

**PAGES
MISSING**

SUPPORT THE VICTORY WAR LOAN

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, NOVEMBER 23rd, 1917

No. 47

The War Can Only Be Won By a Combination of Men and Money

The greatest—most efficient—and devoted patriot army could not fight a day without money and the support of those things which money will buy.

Our soldiers must have food, clothing, arms, munitions and transport, or be vainly sacrificed in battle.

So, no matter how brave our soldiers may be, nor how self-sacrificing they are, unless *we* back them freely and generously with *money*, their bravery and their sacrifices will be all for nothing.

Money is the *coupling pin* between Canada's *fighting men* and *victory*.

Buy Victory Bonds

Space donated by Connecticut Oyster Co., Limited

OYSTER SPECIAL

In view of the scarcity of poultry and the extremely high prices that will prevail during the Xmas Season, you will be well advised to lend all possible prominence to oysters.

The power of suggestion should be taken full advantage of. Do not overlook the opportunity scalloped oysters afford. It is a very tasty, inexpensive dish, and easily prepared.

CONNECTICUT OYSTER CO., LIMITED

"Canada's Oyster House"

50 Jarvis Street

Toronto, Canada

KING GEORGE'S NAVY

**CHEWING
TOBACCO**

keeps the men coming back

Right there is the big advantage of selling King George's Navy regularly. It's a "repeater"—a daily "repeater" that keeps the cash register ringing merrily and builds up better business.

Get a supply of King George's Navy from your wholesaler. Show it in your store. Let the men know you are selling it and it will sell — good and strong.



Rock City Tobacco Co., Ltd.

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

Victory Bonds

KEEP BUSINESS BRISK

This war is costing Canada a million dollars a day. This is a daily cost of 12½c per capita, or a monthly cost of \$18 per family. To ask every man, woman and child to pay 12½c each day or every family to pay \$18 per month, would be ruinous.

It is obvious that the only way to get the money necessary to carry on the war is to sell Bonds, the retirement of which will be spread over a term of years.

Canada's prosperity depends on keeping our factories busy with war orders.

Every merchant in Canada therefore should buy Canada's Victory Bonds.

When You Buy a Bond

You make an investment as safe as any in the world—a Canadian Government Bond.

You enable the Allies to continue buying in Canada. You give your personal pledge that Canada is in this war to the end.

You help your own business by helping Canadian business.

You are therefore a patriotic citizen and a good business man, when you

Buy Canada's Victory Bonds

This Space Contributed by
BORDEN MILK COMPANY, LIMITED
"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



EUREKA

The Eureka Patented Refrigerator is so constructed that it keeps Fresh Meat (in an unfrozen state) longer and purer than any other refrigerating device yet discovered.

Science has failed to discover a device, a preservative, a substitute, or an equal of any kind. For 31 years the Eureka has been Canada's (perishable) Food Controller. Every butcher, the Food Controller, and every one interested in the preservation of meats should investigate for themselves.

Write for catalog or information.

Eureka Refrigerator Co.

LIMITED

Toronto, Canada

11 Colborne St. Phone, Main 356

Economical, Wholesome and Easily Prepared

INDIAN CHIEF BRAND CLAMS

The high-grade, easily-prepared, wholesome food that sells quickly and always repeats.

Prepared and put up under the most sanitary conditions the same day they are taken from the clam beds. Sealed in cans without solder or acid. Sells easily and gives you a good profit.

Get a trial supply from your jobber and prove their selling value.



Packed by

SHAW & ELLIS

Pocologan, N.B.

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



A National Duty!

Yes—that's what it is for you and I—and for every man and woman in Canada to-day.

It is our duty, certainly, but it is not such a sacrifice, after all, this lending of our money to the nation at a handsome interest. It is **Intelligent Economy** as well as a Patriotic Duty to

Invest in the Victory Loan

Hardly less important at this time is the necessity of stocking, displaying and selling food stuffs that are nutritious, economical and entirely British-made.

Foremost among such lines is the famous

H.P. SAUCE

Noted everywhere for its unusual selling record and for its splendid customer-pleasing qualities.

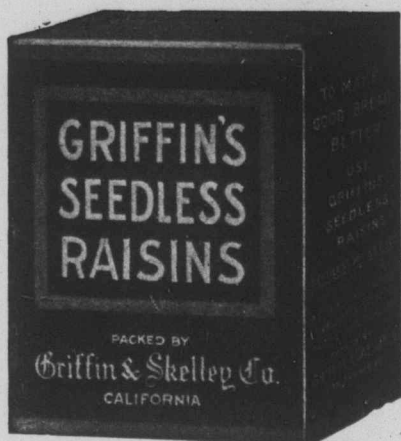
Two good resolutions for every keen Canadian Grocer just now—

Buy Victory Bonds and Sell H.P. Sauce.

W. G. Patrick & Co., Limited
Importers

Head Office:
 51-53 Wellington St. W.
 TORONTO

Western Branch:
 166 Market Ave. E.
 WINNIPEG



Griffin's Seedless Raisins

Make them a feature of your displays—they'll pay you well.

Wholesome, Nutritious and Clean—they satisfy everybody.

You can sell them by the dozen.

Absolute purity coupled with an irresistible fine fruit flavor have given Furnivall Jams first place in the estimation of good housewives everywhere.

Stock now and profit from the growing demand.

FURNIVALL-NEW, Limited
Hamilton, Canada

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. Saskatchewan—The H. L. Perry Co. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

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

Buy Victory Bonds

Because:

- You are a Canadian
- You want to help Canada to be prosperous
- You want to help win the war.

Buy Victory Bonds

Because:

- They are a safe investment
- You get good interest on your money
- You can sell your bonds any time and get your money back.

Buy Victory Bonds

Because:

- Canada needs the use of your money
- You can spare it
- It is your duty to do so.

If you have not already purchased your Victory Bonds, do so at once—If you have purchased some, go now and buy some more. See that your employes buy some, every one helps. See that each of your clerks buys a bond—help him to do so. Buy one for your wife—buy one for each of your children. Buy to the limit of your ability.

Space Donated by

A. R. WITTALL CAN COMPANY, LIMITED
MONTREAL, QUE.

JAPAN TEA



WEIGHING TEA

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.

The Japanese Government prohibits adulteration and coloring of Tea.

ON SALE AT ALL GROCERS

One of our sales-creating consumer ads.

That quality, well advertised, can bring the dealer ever-increasing sales is clearly shown in the case of Japan Tea. Our consumer advertising is being carried on aggressively and extensively, building bigger business for Japan Tea dealers.

The most discriminating tea drinker finds in this natural grown leaf a superior high grade quality—just that little something that makes all the difference between the ordinary everyday tea and a tea of palate tickling deliciousness.

Ask your wholesaler.

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

Your Customers

Mr. Grocer, are to-day studying ECONOMY more than ever before.



Don't hesitate to tell them that

CLARK'S PORK & BEANS

are just what they want.
They are a perfect meal.

They Save Worry.
They Save Time.
They Save Labour.
They Save Money.



and for you they are the quickest sellers.

W. CLARK LTD.

MONTREAL



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

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.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.

The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO.

Grocery Brokers
Manufacturers' Agents **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

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

We offer you the Western Market!

Are you letting the lack of good, aggressive representation deprive you of the growing Western demand?

It's a demand worth connecting with and our selling organization is the connecting link.

With 12 efficient salesmen continually calling on the wholesale and retail trade, we can always give you the representation that spells success.

Give us an opportunity to prove our claims.

Scott-Bathgate Company, Limited

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg



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

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 Brokers and Commission Agents

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

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
Distri-
bution

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 have any cars of
**Potatoes, Turnips,
Apples, Cabbages**
to offer, telephone, wire or
write me particulars.

FRED J. WHITE
Fruit and Vegetable Broker
Board of Trade
Toronto, Ontario

**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.

**W. G. PATRICK & CO.
Limited**

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

**W. G. A. LAMBE & CO.
TORONTO**

Established 1885

SUGARS FRUITS

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

Buy
VICTORY BONDS
and exchange them with us for
GOOD BEANS

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

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.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

GOODMAN, JAFFEY & CO.

Kent Bldg., Yonge St., Toronto
MANUFACTURERS' AGENTS
AND BROKERS

DISTRIBUTION AND SERVICE
FROM COAST TO COAST.

**Loggie, Parsons
& Co.**

Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confec-
tionery Specialties.

"We cover Canada 3 times a year."

Foy Bldg., 32 Front Street W
TORONTO - - ONTARIO

ESTABLISHED 1840

BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	Sydney, N.S.

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

Thomas C. Irving, General Manager
Western Canada
TORONTO

WESTERN PROVINCES (continued)

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 manu-
facturers. We give the same attention
to Canadian and American manufac-
turers. Write for details of our service.

**205 CURRY BUILDING
WINNIPEG**

*Please Mention This Paper When
Writing Advertisers*

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

Before placing your
account,
get in touch with
C. B. HART, Reg.
Wholesale Grocery and Merchandise
Brokers
489 St. Paul St. W. - Montreal

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and
Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Buyers and Sellers of
**All Kinds of Grains and
Seeds**
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

Did you see the convenient
"Enquiry" blank on page 36

To make it more convenient and to encourage you in sending questions, we are having this Enquiry blank printed each week.

This service is for *YOU* and will only be of benefit when you use it. Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer
ENQUIRY DEPT.
143-153 UNIVERSITY AVE. :: TORONTO

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.



During the holiday season your customers want the best seeded raisins that they can get—They want the SUN-KIST kind.

The housewife has discovered that all seeded raisins are not alike—That SUN-KIST Seeded Raisins have an individuality all their own. They are California's best from Fresno County—packed under a brand of distinction—in a package of individuality and of quality unexcelled.

Cater to the best trade with SUN-KIST Seeded Raisins.

Wholesale distributors in every territory. ASK THEM

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

"Thank you very much for parcel No. 903, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line."

"Thanks so much for the news parcel which I received in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provide the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.



Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial

beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in one of the best factories in the world.

Write for trade terms and particulars to the Watford Mfg. Co., Ltd., Delectaland, Watford, England.

469

The Star System

For Safe Egg Handling

Would you give four seconds time to know that each dozen eggs you pass on to your customers are wholesome and fit for use? Can you afford *not* to be sure?

We can show you a dozen other equally as good reasons why you should be using Star Egg Carriers and Trays. Write us.

STAR EGG CARRIER & TRAY MFG COMPANY

JAY STREET ROCHESTER NEW YORK

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



Sales Producers!

Know what real, sound business-getters the Malcolm Made-in-Canada Milk Products are.

Convince yourself through a window or counter display. Let your customers know that you handle and recommend

MALCOLM MILK PRODUCTS

—the only All-Canadian Condensed Milk Company in the market.

Feature their utility and great convenience during the social season. Then your sales will be big and your profits worth while.

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

**The
MALCOLM CONDENSING CO., LTD.**
St. George, Ontario

The only all Canadian Condensed Milk Co. in Canada

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
143-153 University Ave., Toronto

OCEAN BLUE

gives the right kind of "service."

It pleases buyer and seller alike.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg. 14-26 Wellington St. W. Toronto
WESTERN AGENTS—For Manitoba, Saskatchewan and Alberta—W. McKenzie & Co., Ltd.,

Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 3 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.

BOWES

TRADE MARK

PEANUT BUTTER



A PRODUCT
THAT YOUR
CUSTOMERS
KNOW AND
LIKE.

A FOOD OF
PROVEN
VALUE AND
ECONOMY.

SELL IT.

THE PRICES OF **OXO** ARE
CUBES
THE SAME AS BEFORE THE WAR
OXO LIMITED, 356 ST. ANTOINE ST., MONTREAL
BRANCHES: TORONTO AND WINNIPEG

MR. MERCHANT:



You want the

Fastest Grinding, Simplest
Constructed, Strongest Coffee
Mill made in the U.S.A.

Buy an ELGIN NATIONAL
and get the above superiorities
at the same price or less
than you pay for just an ordinary
mill.

Your jobber will gladly give
you catalog and order for
you.



WOODRUFF & EDWARDS, Elgin, Ill.

More Dollars

You can make "Dollars Grow" out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

Eggs are Selling at 58c per dozen

A TEN-CENT Package of

"POPULAIRE'S" EGG POWDER

is equal for cooking purposes to one dozen eggs and gives the same results, in fact the difference cannot be noticed in cakes and puddings, etc. Help your customers to reduce the cost of living—

"Populaire's" Egg Powder costs much less than eggs — gives the same results, is much easier to handle and will not go bad.

Write Us for Full Particulars

THE IMPERIAL COMPANY, Reg'd
26 Demers Street, 645 St. Valier Street, Quebec, P.Q.

The Christmas Window Contest

EVERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest. If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

You will be decorating your windows as usual this Christmas. They will probably be the best windows that you have dressed during the year. Enter them in the contest. You will find a stimulating interest in rubbing shoulders with other contestants.

Help us to make this the biggest and best contest ever held.

**Don't Be a Trail
Follower
Be a Trail Breaker**

You have some new and untried ideas that you think are good. Try them in this window. Don't follow the beaten track. Put a new idea across. You can't do that if you follow the trail.

Try what your ingenuity, and artistic taste will do. Make the best window you are capable of, and above all things, pass it along. That is the idea of this contest. Help us to make it a success.

Conditions of the contest are: The window must be decorated with Christmas lines. Have the window photographed; about 10' x 7' is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes January 4, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities Over 10,000 Population

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00

Centres Under 10,000 Population

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO

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

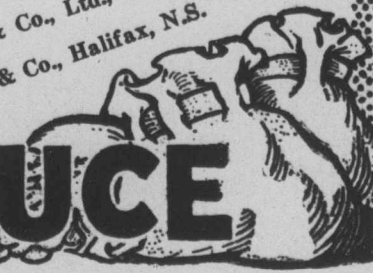
H. P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't TRY to do without

H.P.

SAUCE

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



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

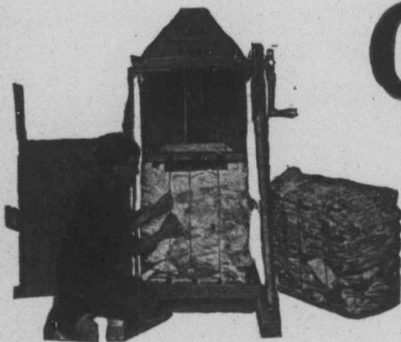
W. C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS

STOP THE WASTE!



ALL STEEL
CLIMAX
FIREPROOF

Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
Hamilton, Ont.

Two Safe Investments



"McCASKEY"
Safe Systems
and
Victory Bonds
McCaskey Systems

Limited
245 Carlaw Ave., - Toronto

Have No Hesitation

in choosing

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

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

Experienced Help Getting Scarcer

What Can Grocers Do?

With experienced help getting scarcer every day, grocers are finding package goods a great advantage in lessening the labor and trouble of doing business under to-day's trying conditions. Just a case of perfected machinery as against hand labor.

Take the package way of selling Red Rose Tea for example:

The weight is marked on the package. There is no time lost weighing. The grocer suffers no loss of profit through giving overweight.

The package is already done up.

The price is on the package. New clerks will not make the mistake of selling the wrong grade of tea.

Very little shelf space is required to carry a reasonable stock of Red Rose packages. Black, Green and Mixed can be had in a number of grades for a small amount of money. This means quick turn-overs.

There is no loss from deterioration or exposure. The sealed package keeps the tea clean, fresh and full strength. The quality of the tea is guaranteed, also the *net* profit. The grocer and the consumer are fully protected by the Red Rose package, which is the real, all round satisfactory way of selling tea.

T. H. ESTABROOKS COMPANY, LIMITED

ST. JOHN

TORONTO

WINNIPEG





KEEN'S OXFORD BLUE

Always have a Keen display on your counter.

You won't need to "talk" Keen's.

Your customers know it—"the blue of blues."

And the returns you'll reap from Keen's popularity will convince you that it's a selling line entirely unequalled.

Maybe your stock needs replenishing?

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO
AGENTS FOR THE DOMINION OF CANADA

Sunsweet—the quality Prune and Apricot

THE GUARANTEED BRAND

"Nature Favored"



When you stock SUNSWEET, California's "Nature Flavored" Prunes and Apricots you take no chances on quality, count or price. One box resembles another as much as two peas in a pod.

In selling SUNSWEET you offer your trade prunes and apricots that have passed the rigid inspection of our own inspectors and that of the State Market Commission of California.

The SUNSWEET brand is a guarantee of larger sales and

Order from your jobber and write for dealer helps that will help you sell more dried fruits.

new customers. Link your store with the widespread publicity that will popularize this brand in every home.

SUNSWEET is the quality brand of an association of over 4,500 members who produce over 75% of the prunes and apricots grown in California. It is an assurance of a bigger and better business for you.

California Prune and Apricot Growers, Inc.
SAN JOSE, CALIFORNIA

A co-operative growing and marketing association including more than 85% of the growers engaged in this industry in California.

CANADIAN GROCER

Vol. XXXI.

TORONTO, NOVEMBER 23, 1917

No. 47

Playing Politics With Margarine

What is the Delay? the Natural Question — Order Dated Nov. 1 — Licenses Still Withheld and no Indication When They Will be Granted — The Feeling Grows That There is a Political Aspect to the Delay.

SOME weeks ago an order-in-council was passed setting aside the restrictions that had up to that time existed in Canada against the importation or manufacture of margarine. By the terms of that order-in-council, it was to become operative on November 1. Though that date is some weeks past there is yet no margarine to be had in Canada, and no immediate likelihood of it being obtainable.

