

**PAGES
MISSING**

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, OCTOBER 19th, 1917

No. 42

Meatless Days are Oyster Days

Your opportunities, for turning to account the progressive reputation of your offering the trade seasonable products as early as practicable, are dependent on your own initiative.

The long period of non-supply in itself lends a zest to a proper announcement to your trade that you will have oysters at a certain time.

The power of suggestion is incalculable, and the manner in which your trade is informed of your first week has a very material influence on your oyster business throughout the season. It should not be left to the consumer to discover that you have oysters.

We are up against approximately a 60% supply. With this scarcity of stock there is no likelihood of a reduction in price, and with this situation when you find low prices, it is safe to say there is some good reason for it, and your handling them will not be to your advantage.

Oysters are not a necessity, but they are an economical substitute for meats, and we particularly urge suggesting to the consumer how inexpensive fried oysters are as compared with meats. They are easily prepared and very palatable.

We do not pose as a cheap house. We realize full well that lower prices than ours are obtainable. We contend, however, that we deliver more value for every dollar we receive. We ship nothing but Northern grown oysters, and we ship more Northern grown opened oysters than all other jobbers in Canada combined. If this is true, and we are not a cheap house, it must necessarily follow that we have something. How often the consumer uses oysters depends entirely on the satisfaction experienced in eating them. Quality and condition are the first essentials.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street

- - -

TORONTO, CANADA

CANADIAN GROCER

St. Lawrence

Crystal Lumps

Are the most economical
Lump Sugars on the market.

NO WASTE TO CONSUMERS.

ST. LAWRENCE SUGAR REFINERIES, LIMITED
Montreal

PROHIBITION **BY THE BRITISH GOVERNMENT**

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

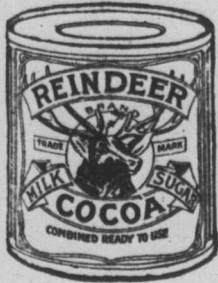
in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

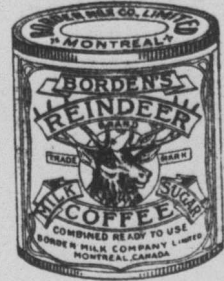
1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

A Borden Window Display will not disappoint you



BORDEN'S are sellers all the year round. Their goodness is only equalled by their utility and convenience and Borden customers always come back for further supplies.

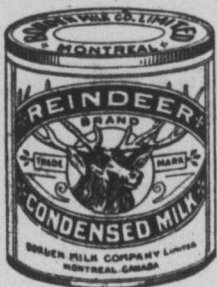


The Borden group comprises:

“Eagle”, “Reindeer” and “Challenge” Brands (Condensed Milk.)

“St. Charles” and “Jersey” (Evaporated.)

“Reindeer” Brand Coffee and Cocoa.



Every one of which represents the same high quality standard that has made Borden Milk Products the favorites of the people for three generations.



Borden Milk Company, Limited

“Leaders of Quality”

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Real Sellers

Put your selling effort behind the line of cocoas and chocolates that will back up your best recommendation—

COWAN'S COCOA Products

Consistent quality and forceful publicity have made Cowan's the easiest line to sell. Prove this to your own lasting profit.

The Cowan Company
Limited

TORONTO

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Once tried, always used

When people find out how easily they can clean water-closet bowls with *Sani-Flush*, they become regular users.

Sani-Flush



Keeps the bowl snowy white and free from odor. No dipping of water or scouring is required.

Remind each customer whose home is equipped with plumbing to take a tin of *Sani-Flush* home and try it. After you once get it into the home, you will have a steady customer for *Sani-Flush*.

HAROLD F. RITCHIE & CO., LTD.

10-12-14 McCaul Street, Toronto, Ontario

CLARK'S PORK & BEANS

We are living in times, Mr. Grocer, when all your Customers appreciate the importance of ECONOMY.

Clark's Pork
and Beans
spell economy
without
sacrificing
QUALITY



The Best
Materials Pre-
pared by The
best of Chefs
with the most
modern
appliances

TO THE HOUSEWIFE

No Labor No Kitchen Heat No Worry

W. CLARK LTD.

MONTREAL

Clark's



**"EVERY GRAIN
PURE CANE"**

It pays to suggest
ROYAL ACADIA SUGAR
in your daily displays

Royal Acadia is the finest grade of refined sugar made.

Its quality pleases the housewife—always. And you can confidently recommend it for every known sweetening purpose.

Royal Acadia Sugar is sold in 2 and 5 lb. cartons, 20 and 100 lb. bags, half barrels and barrels.

Get your stock displayed to-day.

The Acadia Sugar Refining Co.,

Limited

HALIFAX, CANADA

Augustins Vichy Water

SPARKLING AND EFFERVESCENT

Recommended  by Doctors

FRENCH ESSENCE COMPANY

45 Carriere St.

Montreal

AGENTS WANTED

If any advertisement interests you, tear it out now and place with letters to be answered.

Raisins in Demand

YOU want more volume—more profit—Mr. Grocer. To get it you must handle the things most in demand. RAISINS are in demand right now—and the demand will increase steadily, backed not only by *our* big advertising—but by the tendency to select foods for their nutritive value.

Women are urged to save wheat—to get increased food value. It's a question of *calories* these days—not simply a question of “filling up.”

The American Food Administration

appreciates the true food value of raisins, appreciates the fact that raisins in bread means a saving of wheat as well as added food value, that raisins contain many of the elements essential to life and that they give flavor and appetite appeal to every dish in which they are used. Women, also, appreciate these facts. This spells *more raisins*.

SUN-MAID RAISINS

There are three varieties of Sun-Maid Raisins, seeded, seedless and cluster—and you should have them all in stock. Prepare NOW to supply the demand which our advertising, and the general movement toward food conservation are creating.

FREE — Samples free in each case of SUN-MAID SEEDLESS RAISINS will help you sell them. Let your customers learn for themselves how good these raisins are—without cost to you. Your jobber can supply SUN-MAID RAISINS—get your order in to-day.

California Associated Raisin Co.

Membership 8000 Growers

Fresno, Cal.



Escaped from Germany

AN escaped prisoner tells the story of his fearful experiences in Germany in **MACLEAN'S MAGAZINE** for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

Canadian Finances After the War

WILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

Back from the Arctic

WILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November **MACLEAN'S** the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

Slackers and Conscription

WHAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November **MACLEAN'S**?

The Nation's Business

THIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

Sketches of Trench Life

By Gunne. McRitchie

MCRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in **MACLEAN'S MAGAZINE**. They're interesting and good.

The Late Sir Mortimer Clark

BEFORE he died, a few weeks ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for **MACLEAN'S** an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

A Complete Novelette

By Peter B. Kyne

HIS story in the November **MACLEAN'S** is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

Short Story

By Ethel Watts Mumford

THE writer of this short story—the first of a delightful series by this author to appear in **MACLEAN'S**—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By W. A. Fraser

AMIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

Hendryx and Oppenheim

SERIALISTS

"THE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by **MACLEAN'S**.

MACLEAN'S MAGAZINE

for November

At All News Dealers 15c.

Always show a good display of

E. D. SMITH'S

JAMS and JELLIES

"E. D. S." lines are worth showing. Theirs is a goodness that wins unstinted approval from lovers of high grade quality.

100% PURE

Here's our list of New Season's

JAMS and JELLIES

Black Currant
 Apricot Peach Plum
 Greengage
 Gooseberry
 Blueberry
 Rasp. & Red Currant

Raspberry
 Red Currant
 Black Currant
 Grape
 Quince
 Crab Apple

WHAT LINES ARE YOU IN NEED OF?

E. D. Smith and Son, Limited

WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission
Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

C. & J. JONES

WINNIPEG VANCOUVER

Wholesale Commission Brokers
and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

This Space is Yours

For \$2.50

On Yearly Order



Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS :

Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
 Manufacturers' Agents and Commission Brokers
 402 Chamber of Commerce
 Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent
 We can handle a few more good lines. Storage Warehouse and Transfer Track.
 149 Notre Dame Ave. E. - WINNIPEG
 Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE
 from
 COAST TO COAST.

WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
 Commission Merchants*

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
 W. H. ESCOTT CO. Ltd., Regina, Sask.
 W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
 W. H. ESCOTT CO. Ltd., Calgary, Alta.
 W. H. ESCOTT CO. Ltd., Edmonton, Alta.

Est. 1907. Write us.
 Correspondence Solicited.

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents
 Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
 120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
 Storage
 Distribution

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents,
 1206 McArthur Bldg., Winnipeg
 We have the facilities for giving manufacturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

If you are a buyer or seller of

APPLES	HONEY
POTATOES	DRIED OR
ONIONS	EVAPORATED
TURNIPS	APPLES
BEANS	

let me hear from you. Connection the very best.

FRED J. WHITE
Fruit and Vegetable Broker
309-10 Board of Trade Building
TORONTO, ONTARIO

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

**Hamblin-Brereton
Co., Limited**
Wholesale Grocery and Confectionery
Brokers
KITCHENER WINNIPEG CALGARY

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

**Loggie, Parsons
& Co.**
Merchandise Brokers and
Manufacturers' Agents
Grocery, Drug and Confectionery
Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas
**W. H. Millman
& Sons**
Wholesale Grocery Brokers
TORONTO

DISPLAY WORK, BOOTHS, ADVERTISING
CAMPAIGNS, SIGN TACKING, Etc.
These are the days of saving in window
dressing material. Let us prove it.
May we send full particulars.
Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

**DRIED AND EVAPORATED
APPLES.**
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

If you have a business
to dispose of, or are in
need of efficient help,
try a Want Ad. in
CANADIAN GROCER
and let it assist you in
filling your needs.

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

More Lines Wanted
Commission agent located in the
North Country is open to look after
several good lines for manufactur-
ers and wholesalers.
I cover the territory from Sudbury
to Hearst and also the Porcupine
District.

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

"On the Job All the Time."
If you want results write me.
A. Lalonde
Post Office Box 123. TIMMINS, ONT.

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS

**EL ROI-TAN PERFECT
CIGAR**

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

**ROSE & LAFLAMME
LIMITED**

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.

JOHN E. TURTON

55 St. Frs. Xavier St. Montreal
Phone Main 2628

ALFRED T. TANGUAY & CO.

17 St. James Street
QUEBEC CITY

Specialty, Beans and Corn

Commission, Grain, Etc.

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Buyers and Sellers of
**All Kinds of Grains and
Seeds**

**Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.**

We are
BEAN Brokers
not
Has-been Brokers
C. B. HART, Reg.

Wholesale Grocery & Merchandise
Brokers

489 St. Paul Street W., Montreal

BEANS AND PEAS

We buy and sell. References Bank of Montreal.


Universal Importing Co.

BROKERS

St. Nicholas Bld. Montreal

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation to send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.



KLIM
SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

Put a Tin of
KLIM
in Your Overseas Boxes.

The Boys in the Trenches are writing to their friends for Klim because they do not get milk in their rations.

Order from your Wholesaler
**CANADIAN MILK
PRODUCTS LIMITED**
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal

ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Regina
Edmonton

Kirkland & Rose
Vancouver

When writing to Advertisers kindly mention this paper.

The Best Asset of a
Grocery Business is
Satisfied Customers

**Baker's Cocoa
and Chocolate**



Registered
Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

Wethey's Mince Meats

Apples are short crop.

Mince Meat will sell freely.

When Buying, Remember—

First—that Wethey's Condensed Mince Meat is admittedly the best brand on the market.

Second—that Wethey's Bulk Mince Meats are by far the best values procurable anywhere.

WE HAVE FOUR BRANDS:

**STANDARD
EXTRA STANDARD**

**READY-TO-USE
HOME MADE**

J. H. Wethey, Ltd., St. Catharines, Ontario

You will say

that Popular Soap has been aptly named after you have given it a try-out in your displays.

The neat, red wrapper attracts attention—the quality of the contents guarantee customer-satisfaction always.

And your profits are good.

Another good, quick seller—

CRYSTAL SOAP CHIPS.

**Guelph Soap Company
GUELPH, ONTARIO**



**Liked by all and a
seller everywhere**

*That's Marsh's
Grape Juice*

Try it in your own store. See the good profits that are to be made by selling Marsh's.

**The Marsh Grape
Juice Company**

Niagara Falls - Ontario

MacLaren Imperial
Cheese Co., Ltd.
Ontario

Rose & Laflamme, Ltd.
Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.



**Canada's Best
Will Stand
The Test**

For years Windsor Salt has stood every test for Purity, Quality and Savour.

It is the standby in almost every home—just as it is sold by practically every grocer.

**Windsor
Table
Salt**
*Made in
Canada*
THE CANADIAN SALT CO. LIMITED

**THE BIG 10c. CAN THAT
SELLS FOR A NICKEL**

Good housewives everywhere know **BABBITT'S CLEANSER**. They appreciate the unusual value, and the big, generous-sized tin, and the quality of the contents. In addition to which there is the extra attraction of **Premiums for Trade Marks**. Are you getting Babbitt profits?

**Wm. H. Dunn Ltd.
Montreal**

**Dunn-Hortop Ltd.
Toronto**



**BISCUITS
CHOCOLATES
CONFECTIONERY**

**IMPERIAL
MAPLE CREAM
BUTTER**

**IMPERIAL and SUNSHINE
TABLE SYRUP**

Charbonneau, Limited

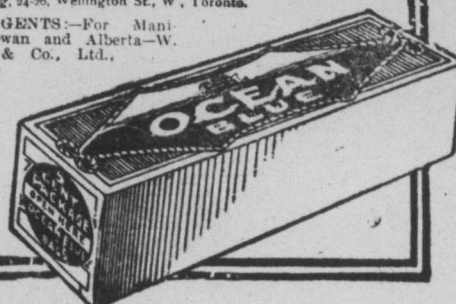
Office and Factory:
330 Nicolet Street, MONTREAL

**OCEAN
BLUE**

stands for all that is implied in the word "QUALITY." And quality too at a popular price. No Grocer has regretted stocking OCEAN BLUE since his customers came to know the 5c. "OCEAN" quality.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 1 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



If any advertisement interests you, tear it out now and place with letters to be answered.

Save Time——Save Money

Packers of food products by sealing all glass packages with Anchor Caps can increase their production enormously.

This scientific closure is sealed on the package with the most modern and up-to-date automatic sealing machinery at a speed that enables the packer to have his product ready for the trade hours before the jars could even be sealed with the old-fashioned and out-of-date caps.

Anchor Caps are absolutely air and liquid tight, cannot come off in shipment and by their very attractive appearance claim the consumer's attention at first sight.

For full particulars and information call at our office or enquire by mail.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

*Their quality wins
unstinted approval*

The precautions taken in the selection and preparation of

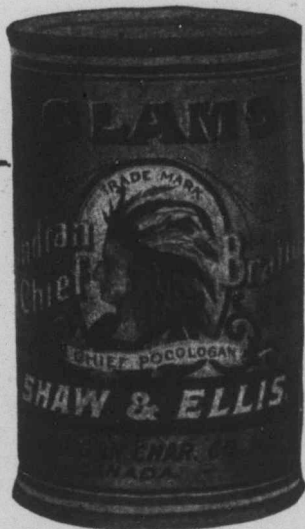
INDIAN CHIEF BRAND CLAMS

is a certain guarantee of customer-satisfaction.

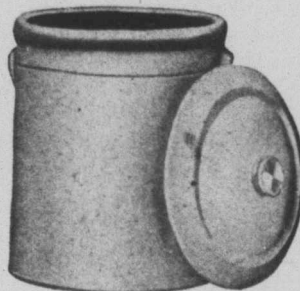
Because they are put up the same day they are taken from the clam beds their freshness and purity are absolutely assured. And the clams are sealed without solder or acid.

No long cooking required. Heating to a simmer is all that is necessary. Tell your customers about them.

Packed by
SHAW & ELLIS
POCOLOGAN, N.B.



They are always in demand



A stock of such useful pottery as this will never collect dust in your store. They'll move and move quickly, because every good housewife will appreciate their splendid usefulness for pickling, preserving, etc.

They are perfectly sanitary and will last a lifetime. Note prices:

TALL BUTTER JARS
With or Without Covers

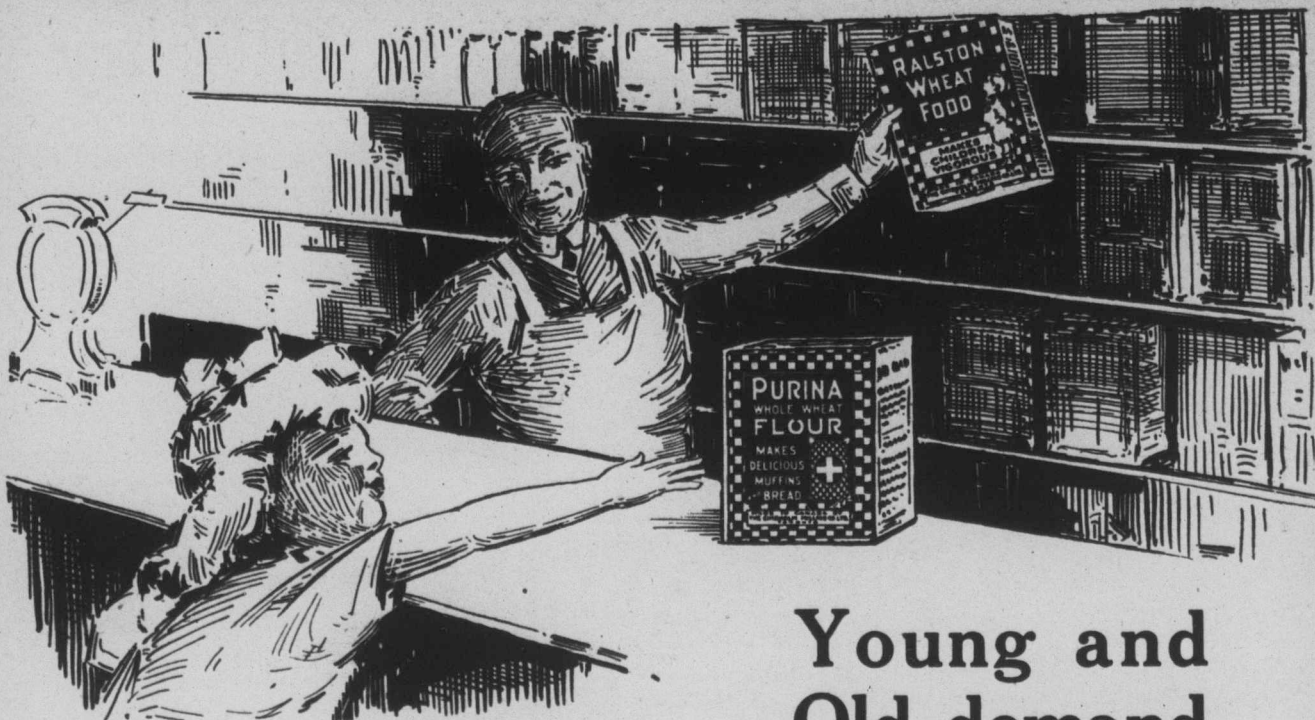
1/4 gallon (3 lb.)	
1/2 gallon (5 lb.)	
1 gallon (10 lb.)	
2 gallon) at 12c per gal.
3 gallon	
4 gallon	
5 gallon	
6 gallon	

Dark glazed inside. Light and Dark or All White outside.

Tall Jars or Covers..... 1/4 gal. counts	1/2 gal. each
Tall Jars or Covers..... 1/2 gal. counts	3/4 gal. each
Tall Jars or Covers..... 3/4 gal. counts	1 gal. each
Tall Jars or Covers..... 1 gal. counts	1 gal. each
Tall Covers	1 1/4 gal. counts 1 gal. each
Tall Covers	2 gal. counts 1 gal. each
Tall Covers	3 and 4 gal. counts 1 1/2 gal. each
Tall Covers	5 and 6 gal. counts 2 gal. each

The Toronto Pottery Co. LIMITED

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO



Young and Old demand Purina Whole Wheat Flour and Ralston Wheat Food

MR. GROCER—you'll be asked for Purina and Ralston. Our consumer advertising is educating men and women and children everywhere—your customers included — to the splendid body-building properties of these two great Foods.

This widespread advertising campaign is being carried on through the daily papers in all the larger cities, as well as in national magazines with a combined circulation in Canada of over 214,770. More and more people are being convinced of the fact that Purina Whole Wheat Flour and Ralston Wheat Food are two body-builders, suitable alike for children and grown-ups.

Proof that Purina Whole Wheat Flour and Ralston Wheat Food are ideal for growing children is evidenced by the numerous testimonials we are constantly receiving from grateful parents everywhere. To promote their more general use in this regard prizes are offered for the best developed youngsters using these two foods and this, too, is an important factor in the promoting of ever-increasing sales for grocers.

Draw your customer's attention to the fact that Purina Whole Wheat Flour and Ralston Wheat Food may readily be substituted for expensive meats. Recently in a Pennsylvania mining district the miners, owing to prohibitive prices, abandoned the use of meat at the breakfast and evening meals, substituting therefor Ralston and Purina Products. After a period of four months the examining physician found the men better nourished than when using the meat diet, and capable of performing a bigger day's work. This is a striking testimony of the value of Purina and Ralston, not only from an economical standpoint, but from the point of view of physical strength as well.

Remember, too, that the keeping qualities of Purina and Ralston Products are positively guaranteed. And that instead of offering you free deals or special prices, we help you keep your stock moving briskly by building up the demand in your community.

Plan now to keep the attractive checkerboard packages and bags constantly displayed. A trial will show you that they are sellers and repeaters, too. Next week we will tell you still further why you should stock and display all Purina checkerboard packages.

The Chisholm Milling Co., Limited

TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

October 15, 1917.

Gentlemen,

Next Week's Issue is

THE ANNUAL FALL NUMBER

THE MOST IMPORTANT NUMBER
OF THE YEAR TO THE RETAIL
DEALER, COMING AS IT DOES AT
THE START OF HIS BUSIEST
SEASON.

Don't be one of the manufacturers who will wish he had an advertisement in this issue after it appears.

This is the Annual Directory of the Trade. Have you made sure your name is included? This is the last call, forms close October 23.

Yours very truly,

CANADIAN GROCER

War-Time Economy

This is a time when the consumers should be assisted in obtaining the very best, the very biggest value for their money.

Old-time customs, old-time prejudices must give way to newer, better methods if they are more economical.

One of the old-time customs in the retail grocery trade that dies very hard is the selling of tea in bulk.

It is an undisputed fact that tea quickly loses its flavor and strength when exposed to the air and dust and odors of the shop. Tea is *one* of the articles that needs to be protected by an air-tight, dust-proof package. If kept in bulk the fine quality tea quickly comes down to the level of the commonest quality.

