teach us the boundless possibilities of any given territory provided we will concentrate upon it. With our organization and its equipment we can develop an amount of business hitherto unsuspected.

The individual employe, also, has learned much from this experience that will be helpful to him throughout life. Forced economy had reduced the amount of assistance each man has had in the past and all have been compelled to assume greater burdens of work. We have learned that a man can do two or three times as much as he would have believed in easier times, and do this as quickly and thoroughly as ever. We have learned the results that may be secured from concentration and the careful investment of time and energy."

Just as this large corporation has uncovered hidden possibilities, so have many wholesale and retail grocers throughout Canada. By intensive cultivation of their territories many firms have kept their sales so far this year, on a par with the sales of corresponding periods of former years.

POWER OF THE WINDOW REALIZED

NO BETTER TRIBUTE can be paid to the window than a recital of the fact that sometime ago the Rice Leaders of the World Association, with headquarters in New York, put on a window dressing contest in the United States and Canada for which prizes to the extent of \$15,000 were given. The Rice Leaders of the World Association is an association formed of a number of the leading manufacturers of various lines, including foodstuffs. When such an organization values the selling power of the window to the extent that it will pay \$15,000 in prizes it is a positive fact that the window is a very valuable asset to any merchant who utilizes it properly. In the contest referred to, the prizes range all the way from \$10 to \$2,000, and a total of 463 awards were made by the judges. A number of Canadians were among the winners. Thousands of persons took an interest in the contest which was an exceedingly large one.

When such regard for the power of the window to sell things is held by an Association like the Rice Leaders of the World, retail dealers in cities, towns and villages in Canada should make every endeavor to get the most from their windows. This can never be done by three or four attractive displays during the year on special occasions, such as Christmas, Easter and Thanksgiving, but only by presenting the most attractive displays possible every week in the year.



Omitted the Retailer

The Retailers' Journal, Chicago.

Although the National Coffee Roasters' Association have proclaimed the week of October 18th as National Coffee Week, a careful survey of the grocery stores in the Middle West shows little agitation in its behalf. In fact, as far as this territory is concerned, the affair bears the earmarks of being a farce pure and simple. And there is just one reason for this.

It is evident the gentlemen in charge of this celebration do not believe in the use of printers' ink, at least not as far as the grocer is concerned, for they have as yet failed to send even an intimation of the event to some of the trade papers which are most read in the grocery.

Of course, it makes no difference to us, but it would seem that, in order to reach the rank and file of those who sell coffee, and on whom special efforts should be made, it would be well to supply the trade papers with facts and plans of this event so they in turn can tell it to their readers.

The men behind this movement will find they cannot get a great deal of co-operation from the grocer unless they fully inform him of their plans, and the only way to do that is to publish the facts in the grocery papers.

The New Budget

The Grocer, London, Eng.

The heavy burdens in the form of new and increased duties and other taxation which the Chancellor of the Exchequer had to impose upon the country in his budget recently naturally were not welcomed, but they have been cheerfully accepted by all sections of the community who realize that the enormous cost of the war, past, present and prospective, necessarily calls for self-denial, and that it is the duty of those who cannot or do not enter the active combatant forces to pay without protest, knowing that while many thousands of our fellows are freely giving life and limb, the self-denial which monetary contributions to the common cause of humanity and civilization may involve is the least that they can undertake. The particulars of Mr. McKenna's proposals show that once again the grocery trade has been called upon to undertake the collection of an enormous revenue for the Govern-

ment, and although many members of the trade will be severely handicapped by the need for much additional capital in their business, they have shown at the meetings of their associations that they will undertake the duty which is placed upon them without grumbling. The only serious complaint which has been uttered by the trade is that the Chancellor did not take this opportunity to make the huge profits of the co-operative societies (some £14,000,000 last year) liable to income tax.

Finance on Farming

Wall Street Journal.

In the evolution of American agriculture the years between 1910 and 1920 will properly be designated as the Era of the Silo. Until this source of cheap feed supply came into use live stock as a factor on the farm depended largely on producing cheap corn. But corn at 60 cents a bushel or more is too much of a luxury for feeding and fattening animals on the farm unless their destination is the market where prices must cover the cost of production. The silo not only takes care of the corn which does not reach the normal grade of maturity, but it releases millions of bushels more for the market. It turns the millions of waste fodder into a feed of highly fattening quality. In other words, the silo is the fortress by which the American farm restores and develops the fertility of the farm acres to pristine productivity.

An Inspiration to Grocers

New England Grocer and Tradesman.

We have always asserted that there is as good an opportunity to succeed and make money in the retail grocery business as in any other line, provided the same ability is brought to bear, provided the same intelligence is exercised. It is nothing against the retail grocery business as a vocation that a few people, who have not sufficient intelligence to conduct any business, fail to succeed. We must look to the successful grocers, who are in the majority, for an answer to the question propounded.

Read this and then say whether or not it is inspiring, and whether or not it is another proof that there is money to be made in the grocery business, even more than a living. A grocer of Bridgeport,

Connecticut, who recently died, during his lifetime amassed nearly a half a million dollars. The inventory of his estate shows that he had \$417,000 when he died. He owned real estate in the city valued by appraisement at \$160,000. He owned 249 shares of the grocery company of which he was the founder, and had an extensive business in hay, grain, feed, coal, to say nothing of groceries. From a small retail store, the scope of his business was greatly extended, until it is one of the largest concerns of its class in Connecticut. Outside real estate business, which he owned, and his own business, this grocer had a few other investments, and there were for but nominal sums. He probably was one of the grocers who get a profit on everything they sell.

Analyzing Sales and Profits

The Inland Storekeeper.

If you have more money in the bank to-day than you had a year ago, you are justified in believing yourself to be a success.

In other words, it is hard to go behind net results, and to challenge the accomplishments of anybody who has actually produced a profit on his operations.

Yet there are many cases where storekeepers who think they are successful, and who are well satisfied with what they are doing, could increase their net profits 10, 20 or 30 per cent. without adding to their sales or their expenses.

How?

Simply by analyzing their businesses, locating the weak spots, eliminating the dead lines and replacing them with profit makers. The store which is treated as a unit, and where sales are grouped, without any attempt to separate them into various classes, tends to develop sections of goods which are moving too sluggishly as to hold back the progress of the store to a very decided extent, and when profits are made in such a store, it is in spite of this handicap, and not, of course, because of it.

Cutting out the dead stock is a good deal like taking the brakes off the wheels of a motor car. The power which has been consumed in the friction caused by the brakes will manifest itself in increased speed.

Overcoming the Rural Club

Interesting Correspondence on Subject on Which Discussion Was Opened Last Month—Difficulties Against Which the Retailer Must Battle—Suggestions on How the Work of the Rural Club Promoters May Be Neutralized

EDITOR Canadian Grocer,—
Dear Sir,—Will you kindly forward the enclosed letter to the writer of the article "Getting the better of the Rural Club," in The Grocer of 3rd September, and oblige.

Yours very truly,
F. M. J.—

To "A successful General Merchant," re the "Canadian Grocer."

Dear Sir,—Many thanks for your article in Canadian Grocer, in answer to mine, and I am herewith taking advantage of your kind offer.

I have jotted down a few particulars re the situation here—perhaps not so fully as I might—and if you can let any further daylight into it, it will be highly appreciated.

I have been away from home, and have been busy since returning—hence delay in replying.

F. M. J.—

Particulars Re the Community

By F. M. J.—

We have here two good stores, situated nine miles from a railway, and six or seven miles from other stores. We handle everything but millinery, and carry stocks of \$6,000 to \$8,000 each. We pride ourselves that the public can procure any article in reason, and we give as good service as I think can be had in any good sized town, so that your guess at the farmer not being able to get the service, does not count.

Re social intercourse—Your view seems to me to be extreme. We have church meetings, beef-ring meetings, different society meetings, social clubs, debating association, a large well equipped hall for dancing, concerts, etc., to say nothing of patriotic meetings, which with numerous autos owned by farmers leave little to be desired in the way of social intercourse.

Re your second factor—"Who is behind and why?" We do not carry many lines of fancy dry goods, nor ready mades, but have all staples and general lines of smallwares, groceries, and we admit the influence of the ladies in buying. But we do not think it figures much in our case, as you will notice the articles mentioned (seeds, twine, corn, sugar, flour, oil) are more in line of what a man procures for house and farm.

Your third factor comes nearer the point than the others—"that the association organizer has got the lead by

SOME few weeks ago a letter appeared in these columns from a country general merchant who had difficulty with the farmers in his district who had united to purchase direct. He asked opinions of others and one appeared from a successful general merchant on the subject.

The writer of the original letter replied with correspondence that opens this article, which letter was passed on to the "successful general merchant" and his reply awaited so that everything could appear here together. This constitutes a splendid addition to the discussion.

using bargain prices as a lever to form the association."

The bulk of our farmers are well to do, though they do ask for credit. A number of those pushing the association are on my books for small amounts. I have preached for years the inconvenience arising from want of country stores and the probability of higher taxes, but the natural love of buying cheaper offsets all other advantages. To-day two autos passed going some 40 miles for fruit, that they can buy at the door, which they will divide among neighbors at only a fraction less than we sell them for, if you consider wear and tear, expense and time. We certainly try to get direct returns from all business, and have not yet learned to cut certain lines below cost and sell others at extreme prices, for instance, buying wool, butter, etc., above market prices, but selling certain lines of dry goods at outside figures.

I had made up my mind to go to the Granges, and submit prices to them, but I met a merchant at the Toronto Exhibition who catered to the Patrons of Industry years ago and dropped \$3,000; so I am still hesitating.

I do not advertise, as to fully cover the ground I would have to do so in some seven newspapers.

Your closing remark about impressing buyers about quality does not apply very much in the articles mentioned, as brands are well known, though it may do so as a broad rule. My one thought left is to put a wagon on the road next spring with a good man in charge, making regular trips, specializing on butter and eggs.

Reply From the General Merchant

The information given in your letter throws more light on the difficult prob-

lem which you have to face in your community. Even if you take exception to several of the factors which I argued entered into the situation I still maintain these factors should be carefully looked into. The factor of social intercourse is most important, and although you have church meetings, beef-ring meetings, different society meetings, etc., and even if the numerous autos owned by farmers enables them to go rapidly from one end of the country to the other, you will still find that social intercourse is an important factor and should be turned to YOUR benefit. In this regard I might cite that the departmental stores in large cities, even in the midst of the many and varied attractions, find it to their advantage to provide different forms of social intercourse and conveniences for their customers during business hours, not "after hours," and you will perhaps find it to your advantage to establish in your store places where it would be convenient for the buyers in your community to gather together. I might suggest that you have a little room off to one side in which the men could gather for a smoke and discuss politics, etc. Get the men coming to your store, and the women will naturally follow suit. The women will do the buying while the men decide the fate of the country. This is a radical suggestion yet I know of one store in the Canadian north-west which has found it to be of great value in drawing trade.

Influence of the Women

Even though the associations are organized to buy twine, tea, sugar, flour, oil, etc., which as you state "are lines which a man secures for home and farm," you will find that the influence of the woman on the buying of these articles is a factor that should be considered and considered most seriously. The direct influence of the woman on the buying of these individual articles may not be very great, but the constant requests of the ladies to get "to town" where they will have opportunities to buy things they do not see in your store, is a constant force working against home buying. It is the desire "to see" things rather than a desire "to buy" things that induces them to go to the city. You may have the very goods in your store, but as they do not see them, there is no inducement to buy. You must create a demand.

I am still of the opinion that the real

CANADIAN GROCER

trouble lies in your own store and in your method of doing business. I feel the real trouble is that you have not paid any great attention to the display of goods in your store, and while you may "stock" the goods which your customers buy from outside sources there must be and is a reason why they are buying elsewhere. Upon investigation you will likely find that the outsider has presented his goods in a more attractive way than you have been in the habit of doing and by so doing has beaten you out of the sale that was rightfully yours—in other words, he used better salesmanship. The "natural love of buying cheaper" is a factor that may be almost ignored when you take into consideration what it is possible to do by good salesmanship. For instance, Gillette safety razors are SOLD at \$5, whereas you can BUY a very good safety razor for \$1 but the merits of the Gillette have been so attractively set forth that to-day there are more Gillettes in use than the \$1 variety. It is possible to do the very same thing with staple lines by featuring the service your store renders. You mention that "two autos passed going some 40 miles to buy fruit that they buy at home for about the same price." This you advance as a reason to support your contention that the love of cheaper buying is really the obstacle that you have to overcome. I cannot agree with you. I believe that the buying is merely incidental to the pleasure trip. There is a class of people who are looking for such excuses to explain why they shirk their duties at home. It is a case of pleasure before business.

In the Dealer's Favor

Looking at this problem after carefully considering the information that you have given me in your letter, I still believe it possible for you to overcome this unfair competition. Look at it this way. You state that you have the goods that these farmers desire; you offer them at a price that is very attractive when the service rendered is considered; you are the "home merchant." Buying in your store will increase the business done in your town which in turn will advance the value of real estate and other local investments of the residents of your locality, and in addition to this you are right "on the job."—With all these things in your favor, you still fail to land the business that is at your door, the real reason must be one of two things. Either your goods are not what is wanted—the price is too high, or else it is lack of salesmanship on your part. This is putting it very frankly, and perhaps rather bluntly, but as you are asking for information that will help you to overcome this competition that threatens your business I feel that you will appreciate my frankness in this regard.

I maintain that it is almost invariably the dealer's fault whenever any business in his territory is secured by an outside merchant, and as you have the goods which these farmers buy from outside sources it seems to me that you have fallen down in your method of going after them for this business. In this regard a few pertinent questions may bring out more clearly what is meant by the foregoing:

Could you tell at a given moment the exact amount of binder twine any given farmer in your territory requires for the harvesting of his crops?

What have you done to get this business?

Can you tell how much oil he uses during the year?

Can you tell how much corn he needs each year?

What seeds and what kinds he is in the habit of buying?

Have you any "specific" information regarding the buying possibilities of any of these farmers?

What have you done to get the business from these potential buyers?

Answer these and you will see things you never saw before. Then ask yourself the question: "Did I do all I could have done to get this business?"

The reason the organizer for the farmers was able to secure the business he did secure was because he went out after it and got it. You can do the same, if you can offer the same goods—that is goods of equal quality and equal value. By value I do not mean equal price. I mean equal value,—that is the grade of quality given per dollar of price.

Your suggestion of putting a wagon in charge of a good man, on the road to canvass these farmers regularly for their business is as far as I can see, an excellent one, and I am sure that you will find that it will amply repay you. The writer has had experience along this line and has seen a business of \$1,800 per year developed in eight years' time into a business of \$66,000 by the use of energetic and systematic canvass of the territory surrounding the village in which the store was located.

I have just read a little item in a national periodical which tells of a merchant in Texas, in a town of 200, who built up in four years, a business of \$56,000 per year. This merchant went at it in an energetic way. He organized the merchants of the town of 200 into a board of trade, and is now organizing an advertising club. He believes it is possible for the "small town" merchant to overcome the competition of the "big town" merchant, and the "mail order" houses. The success of his business in the past four years is ample proof that this can be done most successfully. There seems to be no reason why the same re-

sult cannot be secured in your case. It simply means that you have to go out and secure the business. You have got to put forth tremendous efforts to convince these buyers that you are in a position to offer them the same goods at prices that will give them good honest value. This result cannot be secured by a "hit and miss" canvass of this farmer and that farmer. You have got to go after the business thoroughly, persistently and systematically. You have got to follow it up continuously, and persistently.

The Matter of Advertising

You may find that advertising in the papers that cover your territory may not be as effective as direct letters or personal canvasses, but nevertheless the newspapers should not be ignored entirely and I would suggest that you advertise in the leading paper in your territory just for the sake of getting prestige if for nothing else. Endeavor to have your ad convey the atmosphere of your store and to be a public announcement of the ideals and ambitions of your firm. You may not see any immediate results from this advertising—it's there just the same, and the influence it has on the community at large will be tremendous and will pave the way for personal work among the buyers of your town. I glean from your letter that you have a very attractive store and that you have been quite progressive in your methods of doing business; yet I do believe it is possible for you to put forth greater efforts and more systematic efforts to get this business. Furthermore, I do believe that you will find it to your advantage perhaps to concentrate on fewer lines than you are handling and endeavor to get more out of them. I have gained the impression that your method of doing business is better than the average. My experience among retailers, particularly among those situated as you are, is that they do not know what it costs them to do business. That is, they do not know exactly to a cent, what it costs to sell. They simply guess at it.

Merchants should maintain comparative sales records, departmentalize their business, so that they can discontinue any line which shows them a loss and concentrate more energetically upon the lines which show them good profits. The increasing cost of doing business is forcing many retailers to subject their business to a minute analysis in regard to costs and sales, and I sincerely believe that a thorough analysis of this character—if you have not already made one—will be good for your business and will perhaps solve the problem you are facing by enabling you to eliminate the factors that are now driving business from your store.

What Must We Do to Insure Prosperity?