What is the explanation? The explanation given is that there are many details to be worked out before manufacturers or handlers can be permitted to deal in the product, and that the questions incident to the granting of the necessary licenses cannot be settled in a moment. That is a plausible enough excuse, were it not for the fact that the matter has been actively before the attention of the public for upwards of a year, and has been under consideration by the government, according to the Food Controller's own published statements uttered a good many weeks before the publication of the order-in-council. Surely in this time the Government has had time to consider every angle of the situation. There is the experience of both Britain and the United States to be their guide, and it seems hard to believe that there are any points in regard to the matter that have not been thoroughly studied. It would either seem that the Food Control Department was hasty in passing the order, or that for some reason best known to themselves they are being tardy in putting it into effect.

The whole question has been complicated in the past by the influence of the dairying industry over the government; apparently the Food Controller's office is not quite free from this influence, else why the delay in permitting the sale of a product long ago made saleable by proclamation?

No Indication of When Licenses Will Be Granted

There are a number of firms who have had their application for license with the Department for upwards of two weeks. The only reply they get to their enquiries is a letter stating that there

are many points to be considered which take a good deal of time, that in order that all may be treated alike due notice of the date when licenses will become effective will be given. Up to the present however no indication has come from the Food Controller's Department that there is any immediate likelihood of this announcement being made. It would seem that this controversial matter is being left more or less in abeyance for the time as a matter of political expediency. There is certainly no other reason to account for the delay.

Only Natural Color Margarine Permitted

It is generally understood that only the uncolored margarine or naturally colored margarine will be permitted to be manufactured or sold in Canada. The natural coloring is a result of certain chemical changes in the product owing to a certain quality of oil. This product, while perfectly wholesome in every way, does not grade as high as the uncolored margarine, for the reason that the highest grades of oils will not give this reaction.

On the other hand it is to be remembered that uncolored margarine is not as some people suppose of a lard white appearance. Even the uncolored product is of a creamy white appearance, not so very much lighter than light colored butter. Margarine is composed of practically fifty per cent. of milk or cream, the other ingredients being oleo oil, the product of beef suet, neutral oil made from leaf lard and vegetable oils, either cottonseed or peanut oils. These are the components of all margarine and the proportions and quality of these various ingredients of course decide the quality of the product. They decide also to a certain extent at least the matter of taste. The first grades, made from absolutely first quality ingredients will approach butter so closely in taste that even an expert will be at a loss to decide between them. The poorer grades, while perfectly nutritious and healthy, may have a slight taint, just as the same thing may be noticed in poorer grades of butter. This will not however militate against its wholesomeness as a food.

The Coloring Question the Sticking Point

It is the question of coloring, however, that has been the point of dissension in all legislation dealing with the margarine question, for it is around this question that the differences with the dairying industry have arisen. Margarine manufacturers claim the right to use the same coloring matter that is used in the production of butter. This would seem to be a reasonable enough contention, but all legislation not unnaturally, or unwisely perhaps, tends to give a shade of advantage to the great dairying industry. In the United States, margarine may be sold in an artificially colored state but it entails an extra charge of 10 cents a pound, as this would put the better class product at very nearly the same price as butter, it is a practically prohibitive ruling. It is the custom therefore in the United States to sell the margarine in uncolored state, but to enclose in the package a capsule of vegetable coloring matter, with which the housekeeper who purchases the margarine may color it for herself.

A recent regulation on the matter denies the Canadian manufacturer or importer this privilege. These latest pronouncements on the question are as follows:

"No substance intended for the coloring of oleomargarine shall be imported into Canada in packages containing oleomargarine, and no manufacturer, wholesale dealer or retailer dealing in oleomargarine shall deal in, sell or give away any substance intended for coloring oleomargarine."

Margarine may be sold only in original packages. Small packages must be wrapped separately, and on each label or wrapper "oleomargarine" must be printed or marked as the most conspicuous word. The name and address of the manufacturer, together with the official inspection mark of the country of origin, must appear on all labels, wrappers and packages.

Labels, stencils, or lithographed designs on containers for margarine must be approved by the Veterinary Director-General. The penalty for violation of any of the regulations is a fine of not

less than \$50, nor more than \$500, or imprisonment for a term not exceeding six months, or both fine and imprisonment.

Certain prospective handlers however, have stated that if they are not permitted to enclose this coloring matter, they will see to it that the grocer is provided with this coloring matter in convenient form.

Selling in Sealed Cartons Advised

It is urged by many merchants that the best results would be obtained by selling margarine in sealed carton prints plainly marked with the name of the product, and making it an offence punishable with a heavy fine for any merchant to dispose of any such carton where the seal had been broken. If such a regulation were in force, and were properly maintained, as is the case with

many other products sold by the grocer, then the great argument against the sale of colored margarine, the possibility of its being fraudulently substituted for butter, would be removed.

There would have been little dissatisfaction, however, if it were possible to sell coloring matter with the product, though many persons who anticipate dealing in the commodity fail to see any reason why coloring matter should be permitted in butter and forbidden in margarine. Still they would have been willing to accept this handicap provided they are permitted to adopt the American system of making it easy for the purchaser to give the margarine the more palatable appearance that has come to be associated with the yellow color of butter.

The main point at present is of course to actually get started. There was a feeling of confidence when the order-in-council first appeared that something had actually been accomplished, but now, nearly three weeks after the order was supposed to become effective, merchants are still waiting for some definite understanding of what is required of them, and some permission to actually take advantage of the opportunity offered them. Already shipments that were started optimistically Canadawards when the word of the order-in-council was received are tied up on the border. How long they will have to stay there remains to be seen. The natural enquiry of those interested is, "Will it be necessary to wait for another month before anything definite can be done?"

Further Powers for Food Controller

New Order Empowers Him to Set Maximum Profit or Price, and the Units of Weight at Which Goods May be Sold—Setting of License Figure Suggests Possible Action—No Move to License Package Manufacturers to Date.

WHATEVER opinion the trade may hold of Mr. Hanna's activities, he is evidently in high feather with the Government. The latest development in this regard is the largely increased powers vested in the Food Controller to regulate the sale of foods stuffs in Canada, with a view of preventing hoarding or combination and to reduce cost of living. By this order the Food Controller may prescribe the maximum amount of profit, or the maximum price or both to be charged on the sale in Canada, or within any part or parts of Canada of any food or foods, or of any food product or food products. He may, subject to the existing law, prescribe the unit or units of measure or weights to be used in the selling of such commodities, may declare the manner in which food products offered for sale shall be designated, marked, branded or graded, and, finally, may fix maximum amount of any food or food product that may from time to time be bought or sold by any person or persons. For the purpose of the exercise of these powers the Food Controller may forbid manufacturers, wholesalers, commission merchants, brokers and retailers to make or sell in Canada any food or foods unless they first obtain a license from his Department. For such a license the fee is not in any case to exceed \$600. Violations of the regulations above set forth will be punishable by a fine of \$1,000 or three months imprisonment, or both fine and imprisonment.

This is but making the matter a little more forceful and definite for Mr. Hanna. It would also seem to suggest that some at least of the products for which licenses have been applied will be granted such license. That is as much satisfaction however as the manufacturers of these products have been able to obtain. It is upwards of five weeks since the order forbidding the use of package goods

was issued, it is upwards of three weeks since Mr. Hanna promised merchants and manufacturers a speedy settlement of these questions, it is upwards of three weeks since a number of manufacturers have applied for license, and it is upwards of two weeks since they have returned the signed answers the questions sent out by the Food Control Department in answer to this request, and still there is nothing decided. Still the manufacturer has to wait in uncertainty as to whether he will be able to continue in business or not. Mills are doing nothing but the employees must be retained pending some decision and the wheels of the Food Control Department continue to grind so slowly that the grinding is imperceptible, and all the time there is going on a wastage of goods, a wastage of labor and a wastage of activities generally that it will take a great deal of saving to compensate for.

It would seem to be a reasonable supposition, that providing the trade has to face the disorganization of present systems and the curtailment of customary profits, that they should at least be protected against needless hardships and unnecessary disruption of business. There seems to be an unjustifiable attitude that the trade is disloyal and has to be bludgeoned into patriotism. If these things are necessary the trade will stand behind them loyally. They believe however that they have a right to have their side of the question considered without laying themselves open to any suggestion of disloyalty. They believe that the question has not been properly handled and that the burden of public opinion, as well as that of the trade is emphatically of the opinion that there is nothing to be gained and much to be lost by the new proposals.

The new order provides a licensing fee not exceeding \$600. Why the fee is necessary remains to be explained. There

is little doubt however that no manufacturer would cavil over this point. All they want is action, quick action, and they surely have a right to expect that.

Opinions regarding the package goods order continue to pour in, and continue to bear their burden of proof of the almost undivided opinion against the embargo.

Western Merchants Strongly Opposed

From the West come some strongly worded opinions. "I simply think the whole thing ridiculous," writes W. B. Cort, of Dauphin. "I absolutely fail to see one good thing about it."

Cookes Limited, Battleford, Sask., writes: "We favor the opinion that the order is ill advised, and that it will mean no saving of goods or conservation of supplies."

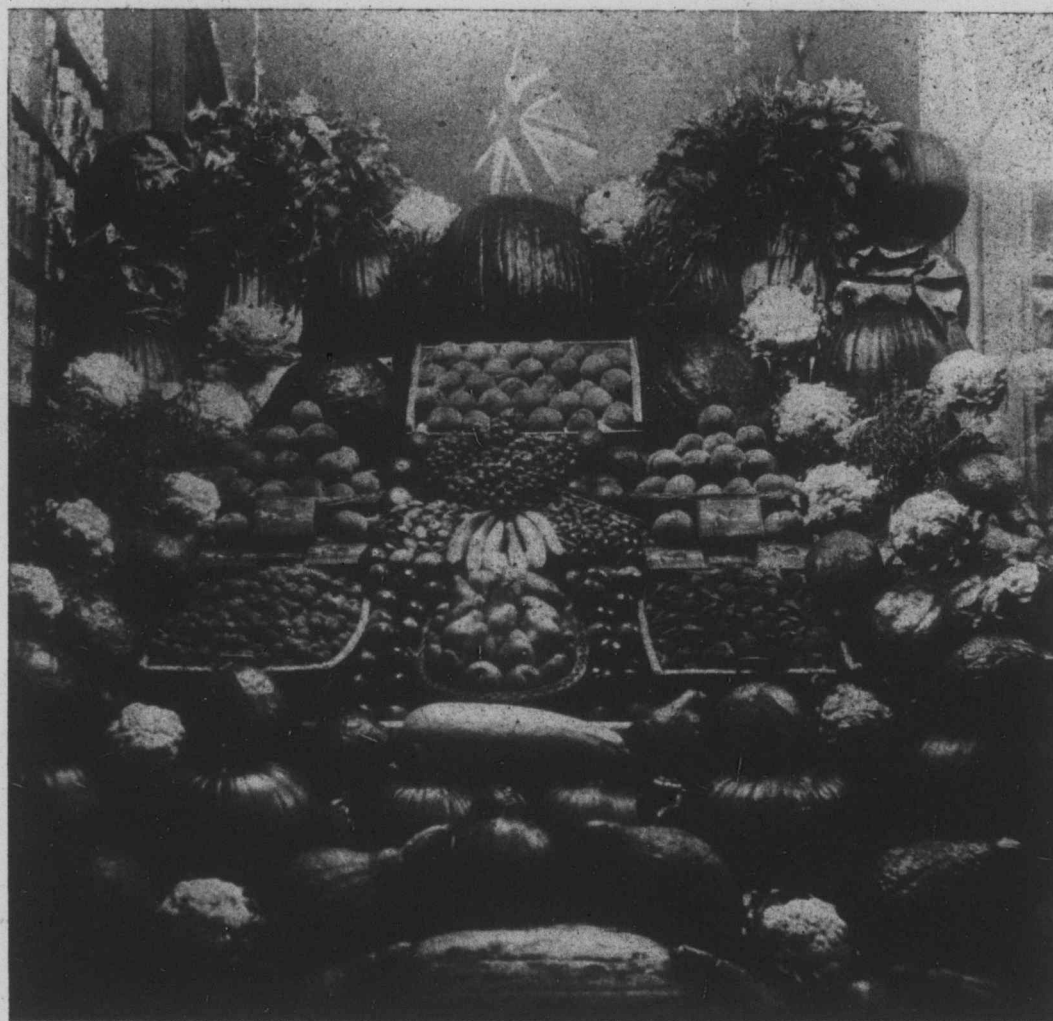
The Brumhead Trading Co., Brumhead, Sask., write: "The farmers are complaining of the new rule. Their objection to bulk goods is that it does not economize goods to buy in quantities, but rather means more waste, especially for small families."

Quebec Merchant Champions Packages

J. A. Vaillancourt, Scottstown, Que., states: "Package goods are more sanitary than bulk and that is more important than any little saving in price. This action would surely increase the price of bulk goods." Mr. Vaillancourt urges further that it would be the part of good judgment to consult the retail trade in regard to the matter, they being the people who were most conversant with the actual conditions.

Nova Scotia Merchant Calls Bulk Goods Wasteful

Frank A. Walker, Sheffield Mills, N.S., states: "I consider that this action will cause more waste, as besides the stocks on hand not sold by the given date there is always a certain amount of waste to bulk (Continued on page 34.)"



AUTUMN ATMOSPHERE HERE

THIS effective Autumn window trim was featured by G. F. Grinyer, 2474 Yonge Street, Toronto. Starting from the window floor the display consists of pumpkins, citrons, summer squash, Hubbard squash, green peppers and cauliflower. The sides of the window are decorated with large Hubbard squash and cauliflower decorated with bunches of barley and wheat. Two square baskets of nuts form the next row of the window, with a basket of pears surrounded by snow apples forming the centre of the row. The next row is of package dates, two small baskets of dates, grapes, bananas and grape fruit, two round baskets of large California peaches and a square box of the same. The top row is composed of pumpkins, red cabbage and celery.





The attractive interior of the J. F. Cairns Store, Saskatoon. Note the presence of price tags, an effective selling method.

Mr. Hanna Empowered to License Mills Has Power to Regulate Sale, Distribution and Transportation of Mill Products—Another Committee to be Added.

By another order-in-council just promulgated the Food Controller is empowered after December 1, to license every mill capable of producing 100 barrels of flour in 24 hours. Smaller mills may also be licensed at the Food Controller's discretion.

The Food Controller will have full power to regulate the sale, distribution and transportation of these mills. It is the Food Controller's intention to appoint a milling committee to advise regarding these matters. This addition to the already cumbersome machinery of the Food Controller's office calls to mind a story that is current in trade circles. It is said that Mr. Hoover, the United States Food Controller, visited Ottawa and was surprised at the extent of the organization "How many have you got on your staff?" he questioned Mr. Hanna; 227 was the proud response. "How many have you?" "I have three," was the answer. The correctness of this story is not vouched for, but it is of interest in view of the ever growing mass of committees, which seem from the outsider's standpoint to be getting nowhere.

Just how serious a matter this regulation will be to the mills effected will depend entirely on the extent to which they are interfered with.

Any effort to actual administer them

will almost certainly result disastrously. The milling industry like most others is a highly specialized one. No outsider however well intentioned can be expected to administer them as wisely and as efficiently as the men trained to the work. A wisely selected committee might do something to save any unnecessary complications, but unfortunately the committees chosen are not always the best qualified to deal with the matters in question. Mr. Hanna some time ago announced his intention of appointing a committee to deal with the package goods embargo. This committee, he assured representative wholesalers and manufacturers, would be fully representative of their interests. The committee has since been appointed as was noted in last week's CANADIAN GROCER. If any of its three members are directly or indirectly connected with or interested in the trade, the trade does not seem to be aware of it. It is to be hoped that in choosing a milling committee that they will be men well versed in the business that they are destined to control, otherwise it may prove a very serious blow to a very important industry.

ANOTHER FAR REACHING ORDER

All Food and Feed Stuff for Export
Require License—Some Few
Exceptions.

Still another order-in-Council has just been issued prohibiting the export from Canada to any destination abroad other than the United Kingdom, British Possessions and Protectorates, of all food and feed stuffs, fats, oils, soaps, and fertilizers. The idea of the order is, of course, to forestall the possibility of any of these important items falling into the hands of the enemy.

There is a clause, however, that permits the Food Controller to license shipments of the articles referred to "to countries in alliance with Great Britain and having armies in the field."

No blanket licenses will be issued, and all applications must supply full details regarding all shipments. These licenses will not be issued for a period longer than six months.

In the case of exports to the United States the controller of Customs at the point of exit may grant licenses for milk or fresh fish, providing these shipments are not in excess of the usual quantities. Similar licenses will also be issued for the shipment of food grains less than 125 pounds, flour of less than 25 barrels, butter of less than 125 pounds, and other commodities which do not comprise any one article of more than \$100 in value.

Goods now loading or in transit will be permitted to pass without license.

"HOW TO GET THE INFORMATION THE CUSTOMER WANTS"

Fourth Address by Frank Stockdale.

IN THIS Fourth Lecture, Frank Stockdale, the Advisory Counsellor on business system for the United Advertising Clubs of the World, out of his extensive study of business formulates some ideas for finding out what the purchaser wants to know about the goods, and how this information may be effectively used in building business. This lecture is perhaps the high water mark of the series. Behind every selling argument there is some information. Is this information a help or a hindrance to that sale? This is the question that Mr. Stockdale's address will settle for you.—EDITOR'S NOTE.