The grocer who values his tea trade and is unaffected by the old-time customs and prejudices or by the anxiety to make an extra gross profit by selling bulk tea will always sell his tea in packages. His profit will generally be less than he would obtain on bulk tea, but he knows he is giving his customers better tea and better value for their money.

Red Rose Tea was originally sold in bulk on account of the old-time custom of selling mostly everything in bulk—but better methods soon prevailed and it has been sold in sealed packages only for many years.

The immense turnover that has been created has enabled our profit per pound to be greatly reduced and the grocer finds it profitable to sell Red Rose Tea at a less margin of profit than bulk tea because he sells more of it, with less effort, with a sure profit (no losses to allow for from mistakes in weighing, damage and other losses attending the selling of bulk goods), and a certainty of no complaints from his customers about quality.

It is a real war-time economy to sell Red Rose Tea.

T. H. Estabrooks Company, Limited

St. John

Toronto

Winnipeg

Calgary



You need this salesman in your store

The Colman-Keen Show Card is an aggressive sales promoter—a timely reminder to your customers that you are selling these lines of proven goodness.

Hang this attractive card in your store and note how it will improve your daily sales of Colman-Keen Products.

MAGOR, SON and COMPANY, LIMITED
 30 CHURCH STREET, TORONTO 191 ST. PAUL ST. W., MONTREAL

Niagara Grape Juice

RED and WHITE

Trade Prices

50c. Size Per Case (1 Doz. Qts.)	\$4.00
25c. " " " (2 Doz. Pts.)	4.50
10c. " " " (6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE CO.

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI.

TORONTO, OCTOBER 19, 1917

No. 42

A Suggested Embargo That Spells Retrogression

THERE is a rumor afloat that the Food Controller is contemplating an embargo against package cereals and probably against other package goods. The idea apparently is that such an embargo would result in a saving, not only in the cost of the package in which such cereals are marketed, but also in the supposedly lower price at which bulk goods can be purchased. It is difficult to believe that a careful consideration of the matter would result in such an ill-judged action.

Years of experience; the result of careful and disinterested experience; the judgment of the public; all have declared in favor of package goods. No one can doubt that the modern methods of merchandizing are an advance over the systems of old time, and the greatest development of modern merchandizing has been the introduction of sanitary methods of handling goods, and the sanitary method is unquestionably the closed package. The public judgment in the long run is pretty sure to be right, and the public judgment has unquestionably declared in favor of package goods. Large milling corporations are not developing more complicated systems such as the packaging of goods without a clearly defined knowledge that the public demand for such goods unquestionably exists.

Moreover, it has yet to be proved that the return to the old system of universal bulk goods would result in any saving. Certainly it would result in no saving of sufficient magnitude to justify its many disadvantages. Bulk goods, while all right if handled properly from miller to consumer, are open to every manner of contamination, to dust and disease germs, and to the destructive influence of atmospheric changes. What is the profit, in saving the cost of a few cardboard packages, and to suffer the loss of a barrel or part barrel through the development of weevils in the long-opened package? What is the profit to save an infinitesimal element of first cost, to throw away double or triple the saving in incorrect weighing? It has been proved time and again that few, if any, grocers can weigh a twenty-pound bulk package in twenty individual pounds in the ordinary rush of retail business without suffering a loss.

Again it might be urged that the development of the sealed package, with the high standards maintained by manufacturers in the stress of competition, has been one of the most effective means of assuring and maintaining the highest quality obtainable. To do away with these package goods, with the improved quality that the hermetically sealed package assures, would be one of the surest ways of discounting the maintenance of this high quality.

What then is to be gained, if such a move were actually put in operation? It is hard to see. The people who want bulk goods, who believe that in this way they are saving, can get such goods at any time. But there are other people, who as firmly believe that the saving is all the other way. There are merchants who have assured themselves by means of long experience, that for them, too, the package way is the better way in most cases. Are they then to be penalized in a way that will yield no benefit to any one concerned?

It is hard to conceive that any such action will be taken. One is bound to believe that the Food Controller will not take such action without the most careful consideration, and without consulting men experienced in the trade, who could present the evidence in favor of this method. It is hard to conceive that this evidence would not be convincing.

Advances in merchandizing are so hard to achieve, it is so much easier to permit retrogression than to encourage progress, that any such action as is suggested would be little short of a calamity.

Milling Industry Unsettled

Lack of Definite Word From Food Controller Hanna re Fixing of Millers' Profits and Standardizing Grades of Flour Causes Dissatisfaction Among Milling Companies.

THE milling interests of Canada are at the present time in a state of chaos, according to the statement of an official of one of the large milling companies in Toronto. This unsettled condition is the result of the failure of the Food Controller to make any definite announcement concerning the margin of profit to be allowed the millers on a basis per barrel and also in connection with the standardizing of the grades of flour. Under the present circumstances milling companies have no idea of what the future holds in store for them, and for this reason some phases of the industry are almost at a standstill.

Profit of 25c Per Barrel

It has been reported that a profit of 25c per barrel is to be allowed millers for flour in barrels of 196 pounds, and that all mills with a capacity of 100 barrels per day or more will be required to obtain a license from the Food Controller. Further, it has been reported that Food Controller W. J. Hanna will select and approve three standard grades of flour, one or more of which will be required to be manufactured by all licensed mills. One grade is to be that made from Manitoba Spring Wheat; the second is to be a blended flour from a mixture of Manitoba Spring Wheat and Ontario Winter Wheat, and the third is to be made entirely from Winter Wheat. It is also stated that maximum cash prices will be set for the grades of flour which will represent a higher percentage extraction than the white flour now in general use in Canada.

The above is an outline of what has been reported in connection with the recent action of the Food Controller in regard to the milling of wheat, but so far no official announcement has been received by millers and no details are yet forthcoming.

Millers Dissatisfied With Delay

Mr. A. C. Iler of the Western Canada Flour Mills Co., Ltd., states that the millers in general are dissatisfied with the delay of the Food Controller in making any definite announcement concerning the matter. As regards the margin of profit to be allowed, it is stated that this may vary greatly from present reports, and as regards the standardizing of certain grades of flour, it is stated that no percentages of the composition of the flour have been given and that other details are lacking. In the meantime the full capacity of the milling companies is curtailed to some extent, and general dissatisfaction is the result.

Would Be Satisfied With American Basis

It is also stated that if the milling industry in Canada is controlled similarly

to that of the United States, Canadian millers will regard it as perfectly equitable. There were some difficulties in the way of controlling the industry in the United States at first, but these were smoothed over to the satisfaction of all parties concerned.

Milling officials declare it is almost impossible to state what the general effect of the fixing of profits will be in regard to future prices of flour, for this is regulated entirely by the margin of profit allowed and will differ widely in effect according to the variation of the profit allowed.

One official of a local milling company stated that the present delay in announcing the definite basis on which the milling industry is to be continued is due to the fact that when the first reports were published of what the Government was intending to do in the matter some millers went to Ottawa and practically offered to let the Government operate their mills. The result is said to be that the Government is giving the matter further consideration before

making any definite announcement.

Vital Points For Economy Untouched

Millers are of the opinion that the Food Controller has made no attempt to introduce genuine food economy, but has merely been conserving supplies in certain lines which are to a great extent designed for shipment to Britain. They point to the question of milk conservation and state that the first logical step in conserving supplies in this product is to stop the manufacture of ice cream. It is well known that nothing approaching such a step has been undertaken by the Food Controller. They also state that the same inability to strike at the vital point of the matter is evident in connection with the Food Controller's announcements regarding the milling industry. Another statement from Ottawa which local milling concerns do not quite understand is to the effect that flour consisting of a greater percentage of the whole wheat than that at present in use can be more easily exported than white flour.

It is expected that by November 1 some definite word will be forthcoming from Ottawa in regard to the fixing of profits and standardizing the grades of flour, and it will then be possible to outline what the general effect on the situation in Canada will be.

What it Costs to Sell Bacon

Some Interesting Sidelights as to Just How Little Money is Being Made by the Retailer on This Product—Michie & Company, Toronto, Sell Product at a Loss.

AT a recent sitting of the Bacon Enquiry Board, Charles E. Stone, secretary-treasurer of the Michie Company, was called to give evidence as to the charges incident to the retailing of bacon. Mr. Stone in investigating the matter to be able to give intelligent answers to the Board, found that their store had been selling this product at quite a pronounced loss. They were at that time selling at 52 cents a pound. The result was that the price of bacon had been increased in that store to 60 cents a pound.

It is to be remembered however, that this price does not represent as wide a margin from the prevailing retail figures as would at first appear. The customers of this store are accustomed to have the bacon trimmed and sliced. Now the trimming alone represents a very considerable waste that has to be compensated for.

A piece of back bacon costs 42 cents. When it has been trimmed and the rind and ends cut off it costs just 49 cents a pound. Mr. Stone proved this by a series of experiments. At 60 cents a pound therefore, always provided that the weighing has been carefully done, this product shows a profit of 19 per cent. When it is remembered that at the Bacon Enquiry, the cost of doing business for the Davies retail stores was

set at 20¼ per cent.—a rate that is about in line with the average store—it will be seen that the margin of profit has disappeared.

On Friday nights the staff of the store have a chance to cut and weigh this bacon for part of the Saturday's trade. If the various cuts are properly distributed in the different packages, so that the customer gets a fair run of the meat, then this 19 per cent. profit holds. When it comes to the afternoon trade however, and perhaps the supply of cut meat has run out, and new backs have to be sliced, then there is a different proposition. No customer standing at the counter will accept all of the side. There is probably two inches at each side that cannot be sold at this price and must be retailed at 50c to 52c, thus the loss on the transaction becomes more pronounced.

This company sells straight sides at 53 cents the same goods as are retailed in a small way at 60 cents. They would rather do this business, for it shows a 20½ per cent. of profit, as well as a great saving in labor. As a matter of fact Mr. Stone stated that they were losing on all their bacon business even at the advanced price, and it was only the trade that went with it that helped to carry this business and made it worth while.

Half a Day a Week to Packaging Goods

Merchant Speaks of Time Wasted in This Unwelcome Labor—Added Staff Necessary to Handle Work—Increased Equipment Required—Even Merchants Favorable to Bulk Goods Think any Change Inadvisable.

A NUMBER of grocers have recently been questioned relative to the suggestion emanating from the Food Controller's office of doing away with package goods, on the ground that the packages constituted an added cost to the consumer. The opinions received varied in a most marked degree, some merchants personally favored the bulk goods. They claimed that these goods had been handled profitably in the past and could be again. D. Nicolson of Roncesvalles Avenue, Toronto, was strongly of the opinion that a reversal to the bulk line of goods would mean more money in the grocer's pocket. He agreed however that there was a very pronounced demand for the package goods.

Charles Harlock of Queen Street East, Toronto, was also of the opinion that the doing away with package goods would result in a saving. At the same time he stated that there was unquestionably a large demand for the packaged article, and, as this demand was created and had become a decided factor in the business, he believed that any change would be a disadvantage. The people who wanted bulk goods could get them any time they desired, and the people who preferred the package goods could have the same privilege, which he believed was as it should be. There was nothing to be gained by any change and there was a good deal of disorganization to be feared. He thought that the saving was a small item, and this saving might better be achieved in some other direction of home economy.

Would Require Larger Staffs

D. McLean, Roncesvalles Ave., who has been in business for a considerable number of years had some forcible arguments to urge in favor of the package lines. He remembered well the time when they had to package everything. It took a half day out of every week, doing this work that was now done by machinery. He believed that any change back to the old system would be a great mistake, it was not as sanitary, and it was in no way as satisfactory. To say that the grocer's clerk could do this work in his odd moments, was hardly correct. Weighing flour for instance was anything but a pleasant job and certainly no clerk could leave that occupation at a moment's notice to wait on a customer. It seemed to Mr. McLean that any such move as a doing away with the package lines would necessitate an enlargement of the grocer's staff, and as the customer would unquestionably have to pay for this extra expense in the end there would be nothing gained, and the grocer would only have the unwelcome task of weighing all his goods.

Moreover Mr. McLean raised another interesting point. Most manufacturers had at present very heavy stock of packages, or the material for making these packages. If they were forbidden to use these it would result in a loss to them that they couldn't be expected to bear by themselves. This loss would, in some way, have to be borne by the goods they sold, that is to say by the retailer.

Would Require New Equipment

Charles R. Temperton of Gerrard Street, Toronto, in speaking of the matter stated that he was decidedly in favor of the package system, and in defence of his position urged some interesting points. The present day merchant, he stated, was not equipped to handle goods in this way. The old containers that had once been a familiar sight in every grocery store had been long since discarded, because with the changing system they had ceased to be of service. It was all very well to speak of how trade was conducted in England, as some were doing, in their championing of the bulk principle, but in England the package principle had not been adopted to any extent, and as a result, all the stores were equipped for just this kind of trade. In Canada however such a change would require a great deal of new equipment to meet the different character of trade, the cost of which would have to be borne, in part at least, by the consumer.

Then too Mr. Temperton urged that the changing to a bulk system would entail an increased expenditure by the grocer for paper bags, paper and string. As it was, most of the package goods could be sent out on deliveries unwrapped, and this meant quite a saving. "Somebody has to do the wrapping," was Mr. Temperton's way of putting it, "and I would rather that it was the manufacturer." Of course, he admitted, some manufacturers went to needless expense in getting out an unusually attractive package, but this was merely an incident, and did not affect the merits of the question, because it was the individual case rather than the general condition.

Avoiding the Trouble and Difficulties of Weighing

The package system had been a boon to the merchant, too, in the matter of weight. The packages as a rule bore a guaranteed weight, there the grocer's difficulties in that regard ended. If any disagreement on this point arose it was a matter for the manufacturer rather than the merchant to attend to. On the other hand in weighing out bulk goods, there was always the danger that some

clerk would make a misweigh. If it was under weight, there was the suggestion that the grocer intended to defraud. If it was over weight there was a loss of profit. Beyond a question Mr. Temperton considered that the package goods had all the best of the argument.

ADVERTISING CAMPAIGN TO POPULARIZE FISH

The Dominion Government Will Carry on an Extensive Campaign in the Province of Quebec, to Increase Consumption.

A recent letter from the Food Controller's Office at Ottawa states that an energetic campaign for the popularizing of fish is being contemplated. At present the plan embraces only the Province of Quebec, and extensive advertising will be done there with the idea of materially increasing the consumption of fish. Should this campaign prove effective in this province it is probable that it will be enlarged to take in the other provinces of the Dominion. This Province was chosen for the initial campaign because it has more facilities for quick distribution of the product than any other province. The Committee who will have charge of this campaign are:

J. A. Paulhus, chairman of the publicity committee of the Canadian Fisheries Association; J. J. Harpell, publisher of The Canadian Fisherman; John M. Imrie, manager of Canadian Press Association, Inc.; and Capt. F. W. Wallace, secretary of the Fish Committee of the Food Controller's Office.

REQUISITION MAIZE AND RICE IN ITALY

The Gazzetta Ufficiale, published at Rome, contains a decree of the Commissary General for supplies and consumption of food, ordering the requisition of the crops of whole rice and of maize of 1917. Exception is made for the amounts of whole rice and maize necessary to each producer for the sowing of his fields; for the feeding of his family and of those dependents to whom he is obliged to give food or payment in kind; and for the use of his live stock; these amounts to be determined by the prefects of the various Provinces. Violation of the ruling is punishable by one year's imprisonment and a fine of 5,000 lire (\$965).

In the Province of Genoa the minimum stock of maize exempt from declaration is 5 metric tons of 2,204.6 pounds each.

Gov't. Fish to be Limited During Winter

Fresh Water Fish Supplied all Winter — Dealers' Difficulties Will be Overcome by Perfection of Plan—Big Developments Planned for Next Spring.

GOVERNMENT fresh water fish will continue to be supplied during the winter months though the volume may decrease slightly, according to the statement of S. L. Squire, Distributor of Fish for the Ontario Government. Plans have been formulated to continue fishing operations through the winter on Lakes Nipissing, Nipigon and Simcoe, and other waters will be taken over for Government control of fishing if necessary, says Mr. Squire. The method employed in fishing through the ice is to use gill nets on a rope extending through two holes. As the net is drawn in the fish are taken off and the net is returned with the rope through the other hole. Gill nets are chiefly used in this operation. The expected decrease in volume of fish caught is owing to the fact that a smaller extent of territory is covered than is the case with the nets used when ice is not present.

For the present Mr. Squire states supplies cannot be increased, and a smaller volume of fish during the winter cannot be avoided, but the Government has extensive plans under way for operations on a much larger scale in the spring and it may reasonably be expected that the Government fish scheme will but reach its normal state during next summer months. These plans include the carrying on of fishing operations on a larger scale on the inland waters, and also the taking over by the Government of control of Canadian fishing on international waters.

Well Aware of Dealers' Difficulties

Mr. Squire states he is well aware of the difficulties which retailers face in the matter of not being guaranteed supplies of Government fish, and of the abuse they are subject to by customers who are faced with the sign "No Government Fish Today." When questioned on this point recently by a representative of CANADIAN GROCER, Mr. Squire stated that the same difficulty might be expected of any business organization commencing operations, but that because this was a Government institution it was conceded to be the only logical object of criticism. Mr. Squire after long experience is well aware of retailers' difficulties and gets no further away from hearing of them than he is from the telephone on his desk.

In connection with the inability to supply the demand locally on some occasions, it has been hinted that the Government is sending fish to London, Ont., and other points to sell at 11c per pound, while only 10c per pound is secured for the fish in Toronto. Some deep thinking individual has even hinted that the Government is "out after the extra penny."

In reply to this statement Mr. Squire says: "The Government cannot refuse the orders of Ontario municipalities and

their requirements have to be supplied." The general idea of the whole matter, as expressed by Mr. Squire, is that the Government is out to distribute over as wide a field as possible the advantages accruing from the handling of Government fish at low prices, and that no special attention is directed toward any individual or combination of dealers or districts. Mr. Squire states that some dealers in Toronto and elsewhere would take all the fish available. Three large companies in Toronto offered to handle all the Government fish in the city, but, as Mr. Squire says, "the Government is not fishing for the dealers, but for the good of the public in general."

Express Charges Vary

In regard to the matter of securing an increased price of 1c per pound in London and other centres as compared with Toronto, Mr. Squire states that this additional cost is by reason of heavier express charges.

"It costs us 75c a hundred pounds more to send fish to London than to bring it to Toronto," says Mr. Squire. "We averaged the express charges for the province and found that it amounted to very close to one cent a pound for points outside of Toronto. This difference in express charges accounts for the difference of one cent a pound between Toronto and outside points."

Mr. Squire stated that in some cases express charges were not quite as heavy as those above for points outside of Toronto. To Hamilton, for instance, the express charges on Government fish are 40c per hundred pounds. This would, however, necessitate the splitting of the cent difference, so that instead of making a price of 10½c a pound in Hamilton the price of 11c now prevails. There are very few cases of this kind, however, and it is easily seen that the higher prices outside of Toronto are justified.

Mr. Squire states that all these petty difficulties are only to be expected in connection with a new enterprise such as the new scheme, and that the whole question resolves itself into one of the inability of the Government as yet to supply the demand which has been created. Mr. Squire states that orders are received far in excess of any possibility of their ever being filled, but he is very optimistic over the prospects for next spring when "all demands will be supplied."

The next point of contention which Mr. Squire was asked to solve was the stand taken by several retailers that customers would not long put up with the inconvenience of being sold fish uncleaned and improperly wrapped, etc. It is a well known fact that 20 per cent. is lost in cleaning fish, and it has, therefore, been stated that the fish formerly sold by dealers at even higher prices was worth the difference in value.

Mr. Squire states that this matter rests solely with the dealer himself. As delivered, the Government fish is cut open and gutted. The head is left on in some cases. Bearing out his statement Mr. Squire states that he recently entered one large Toronto store dealing in Government fish and received his parcel nicely wrapped in oiled paper, and the fish itself had been scraped. Mr. Squire was much taken with the manner in which he received his order, and is of the opinion that a little attention on the part of dealers will help sales along when there are sufficient supplies available to meet demands. In addition, Mr. Squire states that all Government fish over 8 pounds have their heads off. Evidence of the quality of fish being received is shown in the recent receipt of a 26-pound trout from the inland lakes. This weight was taken after the fish had been gutted and its head taken off.

CANNED GOODS EMBARGO LIFTED

"Canned vegetables" may now be sold without restriction in any part of Canada. An announcement from the Food Controller's office states that the embargo of August 24 upon the sale and purchase of peas, beans, tomatoes, beets, celery, corn, spinach, rhubarb and pumpkins preserved in cans, glass jars, or other containers has been raised.

The lifting of the embargo applies to the three Maritime Provinces, Ontario, Quebec and British Columbia. In the three Prairie Provinces the prohibition was withdrawn some time ago. The announcement adds that the embargo has been effective in stimulating the consumption of fresh vegetables and increasing the supply of canned vegetables available for the coming season.

NO CANADIAN POTATOES FOR BRITAIN

Lord Rhondda, British Food Controller, has forwarded to the High Commissioner for Canada in London a memorandum regarding the importation of Canadian potatoes into the United Kingdom. In the memorandum Lord Rhondda says that as all available resources will be required to maintain the supply of the essential foodstuffs such as wheat, bacon and cheese, he is unable to arrange facilities for the importation of Canadian potatoes. It is estimated that there will be in the United Kingdom this season a surplus of about a million tons of potatoes over the normal consumption. Lord Rhondda suggests that the best use for the surplus of Canadian potatoes would be direct consumption in Canada in such a way as to economize the consumption of cereals and set free a larger quantity of such cereals for export to the United Kingdom.

A Grocery Store on Wheels

A Description of a Unique Experiment—An Actual Rolling Store—Some Description of its Arrangement and Cost of Building and Upkeep.

WE have in the past illustrated some activities on the part of Grocers having for their aim, the bringing of the store to the dwellers outside city or town limits. Merchants who have gone into this scheme, have been enthusiastic regarding its possibilities. To get the customer to the store is the aim of every well-advised merchant, because it is a well established fact that the actual presence of the housekeeper in the store is conducive to a more extensive business.

In the country sections, it is not as easy as in the city for the farmer's wife to visit the store. More often the shopping is done by the farmer himself in one of his periodic visits to the town, by the aid of a list of goods required. He does the family purchasing effectively as far as the list goes, but such a system limits business to the needs of the person making the list. There may be other needs almost unknown that a glimpse at the article would suggest. There are still other needs that are merely forgotten and the family has to do without the goods till another visit to the town.

Therein lies the excuse and the reason for any system that brings the store to the out-of-city dweller. Therefore this paper has always been greatly interested in any activity that had such an end in view.