An Address Delivered by Lt.-Col. J. B. MacLean, President MacLean Publishing Co., at the Annual Banquet of The Canadian Wholesale Hardware Association.

THE immediate outlook for business in Canada is more promising than it has been for several years, but the more distant prospect is causing much anxiety to those who have invested all their life savings in Canadian industry. And, this means practically every business man, and, particularly, every manufacturer. Very few have been able to withdraw their profits and put them into endowment insurance, bonds and mortgages and similar investments to take them through times of depression. On the other hand, nearly all have had to put not only their profits but pledge their credit for money, for business developments and extensions to keep up with the abnormal demands due to the recent growth of the country.

I am constantly asked by business men, investors and others interested in Canada:—What of the future? Will times be good or bad after the war?

It is difficult for anyone to say. I was in Berlin when the war began, and discussed with the director of one of the greatest German banks—one of the ablest bankers in Europe—the whole situation as it would affect the world's business and financial conditions. He was undoubtedly prepared for a long war, but, of these conditions after the war he said no man can tell. The only possible basis on which to work, he said, was the period of the Franco-Prussian war, but everything now was, and, after the war, would be so different that deductions were interesting but useless.

Some months ago I asked Colonel Denison what the war history of the world showed. No man here as you know stands higher in his knowledge in this respect but particularly in his capacity to grasp the real results and lessons of history. Running rapidly over the great wars from the earliest times he showed me that, no matter how weakened in men and materials by years of war, the winning nations at once entered upon long periods of tremendous prosperity, sometimes extending over a century.

A study of the general situation, and of local conditions in countries that compete with us, leads to the conclusion that Canada is the country that is most ready, and therefore, has a greater opportunity than any other country in the world to benefit by the war. I want to lay emphasis on the word "opportunity." Large areas of rich farming, lumbering, mining and fishing have just been opened by railways, and the population to work and the money to develop these resources are in sight. The war will release millions of soldiers and munition factory workers to whom Canada is favorably known and who would like to settle here; and, we are next door to the people who will have more money for investment than any country in the world, and who would rather put it into Canadian development than anywhere outside their own boundaries.

But whether we will be prosperous or not; whether times will be good or bad in the next twenty-five years will depend very much upon whether we will organize ourselves to grasp these two opportunities.

The matter will be settled in the next few months or at most in a year or so, and the responsibility centres on one man, Sir Robert Borden, who in his capacity as Prime Minister is General Manager of Canadian business. If

Sir Robert Borden gets about him the right men to organize, direct and do the work of building up Canada, we can be made the most progressive and prosperous corner of a world, that will, for a great many years, be far from prosperous. If he does not, the population and wealth will go to our greatest competitors, the South American nations, which for some years have had a public service better equipped and more efficiently directed than ours; and which since the outbreak of the war, have tremendously increased their efforts to secure money and emigrants. Conventions in this connection have been recently held in Washington and New York, and branch banks from the United States have been established in these Southern Republics. Even before the war began 200,000 Russians of the best class were arranging to take up Canadian farms—the beginning of a great movement, it is said. They preferred Canada, but they were finally turned to South America, by the more intelligent work of Spanish-American officials. The latter were appointed because of their capacity to do the work, while the Canadian Department of Immigration is overmanned with officials whose only recommendation was the assistance given in some election contest.

Settlers and production mean prosperity to all Canada, but they are of direct and very vital importance to the hardware and metal industry. If we do not get settlers many departments in this industry will have smokeless chimneys and idle workers. I need only mention the stove industry. These manufacturers have passed into, through and out of a period of great prosperity in the last 20 years. That period coincided exactly with the successful administration of our Immigration Department. Statistics show, under incompetent management, a steady falling off in settlers until in 1896 we got only 16,835. In that year one of the ablest men in public life became our Minister of Immigration. He was a good organizer and executive. The story of his work is an object lesson to business men and particularly sales managers. Under his direction the very best type of settler began to pour in. In his first year, 1897, they increased to 21,716, and from that the arrivals climbed steadily to 402,432 in 1912. Under him our Immigration Department was a highly efficient business organization. With his retirement it has relapsed into a political refuge. The greatest question before Canadian business men and their workers now is the putting of our immigration work in the hands of some great executive who will build up an organization that will secure for us our full measure of settlers from the United States now and from among our Allies after the war is over. He should have the power, regardless of party politics, to secure, without regard to salary, the men whose ability, energy and knowledge of the country best fits them for filling the various positions. We can never get the best results while one party or the other, when in power, appoints men as immigration agents in recognition of party service, who are no more suited to the job than they would be to the pulpit or the bench.

Our Immigration Department to-day is rotten and the same conditions exist in our other Departments which vitally affect the prosperity of the country—in our Department of Trade, our Department of Labor and our Department of Agriculture to a lesser extent. In our Department of Trade we have in Sir George Foster one of the best speakers in public life. He is a credit to his constituency. I vote for him, help him financially in his campaign, and hope to see him re-elected. On the lecture platform I believe he would crowd the houses and could easily earn \$10,000 to

\$15,000 a year, but, as Minister of Trade, he is filling a Sales Manager's place, and as a salesman no one here would pay him \$10 a week. There is no man in the Government more anxious to serve his country. And the same may be said of his colleagues, but the fact is they do not know how.

When I returned a year ago from Europe, where I had been going annually for the purpose of studying business and financial conditions, I was shocked to find that Canadian manufacturers were getting few British war orders, and our factories were idle, while millions of dollars had been placed in the States. The British buyer would give Canada the preference, but it is a fact that they were not aware that certain products in which we excel were made in Canada.

I at once began a campaign in The Financial Post, in which I was supported by the various business and technical papers, for the purpose of awakening our Government and the manufacturers themselves to what we were losing.

One of the colleagues of the Minister of Trade and Commerce came to me to argue that it was no part of the duty of the Minister of Trade to secure orders for Canadian manufacturers. After discussing it for some time he realized that the Minister of Trade had an entirely wrong conception of his duties, and shortly after the Government made the following official announcement:

"The Department of Trade and Commerce is now, for the first time, taking cognizance of, and assisting in every possible manner the Made-in-Canada movement. In the past it was felt that the Department, while always ready and anxious to assist in every possible way Canadian manufacturers and producers to increase their business at home and abroad, it was impossible officially to recognize the Made-in-Canada campaign. However, conditions have changed to-day, etc."

If a Department of Trade and Commerce was not established for the purpose of developing and promoting the sale of Canadian products, what was it for? From a remark made by a former Minister, Sir Richard Cartwright, there is reason to believe they are more interested in imports than exports.

I think you will all agree with me in saying that our system of selecting Cabinet Ministers is all wrong. Germany has made her great successes in business and war because the Kaiser had the power and capacity to gather about him the great business leaders of the Empire.

We ought in this emergency to adopt the same policy and make it permanent when the emergency has passed. No personal considerations or party affiliations should be allowed at this time to influence us or prevent us from organizing to get the best out of an immediate future that will be mighty gloomy if we do not.

It depends very much upon the Ministers of Trade, Agriculture, Labor and Immigration whether you will be able to keep your stores and factories running in the future to their average capacity; whether you will be able to find work for present employees; whether you will be able to pay dividends to those who lent you money to establish your business. It all comes back to whether Sir Robert Borden will break away from system and tradition, and, instead of depending upon the men elected to the house, secure, particularly for our Immigration and other Departments, the best men in the country.

Can we get them? I believe our big business specialists—the men at the head of our great industries would sacrifice themselves and "do their bit" just as our brave soldiers at the front are doing theirs. To attain these positions these big men must have had the qualities we need in this emergency: imagination to plan and organize the great resources at their disposal; energy to get things done, and done quickly, and a capacity to get about them and train men. They are not talkers, they are workers. They do things and get things done.

Knowing how well Sir Robert has conducted the affairs of the nation so far, it is but natural to believe that he would gladly take advantage of any opportunity or excuse to strengthen his cabinet, feeling, as he must, how great is his responsibility for the future of Canada.



IMPORTANCE OF FRUIT AND VEGETABLE DIET

Most food authorities are agreed that man, as a rule, thrives best on a mixed diet, that is meat, fruit and vegetables.

An expert student of agriculture and dietetics, says the balanced ration of many North Americans is made up as follows:

Bread, butter, eggs, meat, fish, potatoes.

Many suffer from the three complaints, indigestion, constipation, rheumatism. This expert says that a simple change in the daily menu would very likely go a long way to remedy these ailments. Make the mixed diet, he says, read as follows:

Bread, butter, eggs, meat, fish, fruits, vegetables, greens.

He recommends that every family provide a diet of fruit and vegetables for every day of the year. This would do much to eliminate the need of laxatives, he claims, adding that if every home kept on hand enough canned products so that there might be a can of fruit, a can of greens and a can of vegetables for every day during the winter there would be little need for the laxatives now so regularly purchased at the corner drug store. There would also be great economy in the substitution of an inexpensive food for more expensive ones.

The above reproduced at the top of an advertisement of canned fruits and vegetables, would help the advertisement and also be helpful to members of any community. Comparatively few persons eat a sufficient quantity of fruits and vegetables, this being especially true of the men and women of sedentary habits. It is far better for the people to buy nature's own foods than be constantly using medicines. The less drugs one uses, as a rule, the better off he is.

At this time of the year canned fruits and vegetables should be selling lively in every food store. How are they going in your store? Are you and your men making all the effort to promote their sale that you can?

TECHNICAL TRAINING FOR CLERKS

At the meeting of retail merchants, held last week, under the auspices of the Retail Committee of the Board of Trade of Halifax, N.S., the committee that waited on the large stores, reported in

favor of technical training for their help of either sex.

Professor Sexon, in opening his remarks, congratulated the Board of Trade, on taking up this matter, for in so doing they had placed Halifax first in the movement of cities in Canada. He had made a study of the subject, and suggested a course covering about three months during the Winter—leaving out December, which is probably the busiest month of the year in the retail trade.

A committee was named to confer with Professor Sexton, for the purpose of formulating a plan for the coming winter. This committee will report to a subsequent meeting, to be held soon.

ONE THING LACKING

He bought a corner grocery store—the thing looked good to him—
He put some paint upon the walls—he made it slick and trim.

He bought the best goods he could get—he walloped out spot cash,
And reckoned that this corner store would make an awful splash—

The windows dressed, he opened up to grab the grocery trade—

His plans in every ding bust line were well and truly laid.

The clerk he got, he was a peach, he had a line of talk

That gushed upon the customer like a spring upon a rock.

His rigs were shiny, nifty things and painted green and white—

He had a string of electric lights to show his stock by night—

But he didn't grab the grocery trade, it gave his ribs a pain

To think that all his careful plans had been shot out in vain.

The store just farther down the street was keen to advertise—

And every day it spread its wares to a thousand eager eyes.

The corner man got wise at last, he dabbed in printer's ink,

To try and save his grocery biz from going straight on the blink.

Ah, he was wise beyond his years, he was a Socrates—

The paper sold his tea, his lard, his corn cobs and his peas.

—Ark in Printer's Ink.

THAT SHOULD NOT BE DONE

Don't leave anything you have to do to-day until to-morrow. To-morrow may never come.

Don't sweep dirt or scraps into dark corners. Be thorough with your work.

Don't fail to keep the ice-box clean, as butter quickly absorbs foreign odors.

Don't place the yeast-pan in an ice-box where it will come in contact with dripping water, or where pieces of ice are likely to fall in the box, as water quickly spoils yeast.

Don't place hams or bacons in a window where the sun will strike them. Secure dummies and keep hams and bacon in a cool dry place.

Don't question or dispute a customer's complaint. Satisfy her.

Don't handle bulk goods with the hands or break a cracker to make weight. The latter habit is bad—looks niggardly.

Don't expose dried fruits to atmosphere, insect pests or dust. Use sanitary drawers.

Don't allow counters to become littered with bags. Keep things in order, as an orderly counter adds to the attractiveness of a store.—American Grocer.

James J. Hill, the famous railroad man, recently celebrated his seventy-seventh birthday. He was born on a farm near Guelph, Ont., and once worked as a clerk behind the counter. He was educated at the Rockwood Academy. Jim Hill is one of the railroad men Canada has sent to the United States in exchange for the many we have secured from south of the border. As a young man, Hill went to St. Paul, Minn., where he engaged in the steamship business. He early saw the possibilities of railroad development in the West, and in 1878 organized a syndicate which secured control of the St. Paul and Pacific Railway, the securities of which were largely held in Holland. In this work he became associated with the late Lord Strathcona, Lord Mount Stephen and Mr. R. B. Angus. Mr. Hill is regarded as one of the greatest railroad authorities in the world, and in addition is a keen student of economic and industrial conditions. As a matter of fact, no business man in the United States carries a greater weight than this former Canadian. At the present time he is in New York in connection with the loan which the Allies are seeking to place in the United States.



CURRENT NEWS OF WEEK

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



QUEBEC

Alexander L. Lockerby, who was in business at Montreal in partnership with his brother in wholesale teas and groceries, died last week at the age of 67.

A fire did considerable damage to the premises of W. P. Downey, manufacturer of almond paste, essential oils, etc., Montreal, on Saturday last. Much of the stock was destroyed.

Camille Legault, for over a quarter of a century identified with the business of Dionne and Dionne, Westmount, Que., died at his home in Outremont, Que., last week. He retired from business two years ago on account of delicate health.

Ontario

John Fraser has purchased the grocery business of W. J. Armstrong, Toronto.

L. D. Healy, grocer, Wharncliffe Rd., London, Ont., has sold to H. J. Carroll.

E. H. Ellis has opened a meat and provision store on Dundas street, Woodstock, Ont.

The Steele Fruit Co., London, Ont., wholesale and retail, sustained a fire loss recently.

A. S. Galoska has opened a general store at Tough Oakes Mines, Kirkland Lake, New Ontario.

Wm. Beaton, manager of Port Dalhousie Canning Company, had his arm broken recently while cranking his auto.

Robert Norman formerly a general merchant in Chatsworth, Ont., died last week in Schenectady, N.Y., at age of 73 years.

C. M. McKerlie, grocer, 287 Egerton street, London, Ont., has disposed of his stock by auction on account of the building having been sold.

A petition has been received by the council of Listowel, Ont., signed by three-fourths of the business men, asking for the early closing of all stores, comprising the following businesses—dry goods, groceries, hardware, clothing and furnishings, boots, shoes, china and small wares, millinery, jewelry and furniture. The hour for closing of such shops to be on Monday, Tuesday, Wednesday, Thursday and Friday at 7 o'clock in the afternoon, and on Saturday at 11 o'clock in the evening. The hour for closing of these stores on any day preceding a statutory holiday and upon each day during one week next prior to Christmas day in any year shall be eleven o'clock in the evening. The by-law passed through the various stages.

The general store of Oscar Sovereign, Windham Centre, Ont., was destroyed by fire recently. The building and stock were practically new. Little insurance was held. Evidence would indicate that careless handling of matches on the part of thieves was responsible.

A Chatham, Ont., dispatch says:—There is an egg famine in Chatham, according to local grocers, and unless persuasive methods can be adopted to induce the hens to lay, the situation may become acute. It is explained that this is the molting season for the hen and that during such periods no eggs are produced. The conditions this year differ from those of preceding years and it is said that practically all the reserve supply had been bought up and exported to England and other countries. Grocers are unable to supply the demand from local housewives and in many instances baking plans have been indefinitely postponed.

Fort William, Ont. merchants are taking up the question of retailers having to pay cartage charges at both ends. At a meeting last week the report of the committee to investigate the consigner's cartage charges at shipping points was adopted and a resolution passed whereby Fort William retailers undertake to decline to pay these charges after October 15th. A letter was drafted and will be forwarded to manufacturers and wholesalers in all business centres, advising of the action of the merchants at this point. The committee on assessment and business tax presented its report, which was favorably received, showing that, through the efforts of this association, a reduction of 25 per cent. had been effected on business tax for the coming year. It was the general opinion that the assessor, mayor and council had shown the business men every consideration possible under the circumstances.

Western Canada

C. O. Moon, general merchant, Darnody, Sask., is succeeded by Dillon Bros.

John Bullied has assumed the management of the Lumsden Trading Co., Lumsden, Sask.

A. G. Monterieff, general merchant, Wolsely, Sask., has improved his store by putting on a sixteen foot addition.

A case of importance to the trade has just been heard at Regina, Sask., in which Alex. Lavitt, representing himself as a business man of Narcissus, Man. was found guilty of obtaining goods and

credit under false pretences, and sentenced to four months' hard labor. The evidence showed that Lavitt went to a Regina wholesaler, and made false representations with regard to a business which he said he had purchased, and obtained credit to the amount of \$300 and a shipment of goods to the value of \$250 was made immediately, the accused promising to make a remittance of \$75 as soon as he returned to Vibank. It was only on pressure, however, that he remitted \$25. Further investigation showed that when he purchased the business in question he gave a chattel mortgage on the stock and fixtures for \$2,300, and about six weeks after his first visit to Regina he made an assignment to the Western Trust Co. and that he had shipped goods to the value of about \$2,200 as household effects to three different places, using a different name.