THE securing of information which is generally wanted by the customer either in advertisements or from the sales clerk, and the disseminating of that information in such a manner as to bring maximum results in the sale of merchandise, was the subject matter of Mr. Stockdale's fourth address entitled "How to Get the Information the Customer Wants."

"Who wants to secure this information—the advertising man, the sales person, the travelling salesman, the manufacturer, the window trimmer, the man who displays merchandise in the store? All these want information for the customer," said Mr. Stockdale.

Pointing out that advertising applies to all forms of selling, Mr. Stockdale repeated the statement of L. W. Hill of the Great Northern Railway at the St. Louis Convention of the Associated Advertising Clubs of the World to the effect that "anything desirable is advertisable just as anything desirable is saleable."

"I think we assume too often that the customer does not need any information. That is one of the greatest mistakes. We make it unconsciously but we act as if the customer did not need it. Recently the question came up as to whether coal was advertisable. The suggestion was made that people had begun to think of coal in terms of heat units. People had begun to realize that there are tons of coal and tons of coal, the same as we used to think a margin of 30 per cent. was a margin of 30 per cent. We are gradually getting over all these things. They found a salient thing to advertise about coal. When you buy coal for your residence you buy it for warmth and so there is a chance for people to sell warmth and that is coal satisfaction."

Taking milk for an example, Mr. Stockdale asked if this product was advertisable. He mentioned sanitation, but added that this was only advertising service which goes with the milk. "Is there anything you don't know about milk?" asked Mr. Stockdale, stating that a certain milk company found it worth while to use a whole page in the *Saturday Evening Post* to advertise milk.

"There were just two things advertised about that milk and these two things were that the milk was nourishing and that it was cheap. Milk does the work and it does it at low cost—a good basis for milk advertising. That is the same way to advertise coal, and that is what the "customer wants to know."

Turning to the question as to what kind of information the customer wants, Mr. Stockdale brought to the attention of the gathering a method followed in Gimbel Bros.' store of New York.

"They went down into their trunk department and found they were selling lots of trunks to women. They wanted to find out what women wanted to know about trunks. In too many cases we decide what the customer should know and hand it out to them. You will be surprised when you find what the customer wanted to know about trunks. Ninety per cent. of the buyers wanted to know 'whether the locks were strong.'

"They next wanted to find out what the customer wanted to know about children's suits. Did they ask about the material, or colors? Partly, but the great majority asked 'are they hard to iron?' Every woman who has to do that job considers it a logical question."

Turning to the men's suit department, Mr. Stockdale stated that the majority of customers wanted to know "whether the suits would hold their shape or not."

"It is evident we have to get down to a rather minute analysis," said Mr. Stockdale.

"Talking to customers over the counter we too often use technical terms understood by the trade and not understood by the public. One of the keenest managers of a retail store is Miss Ennis of The Emporium, San Francisco. When she talks about hosiery she calls them stockings, and when she talks about millinery she calls them hats. She gets away from technical expressions and she keeps all her advertising right down to common expressions.

"In silks, the customer buys color and they want it every time," said Mr. Stockdale.

At this point he outlined several points which he regarded as fundamental principles in connection with advertising and selling. These points were as follows:

1. "All selling arguments whether on paper or across the counter should be as simple as can be made instead of bombastic.
2. "They should be as specific as possible instead of generalities.
3. "Should be positive instead of negative. Don't tell them what the merchandise 'is not.' One of the big business men in the U. S. gave me this point and in all his sales talk, no matter how many knockers there are, his advertisements are always absolutely positive.
4. "Get real information into advertising—real facts rather than opinions. Don't tell the customer

what you think of the product but give facts. In selling an article in the store, start your sales talk with the customer's interest, not your own. Start with the 'you' appeal.

Mail order houses certainly have the best retail advertising. They invariably start with the 'you' idea, addressing the customer and emphasize his particular use of the merchandise.

5. "Understate rather than overstate in selling. That is the way to keep merchandise 'sold.'

6. "There are certain things about merchandise that are fundamental. These should be repeated until they stick in people's minds. News may be changed but don't try to find a new fundamental fact.

7. "Real ability is liked by customers. One merchant said 'I believe people like ability in the merchant just as well as in the family physician or the attorney. They like to regard the merchant as an authority on his merchandise.'

8. "Sales talk and advertising should be planned instead of hit-and-miss."

Illustrating some of the foregoing points as regards retail advertising Mr. Stockdale stated that of 200 advertisements which he recently judged in a prize winning contest at the Pacific Coast Advertising Convention, 143 contained the word, "Reduced," either expressed or implied.

"Whether you are selling over the counter or through advertising, if you are selling on this plan your salary is not as large as it might be," said Mr. Stockdale, taking issue with this form of advertising.

"It does not take advertising ability to write 'former price \$15.00 now \$9.98.' I would say to all people interested in retail advertising, as long as that dominates your advertising your position will never be a very high salaried position because it does not take ability to do it."

Illustrating by parallel lines that merchandise and price were on a common plane, Mr. Stockdale stated that the man who makes a success is the man who makes the merchandise look bigger than the price.

"There are two ways of doing this," said Mr. Stockdale, "one is to lower the price and the other is to lift the merchandise. If you are lifting the merchandise in the eyes of the customer, whenever you lift the merchandise you, as a salesman, are rendering a service to that customer. The way to do that is to know the merchandise and the customer. Some people know the merchandise but they don't know the customer."

Illustrating this last point Mr. Stockdale cited the case of a hardware salesman, who, though he had a most detailed knowledge of the manufacture of shotguns, failed to make a sale to a certain customer. The customer eventually bought his gun at a store where the sales talk of the man behind the counter consisted of the statement "shoulder that gun, that will get him."

"That statement carried him," said Mr. Stockdale, "for it was ducks he wanted and not a detailed knowledge of the gun.

"Let us keep in mind what the customer wants and that will help us in lifting the merchandise.

The man who makes the sale has a knowledge of the merchandise and knows his customer as well.

MERCHANT'S OWN EXPERIENCES ARE SOURCE OF INFORMATION

"In getting the information wanted by the customer, the merchant should take into account his own experiences as a customer. He should study the use of goods by himself and his own family. Many times you can get the information by studying manufacturers' literature. Manufacturers in many cases analyse the appeal in their merchandise.

"One rug firm I know found out what the customer wanted to know by getting dealers who handled their product to send in their best advertisements. They selected the best of these and published them in a large book. They had the 'dealer idea' of what the customer wanted to know and in bringing their own experiences in they got a series of advertisements of a high class nature. The advertisements appealed to the use of the customer for rugs in the office and the home and gave information on selecting rugs.

"A manufacturer selling high class candies knows that his best appeal is to people who buy candies for particular purposes. Knowing that the most sales of candy were made to young men for their lady friends, the advertisements of one company run along this line—'this candy is bought to make an impression.'

"The manufacturers who are making a success get that selling angle and are able to give a lot of information the customer wants," said Mr. Stockdale, admonishing the merchants not to throw manufacturers' literature away. "I think there is enough information the customer wants that goes into the waste paper basket to give us all that we want."

The arguments used by travelling salesmen were also mentioned as a source for the retail merchant to secure the information the customer wants. "The travelling salesmen have to put up arguments and they should be used in selling to the customer," said Mr. Stockdale. Making the point that salesmen do not always give this information unless it is specifically asked for, he pointed out two reasons why salesmen do not give this information to merchants.

"One reason is that some salesmen do not care anything about holding the merchant and the other is that the merchant is too busy," said Mr. Stockdale, "to listen to the travelling salesman and get the information."

"I am sorry for that merchant, and when he arrives at that stage a better classification for him is 'storekeeper' instead of 'merchant,' because that is one of the ways he should spend his time. The keen, wide-awake merchants do not let the travelling salesmen go by without treating them courteously and getting the information they have."

At this point Mr. Stockdale mentioned the case of a salesman selling hosiery. On his initial trip he was severely questioned by several employees in one store as to the salient points of the line he carried. He was somewhat "peevish" but on returning found that the store had used the information for a great advertising campaign and had cleaned out their stock so that a larger repeat order was necessary.

Turning to the question of "What your sales people sell," Mr. Stockdale stated that one merchant

goes around and asks his sales people about the selling points of their lines. This action he stated not only unnerved the self-conscious sales clerk who knew no outstanding points about the line handled, but gave no information to the merchant which he should wish to incorporate in advertising.

"A great many advertisers want to say something big and sensational," said Mr. Stockdale, "but the information you want and the customer wants can be secured by getting off to one side when your sales person is handling a 'tough customer.' When the sales person puts that sale over he has used some of the information the customer wants and all you want is to become a good reporter and you have it. Study the customer's objection and then overcome those objections."

Mr. Stockdale here illustrated the case of a salesman for the National Cash Register Company who won for three consecutive years the prize for best salesmanship results at the annual convention of the company in a foreign country. The young man's reply as to how he got the sales was that he studied the customer's objections and never let an objection come up a second time without being able to answer it.

"Study the customer, treat him sociably and mix with him in your home," said Mr. Stockdale. "The making of a point of contact is worth while. Study mail order advertising and find out what the customer wants to know. This form of advertising does not have to bring people to the store, but it has to make people sit down and write orders, get drafts from the bank, mail them and go distances to get their merchandise. We do well if we write advertisements that make people come to our store and look at our merchandise."

Illustrating the specific value of certain mail order advertising Mr. Stockdale mentioned the occasion of a visit to a southern town where he addressed a small gathering of about twenty-five retail merchants. On the impulse to try something new he opened a mail order catalog and turned to an advertisement giving eighteen outstanding reasons why customers should purchase an oil heater. The advertisements carried the "you" appeal and the frosty night carried out the setting. When he finished reading the ad. which made a direct appeal to the customer's use for a heater, Mr. Stockdale asked how many wanted to buy a heater. Two hands went up and five others admitted they were much more interested in heaters than they were when they came to the meeting.

In recommending mail order advertisements as a source of securing information for the customer Mr. Stockdale warned that only mail order houses with long standing should be taken as authority, and that "mushroom growth" houses should be avoided as far as advertisements were concerned.

"Study the goods, the customer and advertising," said Mr. Stockdale, concluding his address, "and the meat is in the middle—get the information the customer wants."

Some very interesting and instructive matter was contained in the answers of Mr. Stockdale to certain questions on retail merchandising submitted in writ-

ing during the series of lectures. These questions and answers are reprinted herewith:—

1. (Question)—"Can you explain if there is a science or a rule whereby a sales clerk can recognize the psychological moment when to close a sale and have it remain closed?"

2. (Reply)—"I have already answered as regards the science and I will answer and say I don't know any rule for closing a sale. In fact I don't know any rule for judging human nature, but there is one thought I would like to make in regard to this matter. I have talked with several salesmen on the subject as to a rule or even a suggestion as to when is the right time to close a sale. When the sales person does all the talking and leaves the customer to stand and listen and do nothing else, there is no definite opportunity of judging, at least by the customer's actions or words, as to what that customer is thinking; and if you have to depend upon looking at a person to determine what they are thinking you have a real job. The suggestion made by several salesmen is that sales people talk too much in making sales as a rule. The hardest customer to sell is the customer that won't say anything. One salesman's strategy is to stop talking himself and just show the merchandise until the customer speaks up. One reason sales people so often overshoot the mark and fail to know when the right closing time comes is because they get under such high pressure. They get running "on high" and it is hard for them to stop when they reach the right point. I would suggest that you make the customer talk if possible if you want to find when to close the sale."

2. (Question)—"Do you think business is increased by allowing the customer to make a practice of buying goods to-day, using them and returning next day for refund, the reason being given that the 'goods do not suit'?"

(Answer)—"It is a specific illustration of a store's policy as to whether or not you will allow the customer to take advantage and do what is not honest. It is absolutely not honest on the part of the customer but we find a lot of successful stores that do not base their policy upon the few isolated cases of dishonesty. That applies as well to theft in stores. When I advise merchants to put stock on the counter they do not do it because they think they will lose it, but I have found stores that do so and they have a profit after the customers have taken what they want. If I were a reformer and a customer should take out goods for the purpose of using them and returning them later, I would call that customer on the carpet and tell him what I thought of him. That is if I were a reformer.

"The principle I would like to leave with you in this regard is contained in a very wise saying made by W. H. Wanamaker, who said *"don't sacrifice tomorrow's business for to-day's profits?"* If the profit loss is too great you have got to put a check on it. I find merchants' associations and particularly in these times who have put on an educational campaign to get away from this sort of thing.

"The reply of one merchant to this question was 'the customers run my store and I charge them for it.'

"That system is used to a great extent," stated

Mr. Stockdale, who illustrated the point in the following manner:

"One man bought a hay baler and used it for a season, after which he wrote to the mail order house to take it back. The house took it back and investigated the case. They claim that the price of the baler was the best advertising investment they ever made.

"If they are on your side they may be the best advertisement," said Mr. Stockdale, reminding the merchants that "a satisfied customer is the best advertisement."

3. Question—"What proportion of increased expense, is, in your opinion, due to the demands made by the consumer for expert service and delivery?"

(Answer)—"I cannot state in percentages what my opinion is but we all know that some of the extra cost of doing business is due not simply to 'expert' service but to the service that is absolutely useless to the customer. We know that the customer in the matter of delivery sometimes will have the merchant deliver when it would not inconvenience them in the least to carry home a package, and they must pay for that service. As long as people are able to pay and they want service that is the thing that gives them satisfaction. When they buy, people buy merchandise satisfaction. As a rule people are wasteful. At the present time there may be a chance to lower that expense. Some stores have cut down their expenses already by eliminating some useless service. As to 'expert' service I don't know that there is much being rendered at the present time."

4. (Question)—"Would more forethought and care in ordering lessen materially this expense?"

(Answer)—"In large cities co-operation has eliminated a lot of this expense and it seems that merchants will first have to eliminate the waste which they themselves are responsible for before they can put on a campaign for the customer to eliminate his waste."

Continuing this question the following query was made:—

"And if so what methods of educating the consumer would you suggest. What of the various plans to reduce the price of article carried home by the purchaser?"

(Answer)—"We find that we can eliminate some of the expense especially in the grocery business. It is enough in percentages that you can visualize the reduction in price."

"Is there any method by which the consumer can be made to buy in bulk?" was asked in further continuance of the same question.

(Answer)—"The Housewives' League in New York started out to put on a campaign to buy in bulk and they came up against the question of sanitation and the preservation of merchandise. The League turned over to the other side and are now advocating goods in packages instead of in bulk, the standardization of produce and the amount of the product that you get. These three are important reasons for buying merchandise in packages in some cases at least."

5. (Question)—"Would the retail produce deal-

ers be willing to give free fruit in danger of spoiling to groups of women for patriotic purposes?"

(Answer)—"I would say that one of the best places to get that produce perhaps would be at the wholesale distributing station instead of at the retail store," replied Mr. Stockdale, expressing favor with the plan.

Illustrating the point that the profits in a department with twice the turnover of another were practically double the other's profits, Mr. Stockdale placed on the board the following figures:—

In A department, stock is \$19,000 and sales \$40,000. In B department, stock is \$20,000 and sales are \$21,000. It is easily seen that the turnover in one department is twice the other. The profit in A department is \$4,500, while the profit in B department is \$2,700.

In the discussion which followed the address one merchant asked Mr. Stockdale's opinion regarding the "truth in advertising" of overhead clothing stores which advertise "Use elevator and save Ten."

Mr. Stockdale replied that many of the upstairs clothing stores were making a great success. "It is not that you go 'upstairs and save ten' but that they give good value for the money and succeed in spite of the fact that their advertising is poor. In New York the advertising of upstairs clothing stores makes the point that good clothes can be obtained for \$15. After the advertising was done on that basis—without mentioning the \$10,—the plan was enlarged; so while a man may exaggerate in advertising, if the customers are satisfied they may get by with bad advertising. As far as the truth of the assertion "save ten dollars" is concerned, I don't believe it."

Recalling the case mentioned where 143 advertisements of 200 in a contest mentioned the term "reduced," one merchant asked Mr. Stockdale if he would consider the merchant in advertising that way got any benefit from it and whether or not he would encourage him to do it. Also the question was asked as to whether they were really "reduced" goods or not.

"I think most of them were reduced," said Mr. Stockdale. "It proved that they were using advertising mainly to clean up odds and ends. Most of them took cognizance of their reductions."

"They took a chance?" interjected the merchant who made the query.

"Doubtful things are uncertain always," replied Mr. Stockdale.

"My advice to all," said Mr. Stockdale in conclusion, "is that you find actual examples in your own businesses and then start out to get the principle that will help you to dominate the situation. The way to dominate the situation in the merchandise world is to know where your profits are and where they are not.

"There is only one thing that counts and that is ACTION. Study what you believe to be true and put it into practice when you know it to be true."

Molasses Shipment Puncheon Problem

Wish to be Rid of This Most Unwieldy Container is Father to the Thought of Tank Shipment of Molasses in Bulk—Picturesque Inconveniences of the Time-Honored Puncheon.

Especially Written for CANADIAN GROCER.

OBJECTIONS to the puncheon as a container for molasses during the handling of this product in commerce in Canada are many, but still, somehow, the puncheon persists. Of late there have been suggestions that molasses might better be shipped to Montreal—say—in bulk cargoes, and stored in bulk at the port of arrival to be distributed in smaller containers which would be more convenient to the retailer. Considerable economy, it is believed, would be effected if the system of shipment in bulk instead of in puncheons were instituted.