A Description of the New Store

The photos appearing here-with illustrate the most advanced ideas in the store on wheels that has yet been brought to our attention. It is not a Canadian activity, but is the property of E. E. Moseley of Pine Bluff, Ark., and has been in successful operation for two years. The Merchants' Journal of Topeka, Kansas, thus describes this unique store.

Mr. Moseley bought a two ton chassis and built the body of the car himself from ash, yellow pine and sheet steel. It is 16 feet long, 6 feet wide and 6 feet 2 inches high.

The cost of building the car was about \$3,500.

The body is divided into two main parts, that for the driver and that for the store proper. The former is entirely enclosed and is provided with a full-length door on the right and adjacent glass panels. The driver walks into the store part



The Grocery Car, the last word completeness.

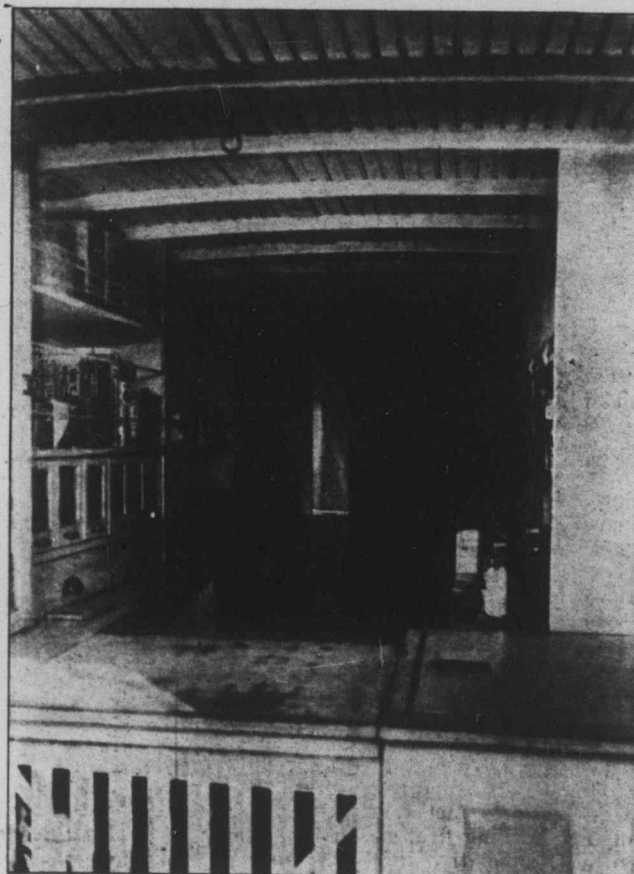
of the body from the cab through a usual-sized door in the centre of a partition separating the two. At the ex-

treme rear there is a customer's vestibule (with room for six persons), separated from the remainder by a railing with a wide counter top.

Leading forward from the counter to the partition dividing the grocery and driver's compartment there are two narrow shelves, one on each side, on which various kinds of package goods are carried. At the extreme rear, at the right, is a top-lift ice-box which forms a part of the counter side, with bins above and below it when the top is down. In it are carried meats, butter, milk and other perishable goods.

Outside of the body under the rear are two chicken-coops with hinged swing-back bottoms. Two tanks are also carried at the rear for kerosene and gasoline.

The truck is equipped with an electric starting and lighting system, the current being used to light three electric ceiling lights in the body and to operate the bell used to announce the arrival of the truck so that the housewife has time to get her list of purchases and purse ready. The body is heated in the cold months by a utilization of the engine exhaust.



Interior of car showing counter for serving.

(Continued on page 28.)

To Change or Not to Change

Perennial Question Seemingly Specially Insistent Now

By Henry Johnson, Jr.

WHETHER a merchant shall change from credit to cash is a question which comes to me so frequently that I might write on it every week and hit somebody interested. Here is my latest inquiry from a food manufacturer this time:

Winnipeg, July 27, 1917.

Dear Mr. Johnson,—I wonder whether you can tell me where I can get the most reliable information on the subject of whether it is advisable for one of our good customers in Saskatchewan to consider changing his business from the present basis of credit to that of cash. Our salesman was talking with this merchant on the subject last week, and promised we would send our customer what literature we have here which would be helpful in arriving at a correct solution of the problem. So I have sent clippings from some of the trade journals in which the experiences are given of merchants who have tried both plans and have succeeded as well as failed. But I am not satisfied that this information is as much as I can gather together from various sources, and I have wondered whether time and inclination may coax you to say a few words on the subject. I want our customer to decide for himself; but also I want to help him to the extent of my ability. Yours truly.

Decide For Himself

The crux of the matter is that this man, as all other men, must decide for himself. Hardly any number of stories of the experiences of others will help him much in solving his problem. For the correct solution depends altogether on the merchant, his location, his circumstances, the times and the character of his trade; but most of all on the merchant himself.

If the man has made his decision and asks how he shall make the change, then there are lots of stories to help him.

I often have wondered why this subject causes men to hesitate and vacillate from one decision to another and back and fill so much; for really this matter is capable of as exact examination and decision as any other. I conclude that the fact that this is an abstract problem is the cause of most of the trouble.

Accounts outstanding really represent that much hard, tangible merchandise, but the form is intangible. Accounts must be dug into and administered mentally. I suspect that this is the reason why men who otherwise are good merchants work under half steam or less in handling their credits and therefore attain only partial efficiency. For the fact cannot be sidestepped that most of us are mentally lazy—there is no politer word that will cover the ground!

How We Jolly Ourselves

When we get short of change and have

borrowed our limit from the bank, also owe as much as we can for goods, we contemplate our "creeping balances" and evade responsibility therefor by the thought that "credits are mighty risky anyway—perhaps I had better get onto the cash basis." As a matter of hard, unpoetical fact, the merchant who suffers from creeping balances has himself to blame—and ONLY HIMSELF.

Hence, what he needs is rigid self-examination as a primary consideration, a condition precedent to any intelligent course of action. Then perhaps he will conclude that he need not change his business at all. Maybe the change in himself will do the business.

Some Reasons Exist To-day

Some really tangible reasons for change exist to-day. If yours are among these, it may be well for you to consider very seriously the idea of changing. But be sure your reasons are among these.

1. Market advancements. These may have affected you in two ways: (a) by increasing your stock investment so that your capital is hardly sufficient to carry your business; and (b) by consequently increasing the average customer account so that your investment in outstanding bills is larger than you can carry, while the average customer-bill now makes many accounts unsafe which formerly were OK.

2. Uncertainty of the future. Prevailing high prices are liable to decline and thus cause your stock holdings to shrink in value. In face of this contingency you may want to trim sales, reduce investment, cash-in on present holdings, and generally be on the safe side to meet untoward conditions.

3. Inability to handle credits. Maybe you have concluded that you are not made right for handling credits. If you are sure that this is so there is really nothing you can do except change. But note that this must be decided from your own standpoint, behind your own counter, in your own store.

4. Peculiar local competitive conditions. Maybe there is some character of local competition which prevents you from offsetting some of the handicaps mentioned by individual management such as I shall detail later on. In that event, perhaps you must change.

Let Us Review and Examine These Conditions

Generally speaking, if market advancements have left you short of capital, the fault is yours; for you should have advanced your prices in exact ratio with advancing costs so that your capital would have increased out of stock on hand to care for its replacement on the new basis. In this event, it is not your accounts outstanding that have caused you perplexity but your own want of good management and ordinary business foresight.

This may be offset to some extent in some, peculiar localities by the difficulty I have indicated under No. 4—local competitive conditions. I can illustrate by a letter I have from another merchant. He says his large competitor, who was old in business when he started within the year, had a great advantage by reason of having large future contracts which enabled the competitor steadily to undersell him. Of course, this was bad business on the part of the competitor; but very hard to cope with just the same.

How to meet such difficulties? The strictly business way is to advance prices with the market regardless. Cut expenses to the bone and render exceptional service, make your store very attractive and build good will on considerations other than service. Perhaps this cannot be done—altogether; yet much of it can be done in almost any surroundings; for lots depends on individuality.

In addition to this, you can go to meet your competitor and talk things over with him. Put it to him this way: "John, there is no use our giving away our goods in these unusual times, for sure as shooting we both will have to buy again. You may be able to stand it better than I can; but why should either of us stand anything? Let us follow the market and co-operate. Let us trade together. There is room for both of us and in this way both can make money." If you work it right, John probably will work with you.

But You Can Control Your Accounts

As goods enhance in price, customers' accounts automatically increase in average totals. The family whose monthly bills ran \$20 in 1914 will have an average account of more like \$30 at the end of each month in 1917. Thus, if you have the same number of the same kind of customers, you will be carrying about 50% more in accounts than you did in 1914.

But if that condition prevails to the inclusion of customers not financially good for the enhanced sums, the fault is your own. It is not the credit system which is to blame, but your own handling of it.

For if stocks require constant watching—and everybody concedes that they do—accounts outstanding require more watching. Accounts always require more watching. They require extra watching in times like these when prices are jumping.

I shall continue this next week with an account of how my credits were handled, as illustrating a SUCCESSFUL method. Meantime, neither advancing markets nor the prospect of declines in values would bother you had you been master of your own business during the past three years. That is a point I hope to bring out also.



The neatly arranged store interior of G. Readwin, Guelph, Ont.

The Grocer and the Fruit and Produce End How Often He Fails to Make the Most of These Most Profitable Lines—How Failure in This Department Reflects Upon the Store.

MR. GROCER—did you ever stop to consider what kind of an impression your green goods' department is making on the housewives who trade with you?

Are they saying, "I like my grocer. He always keeps an excellent assortment of all the fruits and vegetables of the season and when I order from him I can depend upon their being fresh."

Or are they saying, "I have only one fault to find with my grocer. He is accommodating—keeps a fine selection of the best lines of canned goods, package goods and staples—but his fruits and vegetables are always poor. I am never satisfied with anything in the green line that he sends me. He is usually out of most everything that is seasonable, and the things he does send me look as though they had been laying around the store for a week. I guess I'll have to try some other grocery or shop around. Most all of them have good brands of canned goods and package goods, and I must trade with a store which always has a good selection of fruits and vegetables. You know my husband is so fond of fresh fruits and we are all eating so many vegetables nowadays anyway—and it's so hard to make every dinner appetizing and different."

If your green goods department is not all that it should be you certainly have some customers who are thinking in just that vein. There is no department in the store which takes so much time and trouble, none which will yield so much net return in profits and good-will when it is well run, and not one which is so disastrous to the success of the store when poorly managed.

Bear these things in mind. You must get quick turnover on your fruits and vegetables—put a price on these goods that will do it. Make an appetizing display with them. Fruits and vegetables are to be eaten and should look clean and attractive. Put your display where anyone coming into your store will be sure of seeing and getting the appeal to buy. When talking to your customers over the phone suggest the fruit or vegetable that you have a long supply of on that day. Housewives like such hints. The Food Administration has said to the housewives of the country, "Eat more perishables." Tie up with the public tendency which the government campaign will create. Have some "special" in this department every day. Buy fresh—keep fresh—and sell only fresh goods.

Your fruit and vegetable department offers you the opportunity to show your individuality. Most anyone can put in a standard advertised line of canned goods. But it takes a man with a constant eye to business to keep the perishable goods up to the minute, and you've got to keep up to the minute these days or someone else will beat you to it.

WILL PREVENT LOSS OF POTATO CROP

Plans formulated by the Fruit and Vegetable Committee of the Food Controller's office, provide that no part of the large potato crop of Central and Eastern Canada will be wasted through unequal distribution or the lack of proper storage facilities. This big question was recently discussed at a meeting of the Committee at which the following gentlemen were appointed as the direct representatives of their respective Provinces:—P. W. Hodgetts, Toronto; Prof. T. G. Bunting, Macdonald College, Que.; A. H. Cutten, Lower Truro, N.S.; A. G. Turney, Provincial Horticulturist, Fredericton, N.B.; A. E. Dewar, Charlottetown, P.E.I.

G. C. Cunningham of Fredericton, N.B., who is giving special attention to the potato situation for the Dominion Government and Mr. E. L. Mutton, representative for Saskatchewan are participating in the conference.

The Necessary Middleman

The Part That the Wholesaler Plays in the Scheme of Distribution—The Service That He Renders is Essential.

MR. HANNA'S remarks anent the "Unnecessary Middleman," on whom he lays the blame for a goodly part of the advancing costs of living, has once again brought the question of the use of the middleman to the fore. A recent editorial in the "New York Sun" puts the case for the middleman in vigorous and forceful words:

"Abolishing the middleman from trade continues to be as popular an employment as if it could be done. And so it can be if every individual can produce everything he requires for all his needs and manufacture it without assistance from any other person. But even in the simplest form of village life the middleman element enters in as soon as one villager procures produce from another and turns it into usable shape for a third.

"While there has been an infinite deal of talk about the middleman and his misdeeds, we do not recollect having seen one chased down, captured and marked as Exhibit A in the case against the high cost of living. Indeed, in the complicated process of supplying foodstuffs it would be impossible to say which particular handler is middleman and which not—or how many middlemen there are. The 'middling' starts as soon as the hen lays the egg, and even the incubator may not be free from complicity in the process before the hen was hatched.

"The country cannot get along without the middleman; if he is 'abolished' by the creation of State agencies for handling metropolitan supplies the public office-holder will straightway take his place. It may be possible to trim the cost of handling, but get rid of the middleman—not without going back to the cave man stage of society!"

That is about as clear and terse a defence as could be made; the defence that the middleman is actually the outcropping of business conditions; that he did not develop himself so much for the purpose of gain, but was developed by the exigencies of the situation to meet a certain special need; that he makes his living out of serving this need does not alter the force of the argument.

The Wholesaler Defends His Position

Some little time ago the CANADIAN GROCER approached some of the prominent wholesalers in the country, asking that they present the arguments that seem to them the best justification of the wholesale trade. Hugh Blain, of the Eby, Blain Co., Toronto, is one of the staunchest champions of the justice and necessity of the wholesalers' position. Some little time ago, in presenting the need of the commercial interests of the country before members of the Government, he outlined the wholesaler's case as follows:

"The wholesaler is merely a cheaper

medium for the distribution of the manufacturer's product. Eliminate the wholesaler and no one would be better off, certainly the manufacturer would be worse off. Every extra dollar in the cost of distribution means a corresponding increase to the consumer. No ordinary retailer, of whom we have thousands in Canada, could assemble his goods from all corners of the earth in the necessary large quantities. Beyond doubt you could ruin the wholesale trade. But I will point out to you what would be the result of such action. Financially the wholesale trade carry a large percentage of the retail merchants. These retailers carry a large number of consumers. Especially is this the case during sickness, unemployment and the hardships of winter. In this way a heavy burden is laid on the wholesale trade of which you gentlemen have little conception. If the wholesale houses fail, the whole commercial fabric will tumble to pieces, and there would be bankruptcy in this country such as has never been before among wholesalers, retailers, and consumers, and especially among consumers, who cannot assign, and the debt would, therefore, remain to cripple their energies until the account is outlawed."

Eliminates Unnecessary Duplication of Staff

In speaking of the same question, Armand Chaput, of L. Chaput, Freres et Cie., wholesale grocers of Montreal, expressed surprise that anyone could conceive it possible that the wholesaler did not serve the community in the best way that it could be served.

"The cheapest way of distributing foodstuffs," said Mr. Chaput, "is through the jobber, and if the manufacturers desired to sell direct to the retail trade, they would, first of all, have to increase their staffs. They would have to increase them immensely. They would have to increase their organizations so as to take the place of the organizations of wholesalers throughout Canada. This would mean an inevitable increase in the price of the manufactured goods as distributed to the retailers. The manufacturers would require five hundred times their present staff to carry on business. Even then their terms to the trade would have to be increased, and prices would certainly have to be increased.

"Then in the event of prices rising from causes out of the manufacturers' control—that is, prices of raw materials being increased for any reason, the manufacturers would have to be ready to protect the retailers throughout Canada, as the wholesalers do at present. The wholesalers always give protection to the retailers, enabling them to carry on business during rising prices without sudden irregular fluctuations in prices of goods to disturb the conditions of buying

and selling. Uniformity in business is secured through the wholesaler, and that is very important.

"The fact that the wholesalers place large bulk orders with the manufacturers for goods, take delivery as the goods are manufactured, and very often pay for goods before they are all delivered, is a feature of this food supply business which is important in maintaining uniformity. The wholesaler in buying the goods takes the risk of loss should prices fall before he has time to distribute them, as the retailer buys goods as he requires them and at ruling market prices. The wholesaler collects, stores, and distributes the goods as required, supplies the retailer in a small way of business as well as the retailer with a chain of stores in the big cities, gives the retailer terms where necessary, and often carries him along through a difficult period of business. If prices drop heavily, it is the wholesaler often who bears the brunt of the largest loss; if prices go up, the wholesaler takes his profit, but very often he divides it with the retailer.

"The most vital and enlivening aspect of the business life of the Dominion is the continual brisk movement from city to town, and from town to village throughout Canada of the commercial men of the great wholesale houses selling lines of goods in every-day consumption. Years of business experience are behind the organizations of the wholesale houses, and to disrupt these smooth running systems of business that have been serving the needs of trade, great and small, manufacturing and retail, for generations in the commercial economy of Canada, would, I think, constitute an economic loss to the country rather than a gain."

Zepherin Hebert, president of Hudon, Hebert & Cie., of Montreal, was no less emphatic in his opinion.

"The wholesaler is not only important in the interests of commercial economy; the wholesaler is an absolute necessity. It is not only surprising that anyone should think otherwise; it is absolutely ridiculous.

"Of course the interests of the manufacturer, the wholesaler, and the retailer are all identical in the business of disposing of goods to the consumer for cash returns, but the methods of doing business in the most economical way vary for each of the three great departments of the business of supplying foodstuffs. The manufacturer can do business most economically with the wholesaler; who buys in large quantities and pays in proportion and on terms that suit the carrying on of manufacturing business with raw materials to buy, and plants and payrolls to maintain. The retailers' interests and methods of doing business are most economically taken care of, and his needs

in goods, best supplied, and his abilities as regards making payments best met, and, if necessary, guided and helped by the wholesaler, with the whole organization at his command of a staff trained in the business of distribution of goods.

"Consider what would be necessary if the public demanded that they do business direct with the manufacturer, cutting out all middlemen entirely, both wholesalers and retailers? Immediately it would become necessary for every manufacturer of every saleable commodity to create an organization for the supply of his goods to the consumers. The manufacturers would have to open stores in every city in Canada where their goods are in demand. There would have to be a store for sugar, and a store for canned goods, and a store for starch, and a store for every other line, and the rival manufacturers would have to have rival stores, and there would be disorganization, confusion, and tremendous waste. The situation would be as I have said not only unsatisfactory, but inconceivably absurd. The overhead charges upon the manufacturers attempting to do business without the intermediary offices of the wholesalers and retailers would be doubled and trebled, and the consumer would have to meet these overhead charges in the business of distribution of supplies, and how these can be most economically arranged and themselves distributed over the organization of food supply trade. The present system with manufacturer, wholesaler and retailer working in unison is infinitely more economical than if any one factor in the three distributing factors were done away with. Whichever one were done away with would have to be replaced, and the cost of replacing the organized unit would be added to the price payable by the consumer for the goods as purchased, while the cost of maintaining the system of distribution (overhead charges) would not be removed from the consumer by the attempt to go direct to the manufacturer for requirements.

"As I said at first, it is all a matter of overhead charges and their economical distribution."

A Protection Against Overbuying

S. W. Somerville, of the Geo. E. Bristol Co., of Hamilton, Ont., thought that business could only suffer by the elimination of the wholesaler, who was the best friend that the retailer had. It fell to the wholesaler to protect the retailer from overbuying, that without his aid would be almost a necessity. The man who buys from the manufacturer is led as a rule to buy too much. One reason for this is that there is not the same close association between the manufacturer and retailer as there is between the wholesaler and retailer. The reason for this is, of course, that in buying through manufacturers, the retailer must buy through many distant sources, whereas buying through the wholesaler, who is a natural assembler, he is dealing with one firm alone, and as the number and distance of these purchases increase, the natural result is to lessen the personal

association. In this way, if in no other, the wholesaler serves the retailer in the greater interest. It is natural that he should give his customers, and the tendency on the part of wholesalers to advise and counsel and assist financially those of their customers who seem to need such assistance.

A Return to Primitive Systems

The proposition of eliminating the wholesaler, according to H. C. Beckett, of W. H. Gillard & Co., Hamilton, is too absurd to warrant any attention from thoughtful business men. Without some such system there would be a retrogression to the systems of primitive times. There would be stores selling corn, stores selling potatoes, stores selling one brand of groceries or another, all of whom the housekeeper would have to visit to get her supplies. This would be the result if this idea of eliminating the middleman was carried to its logical conclusion. Nor would the elimination of the wholesaler actually result in lower costs. Each manufacturer would have to go to the trade himself, and it is an established fact, as well as being fairly patent to the casual observer, that it costs more to sell specialties than to sell a general line.

The larger dealer might be able to get along without the services of the wholesaler, but the small dealer who represents about 85 per cent. of the trade would have to suffer.

In this connection, Mr. Beckett spoke with warmth of the manufacturer who adopts the principle of selling both the retailer and the wholesaler. By all means, he said, let them sell the retailer, if they can do so to their advantage, or if they can do so more economically, I for one have no objection to them doing this. But I do object to the piker who sells the big buyers, and leaves the wholesaler to look after the small buyer. It is not fair, according to Mr. Beckett, to put a premium on the big buyer. This system would tend to eliminate the small buyer entirely.

These arguments will be sufficient to suggest that the middleman is not so unnecessary as Mr. Hanna would suggest, for what can be claimed of the wholesaler, can be claimed with still greater force by the retailer. They are both essential elements in the distributive system of business.



EXIT FOOD PROFITEERS

U.S. Will License All Dealers Thereby Eliminating Hoarding and Speculation in Foods.

By the use of an extensive licensing system which will reach even the retailers doing a gross annual business of \$100,000, the United States Food Administration will endeavor to eliminate the food profiteer by putting an end to hoarding, speculation and extortionate profits between producer and consumer. A proclamation is expected from President Wilson very shortly under the provisions of the food control law which will place the machinery in operation by November 1. After that time licenses must be obtained and regular reports submitted by the individuals or firms included in the edict.

Middlemen and others will be forced at all times to open their books to the agents of the Food Administration under the penalty of having their business taken over, and in every case where it is found that false reports have been submitted the offender will be prosecuted. The general principles to be observed are as follows:

"The producers must have a free outlet and a ready market.

"There must be no manipulation or speculation in foods.

"There must be no hoarding in foods.

"Unfair or unreasonable profits must be eliminated.

"Discriminatory and deceptive and wasteful practices which in any way restrict supply or distribution must be stopped."