BRANTFORD SCALE'S NEW FACTORY

The Brantford Scale Co., Brantford, Ont., are now located in their new factory. This is a solid brick building 130 x 45 feet in dimensions. It has three floors, including basement giving three times the capacity of the former plant of this company.

BUY AT HOME

When you want to help your town,
Buy at home!
When you want shoes, hat or gown,
Buy at home!
Never mind what 'tis you need,
Canned goods, collars, chicken feed,
Frame this phrase up for your creed—
Buy at home!
Other folks may buy by mail,
Buy at home!
Help the home store to a sale,
Buy at home!
Every dollar sent away,
Means a dollar less to pay.
What is owed right here to-day—
Buy at home!
Are you for your town or not?
Buy at home!
Cheaper elsewhere? Tommyrot!
Buy at home!
Home store qualities are true,
Home store merchants work for you,
This much then you ought to do—
Buy at home!

Editorial Note.—Grocers who advertise in newspapers should request that editors reprint this. It all helps.

Cream of Tartar Advances

Price on This is Now 'Way Up — General Advance of Drugs Responsible — Corn and Peas Increased in Price—Sugar More Active—Cane Syrup Firm and May Go Higher —Greece and the Currant Situation.

Office of Publication, Toronto, Oct. 14, 1915.

THE cessation of the warm and the commencement of colder weather has definitely started the ball of the fish and oyster trade rolling. Some stocks of frozen fish has been on the market now for a couple of weeks, but it was not until this week that it really began to sell. There is a scarcity in white fish, which has been continuous now for some weeks and which is now very acute; and there is also an entire dearth of halibut. This being so, frozen halibut is getting a chance to sell and it has started the season at about the same price as it ended last year. There was a noticeable speeding-up of business in the fish trade last week: the cooler weather has apparently stimulated the demand and it is not alone from hotels and restaurants, but also for private buying. Oysters, too, are getting good business and had a particularly brisk time over the Thanksgiving holiday. Shells from Cape Cod are now selling right along and getting a fair demand.

Now that most of the mills have started in to grind feed there is again a surplus rather than a scarcity of feed, and the market is down this week about \$1 on both bran, shorts and middlings. The feed market has been exceedingly strong all summer as readers of this paper will know, but the turning-point now reached is the very natural one for this time of the year. Very obviously when the mills begin to grind there is more feed than can be comfortably taken care of.

It looks now as if cheese is once more going in for an advance. Our readers will remember its spectacular advance in the spring and an increasingly big export is now tending towards a repetition of that effort. Stocks in Liverpool are said to be exceedingly low and prices on cheese are up again half a cent on some markets this week, after being half a cent firmer last week.

These increases are almost solely due to the larger export demand from Great Britain. The butter market is exceptionally firm and this for the most part is the result of the fact that the stocks held are not at all heavy. There has been some export in butter, too, this summer, and a good demand with only light stocks makes a firm tone to the market. So far as eggs are concerned these are up again two or three cents this week. This is not surprising, because, as dealers put it, "the hens are not laying and you cannot make them lay." The egg which is selling most is the storage egg and the price of this is now up this week to where the price was on new-laid last week or two weeks ago. It looks as if we will have firmer prices on eggs, but glancing back to a year ago we do not think that we are going to have to pay quite the exorbitant prices that were demanded last winter for fresh laid stock.

Thanksgiving proved a good time for the poultry men. The market was well supplied with chickens, and a few turkeys. The poultry men made hay as long as the sun shone and there was certainly a good deal of poultry eaten over Thanksgiving, judging by returns from dealers and the markets. Spring chickens seem to have sold exceptionally well.

The situation in currants gets worse and worse. Greece has seized many of her boats which were carrying shipments and shippers are defaulting right and left.

QUEBEC MARKETS

Montreal, Oct. 14.—The representative of a British Columbia packer received a wire from the coast early this week stating that the British Government were making purchases, and he recommended

buyers of Cohoes falls to cover their requirements promptly.

SUGAR—The market took a stronger turn last week end, when raws, which had been selling in New York for 25½c jumped as high as 31¼c, an advance of

Markets in Brief

ONTARIO MARKETS.

FLOUR AND CEREALS—

Bran, shorts and middlings down.
Flour market still dull.
More export to Britain.
No change in cereals.

PRODUCE AND PROVISIONS—

Butter firm.
Cheese once more goes up.
Eggs at higher levels.
Big business in poultry, but lower prices now.

FISH AND OYSTERS—

No fresh halibut.
Only frozen selling.
Oysters moving well.
Scarcity in whitefish.
Trout still good line.

FRUIT AND VEGETABLES—

Potatoes nickel higher.
Oranges up again.
Peaches abundant and cheap.
Spanish onions higher.
Apples likely scarce.

GENERAL GROCERIES—

Tea market fairly steady.
Currants high and firm.
Peppers decline slightly.
Cream of tartar up.
Beans may be scarce.
Cane syrup firm.

about half a cent. This, however, made no difference to the market for refined in New York. It means, however, that chances for a further decline here are lessened for the present. It is significant to note that there has been a decided improvement in the demand during the past few days, both from the wholesaler and the retailer. The stocks of the latter are said to be on the whole low, as he has only been buying from hand to mouth. It would require a considerable advance in New York refined to stimulate buying to any extent here.

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

DRIED FRUITS—The chief feature of this market is a further advance of half a cent in currants, owing to the further complications in the Balkans. Im-

CANADIAN GROCER

porters here are laying their hands on all the good currants available, just the same as they did a year ago when Turkey took a hand in the war. It is expected that what happened to Sultanias will also happen to currants. Sultanias were formerly selling for eight or nine cents, are now costing the retailer double that price. There are fair quantities in the hands of Montreal importers, and there is a steady demand from some of the best stores, even at these very high prices. Quotations on other lines of dried fruits are on a parity with those which have obtained for the past two weeks.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09
Apples, choice winter, 50-lb. boxes	0 08½
Apricots	0 17½
Nectarines, choice	0 12½
Peaches, choice	0 11
Pears, choice	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20 0 21
Lemon	0 13½ 0 14
Orange	0 13½ 0 14
Currants—		
Amalias, loose	0 07½
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07½
Filiatras, packages, new	0 08
Vostizzas, loose	0 09
Dates—		
Dromedary, package stock, per pkg.	0 09
Fards, choicest	0 12½
Hallowee, loose	0 08
Hallowee, 1-lb. pkgs.	0 07½ 0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10
80 to 90, in 25-lb. boxes, faced	0 09½
90 to 100, in 25-lb. boxes, faced	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.50; 5-crown cluster	3 00
Muscatsels, loose, 3-crown, lb.	0 09
Cal. seedless, 15 oz.	0 09
Seedless, 12 oz.	0 08½
Fancy seeded, 12 oz.	0 09
Choice seeded, 12 oz.	0 08½

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

NUTS—The feature to this market is the advance in the price of shelled almonds, which was announced in last week's issue. It amounted to 4c per lb., and was caused by damage to crop in Spain. This advance had the effect of staggering the trade, who have stopped buying as a consequence. Other lines of nuts produced in Europe have a higher tendency.

Almonds, Tara	0 17 0 18
Grenobles, new	0 16 0 17
Marbots, new	0 13½ 0 14
Shelled walnuts, new, per lb.	0 35 0 37
Shelled almonds, 28-lb. boxes, per lb.	0 37 0 38
Sicily filberts	0 14 0 15
Filberts, shelled	0 24
Pecans, large	0 20 0 21
Brazils, old	0 14 0 15
Brazils, new	0 07
Peanuts, No. 1, French	0 07
Peanuts, No. 1, Spanish	0 08½

MOLASSES—Practically the same conditions prevail here as for the past two months. There is much talk of the market being easier, but this may be coming from parties who have no supplies. One wholesaler states that inquiries received by him in one day last week was sufficient to clear out the whole of his stock. There is a shortage all over the city, but no changes have yet taken place in the guild quotations.

Barbadoes Molasses—	Price for	
	Island of Montreal.	Choice.
Punchons	0 57 0 48
Barrels	0 60 0 51
Half barrels	0 62 0 53
For outside territories prices range about 3c lower.		
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., 3¾c; ¼ bbls., 4c; ¼ bbls.	0 04¼
Pails, 43½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—		
Barrels, lb., 4¾c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 60

SPICES—The chief item of interest in the spice market is cloves; telegraphic information has been received to the effect that they are likely to be dearer. There has been a good demand lately from the wholesale trade for both cloves and cassias. Peppers are reported quiet.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	0 16	0 23
Cassia	0 22	0 29
Cayenne pepper	0 28	0 35
Cloves	0 28	0 35
Cream tartar—60c.	0 22	0 29
Ginger, Cochiti	0 23	0 31
Ginger, Jamaica	1 00—1 15	1 00
Mace	0 40	0 47
Nutmegs	0 40	0 47
Pepper, black	0 22	0 29
Pepper, white	0 20	0 27
Pastry spice	0 22	0 29
Pickling spice	0 14—0 16	0 16
Turmeric	0 21—0 23	0 23

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

Cardamom seed, per lb., bulk	2 00 2 50
Caraway—		
Canadian	0 13
Dutch	0 16 0 18
Cinnamon, China, lb.	0 14½ 0 16
Mustard seed, bulk	0 19 0 23
Celery seed, bulk	0 36 0 45
Cayenne chillies	0 35
Shredded cocconut, in pails	0 18½ 0 22
Pimento, whole	12-15

RICE—The primary market is quiet now following the heavy sales made during the past two months. Heavy sales have been made with Canadian millers, which orders are now being filled. There appears to be no improvement in the situation as far as English rice is concerned.

Rangoon Rices—	Per cwt.	
Rangoon, "B"	7 90
"C.C."	3 65
India bright	4 40
Lustre	4 10

Fancy Rices—		
Imperial Glace	5 20
Sparle	5 00
Crystal	5 00
Ice drips	5 20
Snow	5 20
Polished	4 10
Pearl	4 40
Mandarin, Patna	4 00
Java Onyx	7 50

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

Imported Patna.	Per lb.	
Bags, 224 lbs.	0 05½
Half bags, 112 lbs.	0 05
Quarter bags, 56 lbs.	0 05½
Velvet head Carolina	0 09 0 10
Sago, brown	0 06½ 0 07
Tapioca—		
Pearl, lb.	0 07 0 07½
Seed, lb.	0 07 0 07½

DRIED VEGETABLES—With no new Ontario beans on this market yet, the supply continues to get smaller, and will be very small unless supplies from Quebec come in more freely. It is possible new beans will be in two weeks hence, when the market will likely be easier. There is a big demand for peas. Quebec peas coming are of fine quality, but not all are good boilers. Sales are being made at prices varying from \$2.65 to \$3.00.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 45 3 60
Yellow eyes, per bushel	4 00
Lima, per lb.	0 07½ 0 08
Peas, white soup, per bushel	2 65 3 00
Peas, split, bag, 98 lbs.	5 50
Barley, pot, per bag	3 00 3 30
Barley, pearl, lb.	0 05 0 06

COFFEE—The renewed confidence which is being shown by the people of this country is reflected in the coffee market. Business has been better during the past three weeks than it has been for a year.

ONTARIO MARKETS

Toronto, Oct. 14.—This mix-up in the Balkans has certainly "queered" the currant market; and, goodness knows, it was bad enough before. The obvious thing for the Government to do, no doubt, was to seize any and every boat it could, and it so happened that many were laden with currants. These have been seized and the cargoes dumped no one knows where. Shippers have defaulted on contracts placed some time ago, when prices were much lower, and altogether "it is a pretty kettle of fish"—to quote one dealer interested.

We may be relatively positive, therefore, that the currant market will not be any lower and the chances are indeed all the other way. We draw the attention of our readers to our quotations in this regard, which have been raised this week to meet the situation.

The spice market is worth noticing now. The firmness in peppers has abated a good deal, but in its place has come an awkward contretemps in the shape of acute scarcity of cream of tartar. This is part of a general scarcity of drugs in which tartaric and citric acids share, and it has meant that cream of tartar is 'way out of sight. Our new quotation is 48 at the lowest. This contrasts with 33 cents, which was the figure not so very long ago.

Cane syrup is said to be very scarce, and there is more demand than there are goods. Prices have not advanced, but their doing so would surprise no one.

It appears, from advance estimates, that there are not going to be any too many beans this year. It is too early to make any definite statement as to the crop, but it is hazarded that it will certainly fall far short of last year.

Business has had a set-back this week in the way of the Balkan fracas, though at this writing the news from the war zone looks good. The Grecian trouble, however, has had an effect upon people, and its quick following on the good news from the Western front made it all the more unfortunate. "Canadian Grocer" goes on to hold a brief for the optimist, however, and feels sure that hope is the best inducement towards prosperity and good business. More power to the elbow of the man who knows things are none too rosy, but de-

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fies their appearance except as an incentive to further endeavor.

SUGAR.—Demand is gradually improving, and last week saw a flurry in New York, which resulted in an advance in raws of from 25c to 30c. As we write, the market continues firm, though most refiners do not regard any advance in this market as a probability. One refiner urges that buying should be indulged in at once, as an advance is due, but this is not the consensus of opinion. It is felt that competition and local influences will tend to keep levels down here. Willett & Gray say that the improvement was partially the result of the large decline in stocks at Atlantic ports.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 11
20 lb. bags	6 21
10 lb. bags	6 26
2 and 5-lb. cartons	6 40
Nova Scotia refined, 100-lb. bags	6 01
New Brunswick refined, 100-lb. bags	6 11
Extra Ground Sugars—	
Barrels	6 51
50 lb. boxes	6 69
25 lb. boxes	6 81
Powdered Sugars—	
Barrels	6 31
25 lb. boxes	6 71
Crystal Diamonds—	
Barrels	6 78
100 lb. boxes	6 85
50 lb. boxes	6 96
Cartons (20 to case)	7 51
Cartons (50 to case)	8 31
Crystal Dominoes, cartons	7 81
Paris Lump—	
100 lb. boxes	6 66
50 lb. boxes	6 96
25 lb. boxes	7 16
Yellow Sugars—	
No. 1	5 71
Barrels granulated and yellow may be had at 5c per wt. above bag prices.	

TEA.—The latest cable from London assures us that the market is "fairly steady." This is by no means "strong," and local tea men opine that the market is, if it leans any way, on the weak side. This is particularly true of common teas, although it is a condition which may not continue. One of the biggest tea concerns in England think that the increase of duty will result in the public's attempt to buy inferior teas so as to spend no more actual money on their purchases. This argument may or may not be sound, so it would not be a surprise to see heavy buying of commoner grades, which nevertheless cost as much now as better teas did formerly. Should this occur to any material extent, the market for inferior teas would likely harden, while fine and medium grades might sag a little. This would be a reversal of form from present conditions. Buying here in Canada seems fairly heavy at this time. There is nothing new in the local situation.

MOLASSES AND SYRUPS.—Cane syrup shows considerable firmness, and, while we quote no advance in price, it is understood that the big demand is not taken care of by available supplies, so that, given a continuance of such conditions, an increase in price would not be unexpected. Molasses has called a halt in its climb, and our price of 60c to 65c on fancy has not been exceeded. Buying has let up a little; the supposition is

that it was heavy while it lasted, but that it is dying down, as purchasers find they now have their requirements.

Corn Syrups—	
Barrels, per lb., 3%: ½ bbls., 4c; ¼ bbls.	0 04½
Pails, 3¾ 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, ½ doz. in case.	2 90
Cases, 20 lb. tins, ¼ doz. in case.	2 85
Cane Syrups—	
Barrels, lb., 4%: ½ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case.	3 00
Molasses—	
Fancy, gallon.	0 60 0 65

DRIED FRUITS.—The currant situation was gone into fully in our last issue and, as forecast, the situation has been rendered even more awkward by the Grecian Government's seizure of boats en route which carry heavy shipments. The cargoes have been put ashore somewhere, but nobody knows where, and people on this side whose orders were in those dumped cargoes will be forced to buy again and at considerably less advantageous figures. Moreover, shippers are defaulting on their contracts, and the whole situation is firm and likely to show higher levels. All quotations on currants are raised this week, and it looks as if these are the lowest possible levels for business. It is good news to hear that the 1915 crop of California raisins promises to be a record-breaker: goodness knows we need some news of that sort. All prices on seeded and seedless are firm, though not actually higher. Valencias are definitely cleaned up. It is unwise at this moment to attempt to forecast prices for the future on California stuff; the crop in general is abundant, but jobbers' stock everywhere are low and demand is heavy. The rest of the dried fruits show little appreciable change at this writing. Demand all round is good. Evaporated apples are particularly firm.