Puncheon Problems

Amongst the principal puncheon problems are these: The business of delivering puncheons. In city deliveries it is necessary to have at least three men on the wagon that goes out with full puncheons to deliver. In the country it is often a matter of rounding up the whole neighborhood to help take delivery of a puncheon consignment of molasses. Men have been badly hurt more than once, and serious physical strains have been suffered by retailers struggling to stop the ponderous progress of a full puncheon taking its own way off the wagon or into the cellar.

Three Playful Puncheons

There is a pathetic story told of a retailer whose premises were situated at the crest of a long slope of road with a stream at the foot. He had ordered three puncheons of molasses, and they arrived by rail. At the station, with the aid of the whole station crowd, he got his consignment on to his rig, and the team started off on the painful ascent to the store.

Everything went well until the very door of the store was reached. There the available forces were rallied for the task of unloading the rig. The wedging of the puncheons was loosened, and the lashings untied. Then something slipped, the team started, or the puncheons by their own weight got a move on. Before a hand could be raised to stop the catastrophe, the whole three puncheons had leapt one after another off the rig, and were merrily bounding down the long slope towards the brook. There was nothing to do but watch them take their merry switchback trip leaping and rollicking along like a trio of fat jolly good fellows on a spree. They finished up with a mighty bump, the first stove in by the second, and the second knocked into shooks by the third which collapsed amidst the wreckage. The brook

ran brown for hours, while the retailer felt blue. His loss was so heavy that he had to be helped out by the wholesaler who had endured a few losses himself through the pranks of the puncheon fraternity, and was sympathetic. But such experiences are bad boosters for the puncheon as a container for molasses.

Cost and Freight Charges

Again there is the question of cost of puncheons and of the freight charges for their weight in addition to the weight of the goods they contain. These are heavy additional items to the cost of the molasses. Empty puncheons are worth from \$4 to \$5 each and there is always loss of containers through damage in transit or delivery. It costs between \$7.00 and \$8.00 in freight alone to bring a puncheon of molasses from Barbadoes to Montreal. Then the puncheons have to be carried back to Barbadoes meaning further freight charges though the big barrels are reduced to bundles of staves or "shooks" for shipment back to the island so as to cost less in freight space charges.

This matter of freight space bears heavily on the business of importing molasses from Barbadoes in puncheons as the stowing of a cargo of molasses has to be done with the greatest care, and great quantities of lumber have to be used to wedge the puncheons into place and secure them from movement in a sea-way. This means space occupied with something which is not merchandise, for the lumber has to be carried back and forth to serve its purpose again and again.

Leakage a Source of Loss

Molasses is a peculiar cargo requiring ventilation, and subject to heavy losses through leakage. The puncheons have to be properly assembled from the staves or shooks, and properly "flagged." This flagging is simply the insertion between staves of the flat fibrous substance of a reed or rush which grows in Barbadoes and which serves to caulk the puncheons against leakage. Careless flagging means lots of leakage. Then if the heads of the puncheons are not put in properly there may be leakage in that direction. Molasses is subject to fermentation while on the voyage, and the puncheons expand unless the fermentation gases can escape. The bung-holes of the puncheons are, therefore, fitted with spigots and the spigots are taken out for the voyage to provide ventilation. Unless the puncheons are packed very carefully in the cargo they may

work round so as to spill their contents through the spigot holes. This has happened many times, and is a source of serious loss. One estimate even puts the proportion of loss at as high as eight puncheons out of twenty-four in some cases while losses of one or two puncheons are frequent, and a loss of from five to ten per cent. is practically always allowed for.

Railway Difficulties

Transportation of molasses by rail in puncheons is fraught with considerable trouble also. The jolting of the cars is a further cause of leakage if the puncheons are not sound and well stowed. If once they start bumping ever so slightly one against the other there may be much leakage in a long rail trip, and heavy loss. Froth forms on the fermenting liquid during the rail journey and before the customs officers can gauge the puncheons, and calculate the duty payable, the molasses has to be cooled down, and allowed to settle. The necessity for this has led to a difficulty in gauging, and in storing the puncheons during gauging. Railroad companies have found it a messy business to have this done around their yards and in freight sheds, and it is also inconvenient to have the gauging done in the freight cars. Besides the necessity for holding the molasses for a time until the froth clears off and the liquid settles means delay in releasing cars. The matter is one which causes difficulty every season when the importation of molasses comes round.

Bulk Shipment and Storage

As a remedy for the problem of the molasses puncheon it has been suggested that molasses should be shipped in bulk in tank steamers, and pumped into storage tanks at the port of arrival where all customs regulations could be looked after easily and with far less labor than is now occasioned by the puncheon system. That there would be a vast saving of labor and avoidance of loss through leakage, also a saving in freight space and charges, and of trouble generally associated with molasses as at present imported, if the bulk plan were to be instituted, is a view held by men interested. The idea is simply to apply the principle of the oil-tank steamer, oil storage tanks ashore, and if necessary, oil tank cars to molasses as it has been applied to oil. Some molasses has already been shipped from New Orleans in special tank cars for railroad transit. None has ever been shipped across ocean in a tank-steamer: the nearest ap-

proach to bulk shipment of molasses to Montreal that was ever reached was when a schooner from Barbadoes brought her cargo of puncheons from which the molasses had got loose in the hold and the staves and heads of the puncheons were floating around on top of the mess. The whole cargo had got adrift on the voyage, and almost every puncheon had burst and spilled its contents into the hold.

Would Need Special Tanks

Molasses being an edible, and not like oil, would have to have specially clean tanks of galvanized steel to contain it for transit both by sea and on rail. Where now many schooners are engaged

in shipping molasses, one well designed tank steamer would probably serve, the tanks being divided off in compartments fitted with pumps as in the case of an oil tanker. Loading and unloading would be very quickly accomplished. From the storage tanks ashore, the molasses could be run into tank cars if for distant transit, or, if for nearer delivery in small quantities, it could be run off into hogsheads which are only half the size of puncheons, or tierces which are about a quarter the size. A puncheon of molasses holds 100 gallons, and at 13 lbs. to a gallon weighs about 1,300 lbs.—far too heavy for easy handling as has been shown.

There are, however, obstacles in the

way of tank shipment of molasses. There is the cost of the tank cars and tank steamers; and there is the question of return cargo for a tank steamer to Barbadoes. This might possibly be wheat or flour but there are difficulties about that. Then there is the fact that in shipping molasses from Barbadoes the vessels have to lie off shore while lighters bring the puncheons out to them. It is a long story of labor used extravagantly, for the molasses crop is tanked on the island, and then run into puncheons for transportation. Eventually no doubt there will be bulk shipment to save waste of labor and of goods, but the time is not yet opportune for the change, though the change would be welcomed.

Oyster Stocks in Perilous Position

Unwise Depletion of Oyster Beds, Accompanied by a Failure to Get a Proper Set Makes Future of Oyster Industry Anything but Bright — Suggestion Made That Oysters Should be Sold by the Pound.

THIS year the oyster industry has been faced with an extraordinary scarcity of stock that has forced the popular oyster up to exceptional prices. The oyster industry like many others is affected by the stringent labor conditions, more especially as some of the best oyster territory lies along the Northern Atlantic coast in the very heart of the munition-making area. Oyster openers and oyster workers generally have as a result been at a premium, and naturally the cost of production has been materially increased. But this has not been the only condition that has complicated the oyster business and added to the upward climb of prices.

The difficulties of handling led many of the oyster farmers to become rather disgruntled, and as a result they developed a tendency to bleed their oyster beds, taking from them more stock than the beds could afford, and also encroaching on the three year oysters. As a result there has been a great depletion in the supply, a condition that will become more pronounced during the next couple of years. Added to this there has been a failure of the oyster spawn to properly set. No one knows just what the reason for this is, because comparatively little is known of the conditions governing the life of the oyster.

Some Reasons for the Scarcity

The beds were sown as usual with the oyster shells; to the smooth side of which oyster spawn attaches itself, but for some unknown reason the set was very light; to a lesser extent this was true the year before, so that as matters now stand the present year's supply of four-year oysters has to meet the demand of several years, this means of course a great scarcity. This scarcity is rendered still more acute by the fact that considerable quantities of oysters have been shipped to the Pacific coast for seed purposes, added to that Long Island

Sound, one of the great oyster habitats, is the centre of a good many naval and military posts and numerous restrictions have been placed upon these waters that have still further decreased the extent of territory available for oyster culture.

All these items taken together account for the unusually high prices that are required to carry on the oyster business. Some handlers have been able to obtain a sufficient supply to cover their probable wants. Others have not been so fortunate.

The worst feature of the case is that the beds have actually been depleted, that is to say that the difficulty is not only the difficulty of a single year, but of a cycle of four years, for it is only in

the fourth year that the oyster obtains its full development.

Oysters by the Pound

The unusually high price has somewhat militated against the sale of oysters though strange to relate it is the business in the cities that has fallen off rather than in the country. The reason that most handlers give for this falling off is that people do not realize the relative food value of oysters as compared to other products. For that reason, some large handlers are seriously considering the idea of instituting if possible the system of selling oysters by the pound instead of by the quart or pint. That is so selling them to the actual consumer. The pound is the natural measure for most of the goods handled in the store, and it is in terms of pounds and money that most housekeepers judge the food value of what they buy. If then they were buying oysters, and found that perhaps oysters were worth 40 cents a pound, and that beef was selling at 50 cents a pound, there would be some way of gauging the relative food value of the two products, and it is urged that on that basis, owing to the extraordinarily high food value of oysters, they would not be outclassed by many articles that the housekeeper at present thinks of as vastly less expensive. It is a reasonable idea, and one that is growing in favor in regard to many lines of goods that up to the present have been selling by other systems than the pound.

RENEW FRENCH EMBARGO

Information has been received from the American consul general at Paris that the permission to export canned and preserved fruits to the United States and other allied countries in derogation of the embargo has been withdrawn by a Ministerial order of October 13. Special licenses will now be required for the exportation of such fruits to any country.

THE FISHES THAT COME TO-DAY

are extra nice quality. They were taken from the sea, clean, ice-then packed with ice in boxes, and put aboard a refrigerator car. In this way they come to us in perfect shape. This lot has the heads off. Price is 12c a pound for whole fish only.

Fresh Sea Salmon, 30c lb.
 Fresh Halibut Steak, 30c lb.
 Fresh Nova Scotia Apples, 75c peck
 Real Spanish Onions, 10c lb.
 Jersey Sweet Potatoes, 8c lb.

Real Butter Scotch

We have this put up in special packages for sending overseas. The boys appreciate these tremendously, as well as our fine maple sugar. Where you are making up your boxes to send, come in and look over our assortment. We feel sure you can find something here that will interest you.

Butter Scotch, 10c and 15c.
 Maple Sugar, 10c cask.
 Milk Chocolate, 15c and 25c.
 Package Biscuits, 17c.
 Rich Fruit Cake, 50c tin.
 Package Cheese, 15c and 25c.
 Plum Pudding, 50c.
 Cigarettes, 10c, 15c, 50c.

These are only a few of the many things we have collected for our overseas customers. Come in and look them over.

H. Malcolmson

A Study Of The Sugar Market

Does not reveal any reason why people should buy any large quantities at this season of the year. The price of Raw Sugar has been set by the Controller in Washington, so that if there is any change in Refined Sugar it will be DOWN, not up. There's no doubt about there being plenty of sugar to supply any ordinary demand, and the Controller asks us to help by buying in limited quantities only. We feel sure that every one is willing in this war time to do what can be done to relieve the situation, and buying your requirements from week to week will help things along greatly.

B. Malcolmson

Timely advertising of the R. Malcolmson store, Chatham, Ont. An effective way of using market information.

A French-Canadian Grocer's Inquiry

All Times Are Good Times to Insist on the Observance of Business Rules.

By Henry Johnson, Jr.

HERE is a letter which reminds me of a very old friend who always went to every circus which visited our town. He said he did so delight in watching people do things he could not do! Now, here is a man who speaks and writes two languages. His English, which I reproduce with careful exactness, has faults; but let us each ask himself how he would manage if he were suddenly called upon to write a French letter. Then maybe we shall give due credit to this man who is able to make his meaning indubitably clear in a foreign tongue.

Finally, let us not miss the good sense of the communication and its timeliness.

— Que., Oct 8, 1917.

CANADIAN GROCER,
Toronto.

Gentlemen,—I have been doing a credit business since 18 years and I have customer that never paid their account in full, others pays every 4 or 5 months and as the wholesale houses are shortening their terms, I was thinking I would make my terms strictly 30 days, and it be understood that all accounts will have to be paid in full every 30 days or it will be closed and I would like you to let me know which would be the best way to go at it and what would be the best notice, if you would give me your reply through your valuable paper you will greatly oblige.

Yours truly,

G— P— J—.

All Times Good Times for Rules

No matter what question may intrude itself as to the advisability of considering cash as opposed to credit, there need never be a question about the proper limitation of credits. No credit deal ever should be made in the grocery business that contemplates longer than 30 days between complete payments. No grocer can afford a longer extension, and no good businessman will continue to do things he knows he cannot afford.

But a "notice"? Here again that old idea sticks out—that all customers must be treated alike. And this in spite of the fact that (1) customers never are treated alike, and (2) that they do not deserve equal treatment. Mr. J —, in common with all the rest of us, runs bills with various customers for varying lengths of time. He has carried some customers for years without a complete settlement, while others have paid up every 4 or 5 months. Obviously, then, different treatment must be given to all these customers to bring them into one common class of prompt payers. Hence, I say: Serve no "notice" at all.

And think again: Any notice you could devise would be accepted by your prompter payers only. The slow boys

would simply conclude that they were exceptions to this rule same as they have been exceptions to all other business rules during all the preceding time. Then you would have to handle them individually. Hence, why not begin the individual work right now?

Cost of Extending Credit

I am of the opinion that it costs about 5% to handle 30-day accounts. I believe that to this cost should be added not less than 2% per month for accounts which drag. Hence, an account 4 months old has cost you 11% and one 5 months old stands you 13% credit-expense. Can you afford any such drag as that? You know you cannot. So what is the logical conclusion?

Surely, that accounts which stand for 60 days and longer stand you a LOSS instead of a gain; and thus, in solid fact, you would be better off not to have that trade. So, if better off without it, why be so fearful that you will lose it?

Reasoning this way, you may be able to see that while GOOD credit is desirable, and I have always favored it myself, bad credit is no good at all and you do not want it at any price. So it is your business to set your house in order not by throwing out the furniture, nor yet by standing it all in one line, but by fitting each piece into its proper place where it can be put to its correct use. This means that each article must be handled and located separately; in other words, that each account must have specific attention.

How To Go About the Work

Go carefully over all your accounts by yourself, in the quiet of your own office after business hours. Separate them into bad, fair and good accounts. The bad you do not want. The fair must be made good or you also want to eliminate them. The good you want to keep as long as they remain good.

The first step is made easy by conditions known to everybody. Everybody knows the world is short of food. All are aware that prices are high. Each of us knows that bills can be paid only with money. So put yourself in the mental attitude that you must have money paid promptly into your business and that your credit customers must pay it.

Make it your special work to talk to each customer individually as he comes in. If a good account, treat him carefully, but manage to run in some expression of the burden it is to carry a stock on the enhanced values of to-day; how hard it is to pay help on the higher scale, etc. This is just a little psychological suggestion that will help things generally.

If the customer belongs to the bad

account class, take the bull by the horns; for remember that every additional cent for which you trust him is probably lost. Try to get the first word and make that a demand for some immediate payment. If he says he'll take his goods home and get the money, suggest that he go and get the money first. Then, when you have got all you can get, or have got nothing at all, STOP THE ACCOUNT right then and there, and take your chances on making collection.

The customer who belongs to the fair class will take the most painstaking work. It must be done deliberately, firmly, tactfully. You want to make these accounts good if you can; and you want to cut them off without loss if you cannot make them good. For if they are unprofitable, even if moderately safe, there is, as I have pointed out, no nourishment in having them at all.

Takes Time, Thought, and Labor

In these cases bring every argument to bear. You have all the solid facts of well known conditions to help you. Impress on them that they must pay each month in full, every 30 days; and add to that payment a sum to apply on past due balances until they are square. Now note:

THE SUCCESS OF YOUR ENTIRE CAMPAIGN WILL HINGE ON HOW YOU HANDLE THIS PART OF YOUR WORK.

It is not an easy job. It takes lots of thought, work, and patience. But you can make it the most profitable work you have ever done. For it is an interesting point in human nature that the customer you make toe the mark is thereby made into a firmer friend. Why? Because he is made to respect you more highly as a business man; and also because the removal of the sense of obligation always operates to make the machinery of trade run more smoothly.

The Scotch proverb is absolutely sound:

"Short accounts mak lang freen's."

Please read a little further on this subject next week.

REGINA CO-OPERATIVE LEAGUE

Citizens of Regina have organized themselves into the Regina Citizens' Co-operative Consumers' League, Ltd. Purchasing of various articles such as coal, fish, and apples will be undertaken at once, the profits from the sale of the articles going to the purchasers. A store will be opened at some time in the future and a regular business conducted. The purchase of one car of apples by an organization apart from the Co-operative League had resulted in the immediate drop in price of apples in the city of from 60c to 1.00 per box. This case was instanced as an example of what can be accomplished by the League.

Will Bacon Prices Be Lower?

No Likelihood That Regulation of Packing Plant Prices Will Have This Effect—Will Curtail Business, and Will Militate Against the Advance of the Hog-Producing Industry Without Affecting the Cost to Consumer.