Interior of the Campbell Grocery Company's attractive store at Kelowna, B.C.

Noted Merchandizing Expert Will Lecture

Frank Stockdale Will Deliver Course of Four Lectures on Subjects of Vital Interest to the Retail Trade.

FRANK STOCKDALE, known as the American Retail Merchandizing Expert, has been secured by the Toronto Advertising Club to deliver a series of four lectures at Convocation Hall on the evenings of October 30, 31, and November 1 and 2. Mr. Stockdale for the past three or four years has been connected with the Associated Advertising Clubs of the World, during which time he has given his lectures on retail merchandizing. He was for many years engaged as an investigator, and was formerly a successful retail merchant. The Toronto Ad. Club has been trying for two years to secure Mr. Stockdale, and as evidence of his popularity it is stated that he is booked up for at least one year ahead. The strong point of Mr. Stockdale's lectures consists in showing merchants how to make more money out of their businesses.

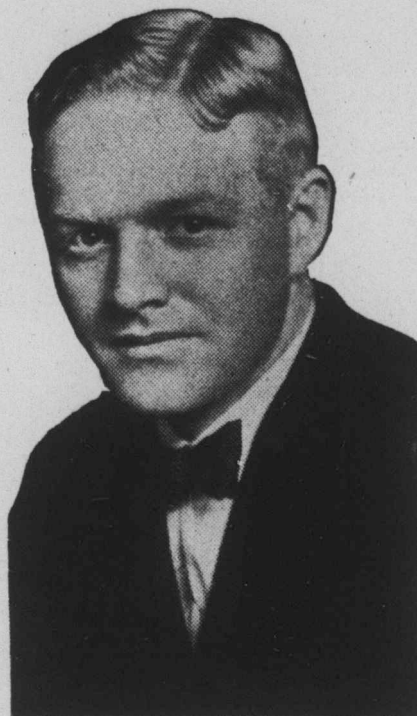
The four lectures to be delivered in Toronto will be on subjects chosen from the following ten. Five of these Mr. Stockdale places under the heading of business building. They are as follows:—"Merchandise Display," "Informative Advertising," "Team Work in Retail Selling," "Intensive Selling," and "Business Building vs. Business Getting." The other five subjects grouped under a general heading of "Business Control" are as follows:—"Figures and 'Figgerers,'" "The Measure of a Merchant," "Speeding the Turnover," "The Babcock Test in Retailing," and "Who Pays for Advertising?"

Manufacturers, wholesalers, retailers, and bankers of the city are being circularized in connection with the series of lectures, which are supported by contributions from these sources. A downtown office at 502 C. P. R. Building (Tel. Adelaide 5489) has been secured, which will be a distributing point for tickets, and from which any information regarding the lectures may be obtained. It is expected a delegation from Hamilton will attend each lecture, and representatives of other parts of the province are also expected to be present.

Mr. Stockdale has given the same series of lectures in each of the large cities in the United States, and much of his success is attributed to the fact that he makes a study of local conditions and investigates local businesses before he applies the principles which form the foundation of his lectures.

BIG COFFEE SUPPLY IN U. S.

Statistical returns relating to the coffee trade of the United States show the record breaking figure of 1,319,870,802 pounds as the quantity imported in the twelve months ended July 30, 1917—an amount which maintains the 100,000,000 pounds a year increase that has marked



FRANK STOCKDALE
an expert on business systems, who will lecture
in Toronto.

the American imports of coffee since the outbreak of the war in Europe, and which exceeds by about 250,000,000 the former high records of 1,049,868,768 pounds imported in 1909 and 1,091,004,250 pounds in 1902. Deducting re-exports of 51,848,440 pounds would leave a net importation of 1,268,022,362 pounds, an increase of 12 per cent. over the net imports in 1916. Largely increased cargoes were received during the last fiscal period from Brazil, Colombia, Salvador, Guatemala, Mexico, Cuba, Haiti, Costa Rica, Ecuador, Nicaragua, Panama, Chile, the Dutch West Indies and British Guiana, the imports from these countries showing, in the aggregate, a gain over 1916 of 145,000,000 pounds.

CANADIAN FISH NOTES

The Dominion Government will pay two-thirds of all transportation charges on fresh, frozen and smoked fish, excepting halibut and gray fish shipped from points in British Columbia to points in Alberta, Saskatchewan and Manitoba.

The Canadian Fisheries Association has chosen Oct. 30 as National Fish Day and arrangements are in progress by the publicity committee to make this the greatest event in the fishery annals of the Dominion. The day selected is a Tuesday, this being fixed upon with the object of separating fish from Friday. It is also planned to make this the inaugura-

tion of a universal Tuesday fish day every week in the year.

The special fishing regulations for British Columbia have been amended so that an Indian may, at any time, with the permission of the Chief Inspector of Fisheries, catch fish to be used as food for himself and his family, but for no other purpose.

A representative of the Turks and Caicos Island, British West Indies, proposes to visit Newfoundland and Canada during the present autumn with the object of establishing, if possible, a trade in salt between these countries and the island mentioned, in which salt is the chief product. It is said to be possible to guarantee a yearly output of 75,000 tons of good quality.

A GROCERY STORE ON WHEELS

(Continued from page 23.)

Word as to the Cost.

In speaking of the venture, the owner and originator of the car states:

"Any merchant who thinks that he would like to try this Cash Grocery Car game should have at least \$3,500 with which to build and equip the truck. Then he must have money to buy his goods, and he must have money with which to establish a sales station, or operating base. He must have a place to keep his stock. Of course, he can't carry his entire stock around in the car all the time. The stock in the car must be very carefully selected and space must be economized.

"It will also be necessary, probably, for the merchant to take out a license for the car. That depends, of course, on the state or city bylaws."

While a car such as is here described is all right for the city streets, it is doubtful whether it would work so well on the country roads, especially in muddy times. The cost of operation would be too heavy. But it might be possible to have a special body built for a light chassis eliminating the vestibule for the customers, and possibly arranging it so that both sides of the car might be let down, forming a shelf on the outside, like the "hot dog" wagons on the city streets. Such a light car might be a welcome visitor at the farm houses, especially as it brings along fresh meat, fresh fruit and similar articles requiring refrigeration.

The business done in connection with this store car has been entirely on a cash basis, but it would seem that there was no actual necessity for a strictly cash business. Indeed where a merchant is in touch with his customers every day, as is the case in this instance, there is even less danger in giving credit than there is with the average store.

Perhaps the Canadian merchant may not be prepared to follow entirely the example set here. Perhaps, the system illustrated would not be quite suitable to our different conditions, but possibly in the description of this car some merchant may find some suggestion which he can adapt to meet the needs of his particular community.

Delivery Costs Cut 40-50 %

Investigations Made in 47 Places

Retail dealers throughout Canada who have been giving considerable thought to the question of their delivery systems will be interested in the report issued as a result of investigations made in the United States. The same conditions of overlapping will apply in Canada as are found with our near neighbor, and action to reduce this to a minimum will be welcomed.

A STUDY of co-operative delivery systems undertaken several months ago by the Commercial Economy Board of the Council of National Defense has shown that such systems have commonly saved from 40% to 50% in investment and operating costs as compared with the individual systems replaced. The first results of the investigation, covering co-operative systems in 47 cities and towns, have just been made public by the Board, together with a number of practical suggestions on installing similar systems.

Of the 47 cities and towns studied the Board found that the co-operative plan had been a success in 30, a failure in 5, and doubtful as to results in 12, largely because the systems in the 12 places had only recently been installed. These cities and towns are located in 20 different States, and range in population from less than 1,000 to more than 200,000.

In one city of 12,000 population 14 wagons were found to be doing the work which under the old system required 20. One grocer in a town of 4,000 had cut his delivery expense from \$1,638 to \$806 a year. A merchant in another town reduced his delivery expense from \$675 to \$224 a month. Eleven stores in another place reported an annual saving of \$5,000. In one city 9 wagons replaced 17, and in another 11 men, 14 horses and one car replaced 21 men, 32 horses and 4 cars.

The savings generally did not mean less service to the public. In a number of instances the service was actually increased.

Several factors, the Board states, contribute to the saving which generally results from co-operative deliveries. Depreciation charges on vehicles are generally reduced, because instead of several wagons or trucks covering a single district at the same time, one does the work. In place of several complete equipments one will do. Wagons are likely to go out more fully loaded. More deliveries are made per mile of driving. Several supervisors are replaced by one. A unified and more economical planning of routes is made possible.

The five suggestions made by the Board on installing a co-operative system come partly from systems which have succeeded and partly from those which have failed. They are intended to help merchants who are not experienced in organizing and carrying on co-operative deliveries to avoid the pitfalls which have generally been the causes of failure.

First, the Board says, particular pains should be taken to secure impartial valuation of the equipment turned over by the co-operating merchants. In some cases old harness and old wagons have been given in at figures far exceeding their true worth. A system in which this sort of practice is possible at the outset naturally works under a disadvantage.

Second, the Board suggests that merchants planning to co-operate should consider the advisability of establishing a central station where parcels can be brought and grouped according to routes, where c.o.d. collections can be turned in, and where all the

business of the system can be concentrated. The central station is not desirable in all cases, but it has been found profitable in many.

The Board's third suggestion is that all details connected with c.o.d. orders be worked out with great care. This is one of the most important problems. It requires for its solution responsible drivers, a special accounting system, and a definite agreement with merchants as to when they may expect returns. Irresponsible drivers will probably mean an inaccurate crediting of customers who make c.o.d. payments, careless handling of the money itself, disputes over the amounts turned in by the driver, and trouble for the management in turning over collections to the co-operating merchants. The accounting system need not be complicated.

Fourth, there should by all means, the Board declares, be a competent executive in charge of the work. Above all things needed for the success of a co-operative system is good management.

The fifth suggestion is that when a co-operative system takes over delivery work for any merchant, under the usual plan of a flat charge per delivery, it should be clearly understood that all deliveries are to be handled through the co-operative system and that there are to be no separate deliveries by the merchant. In a number of towns the Board found that the system had failed because certain merchants had made a practice of turning over the long and more expensive deliveries to the co-operative system and using boys to deliver goods to customers within a few blocks of the store.

The Board is continuing its investigation with a view to making available still more complete and comprehensive data on the subject. It is now prepared, however, to supply advice and information in some detail to associations and individual merchants who are considering the establishment of a co-operative delivery system. Inquiries may be addressed to the Commercial Economy Board of the Council of National Defense, Washington, D.C.

Since the Board last June recommended co-operative delivery systems its correspondence has indicated a wide and growing interest in them. It is now working, either through the State Councils of Defense or directly, with business men in a considerable number of communities, in establishing such systems or increasing the number of merchants participating in those already established. While the Board's recommendation on co-operative deliveries originally referred only to small and medium-sized cities and towns, subsequent investigation has indicated that they are equally practicable and advantageous under certain conditions in even the largest cities.

The recommendation was issued as a war measure. Its primary object was to help make it unnecessary for delivery men who join the army and navy to be replaced by men who are needed in munitions making, farming, shipbuilding, railroading, mining, or some other vital industry.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - - General Manager

THE MACLEAN PUBLISHING COMPANY, Limited

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.

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EDITORIAL BRIEFS

ACCORDING to report, W. F. O'Connor has been appointed general returning officer for the forthcoming election. There are some food manufacturers who will sleep more easily because of this news.

* * *

MR. HANNA now makes the statement that he will not set a price on potatoes, that he does not believe that doing so would be for the benefit of anyone. Well, it's a relief to have him say so. We have had a sort of hunch to that effect for some time. It is to be hoped that Mr. Hanna will continue in this enlightened frame of mind.

STARCH MILLS MAY CLOSE

THERE is a report from Montreal to the effect that the starch factories may be compelled to close down. This unpleasant possibility is induced by the United States embargo on corn that is shutting these factories off from their source of raw material. The Canadian supply of corn cannot meet the requirements. It is to be hoped that some arrangement may be reached that will ease the situation, and prevent this action becoming necessary.

COMPLICATING THE SITUATION HE AIMED TO CURE

MR. HANNA'S reference to the scarcity of sugar some little time ago was just one of those unfortunate statements that a man might make with the best of intentions, only to find that the statement had still further aggravated the difficulty it was meant to lessen. Prior to Mr. Hanna's statement, there was certainly a very limited supply of sugar

to carry the country over till the new season's crop was available. The refiners well knew this, the wholesalers and retailers knew it, and everything possible was being done to conserve the supply and to keep it evenly distributed. This system was working well and there was every indication that this period would be passed without difficulty.

Then came Mr. Hanna's ill-advised statement, given in flaring headlines in the newspapers, suggesting the possibility of a sugar famine. The actual condition of affairs, the fact that the shortage at the worst would only be for a few weeks, was not made clear. The result has been a great wave of buying by the consumer and the depletion, to an abnormal extent, of the available supply. Under these conditions the situation has been seriously aggravated and the sugar famine is all the nearer and all the more certain because of the mistaken zeal of the Food Controller. The only way of saving the situation now, the only way of preventing an actual sugar famine till the new crop is available, is for every grocer to unite in undoing the damage that has been done. Tell the people the situation; that sugar will be available, plenty of it, before the new year; that if they buy only according to their needs there will be a supply for all; that panicky buying will unquestionably produce the situation feared. It is now for the retailer to save the situation. He is the only one who can do it.

BULK VS. PACKAGE GOODS

IN many advertisements promulgated by the Food Controller's Office, there is a strong championing of bulk goods as opposed to package goods. The householder is urged to buy goods in bulk as a matter of saving. This is evidently the opinion of Mr. Hanna, but it is not the opinion of those best qualified to judge the merits of the question. It is not the feeling, we are led to believe, of even all those in the Food Controller's Office. We are informed that even the copy writer who prepared these advertisements voiced his disagreement with the principles therein set forth. Mr. Hanna, however, is a man of strong opinions, and what he believes, whether right or wrong, he champions with his whole might.

The suggestion of doing away with package goods in many lines also emanates from the Food Controller's Office. It is a suggestion fraught with a very far away possibility of saving and a very present possibility of loss.

Apparently Mr. Hanna, if he is responsible for the idea, has seen only the comparatively microscopic cost represented by the container of food, and has been blind to possibilities of increased costs that probably would be the result of any arbitrary reversion to the old style system of bulk goods. At present the country is facing the conscription issue. Very many young men are going to be called from peaceful occupations into military training. A certain

proportion of these will naturally be drawn from the grocery trade. The grocer will be short staffed as a result. The chance of his obtaining extra help is very doubtful, and in the face of this condition there comes the ill-judged suggestion, that there is a saving to be attained by a reversion to the old toilsome system of weighing everything that crosses the counter. Such a change would absolutely necessitate extra help, extra help that would cost money, a charge that would ultimately have to be borne by the goods. What difference would it make to have this extra charge imposed by the needs of the retailer instead of by the needs of the manufacturer? Moreover, the modern grocery store is designed and equipped to handle goods in the modern fashion. The old array of bulky containers has long been relegated to the scrap heap. The modern merchant is not equipped to handle goods in bulk, and to do so would necessitate changes in store equipment and plan that would entail large expenditures. Where then is the small saving that Mr. Hanna has in mind; lost in the growing expenses that any radical change in methods is bound to entail?

This is not the time for costly experiments. This is no time for trifling with established and proven methods. The trade is facing enough difficulties in meeting the changing conditions incident upon a world war.

There is nothing to gain and everything to lose by anything that means disorganization.

CO-OPERATIVE DELIVERY

SHOWN on another page in this issue is a bulletin issued by the United States Government dealing with the many advantages to be gained from Co-operative Delivery. This is published as a result of investigations extending over a period of many months and should give food for thought to the merchants in many small towns as well as the larger centres.

Besides effecting a decidedly big percentage of saving, the system of co-operative delivery where tried is proving far more satisfactory. There is no overlapping and when the consumer can see where this system must benefit him, he will be the first to praise its operations.

We would certainly commend this article to the careful attention of all our readers. Canadian merchants have been facing similar delivery problems and the solution may become evident in looking over this bulletin.

The successful operation of this delivery system will be welcomed by the smaller merchants particularly as this item adds greatly to his cost of doing business and puts him at a decided disadvantage when competing with the larger stores.

The great concentration of thought on business thrift is another lesson which this Great War is teaching us. There is no doubt that these teachings will result beneficially, not only now, but after the war as well.

Co-operative Delivery is practical—it has been and is being demonstrated clearly in many towns and cities.

KILLING THE LOCAL GROCERS' ASSOCIATION

THE importance of concentrating effort among grocers for the support of local associations has always been emphasized through the columns of CANADIAN GROCER. It has oftentimes been pointed out that the advantages accruing to the retail grocer by being a live member of a local association of grocers are many, and should be enjoyed by all merchants in any portion of the country. Too often has this phase of modern retailing been neglected, and the result has been the falling into inefficient methods of doing business and allowing powerful city mail order interests to handle them and their customers promiscuously—and all because of a lack of co-operation and union among the grocery merchants, which constitutes the only effective manner in which their rights can be upheld.

The usual attitude of the retail grocery merchant toward the local association is one of indifference, and in this connection the following points on "how to kill an association" should be noted, applied to the individual case and then avoided for evermore:

1. Don't come (to the meetings of the association).
2. If you do come, come late.
3. If too wet or too dry, too hot or too cold, don't think of coming.
4. Kick, if you are not appointed on a committee, and if you are appointed, never attend a committee meeting.
5. Don't have anything to say when you are called upon.
6. If you do attend a meeting, find fault with proceedings and work done by other members.
7. Hold back your dues, or don't pay them at all.
8. Never bring a friend who you think might join the association.
9. Don't do anything more than you possibly can to help to further the association's interest, then when a few take off their coats and do things, howl that the association is run by a clique.

If these "gentle tips" are just reversed and applied conscientiously, the result will be an ideal individual grocery merchant who will obtain the best results in his business from co-operation, and will simultaneously advance the interests of the trade in general.

You Grocers of Canada— Cash! Cash!! Cash!!!

YOUR customers are ready to buy more from you than they can use themselves—for their Boys in the Trenches. The Boys must be fed—better fed than those of us who stay at home. And there is this for you to consider: The Food Controller, quite properly, is urging your customers to eat less—to cut out many things. So you ought to jump right back at us when we show you a way to keep up sales.

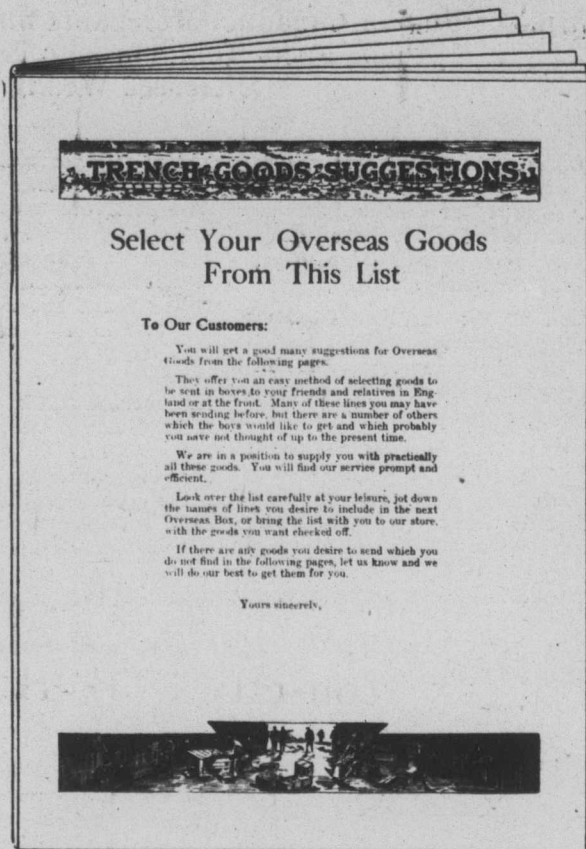
It's all pretty hard on you—this food crisis, and this call to economy. Yet, if you do as we advise, *you can sell your goods in Europe*. That is, you can persuade your customers to buy from you good Canadian fare for the good Canadian Boys in the Trenches in Flanders and elsewhere.

**Next page tells you all
about it!**

Distribute this Prompter among your Customers

YOU see this picture. Well, it illustrates a section which will appear in **THE CANADIAN GROCER** on October 26. It will list many lines of groceries suitable for the Boys overseas.

Page one is a message to your customers from you. You can have your name signed, printed in by us; or sign it with pen and ink; or with a rubber stamp, just as you choose. This message from you is a suggestion to your customers to consult this little magazine to make up lists of goods to be sent overseas. The remaining pages will be suggestive of suitable things which your customers can buy.



The full-page size of this Trench Suggestions pamphlet will be the same as page of **CANADIAN GROCER**.

What's It Going to Cost?

\$3.00 a hundred copies, without your name printed in. If you want us to print in your name and address, then the price will be \$3.50 per 100 copies. (No quantity less than 100 printed at this price).

You can distribute these among your best customers—those who have sons of their own at the front, or kindred, or friends. It will cost you 3c for each customer. You'll get back dollars probably for this 3-cent outlay.

The quantity we have available is strictly limited. Already, in response to a try-out letter, a goodly portion of the edition of 5,000 we are printing has been ordered. Fifty grocers, ordering 100 copies each, will clean the edition out.

Better wire your order. The idea is good. Don't wake up to its goodness too late. If you don't want to wire, use the coupon below. But hurry.

Canadian Grocer, 153 University Ave., Toronto, Ont.

.....1917

You may book my order for.....reprints of The Trench Goods Section in your Fall Number. I am to be given further information as to the firms that will advertise in it and am to have the privilege of cancelling this order if I desire, after I secure this information.

Name..... Address.....

Concentrating Trade at Home

Outline of Plan of Canadian Merchants for Combating "Out-of-town Buying" Menace
—Plain Facts Told Through Newspapers—Money Kept at Home
Increases Wealth and Buying Power.

EDUCATIONAL campaigns are being carried on by live merchants in various parts of Canada, showing customers that it is to their disadvantage to send their money to mail order houses, premium organizations, etc.

The action of the merchants whose cases will be dealt with herein should provide an example to merchants in general throughout the districts apart from the larger cities.

J. M. Toombs, general store merchant of Salmon Arm, B.C., has a unique way for impressing the townspeople with the financial benefit accruing to them by dealing in the town. A column of reading matter recently appearing over his name in the local paper says in part, as follows:

"Buy from the Local Merchants and prevent Salmon Arm from drifting into a One Store Town."

"The price of sugar is still \$10.50 per hundred pounds. The wholesale cost at Vancouver is \$9.75, the freight is 52c, draying about 3c per hundred, making the laid down cost \$10.30; yet a circular has been sent out by a well known firm offering sugar at \$10.50, with a discount to cash purchasers of 10 per cent., or a net price of \$9.45, but the purchaser does not get the discount until the end of the year.