Apricots—	
Standard, 25 lb. boxes	0 10½ 0 11
Choice, 25 lb. boxes	0 11 0 12
Apples, evaporated, per lb.	0 08 0 08½
Candied Peels—	
Lemon	0 15 0 16
Orange	0 15 0 16
Citron	0 20 0 23
Currants—	
Filigras, per lb.	0 10 0 11
Ananas, choicest, per lb.	0 11 0 11½
Patras, per lb.	0 11 0 12
Vostizas, choice	0 13 0 14
Cleaned, ½ cent more.	
Dates—	
Fards, choicest, 12-lb. boxes	0 09½ 0 10
Fards, choicest, 60-lb. boxes	0 09 0 09½
Package dates	0 07½ 0 09
Halloweens	0 07½ 0 07½
Prunes—	
30-40s, California, 25 lb. boxes	0 11 0 12
40-50s, 25 lb. boxes	0 10 0 11
50-60s, 25 lb. boxes	0 12 0 12½
60-70s, 50 lb. boxes	0 10½ 0 11½
70-80s, 50 lb. boxes	0 09 0 09½
80-90s, 50 lb. boxes	0 08 0 09
90-100's, 50 lb. boxes	0 07½ 0 08
25 lb. boxes, ¼c more.	
Peaches—	
Choice, 50 lb. boxes	0 06 0 06½
25 lb. boxes ¼c more.	
Raisins—	
Valencia	0 13½ 0 14½
Seeded, fancy, 1 lb. packets	0 10½ 0 11½
Seeded, choice, 1 lb. packets	0 09½ 0 10½
Seeded, choice, 12 oz.	0 08
Seedless, 16 oz. packets	0 11½ 0 12
Seedless, 12 oz. packets	0 10

NUTS.—Freshly cracked shelled walnuts are here now, and they are about the nearest thing we'll get to new walnuts for Christmas. Some of the new won't arrive till after the turn of the year. We quote a price which is a

couple of cents lower than the range at which old stock has been selling. For the rest, the market is quiet, and will likely remain so until advance Christmas orders begin to make prices exciting. There is some little activity in shelled almonds, but nothing to shout about.

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brasils, medium, new	0 13	0 15
Brasils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 36	0 40
Filberts	0 11	0 12
Peanuts	0 11	0 11½
Pecans	0 05	0 06
Walnuts	0 36	0 38

BEANS.—It is really too early to quote on new crop beans, as the extent and character of the crop are not fully known. It is nevertheless pretty broadly hinted that it will not be anything like up to last year's, and \$3.75 is mentioned as a tentative price. We shall be in a position to know more authoritatively about this next week.

SPICES.—The spot light has left peppers for a time, and white peppers are a shade easier upon shipments arriving. Cream of tartar, however, is the feature. This is 'way out of sight. Cream of tartar shares with citric and tartaric acids an acute scarcity of supplies, and prices have mounted until they now touch 48c to 50c for compound and 55c to 65c for pure. These levels are abnormal when you figure that at one time cream of tartar (compound) could be bought for 18c and pure around 30c. Demand is heavy, and half the time supplies are so light, importers will not quote.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 16
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 32
Cassia, ground	0 14	0 16
Cinnamon, Batavia	0 27	0 35
Cloves, whole	0 27	0 35
Cloves, ground	0 18	0 22
Cream of tartar	0 48	0 50
Curry powder	0 30	0 35
Ginger, Cochim	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21
Ginger, Jamaica, whole	0 25	0 30
Ginger, African, ground	0 14	0 18
Mace	0 80	1 00
Nutmegs, brown, 64s, 60c; 80s, 62c; 100s		0 30
Nutmegs, ground, bulk, 65c; 1 lb. tins		0 30
Pastry spices	0 25	0 35
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 20	0 24
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 34	0 36
Pickling spice	0 16	0 20
Turmeric	0 18	0 20

CANNED GOODS.—The big demand for tomatoes has now let up a little, presumably because everybody is pretty well full up. Peas, however, and corn have entered the lists for higher prices, and both of these are now up to 95c, which is an advance of a nickel over our last week's price. Business is distinctly brisk in these lines. Exports of tomatoes are still going on.

Salmon, Sockeye—	
1 lb. talls, cases 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 87½
Five cases of more, ½c doz. less than above.	0 80
Chumms, 1-lb. talls	1 20
Pinks, 1-lb. talls	1 20
Coboes, 1-lb. talls	1 45

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Red Springs, 1-lb. talls	2 00
Humpback, 1/2-lb. tins	0 50
Canned Vegetables—	
Tomatoes, 3's	1 00
Peas, standards	0 85
Early June peas	0 85
Extra sifted peas	1 45
Corn, 2's, doz.	0 95

MANITOBA MARKETS

Winnipeg, Oct. 13.—There is better feeling in business circles with clearing weather and an improving export demand for wheat. Both wholesalers and retailers are confident of a satisfactory fall and winter trade. There should be no lack of money in the rural districts, the presence of a large body of troops here during the winter months and a small proportion of unemployed are encouraging features.

Wholesale grocers, fruit dealers and others in the trade of provisioning the people state that business is right now better than they had hoped for and are not worrying about the future.

There are some changes of interest in prices that will be found under classified heads.

SUGAR.—Sugar prices for the week are unchanged, but the market is very unsettled and those in touch with New York markets are expecting further declines; at the same time there is a strong bull interest in sugar that may make its influence felt at any time.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	6 65
Extra ground or icing, boxes	7 50
Extra ground or icing, bbls.	7 30
Powdered, boxes	6 70
Powdered, bbls.	6 80
Hard lump (100-lb. case)	7 60
Montreal, yellow, bags	6 25
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Halves, 50 lbs., per cwt.	7 35
Bales, 20 lbs., per cwt.	7 50
Powdered, 50s	7 05
Powdered, 25s	7 40
Icing, barrels	7 35
Icing, 50s	7 60
Cut loaf, barrels	7 45
Cut loaf, 50s	7 70
Cut loaf, 25s	7 85
Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar, bbls.	6 75
Bar sugar, boxes	7 00
Icing sugar, bbls.	6 95
Icing sugar, boxes	6 60
H. P. lumps, 100-lb. cases	7 05
H. P. lumps, 25-lb. boxes	7 70
Yellow, in bags	8 20
Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 13
10s, per case 1/2 doz.	3 01
20s, per case 1/2 doz.	3 03
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, 1/2 gal., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/2 gal., quarts, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

DRIED FRUITS.—A further advance in currants is announced and they are likely to be scarce and dear. The new crop of prunes will be on the market shortly and a decline is looked for. The crop is a heavy one of first grade quality.

Apples, evaporated, new, 50's	0 08 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12 1/2

Currants—	
Dry clean	0 08 1/2
Washed	0 09
1 lb. package	0 09 1/2
2 lb. package	0 19
Vostizzas, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 07 1/2
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 07 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 09 1/2
3 crown, loose, 50's	0 09
Raisins, Sultanas—	
Corinthian Giants	0 13 1/2
Superfine	0 12 1/2
Finest	0 10 1/2
Fine	0 10 1/2
Prunes, in 25-lb. boxes—	
90 to 100	0 09 1/2
80 to 90	0 09 1/2
70 to 80	0 10
60 to 70	0 10 1/2
50 to 60	0 11
40 to 50	0 11 1/2
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15 1/2
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13 1/2
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07 1/2
Cooking figs, choice naturals, 28-lb. bags	0 07 1/2

RISE AND TAPIOCA.—

Rice and Tapioca—	
No. 1 Japan, per lb.	0 08
No. 2 Japan, per lb.	0 04 1/2
Siam, per lb.	0 03 1/2
Patna, per lb.	0 07 1/2
Carolina, per lb.	0 08 1/2
Sago, pearl, lb.	0 06 1/2
Tapioca, pearl	0 06 1/2

DRIED VEGETABLES.—

There are no beans on the market here but California hand-picked. The new Ontario crop is expected on the market shortly.

Beans—	
California, hand-picked, per bushel	4 30
California Lima Beans—	
Bag lots	0 07 1/2
Less than bag lots	0 06 1/2
Barley—	
Pot, per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 90

BRITISH COLUMBIA MARKETS

By Wire

Vancouver, Oct. 14.—Business is keeping up. New dried prunes will arrive this week. Butter is up, market being firm. Creamery is now 33c to 34c. New Zealand cubes are 33c and bricks 33 1/2c. Eggs are scarce and market is strong. Fresh are now 49c, Vancouver Island stock being 45c to 47c. Sugar is down 30c. Beans are up 15c, and peas are up 5c. Potatoes are now \$14 to \$16 per ton. Peaches are up a half cent. Honey, Idaho, is 24 lbs. for \$4.50.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	33-34
New Zealand cubes	0 33
New Zealand brick	0 33 1/2
Cheese, per lb., large, 1c; twins	0 17 1/2
EGGS—	
Local fresh	0 49
Vancouver Island	45-47
Lard, 3's, per case	8 25
Lard, 5's, per case	8 17
Lard, 10's, per case	8 10
Lard, 20's, each	10 50

GENERAL.

Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	0 05 1/2
Cream of tartar, lb.	50 c
Beans, Lytton	0 05 1/2
Figs, 12-10 oz. packages, per box	0 85
Figs, 50-60 oz. packages, per pkg.	2 25
Cocoanut, lb.	18 1/2c
Cornmeal, ball	3 10
Flour, best patents, per bbl.	6 30
Honey, Idaho, 24 lbs.	4 50
Lemons, box	3 50
Potatoes, per ton	14 00
Bolled oats, bail of 50 lbs.	3 10
Onions, lb.	0 07 1/2
Oranges, box	5 00
Rice, 50's, sack	1 80
Sugar, standard gran., per cwt.	6 95

Sugar, yellow, per cwt.	6 30
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	4 25
Jams, 4-lb. tins, doz.	7 90

CANNED GOODS.

Apples, gals., 6/case	\$1 02
Beans, 2's	2 25
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2 s. case	3 60
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per dozen, case	2 40

SALMON.

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

DRIED FRUITS.

Apricots, per lb., 10c; Apples, lb.	0 04c
Prunes, 70-80, 25's, lb.	0 09 c
Currants, per lb., 9c; Raisins, seeded, lb.	0 09 c
Peaches, per lb.	0 05 1/2c
White figs, per lb.	0 15c

ALBERTA MARKETS

By Wire

Calgary, Oct. 14.—Lard has taken another jump of 2c since last report. Indications are that it will go higher. Bacon is up a half cent. No. 1 select storage eggs are in good demand at \$9, having advanced this week. Peaches are nearly over at 90c to \$1. Thanksgiving Day found the city short of turkeys and chickens, and good prices were got by sellers. New season's Ontario honey now on this market, prices being about same as last year.

General—

Beans, small white Japan, lb.	0 06 1/2
Flour, No. 1 patent, 96's	2 90
Molasses, extra fancy, gal.	0 67
Rolled oats, bail	2 56
Rolled oats, 80s	2 15
Rice, Siam, cwt.	4 00
Sugar, pure cane, granulated, cwt.	7 25
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 12
Butter, No. 1, dairy, lb.	0 25
Eggs, select storage, case	9 00
Lard, pure, 5s, per case	8 70
Bacon, smoked backs, per lb.	0 19 1/2
Bacon, smoked bellies, per lb.	0 21 1/2

Canned Goods—

Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 25
Tomatoes, gals., case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Lobster, 1/2s, per doz.	2 55
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 50

Dried Fruits—

Evaporated apples, 50s, per lb.	0 05 1/2
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14

Fruits and Vegetables—

Blackberries	2 00
Blueberries, Ont., basket	2 30
Cantaloupes, case	2 00
Grapefruit, Cal.	5 00
Oranges, case	5 50
Lemons, case	5 50
Peaches, crate	0 91
Tomatoes, 4-basket crates	0 90

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Oct. 14.—Market conditions remain staple, with few quotable changes reported. Business is exceedingly good; wholesalers say collections were never better. Large orders were handled for Thanksgiving Day, dealers in the north country being best customers.

Following recent light rains, which delayed harvesting, the weather in this part of the West has cleared, and bright, warm sunshine during the day, with cool evenings, has prevailed. Business dur-

CANADIAN GROCER

ing past week has been exceptionally brisk, and many large orders have been received from northern points.

One firm states having received an order for \$10,000 worth of groceries, while other local wholesalers have orders for \$2,000. The North country is gradually opening up, and the railroads are pushing their way into the settled districts, with the result that Edmonton, the nearest city, is greatly benefiting by the inroads of progress.

All free deals on evaporated milk were withdrawn here on the first of the month and prices of several established brands have advanced in the neighborhood of 25 cents per case. Another advance in the price of pure and compound lards is recorded, making half a cent on pure and quarter of a cent on compound. Flour and cereals have steadied down, and no change in prices have taken place since last two weeks. Canned goods are strong.

Sugar prices have been steady since September 24, although the market does not seem to have taken on any too strong an appearance. Creamery butter, too, advanced 5c per pound, wholesale, since October 1.

General—		
Beans, Ashcroft, lb.	0 06½	
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio	0 18	0 19
Potatoes, per bush.	0 25	0 35
Rollod oats, 20's, 80c; 40's	1 80	
Rollod oats, ball, \$2.15; 8's	1 75	
Flour, fancy patents	2 95	
Flour, seconds	2 80	
Rice, Siam, per cwt.	3 90	
Sugar, standard gran.	7 25	
Sugar, yellow, per cwt.	6 85	
Walnuts, shelled, lb.	0 38	
Produce and Provisions—		
Cheese, new, lb.	0 17½	
Bacon, lb., 20c; bellies, lb.	0 20½	
Butter, creamery, per lb.	0 32	
Butter, dairy, No. 1	0 29	
Eggs, new laid, doz.	0 35	
Eggs, No. 2	0 30	
Lard, pure, 3's, per case	8 90	
Lard, pure, 5's, per case	8 95	
Lard, 10's, per case	9 00	
Lard, pure, 20's, each	2 83	
Canned Goods—		
Corn, standard, per two dozen	2 25	
Peas, standard, 2 dozen	2 25	
Peas, standard, 2 dozen	2 15	
Plums, Lombard	2 25	
Peaches	3 55	
Strawberries, \$4.45; raspberries	4 00	
Tomatoes, standard, per 2 dozen	2 60	
Salmon, sockeye, 4 doz. talls, case, 1s	9 70	
Salmon, pinks, case	4 75	
Cohoos, 1s. \$5.50. humpbacks, 1s.	4 35	
Lobster	2 35	
Dried Fruits—		
Evaporated apples, 50's	0 10½	
Apricots, 25's	0 10½	
Peaches, 25's	0 07	
Pears, 25's	0 13	
Prunes, 90-100, 25's, unfaced	0 07½	

SASKATCHEWAN MARKET

Regina, Sask., Oct. 14.—Snow fell at Regina Thursday morning last, and the weather has been backward and wet, still retarding harvesting, but it has since cleared somewhat. In the north some progress has been made, and wheat in some districts has averaged thirty bushels to the acre. Elevators along line from Posetown to Alsask are full and cars are badly needed.

Many changes are reported on the local market, although nothing of outstanding importance. Creamery and dairy butter are firmer, the former at 29c and the latter at 23c. Cheese is higher at 17½c and 17¼c. Eggs are now

up to 32c. Lard is higher, being quoted: 3's at \$8.75; 5's at \$8.70; 10's at \$7.60; and 20's at \$11.40. Flour is down at \$3 for 98's. Rolled oats have advanced, and are now quoted: 80's at \$2.20; 40's at \$1.12½; 20's at 59½c; and per bale \$2.65. Gallon apples are \$1.65.

An advance is reported in canned goods owing to a shortage of goods, and it is anticipated that they will be higher. Corn is \$2.23, and peas \$2.40. Tomatoes, standard, are quoted \$2.60. Seeded raisins and currants show an advance, currants jumping to 10¼c. New crop of Valencia raisins is short, packers refusing to accept any further orders.