THE effect of the regulation of the packing house industry is of great moment to the grocery and provision trade, and the first question that naturally presents itself to the merchant is, how will it affect prices of the goods I handle? THE FINANCIAL POST in an editorial in its last week's issue, states that it will affect these prices not at all. As this matter is of such vital importance to the trade this editorial bearing on the actual conditions is reproduced in part herewith:

The Argument of "Turnover"

"Some time ago, when representative packers waited upon the new Union Cabinet, they strongly urged that the only fair and equitable basis for a fixed price was on a basis of turnover. They contended that as the Canadian packing industry represented only fifteen per cent. of the packing industry of the continent that it would be the part of wisdom to pause until some conclusion had been reached by the 85 per cent. of the trade, so that the Canadian industry should not be hopelessly handicapped in its competitive trade. Some of the members of the new cabinet, however, were evidently set on out-Heroding Herod and refused to believe that the American situation had any bearing on the case.

The packers then presented their proposed basis. This was 2½ per cent. of the turnover, which should be subject to the usual war taxes. In addition to this as the packers had been urged to increased production that would probably entail increases in plants not warranted by normal conditions, that there should be allowed ½ of 1 per cent. to meet these charges. If this amount were not used in this way within a space of two years it would then revert to the government. This proposition obviously did not meet with favor.

"Ashes" for the Public

The general public will doubtless feel that great things have been accomplished, and that immediate declines in prices are to be expected. There is little basis for this spirit of optimism. It is doubtful if the public will profit. It is doubtful, even if the whole of the profits of the packer were taken, whether there would be any material improvement in the situation as far as the Canadian consumer is concerned. The packers' profits are made on volume, and on the individual pound this profit is a negligible quantity.

It is stated on good authority that the saving would be less than 3-16 of a cent a pound. Evidently the consumer will hardly profit by the change despite his high enthusiasm of the moment.

Discouraging Hog Industry

What will be the effect on Canada's growing hog industry?

It is only logical that the packers' activities will be largely curtailed when the 15 per cent. limit has been reached. The packing industry has a great element of speculation and the packers will not make further investments when profits do not warrant them so doing. They are more likely to withdraw funds now so employed to invest in other propositions where there is no government discouragement.

If the Canadian packing industry does not expand to correspond with hog raising the farmer will have to find a market across the line.

During three-quarters of the year Canadian packers have been accustomed to pay a premium of approximately 50 cents a hundredweight for Canadian hogs. The American market has not, however, been cultivated to an appreciation of the better qualities of the Canadian product. Canadian hogs will not bring a better price than the corn-fed American hog.

This means not only a loss to Canada in business and money diverted from Canadian plants, but a net loss to the Canadian producer.

The Government in its action is placing the packing industry in a position where the tendency will be to decrease output. Bacon is to-day 25 cents a pound above the normal price. That normal price must be reached again sooner or later. Large profits have been made by the packers because of the ever increasing market price. It is stated that had it been possible for the packers to turn their product over the day after it was purchased it would in practically every case have shown a loss. As it was, the 30 to 90 days required for curing were the protection that brought the profits. The month before the war bacon was selling in London at 66s., to-day it is selling from 172s. to 175s. The packers feel that they are pretty well at the peak, and that there is before them the descent from these dizzy heights.

If the Government meet them at the top, with a "stand and deliver" order, how are they to meet the conditions that are bound to come when the goods purchased on a 172s. market have to be processed and come on the market for sale at, say, a 160s. market, and the 160s. goods in turn have to be sold on a 150s. market? As surely as these firms have made money on a rising market, just so surely will they have to lose it when the change comes if they stay in business. That is the position on which the packers not unnaturally base their claims that the present basis is unfair. If the Gov-

ernment is prepared to refuse them a profit for their activities, it should also assure them that these activities continued at no profit should not be a serious source of danger.

How serious this regulation of the industry may be is evidenced by the conditions recently prevailing, when owing to the inability to finance large purchases of bacon in Canada that trade went to the United States. Purchases were made on a certain basis f.o.b. New York, Canadian packers were compelled to consign their goods on the English market, and in every case their returns were one, two and three cents below the standard set by the New York price. That handicap has fortunately since been met, but any variation between the price regulations on the Canadian and American side of the border would unquestionably result in a dangerous handicap to Canadian business. The American packer has been offered 2 per cent. on his turnover, and has refused it, and proposed in its place 3 per cent. Just what the result will be is not known, but either would be an improvement on the present Canadian regulation, and in that much the Canadian trade is handicapped."

BRANTFORD GROCERS' ASSOCIATION AT HOME

A most enjoyable time was spent on Tuesday evening, October 30, when the Brantford grocers were at home to the ladies and their clerks.

The entertainment consisted of progressive euchre, a musical programme, and refreshments.

The games were very keenly contested for, in fact a draw had to be made in order to decide the winners, Mrs. McDonald, Mrs. Suddaby and Mrs. Coulbeck finally winning out.

The programme was an excellent one, every member receiving one or two euchres.

This entertainment was only a forerunner of several which the association propose holding during this coming winter.

SCARCITY OF TEA IN ENGLAND

For the first time since food shortage was first felt in England, the tea situation has become acute. Very limited supplies of tea are available and these are being distributed as equally as possible. Supplies are totally inadequate to meet demands according to word sent by wholesalers to storekeepers. The empty teapot is a thing that has been practically unknown in the history of England and it is expected that the shortage will not last long.

Victory Loan Justifies Democracy

This brief address on the character and meaning of the Victory Bonds delivered by Wm. C. Noxon, one of the foremost bond experts in Canada, before the staff of the MacLean Publishing Company, contains so many striking statements and such clear exposition of some of the technical points in reference to the bonds, that it is believed it will be of deep interest to all our readers. For that reason it is reproduced herewith.

"IN the first days of war," Mr. Noxon began, "Britain was able to raise all the money required to finance the war, herself, but when she had to advance money to the Allies it was necessary for Canada to do the bulk of her own financing in connection with the war. Something in the nature of a contra account was opened and now, while Britain pays our soldiers and looks after other expenses overseas, she charges them to us. In return we pay for Britain's purchases of wheat and manufactured goods in this country and charge them to her. That is why we must raise money here. If we are called upon for too great an amount Britain will provide the difference."

"We are helping to keep the industrial prosperity going and to help the Allies in the war. As an illustration of how this plan works out, Canada and the United States recently put up \$400,000,000 between them to move the wheat crop, knowing that Britain would not want to send this money out."

"The Government and the people are bound together by the principle that underlies other institutions and it is this principle that is at stake. It is a question of whether 'might is right' or 'right is might.'"

"This money is borrowed from the people by the people. A Government is only so strong and wealthy as its citizens character and wealth is good. An ordinary bank note you accept willingly and with complete confidence, and yet that note has behind it the same security as this bond. The difference is that the bill is payable on presentation at any time without interest, while the bond is a promise to pay at a specified time with interest."

"Every bond is an agreement, but bonds are different in character. The Government bond or debenture is a straight promise to pay gold for the paper when due. There are coupons attached stating that so much interest is payable at certain dates at the set rate. The bond with the coupons, is payable in most cases 'to bearer' in order to facilitate handling. If they are burned you can get new ones issued providing you have some evidence to show you possessed them. They are so designed that they can be passed through the ordinary channels of business with ease."

"Government security affords the highest possible security for borrowing purposes. The bank lends 90 cents on the dollar on government securities. That

is value enough, and furthermore a bond is a recommendation. A man who owns government bonds is well thought of by the bank and it will help him in borrowing money."

"The most profitable bond from the standpoint of profit is the longest term bond. The most interest in the meantime is on the shortest term bond, because the Government gives every person a bonus which is not apparent on the face of it. On the 20 year bond you get 5.60 per cent. and on the five year bond you get 5.80 per cent."

Mr. Noxon pointed out that with money available at 4 per cent. under normal conditions, the owner of a Government bond at 5½ per cent. interest would be getting \$5.50 per year on a \$100 bond while the other money lender would be getting \$4. On this basis, Mr. Noxon pointed out that the bond would sell at a premium of \$112 at the end of ten years. With interest added to this it was evident that the bond repaid interest at the rate of 6¼ per cent. as compared with 5.80 per cent. on the five year bond.

"In the meantime" said Mr. Noxon "the money is not absolutely tied up, and the bond will sell better than any other securities. Wealthy corporations of the United States buy bonds from 100 to 200 years recognizing that the investment opportunity is so favorable."

Mr. Noxon stated that in his opinion Canada would recover quickly from the effects of the war and he pointed to the day when Canada would be one of the greatest countries in the world.

"It is desirable that all be done to end the war. We have no desire to prolong it, but to drop it now would be to return to worse conditions in a short time."

"We want to prove to every country of the world that democracy does not breed selfishness, but that it breeds wisdom, fellowship and self-sacrifice. If we cannot prove that we had better take an autocratic government."

"There is no question about what these bonds are worth. The purchaser rises in the opinions of his fellow people. And there is no question about the country needing it. Canada with 7,000,000 people should be able to put up \$300,000,000. The greatest number of subscriptions will prove the strength of democracy."

"Sacrifice is the highest form of patriotic privilege. The country is governed by principles so democratic that, being right, you feel you have to see this thing through to the end."

Answering a query as to what style of

bond he would advise for a small investment, Mr. Noxon answered that a \$50 bond would not have as good a market value for a long term as would the larger bond.

Mr. Noxon pointed out that the banks would not guarantee bonds against fire, but that nevertheless, a good practice was to deposit the bond and get a receipt for it. The coupons are then put to the credit of the savings account of the owner as they come due.

"The highest compliment you can pay to the country is to buy a bond" said Mr. Noxon in conclusion.



"CANADIAN GROCER" QUOTED AS AUTHORITY IN U. S. COMMERCE REPORTS

The following statement in regard to developments connected with the Ontario Government fish supply has been reproduced from a recent issue of CANADIAN GROCER in the "Commerce Reports" of the United States, these being the official organ of the Government on such matters. The reproduction of this item and of numerous others in recent months is indication of the esteem in which CANADIAN GROCER is held by representatives of the U. S. Department of Commerce and is also indication of the authoritativeness of the statements which are disseminated to the trade through this trade newspaper. The statement is as follows:

"Ontario Government fresh-water fish will continue to be supplied during the winter months, although the volume may slightly decrease. Plans have been formulated for winter fishing operations on Lakes Nipissing, Nipigon, and Simcoe, and other waters will be taken over for Government control if necessary. In fishing through the ice, gill nets on a rope extending through two holes are employed. As the net is drawn in the fish are taken off, and the net is returned with the rope through the other hole."

"If supplies can not be increased, and a smaller volume of fish during the winter can not be avoided, the Ontario Government has plans under way for operations on a much larger scale in the spring. It may be expected that the Government scheme will but reach its normal state next summer. It is proposed that fishing operations shall be conducted on an increased scale in the inland waters, and that the Government shall take over control of Canadian fishing on international waters."

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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GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, \$3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, \$3.50 a year; other countries, \$4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, NOVEMBER 23, 1917 No. 47

EDITORIAL BRIEFS

TO ILLUSTRATE the trend of the time "The Grocer," London, England, has a department headed "Law and Police." If Mr. Hanna makes many more regulations it will be almost necessary for us to follow their example.

* * *

HERE is a wise idea from our American cousins. The Girard Grocery Company of Philadelphia has made it a rule that when goods are ordered out and later returned a charge of 5 cents will be made to cover handling. There is a fine streak of justice in this, and it will be interesting to discover how the company gets away with it.

* * *

COLLECTING those old accounts has been in your mind for a long time. Do it now and invest the proceeds in war bonds. Here is an opportunity for you to make these old accounts render your country a real service, besides bringing you in mighty good interest. A patriotic duty then—collect all your old accounts and turn the money into war bonds.

A WORD FOR CANADA

IT IS rather astonishing how some people delight in decrying the country in which they live. For instance take this little "brief" from the *Toronto Globe*: "The United States is preparing to call out its second draft, while some Canadians are agitating to prevent Canada calling out her first."

If that were a true statement of facts no one could quarrel with it. The United States may very prob-

ably be preparing to call out her second draft, but Canada had sent nearly half a million of men before a draft was dreamed of. The United States has up to the present lost three soldiers in their fighting in France. Before Canada had been in the war as long as the United States her dead were dotting the fields of France in thousands.

No one would depreciate the great things that the United States is doing. But Canada has already done great things, and until the United States has recruited five millions of men and has the better part of them in France there will be no just reason for throwing her activities in the teeth of the Canadian people.

THE CASE NOT PROVEN

A GOODLY number of well meaning persons think that the whole of the problems of the high cost of living would be met if only the middlemen could be eliminated, if only the consumer could purchase direct from the producer.

This plan was favored by Postmaster-General Burleson, of the United States, and all the agencies of the post office department were used to foster the idea. Despite this fact, the scheme died an early, but natural, death. It was found that the lists submitted by the producers were little if anything below the prices charged in the retail stores. The producer of course benefited, but the general public did not, and the general public as a result unhesitatingly declared for service that they obtained from the retail stores. It was a fair trial of the case against the trade, and the case was not proven.

THE EVOLUTION OF THE GROCERY STORE

THE present is a very serious time for the grocery store. Business complications are constantly arising to disturb the merchant's peace of mind. It is a time of transition, and the end is not yet.

Unquestionably in the United States this tendency has been toward the gradual elimination of a proportion of the grocery stores. Regulations at present under contemplation require a uniformity of price restriction and of delivery. Under such a regulation (and it is to be remembered that Mr. Hanna is working hand and glove with Washington and what becomes effective there is more than likely to be adopted here) the whole appeal of the store will simmer down to a matter of service, and the stores that fail in this service will simply disappear. Drastic as such regulations would be, and severe as their first effects would be on the merchant, they might eventually work out for his good. The trade would be put on a sound financial basis, the fly-by-night type of merchant would unquestionably be eliminated to the great benefit of the trade, and in his place would come a solid merchant who knows his goods

and how to sell them, who makes service and quality the selling arguments and on this solid foundation builds a business that can withstand any shock, that will be so wisely guided that even on a largely curtailed margin there may yet be a substantial profit. Therein would be the merchant's best response to the charge that he is in a large degree responsible for the high cost of living.

This regulation may not come to-day or to-morrow, or this year or even the next, but it will come some day, and the merchant who makes service, real service, the basis of his business will be facing the storm with assurance when it eventually breaks.

NEWSPAPER MARKET INFORMATION

IT is a sad fact that newspapers, as a rule so authoritative in their information, are lamentably inaccurate when it comes to market information.

As an instance in point, the *Toronto Globe*, in an editorial in the November 13 issue on "The Sugar Situation" states, "According to an authoritative opinion, the wholesale price of sugar is \$8.57 a hundred pounds, so that any retailer selling sugar at twelve or thirteen cents a pound, is joining the war profiteers." Now, however sound the *Globe's* contention may be it is based on a false premise. As regards the wholesale price of sugar you do not need an authoritative opinion because you have an actual fact. There is a regular sugar market price definitely set for certain localities. We put a good deal of energy in an endeavor to explain to ourselves just how the particular figure was obtained but without results. None of the prices in operation on that date resembled that figure at all. The nearest approach to it was the Toronto quotation on No. 3 brown at \$8.53. The *Globe* was basing an argument against the retail trade on woefully inaccurate information.

A CURIOUS CHARGE

IN the recent report of the Commission to investigate the O'Connor finding on the William Davies and Mathews-Blackwell Company, there appears the rather unexpected statement that these two companies did not get together with the intention of keeping down the cost of hogs, but that by their direct competition they tended rather to enhance prices. The suggestion hinted at in this particular item in the finding, viz., that a combination would have been desirable, seems to be somewhat at variance with a fairly recent order forbidding any combination with the idea of restricting competition. True, in this instance it might have resulted in a decrease in prices instead of an increase, but in the light of the spirit in which this investigation has been handled is it likely that these two companies would have been given the benefit of the suggestion that this combination was for that purpose?

To the person who is familiar with this investiga-

tion it will appear, we believe, that these companies were well advised in refraining from entering into any such combination. Certainly this idea would not have been popular with the farming community, and what the farmer disapproves of the Government as a rule just naturally hates.

THE COST OF BUSINESS

THE investigation of the William Davies Company brought to light one pregnant fact with regard to business, and that is, that the retail business, however favorably situated and however well conducted, entails a very heavy charge for administration. Unquestionably the William Davies Company's retail stores do business under conditions as favorable as those of the average retail store, even if not more so. They handle largely the products of their own firm, which it is presumed they buy on favorable terms. It is well then for the trade to consider a few figures brought out during the course of the investigation. The sales of the Toronto stores of the Company during 1915 totalling \$1,697,274 earned a gross profit of 21.4 per cent. After deducting the costs of operation the net profit amounted to 3.89 per cent. During 1916 the sales were \$1,496,148, operating expenses were 19.3 per cent., showing a net profit of 2.7 per cent. In 1917 sales of \$1,499,408, after deducting operating expenses of 20.25 per cent., showed a yield of 2.62 per cent.

The history of the Ontario stores showed a similar story. In 1915 a gross profit of 21.46 per cent. was reduced to a net profit of 4.38. In 1916 gross profits of 21.8 per cent. showed a net profit of 4.76. In 1917 a gross profit of 22.99 showed a net profit of 3.11.

These are facts that it behooves every merchant to ponder. These records show that it cost this company over a period of three years an average of something over 19 per cent. to do business. These stores are carefully managed, with an eye to producing profit. They are, as has been stated, favorably situated for cutting this cost as it, possibly, cannot be cut by the average merchant. The inference is obvious, that unless a business is producing at least 20 per cent. it is standing still as far as profits are concerned. If it is producing less then the merchant is on the high road to bankruptcy.