No Waiting for Local Discount

"I am giving 20 per cent. discount on many lines, and there is no waiting. The total discount on each purchase made is deducted, and is paid in cash. Is there any reason why you should pay more for the actual goods than the advertised price and wait for several months for the return of your discount? Supposing that this plan was adopted by producers in selling other lines of goods. If 10 per cent. were added to the cost price of some other articles and the merchant was told he would receive his 10 per cent. discount some time in the future, what merchant would buy those products on such a basis? Any ordinary business man would tell the producers that all discounts must be deducted before the cash is handed over. When a purchaser pays cash for merchandise and 10 per cent. discount is promised, why not deduct it at once? There is no necessity to wait for payment—it is not business."

Continuing, Mr. Toombs makes reference to the investment of much Western money in profit sharing stores on the instalment plan. "The person who buys a \$100 share and pays \$1 in cash and is allotted a share," says Mr. Toombs, "has a liability of \$99 in deferred payments. He is promised 10 per cent. dividend on

the \$1 paid, or 10c, and furnishes \$99 of credit, for which he receives nothing. The company uses the \$99 of deferred payment as collateral, and the shareholder gets no benefit for the liability which he assumes. The history of the so-called profit sharing plan in Canada is one of failure. The shareholders are the ones that lose out. There are lots of opportunities in this province for investing surplus funds, and there is no need to send money away to outside promoters for investment in mercantile venture, nor is there any need to send money to so-called profit sharing stores on deposit; 6 per cent. is a very good rate of interest. All the money invested in outside companies is a loss to this province. It is a much better plan to let those desirous of starting general stores furnish their own capital, and competition will regulate prices.

No Business Risks Involved

"When you deal at my store you get all the benefits of discounts without buying shares or taking any business risks. No deposits required from monthly customers who pay promptly and I would not think of asking a person to deposit money with me if I was not willing to extend a line of credit to the depositor if required. A share of your patronage will be appreciated."

The foregoing is a clear-cut statement which should prove a big factor in keeping money in circulation in Salmon Arm, B.C. It not alone hits at the evil of sending money out of the community to mail order houses, but also condemns the practice of townspeople investing in outside enterprises which never result to their advantage, and which only tend to decrease the wealth and buying power of the local community.

Merchants of Kingston, Ont., are combining in a publicity campaign through the local newspapers similar in some respects to the foregoing, though more concentrated upon the mail order menace and other similar operations of large city corporations. In this connection a recent article, accompanied by the names of several merchants, is interesting:

"Just imagine, if you can, what kind of a place Kingston would be to live in if it should be there were not a grocery store, a hardware store, or a meat market in the whole city. Suppose you had to send out of town for every little thing you wanted in the grocery or hardware line. It would be almost impossible to get along, wouldn't it?"

"Did you ever stop to think how many times every month you run in or 'phone in to one of Kingston's many excellent stores for little accommodations—trifling purchases upon which there is not a cent of profit, for which the storekeeper does not get paid for his paper and string or

his time doing up your purchase? Did you ever stop to think how often he has made an extra trip with his delivery rig to accommodate you when you have forgotten until the last minute to order something which you have urgently needed?"

Merchant is Local Supporter

"Did you ever stop to think that your merchant pays taxes in the town, hires clerks, pays telephone bills, employs drivers, supports horses and wagons, for the sole purpose of rendering you the best possible service and to add to your convenience and lighten your household problems?"

"When you take into consideration these facts, do you think it is fair to your merchant for you to go out and induce your neighbors to join you in clubs and other schemes which take your money from circulation in Kingston forever? Do you realize that these companies have grown enormously rich in a few short years, while your home merchant has had to work long hours and practise rigid economy in order to make a modest living?"

"Supply and demand regulate to a great extent the prices of nearly all staple articles. These out-of-town concerns cannot sell you the same grade and quantity of merchandise any cheaper than your local store, provided they render you the same service in connection with the sale.

"The out-of-town concerns are, in many instances, past masters in the art of misleading as to values, weights, quantities, etc. They use packages which make small quantities appear to be of the same weight and size as those obtained from your local stores. This saving enables them to offer you premiums to act as their clerks, salesmen, collectors and deliverymen. In other words, you are paying them a handsome profit for the privilege of serving them.

Merchant Will Duplicate Mail Order Offers

"We dare say there is not a merchant in Kingston who would not be glad to duplicate the offers made by these concerns, if you would go out and solicit a \$10, \$20 or \$25 order, collect the money in advance, then take the goods and deliver them. Of course, they could not do this from their regular staple stock. They would have to purchase goods manufactured expressly for this purpose. Notwithstanding their cleverly worded advertising matter, these out-of-town concerns have but one object in view—that is, to get just as much of your money as possible, and to give you just as little in return as possible. They have no further interest in you, nor in your

(Continued on page 36.)

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Quebec

A. Girard, grocer, Quebec, has sold out.

Domestic Pure Food Co., syrup manufacturers, Montreal, has dissolved.

Silas Harris of Guggenheimer & Co., San Francisco, Cal., spent the latter part of last week in Montreal calling on the trade with his brokers, Rose & Laflamme, Montreal.

Mr. Charles F. Morrow, of Morrow and Co., Toronto, was a business visitor to Montreal last week in connection with the appointment of Mr. J. C. Thompson as the firm's agent in Montreal.

B. Trudel, buyer and manager of the tea department for L. Chaput Fils et Cie, Ltee., Montreal, has returned from a business trip to Port Arthur, Fort William, and Western Ontario with a stop off, while returning, at Toronto.

Lieut. Drew Hudson, son of F. W. Hudson, of the Canada Brokerage Company, has been invalided home with wounds received at the beginning of the battle of Vimy Ridge. Lieut. Hudson was formerly with the Royal Flying Corps, but transferred to the Royal Canadian Artillery after recovery from injuries received while in the flying corps.

J. C. Thompson, who spent twenty months on active service in France with the 42nd Highlanders, and who has returned from the Front discharged with honor, has opened an office in Montreal as a grocery broker, handling the account of Morrow & Co., Toronto. Mr. Thompson's office is in the St. Nicholas Building.

Ontario

J. Sutcliffe, grocer, Levis, is dead.

A. McTavish, grocer, Windsor, suffered loss by fire.

C. F. Henry, grocer, Owen Sound, is dead.

W. Nelson, grocer, Toronto, sold to Scott Bros.

J. Brackley, grocer, Toronto, is retiring from business.

Mrs. A. E. Hodge, grocer, Hamilton, suffered loss by fire.

St. Thomas Packing Co., Ltd., St. Thomas, suffered loss by fire.

J. H. Walker, grocer, Toronto, succeeded by J. C. Wilson.

C. Wilson & Co., general store, Markham, discontinued business.

D. Cunningham, grocer, Toronto, has been succeeded by J. J. Noad.

J. W. Phillip, general store, Metz, selling out to R. L. Richardson.

Warren Bros. & Co., Ltd., wholesale grocers, Toronto suffered recent fire loss.

A. M. Hamilton & Son, produce, London, dissolved. W. H. Hamilton continuing.

J. Mousseau, grocer, Ojibway, is dead. M. Howe of M. Howe & Son, general store, Pembroke, is dead.

G. H. Willey, grocer, Hamilton, Ont., had his store recently burglarized losing \$11 in cash and several articles.

Thomas Noble, traveler for Armour and Co., Hamilton, Ont., died recently at the Rideau Hotel, Smith's Falls, Ont.

A farmers' club has been organized at Port Perry with a capital of \$60,000. The Carnegie flour and planing mills and lumber business has been purchased for \$27,000 and will be run by themselves.

Spink Mill, now the property of the Campbell Flour Mills Co., at Pickering, Ont., has resumed operations after two months lying idle for improvements. The mill is now said to be on an equal footing with the largest mills in the Dominion as far as high-class equipment is concerned. The capacity of the mill has been increased from 250 barrels to 400 barrels per day.

Western Provinces

City Tea & Coffee Co., Winnipeg, Man., has disposed of its store.

W. H. Tottle, grocer, Elkhorn, Man., has commenced business.

A. Blanchard, grocer, Makinak, Man., has moved to St. Amelia.

H. Larocque, grocer, Winnipeg, Man., has been succeeded by J. Forsyth.

Bourassa & Co., Ltd., general store, Meyronne, Sask., has discontinued.

Andrew Aitchison, grocer, Amulet, Sask., has been succeeded by McBrides Ltd.

Smith & Burton, Brandon, Man., wholesale and retail grocers, have closed out retail business.

Gibson & McKinnon, grocers, Winnipeg, Man., have been succeeded by McKinnon & McKinnon.

On Jan. 1, 1918, Mason & Hickey will take over the agency for Procter & Gamble Co., Ltd., in British Columbia.

Mason & Hickey have been appointed representatives in Western Canada for the Del Monte line of canned goods.

F. W. Jarvis, manager in Brandon for Mason & Hickey, is still on the sick list, but is understood to be improving, and may be back in charge of Brandon office by the first of the year.

R. C. Bowie, general manager of Gorman-Eckart Co., is visiting Western Canada just now, calling on the various offices of Mason & Hickey, their representatives in Western Canada.

W. R. Harper, vice-president of the Harper-Presnail Cigar Co., Hamilton, Ont., has returned East after paying an extended visit to Western Canada, calling on all branches of Mason & Hickey, their western representatives.

Maple Leaf Elevator at Southey, Sask., was recently destroyed by fire, the origin of which is unknown. It is estimated that 20,000 bushels of grain was lost. The C.P.R. supplied a special train to haul water with good effect. Adjoining buildings were saved by local willing workers and a favorable wind.

Tees & Persse Co., Ltd., Winnipeg, have been appointed agents from the Great Lakes to the Rockies for the dried fruit branch of the California Fruit Canners' Association, packers of Del Monte brand. They have also been appointed agents at Winnipeg for the J. K. Armsby Co. Heretofore they represented Armsby at all points excepting Winnipeg.

ASSISTANT SALES MANAGER

K. McIntyre has recently been appointed assistant sales manager, to cooperate with H. C. Mendosa, sales manager of the Canadian Chewing Gum Co., Toronto.

BARLEY MILL AT FERGUS SAVED

The fire that recently destroyed the flour mill of James Wilson & Sons of Fergus fortunately spared the pearl and pot barley mill, and beyond a slight scorching it suffered little and will be in active operation again very shortly.

U.S. RICE PRODUCTION

The production of rice in the United States for 1914-15 amounted to 1,064,205,000 pounds, with a per capita consumption of 11.34 pounds. This was increased in the 1916-1917 crop to 1,831,590,000 pounds, with a per capita consumption of 17.33 pounds.

The large increase in consumption during the past year undoubtedly has direct relation to the high price of potatoes and wheat.

The rice crop of India for the past year showed an increase of 1,255,000 tons.

POOREST FRUIT CROP YET Ontario's Fruit Production Lowest on Record—Apple Yields Under Forty Per Cent.

Ontario's fruit crop this year is the smallest on record, according to the September report of the Dominion Fruit Commissioner. In no one district is there said to be a 40 per cent. crop, and the one section in which this figure is even approached is in the valleys of the St. Lawrence and Ottawa, where fruit-growing is, at best, a very minor line of activity. In Prince Edward County, one of the heavier producing districts, a 30 per cent. crop is counted on; in the Georgian Bay

district and along the front of Durham County, also important apple-growing areas, 20 per cent. is looked for; while in Oshawa and Norfolk districts, two of the most important apple sections of the Province, the yield is not expected to exceed 10 per cent. September sunshine has given a fine color to the fruit, but worm holes and fungus will force the bulk of the crop below No. 1 grade. Reliance for domestic needs must be largely placed on Nova Scotia, which has a moderate crop of well-colored and generally clean apples.

The situation is rendered even more unfortunate because of the fact that other fruits as well as apples are short. Peaches in the Niagara district are only a 50 per cent. crop, and the crop is lighter in Western Ontario. Pears in Niagara are only half a crop, and the best report outside Niagara is of a 25 per cent. yield. Plums are equally light, and the grape crop will be greatly shortened owing to failure to mature as result of adverse conditions in spring and early summer. Tomatoes were also held back by cold, wet weather early in the season, and yields have been shortened by early autumn frosts.

This year undoubtedly ranks as the poorest year in the history of Ontario fruit growing. Prices have been high, but not nearly high enough to offset reduction in production.

CONCENTRATING TRADE AT HOME

(Continued from page 34.)

town. They have grown enormously rich at your expense, and at the expense of your home merchant, who is your neighbor, your friend and your fellow-citizen.

"It is your duty as a citizen to do everything you can to help build up your town. In no other way can you do this more easily and more to your own advantage than by patronizing your local merchants.

"We know you are fair-minded and want to do what is right. After you have thoroughly considered the matter, we are sure your sense of duty will convince you that you owe your support to the Kingston merchants, who do so much to serve and accommodate you."

Big Fare-Refunding Sale

The forcefulness of the foregoing statement, clearly defining what the position of Kingston people should be toward their local merchants is applicable to any town or small city in Canada where the same problem has to be faced. Following an attempt to impress the public with the seriousness of the situation by means of such statements as that above, a big Fare-Refunding Sale was put on by Kingston merchants. The event proved to be one of the greatest stimulants to local trading that had been seen in the city. The feature of the sale was the refunding of car fare to customers living within a radius of forty miles of the city who shopped in the city dur-

ing the sale. Every merchant in the city made elaborate preparations.

The benefits accruing to the town or city which follows the procedure of Kingston in arranging such sales and concentrating all buying interest in local stores are of inestimable value. The advantage is evenly divided, for not only do the merchants benefit by the increased sales, but the local newspapers also secure their due of advertising, and the community is well on its way to a flourishing position when it has learned to keep its wealth at home by patronizing its local merchants.

RAISINS TO TAKE THE PLACE OF FRUIT

Here is an Interesting Letter Relative to a Subject That is Getting of More Importance Daily

Dear Sir,—In answer to your query in the CANADIAN GROCER issue of Sept. 28, as to what we are going to nibble at during the winter months, to replace the general fruit shortage, I beg to suggest raisins.

The general public of to-day look upon the raisin as an article of luxury and very seldom class it under the same category as the orange, banana, apple, etc.

Here are some statistics as to the food value of the raisin.

In the first place the raisin contains 75% carbohydrates in the form of grape sugar or fructose and levulose, both of which are practically predigested in Nature's laboratory and therefore ready for easy assimilation.

The analysis of its protein value is 2.6% and acids are 2.7%. It also contains such essentials for body building as magnesium, potassium, calcium, sodium, phosphorus, chlorine, sulphur, and iron in form ready for easy assimilation.

The energy producing power is from 1,550 to 1,605 calories to the lb. and as these are the days of calories it is therefore one of the best.

Taking comparisons one lb. of raisins is equal in food value to 1 1/3 lb. of beef, 6 lb. of apples, 5 lb. of bananas, 4 1/4 lb. of potatoes, 1 lb. of bread, 4 lb. of milk, 4 1/2 lb. of fish (edible portion) and 2 lb. of eggs.

You can see by above statistical report that the raisin should be classed as one of the foremost of foods to be placed on the dining table.

B. C. POTATO CROP

W. E. Scott, Deputy Minister of Agriculture in British Columbia, estimates the provincial potato crop at 61,000 tons as compared with 72,000 tons last year. Of this year's supply it is understood that approximately 40,000 tons will be required for home use in the way of food, and some 8,000 tons for seeding. On this basis there would be about 13,000 tons available for the evaporating plants or for export. Mr. Scott thinks the price should be set by the Controller at once in order to prevent speculation.

EMBARGO STOPS SPECULATION IN CORN

In order to prevent speculation the United States Food Administration has prohibited the export of corn except under license. The Canadian Food Controller has taken steps to facilitate importation into Canada and the Washington authorities will issue licenses upon his recommendations. Persons or firms requiring to import corn may obtain application forms from the office of the Food Controller, Ottawa.

INCREASED RICE CONSUMPTION

The increasingly important part rice is playing in feeding the people is shown in figures just compiled by the United States Food Administration.

The production for 1914-15 amounted to 1,064,205,000 pounds, with a per capita consumption of 11.34 pounds. This was increased in the 1916-17 crop to 1,831,590,000 pounds, with a per capita consumption of 17.33 pounds.

The large increase in consumption during the past year undoubtedly has direct relation to the high price of potatoes and wheat.

The rice crop of India for the past year showed an increase of 1,255,000 tons.

SERVICE DEPARTMENT

Nova Scotia Apples in Car Lots

Please give me names of some Nova Scotia growers or handlers of apples in car lots:—

E. Hanson, Wheatley, Ont.

W. J. Snelgrove, Parry Harbour, Ont.

Answer—The following are growers or handlers or N. S. apples in car lots:

The United Fruit Co., of Nova Scotia, Berwick, N.S.

The Nova Scotia Shipping Co., Berwick, N.S.

Herbert Osyler, Kemptville, N.S.

H. Bligh & Sons, Halifax, N.S.

W. H. Chase & Sons, Wolfville, N.S.

B. C. APPLE DEALERS

Please give us the names of apple dealers in British Columbia where we could obtain apples in car lots:

McKenzie & Co., Fort William, Ont.

Answer—The following are growers or handlers of apples in British Columbia:

Sterling & Bitcain, Kelowna, B.C.

Okanagan Valley Grocers' Association, Vernon, B.C.

GROCERS' WOODEN SCOOPS

Please let me know names of manufacturers of wooden scoops and where I can secure them.—E. Leboeuf, Montreal.

Answer—Walter Woods & Co., Hamilton, Ont., and Winnipeg, Man., handle Wooden Scoops, also Tin, Granite, Aluminum, Horn, Nickle, Brass and Galvanized Scoops.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

OWING to the publicity given by the Food Controller to the fact that raw sugar is difficult to obtain an unusual interest was started in sugar and a heavy demand has developed as a result. Consumers have become uneasy over the situation and have been stampeded into buying as it were. Representatives of refiners state there is no occasion for alarm over the situation, asserting that with a normal demand for this time of the year there should be enough sugar in Canada to carry through until such time as the new Cuban crop begins to come on the market some time in December. Furthermore, Canadian beet root sugar will be on the market within the next week or two and should afford a measure of relief.

With the report that the embargo on import of tea into Great Britain is likely to be removed there is anticipation among tea dealers that a very active market would develop in Canada should the embargo be raised. Stocks of tea in the British Isles are very low and available supplies in Canada would undoubtedly be drawn upon as one of the nearest sources of supply.

Provisions of all kinds were in steadily firm market. Hams and bacon and barrel pork are now in good demand. Large export shipments of butter have reduced the stocks in Canada considerably and put firmness into prices. Eggs also are in firm market. Honey is firm with supplies dwindling. Advances have been recorded in shoe and stove polish, salad dressing, washboards, soup cubes, tobaccos, powdered bathbrick, cotton twine, dates, lima beans, cornflakes. A decline was recorded in one brand of package cornmeal.

Prices on new pack corn and tomatoes have not yet been announced, but cannot be long delayed. There has been no agreement as yet between the millers and the Food Controller with respect to the price of flour. A meeting is to be held on Thursday of this week, but it is understood no announcement will be given out until about November 1. Business is seasonably good, although it cannot be characterized as brisk.

QUEBEC MARKETS

MONTREAL, Oct. 16.—In general the trend of prices is still on the advance. Firmness is indicated in canned goods, beans, dried fruits, rice, tea, butter, eggs, and pork products, although during the week a somewhat easier tone was noted in the hog market. Demand for canned milk is strong. There is increasing difficulty in getting deliveries of goods, and the wholesale trade is counting on the co-operation of the retailers in every district to help out by patience under trying but unavoidable conditions. Flour market is briskly busy, but unaltered in quotations. Sugar market is active and firm. Amongst miscellaneous lines up in price are snuff and cotton twine. Business in city and provincial districts is reported good.

A Salt Shortage; Snuff And Twine Up

MONTREAL. **MISCELLANEOUS.**—There is a shortage of salt which has been felt acutely

ly in some quarters of the retail trade, one very large house having had to send customers away unsupplied. This is due to the coal situation. Salt is being imported from the United States to supply demand, one wholesaler having brought in large quantities. Olive oil is increasingly scarce also. Imperial tobacco snuff is higher priced, Larilord \$1.40 a lb., and Rose Leaf \$1.50 lb. Three-ply cotton twine is now 46½c to 47½c a lb., and 4-ply is 50c to 51c a lb.

Sugar Market Keeps Steadily Firm

MONTREAL. **SUGAR.**—The situation in sugar is unaltered except that demand on refiners is reported to be heavier, and one refinery is said to have no more raw sugar to handle so that, while its price is still at the \$9 basis, this is merely nominal now. The other refineries are busy, and wholesalers have good sized orders coming in both from old customers and from new

customers who formerly bought direct from refineries. Every counsel is given by the wholesalers to retail trade to buy sugar only as required, and on no account to speculate at the present juncture. A decline in prices is anticipated by some in December, but it is by no means definitely suggested. That there is enough sugar to meet consumers' needs is still the view of leading authorities, but any abnormal demand arising would probably upset calculations.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Still Exceedingly Firm

MONTREAL. **CANNED GOODS.**—Advances in price for canned goods are inevitable now except in certain unimportant lines such as blueberries which have shown a trifling decline as compared with previous quotations. Most of the fruits and vegetables are now higher in price than previously. So also with the canned fish, salmon especially being scarce, although prices remain unchanged for certain lines. It is expected that a good many Alaska Reds will take the place of Cloverleaf to fill contracts this season. The shortage in Sockeye salmon is beyond redemption otherwise. Quotations on tomatoes, corn, etc., may be firmer before long. It is anticipated that the prices expected from the Dominion Cannery on these lines may equal present price of wholesale goods to retail trade. This will mean further advances.

Salmon Sockeye—	
“Clover Leaf,” ½-lb. flats	2 45
1 lb. flat	4 00
1 lb. talls, cases 4 doz., per doz.	3 75
½ flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	1 80
Pinks, 1-lb. talls	2 40
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75
	7 00

hand-to-mouth nature and is of fairly good volume. Briskness does not yet characterize the fall trade.

No Occasion For Alarm Over Sugar

Toronto.