The wet weather in the East has held up grapes, but some are expected shortly. Cranberries are now on the market at \$10.50 per barrel. Apples are moving out good, Ontario and B.C.'s are reported poor. Washington are good. The potato crop is reported to be fair in this district and "murphies" are being disposed of at 60c and 65c. The pickling stuff is practically off the market now. Sweet potatoes are put at 6c lb.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	
Butter, dairy, No. 1	0 23	
Cheese, per lb., large	0 17½	0 17½
Eggs, new laid, doz.	0 32	
Lard, 3's, per case	8 75	
Lard, 5's, per case	8 70	
Lard, 10's, per case	7 60	
Lard, 20's, per case	11 40	
General—		
Beans, Ontario, per bushel	3 90	
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	0 50	0 60
Cocunut, lb.	0 19	
Commmeal, ball	2 95	
Apricots, per lb.	0 12	
Flour, 98's	3 00	
Rollod oats, 80's	2 20	
Rice, per cwt.	3 90	
Onions, 100 lb. case	1 50	
Sugar, standard gran., per cwt.	7 04	
Sugar, yellow, per cwt.	6 64	
Walnuts, shelled, 41c; almonds	0 41	
Canned Goods—		
Apples, gals., case	1 65	
Beans	2 25	
Corn, standard, per 2 dozen	2 23	
Peas, standard, per 2 dozen	2 40	
Plums, Lombard	2 10	
Peaches	3 10	
Strawberries, \$4.33; Strawberries	4 73	
Tomatoes, standard, per case	2 60	
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	
Sockeye, ½'s, 4 doz. case	12 95	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 90	
Fruits and Vegetables—		
Apples, Washington, bbl.	1 75	
Celery	8 10	
Cranberries, per bbl.	10 60	
Lemons	5 00	
Oranges, Valencia	5 75	
Potatoes, bushel	0 60	0 65
Dried Fruits—		
Currants, per lb.	0 10½	
Prunes, 70-80, 25's, lb.	0 10½	
Evap. apples, 50's, lb.	0 09½	

NEW BRUNSWICK MARKETS

By Wire

St. John, Oct. 14.—Except for a slightly stronger tone in flour, all markets are quiet. Opinions are divided as to future flour. Some millers say expectations are for increased quotings, but local merchants do not think there will be a permanent advance, as there is still a downward tendency. Some mill feeds are scarce, it being almost impossible to secure anything worth while. Oatmeal is lower. Sugar is steadier. Conditions in molasses market are unsatisfactory, dealers expecting 60c gallon before Christmas. Stocks of old beans are al-

most exhausted, and new bean prospects are not encouraging. Lard is firmer, compound being ¼c higher and pure unchanged. Beef is easier. Potatoes strong at \$1.50 barrel. Market is scanty,

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	24 25	26 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 28	0 32
Eggs	0 28	0 30
Lard, compound, per lb.	0 11½	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese, new	0 15½	0 16½
Flour and Cereals—		
Commmeal, gran.	5 75	
Commmeal, ordinary	1 85	
Flour, Manitoba, per bbl.	6 30	
Flour, Ontario	5 40	
Rollod oats, per bbl.	6 35	
Potatoes, bbl.	0 90	1 00
Fresh Fruits and Vegetables—		
Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50	
Oranges, Val., case	4 60	5 50
Potatoes, bbls.	1 50	
Sugar—		
Standard granulated	6 15	6 25
United Empire	6 05	6 15
Bright yellow	5 95	6 05
No. 1 yellow	5 75	5 85
Paris lumps	7 25	
Lemons, Messina, box	4 50	
Beans, hand-picked, bush.	3 70	3 75
Beans, yellow eyes, per bush.	3 80	3 85
Canned pork and beans, per case	2 50	2 30
Molasses, Barbadoes, gal.	0 52	0 53
Cream of tartar, per lb., bulk	0 35	0 38
Currants	0 09½	0 10
Ice, per cwt.	4 25	4 50

SMALL DEBT COURTS

Wholesalers and manufacturers should co-operate with those whose efforts are directed to the establishing of small debt courts in the various provinces of Canada. Such are a necessity to enable the small debtor to collect his small lines at a minimum of expense. Courts of this kind exist, both in Great Britain and in some of the States to the south of us, and have been of great benefit and value to those they were established to assist. Every effort should be made to get the assistance of the various legal associations and other organizations to press the matter to a successful termination.—Ex.

THE M.O. HOUSE IN DISGUISE

The Modern Grocer, Chicago.

Most readers are familiar with the schemes and methods used by various retail mail order houses to get credit information regarding prospective M. O. customers. There are few merchants that have not received inquiries from such concerns who try to hide their real identity behind such names as the "Central Collection and Reference Bureau," "Home Lovers' League," "Interstate Reporting Company," and a host of others, all of which are but blinds to keep the retailer ignorant of the fact that the concerns desiring the credit information are really mail order houses who seek to get the trade of the very merchant that is solicited for credit information.

We suggest that every retailer refuse to reply to letters asking for credit information when those inquiries come from concerns that are not personally known to be working in the interests of the retail merchant.

The Kellogg Decision

From the Interstate Grocer.

The result of the long-drawn-out case of the Government against the Kellogg Toasted Corn Flake Co. will be received by the adherents of price maintenance with considerable disappointment, as without doubt the decree of the Federal Court is flatly and uncompromisingly against the theory that the manufacturer of a product which has been made nationally known through legitimate advertising and a strong consuming demand created by sheer merit, has the right to dictate the price at what it shall be sold to the consumer.

In other words, the court holds that a manufacturer has no protection from unscrupulous price-cutters who knife standard, trade-marked goods in order to lure people into their establishments and then sell them cheaper brands of inferior quality. The decision appears to have knocked the props from under the price maintenance edifice, but manufacturers, wholesalers and retailers still have "an ace in the hole" in the Stevens Bill, which is designed to legalize price standardization, and thus provide protection to all factors in the trade from the unfair methods of competition practised by price-cutters, chain stores and mail order houses.

Of course, a decision of a United States District Court is not the final word on this question, but so far as the Kellogg case is concerned, the "consent decree" entered into between the Government and the defendants precludes any appeal to the Supreme Court of the United States. There can be no criticism of the Kellogg Company in taking the course it did, however, as for three years now it has rested under the imputation that it was violating the laws of the land, and if it had gone through with the case, it would probably have meant several years more of waiting before a final decision could be rendered.

Recently, we have had three decisions in Federal courts bearing on the price maintenance problem, which appear to be widely divergent in character. In the Cream of Wheat case, Judge Hough declared that the cereal company had the right to absolutely refuse to sell price-cutters or others whom it might deem "undesirable customers." In rendering this decision, he took occasion to score the methods of chain stores and had a good word to say for the legitimate grocer. In the Columbia Phonograph Co. case at Chicago, Judge Geiger ruled that the company had the right to make an agreement with retailers to maintain the price fixed by the company, solely on the ground, however, that the patents

on records and machines constituted a monopoly, and, therefore, any arrangement entered into between the manufacturers and the dealer was legal and could be enforced.

In both of the latter cases it will be noted that the manufacturers were selling direct to retailers, or, in other words, choosing their own customers. In the Kellogg case, the jobber was a factor, as Kellogg does not sell to retailers, considering it unfair to wholesale grocers, whom the company recognizes as an important and necessary element in the distribution of its products. The decision in the Kellogg case recognizes the right of the manufacturer to choose his own customers, but under the Kellogg system of selling it would be impossible for them to do this, as they depend upon the jobber for distribution to retail grocers.

It is unfortunate that the whole question of price maintenance is linked with the "trust" problem in the public mind and, from all appearances, in the minds of some of the Federal judges also. The impression seems to prevail that if manufacturers are given the right to name the resale price, the first thing they will do will be to advance the price of their products. Such an attitude is nonsensical, as competition will keep the prices down to a normal level.

There are some conflicting opinions regarding the effect the Kellogg decree will have on the trade, but the one thing which seems essential now is to pass the Stevens Bill and forever set at rest any question as to the right of the manufacturer to protect his product by being permitted to name the resale price. Retailers can do their share by writing their representatives in Congress to support the measure.

The Mental Hazard

A COMPARATIVELY easy hole on certain golf links in Indiana was abandoned because it had become a mental hazard.

The hole was on a knoll across a deep ravine. Beyond it was a piece of woods. A short drive landed in the ravine, a long one carried into the trees. Still it was not a difficult stroke to make as golf goes.

The trouble came because the sight of the steep ravine invariably gave the player a touch of cold chills. He became imbued with the idea that he could not execute the drive. Therefore, he did not.

Many a business problem is such a mental hazard. We approach such prob-

lems beaten before we start. We play much more difficult holes without flinching. But the ravine this side or the woods beyond frighten us out of the ordinary ability to play our game.—Ex.

TRADE NOTE

In future the firm name of Oldenburg & Bull, general merchants, Woodstock, N.B., will be changed to Mrs. Mabel Oldenburg, widow of Wm. H. Oldenburg, who died in March last. The late Wm. Oldenburg started in business with his brother-in-law, Ernest H. Bull, four years ago, the latter shortly after selling out to his partner. At the time of his death Mr. Oldenburg was aged 37 years.

Letters to the Editor

Editor Canadian Grocer.

Dear Sir,—I was greatly interested in an article in a recent issue of the Canadian Grocer, entitled, "Urges Reduction of Retail Stores," as it seems to me that it might be the solution of many of the difficulties now confronting the merchants in many western towns.

Of course the first obstacle would be the difficulty of getting the merchants together on any subject, as they have shown very little desire to pull together in the past and are all suffering from lack of co-operation. The foolish jealousy that warps the minds of so many business men is, to my mind, one of the main causes of the financial troubles that so many of us are suffering from now, and co-operation of some sort will have to come before business can be carried on successfully in this country.

There are a number of questions that occur to me that would have to be solved before the "Reduction of Stores" could become an accomplished fact, and here are two of them: 'Would the wholesale houses be agreeable to such reduction of stores?' 'What disposal would be made of the liabilities of the individual merchants, and could their book debts be considered as an asset to counterbalance part of their liabilities?' Book debts are such an unreliable asset now that I am afraid it would be difficult to arrive at an equitable adjustment of their value.

However I think the Newfoundland merchant's idea could be achieved and if any other of your readers have thought over the matter and would make suggestions, I am sure they would be appreciated by more than myself.

Hoping to hear more of this,

Yours truly,

REDCLIFF MERCHANT,
Redcliff, Alta.



FRUIT AND VEGETABLES



Oranges Higher; Potatoes Again Advance

Cucumbers Finding a Demand—Peaches Plentiful and Low — Potatoes Advance Another Nickel—Apples Firming Up—Grapes Selling Rapidly.

MONTREAL

FRUIT—There is a good demand for Fameuse apples, the market for which on No. 1's opened at \$5.00. They are not coming in freely, but fairly well, considering the havoc played by the windstorm two weeks ago. It is almost certain now that there will be a short crop this year, as the farmers twice a week bring large quantities of windfalls into the city, which they sell for \$1.50 to \$2.00, and as high as \$4.00. It is stated that the windstorm took about half the Fameuse crop this year. McIntosh Reds are selling from \$4.50 to \$5.00 per bbl. Calverts and other fall apples, are selling as low as \$1.75 and \$2.25, hand picked; windfalls are cheaper. Cranberries are now being offered at \$9.00 per bbl., but the demand is slow after Thanksgiving when the demand was not up to former year. California Bartlett pears are not being offered, the only lines being Winterrellis, which are bringing \$3.25 per doz. There are no more damsons. Cantaloupes are very scarce, only a few baskets offering at 50c per basket.

Apples—		
Fameuse, No. 1's	5 00	
Alexanders, No. 1's, bbl.	3 50	3 50
Wealthy, No. 1's	2 25	3 50
Calvert	1 75	3 50
Red Pound	4 50	6 00
McIntosh Reds	2 00	2 25
Bananas, bunches	9 00	3 50
Cranberries, bbl.	9 00	0 25
Grapefruit, 45-54-80-95	3 50	2 25
Grapes, blue, 6 qt. baskets	0 40	2 25
Grapes, Tokay, crate, 4 baskets	1 00	
Lemons—		
Verdillia	3 00	3 25
Oranges—		
Valencias, Cal., late 126-230	6 00	3 50
Jamaica, 196-200-216	3 50	3 00
Pineapples, 18-24 and 30-36	0 40	0 30
Peaches, preserving basket, 11-qt.	1 00	3 25
Peaches, box	0 40	0 25
Pears, box	3 25	1 75
Plums, Quebec, gal.	0 40	0 50
Plums, preserving, basket, 11-qt.	0 25	1 75
Plums, table, box 4 baskets	0 25	0 50
Cantaloupes, baskets	0 50	

VEGETABLES—The most important change is in potatoes, which are being offered on the market at \$1.00 per bag of 80 lbs. Prices are expected to go higher than this. Tomatoes are practically done; good ones are selling for \$1.75 to \$2.00 per box, and baskets at 50-60c. Hothouse tomatoes bring 15-16c per lb. The demand for tomatoes is rather slow at these prices. Montreal beans are now off the market, and are

being brought in from New York at \$3.00-\$3.50 per hamper. Cabbage brings 25-40c per doz. for the best, all from Montreal, and the demand is not heavy. Cauliflowers are scarce, and bring 75c-\$2.00 per doz. Scraggy ones are worth 75c, and prices run all the way up to \$2.00, according to size of flower. Celery is cheap—3 doz. for 50c, or roughly 20c per doz., depending on size and quality. Corn is about done, and the only one remaining is bringing 15c; it is yellow, very short, and good eating. Cucumbers are about done, and bring 35c-40c, there being 15 to 20 in each basket, depending on the size. Egg plants are beginning to get scarce and small, and are ranging in price from 15c to \$1.00 per doz. Large leeks bring 15c per bunch; smaller ones 10c bunch. Onions took a jump to \$1.75 per bag. Sweet potatoes declined to \$1.50 per hamper.

Beets, bag	0 50	0 75
Beans, wax, N.Y., per bag	3 00	3 50
Beans, green, N.Y., per bag	3 00	3 50
Cabbage, Montreal, per doz.	0 25	0 40
Cabbage, red, doz.	0 40	0 75
Carrots, bag	0 50	2 00
Cauliflower, Canadian, doz.	0 75	0 75
Celery, Montreal, doz.	0 35	1 00
Cucumbers, fancy, basket	0 15	0 10
Egg plant, doz.	0 40	0 50
Leeks, bunch	0 40	1 00
Head lettuce, Montreal, doz.	0 40	1 00
Head lettuce, Boston, box	0 40	0 50
Curly lettuce, 3 doz.	1 00	0 50
Onions—		
Montreal, bag	1 50	1 00
Parsnips, bag	0 50	0 15
Parsley, Canadian, doz. bunches	0 15	0 40
Peppers, 11-qt. basket	0 40	0 50
Potatoes—		
Montreal, new, bag	1 00	0 15
Sweet, hamper	1 50	0 20
Radishes, doz.	0 15	0 50
Rhubarb, hothouse, doz.	0 15	0 50
Spinach, Canadian, box	0 50	1 00
Turnips, bag	0 50	0 15
Tomatoes, hothouse, lb.	0 15	2 00
Tomatoes, Montreal, box	1 75	1 00
Pumpkins, doz.	0 50	0 50
Squash, doz.	0 40	0 50
Vegetable marrows, doz.	0 40	0 30
Watercress, Canadian, doz.	0 30	

TORONTO

FRUIT.—Apples generally have firming up. There was a good demand, and in view of the reports, which seem to carry weight, of poor and spoilt crops, higher prices are not unexpected. We quote 25c to 40c per 11-quart basket. Cranberries show an easier tendency, as more and more come along. Both Jamaica and Valencia oranges are firmer and higher, and the former are now up to \$6. Peaches aplenty are getting good business at reduced levels, which is

not surprising in view of the very heavy supplies. A few cantaloupes are still selling, but they are getting down and levels are correspondingly getting up. Grapefruit is a trifle firmer again, with a good demand. Quinces are worth 50c to 60c for a 11-qt. basket. Business last week, prior to the holiday, was very good and well distributed, all lines sharing in the orders. Grapes too are moving with increased rapidity.

Apples, new, bbl.	2 50	3 50
Apples, 11-qt. basket	0 25	0 40
Apples, crab	0 40	0 50
Bananas, per bunch	1 25	2 00
Cocanuts, sack	4 50	5 00
Cantaloupes, Can., 11-qt. basket	0 30	0 60
Cantaloupes, imported	4 00	4 50
Cranberries, bbl.	8 75	9 00
Grapefruit—		
Jamaica, case	4 50	5 00
Grapes, Tokay, case	1 85	2 00
Can., 6-qt. basket	0 20	0 25
Oranges—		
California, Valencias	5 00	6 00
Jamaica, case	3 75	4 00
Lemons, new, Verdelli, box	4 00	4 25
Limes, per 100	1 50	1 50
Peaches, Can., 11-qt.	0 25	0 65
Peaches, Can., 6-qt.	0 12	0 25
Pears—		
California, Bartlett, box	2 75	3 00
Canadian, 11 qt. basket	0 40	0 75
Plums, Canadian, large basket	0 25	0 45
Quinces, 11-qt. basket	0 50	0 65

VEGETABLES.—The firmness in the potato situation continues unabated and both Ontarios and Delawares are again up a nickel, making them now \$1.25. So far, supplies have shown no sign of increase and demand is heavy. The rot becomes more and more of a nuisance each week. Vegetable marrow is down a trifle. It appears to be somewhat of a drug. Onions are firmer, particularly Spanish, and these we now quote at \$3.75 to \$4. a case. Supplies are by no means heavier than demand can take care of. Canadian beets are worth 55 to 60 cents a bag. Cucumbers are firmer and higher. Business is now brisker with the continuance of the colder weather.

Beets, Canadian, bag	0 55	0 60
Beans, basket	0 40	0 50
Cabbage, new, doz.	0 25	0 40
Carrots, new, basket	0 25	0 35
Celery, doz.	0 25	0 40
Cucumbers—		
Canadian outdoor, basket, 11 qts.	0 50	0 65
Egg plant	0 20	0 30
Onions—		
Can., 75-lb. sack	1 15	1 25
Spanish, case	3 75	4 00
Green peppers, basket	0 25	0 35
Peppers, red	0 35	0 40
Potatoes, Ontario, new, bag	1 15	1 25
Potatoes, N.B., Delawares	1 20	1 25
Parsnips, 11 qt.	0 30	0 35
Tomatoes, Canadian, 11 qt.	0 30	0 40
Turnips, 11-qt. basket	0 20	0 25
Vegetable marrow	0 20	0 30

(Continued on page 39.)