Still another point is made manifest by these figures, and that is, that it cost more to do business in 1916 than it did in 1915 and more again in 1917 than it did in 1916, and it is a fairly obvious deduction, reasoning on present conditions, that costs in the coming year will be still higher.

The point that we would make in this connection is, that it is absolutely imperative that the merchant should know exactly what he is making, and exactly what it costs him to make it. A general idea will not do. Anything less than an accurate absolute knowledge is business suicide.

ACTIVITIES OF THE ONTARIO BRANCH OF THE R.M.A.

New Branches Formed in Several Sections. A Growing Tendency of the Merchants in Different Centres to Align Themselves With This Widespread Organization.

Reorganization of the Sarnia R.M.A.

A meeting was held in Sarnia recently with the purpose of reorganizing the Retail Merchants' Association in that town. There was a good turnout of the merchants and the meeting was addressed by W. C. Miller provincial secretary, and J. M. Bayley district organizer. The gathering was very enthusiastic over the possibilities of the Association in that section.

Officers were elected for the year as follows: President John Le Seur, 1st vice R. H. McMahan, Treasurer J. Garroch.

The merchants of St. Thomas, Ont., met recently in that city with the purpose of lining themselves up with other sections in the formation of a local branch of the R.M.A. Alderman Hammond was in the chair and the meeting was addressed by W. C. Miller, provincial secretary, and E. Newton district organizer. The officers for the new association will be elected at the next meeting. It was also decided to conduct in the near future an energetic campaign to further the buy at home movement.

Chapleau Enters the Association

An organization meeting was recently held in Chapleau, Ont., and early indications point to a very strong association in that district. The meeting was addressed by Oscar Troostwijk, district organizer. The officers will be elected at an ensuing meeting.

Aylmer Also Joins

An organization meeting was also held in Aylmer, Ont., last week and there promised to be a strong branch in that town. The officers will be elected at the next meeting.

R.M.A. President Will Address Providence Merchants

B. W. Zieman, president of the Ontario Board of the Retail Merchants' Association, has been invited to address the Providence, R.I., Chamber of Commerce on November 26. Mr. Zieman will carry with him a message from the merchants of Canada to their American friends. Mr. Zieman's address will deal with business conditions in Canada as they have been affected by the war, and will point out the heartening fact that despite adverse conditions the retail trade in Canada is in a very sound and healthy condition.

GROCER JAILED FOR ILLEGAL SALE

A grocer of Regina was recently arrested, charged with a breach of the Saskatchewan Temperance Act as result of his sale of Lyons' "Cavell Wine" alleged to be invalid port. The prosecuting attorney placed this product in the class of Peruna, Davies' Pain-Killer, Eau



A BUSY MAN'S IDLE MOMENT.

The accompanying photograph is that of the Hon. Hormisdas Laporte, president of Laporte, Martin et Cie., Montreal, and chairman of the Dominion Government Purchasing Commission, succeeding Sir Edward Kemp. Hon. Mr. Laporte is evidently an angler of some repute and, as is clearly shown in his expression, he is "right at home."

de-Cologne and red ink. An analysis of the wine made by the provincial analyst was the basis of the charge.

FURTHER POWER FOR FOOD CONTROLLER

(Continued from page 20.)

goods besides the extra expense of handling. As regards the majority of package

goods, they simply could not be handled in bulk."

"Totally unnecessary," writes J. G. Saunders, Sault Ste. Marie. "People who want bulk goods can get them."

W. W. Brown, Fort William, Ont., writes: "I think it is poor legislation. It would be impossible to sell some cereals in bulk. The cost of selling other lines in bulk added to the extra precautions necessary to keep them in proper condition, would bring these goods up to the price of packages in many lines."

Food Controller Not Popular Here

"I think the country would be better without a Food Controller," writes L. J. Netherton, Minitonas, "if he cannot find anything better to do than this."

A. McGillivray, Dalrymple, states: "We think that the Food Controller could find something more profitable for the Dominion and the Empire to which to apply his mind. He might give the Canadian public credit for having enough sense to know how to buy food."

A. Robbins, Dunnville, Ont., states: "It is a mistake to disturb the trade in package goods; there will be no benefit to any person now or eventually."

These are but a few of the opinions received during the past week. They are still arriving far faster than it is possible to publish them, and the great bulk of them show an opinion totally opposed to the Food Controller.

As the generally accepted opinion is that the merchant makes less of a profit on package goods than in bulk, at least on the face of things, it can hardly be urged that he speaks for himself alone. Unquestionably he speaks for the mass of his customers who find a voice through him.

Yourtown, November 23, 1917.

Dear Customer:

This letter has to do with Victory Bonds.

Like you, probably, we wished to subscribe for as many of these as possible. But we found ourselves unable to take as many as we would like—for the simple reason we had not the ready cash necessary.

Our business requires a fair amount of cash on hand for its effective operation. Besides which our customers, taking them all and sundry, have several hundred dollars of our money.

You can see that an unpaid bill is pretty much the same as money lent. We are writing you now because there is a sum due to us from you—as per statement enclosed.

It would help us to subscribe for Victory Bonds—and so serve our common country—if you would promptly respond to this request for payment of the account as rendered. While the sum by itself may not be very large, yet when one takes into account all amounts owing by all our customers, it really amounts to a very considerable sum that we have loaned to our customers. Now if we had Victory Bonds, the country would be better served, and our money would be earning us 5½% interest.

You know how delightful it is when all who may be owing you money settle up. It is good for them and you. Well, it is just the same in our case: we will all feel much better if you will drop in and say to us "Please receipt this bill." Or if you will send a cheque it will be the same thing.

We are really counting on your prompt response to this appeal.

Yours very truly,

JOHN BROWN, your Grocer.

Here is a letter the merchant may use with profit to his country and with profit to himself.

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

St. John, N.B.—J. Fred Belyea proposes erecting a sardine canning plant at West St. John, to cost \$90,000.

St. John, N.B.

Clarence W. de Forest of G. S. de Forest & Sons, Ltd., has been elected president of the St. Andrews Curling Club.

James A. Arnburg, clerk with F. E. Williams Co. before enlisting in the artillery, is reported suffering from shell shock.

Elmore & Mullen, wholesale grocers, South Wharf, suffered a loss of about \$9,000 by fire last week. The loss was covered by insurance.

The largest subscription announced so far for the Victory Loan in New Brunswick is that of Baird & Peters, wholesale grocers, for \$100,000.

Driver George W. Chambers, of a field ambulance unit, formerly employed with H. W. Cole, wholesale grocers, is reported wounded in the face and hand.

Joseph L. McKenna, who purchased the stock of H. L. Alexander, retail grocer, has re-opened in the same premises after a thorough overhauling and renovation.

Louis B. Christie, employed with G. S. de Forest & Sons, wholesale grocers, before enlisting in an infantry unit, has been wounded while fighting on the western front.

Lieutenant J. Vernon Keirstead, formerly traveller for T. H. Estabrooks, is reported suffering from severe gunshot wounds in the right knee. He won his commission in France.

J. A. Marven, Limited, St. John and Moncton, biscuit manufacturers, have announced the addition to their output of a line of cakes, which are being sold through the grocery stores.

Failure of the New Brunswick potato crop to come up to expectations this year is ascribed to lack of potash in the fertilizer last spring. The provincial government is endeavoring to avoid this next year, and already has contracted for 1,500 tons of potash in Ontario.

Captain E. Alban Sturdee, who was associated with his father E. T. Sturdee, broker and manufacturer's agent in grocery lines, has been made adjutant of the 236th Kilties Battalion with which he has returned to England after recovering from his previous experience at the front.

W. F. Hatheway, of W. F. Hatheway & Co., Ltd., wholesale grocers, was nominated in the Union Conservative convention for the constituency of St. John-Albert but withdrew in favor of R. W. Wigmore, who headed a large local dairy products concern until he entered civic

politics and became a member of the city commission.

Hon. J. F. Tweedale, provincial Minister of Agriculture, and Guy Porter, of Andover, have returned from Washington, where they represented New Brunswick at the meeting of the Potato Growers' Association of America. They announce that crop conditions and price regulation in the United States ensure much lower prices here than last winter.

Quebec

T. Verret, grocer, Sherbrooke, has sold out.

J. Warren, general store, Pointe a Pic, is dead.

P. Guenette, general store, Dorval, has sold his stock.

H. C. Gibb, general store, Drayton, suffered fire loss.

Hardie & Co., general store, Brownsburg, has sold out.

B. H. Rouville, general store, St. Jean Baptiste, was burnt out.

Lieut. E. C. Macdonell of the Royal Flying Corps has been slightly wounded in France. Lieut. Macdonell lived with his mother, Mrs. Macdonell, Greene Ave., Montreal. Prior to entering the Flying Corps he was employed by the Imperial Tobacco Co.

Mount Royal Milling & Mfg. Co. has been incorporated at Ottawa with a capital of \$1,000,000 to acquire and take over the Mount Royal Milling & Mfg. Co. of Montreal, oil and rice millers. The incorporators are Gordon W. MacDougall, Lawrence Macfarlane and James G. Cartwright, all of Montreal.

Ontario

W. Atkinson, grocer, Waterloo, died recently.

R. T. Shields, grocer, Pt. Arthur, has sold his stock.

J. T. Blashill, grocer, Brantford, has discontinued business.

T. Gagen, grocer, St. Thomas, is retiring from business.

N. Taylor, grocer, Toronto, has been succeeded by F. Hulse.

J. L. Squire & Sons, grocers, Have-lock, suffered fire loss.

Sharnhott & Greb, grocers, Hamilton, have discontinued business.

Mrs. T. A. Cavena, grocer, Barrie, has been succeeded by Miss A. Hook.

G. E. Foster & Sons, wholesale grocers, Brantford, suffered fire loss.

Charles O'Neil of Melancthon Station was a visitor in Toronto recently.

Merrick & Co., general store, Edgar, has been succeeded by G. T. Patterson.

M. N. Dalseg, general store, Bergland, has sold his stock to Longhurst & Co., Sleeman.

Walter S. Bailey, Toronto grocery

broker, is in Montreal, on business connected with his firm.

Lieut. J. R. McFarlane, formerly an employee of the Acadia Sugar Refinery at Halifax, has been killed in action.

F. H. Brown, grocer of Port Hope, recently suffered fire loss. Damage was chiefly in connection with his stock.

A by-law was recently passed in Leamington providing for the raising of funds to secure 8,000 acres of land for the raising of sugar beets.

Samuel E. Vogan, of Vogan's, Limited, Toronto, cake makers, has been in Montreal, where he has appointed a representative for his products.

The City Dairy Company of Toronto is erecting a factory close to the C.P.R. station at Listowel, where they will handle all the milk received from that section.

Mrs. R. L. McIntosh, wife of A. A. McIntosh, grocer of Sturgeon Falls, Ont., died recently. The many friends of Mr. McIntosh deeply sympathize with him in his loss.

J. J. Wilkinson, for many years manager of the Oshawa branch of the Wm. Davies Co., died recently. The deceased merchant conducted a meat and provision store for some years prior to his death.

Fire that swept through the town of Drayton recently proved a severe blow to that place; among the sufferers was H. G. Bibbs, who conducts a large general store. The store was practically destroyed. As the fire originated some distance from the store, it was possible to remove some of the stock, but despite that the loss at this season of the year will be severe.

Western Provinces

R. Lymburnar, general store, Couston, Sask., has sold out.

J. Cassay, grocer, Winnipeg, has discontinued business.

Levine Co., Ltd., general store, Hatton, Sask., has sold out.

J. H. Lynch, grocer, Kisbey, Sask., has removed to Cullen.

H. Sladen, general store, Yarbo, Sask., has sold to C. Freichett.

P. Irowinskyn, general store, Elma, Man., has discontinued.

Morin & Pfeiffer, general store, Albertville, Sask., has sold out.

Short's Market, grocers, Edmonton, have discontinued business.

Frysk & Lawson, general store, Hitchcock, Sask., has discontinued.

W. J. Hukan, general store, Creelman, Sask., has discontinued business.

G. A. Filton, grocer, Brandon, has been succeeded by J. F. Tennant.

Weizel & Graf, general store, Estuary, Sask., has been succeeded by C. Graf.

Chas. Van Blascom, grocer of Brighton, N.S., died very suddenly on Nov. 8.

Jones & Co., general store, Clavet, Sask., has opened branch at Saskatoon.

H. C. Leggo, general store, Keddleston, Sask., has opened branch at Bethune.

Riverton Supply Co., general store, Riverton, Man., have dissolved partnership.

Mrs. J. B. Hooge, general store, Winkler, Man., has been succeeded by Hiebert Bros.

A. B. Dennis, general store, Guernsey, Sask., has been sold to S. J. Reinhart.

Seguin & Sampson, general store, Bromhead, Sask., has discontinued business.

J. A. Tarvis & Son, grocer, Birch Hills, Sask., has been succeeded by Union Trading Co.

A. Wasylek, grocer, Portage la Prairie, Man., has been succeeded by S. Schtitz.

T. T. Roberts, general store, Bangor, Sask., has been succeeded by Nemets Bros., Ltd.

L. G. Ferrier, retail salesman in Regina for Mason & Hickey, manufacturers' agents, Winnipeg, has joined the Royal Flying Corps.

Tyndall Supply Co., general store, Tyndall, Man., has been succeeded by Mrs. J. F. Bockman.

Regina.—The Saskatchewan Co-operative Elevator Co. will rebuild the ele-

vators at Maryfield and Raymore, which were destroyed by fire.

Lieut. W. Martell, M.C., son of F. Martell, merchant of L'Ardoise, B.C., has been killed in action. Lt. Martell was well known in Halifax, N.S.

P. Belac, general store, St. Denis, Sask., has been succeeded by R. Belac.

NO PROTECTION

Oh, Mistoh Hanna mentions wheat
An' taters, corn an' beans.
De beef an' pork an' other meat
Is now beyond our means.
But, oh, you 'possum on de topmost twig,
I's a-tellin' of you true,
Mistoh Hanna's lookin' after de cow an' pig,
But he ain' no puttection to you!
It's, oh, you rabbit, on de run,
You gotter lost your pride;
An' ol' Bob White, when I gits my gun,
It's no time foh you to hide.
An' oh, you fishes in de great big bay,
Whur de water is so blue—
Mistoh Hanna, he surely has to have his say,
But he ain' no puttection to you!
—Philander Johnson

Magus Bros., general store, Vonda, Sask., has been succeeded by Kondia & Michasiw.

Letters of incorporation have been granted to the Wilson Chemical Co. for the purpose of carrying on the manufacture of extracts, jelly powders, etc., with head office at St. John, N.B.

Robert Gillespie, head of the Robert

Gillespie Co., manufacturers' agents, Winnipeg, has been on a business trip in western Canada for the last two months and returns to Winnipeg this week.

Geo. W. Griffiths, president of the Geo. W. Griffiths Co., manufacturers' agents, Winnipeg, left this week for a trip through western Canada when he will call on the leading wholesale houses. He is expected back early in December.

GROCERY BUS IS LATEST WRINKLE

The incorporation of a company to run autobus grocery stores is the latest departure reported from New Jersey. The plan calls for the establishment of a chain of mounted, gasoline-propelled mercantile concerns with a complete grocery store housed upon each chassis which will allow of the grocery being brought to the home instead of having the housekeeper visit the grocery store. Specifications indicate that the travelling stores will resemble moving vans somewhat with show windows along the sides.

TO RESTOCK SALMON FISHING GROUNDS

As an act of comity between the United States and Canada, the United States Fisheries Bureau has announced its intention of arranging for the shipment of ten million sockeye salmon from its Alaska hatchery to hatcheries on the Fraser River in British Columbia in order to build up the run of bluebacks in that waterway and also in Puget Sound.

Enquiry Department

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Robertson & Johnston, 605 7th St., Washington, D.C.

Edmonds & Peck, 27 Cedar Street, New York, N.Y.

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WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

ONE of the interesting developments during the past week has been the report from Cuba to the effect that grinding of new crop cane has already started in one district. This is exceptionally early as it was anticipated operations would not start until about the second week in December. This move is heralded with delight in sugar circles, as it seems to indicate a general resumption of production of raw sugar much earlier than usual. With new sugars available in the near future a welcome relief will come to the present situation in which stocks are very light. The situation with respect to lima beans has been cleared up, as further advices from the Food Controller state that beans already purchased can be brought forward. Rice is in firm market with higher prices recorded.

Reports from the United States indicate that while the corn crop is a big one the quality of the grain is poor due to the coming of early frosts that prevented its maturity. White corn flour is expected to maintain a firm position in consequence. Yellow corn products may not be affected if it is found that the corn can be effectively kiln-dried. Lard and shortening were in strong market, advances being recorded in pure lard. Storage eggs are weak, but new-laid are scarce and prices are high. There is a good demand for barrel pork and long clear bacon and prices have advanced. Butter was steady. Turkeys have started to come into the market, but reports indicate that the supply will be light.

Advances were recorded in molasses, sardines, junket tablets, pop corn, bulk mustard, salad dressing, tuna fish, shoe dressing, sal soda, rolled oats. Business is reported very good as the heavy consuming season is fast approaching.