SUGAR.—A heavy demand has been created for sugar through the ill-advised remarks of the Food Controller that a serious shortage is likely to develop. Wholesalers point out that the Food Controller could not possibly have done anything more likely to set consumers in a panic to buy sugar. Refiners' representatives point out that if the sugar is let out sparingly and in normal quantities there will in all probability be enough sugar to last until the new crop Cuban comes in and the Canadian beet sugar comes on the market. Retailers would be doing the right thing in allaying the fears of their customers and informing them that there is not going to be a famine in sugar. There are still some 73,076 tons of raw sugar on the Island of Cuba of which practically about two-thirds has already been sold on contract. This will leave some 25,000 tons still to be disposed of. Cuban holders are asking more than the refiners are willing to pay, or more than the International Sugar Commission says the refiners should pay. This basis has been established at 5½c cost and freight and on the duty paid basis is equivalent to 6.90c New York. It was reported last week that Canadian refiners were disposed to pay more for sugar and they were in consequence getting small quantities. Now, however, Canadian refiners have agreed to adhere to the basis established for United States refiners. If Cuban holders are not disposed to accept 5½c the sugar may stay in Cuba indefinitely. There may be a temporary shortage of raw sugars for a time until the United States beet root sugar begins to reach the market more abundantly. Harvesting of beets is now under way in Utah and Idaho, under favorable conditions. In Nevada the beets are doing well. Wyoming reports the prospects good and conditions are favorable in Montana. The sugar content of the beets is reported high. The estimated crop of beet sugar is placed at 734,577 tons which should be more than enough to see the country through until the new Cuban crop begins to come on the market in December. The Canadian beet crop will start to come on the market during the latter part of this month and is placed at 12,500 tons. There may be a short period in the immediate future when sugar will not be plentiful but higher prices are not anticipated.

Atlantic extra granulated	9 14
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated	9 14
Can. Sugar Refinery, extra granulated	9 14
Dom. Sugar Refinery, extra granulated	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies.

and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Tobacco, Bath Brick And Stove Polish Up

Toronto

TOBACCO, BATH BRICK, POLISH.—An increase has been made effective in the price of smoking and chewing tobaccos of certain brands. Stag chewing tobacco has been advanced 8c per pound to 57c and Forest and Stream smoking tobacco 9c per pound to 98c. Shamrock smoking is up 8c per pound to 57c. Oxo cubes have been advanced slightly, 4's now selling at 97½c per dozen, an advance of 2½c and 10's at \$2.45, an advance of 5c per dozen. Powdered bath brick has been advanced 12c per dozen to 60c. Simplex shoe polish has been advanced 10c per dozen to 85c, Black Cat shoe polish to \$1.75. Royal salad dressing, lunch size, has been advanced to \$4.35 per dozen, the former price being \$3.95. Globe washboards of zinc pattern have been advanced to \$4.35 per dozen. Aylmer boneless chicken is now reported to be off the market, as it is no longer obtainable. There may be still some light stocks in wholesalers' hands but manufacturers are unable to supply additional wants. Tuna fish is again in the market and is being quoted at \$3 per dozen. Cotton twine has been advanced 2c per pound, three-ply now selling at 44½c and four-ply at 48c per pound. Catelli's bulk macaroni is now quoted at 45c in 5-lb. and 90c in 10-lb. packages.

Molasses Demand Is Getting Heavier

Toronto.

MOLASSES, SYRUPS.—With the coming of cooler weather there has been an increased demand for molasses for baking purposes. Sugar house syrup has been in active demand during the week, larger orders seeking placement than the dealers cared to take on. Corn syrups are holding in steady position with the probability that lower prices may come when the new-crop corn begins to come on the market. Through the operation of the embargo on corn from the United States it is increasingly difficult to get supplies as it is necessary to get a license in order to get stocks. Cane syrups were unchanged in price.

Corn Syrup—	
Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cane Syrups—	
Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, barrels	0 84
West India, ½ bbls., gal.	0 48
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2	

doz., Barbadoes	5 65
Tins, 2-lb., baking grade, case	3 00
2 doz.	4 40
West Indies, 1½, 48s	4 25
West Indies, 2s, 36s	

Firmness Still Prevails In Dried Fruits

Toronto.

DRIED FRUIT.—There is a continued firmness in the market for dried fruits due to the scarcity of spot stocks of prunes and to the possibility that shipments from the producing centres may be late on account of heavy Government buying for the United States armies. Candied peels are in strong position with an advancing tendency. Australian currants are also strong with the market practically bare of Greek currants. As indicated last week package dates are in very firm market. Figs were in slightly easier tone due to the disposition of wholesalers to clean out old stocks. Peaches are cleaned out for the most part and new-crop will not be in the market for some little time yet. Producers of dried fruit on the West Coast are finding difficulty in getting supplies of box shooks for shipment of prunes and raisins and have been resorting to paper containers. Excelsior and Dromedary dates were advanced in a number of instances by wholesalers during the week, following the firm position indicated in these columns last week. Excelsior dates are now quoted from \$4.25 to \$4.60 per case in certain instances and Dromedary dates have been advanced to \$5.60 in some quarters. A car of new-crop prunes is now on the way and is expected to reach the local market some time during the week. Some new Thompson seedless raisins are also on the way. New crop dried apricots unpitted were placed on sale during the week at 16¼c per pound.

Apples, evaporated, per lb.	0 16
Apricots, unpitted	0 16
Candied Peels, American—	
Lemon	0 26
Orange	0 28½
Citron	0 30
Currents—	
Filiatras, per lb.	0 23
Australians, lb.	0 25
Dates—	
Excelsior, pkgs., 3 doz. in case	3 90
Dromedary dates, 3 doz. in case	4 50
Figs—	
Taps, lb.	0 05½
Malagas, lb.	0 08½
Prunes—	
30-40s, per lb., 25's, faced	0 16
40-50s, per lb., 25's, faced	0 15½
50-60s, per lb., 25's, faced	0 12½
70-80s, per lb., 25's, faced	0 11½
80-90s, per lb., 25's, unfaced	0 11½
90-100s, per lb., 25's, unfaced	0 10½
Peaches—	
Standard, 25-lb. box	
Choice, 25-lb. boxes	
Fancy, 25-lb. boxes	
Raisins—	
California bleached, lb.	0 14
Valencia, Cal.	0 10
Valencia, Spanish	0 10
Seeded, fancy, 1-lb. packets	0 11½
Seedless, 12-oz. packets	0 11
Seedless, 16-oz. packets	0 14
Seedless, screened, lb.	0 13½

New Pack Vegetable Prices Have Been Named

Toronto.

CANNED GOODS.—Canners announced their new prices on new pack

vegetables during the week, with the exception of corn and tomatoes. Wholesalers at the time of writing had not arranged their selling price, but they are expected to be somewhere near prevailing prices on old-pack goods. Beans are expected to be only 12 per cent. pack. Beets and sundry lines of vegetables are expected to be full pack. Peaches, plums and pears will also be full delivery. Corn and tomatoes, as intimated last week, are likely to be very light pack. Prices of all canned goods held steadily firm during the week.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Table listing various food items such as Salmon, Canned Vegetables, Peaches, etc., with their respective prices in columns.

Rumors That Tea Embargo May Be Raised

TEA.—Rumors were current during the week in the New York tea market that there was some likelihood of the embargo being lifted on shipment of teas into Great Britain. If this comes about, the opinion was expressed locally there may be a considerable movement of any surplus tea from the Canadian market into Great Britain.

Table listing coffee types such as Ceylon and India, Pekoe Souchongs, etc., with prices.

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

New Crop Chicory Is Now Being Shipped

COFFEE.—This week in the market was a featureless one so far as price movements were concerned. In the primary market there was a decline in Rio spot stocks but Santos spot stocks were unchanged. In the New York market holders of December options were inclined to sell and then buy options in the distant months. This would seem to indicate a feeling that the possibility of peace is not anticipated for the near future.

Table listing coffee types such as Bogotas, Maracaibo, etc., with prices.

Spices Continue In Firm Market Trend

SPICES.—There are only moderate stocks of spices in sight in the primary markets and uncertainty of future arrivals makes the situation one of firmness. High costs to import owing to the shipping situation, with embargoes on some lines, gives the trend of the market a steadily firm tone.

Table listing various spices such as Allspice, Cassia, Cinnamon, etc., with prices.

Firmer Tone In Southern Markets

RICE.—There was a firmer tone in the New Orleans rice market during the week although advices did not indicate the reason for the same. There is very little rice as yet offered for immediate delivery of the new crop, as receipts are abnormally light for this season of the year.

week although advices did not indicate the reason for the same. There is very little rice as yet offered for immediate delivery of the new crop, as receipts are abnormally light for this season of the year. Prices remained unchanged locally with a fair demand reported. Tapioca was also in firm position, with an advance of 1/2c on lower quotations making the range 14c to 15c.

Table listing various types of rice and tapioca with prices.

First Shipment Of New Almonds

NUTS.—The first shipment of new-crop almonds is expected to reach the local market during the latter part of this week. A big shipment of almonds reached the New York market at the end of last week and prices in that quarter dropped 2c per pound. Importers made quotations on a corresponding basis in the local market. Walnuts have advanced 1c per pound in the primary market in New York and there is firmness in the local market in consequence. Peanuts are in firm market and will continue so, in all probability, until the new crop comes in next month.

Table listing nuts such as Almonds, Walnuts, Pecans, etc., with prices.

Beans Expected To Be A Light Crop

BEANS.—Canning interests report the bean crop will probably not be over 12 per cent. of normal. The late spring in which there was considerable wet weather is reported to have drowned out many of the beans. Indian beans are about the only kind that show any activity in the local market and in these wholesalers state there has been a fair movement. Ontario beans are not being offered in the local market at present. Farmers in some instances have been seeking to sell their crop of beans around \$8.50 per bushel. Wholesalers would not offer more than \$8. Lima beans showed a firmer tendency and advanced 1c per pound during the week, the low quotation being 17c.

was not expected until late in December. Refiners' representatives here last week-end seemed very certain that no decline would take place before end of October, and all information coming from the East seemed to confirm this.

*Evaporated Apples Now
In Delicacy Class*

Winnipeg.
DRIED FRUITS.—The prune market is very much steadier, and the trade are looking for higher prices. Information coming in from California is to the effect that large sizes are going to be very scarce. It is stated that packers will make only a partial delivery on large size. Apples are almost extinct as far as new crop is concerned. The only point in Canada where apples are available seems to be Nova Scotia, and the price there is 20c f.o.b. factory, which puts evaporated apples in the delicacy class. It is realized here that the Ontario crop has been a failure, and one jobber went so far as to say that the pack of evaporated apples would hardly exceed a dozen cars.

Santa Clara Prunes—
90-100s, 25-lb. boxes, per lb..... 0 11½
80-90s, 25-lb. boxes, per lb..... 0 12
50-60s, 25-lb. boxes, per lb..... 0 13

Oregon Prunes—
100s and over, 25-lb. boxes, per lb..... 0 08½
90-100s, 25-lb. boxes, per lb..... 0 10½
80-90s, 25-lb. boxes, per lb..... 0 10½

Dried Fruits—
Apples, evap., 50-lb. boxes, lb. 0 13½
Apples, 25-lb. boxes 0 14½
Apples, 3-lb. cartons, each..... 0 52
Pears, choice, 10-lb. boxes, faced 0 16½

Apricots—
New, choice, 25's 0 23½ 0 25
New, choice, 10's, per box.... 2 48

Peaches—
Choice, 25-lb. boxes 0 13 0 13½
Choice, 10-lb. boxes 0 14

Currants—
Fresh cleaned, bulk, lb., Australian 0 21 0 22

Dates—
Hallowee, 68-lb. boxes..... 0 18 0 20
Fards, box, 12 lbs..... 1 75 2 30

Raisins, California—
16 oz. fancy, seeded 0 12¾
16 oz. choice, seeded 0 11¾
12 oz. fancy, seeded 0 10
12 oz. choice, seeded 0 09¾

Raisins, Muscatels—
3 crown, loose, 25's 0 11¼
3 crown, loose, 50's 0 10¾

Raisins, Cal. Valencias—
3 crown, loose, 25-lb. boxes... 0 10½
3 crown, loose, 10-lb. boxes... 0 11

Figs—
Mediterranean, 33-lb. mats... 0 07¼ 0 08

Peel—
Candied lemon, boxes, lb. 0 22
Candied orange, boxes, lb..... 0 25
Candied citron, boxes, lb..... 0 30
Cut mixed, 7-lb. boxes..... 0 23½

*Tapioca Too High;
Rice Quotations Up*

Winnipeg.
RICE.—There have been large sales made lately of Siam rice on a basis to cost the retailer 10c. As the same rice is to-day costing the dealer between seven and eight cents, it can be readily seen that price of rice is on the up-grade. The price of tapioca in the first market has gone to such a high figure that the consumption is rapidly falling off. Practically all wholesalers in Winnipeg have raised the price of their rice nearer where it should be, due to stocks under old contracts being practically exhausted, resulting in the wholesalers being

forced to replace stocks at higher prices than what they sell spot stocks at. It is said there is a possibility of prices ruling lower after the first of the year owing to the fact that there will be a lull in shipping, and possibly more goods will be got through.

Extra fancy Japan, 100-lb. bags.....	0 09
Fancy Japan, 100-lb. bags.....	0 08¾
Choice Japan, 100-lb. bags.....	0 07½
Siam, 100-lb. bags 0 07	
Siam, 50-lb. bags 0 07¾	
Tapioca, lb. 0 13½	0 14
Sago, lb. 0 12½	0 13

*Still Indications Of
Cheaper White Beans*

Winnipeg.
DRIED VEGETABLES.—Locally there is an easing off in the price of white beans, brought about by lower quotations from the Pacific Coast. These are Indian beans, which are not as satisfactory as the Japanese beans, but are lower in price and seem to suit the trade. They are selling at \$7 bushel.

Barley—

Pearl, 98-lb. bags, per bag....	7 75
Pearl, 49-lb. bags, per bag....	3 90
Pot. 98-lb. bags, per bag.....	5 50
Pot. 49-lb. bags, per bag.....	2 80
Pot. 24-lb. bags, per bag.....	1 45

Beans—

Lima, large, about 80-lb. bags, per lb.	0 17½
Lima, small, 100-lb. bags, per lb.....	0 14
Manchurian, white, hand picked, per bu.	7 00
Bayo, California, 100-lb. sacks, per sk..	5 75

Peas—

Split, 98-lb. bags, per bag.....	11 25
Whole, yellow, soup, 2 bu. bags, per bu.	5 00

*New Peanuts
May Be Cheaper*

Winnipeg.
NUTS.—Brokers state that on account of the difficulty of getting bottoms the arrival of new nuts from foreign countries is problematic. New crop of peanuts will be on this market next month; new prices have not been announced yet. Owing to the fact that consumption has fallen off on account of the high prices, it is possible that prices may be a little lower. It is also possible that we shall see more Japanese and Chinese peanuts on this market, as the price of these is lower.

NUTS—IN SHELLS.

Almonds, Taragona (soft shell), lb. 0 20	0 21½
Brazils, medium washed (Nigger Toes), lb. 0 16	0 19
Filberts, genuine Sicily, lb..... 0 18½	0 20

Peanuts, Virginia—

Choice roasted, fresh, lb.....	0 15½	
Fancy roasted, fresh, lb.....	0 17½	
Jumbo, roasted, fresh, lb.....	0 17	0 18½
Salted peanuts, 5c pkts., 20 in carton, per carton 0 75		
Walnuts, French Marbota, lb.....	0 14½	0 18½
Walnuts, Manchurian (Jap.), lb. 0 13½	0 15	

NUTS—SHELLED.

Spanish Valencia Almonds—	
28-lb. boxes, lb. 0 39	0 45
Less quantities, lb. 0 40	0 41½
French Bordeaux Walnuts—	
In 55-lb. boxes, lb. 0 55	0 59
Less quantities, lb. 0 56	0 58½
Spanish Shelled Peanuts—	
No. 1 Spanish, lb. 0 14¾	

*Trade In Winnipeg
Well Off For Tea*

Winnipeg.
TEA.—The jobbers of Western Canada seem to be well off for teas; much better off, it is stated, than the trade in Eastern Canada. It is stated that they are selling their tea on too low a basis, consider-

ing the price of tea in the primary market to-day, and that they could ship tea to Eastern Canada and sell it to the wholesale trade there at a bigger profit than they are making by selling to the retailers here. However, tea is not as scarce down East as it was a few weeks ago, as supplies of Java teas have been coming in very freely via Vancouver. Brokers here state that the freight situation continues to be very serious, and that prices in the primary market are very high.

*New Canned Fruit
Prices Are Higher*

Winnipeg.
CANNED GOODS.—All kinds of canned fruits and vegetables are meeting with ready sale these times. The fact that the embargo has been lifted in Western Canada, and that there is every likelihood of a short pack on tomatoes and corn, has stirred up retailers to lay in stocks. New prices came in this week on the following fruits:—Black raspberries, yellow peaches, gooseberries, Bartlett pears, Lombard and greengage plums, and damsons. Prices were also named on beets. In every case prices are higher than last year's opening prices. As far as fruit is concerned, deliveries will likely be close to 100 per cent. It is likely there will be short deliveries on tomatoes, corn and pumpkins.

*New Pack Salmon
Reaches Winnipeg*

Winnipeg.
CANNED SALMON.—New pack salmon is arriving on this market, and is eagerly picked up by retailers, who appreciate that there will be a decided shortage before spring. One house is limiting sales to five-case lots, and no doubt all wholesalers will be limiting their customers similarly, otherwise they would soon be sold out. The following are typical quotations on sockeyes and cohoes:

Sockeye talls, 4 doz. ..	\$14.40 case.
Sockeye halves, 8 doz....	16.25 case.
Cohoos, 1-lb. talls.....	10.40 case.

*Potatoes Still 75c Bush.,
But Retail Price Up*

Winnipeg.
FRUITS AND VEGETABLES.—Imported corn, egg plant, Hislop crab apples, canteloups, Washington Bartlett pears, Tragedy plums, California Gravenstein apples, are all off the market. There has been a decline in the price of carrots and turnips, which are now offering at \$2.50 and \$1.50 per cwt. respectively. Potatoes were still selling at 75c per bushel early this week, although most retailers had advanced their prices. California tomatoes, boxes, 25 lbs., declined to \$2.50. Imported green peppers are down to \$2.50 per bushel basket. Italian prunes have jumped to \$1.75 per 18-lb. box. Nova Scotia apples have arrived on the market at \$5 per bbl.; other apple lines are Washington Jonathans, boxes,
(Continued on page 45.)

FLOUR AND CEREALS

Flour Market Busy But Waiting News

Montreal.

FLOUR AND FEEDS.—Without alteration in prices, but with very brisk business going steadily ahead, the flour market waits for news of fixed flour prices, according to Government standard. The actual official fixing of the prices is not expected to cause much difference or upset of any kind. Business is satisfactory to the millers at present and mills are kept running to capacity. Wheat quality continues high and, though much trouble is anticipated yet in the matter of car shortages and the movement of both wheat and flour, etc., this is, so far, not vexing trade. Mill feeds are more than ever in demand and firm at the former prices quoted. In winter wheat, following a reduction in prices as compared with last week's quotations, there has been a reversion towards firmness, but without alteration of prices so far. Demand for winter wheat flour is steady, but not abnormal. Some observers foresee a weaker tendency again in winter wheat, but at present the indications are indefinite.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 00	11 25
90% in wood	10 50	10 75
90% in bags	5 20	5 30
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 82

Cereal Market Sees Small Alterations

Montreal.

CEREALS.—Rolled oats are in weaker market as far as strictly local business is concerned, and 90-lb. bags have been sold in fair number at \$4. The news as to the oat crop in the North-west is no more reassuring than formerly, but demand has not been as active, hence easier market tone. Barley is easier, pot barley being quoted at \$6 to \$6.50 for 98 lbs. The big crop of corn in the United States is coming forward very slowly, it is said, and there will probably be fairly steady corn products prices for some time yet. Oatmeal and the wheat based cereals are this week unchanged.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	6 40	7 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60

Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 00	4 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

Flour Prices Are Not Yet Fixed

Toronto.

FLOUR.—There has been no agreement as yet between the millers and the Food Controller with respect to the price of flour. It is understood that a couple of preliminary meetings have been held, but nothing definite has been reached. Another meeting is to be held on Thursday of the present week, when it is expected agreement will be reached. Intimations, however, have been made that there is not likely to be any change in the price of flour until about November 1. Millers still maintain that there can be no material reduction on the present price of flour unless wheat prices are established lower. Demand for flour continues quite brisk with all the mills, as considerable Government business, together with a good domestic demand, is operating to make them busy. Wheat market remained unchanged at established price of \$2.21 per bushel. Flour prices were unchanged.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	\$10.10-\$10.35	\$10.30-\$10.35
Second patents	10.15	10.35

Farina And Wheatlets Slightly Easier In Price

Toronto.

CEREALS.—An easier tone prevailed in the market for farina and wheatlets during the week, both being quoted down 10c on the lower quotations, making the range of prices from \$6 to \$6.50 per bag. Other cereal products held in steady position, with an increased demand, due to the colder weather.

	Less than car lots	
Barley, pearl, 98 lbs.	6 60	6 75
Barley, pot, 98 lbs.		5 00
Cornmeal, yellow, 98 lbs.	4 25	7 00
Corn flour, 98 lbs.	6 00	6 25
Farina, 98 lbs.	6 00	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy, grits, 98 lbs.	6 25	6 35
Hominy, pearl, 98 lbs.	6 25	6 35
Oatmeal, 98 lbs.	4 75	5 00
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	6 00	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Millfeed Demand In Excess Of Supply

Toronto.

MILLFEEDS.—An increased demand is reported for bran during the week, while other mill feeds are reported exceptionally good. Mills for the most part report that demand is in excess of the supply, and that by reason of existing contracts very little feed is for sale at the present time. Prices were firmly maintained at the same quotations as last week.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$34-\$35	\$34-\$37
Shorts	40...	42...
Special middlings	50...	52...
Feed flour, per bag		3.05-3.30

Canadian Flour For U.S.; Quaker Oats Up 5c

Winnipeg.

FLOUR AND FEEDS.—Early this week the price for first patents was still \$11. The domestic demand for flour is now about normal for this time of the year. There is a shortage of flour on the American market, occasioned by the shortage of wheat. The shortage of wheat is due to the fact that American farmers, being assured of a fixed price, are not going to any trouble to supply the mills with wheat. This is resulting in a demand for Canadian wheat. The trade in Winnipeg would not be surprised if the Canadian Food Controller gave permission to Canadian mills to take advantage of the demand for Canadian flour in the Eastern United States domestic market. Rolled Oats—Quaker oats advanced 5c per case this week, the quotation now being \$4.80. There is no change in the price of other rolled oats here, which is still selling at \$3.75 for 80's and \$4.75 for packages. Millers still find considerable difficulty getting oats of good quality to keep their plants running full time, and the demand for rolled oats and oatmeal is in excess of the supply. Feeds—Price of bran and shorts is \$34 and \$38 respectively; and there is a very active demand for both of them, especially shorts. Millers report that they are still considerably oversold on shorts. It was expected some time ago that the feed market would be eased off owing to the banner crop of corn in Eastern U. S., but this has not materialized.