FISH AND OYSTERS



Frozen Halibut Now Selling

No Fresh to be Had—Frozen About a Cent Lower Than Last Year—Whitefish Up Again and Very Scarce.

MONTREAL

FISH—There is nothing very important to relate in the fish trade. The demand keeps steady, and so do prices. Fresh fish from the East continues to arrive in small quantities, and good supplies are arriving from the West and the Lakes. Fishing is now closed in Manitoban lakes; so, after this week, for all kinds of lake fish, the trade will be supplied from whatever is produced nearer the home markets, and the balance will have to be supplied from frozen stock. Already a few carloads of frozen yellows and jacks are coming here, in fact some frozen salmon and halibut will arrive in time for the opening of frozen fish, which is bound to take place soon on account of scarcity of fresh material, fillets and haddies are scarce. Lobsters are also extremely scarce. In the lines of pickled and salted fish, some good sized shipments are moving to and fro, but the general movement has not set in yet. Green codfish is reported plentiful; so are Labrador herrings; and the trade takes the stand that prices should be reasonable at least, for a certain period to come.

TORONTO

FISH AND OYSTERS.—Whitefish, after a period of scarcity, gets only more scarce, and will soon be unobtainable. Price this week is up to 14 cents and at that there isn't very much to be had. It doesn't look as if there will be any change in this situation now. It is too late to expect it. Eels are conspicuous by their absence. There are few or none around. Fresh halibut is markedly scarce, so much so, in fact, that frozen is now getting most of the business. It sells a cent under last year's closing price, viz., for 11 cents. There is a plentiful demand. There is hardly any fresh halibut to be gotten. Oysters have now definitely started and are getting trade. Hotel and restaurant trade is particularly good in oysters. Standards we quote at \$2.25. Solids are worth \$1.75.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.12	.12
Haddies, Niobe, boneless, per lb....	.10

Herring, Ciscos, per lb.16
St. John bloaters, 100 in box	1.20	1.25
Yarmouth bloaters, 60 in a box	1.25	1.25
Smoked herrings, medium, box.....	.18
Smoked boneless herrings, 10-lb. box	1.50
Kippered herrings, selected, 60 in box	1.30	1.50
Smoked salmon, per lb.20	15-17
Smoked halibut10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.13	.13
Red, steel heads, per lb.12	11-12
Red, sockeyes, per lb.12
Red, Cohoes or silvers, per lb.08½-.09	.12
Pale qualla, dressed, per lb.07-.07½	.08
Halibut, white western, large and medium, per lb.10	.12
Halibut, eastern, chicken, per lb....	.10	.12
Mackerel, bloater, per lb.07½-.08	.12
Haddock, medium and large, lb.04½-.05	.06
Market codfish, per lb.08½
Steak codfish, per lb.05½-.06	.08
Canadian soles, per lb.06
Blue fish, per lb.15-16
Smeits09	.12
Herrings, per 100 count	2.00	3.00
Round pike06-.06½
Grass pike08
Swordfish, lb.08

DRIED AND PREPARED FISH.

Dried Haddock	6 00	7 60
Dried codfish, medium and small, 100 lbs.	6 50	6 00
Dried hake, medium and large, 100 lb.	5 50	6 00
Dried pollock, medium and large, 100 lb.	5 00	5 00
Dressed or skinless codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 12	0 12
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15
BULK OYSTERS, CLAMS, ETC.		
Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50	1 50
Selects, per gal., solid meat	2 00	1 95
Best clams, imp. gallon	1 80
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best standards, pt. cans, each....	0 40	0 40
Sealed, best select, quart cans, each....	0 50	0 75
CLAMS, MUSSELS AND SHELL FISH.		
CRUSTACEANS, ETC.		
Cape Cod shell oysters, per lb.	12 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Live lobsters, medium and large, lb.	0 35	0 45
Little necks, per 100	1 25	1 60

FRESH SEA FISH.

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

FRESH LAKE FISH.

Carp, lb.	0 08
Pike, lb.	0 08	0 07
Perch, lb.	0 08	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 13	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 11	0 12
Dressed bullheads	0 12
Eels, lb.	0 08	0 08
Dore	0 10¼-11	0 13

FROZEN LAKE AND RIVER.

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

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00

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

WINNIPEG

FISH AND POULTRY.—There was a little more activity in poultry last week in anticipation of Thanksgiving, but trade for the season has been light. There is more activity in oysters, but sales are not up to average. Staple lines of fish are in moderate demand.

Fresh salmon	0 14
Fresh halibut	0 09
Picklerel	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 09
Finnan haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goldeyes, dozen	0 90
Oysters, gallon	2 50
Oysters, 3-gallon tins	7 00

POULTRY—

Fo w.l.	0 11
Roosters	0 09
Chickens	0 16
Turkeys	0 12 0 14
Ducks	0 12
Ducklings	0 12
Geese	0 12

THE WISE FOOL

"The worm will turn in time," observed the sage.

"So will the fish if you keep him long enough," replied the fool.

Brown (on fishing trip)—Boys, the boat is sinking! Is there anyone here who knows how to pray?

Jones (eagerly)—I do.

Brown—All right. You pray, and the rest of us will put on life belts. There's one shy."

"Well, what's the catch to-day?" asked the commanding officer.

"Thirty prisoners, excellency."

"Bah! I never take home a string less than 30,000. Throw 'em all back."



PRODUCE AND PROVISIONS



Cheese and Eggs Higher

Exports of Cheese to England Mean Higher Levels—Storage Eggs Now Getting the Business—Butter Firm and Trade is Brisk—Big Selling of Poultry Over Holiday.

MONTREAL

PROVISIONS. — Wholesalers made further advances this week in the prices of both compound and pure lard. Compound is now being quoted at an advance of 1/4c over last week's prices, which is on a basis of 10 1/2c for tierces; pure is quoted at an advance of a cent, which is on the basis of 13 1/2c for tierces. The advance in compound is due to strength in the oil market, and the pure lard market was strengthened last week, some said, on account of the Balkan crisis.

Hams—	
Small, per lb.	0 30
Medium, per lb.	0 19
Large, per lb.	0 18
Bacon—	
Plain, bone in	0 24
Boneless	0 25
Peameal	0 25
Bacon—	
Breakfast, per lb.	0 22
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 15
Cooked Meats—	
Hams, boiled, per lb.	0 25
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 25
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15 1/2
Long clear bacon, 80-100 lbs.	0 14 1/2
Flanks, bone in, not smoked	0 15 1/2
Barrelled Pork—	
Heavy short cut mess	25 00
Heavy short cut clear	25 00
Clear fat backs	27 00
Clear pork	27 00
Lard, Pure—	
Tierces, 350 lbs. net	0 13 1/2
Tubs, 50 lbs. net	0 14 1/2
Boxes, 50 lbs. net	0 13 1/2
Pails, wood, 20 lbs. gross	0 14
Pails, tin, 20 lbs. gross	0 14
Cases, 10 lbs., tins, 60 in case	0 14 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 15 1/2
Bricks, 1 lb., each	0 16
Lard, Compound—	
Tierces, 375 lbs., net	0 10 1/2
Tubs, 50 lbs., net	0 11
Boxes, 50 lbs., net	0 10 1/2
Pails, wood, 20 lbs. net	0 11 1/2
Pails, tin, 20 lbs. net	0 11 1/2
Cases, 10-lb. tins, 60 in case	0 12 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 12
Bricks, 1 lb., each	0 13
Hogs—	
Dressed, abattoir killed	13 75 14 00

BUTTER.—There are no changes in butter prices this week, the market being unsettled, and offerings in the country sold at a decline. Notwithstanding this, a fair amount of business was done throughout the week.

Butter—	
Finest creamery	3 33
Dairy prints	0 26
Dairy, solids	0 24
Separator prints	0 23
Bakers'	0 21

CHEESE.—There are no changes in quotations. The tone of the market in the early part of last week was firm, and prices had a tendency upward. Fol-

lowing Thursday the market became still firmer, and advances took place at the country boards. A fair business was done over the cable, but the demand was principally for small amounts.

EGGS.—Following the advances of the past two weeks, there was no change this week, although the tone of the market continues firm, with a continued good demand from English importers and steady demand for domestic use. Receipts of strictly new-laid are falling off, and there may possibly be further advances here next week.

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

POULTRY.—Large supplies of poor chicken are arriving on the market, and no sufficient good fat chicken to supply the demand. Some poultry raisers seem under the impression that feathers and frame are all that constitutes chicken. Good fancy crate-fed chickens are bringing good prices, but there are few on the market. There was a good demand throughout Thanksgiving for all kinds of poultry, but the turkeys were not so fat on account of the day being so early in the year.

Poultry—	
Frozen stock—	
Fowl, small	0 13 0 15
Turkeys, fancy	0 25 0 25
Ducks	0 14 0 17
Geese	0 12 0 15
Pigeons, pair	0 30 0 35
Fresh stock—	
Fowl, dressed	0 15 0 19
Roasting chicken, milkfed, 3-3 1/2 lbs.	0 21 0 23
Roasting chicken, ordinary	0 18 0 20
Spring broilers, dressed, pair	0 75 1 00
Squabs, Canadian, pair	0 60 0 60
Squabs, Philadelphia, pair	0 70 0 70
Live stock—	
Fowl, 5 lbs. and over	0 17 0 18
Fowl, small	0 14 0 15
Turkeys	0 19 0 20
Ducks, old	0 14 0 14
Geese	0 09 0 10
Ducklings, 3 lbs.	0 14 0 15
Chicken	0 13 0 14

Receipts in Montreal

	Butter,	Cheese,	Eggs,
	Boxes	Boxes	Cases
Week ending Oct. 9, 1915....	14,835	54,240	17,671
Week ending Oct. 10, 1914....	8,430	54,337	4,503

TORONTO

PROVISIONS.—Except for a slight shading in the price of long clear bacon, making a top price of 13 1/2c, there is lit-

tle change in the market. There is a firmness in bacons and an easiness in cooked meats which, taken together, would infer the effect of the beginning of the cold and the cessation of the hot weather. Lard remains firm at levels quoted with a good deal of buying.

Hams—	
Light, per lb.	0 18 0 18 1/2
Medium, per lb.	0 18 1/2 0 19
Large, per lb.	0 14 1/2 0 15
Bacon—	
Plain, per lb.	0 23 0 24
Boneless, per lb.	0 25 0 26
Pea meal, per lb.	0 25 0 27
Bacon—	
Breakfast, per lb.	0 20 0 23
Roll, per lb.	0 14 0 15
Shoulders, per lb.	0 14 0 15
Pickled meats—1c less than smoked.	
Dry Salt Meats—	
Long clear bacon, light	0 13 0 13 1/2
Cooked Meats—	
Hams, boiled, per lb.	0 25 0 25
Hams, roast, per lb.	0 26 0 27
Shoulders, boiled, per lb.	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 11 1/2 0 11 3/4
Tubs, 50 lbs.	0 11 1/2 0 12
Pails,	0 12 0 12 1/2
Tins, 3 and 5 lbs., per lb.	0 12 0 12 1/2
Bricks, 1 lb., per lb.	0 12 1/2 0 13 1/4
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 09 0 09 1/2
Tubs, 50 lbs., per lb.	0 09 1/2 0 10
Pails, 20 lbs., per lb.	0 10 1/2 0 11 1/4
Hogs—	
Dressed, per cwt.	9 85
Live, per cwt. off cars	13 50

BUTTER.—The market remains firm and very brisk for all grades. Domestic demand has brightened noticeably and stocks are not high. Creamery, by the way, is of markedly better quality and there is a disposition to buy it and dairy in more equal quantities. It will be remembered that dairy was considerably in demand this summer. We quote 31 to 32 for creamery.

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

CHEESE.—Once more cheese is taking the elevator and we have to record another advance of half a cent. The make continues adequate for normal demands but there is a big export call and our new level of 16 to 16 1/2 is a firm quotation. Stocks in Liverpool are said to be light, and even at what are certainly high levels for English buying cheese finds strong and continuous demand over the water.

Cheese—	
Large, per lb.	0 16 0 16 1/2
Twins, per lb.	0 16 1/4 0 16 1/2

EGGS.—The big buy in the egg mar-

ket now is storage. In a few days this trade has swung into its stride, and we quote a price of 29 to 30. New laids are very hard to get and it looks as though we will have an advancing market. We quote 35 to 36 in cartons, while straight new laids are up to 32-33c. This is a gain on a week ago of virtually 3 cents, and may be taken as some indication of the big demand coupled with the scarcity. The latter is the more important factor. Storage this week are fetching virtually last week's price on new laids.

Eggs—

Specials (in cartons), doz.....	0 35	0 36
No. 1s (straight new laids)	0 32	0 33
No. 1, straight storage	0 29	0 30
No. 2	0 23	0 26

POULTRY.—The market was swamped with offerings for Thanksgiving and now the big day is over poultry is about a cent to two cents off. Chicken was the big bet for the holiday trade but there was so much of it that the price declined. We quote 11 to 12c. This is three or four cents lower than last week. Old turkey remains unchanged. Ducklings are down about a cent.

Poultry—

	Live.	Dressed.
Old fowl, pound	0 07-0 10	0 15-0 16
Spring broilers	0 11-0 12	0 18-0 20
Old turkeys	0 11-0 12	0 17-0 21
Ducklings	0 10-0 11	0 16-0 17

HONEY.—Business has been noticeably brisker of late. There is no marked change in the situation though, and none in price.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.—An unexpected drop in lard is a feature this week, due to importations from the United States. Eggs are higher and supplies from the country are falling off. Butter is up, 1 cent per lb. higher. Cheese is firm and all cured meats likely to go higher.

Hams—

Light, per lb.	0 18
Medium, per lb.	0 17
Large, per lb.	0 14
Backs, clear, per lb.	0 21

Bacon—

Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13

Dry Salt Meats—

Long clear bacon, light	0 19
-------------------------------	------

Cooked Meats—

Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23

Barrelled Pork—

Heavy pork, per bbl.	20 00
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Lard—

Tierces	0 12½
Pails	2 62
Cases, 5s	8 02
Cases, 3s	8 10

BUTTER.—

Butter—

Creamery	0 29	0 31
Best dairy	0 19	0 24
Cooking	0 12	0 15

EGGS.—

Eggs—

No. 1 fresh	0 26
Straight receipts	0 20

CHEESE.—

Cheese—

New, large	0 16
New, twins	0 16½
Manitoba	0 13½

THE POTATO SITUATION

Montreal, Oct. 14—(Special)—The most important feature of the market this week is a further strengthening of the potato market, due to short crop principally. The situation appears to be worse than was at first realized, as Prince Edward Island, where digging has not yet commenced, also reports a bad crop on account of rains. As stated last week, the crop in New Brunswick is short on account of blight and lack of potash in fertilizer. Crops in Quebec and Ontario are also much below average. Wholesalers jumped their prices to well over a dollar this week, and the fact that large government orders have recently been placed for supplies (dried) to be used for the soldiers in France, has scared dealers into buying, which may send the market up higher still before many days. Western Canada seems to be better off—as far as potatoes are concerned.

The situation in P.E.I. is described by a grower, who, writing to his representative in Montreal, says: "Re white potatoes. It is too early to quote, as on account of stormy weather, etc., the crops will be short this year. Digging had hardly commenced when a terrible rain storm came up, following which it was impossible to secure a car of potatoes anywhere. There will not be many red or white potatoes to ship from this Province. The crazy embargo that had been placed on our potatoes going to Ontario and the West, drove our people back to MacIntyres, which is the only potato we can sell to the East of us. The result is that if your people want potatoes this year, they must learn to use MacIntyres, which are the best potato grown in the Province."

Another grower writes in the following words: "Our potatoes here have not yet been dug, i.e., reds and blues. There are some early varieties, but they are not plentiful. It will be about ten or fifteen days before the potato crop will be fit to ship; consequently, it would be unsafe to make quotations now, as the price is not fixed. Our crop will be poor—about a half. Think we will be able to quote about the 20th inst."

CANADA'S WAR SUPPLIES.

(Continued from page 18.)

hand hammers, punch-cutters, farriers tools, etc., etc.

The field forges have proven very acceptable to judge by the business which has been done and there are strong indications that the Canadian type supplied has met with favor.

The cement sacks referred to numbered about 8,000,000 and were secured from the Canada Cement Company.

Unfruitful Negotiations

While negotiations started from this side of the Atlantic have resulted in considerable business there have been a great number of articles which have been brought to the attention of the British authorities which have not yet figured in the orders placed. However, this information will be on file and should the need arise Canada should figure in the business developing. Mr. Fitzgerald states that there is on this list some forty items including tinned fowl, woolen manufacturers, etc., etc. It is the desire of the purchasing agent to get into touch with every manufacturer who may think that he is capable of turning out useful war supplies of any kind and he will at once place his proposition before the officials of the War Department.

How Orders Are Placed

In connection with the placing of orders, Mr. Fitzgerald explains that in practically every case there is a sealed sample submitted with the requisition but that it is not always possible to exactly duplicate it. He usually calls for samples and if it is found that similar products cannot be secured he submits what he considers to be a good substitute and if this is satisfactory orders are accordingly placed. In other cases business has been developed as the result of the initiative being taken on this side and then it is not a case of trying to duplicate a sample but of sending something that will be favorably passed upon.