QUEBEC MARKETS

MONTREAL, Nov. 20.—There has been a very active trade here with jobbers and this activity covers many lines. There has been an especially good demand from points served by water routes, for provisions and other various lines to fill in and make stocks complete for winter, as navigation will close very soon now. This will be the case where boats have to traverse the canals and rivers. While some dried fruits are destined for Montreal it is found that these are held up somewhere in the congestion that is general. It is a notable fact that, notwithstanding the high prices, a good many dealers have taken delivery of their bookings for canned goods, some in full and others up to as much as 50% of their orders. It is generally stated that if larger stocks were available a greater volume of business could be handled. Flour and mill-feeds are very firm with a decidedly active demand. Future deliveries of rice are likely to be uncertain, and supplies will be hard to secure, as the shipping will very likely be difficult to obtain. One of the large Vancouver rice mill representatives was in town the past week and his

mills will not book orders stretching over four months, whereas they have accepted previously on the basis of twelve month contracts. This is due to the commandeering of ships. Quebec beans coming to hand now are of a very select hand-picked variety. Walnuts are reported to be very scarce with a strong likelihood of the supply being short for the usual holiday trade. Raw sugars are not coming to hand well and, with an unabated demand for refined, the dealers do not look for much relief until after the first of December. Fruits and vegetables are in active demand and many are now securing winter supplies. Late Valencia oranges are selling at \$5.50 per box, an advance of 50c. Lemons have advanced and are selling at \$7 a case. The high prices for Spanish onions are not popular and many dealers will not buy. Salt fish is selling more freely, while fresh fish is a little lower. Oysters are quoted lower to the extent of \$1 per barrel. Slight advances are asked for smoked and prepared lines of fish. Dressed hogs are firm and live hogs received this week are of somewhat better quality with a stiffening market, and 50c per cwt. advance is asked.

New American Jams Here; Bottled Castor Oil Higher

Montreal.

VARIOUS LINES.—Jobbers here are busy with a fairly good volume of orders, which, while of a sorting nature, are frequent, and serve to keep their staffs busy. Some United States goods find their way here occasionally, and one large jobbing house has taken delivery of a shipment of high-grade jams in 2-lb. jars. These are selling at prices from \$2.25 to \$3.10 per doz., and comprise black currants at \$2.75; yellow peaches, \$2.25; gooseberries, \$2.60; grated pineapple, \$2.50; red raspberries, \$3.10, and strawberries, \$3.10. Castor oil in bottles has been advanced from 10% to 15%.

Sugar Remains Firm; Raws Slow In Arriving

Montreal.

SUGAR.—The refiners have little to encourage them when looking for relief in reference to meeting the demand made upon their stocks. Raws are not coming in well and there is no improvement looked for in the near future; at least, not before the first of the coming month. It would seem, notwithstanding the somewhat confusing reports, that there is a pretty good beet sugar crop in Ontario. This might have a tendency to relieve the strain on stocks. Quotations are firm as follows:—

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated
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.

U.S. Canned Goods In; Deliveries Fair At Prices

Montreal.

CANNED GOODS.—There is a fair movement of canned goods here, all things

considered, although it resolves itself into a matter of light sorting mostly. Considering the very stiff prices, dealers are taking delivery better than was expected in many instances, some allowing their full bookings to go to them and others reducing by about 50%. One large jobbing firm has been buying a high-grade of United States jams in 2-lb. jars, which is being offered at prices ranging from \$2.25 to \$3.10 per dozen. Jams have been in a firm market and have had a tendency to advance owing to a variety of conditions such as increased costs of fruits and other various materials, aside from sugar. Regular lines of canned goods are in firm market here, with the following quotations prevailing:—

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 2 00
Ohums, 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
Norwegian sardines, per case of 100 "¼s".....	20 00
Canned Vegetables—	
Tomatoes, 3s.....	2 67½ 2 75
Tomatoes, U.S. pack (2s).....	2 12½ 2 12½
Tomatoes, 2½s.....	2 50 2 60
Peas, standards.....	1 75
Peas, Early June.....	1 90
Beans, golden wax.....	1 85 1 90
Beans, Refugees.....	1 85 1 90
Corn, 2s, doz.....	2 35 2 40
Spinach (U.S.), 3s.....	3 00
Do., (U.S.), gallons.....	10 00
Corn (on cob, gal. cans), doz.....	8 50
Red raspberries, 2s.....	2 90
Simcoes.....	2 75
Red cherries, 2s.....	2 60 2 90
Strawberries, 2s.....	3 00
Blueberries, 2s, doz.....	1 35
Pumpkins, 2½s.....	1 60 1 70
Pumpkins, 3s.....	1 75
Pumpkins (gallon), doz.....	6 00
Carrots, sliced, 2s.....	1 45
Apples (gallons).....	5 00
Peaches, 2s (heavy syrup).....	2 00
Pears, 3s (heavy syrup).....	2 45
Pineapples, 1½s.....	2 25
Greengage plums (light syrup).....	1 90
Lombard plums (heavy syrup), 2s.....	1 70

Dried Fruit Demand Fair; Deliveries Are Slow

Montreal.
DRIED FRUITS.—With so much freight moving everywhere there is a great amount of congestion at various points, and this has held up shipments of dried prunes and some cars of raisins shipped from California. There is a fair demand for various dried fruits, but there would seem to be a somewhat decreased use of certain lines such as raisins and currants, owing to the abnormally high prices which have to be asked. There is, and will likely continue to be, a great scarcity of seeded raisins, and there will be little relief forthcoming in the way of further supplies of currants. Prices remain as follows:—

Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown.....	4 00
Muscatais, loose, 2 crown.....	0 11
Muscatais, loose, 3-crown, lb.....	0 11½
Muscatais, 4-crown, lb.....	0 12
Cal. seedless, 16 oz. pkgs.....	0 14
Fancy seeded, 16 oz. pkgs.....	0 13
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected.....	0 11
Valencias, 4-crown layers.....	0 11½

Currants, old.....	0 24
Do., new.....	0 32

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

Molasses Prices Firm; Receipts Are Light

Montreal.
MOLASSES.—There is a fair movement of molasses here, but with light supplies and little in sight for early delivery there is a firm tone to the market generally. It will be some time yet before new deliveries can be made and with these conditions governing and as a result of other factors, such as transportation and various embargoes, there is little likelihood of easier prices being quoted. An occasional car lot comes in, but the receipts are small. The following prices are being asked:—

	Prices for
	Fancy, Choice.
	Island of Montreal
Barbadoes Molasses—	
Punchoons.....	0 86
Barrels.....	0 89
Half barrels.....	0 91
For outside territories prices range about 3c lower.	
Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal) Diamond—	
2-lb. tins, 2 doz. in case, per case.....	1 75
Barrels, per 100 lbs.....	1 75
Half barrels, per 100 lbs.....	1 75

Walnuts Will Be Scarce; Peanut Crop Very Late

Montreal.
NUTS.—There is a steady demand for nuts in small lots, and some lines are being received. It is stated the receipts of walnuts will be very small owing to the poorness of the crop, which was also very late in being harvested. One importer states that for the holiday trade there will be practically no stock here of the unshelled variety, which are always popular around Christmas time. Shelled walnuts, for like reasons, are expected to be short. Peanuts, owing to very unfavorable weather, will be late in arriving this year. Prices here are steady as follows:—

Almonds (Tara), per lb.....	0 20	0 21
Almonds (shelled).....	0 42	0 43
Almonds (Jordan).....	0 70	
Brazil nuts (new).....	0 14	0 18
Filberts (Sicily), per lb.....	0 20	0 22
Hickory nuts large an small), lb.....	0 10	0 15
Peanuts, Bon Ton.....	0 15½	0 16½
Peanuts, "Diamond G".....	0 13½	0 14½
Peanuts (coon), per lb.....	0 12½	0 13½
Peanuts (Jumbo), per lb.....	0 16	0 17
Peanuts, shelled, Spanish, No. 1.....	0 17	
Peanuts, shelled, Virginia, No. 1.....	0 16	
Do., No. 2.....	0 14	
Pecans (new Jumbo), per lb.....	0 21	
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans "paper shell," extra large Jumbo.....	0 40	
Pecans (shelled).....	0 80	
Walnuts (Grenoble).....	0 23	
Walnuts (shelled).....	0 56	0 58
Walnuts (Marbots), in bags.....	0 19	0 20
Walnuts (California), No. 1.....	0 24	

Quality Of Beans High; Shipments Are Received

Montreal.
BEANS.—The demand for beans here is fair. Within the past week or two some supplies have been coming forward from Quebec points and these, for the most part, are of a select hand-picked variety.

Supplies are ample to meet the demand, and prices are steady. With the arrival of colder weather, the demand will doubtless improve, owing to the adaptability of this food as a winter diet. Prices obtaining here are as follows:—

Beans—	
Canadian, hand-picked.....	10 50
Canadian, 3-lb. pickers, per bu.....	9 50
Canadian, 5-lb. pickers.....	7 40 8 00
Michigan, 3-lb. pickers.....	10 00
Michigan, hand-picked.....	10 50
Yellow Eyes, per lb.....	0 14
Rangoon beans, per bush.....	7 50
Lima, per lb.....	0 20
Chilean beans, per lb.....	0 14½
Manchurian white beans, lb.....	0 15
South American.....	5 20
Peas, white soup, per bush.....	5 00
Peas, split, new crop, bag 98 lbs.....	11 00 11 25
Barley (pot), per bag 98 lbs.....	6 25 7 25
Barley, pearl, per bag 98 lbs.....	7 50 8 00

Rice Market Is Firm; Future Supplies Uncertain

Montreal.
RICE.—The demand for rice is just fair, some sorting business being done, but dealers have protected themselves, it would seem, by having bought liberally some weeks ago. The future outlook is not bright. One of the Vancouver rice mill representatives who visited Montreal last week stated that the rice millers there will not accept booking for a period exceeding four months. The usual policy has been to accept bookings covering a contract spread over the twelve months. Even at this the millers are not anxious for business, and the prices remain very firm. Stocks here are in good shape and the immediate retailer's demands can be taken care of promptly. Quotations are as follows:—

Carolina.....	10 00	10 50
"Texas," per 100 lbs.....	9 50	
Patna (good).....	9 40	
Siam, No. 3.....	8 00	8 50
Siam (fancy).....	8 75	
Rangoon "B".....	7 80	
Rangoon "B," 200-lb. lots.....	7 70	
Rangoon CC.....	7 60	
Packling rice.....	7 70	
Tapioca, per lb.....	0 15	0 16
Tapioca (Pearl).....	0 15	0 16

Tea Movement Fair Primary Market Firmer

Montreal.
TEA.—The tea market continues to show a fair movement with prices fairly maintained. There has been an upward tendency of price in Ceylon, whence cabled advices indicate an advance on certain grades of ½c per lb. Owing to the shorter shipments this year, and with the fairly good demand that has prevailed through the season, stocks are not as heavy as they usually are at this time. Of some lines, however, a good supply is available. There seems to be no promise of large deliveries in bulk, while some have been receiving quantities of late. Prices here are as follows:—

Pekoe, Souchongs, per lb.....	0 42	0 45
Pekoes, per lb.....	0 47	0 50
Orange Pekoes.....	0 49	0 51

Firmness In Prices Marks Coffee Market

Montreal.
COFFEE.—The local coffee market has

been firm and in all grades prices are firmly maintained. There is a good demand for coffee generally, and roasters and jobbers alike are busy with orders. There was a report from New York to the effect that freight rates from Brazil to the United States were to be fixed on lower basis per bag, but this is not definitely confirmed. Even if this should develop, the consensus of opinion is that prices will not be affected here. The quantities en route from Brazil to United States ports are very much smaller now than they were at this time a year ago. Prices quoted here are as follows:—

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 25	0 25

Spice Business Good Markets Are Very Firm

Montreal.

SPICES.—There is a very good business reported here in spices, and all prices are holding firmly. Jobbers are in receipt of more stock the past week, with the exception of cloves, which continue to be scarce. Cream of tartar is still hard to get, and one jobber states that it will be no surprise if the price reaches a higher level. White peppers, cassia, and ginger are reported higher in New York markets, but as yet there is no change here. With a firming of most prices, though unchanged, quotations are as follows:—

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 23	0 35
Cloves	0 40	0 45
Cream of tar	0 65	0 70
Ginger, pure	0 25	0 35
Ginger, Cochin	0 25	0 35
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 35
Peppers, white	0 35	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	
Caraway, Dutch, nominal	0 75	
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 35	
Mustard seed, bulk	0 25	
Celery seed, bulk	0 45	
Shredded cocanut, in pails	0 21	0 23
Fimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Seven Dollars for Lemons New California Celery

Montreal.

FRUITS AND VEGETABLES. — A change of price for lemons this week brings them up to \$7 a case, an advance of \$3. New California celery is expected within a day or two and this will be selling at around \$7.50 per crate. Late Valencia oranges are selling now at \$5.50 a box which is an advance for the week of 50c. Hothouse tomatoes are selling at from 25 to 30c per pound and some

demand now exists for these. Potatoes are in big demand still and deliveries of these are coming in well from Quebec and New Brunswick shippers. The demand for apples is fair with no changes in price. Bananas are selling well at \$2.75 to \$3.50 per bunch, according to quality. The high price for Spanish onions has decreased the demand, and jobbers report that the retail trade will not buy in any but the smallest quantities. Altogether, business is good and deliveries are being well made. The following prices are quoted:—

Bananas (fancy large), bunch ...	2 75	3 50
Oranges, Valencia (lates)	4 75	5 50
Oranges, Porto Ricos	3 25	3 25
Oranges, Calif. (Sunkist)	5 25	5 25
Grape fruit	4 00	5 00
Lemons	6 50	7 00
Pineapples, Cuban, grade	5 00	5 00
Tokay grapes, crate	2 75	2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence	8 00	8 00
Fameuse	8 00	8 50
McIntosh Red	8 00	8 00
Alexander	6 00	6 00
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	6 50
Cauliflower, per doz.	1 25	2 25
Cabbage, Montreal	1 00	1 00
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz.	5 00	5 00
Onions, Canadian, bag	2 00	2 25
Onions, red	3 50	3 50
Spanish onions, large crate	7 00	7 50
Spanish onions, small crate	4 00	4 50
Potatoes, bag	2 00	2 25
Potatoes (sweet), per hamper	2 25	3 00
Carrots, bag	0 90	1 00
Beets, bag	1 00	1 00
Parsnips	1 50	1 50
Turnips (Quebec), bag	1 00	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, curly, per doz.	0 30	0 30
Lettuce, head, doz.	0 75	1 00
Lettuce, Boston, box	1 75	1 75
Tomatoes, pound	0 20	0 20
Horse radish, per lb.	0 25	0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag, U.S.	3 50	3 50
Beans, green, bag, U.S.	3 50	3 50
Leeks, per doz. bunches	1 50	2 50
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	0 40	0 40
Spinach (Canadian), box	0 75	0 75
Eggplant, per doz.	1 50	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	0 25	0 25
Dried thyme	1 00	1 00
Dried Savory box	1 00	1 00
Dried marjoram	1 00	1 00
Cucumbers, Boston, doz.	1 00	1 75
Peaches (Can.), basket	1 00	1 00
Pears, basket	1 25	1 25
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	1 25	1 25
Hauber squash, doz.	2 50	2 50
Cranberries, per bbl.	16 00	16 00

Honey Supply Very Light Demand Good; Prices Firm

Montreal.

HONEY.—There is a very active demand here for honey, and sorting business is good. There is a decidedly limited supply of both clover and buckwheat grades and the market remains very firm. Orders being received are for small lots, of course. Maple products are coming in fairly well and the demand in a sorting way is very good. There is a tendency to firmness of the market, while there are no changes, quotations being as follows:—

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 17	0 17
Buckwheat, 60-lb. tins, lb.	0 16½	0 16½
Clover, 5-10 lb. tins, per lb.	0 19½	0 19½
Clover, 60-lb. tins, per lb.	0 19	0 19
Comb, per section	0 21	0 21

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 19	0 20

Fresh and Salt Fish Are Quoted for Less

Montreal.

FISH.—There is a stimulus in the demand for salt fish now that cold weather is approaching. Supplies of these are large and the demand can be well taken care of. This increased demand will tend to decrease the quotations on fresh fish; haddock, eastern halibut and whitefish being from one half to 1 cent lower from the quotations of last week. There has been such an unusual demand for all lines of fresh fish that supplies were light in many places, and weather conditions being unfavorable for long keeping, the prices were high. Now, as stated, these will lower somewhat. When food value is considered, the prevailing prices are moderate, notwithstanding. Demand for salt fish is not so brisk and this will have the tendency to lower prices somewhat. The demand for oysters continuing light has made lower prices of \$1.00 less per bbl. All smoked and prepared kinds of fish are selling freely, with slight advances being asked.