Flour—	
Best patents	11 00
Bakers	10 50
Cleas	9 90
XXXX	8 90
Cereals—	
Rolled oats, 90's	3 75
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	6 15
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	34 00
Shorts, per ton	38 00

ONE MAN CONTROLS U.S. FOOD EXPORTS

One man—a college professor—is literally feeding the world to-day. This man is Dr. Raymond Pearl of the food administration and exports licensing council. Upon the roster of the food administration the name reads:

"Dr. Raymond Pearl, statistician."

But Dr. Pearl is far more than a mere expert accountant. Every exportation of foodstuffs from the United States passes through his hands.

If England or France desire wheat, it is Dr. Pearl who is asked by the exports licensing council to recommend whether they shall have it. This is simply because Dr. Pearl has information on just how much wheat both England and France have, and just what their needs are.

In the office of Dr. Pearl there are files filled with information of the food supplies of the world. Field agents have reported on how large the food stocks are in every allied and neutral country. Even Germany has a place in the files, for tab is kept always on the food supplies of the enemy.

Needs of the allies and neutrals are scientifically stated. Dr. Pearl and a corps of experts have estimates of the food needs of the allies, shifting from day to day and meeting changing conditions.

These are based upon past and present conditions, with records of consumption for the past two years as a basis.

In the files in this office there is valuable information which may serve to incriminate neutral countries. If a neutral asks for fats, from these files there comes a record of the production of the fats in the neutral seeking aid from the United States. There is also an accompanying record of what has been done with the fats produced. If it is a reasonable surmise that the neutral has sacrificed its fats to Germany, figures to back this surmise are sent to the exports council, with a recommendation that the application for fats be denied.

JAPANESE OYSTER FARM

In Japan there is a great oyster farm where the bivalves are taught to make pearls. A well-known scientist conceived the idea that oysters might be educated and made to work for man. After many years of costly experimentation he discovered the method in use to-day.

The farm has an area of about fifty square miles and the water varies in depth from five to fifteen fathoms. The farmer selects the spots where the larvae of oysters are most numerous and then he plants small rocks and stones. These are then removed and placed in special beds, where they lie undisturbed until the third year.

It is said that an oyster will not produce a pearl unless it be irritated by some foreign substance. As soon as it feels this it proceeds to cover it with nacre layer on layer, until after a few years it has made a pearl. When large

enough the oysters are taken from their beds and carefully opened; a tiny speck of some foreign substance is introduced into their bodies, and they are replaced in the sea. By the end of from three to five years the oyster has coated the foreign substance with nacre and this has become a pearl.

MONTREAL EDITORS BOOST MARGARINE

The editors of the Montreal Herald were recently treated to a look and a taste of margarine, the importation into Canada of which is prohibited. The pound of margarine was purchased in Chicago at 29 cents a pound and from personal experience the editors of the Montreal Herald state that "margarine" is attractive in appearance and equal in palatableness to first quality butter. "It is a clean and wholesome food and as we enjoyed our bread and margarine, we wished that the many homes in Canada where butter is a luxury, could have the boon of this cheap food."

U. S. FOOD EMBARGO WIDENS Foods and Feeds Added to List of Goods Denied Shipment

A virtual embargo on the export of certain foodstuffs and feeds has been declared by the U. S. Exports Administrative Board in adding a list of articles to those already denied shipment except where their export will contribute to the conduct of the war.

The commodities added are food grains and feed grains, oil cake, and meal, animal fats, vegetable oils, and soap, caustic soda and certain machinery. Where the foods and feeds named are permitted to go forward they can be licensed only with the approval of the Food Administration. The additional articles, it was announced, are placed under embargo because of diminishing supplies and to meet the actual needs of America. Licenses will be granted for their export, it is announced, only "when destined for actual war purposes, or when they will directly contribute thereto, in certain unusual cases where such exports will contribute directly to the immediate production of important commodities required by the United States, and in certain other cases where the articles may be exported in limited quantities without detriment to this country, such as food grains and fats, which require the approval of the Food Administration."

Individual licenses will be granted for export of the commodities on the conservation list to Newfoundland, Mexico and Canada, except in small lots, which will be licensed in lots by collectors of customs.

WHOLESALE FRUIT MEN WILL BE LICENSED

From now on the wholesale fruit dealers of Canada will do business under strict supervision of the Food Controller's office. The Fruit and Vegetable Committee has definitely decided upon the policy of registration and licensing

and will require regular statements from all persons engaged in the trade as to turnover and profits. Mr. J. R. Hastings, vice-chairman of the committee, and Mr. D. Johnson, Dominion Fruit Commissioner, stated that they were confident that the licensing system would benefit the public by eliminating the food speculator.

WEEKLY MARKET REPORTS

(Continued from page 43.)

\$2.25; McIntosh reds, B.C., \$2.80. Onions are offering as follows:—Valencias, large case, \$6.50; yellow and red, \$3.50 per cwt.

Celery, B.C., lb.	0 09
Potatoes, new	0 75
Potatoes, sweet, bbl.	6 50
Pumpkin and squash, lb.	0 04
Carrots, cwt.	2 50
Turnips, cwt.	1 50
Head lettuce, Cal., doz.	1 50
Tomatoes, Cal., box 25 lbs.	2 50
Onions, Valencia, large case.	6 50
Onions, yellow and red, cwt.	3 50
Parsley, home grown, doz.	0 40
Peppers, green, imported, bu. bkt.	2 50
Fruits—	
Apples, Nova Scotia, bbl.	5 00
Apples, Wash. Jonathans, box.	2 25
Apples, McIntosh Reds, B.C., box.	2 80
Oranges, Valencias	5 00
Lemons	8 00
Bananas, lb.	0 05 1/2
Pears, D'Anjou, crate	4 25
Italian prunes, 18-lb. box.	1 75
Apples, Southern, bbl.	7 00
Grapes, Tokay	2 25
Peaches, Washington, crate	1 25

Cheaper Chickens Offered; Broilers Selling At 26c

Winnipeg.

FISH AND POULTRY.—Supplies of fresh salmon coming into this market are plentiful, and there was a good demand. The same applies to halibut. There is quite a lot of Atlantic frozen fish on this market, and quite a demand for it. Pickerel fishing on the Winnipeg lakes is over, and frozen pickerel will now be offering at 12c for cleaned. There is more activity now to the poultry market. Broilers have dropped this week to 26c, but even at that price they are considered high. Dealers are blaming the cold storage people for this, claiming that their stuff is holding the market up. Many of the cold storage firms fear they will have to carry their stock of poultry over for another year. Old hens are offering at 20c. There is really nothing new in the poultry market. We will have to wait for the real cold weather before we get much new stuff, as while there are warm spells here and there, the shipping of poultry is dangerous.

Pickerel, frozen, cleaned.	0 12
Haddock, frozen	0 09
Whitefish, lb.	0 12
Salmon, frozen	0 16
Salmon, fresh	0 20
Halibut, fresh	0 19
Cod, frozen	0 10
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 16
Mackerel, frozen	0 14
Finnan haddie, lb.	0 13 1/2
Salt herrings, new, 1/2 bbl.	7 25
Salt herrings, 20-lb. pails	1 85
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07 1/2
Goldeyes	0 05
Smoked goldeyes, doz.	0 70
Poultry—	
Broilers, lb.	0 26
Fowl, lb.	0 18

PRODUCE AND PROVISIONS

Hog Prices Higher; The Products Firm

Montreal.
PROVISIONS.—For the current week prices of the principal meat products have not been altered, but the tendency is towards more strength in this market. It is almost impossible to avoid change to firmer, though prices to-day are firm enough for most people. Hogs live and dressed have again advanced and sold early this week at \$19.00 to \$19.50 per hundred pounds for the live and \$26.00 to \$26.50 for the dressed. Supplies grow scantier. Finish is far from satisfactory. The farmers explain that lack of feed, owing to the high prices prevailing, is responsible for the poor finish of the shipments made. Efforts are made to keep the packers supplied with at least some hogs each week, and as a result—feed being scarce—the animals are sent in before they been fully fattened up. Demand is exceedingly active and is pressing hard upon productive powers of the country. Quotations for this week are as under:

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain 0 39	0 40	
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots....	0 26	0 27
Long clear bacon, small lots...	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.....	0 43	0 44
Hams, roast, per lb.....	0 46	
Shoulders, boiled, per lb.....	0 37½	0 38½
Shoulders, roast, per lb.....	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.....	0 27½	
Tubs, 50 lbs.	0 27½	
Pails, 20 lbs., per lb.....	0 28	
Bricks, 1 lb., per lb.	0 28½	
Shortening—		
Tierces, 400 lbs., per lb.	0 21½	0 21½
Tubs, 50 lbs.	0 21½	0 21½
Pails, 20 lbs., per lb.....	0 22	0 22½
Bricks, 1 lb., per lb.	0 24	

Poultry Market Steady in Tone

Montreal.
POULTRY.—There is a very good demand for poultry, both for the dressed out of storage and for the fresh killed. Supplies from the country are none too plentiful, and the difficulty of getting well fattened birds is always present though farmers are encouraged to do their best to produce high quality poultry for the best prices. The effect of meatless days has been to stimulate demand, so far without any advance of prices, and poultry at present represents a nourishing flesh food moderately

priced. The fact is being pointed out in various ways by dealers.

Poultry—		
Old fowls		Dressed \$0 21
Chickens, milk-fed, crate fattened, lb.		0 25
Old roosters	0 18	0 19
Roasting chickens		0 28
Young ducks		0 28
Turkeys (old toms), lb.	0 30	0 32

Egg Market Steady: Supplies Dwindling

Montreal.
EGGS.—There arrived in Montreal for the week ending October 13th, 5,062 cases of eggs as compared with 7,366 cases for the preceding week, and 25,935 cases for the corresponding week last year. The demand for export purposes is heavier now, and considerable quantities of eggs are being shipped overseas. Storage eggs are now principally selling to the retailers' demand, but some special new lays are coming in from the country still and are being disposed of at 0.54 cents per doz. Quotations have not altered this week and are as under.

Eggs—		
New-laid (specials)	0 54	
Selects	0 47	0 48
No. 1's	0 44	0 45
No. 2's		0 40

Cheese Quotations Remain Very Steady

Montreal.
CHEESE.—Unchanged in general market tone cheese continues in good demand for export and in fair local demand for home consumption. Receipts of cheese for the week ending October 13th were 55,542 boxes. This amount is less by 6,423 boxes than the receipts of the previous week, and less by 30,897 boxes than the figures for the corresponding period of the previous year. Production is now falling off a little as the year advances, but is being kept up to the last moment. Milk prices are firmer in the country as supplies get shorter, and the cost of feeds becomes more of a factor, though the past summer has been remarkable for the continuance of use of feeds for cows even at the height of the grass season. Quotations are as under:

Cheese—		
Large (new), per lb.	0 22½	0 23¼
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.....	0 30	0 31

Export Demand For Butter Firm Price

Montreal.
BUTTER.—Less butter is being received from the country now. There arrived in Montreal for the week end-

ing Oct. 13th, butter to the amount of 10,481 packages, nearly 2,000 packages less than for the preceding week, and 9,425 packages less than in the corresponding period of the previous year. Some firms have been quoting their fresh made creamery butter at a cent higher than the quotations of last week, others hold prices steady at last week's figures. Prices in the country were ¼ of a cent higher than last week's prices, showing that, though there was a temporary decline in butter when a certain special demand quietened, the undertone of the market keeps firm. The special demand turned out to be for export, and a good deal of butter is still going that way.

Butter—		
Creamery prints (fresh made)...	0 46	0 47½
Creamery solids (fresh made)....	0 45½	0 47
Dairy prints, choice, lb.....	0 43	0 43½
Dairy prints, choice, lb.....	0 40	0 41
Dairy, in tubs (choice).....	0 40	0 41

Honey and Maple Product Firmer

Montreal.
HONEY AND MAPLE.—The market for honey is still firmer. Any stocks in the country are firmly held, and prices in the city are higher than they were last year and firmer also than they were a week ago. Similarly with maple product. For really high grade syrup higher prices can be asked now as stocks are low. It is still possible, however, to obtain supplies of less fancy grade syrup at lower prices though not all firms have it to sell.

Honey—		
Buckwheat, 5-10 lb. tins, lb....		0 14
Buckwheat, 60-lb. tins, lb.....		0 13
Clover, 5-10 lb. tins, per lb.....		0 17
Clover, 60-lb. tins		0 16
Comb. per section	0 17	0 20
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.....	0 16	0 17

Compound Lard Is Again Up

Toronto.
PROVISIONS.—There was a firm position in compound lard during the week and the range of prices was accordingly narrowed from the spread of 1c noted last week to a range of 1-2c this week, making the range in prices now 22½c to 23c. There is a difference between compound and pure lard of 4½c per pound and this is creating a good demand for compound. Prices on pure lard were maintained during the week and demand is good as the consuming season is now on. The price of live hogs receded slightly during the week, being quoted down 25c at \$18 fed and watered. Hams and bacon are in good demand and there is a

lot of barrel pork going out to the lumber camps at present. Cooked meats are falling in demand but prices in some instances rule high and dealers seem to have no trouble in getting their price. Supplies of live hogs were greater than the packers wanted during the week in some instances. Reports seem to indicate there are fairly good numbers of hogs in the country still.

Table with columns for item name and prices. Includes Hams, Bacon, Dry Salt Meats, Cooked Meats, Barrel Pork, Lard, and Hogs.

Butter Supplies Not So Plentiful

Toronto. BUTTER.—Supplies of butter were not so plentiful during the week as factories are approaching the end of the season, commission men expecting that this season's make will be pretty well over by the end of the present month. There has been a good demand for butter both from local and export buyers. The report is confirmed that some 40,000 cases of butter have been shipped to England within the past four weeks. This has put a measure of firmness in the market. There was an upward trend to the market in certain quarters during the week, creamery prints and solids being quoted 1c per pound higher.

Table with columns for item name and prices. Includes Creamery prints, Dairy prints, and Dairy prints, lb.

Receipts of Eggs Reported Good

Toronto. EGGS.—Receipts of eggs were reported good during the week and sufficient supplies were forthcoming from the country to look after the local demand. Storage eggs were in consequence in light demand. Export business is not encouraging as dealers found when business could be done freight space was not available. The export demand keeps up, but there is very little space available. Strictly new-laid eggs gave evidence of firmness during the week in prices being quoted.

Table with columns for item name and prices. Includes Selects, cartons, ex-cartons, and No. 1, ex-cartons.

Cheese Shortage Has Not Been Reduced

Toronto. CHEESE.—Receipts of cheese during the week did not augment the total supply to the same extent as the corresponding week last year, the amount for the week ending October 6 being 61,968 boxes as against 73,084 boxes for the same period last year. The cheese shortage as compared with last year's production is now 245,000 boxes less, the total for last year up to October 6 being 1,744,272 packages. There is small probability of any change in the price in view of the conditions. Export of cheese continues at a steady rate. Local demand is also steady.

Table with columns for item name and prices. Includes Cheese - New, large and Stilton (new).

Ducks and Turkeys Are Somewhat Scarce

Toronto. POULTRY.—Arrivals of turkeys have been practically nil so far, that is, of present season's flocks. Prices being paid are around 16c for old turkeys and 20c for young turkeys. Ducks have been arriving in small numbers during the week and are in fairly good shape. There are quite a number of chickens reaching the market, but dealers are still handicapped through the want of help to pluck and make them ready for market. There is a good demand for chickens at the present time.

Table with columns for item name and prices. Includes Ducks, Geese, Turkeys, Roosters, Hens, Spring chickens, Squabs, and various poultry items.

Lower Prices For Honey Disappear

Toronto. HONEY.—The lower range of prices on honey as given last week has disappeared during the week with the cleaning up of stocks in the hands of dealers, making quotations 16½c to 17c for tins. Scarcity of honey is developing and there is every indication that prices will be in a steadily firm market.

Table with columns for item name and prices. Includes Honey (Clover, Buckwheat, etc.), Maple Syrup, and Gallons.

Cold Weather Sends Price Of Eggs Up

Winnipeg. PRODUCE AND PROVISIONS.—Hog receipts have continued light, and prices

early this week were unchanged at \$17.25 for selects. What hogs are coming forward are not of the best quality. With threshing well advanced and grain available, receipt of hogs should improve both in numbers and quality. Both pure and compound lard are unchanged in price from last week. Provision prices are firm, with a few small advances. Butter—After the active trading of last week, the market now is quiet. There have already been more cars of creamery butter shipped from Manitoba this year than all of last year, and the make is reported as not being as big as last year. The storage situation, therefore, is very strong locally. Dairy Butter—Receipts have been very straggling, and price high. Eggs—With cooler weather receipts have been shut off and prices have been higher, the trade paying 40-42c for No. 1 candled eggs. Cheese—No change has taken place in price, the expected advance of 2c not materializing.

Table with columns for item name and prices. Includes Hams, Bacon, Dry Salt Meats, Barrelled Pork, Lard, Fresh Eggs, Cheese, and Butter.

CALIFORNIA SARDINES California sardines, which are more like the finest French sardines than any other fish, are rapidly growing in favor. The pack of this product for the first six months of this year is claimed to have exceeded 600,000 cases, representing 60,000,000 pounds of fish. The California sardine is a true pilchard, the type of fish which is canned in France and Portugal. It is interesting to note that there is really no such fish as the sardine, the fish not becoming a sardine until after it gets into the cans.

CONDEMN \$450,000 WORTH OF FOOD

Health inspectors in New York City condemned more than 5,000 tons of food, valued at nearly \$450,000, in the six months ending July 1, Nearly 50 per cent. of the food condemned consisted of shipments from abroad delayed because of a lack of shipping facilities. Most of the wastage occurred among fruits, although 438,000 pounds of meat is included in the list. Another reason for the waste is the lack of storage facilities.

Old-Fashioned Brown Sugar

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Brilliant "
Dark "

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Atlantic Sugar Refineries, Ltd., Montreal

Imperial Rice Milling
Co., Ltd.

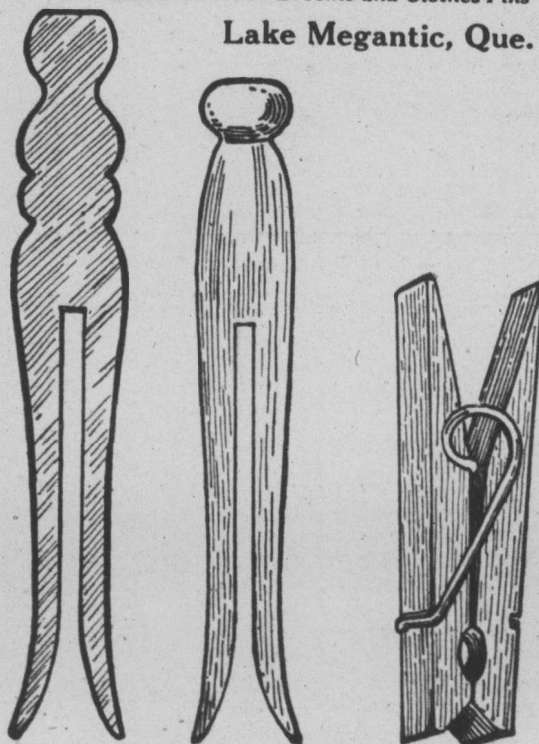
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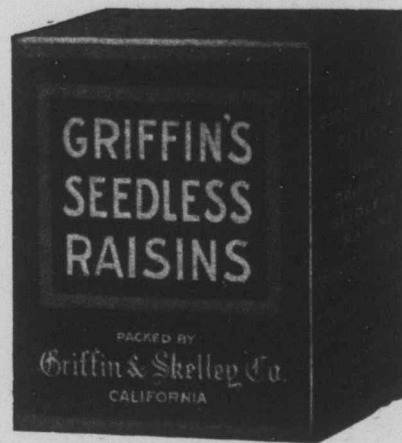
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IT CONSISTS OF 50 FLEXIBLE CLAMPS AND 1150 LABELS.

Proper Pricing Makes Easier Selling and Increases the Volume of Sales

Success consists in doing business at less cost, winning the favor of customers and meeting the strain of competition. A proper price marking system enables you to do this. You can sell more and sell more quickly. Your customers will be better satisfied.

Plainly marked prices inspire confidence and seeing the prices induces many customers to include in their order numerous articles which they had not thought of before.

The customer buys where she can buy most quickly and our system of price marking insures quick and easy buying, clerks work faster with greater enthusiasm and more accuracy in a price marked store.

One grocer told us that our price marking system saved its cost every day. It is the logical outcome of the present demand for economy. It is more essential than your cash register. It is an absolute necessity for the progressive merchant. You simply cannot do without this system.

Shumanize Your Store—Lower the Cost of Selling and Make More Money

The Shuman Pricing System consists of galvanized steel clips that spring on to any shelf, box, basket or crate, and gummed stickers that stick on to the face of the clips or on the container of merchandise displayed.

These clips are readily adjustable and can be used on shelving, irrespective of thickness. To change prices simply switch clips from shelf to shelf, etc., or attach new to the container of merchandise displayed.

With 23 complete sets of different gummed stickers you can make any price from 1c to 99½c each, per doz., per lb., can, package or box, and such prices as 2 for 5c, 3 for 10c, and other combinations.

The figures on the stickers are printed in solid blue ink on plain white gummed stock.

Order through your wholesaler or direct from us.

ADDRESS

STORE-HELPS MFG. CO.

18 Toronto Street

TORONTO - ONTARIO

Patented 1917—Shuman Pricing System.

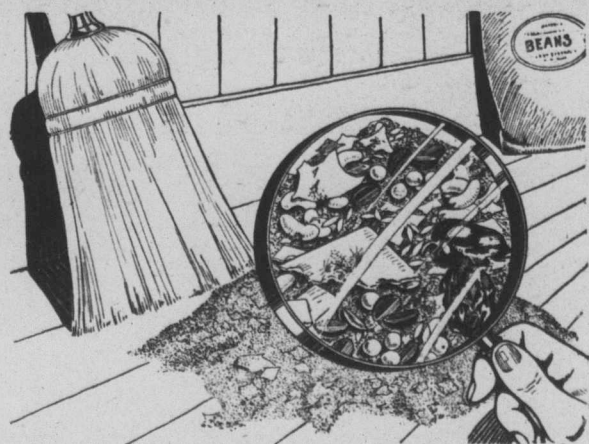
CUT THE COUPON HERE—ORDER TO-DAY.

Gentlemen:—We recognize the fact that proper pricing will lower the cost of selling and increase the volume of sales. We enclose \$4.75.

Yours truly,

Address.....

Name.....



Why Sweep out Your Profits?

A grocer's lost profits, due to storing goods in distant boxes, barrels and bags, and old-fashioned counters, will, if saved, pay him a generous dividend—they will help win the war.