FRUIT AND VEGETABLES

(Continued from page 36.)

WINNIPEG

FRUITS AND VEGETABLES.—There are several changes in the fruit list this week. Oranges are scarce and dear. Ontario apples are fairly plentiful and somewhat cheaper. Cape Cod cranberries are on the market at \$11 per barrel. Manitoba potatoes have advanced to 50c per bushel; the quality is poor and heavy supplies will have to be imported.

Fresh Fruits—

Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket	0 27	
Ontario pears, per basket	0 30	0 60
Tokay grapes, case	2 50	
Valencia orange, case	6 00	6 75
California lemons	5 00	6 80
Cocconuts, dozen	1 00	
Plums, case	0 75	1 10
Bananas, bunches	2 50	3 50
Cranberries, Cape Cod, bbl.	11 00	

VEGETABLES.—

Vegetables—

Beets, per lb.	0 00½
Mint, per dozen	0 20
Radishes, per dozen	0 10
Onions, per dozen	0 10
Cabbage, per lb.	0 00½
Parsley, dozen	0 15
Peppers, per basket	0 75
Mushrooms	0 25
Carrots, per pound	0 01
Head lettuce, dozen	0 40
Cucumbers, per dozen	0 75
Cauliflower, per dozen	1 00
Garlic, lb.	0 40
Potatoes, bushel	0 45
Turnips, bushel	0 45



FLOUR AND CEREALS



Mill Feeds Down Again

Three Main Lines Drop a Dollar—No Change in Flour—Export Picks Up a Trifle, But General Business is Dull—Cereals Remain Unaltered.

MONTREAL

FLOUR—A better import demand has opened up for all grades of spring wheat flour, and the prices being bid are in line with millers' views. Owing to sharp advance taking place in wheat, prices for export were advanced later. There has also been a fair demand from export for winter wheat flour. A better demand continues to exist in the flour market here, following a strengthening of the Winnipeg wheat market, and considerable buying has taken place from local buyers in spring wheat flour. Prices remain same as have been quoted for several weeks past.

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

CEREALS—The strengthening of the market for oats during the past week had the effect of giving a firmer tone to the market for rolled oats. There is, however, little improvement in the demand. Buying, despite the cooler weather, continues to be from hand to mouth.

Cornmeal—	Per 95-lb. sack
Gold dust	2 80
Unbolted	2 15
Roller Oats—	90's in jute.
Small lots	2 40
25 bags or more	2 50
Packages, case	3 90
4 00	
Roller oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in jute.	
Roller Wheat—	100-lb. bbls.
Small lots	3 80
Hominy, per 95-lb. sack	2 75
Corn flour, bag	2 60
Rye flour, bag	3 25
Barley, pot	3 00

FEEDS—No changes took place this week in the feed quotations, although the tone of the market is still on the easy side, attributed to the fact that some of the mills are working full time on new crop. Should the demand for flour improve there is no doubt that prices on many feed lines would fall.

Mill Feeds—	Per ton
Bran	23 00
Shorts	25 00
Middlings	30 00
Wheat moulee	29 00
Feed flour, bag	1 87½
Mixed chops, ton	29 00
Crushed oats, ton	30 00
Barley, pot, 95 lbs.	2 85
Oats, chop, ton	30 00
Barley chop, ton	28 00
Feed oats, cleaned, Manitoba, bush.	0 80
Feed wheat, bag	1 30

TORONTO

FLOUR.—The situation has not changed at all this week. Manitoba first patents are still worth \$5.75 and the Board of Trade quotation on Ontario new winter wheat flour again averages \$3.80. The only kind of business which would appear to be doing at all is for bakers' contracts. Ordinary buyers persist in holding off. A word of warning might be said. There is such a thing as waiting too long. It does not, at the moment, appear probable that we will see lower flour levels. Domestic demand is weak. Export is better, and a good deal more steady and less spasmodic.

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

CEREALS.—This market is entirely without feature. There is a little business in barley but nothing write home about. Rolled oats are dull.

Barley, pearl, 95 lbs.	5 00
Buckwheat grits, 95 lbs.	4 15
4 25	
Corn flour, 95 lbs.	2 85
2 75	
Cornmeal, yellow, 95 lbs.	2 25
2 40	
Graham flour, 95 lbs.	2 50
2 60	
Hominy, granulated, 95 lbs.	3 00
3 00	
Hominy, pearl, 95 lbs.	2 75
2 75	
Oatmeal, standard, 95 lbs.	2 75
2 75	
Oatmeal, granulated, 95 lbs.	2 45
2 85	
Peas, Canadian, boiling, bush.	5 00
5 00	
Peas, split, 95 lbs.	2 40
2 40	
Roller oats, 90-lb. bags	3 10
3 10	
Roller wheat, 100-lb. bbl.	2 80
2 80	
Rye flour, 95 lbs.	2 50
2 50	
Whole wheat flour, 95 lbs.	2 85
2 85	
Wheatlets, 95 lbs.	

MILL FEEDS.—Once more feeds have dropped. This is the natural tendency about this time of the year and bran and shorts and middlings are all down about one dollar. Demand is limited but supplies are heavy because mills are all pretty busy grinding again now. The old relationship of heavy demand and light supply has been reversed.

Mill Feeds—	Mixed cars, per ton
Bran	22 00
22 00	
Shorts	24 00
24 00	
Middlings	25 00
25 00	
Feed flour, per bag	1 50
1 50	
Oats—	
No. 3, Ontario, outside points	0 35
0 37	

WINNIPEG

FLOUR AND FEED.—Flour trade is dull, millers reporting only a hand-to-mouth domestic trade and export business is dull. Bran and shorts are down

\$2 per ton. There is little demand for mill feed, as feed grains are plentiful and likely to be cheap.

Flour—	
Best patents, per sack 95 lbs.	2 90
2 90	
Bakers, per sack 95 lbs.	2 65
2 65	
First clears	2 20
2 20	
Second clears	1 75
1 75	
Roller oats, 80 lbs.	2 30
2 30	
Standard granulated oatmeal, 95 lbs.	2 80
2 80	

WAR'S DRAIN ON GERMANY

Washington, D.C., Oct. 12.—An indication of the effects of war upon trade and industry is afforded by figures received by the Bureau of Foreign and Domestic Commerce, Department of Commerce, which show the number of enlistments of male members of the German Central Union during the period ending April 30, 1915. That organization, according to "Correspondenzblatt der General-Kommission der Gewerkschaften," Berlin, had, on April 1, 1914, 2,300,298 members, representing about 50 different trades. Taking account of all of the trades, the number registered represented about 64 per cent. of the corresponding population of Germany. Naturally in many single lines the percentage of members of the Central Union differs widely from this average.

Of these 2,300,298 members, 958,247, or 41.7 per cent. had enlisted in the war up to April 30, 1915. The trades furnishing the largest number of enlistments were, in order of numerical importance, metal workers, builders' men, transportation employes, wood workers, factory workers, miners, textile workers, book printers, carpenters, municipal employes and brewery and mill workers. Butchers with 84.2 per cent. of the members enlisted, stood at one end of the scale, and tobacco workers, with 21.6 per cent. at the other.

Lorne Anderson, for eight years with Michie & Co., grocers, King street west, Toronto, has enlisted for overseas duty. Although having no previous military experience he showed an aptitude for soldiering and received his first stripe a few days after enlistment. He is now a lance corporal.

YOUR CUSTOMERS

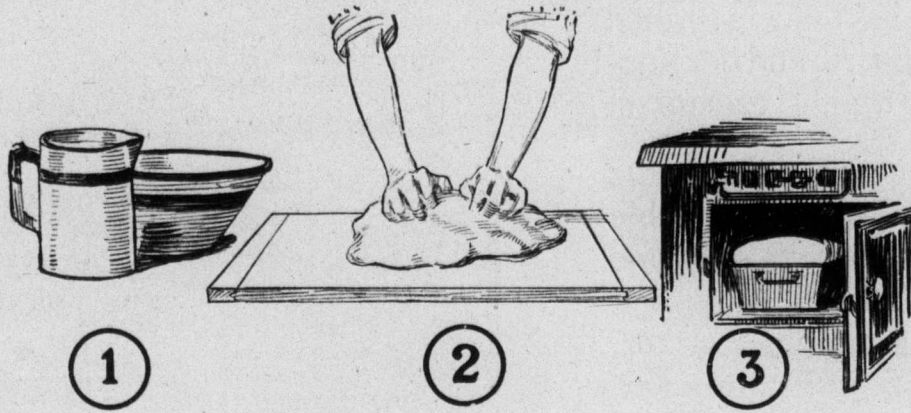
TAKE PRIDE IN GOOD BAKING. STOCK UP WITH

RAINBOW FLOUR

AND REAP THE PROFITS FROM PERMANENT REPEATS

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The Three Secrets of Successful Bread

I The flour mixes evenly with the milk. Every particle is moistened thoroughly.

This is due to two facts. One is that it is ground remarkably fine and even. The other is that the same grade of wheat is used throughout.

II The yeast mixes evenly with the batter made above. When the dough is ready you may count on it rising perfectly.

For when the yeast mixes evenly with the other ingredients, the dough is certain to *ferment* evenly.

III Once in the stove such bread is sure to *bake* evenly. No lumps. No sogginess. Light, white, even-textured bread is the result.

Among flours, Rainbow Flour is ground finest and most uniformly. It mixes evenly, ferments evenly and bakes evenly into the best bread a hungry family could fancy.

RAINBOW FLOUR

Canadian Cereal and Flour
Mills Co., Limited



CABLE ADDRESS: "CANCEREAL"
TORONTO



Keep Posted

on the Development and Progress of Canadian Affairs

MacLean's — a *Made-in-Canada Magazine* — for keeping its readers posted on the progress and development of things Canadian.

You will be interested in the series by the inimitable *Gadsby*. There is only one H. F. Gadsby—witty and discerning political writer, master of josh and jolt, coiner of epigrams and greatest of paraphrasers — and Gadsby is giving his very best work to *MacLean's Magazine* in a series of sketches of prominent Canadians.

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20 cents a copy. \$2.00 a Year.

The MacLean Publishing Co., Limited

143 University Ave., Toronto, Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER. WHITE SWAN SPICES AND CEREALS, LTD.

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

ROYAL BAKING POWDER.

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

Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. 3 00

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

DOMINION CANNERS, LIMITED.

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.		

8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

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

BLUE.

Keen's Oxford, per lb. \$0 11
In 10-lb. lots or case 0 18

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$1, \$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.	\$3 00
Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	6 90

Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27

Icings for Cake—

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

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

More Practical Articles

THERE is only one more issue between this and Canadian Grocer's Fall Campaign Number of October 29. The editorial department have practically completed the feature articles for this big issue, and as intimated in the past, we have secured from our readers a large number of bright, practical, ginger-up articles, which will be of actual money value to every reader. In addition to those already mentioned, here are a few more:

Splendid Christmas Prospects—More than 35 Canadian retailers contributed to this single article. Every province in the Dominion is represented, and there is told in considerable detail the fact that the past ten months have been particularly bright ones so far as business is concerned and the future is pointed to with splendid assurance. Prospects everywhere are bright for a big Fall and Christmas trade. Not only that, but these retailers tell how last year they increased their Christmas trade by adopting out-of-the-ordinary methods. That this article will be a particularly valuable one can readily be observed.

A Provision Department That Sells—Here is an article dealing with one of the largest Provision Departments in the country. It was recently fitted up with handsome new fixtures and arranged so that the salesmen and salesladies would be in a position to serve the greatest number of people in the least possible time. A full description of this provision department is included in the article as well as views of the various counters. The article shows how the sales of cured and cooked meats, as well as fresh meats have been increased, and also how business in the fish department is gone after. It all demonstrates the fact that there is money in auxiliary departments to groceries if the business is gone after in the proper way. It also shows that during a time when business might be considered below the mark the turnover can be increased by the addition of rightly operated departments.

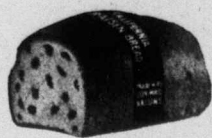
Selling Methods of a British Columbia Dealer—Two splendid views of store interiors are shown in this article which comes from the Pacific Coast. Methods adopted to get after business are presented. How the clerks are urged to use salesmanship methods in every possible way is shown. This article is a particularly splendid one from the standpoint of making extra sales and it should be read by every dealer.

Price Comparison Table—This is a table showing prices of some 20 or 30 staple foodstuffs, extending over a period of 25 years. This table presents the ups and downs in these staple lines during that period on a particular date each year. All figures were taken from the files of Canadian Grocer, as market reports have been a feature of this paper ever since it was established almost 30 years ago. The table will present many surprises, particularly when it is considered that this is a war year.

The illustrations that will appear in the Fall Campaign Number are among the brightest and best we have ever assembled. The Fall Number will be a big illustrated edition compiled almost entirely through the co-operation of our many readers. Its advantageous character is therefore self-evident.

Toronto, Oct. 14, 1915.

THE EDITOR.



You will like this kind of bread



because it is made with this kind of raisins

Are You Getting Your Share?

of the increased demand for *raisin bread* and *package raisins* which has been created by our nation-wide advertising campaign on California Raisin Bread, made with Sun-Maid Raisins?

If you are, there is more to come.

If you are not, do not delay another day to reap the benefits of it.

What we have done for the raisin bread and general raisin business is only the first part of what we are going to do. We have planned other full pages in the Saturday Evening Post and the Ladies' Home Journal.

We are making millions of mouths water for Sun-Maid Raisins, and the goodies that are made of them. We are giving raisins a new importance in the minds of the American people. They are ceasing to be merely an incidental detail of your business.

You are bound to be helped by this campaign boosting raisins, whether you handle the Sun-Maid kind or not; but you cannot expect to get the full results possible for yourself unless you identify yourself at once with us and our product—the first raisin to be nationally advertised.

How to Do It

Let us tell you what this means, to you and to us. Let us tell you how we help *our* business by helping *yours*, and how we help your business by helping *ours*. Send for the full particulars of our plan of co-operation. Thousands of grocers all over the country are benefiting by it. You should be one of them.

Send us the attached coupon at once so that you may begin to make extra profits at once.

CALIFORNIA ASSOCIATED RAISIN CO.

Home Office, Fresno, California
Hearst Building, Chicago 113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (74)

Name

Street

City

Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90
JOHN P. MOTT & CO'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perras, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's	0 24
Plain choice chocolate li- quors	20 30
Sweet chocolate coatings ..	0 20

CONDENSED AND EVAPOATED MILK.	
BORDEN MILK CO., LTD.	
East of Fort William, Ont.	
Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 30
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 60
"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 50

COFFEE.	
WHITE SWAN SPICES AND CEREALS, LTD.	
WHITE SWAN.	
1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 36
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
MOJA.	
1/2 lb tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	
MINTO BROS.	
MELAGAMA COFFEE.	
Ret.	Whol.
30c 1s, 1/4s, B. or G.	0 25
40c 1s, 1/4s, B. or G.	0 32
45c 1s, 1/4s, B. or G.	0 34
50c 1s, 1/4s, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 60 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	
MINTO COFFEE (Bulk.)	
M. Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb. tins.	
FLAVORING EXTRACTS.	
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.	
1 oz. bottles, per doz., weight, 3 lbs.	\$ 1 25
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00
CRESCENT MFG. CO.	
CRESCENT MAPLEINE.	
Special Delivered Price for Canada.	
	Per doz.
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 90
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each \$10.	7 50
Gallons, each, retail each \$18.	14 50
GELATINE.	
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10
W. CLARK, LIMITED, MONTREAL.	
Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Bolled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lambs' Tongues, 1/4s, \$1.90.	
Sliced Smoked Beef, tins, 1/4s, \$1.65; 1s, \$2.65; 4s, \$13.75.	

**OVAL
Apple
Picking
Baskets**

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

Prompt Shipment.

Order Now.

Walter Woods & Co.
Hamilton Winnipeg

Cranberries
Sweet Potatoes
Tokay Grapes
California Pears
Western
Boxed Apples

Oysters, Haddies, Kippers,
Digby Herrings, Fillets.
Fresh Halibut, Trout, etc.

White & Co., Limited
Wholesale Fruit and Fish
TORONTO

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

By Joseph M. Walsh

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

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

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

\$2.00

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

**The
Apple
Crop**

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

Lemon Bros.
OWEN SOUND, ONT.

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

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

They will be among the first arrivals.

J. J. McCabe
Agent
TORONTO

The new and better Baking Powder



Not an experiment, but the result of scientific research covering a number of years. If you would handle a reliable powder that makes and holds customers, get in touch with us.

STRENGTH and PURITY
MacLaren Baking Powder
Company, Limited
41-45 Lombard Street
TORONTO

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL

Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.	Cases, 3 lbs., 20 to case .. 0 11¼
Tongue, Ham and Veal Pate, ¼s, \$1.20.	Cases, 10 lbs., 6 to case .. 0 11
Ham and Veal, ¼s, \$1.	F.o.b. Montreal.
Potted and Devilled Meats, tins	MUSTARD.
— Beef, Ham, Tongue, Veal,	COLMAN'S OR KEEN'S.
Game, ¼s, 50c; ½s, \$1.	Per doz. tins
Potted Meats, Glass — Chicken,	D. S. F., ¼-lb. \$ 1 60
Ham, Tongue, ¼s, \$1.25.	D. S. F., ½-lb. 2 90
Ox Tongues, tins, ¼s, \$2.40; 1s,	D. S. F., 1-lb. 5 70
\$5.00; 1½s, \$8; 2s, \$10.	F. D., ¼-lb. 0 95
Ox Tongues, Glass, 1¼s, \$9.75;	Per jar
2s, \$12.	Durham, 4-lb. jar 0 98
Mince-meat, Hermetically Sealed	Durham, 1-lb. jar 0 31
Tins, 1s, \$1.25; 2s, \$2.40; 3s,	JELLY POWDERS.
\$3.40; 4s, \$4.30; 5s, \$5.40.	WHITE SWAN SPICES AND
In Pails, 25 lbs., 8c lb.	CEREALS, LTD.
In Tubs, 45 lbs., 7½c lb.	White Swan, 15 flavors, 1
In Glass, 1s, \$2.25.	doz. in handsome counter
Plum Pudding, 1s, \$2.30; 2s, \$2.80.	carton, per doz. \$ 0 90
Clark's Peanut Butter — Glass	List Price.
Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.	SPICES.
50 lb. Pails, 15c.	WHITE SWAN SPICES AND
Clark's Peanut Butter—Pails 24	CEREALS, TORONTO.
lbs., 15c per lb.	Dredge
Clark's Tomato Ketchup, 8 oz.,	Canister 4oz.
\$1.35; 12 oz., \$1.90; 16 oz., \$2.40.	Round Pkgs.
1 gal. Jars, \$1.30; 5 gal. Jars,	Allspice \$0.90 \$0.90
\$1.25 per gal.	Arrowroot, 4 oz. tins,
Pork & Beans, Plain Talls, 1	55c. 00 00
60c; 2, \$1; 3, \$1.40; 6, \$4.50;	Cayenne 0.90 0.90
12, \$7.25.	Celery Salt
Individuals 50c doz.	Celery Pepper
Pork & Beans, Tomato Sc. Talls,	Cinnamon 0.90 0.90
1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50;	Cinnamon, 1 oz. Fag-
12, \$7.25.	ots, 45c. 00 00
Individuals 50c doz.	Cloves 0.90 0.90
Pork & Beans, Chili Flat, 1, 60c;	Curry Powder
2, \$1; 3, \$1.15.	Mace
Individuals 50c doz.	Nutmegs 0.90 ..
Pork & Beans, Tomato Flats, 1,	" Whole, 5c. Pkgs.,
60c; 2, \$1; 3, \$1.15.	45c.
Pork & Beans, Plain Flats, 1,	Paprika 0.90 ..
60c; 2, \$1; 3, \$1.15.	Pepper, Black 0.90 0.90
Vegetarian Baked Beans, Tomato	Pepper, White 1.10 1.10
Sauce, Talls, \$1.16.	Pastry Spice 0.90 0.90
Clark's Chateau Concentrated	Pickling Spice (Win-
Soups, 95c.	dow front) 0.75
Clark's Chateau Concentrated	Dozens to case 4 4
Soups, No. 1 Assorted, 95c.	Shipping weight, per
Spaghetti with Tomato and	case 10 lbs. 17 lbs.
Cheese, 1s, \$1.30 a doz.	WHITE SWAN LYE.
Fluid Beef Cordials, 20 oz. btls.,	Single cases, 4 doz. \$ 3 50
\$10 per doz.	5 case lots, 4 doz. 3 35
English Plum Puddings, 1s, \$2.30	Shipping weight 50 lbs. per case.
doz.; 2s, \$2.80 doz.	THE CANADA STARCH CO.,
LAPORTE, MARTIN, LIMITED	LTD., EDWARDSBURG
Montreal. Agencies.	BRANDS and
BASIN DE VICHY WATERS.	BRANTFORD BRANDS.
L'Admirable, 50 btles, litre,	Laundry Starches—
cs. 5 50	Boxes, Cents
Neptune 7 00	40 lbs., Canada Laundry .. .06¼
San Rival 8 00	40 lbs., boxes Canada white
VICHY LEMONADE.	gloss, 1 lb. pkg.06¼
La Savoureuse, 50 btles.,	48 lbs. No. 1 white or blue,
cs. 8 00	4 lb. cartons07¼
NATURAL MINERAL WATER	48 lbs. No. 1 white or blue,
Evian, Source Cachat, 50	3 lb. cartons07¼
btles, cs. \$0 00	100 lbs., kegs, No. 1 white .06¼
IMPORTED GINGER ALE	200 lbs., bbls., No. 1 white .06¼
AND SODA	30 lbs., Edwardsburg silver
Ginger Ale, Trayders, cs. 6	gloss, 1 lb. chrome pkgs. .07¼
doz. pts., doz. 1 15	48 lbs. silver gloss, in 6-lb.
Ginger Ale, Trayders, cs. 6	tin canisters08¼
doz., splits, doz. 0 95	36 lbs., silver gloss, 6-lb.
Club Soda, Trayders, cs., 6	draw lid boxes08¼
doz. pts., doz. 1 05	100 lbs., kegs, silver gloss, .07¼
Club Soda, Trayders, cs., 6	large crystals07¼
doz. splits, doz. 0 95	28 lbs., Benson's Satin, 1-lb.
BLACK TEAS.	cartons, chrome label07¼
Victoria Blend, 50 and 30-	40 lbs., Benson's Enamel
lb. tins, lb. 0 38	(cold water), per case ... 3 00
Princess Blend, 50 and 30-	20 lbs., Benson's Enamel
lb. tins, lb. 0 35	(cold water), per case ... 1 50
JAPAN TEAS.	Celluloid—boxes containing
H. L., ch., 90 lbs., lb. 0 35	45 cartons, per case 3 00
Victoria, ch. 90 lbs., lb. 0 30	Culinary Starch.
COFFEES.	40 lbs. W. T. Benson & Co.'s
Victoria, Java and Mocha	prepared corn07¼
Blend, 1-lb. tin, lb. 0 34¼	40 lbs. Canada pure corn
Victoria, Java and Mocha	starch (120-lb. boxes ¼c higher.)
Blend, 5, 10, 25, 50-lb.	Casco Potato Flour, 20-lb.
tins, lb. 0 32	boxes, per lb.10
Princess, Java and Mocha	BRANTFORD STARCH.
Blend, 1-lb. tin, lb. 0 22	Ontario and Quebec.
MALT EXTRACT.	Laundry Starches—
Miller of Milwaukee, cs. 2	Canada Laundry—
doz., cs. 4 25	Boxes about 40 lbs.06
Miller of Milwaukee, bri. 8	Acme Gloss Starch—
doz., bri. 16 20	1-lb. cartons, boxes of 40
BOAR'S HEAD LARD	lbs.06¼
COMPOUND.	First Quality White Laundry—
N. K. FAIRBANK CO., LTD.	3-lb. canisters, cs. of 45 lbs. .07¼
Tierces 0 10¼	Barrels, 200 lbs.06¼
Tubs, 60 lbs. 0 10¼	Kegs, 100 lbs.06¼
Pails, 20 lbs. 0 10¼	Lily White Gloss—
Tins, 20 lbs. 0 10¼	1-lb. fancy carton cases 30
Cases, 5 lbs., 12 to case .. 0 11¼	lbs.07¼
	8 in case06

In buying
KETCHUP

remember Upton's give 125
per cent. of ketchup value
for your dollar.

Try It and See

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

The T. Upton Co., Limited
ST. CATHARINES

Three Good Selling Lines

SWEET POTATOES

Extra fancy, clean stock—absolutely
sound. Put up in double-headed barrels
and hampers.

CRANBERRIES

Cape Cod, Early Blacks—very fine
quality. Prices now are lower. Let us
quote you.

SPANISH ONIONS

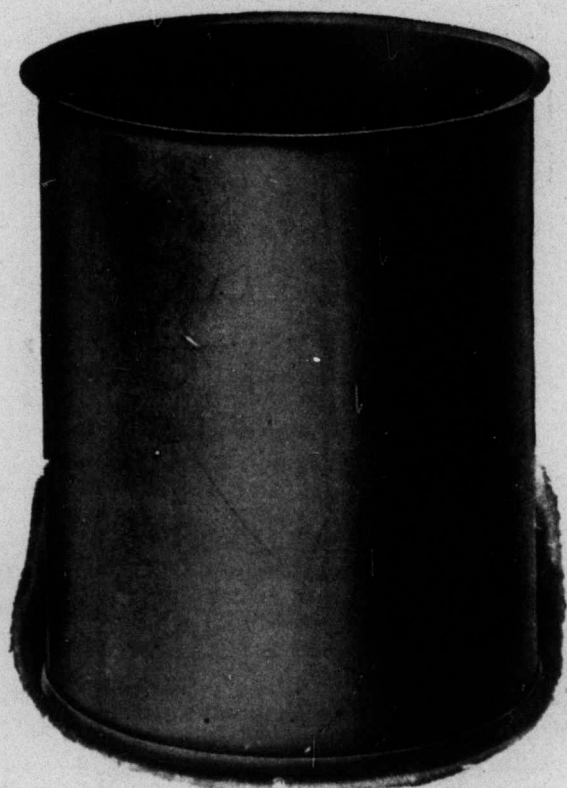
Extra fancy, hard winter stock. Every
onion firm and clean. Large cases, half
cases and crates. Send along your orders
and let us demonstrate that there is really
something in it when we advertise as

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH and NORTH BAY



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

Buyers' Guide

**CHIVER'S
JAMS—JELLIES—MARMALADE**
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

2500 to 3000
BUSHEL OF POTATOES
for sale at 30 cents per bushel. Sacked.
F.O.B. Edmonton
A. M. TARRABAIN & BRO.
9943-5 Whyte Ave. E. Edmonton, Alta.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

EGG FILLERS
Our capacity is three times the total Filler requirements of Canada
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

**THEY ARE GOOD
OLD STAND-BYS**
**Baker's Cocoa
and Chocolate**



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

Trade-mark on every genuine package.

Registered Trade-Mark
MADE ONLY BY
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

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.

FOR SALE

FOR SALE—HONEY, CHOICEST WHITE, in handsome pails. Bradfield, Dunnville, Ontario.

FOR SALE. ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

WANTED

AN EXPERIENCED SALES MANAGER WITH wide traveling experience proposes commencing as manufacturers' agent in Montreal. Firms desiring representation in this city or Province Quebec, please reply. Commission basis only. Only those capable of handling large business with wholesale and for retail trade desired. Box XYZ, Canadian Grocer, Montreal. (8-15)

WANTED—HIGH-GRADE MEN TO CALL on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 59% of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our ad. this issue. For particulars write Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

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

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

ASSIGNEES AGENTS LIMITED
154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS
Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

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

THE NATIONAL CASH REGISTER COM-pany 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.

THE "WANT" AD.

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

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

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

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

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

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.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

**ALL ORDERS PAYABLE
IN ADVANCE.
PRICE \$2.00**
MacLean Publishing Co.
143-153 University Ave., Toronto

The Meat of the Cocoanut

Editor Huston in another page tells you something of the good things he has to offer in the Editorial, News and Sales Promotion Section of our big Fall Number—and every ambitious grocer and clerk will find these pages full of valuable information and inspiration.

BUT

we, of the advertising department, want to advise you that, judging from the copy already at hand, the real meat of the cocoanut will be found in the Advertising Section.

The livest and best manufacturers and wholesalers serving the Canadian trade present their Fall and Christmas goods offerings in this issue. No progressive retailer but will find information, both re buying and selling, that he can turn to his financial advantage.

Watch for this issue; when it arrives read it from cover to cover; hang it up at your elbow where you can consult it every day. It will pay you handsome dividends, both buying and selling.

THE MANAGER.



Make Sea Foods a Bigger Business Producer

The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods, whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales.

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



Attrial is all that is necessary

to convince you of the easy selling qualities of Wonderful Soap. To housewives everywhere it gives that satisfactory service which brings them back for more of the soap in the neat red label.

A little display of this popular cleanser will mean much to you in building up increased business and profits.

Stock up to-day.

Guelph Soap Company
GUELPH, ONT.

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

IT'S POPULAR

Those who use
MAPLEINE

like it—it fills a want.
How is your stock?

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

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

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S KNIFE POLISH

20-102-7756

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.



AGENTS

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

Coupon Books

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

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

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

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

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

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

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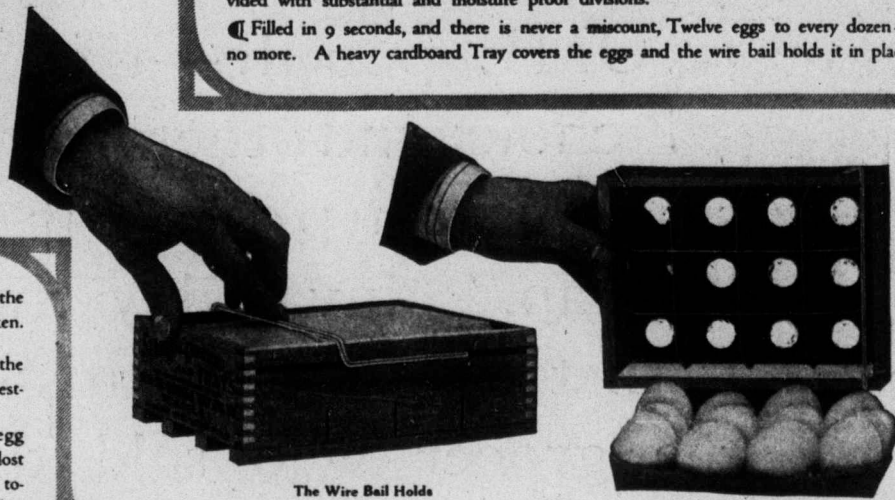
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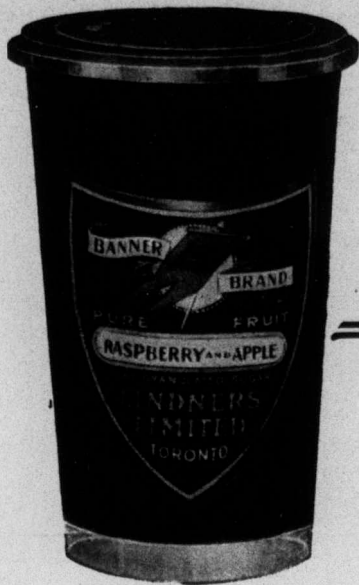
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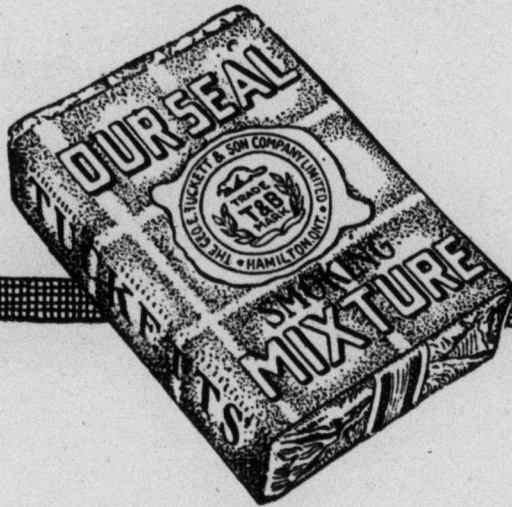
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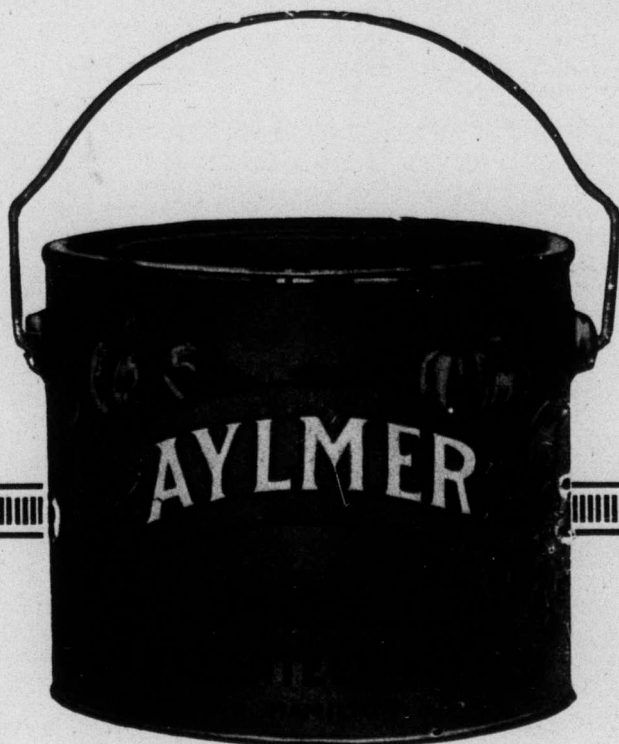
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