It is certain that good profits are lost in waste sweepings, and you don't need a magnifying glass to see them! Why not save those profits you lose? A Sherer counter will do it!

In these war times a

SHERER COUNTER

becomes an ally of the Government. If you think that is too strong a statement, ask any grocer who owns one—he will tell you it's true.

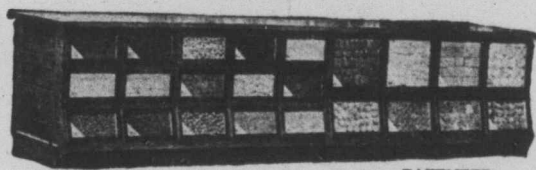
The one biggest preventer of waste and maker of profits a grocer can buy is an up-to-date Sherer counter. We can prove this and all that we say! A "Sherer" quickly pays for itself!

Ask for Booklet AC, which gives the details.

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario



PATENTED

Send us Photograph of your Thanksgiving Display

Let us know how it sold the goods for you. What kind of publicity did you get out of it? Did it pay you?

We are always on the look-out for good window trims dressed by dealer or clerk.

Editorial Dept.,

Canadian Grocer

143-153 University Ave.

TORONTO

Watch for Christmas Window Displays in the Fall Number

The window display section of the Annual Fall and Winter Number of CANADIAN GROCER will contain the winners in the 1916 Christmas Window Contest. They are all bright, snappy, attractive trims—and provide the very suggestions retailers want for their best effort of the year.

Date of issue—Oct. 26.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along.

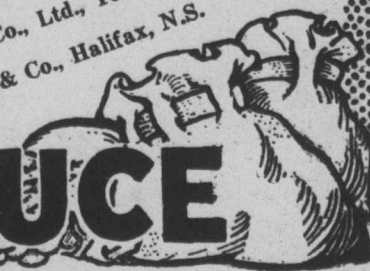
H. P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't TRY to do without

H.P.

SAUCE

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.



Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing 1/4, 1/2 or 1-lb. packets.

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.
AGENTS FOR THE CANADIAN NORTH-WEST

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

W. C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.
Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

Furnivall's
FINE FRUIT
PURE JAM

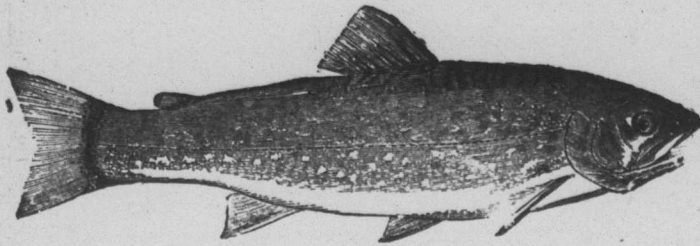
AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto, Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Discriminating folk show a marked preference for the unstinted goodness of these delicious pure fruit jams.

And grocers everywhere are getting good profits featuring Furnivall's. Is your stock complete?

FURNIVALL-NEW, Limited
Hamilton, Canada

Win a larger fish trade



Every day, everywhere, the demand for good, wholesome fish is increasing.

A stock of the well-known and popular sea foods

BRUNSWICK BRAND

will enable you to cater to the tastes of the most critical people. Each and every Brunswick Brand line is prepared and packed conscientiously, the process guaranteeing the consumer a delicious, wholesome sea food with a delightful flavor.

Stock now from the following, each of which is a dependable, profit-making selling line:

- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies
- (Oval and Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams

Connors Bros., Limited
BLACK'S HARBOR. N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

BAKING POWDER		"AYLMER" PURE ORANGE MARMALADE	
ROYAL BAKING POWDER			Per doz.
Size.	Less than 10-case lots Per doz.	Tumblers, Vacuum Top, 2 doz. in case	\$1 40
Dime	\$ 1 05	12-oz. Glass, Screw Top, 2 doz. in case	2 00
4-oz.	1 50	16-oz. Glass, Screw Top, 2 doz. in case	2 50
6-oz.	2 15	16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
8-oz.	2 80	2's Tin, 2 doz. per case	3 40
12-oz.	4 10	4's Tin, 12 pails in crate, per pail	0 62
16-oz.	5 35	5's Tin, 8 pails in crate, per pail	0 76
2 1/2-lb.	12 85	7's Tin or Wood, 6 pails in crate	0 99
5-lb.	24 50	14's Tin or Wood, 4 pails in crate, per lb.	14 1/2
F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.		30's Tin or Wood, one pail crate, per lb.	14 1/2
DOMINION CANNERS, LTD.		BLUE	
JAMS		Keen's Oxford, per lb.	
"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.		In cases 12-12 lb. boxes to case	
Screw Vac top Glass Jars. 16 oz. glass 2 doz. case.	Per doz.	0 17	
Blackberry	\$2 55	COCOA AND CHOCOLATE THE COWAN CO., LTD.	
Currant, Black	2 65	COCOA.	
Plum	2 40	Empire Breakfast Cocoa, 2 doz. in box, per doz.	
Pear	2 45	Perfection, 1/2-lb. tins, doz.	
Peach	2 45	Perfection, 1/4-lb. tins, doz.	
Raspberry, Red	2 65	Perfection, 10c size, doz.	
Raspberry and Red Currant	2 55	Perfection, 5-lb. tins, per lb.	
DOMINION CANNERS, LTD.		(Unsweetened Chocolate)	
CATSUPS—In Glass Bottles		Supreme Chocolate, 12-lb. boxes, per lb.	
1/2 Pts. Delhi Epicure	\$1 75	Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	
1/2 Pts., Red Seal, screw tops	1 35	Sweet Chocolate—Per lb.	
Pts., Delhi Epicure	2 40	Queen's Dessert, 10c cakes, 2 doz. in box, per box.	
Pts., Red Seal	1 85	Diamond Chocolate, 7's, 4-lb. boxes	
Qts., Delhi Epicure	2 60	Diamond, 6's and 7's, 6 and 12-lb. boxes	
Qts., Red Seal	2 40	Diamond, 1/4's, 6 and 12-lb. boxes	
Qts., Lynn Valley	2 40	Iceings for Cake—	
BAKED BEANS WITH PORK.		Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	
Brands—Canada First, Simcoe Quaker.		Chocolate Confections Per doz.	
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	95	Maple buds, 5-lb. boxes	
1's Baked Beans, Plain, 4 doz. to case	1 15	Milk medallions, 5-lb. boxes	
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 25	Chocolate wafers, No. 1, 5-lb. boxes	
1's Baked Beans, Chili Sauce, 4 doz. to case	1 25	Chocolate wafers, No. 2, 5-lb. boxes	
2's Baked Beans, Plain, 2 doz. to case	1 75	Nonpareil wafers, No. 1, 5-lb. boxes	
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00	Nonpareil wafers, No. 2, 5-lb. boxes	
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00	Chocolate ginger, 5-lb. boxes	
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.		Milk chocolate wafers, 5-lb. boxes	
		Coffee drops, 5-lb. boxes	
		Lunch bars, 5-lb. boxes	
		Royal Milk Chocolate, 6c cakes, 2 doz. in box, per box.	
		Nut milk chocolate 1/2's, 6, lb. boxes, lb.	
		Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	
		Almond nut bars, 24 bars, per box	

“I have entered a new world”

“PERHAPS I had to reach my fortieth year to waken up. But whether or not that is the explanation, I have entered a new world of interest and advantage. I read daily newspapers, of course, but I now read THE FINANCIAL POST, and I am frank to say that this weekly newspaper has given me a new consciousness—a new horizon. It has admitted me to a brand new world.”

So spoke an ordinary man—perhaps an average man. He was concerned for half a life-time with the things of his daily life, and felt small impulse to become acquainted with a wider, richer realm—the world that bankers, financiers and big business men live in. He did not see that the world of these men was also his world.

By chance, as it were, he became acquainted with

The Financial Post Of Canada

So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by THE FINANCIAL POST were enlarged.

The \$3.00 a year that it costs him to subscribe to THE POST counts for nothing; what does count is the growing bigness of this man—growth at \$3.00 a year!

NO matter what your age or business, THE FINANCIAL POST is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

THE FINANCIAL POST OF CANADA1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit \$3.00 to pay for my subscription on receipt of bill.

Name

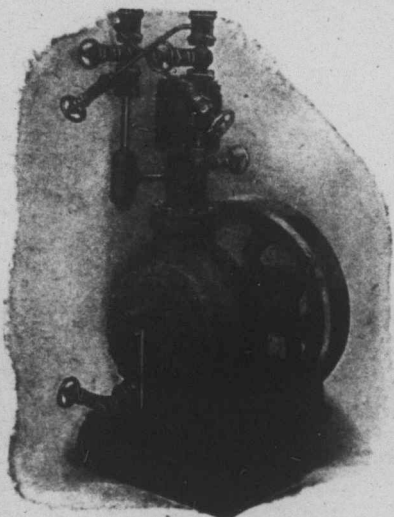
Address

MINCE MEAT

Now Ready. Fruits are Scarce and High in Price, but we secured a good stock early and are prepared to fill your orders in tubs and pails. We are not putting up glass jars till later in the season.

F. W. FEARMAN CO.
LIMITED
HAMILTON

THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.



STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick-Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for Bulletin No. 103A.

The W. A. FREEMAN CO., Limited
Hamilton, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2 1/2-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2 1/2-quart Tall Cylinder Can...
No. 1 Pint Cylinder Can.....
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...\$8 25
Reindeer Brand, each 48 cans 7 95
Silver Cow, each 48 cans... 7 40
Gold Seal, Purity, each 48 cans 7 25
Mayflower Brand, each 48 cans 7 25
Challenge, Clover Brand, each 48 cans 6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans 6 15
Jersey Brand, Hotel, each 24 cans 6 15
Peerless Brand, Hotel, each 24 cans 6 15
St. Charles Brand, Tall, each 48 cans 6 25
Jersey Brand, Tall, each 48 cans 6 25
Peerless Brand, Tall, each 48 cans 6 25
St. Charles Brand, Family, each 48 cans 5 50
Jersey Brand, Family, each 48 cans 5 50
Peerless Brand, Family, each 48 cans 5 50
St. Charles Brand, small, each 48 cans 2 60
Jersey Brand, small, each 48 cans 2 60
Peerless Brand, small, each 48 cans 2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans 5 50
Reindeer Brand, "Small," each 48 cans 5 80
Regal Brand, each 24 cans... 5 20
Cocoa, Reindeer Brand, large, each 24 cans 5 50
Reindeer Brand, small, 48 cans 5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. 1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 85

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *\$4.25.
Compressed Corn Beef—1/2s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.
Lunch Ham—1s, *\$4.25; 2s, \$8.
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.
English Brawn—2s, \$8.
Boneless Pigs' Feet—1s, \$8.
Roast Beef—1/2s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.
Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.
Corned Beef Hash—1/2s, \$2.
Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lamb's Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/2s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.
Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/2s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.

Mince-meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.
Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.
Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 85
D. S. F., 1/2-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., 1/4-lb. 1 15
Per jar
Durham, 4-lb. jar, each..... 1 30
Durham, 1-lb. jar, each..... 0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen.....\$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen.....\$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen 2 50
Weight 11 lbs. to case. Freight rate, 2d class.

PURITY FLOUR

Invariably Satisfies Every Customer

The "Purity" brand is to flour what "Sterling" is to silver.—It's the "Hall Mark" of quality and means the highest achievement in the art of flour making. It's a brand you can and should recommend for *every* baking need.

The better you satisfy your customers, the better they'll satisfy you with more business from themselves and their friends. You know that as well as we.

Send an order for Purity Flour to-day and get your full share of business—and profits.



Western Canada Flour Mills Company, Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster,
 Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich,
 Ottawa, Montreal and St. John, N.B.

Customers' Favorites are Easy Sellers

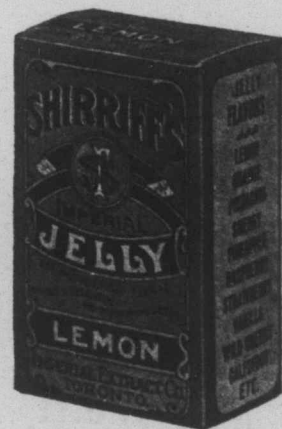
Customers' favorites are those products she can order by 'phone or send the children for. Women all over Canada know Shirriff's so well and favorably that they order them off-hand, like staples.

Shirriff's Jelly Powders

flash into women's minds easily because the Shirriff reputation for quality has been a household word for years. All this means easy, quick sales, and many of them.

Shirriff's are prepared in many fruit flavors. The jellies they make are captivating in their beautiful colorings. And you know what such an attractive dessert means to a woman. She wants you to sell them to her.

Push Shirriff's this fall. Display them. Our free window displays will help you. Write us for particulars.



Imperial Extract Company, - Toronto

Sunset Soap Dyes

A Quick Turnover— A Good Profit

—are what you can make by selling Sunset Soap Dyes. Wonderful dyes for home use that retail at a popular price and resell to the same people.

Women, everywhere, are enthusiastic over Sunset Soap Dyes. Simple and cleanly to use; brilliant, non-fading colors; perfect results by following the easy directions.

Sunset Soap Dyes are put up in distinctive boxes that quickly attract buyers.

Start with an order for a gross or two, and you will soon agree that we have an unusually good selling specialty for grocers.

*For prices and trade discounts
write—*

Canadian Distributors:
HAROLD F. RITCHIE & COMPANY
LIMITED
TORONTO : ONTARIO

Manufactured by
SUNSET SOAP DYE CO., Inc.
NEW ROCHELLE, NEW YORK

KLIM

Hotel size, 6 10-lb. tins to case\$15.50
Household size, 1-lb, 24 to case 6.30
Sample size, 4-oz., 48 to case 4.50

**THE CANADA STARCH CO.,
LTD., EDWARDSBURG
BRANDS and
BRANTFORD BRANDS**

Laundry Starches—
Boxes Cents
40 lbs. Canada Laundry10½
40 lbs., 1 lb. pkg., White Gloss11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons11½
100-lb. kegs, No. 1 White... .11
200-lb. bbls., No. 1 White.. .11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs... .12
48 lbs., Silver Gloss, in 6 lb. tin canisters13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes13½
100 lbs., kegs, Silver Gloss, large crystals11½
40 lbs., Benson's Enamel, (cold water), per case.... 3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs..... .15
Celluloid, 45 cartons, case... 4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared12
40 lbs. Canada Pure Corn... .11
(20 lb. boxes ¼c higher)

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—
Canada Laundry 0.10½
Boxes about 40 lbs. 0.10½
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. 0.11
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. 0.11½
Barrels, 200 lbs. 0.11
Kegs, 100 lbs. 0.11
Lily White Gloss—
1-lb. fancy carton cases 30 lbs. 0.12
8 in case 0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case.... 0.13½
Kegs, extra large crystals, 100 lbs. 0.11½
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3.50
Celluloid Starches—
Boxes containing 45 cartons, per case 4.50
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs.. 0.11
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs.. 0.12
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs.. 0.12
(20-lb. boxes ¼c higher than 40's)

SYRUP

**THE CANADA STARCH CO.,
LTD., CROWN BRAND CORN
SYRUP**
Perfect Seal Jars, 8 lbs., 1 doz. in case\$4.75

2-lb. tins, 2 doz. in case.... 5.15
5-lb. tins, 1 doz. in case.... 5.50
10-lb. tins, ½ doz. in case. 5.25
20-lb. tins, ¼ doz. in case.. 5.20
(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs..... 0.07½
Half bbls., about 350 lbs.... 0.07½
¼ bbls., about 175 lbs..... 0.06
2-gal. wooden pails, 25 lbs.. 2.65
3-gal. wooden pails, 28½ lbs. 3.75
5-gal. wooden pails, 65 lbs.. 5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case...\$5.65
5-lb. tins, 1 doz. in case.... 6.00
10-lb. tins, ½ doz. in case.. 5.75
20-lb. tins, ¼ doz. in case.. 5.70

**ST. LAWRENCE SUGAR
REFINING CO.**

Crystal Diamond Brand Cane Syrup
2-lb. tins, 2 doz. in case...\$5 50
Barrels, per 100 lbs. 6 50
½ barrels, per 100 lbs..... 7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley— Doz.
1 lb.\$4 00
½ lb. 2 00
Robinson's Patent Groats—
1 lb. 4 00
½ lb. 2 00

NUGGET POLISHES

Doz.
Polish, Black, Tan, Toney
Red and Dark Brown90
Card Outfits, Black and Tan. 3.20
Metal Outfits, Black and Tan 4.50
Creams, Black and Tan 1.25
White Cleaner 1.25

**IMPERIAL TOBACCO CO. OF
CANADA, LIMITED
EMPIRE BRANCH**

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb...\$ 0 65
Bobs, 7s and 14s..... 0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb..... 0 54
Stag Bars, 6½s; boxes, 5½ lbs. 0 48
Pay Roll, thick bars, 9s, 5½ lb. boxes 0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies 0 70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.. 0 57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes 0 72
Forest and Stream, tins, 11s, 2 lb. cartons 0 89
Forest and Stream, ¼s, ½s and 1-lb. tins 0 85
Forest and Stream, 1-lb. glass humidors 1 00
Master Workman, 16s, 2 lb. cartons 0 80
Master Workman, bars, 6s, ½ buuts, 10 lb. boxes..... 0 74
Derby 8s, ½ butts, 8 lb. boxes 0 65
Golden Rod, 8s 0 64
Ivy, 8s, ½ butts, 9 lb. boxes 0 64
Old Virginia, 10s 0 87
Empire, Navy (bars), 9s.... 0 70
Fig Leaf, 8s 0 64
Old Kentucky (bars), 6s.... 0 72
Queen's Navy (bars), 7½s. ½ butts, 8½ lb. boxes.... 0 58
Walnut, 9s 0 70

Just Arrived

Extra Fancy
Washington Apples (in boxes)
High Colored Fruit
For Fancy Trade

Cars Arriving
Fancy Nova Scotia Apples
(Bbls.)

ALSO
Fancy Sweet Potatoes
Cranberries, Etc.

Send us your orders.

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

APPLES

In Boxes and Barrels

We are now offering British Columbia McIntosh Reds, Wealthys also California Bellfleurs and Permans.

Washington Jonathans and Rome Beauties will follow shortly. This will be a big "Box" year with Ontarios so scarce.

Nova Scotia Kings will be here shortly, also Fresh Florida and Jamaica Grape Fruit, Tokay Grapes, California Pears, Cranberries.

WHITE & CO., LTD.

Fruits DeLuxe
TORONTO

New Crop

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

are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale
Fruit and
Produce
Merchants

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

INDEX TO ADVERTISERS



Are you
selling
it?



There's a tempt-
ing rich redness
about every bot-
tle of Sterling
Tomato Catsup
that suggests
delicious flavor
and goodness
and gives it an
irresistible sell-
ing appeal.

Window or
counter displays
of Sterling To-
mato Catsup are
always very re-
sultful. Try one
to-day and note
how quickly
your stock will
move and the
good profits you
secure.

T. A. LYTLE CO., LIMITED
STERLING ROAD, TORONTO

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Wanted

CLASSIFIED ADVERTISING

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

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.

BUSINESSES FOR SALE

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

A GOOD GENERAL STORE BUSINESS FOR sale—in a good paying farming community, 30 miles north of Regina. Stock \$8,000. Annual turnover \$24,000. Property consists of 2 stores adjoining. One with good living rooms. \$4,000 cash will handle. Balance can be arranged. Apply Box 258, Canadian Grocer.

GROCERY AND AUTO SUPPLIES IN A country town doing a business of about \$300.00 weekly; can be increased by right man. A good large corner store and nice flat above store, and a double garage. Will sell store at \$4,000.00; about \$2,000.00 stock and fixtures. Can give part terms. Apply Box 257, Canadian Grocer.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

WANTED

WANTED TO PURCHASE TEA BLENDER

MUST BE IN GOOD CONDITION WITH capacity for approximately five hundred pounds. Burns or any other reliable make. Address, Wm. H. Dunn, Ltd., 180 St. Paul St. W., Montreal.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELOPES, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

SALESMEN WANTED

EXPERIENCED SPECIALTY SALESMAN having a good connection with the retail and wholesale grocery trade in the Northern and Western parts of Ontario; headquarters to be in London. Apply stating age, salary expected, also references to W. Clark, Limited, 83 Amherst St., Montreal.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance: 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

YOUNG EXPERIENCED SALESMAN capable of handling: Specialty, grocery, boots and shoes, or dry goods lines, is open for engagement. Best of references supplied. Apply Box 259, Canadian Grocer.

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.


Want Ads.



There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

OAKLEY'S
KNIFE
POLISH

20-102-7725



JOHN OAKLEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

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

LARGEST CANADIAN DEALER

ADEL
760

WASTE
PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and
more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

MINCE MEAT

In Pails 28 lbs., tubs 65 lbs. and barrels.

Write for samples and quotations.

E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

EDWARDS'

Worcestershire Sauce

Chas. M. Edwards & Company

E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

Try the "Want Ad" Page

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word each subsequent insertion; five cents extra per insertion for Box. No. Payable in advance.

ADDRESS
THE CANADIAN GROCER - 143-153 UNIVERSITY AVE., TORONTO

KING GEORGE'S NAVY

CHEWING TOBACCO

knows no superior

The chewers of your town will readily acknowledge the delicious goodness of every "toothful" of King George's Navy.

It will pay you well to feature King George's Navy in a corner of your show case. Let the men know you handle it. Recommend it. It will live up to your statements.



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

Twines
and
Wrapping Paper

BROOMS

First Cars 1917

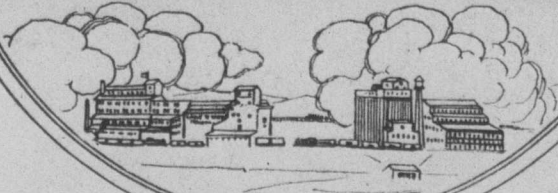
Broom Corn

At Hand

Quality Goods may always be had by ordering our brands.

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware
Willow Ware
Brushes



Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

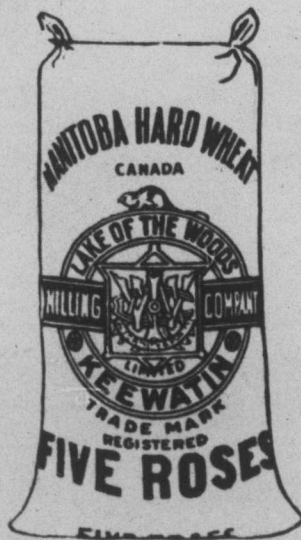
**LAKE OF THE WOODS MILLING CO.,
LIMITED**

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities



Daily Capacity
27,400 Bags of 98 lbs.