SMOKED FISH.		
Haddies	0 13	0 14
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box	0 18	0 18
Bloaters, per box 60/100	1 75	1 75
Kippers, per box 40/50	2 40	2 40

SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.	\$12 00	\$12 00
Salmon (Labrador), per bbl.	23 00	23 00
Salmon (B.C. Red)	25 00	25 00
Sea Trout, red and pale, per bbl.	18 00	18 00
Green Cod, No. 1, per bbl.	14 00	15 00
Mackerel, No. 1, per bbl.	21 00	21 00
Codfish (Skinless), 100-lb. box	11 00	11 00
Codfish, 2-lb. blocks (24-lb. case)	0 17	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15	0 15
Codfish, Shredded, 12-lb. box	2 25	2 25

SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 45	0 45
Prawns, lb.	0 30	0 30
Shrimps, lb.	0 28	0 28
Scallops	3 50	3 50

FRESH FROZEN SEA FISH.		
Halibut	21	23
Haddock, lb.	7	8
Mackerel	12	12
Cod steak, fancy, lb.	10	10
Salmon, Red	13	20
Salmon, pale	15	16
Salmon, Gaspe	25	25

FRESH FROZEN LAKE FISH		
Pike, lb.	0 11½	0 12
Perch	0 12	0 12
Whitefish, lb.	0 15	0 15
Lake trout	0 15	0 16
Eels, lb.	0 12	0 12
Dore	0 15	0 16
Smelts, No. 1	0 15	0 15
Smelts, No. 1 large	0 20	0 20
Oysters—		
Ordinary, gal.	2 25	2 25
Malpeque oysters, choice, bbl.	11 00	11 00
Malpeque oysters (med.) bbl.	10 00	10 00
Cape Cod shell oysters, bbl.	11 00	11 00
Clams (med.), per bbl.	9 00	9 00

FRESH FISH		
Haddock	0 07½	0 08
Steak Cod	0 09	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 23	0 24
Gasperaux, each	0 05	0 05
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	0 10	0 10
Perch	0 00	0 00
Bullheads	0 13	0 13
Whitefish	0 15	0 16
Eels	0 10	0 10
Mackerel (large), each	0 20	0 20
Mackerel (medium), each	0 13	0 13

ONTARIO MARKETS

TORONTO, Nov. 21.—Interesting developments in grocery markets have taken place during the week. One of these is the fact that already in Cuba grinding of the new crop cane has commenced. This is exceptionally early and comes as a surprise to many in the trade. The shortage of raw sugars is looked upon as a stimulus to the manufacturers of raw sugar, and it is expected there will be a general resumption earlier this year than has been the custom in past years. This will give much needed supplies of raw sugars earlier than was anticipated, and will in that measure afford relief to the present situation. The Food Controller has decided to allow lima beans into the Canadian markets at contract prices. Advances have been recorded in rice, sardines, junket tablets, popcorn, bulk mustard, tuna fish, salad dressing, sal soda, molasses, washing soda. Business is reported good.

Centrals Already Grinding On New Cuban Sugar Crop

Toronto.

SUGAR.—Information of a somewhat startling character was received during the week to the effect that already the centrals in Manati Province in Cuba have started grinding the new crop of Cuban cane. This is surprising in view of the general expectation that operations would not begin until about December 10. The fact that operations have started in one section of the Island is taken as a forerunner that grinding may be rapidly extended to other sections. The reason for the early start this year is attributed to the need for raw sugars. The report stated that operations had been started in the Manati district in Cuba on Thursday of last week. There is an inadequate supply of labor on the Island, and it is expected the other sugar factories will start operations shortly in order to secure their share of the labor. In view of this situation it is expected there will be a general movement of new crop Cuban raws in the not distant future. This will not come about any too soon, and will afford relief to the sugar situation sooner than was anticipated. Negotiations have been in progress between the International Sugar Committee and representatives of Cuban cane growers looking to the establishment of the price at which the new crop will be sold. The negotiations have been broken off temporarily in order to permit the representatives of the Cuban interests to place the result of their deliberations before their principals in Cuba. From high semi-official sources the conjecture is made that the price to be established will be 4½c per pound, cost and freight basis at New York. If it turns out to be the price ultimately established it will mean a reduction of approximately 1¼c per pound in sugar, as sugar is now being sold on the basis of 5½c per pound, cost and freight. Canadian refiners pur-

chased some 450 tons of Demerara raw sugar in the New York market during the latter part of last week. The situation locally remains unchanged, with light supplies continuing to come forward.

Atlantic extra granulated	9 04
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.

Sardines, Junket Tablets And Pop Corn Higher

Toronto.

SARDINES, JUNKET TABLETS, POP-CORN.—Higher prices have been recorded on a number of sundry grocery lines. Saga and Crown sardines have been advanced, and are now selling at 19c to 21c per tin. Crossfish sardines have been advanced in some quarters to \$22.50 per case, or 23c per tin. Hansen's junket tablets have been advanced, and are now quoted at \$1 to \$1.05 per dozen. Long Tom popcorn has been increased in price, and is now quoted at \$1.15 to \$1.20 per box, one gross to box. Durham mustard in bulk has been advanced, and is now quoted at 21c to 22¼c per pound, while Imperial mustard in bulk has been advanced to 24c to 25c per pound. Durkee's picnic salad dressing is now quoted at \$1.80 to \$2.10; medium salad dressing at \$3.95 to \$4.50, and large size at \$7 to \$7.50 per dozen. Tuna fish, Blue Seas, ½'s, have been advanced to \$3.25, while Red Star flakes, ½'s, have been advanced to \$2.45. Sultana glycerine and oil shoe dressing has been advanced to 90c per dozen. Corrected price on Lea's salad cream mustard makes the selling price of 2-oz. size \$1.15 per dozen. Gillett's caustic soda has been withdrawn from the market by the manufacturers. Sal soda, A. & H. packages, is now quoted at \$1.85 per box and in 60-lb. boxes at \$1.60 per box. In kegs the above is quoted at \$1.85 per 100 lbs. and in bags at \$1.60 per 100 lbs. In sacks the quotation is \$1.55 per 100 lbs.

Molasses Advanced 2c To 4c Per Gallon

Toronto.

MOLASSES, SYRUPS.—Following the firmness noted in the molasses market through these columns for several weeks past, an advance has been recorded of 2c to 4c per gallon on West India, making the range of prices now from 52c to 55c per gallon on half-barrels of 28 gallons.

There is a better feeling in the market with respect to supplies, as importers have advised their representatives that they are free to take bookings without making any stipulations as to amount. Arrivals of tinned goods have been fairly good within the past week and the spot market is now in fairly good shape on this class of goods. Corn syrups held in steady position during the week, as did also cane syrups.

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	5 30 5 75
Molasses—	
Fancy Barbadoes, barrels	0 86
West India, ½ bbls., gal.	0 52 0 55
West India, 10-gal. kegs.....	0 65
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 2 doz.	3 00
West Indies, 1½, 48s.....	5 00
West Indies, 2s, 36s	4 00 4 25

Sentiment Is Against Advancing Dried Fruit

Toronto.

DRIED FRUITS.—Under ordinary conditions the situation in the dried fruit market at the present time would work out toward higher prices in that there are very light arrivals of prunes and raisins for this season of the year. Furthermore, in prunes there is a scarcity of the big sizes and these are commanding a premium. There is, however, a setback of the hands of the clock in the United States and a tendency to go slow in advancing prices. The trade in that quarter is showing a commendable spirit in trying to co-operate in keeping prices down. Since prices are already at a high level, it is reasoned that advancing of prices is not going to make the supply any more plentiful. In the Canadian market there has been a disposition to advance certain kinds of dried fruit, for instance, currants and candied peel. Dried apricots and peaches are in very light supply at primary points, and will be scarce in the local market this year. Some new-crop dried peaches are expected to reach the local market in the near future, and will in all probability go to the trade around 19c to 21c for fancy grades. Some houses are entirely cleaned out of candied peels.

Apples, evaporated	0 24
Apricots, unpitted	0 16½
Candied Peels, American—	
Lemon	0 29 0 35
Orange	0 29½
Citron	0 35 0 38
Currants—	
Filiatras, per lb.	0 26 0 28
Australians, lb.	0 26 0 28
Dates—	
Excelsior, pkgs., 3 doz. in case	4 65 4 85
Dromedary dates, 3 doz. in case	5 25 6 00
Figs—	
Taps, lb.	0 85
Malagas, lb.	0 85
Cal., 6 oz., doz.	1 35
Cal., 10 oz., doz.	1 35
Prunes—	
30-40s, per lb., 25's, faced.....	0 17
40-50s, per lb., 25's, faced.....	0 15½ 0 17

50-60s, per lb., 25's, faced.....	0 14 1/2	
60-70s, per lb., 25's, faced.....	0 12 3/4	0 13 1/2
70-80s, per lb., 25's, faced.....	0 12 1/4	0 13
80-90s, per lb., 25's, unfaced.....	0 11 3/4	0 11 3/4
90-100s, per lb., 25's, faced.....	0 10 1/2	0 11
Peaches—		
Standard, 25-lb. box		
Choice, 25-lb. boxes		
Fancy, 25-lb. boxes		
Raisins—		
California bleached, lb.....	0 12	0 15
Valencia, Cal.	0 10	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.....	0 12 1/2	0 12 1/2
Seedless, 12-oz. packets	0 12 1/2	0 12 1/2
Seedless, 16-oz. packets	0 14 1/2	0 15
Seedless, screened, lb.	0 13 1/4	

New Pack Pumpkin Prices Announced

Toronto.
CANNED GOODS.—Prices on new pack pumpkin and tentative prices on gallon apples have been announced by the packers during the week. Wholesalers are quoting from \$1.80 to \$2.10 per dozen on canned pumpkin. Canners announce there will be only 75 per cent. delivery. On canned apples a tentative price has been set by the canners which will necessitate a considerable advance from prices recently prevailing. Some wholesalers who booked orders at \$4.50 per dozen for five-gallon size state they will fill orders at these prices, but for further orders the price has been advanced, so that the range is \$6 to \$6.50 per dozen. Canners are using Nova Scotia apples largely, and it has been hard to determine the wastage, hence a tentative price has been announced. Prices of salmon hold steadily firm. Canned peas are also in very firm market, one wholesaler having withdrawn all prices for the time being. Another concern that was quoting standard from \$1.75 per dozen up has advanced the price to \$1.80 per dozen.

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

Salmon—		
Sockeye, 1s. doz.	3 75	3 85
Sockeye, 1/2s. doz.		2 25
Chums, 1-lb. talls		2 25
Do., 1/2s. doz.		1 35
Pinks, 1-lb. talls	2 40	2 50
Do., 1/2s. doz.	1 35	1 50
Cohoos, 1/2-lb. tins	1 75	1 90
Cohoos, 1-lb. tins		3 75
Springa, 1-lb. talls		3 15
Lobsters, 1/2-lb. doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2 1/2s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 80	1 92 1/2
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.		2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 40	2 50
Pumpkins, 2 1/2s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s		1 75
Plums, Green Gage		1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95

Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 25
Black currants, doz.	3 45	3 45
Red currants, doz.	3 45	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

British Public To Get Tea At Cost Price

Toronto.
TEA.—An announcement of more than ordinary interest was made during the week from London, when it was stated that the British Government is to import tea from India and Ceylon, and that the public is to get it at cost. This is the outcome of a serious situation that has existed in the British Isles for some time past. In our report last week it was pointed out that the "London Times" was authority for the statement that shipments of tea from India and Ceylon to Great Britain had improved greatly, and that recently they have not been far short of shipments in pre-war period. These incidents in connection with the British market all go to show that the possibility of tea leaving the Canadian market for Great Britain becomes farther remote. There is a good movement of tea in the local market, and prices are holding steady.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans		0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

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.

Coffee Shows Signs Of Better Market Tone

Toronto.
COFFEE, CHICORY, COCOA.—There was a firmer undertone to the coffee market during the week, due to the buying of December options in the primary market. Operators in the market sold more distant months and bought near-by options. This had its effect on the spot market. This movement shows a trend of firmness in the primary market that has been absent for some little time. In the local market there was quiet, as there is no inclination to follow the vagaries of the primary market as rapidly as they take place. It is only when a movement becomes sustained for any period of time that the effect is shown in the local situation. Chicory holds in a firm position, some dealers being inclined to hold their stocks in view of the reported shortage. Cocoa held in steady position at recent quotations.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20

Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cloves And Cream Of Tartar Continue Firm

Toronto.
SPICES.—There is a continued strong situation on the local market for cloves. Stocks are getting low, and on the present selling basis of 60c per pound are stated to be 4c per pound lower than they could be sold for if stocks were brought from the New York market at the present. Some local spice men, however, look for the market to become easier in the future. Baking powders are in strong market, an advance of 15c per dozen having been recorded in some lines during the week, making the 16-oz. size \$2.40 per dozen and the 4-oz. size \$1 per dozen. Some Canadian caraway seed is in the market, having been grown in Quebec. There has been a good demand for spices, although it is hardly as great as it was a few weeks ago.

Per lb.		
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves		0 60
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's... ..		0 40
Do., 80's		0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Caraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 67	0 75
American high test		
2-oz. packages, doz.		1 25
4-oz. packages, doz.		2 25
8-oz. tins, doz.		4 25

Higher Prices Recorded On Rice

Toronto.
RICE.—The embargo on coastwise shipping in the United States is having a serious effect on the arrival of rice from the Southern producing fields. Car transportation is hampered furthermore through the need of cars to move munitions and other war materials. Due to the ocean freight situation on the Pacific there is an equally strong situation for Eastern rices.

Locally prices showed a decided upward tendency, an advance of 1c to 1 1/2c per pound having been recorded on Texas fancy, Blue Rose, Siams and Japans. Texas fancy is now quoted from \$10.50 to \$12.50 per 100 pounds, Blue Rose at \$10.50 to \$12.50, fancy Siam at \$9.50 to \$11.50, Siam second at \$8 to \$9; fancy Japans are quoted from \$9.50 to \$11.50.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 50	12 50
Honduras, fancy, per 100 lbs.		0 12 1/2
Siam, fancy, per 100 lbs.	9 50	11 00
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	9 50	11 50
Japans, second, per 100 lbs.		
Chinese XX, per 100 lbs.	9 00	10 00
Tapioca, per lb.	0 13 1/2	0 15

Nut Market Shows Steadily Firm Trend

Toronto.

NUTS.—There is a firm trend to the nut market, almonds being in strong tone, due to an advance of ½c per pound in the primary market during the week. Arrivals of new crop almonds are expected in the near future. Walnuts are also in strong market, particularly shelled walnuts. Peanuts are firm and stocks are scarce. Filberts in the primary market showed a weaker tendency, a decline of 1c per pound having been recorded in that quarter. There is a good demand for nuts at the present time.

In the Shell—

Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.		0 22
Filberts, lb.	0 19	0 22
Peanuts, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 18
Brazil nuts, lb.	0 13½	0 15

Shelled—

Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 55	0 63
Walnuts, California		
Peanuts, Spanish, lb.		0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Lima Beans Are To Be Allowed To Come Forward

Toronto.

BEANS.—The situation respecting lima beans has been cleared up, as the Food Controller advised local importers that he was prepared to allow shipments of lima beans to come forward at contract prices, provided the local wholesalers would agree not to excite the California market by further buying. The situation as it stands at present is as follows: The Canadian Food Controller has announced that lima beans cannot be purchased at a price to exceed 11½c per pound in California. Purchases have already been made on a basis of 13c to 14c, and wholesalers are only awaiting shipment. The Food Controller has been advised that beans cannot be purchased from the growers for less than 12½c per pound. In the meantime, shipment was held in abeyance until some decision was reached by the Food Controller. Stocks of Ontario beans are expected to be very light. The wet weather of October had a very detrimental effect and farmers have been unable to get their beans dried. Those who have any stocks are holding them at high prices.

Ontario, 1-lb. to 2-lb. pickers, bu.		
Can. white kidney beans, bush.		
Indians, per bush.	5 75	7 00
Yellow eyes, per bushel.		
Japanese, per bush.		6 60
Limas, per pound	0 17	0 17½

Interest In Package Cereals Increases

Toronto.

PACKAGE CEREALS.—As the time approaches for the cessation of the sale of package cereals in cartons or packages of less than twenty pounds in weight interest is increasing. As to whether a licensing system is to be

adopted for those manufacturers who are deemed worthy of same there is considerable conjecture. As it stands at the present time, wholesalers and manufacturers are given until December 31 to clean out their stocks, while retailers are given until January 31. There is a good demand for package cereals reported, as the consumer is evidently stocking up in some instances.

Cornflakes, per case		3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case		1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case		4 25
Cornstarch, No. 1, pound cartons	0 12	0 11
No. 2, pound cartons		0 11
Starch, in 1-lb. cartons		0 12
Do., in 6-lb. tins		0 13½
Do., in 6-lb. papers		0 09½

Buckwheat Comb Honey Came Into Market

Toronto.

HONEY, MAPLE SYRUP.—A consignment of buckwheat honey in the comb came into this market during the week, and is quoted at \$2.40 per dozen. The consignment of California honey in comb that was mentioned recently as likely to reach this market was sold in transit and diverted to the New York market. There is a continued strong market for extracted honey, with prices firmly maintained. Maple syrup held steady at advances recorded last week.

Honey—

Clover, 5 and 10-lb. tins	0 20	0 23
60-lb. tins	0 19	0 20
Buckwheat, 60-lb. tins	0 17	0 18½
Comb, No. 1, doz.	3 00	3 50
Do., No. 2, doz.		2 50
Do., No. 3, doz.		2 25
Buckwheat, comb		2 40
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.		2 50
Do., 16 oz.		3 25
Maple Syrup—		
No. 1, gallon tins, 6 to case		11 70
No. 2, half gal. tins, 12 to case		12 25
No. 3, quart tins, 24 to case		12 25
No. 3, quart bottles, 12 to case		5 50
No. 4, pint tins, 24 to case		7 20
No. 4, pint bottles, 24 to case		6 40
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case		13 50
5-gallon tins, Imperial, per tin		10 50
Barrels, 25 or 40 Imp. gals.		2 00

Lake Herring Plentiful And Prices Take Drop

Toronto.

FISH, OYSTERS.—Herring from Lake Ontario is in very plentiful supply at present, and prices dropped 2c per pound during the week. In the round these herring are being quoted at 6c per pound for 120-lb. boxes. Wholesale fish concerns are conserving the supply as much as possible through storage and freezing. It is anticipated the big run will be over within a week's time. Whitefish and salmon trout were in good supply during the week, as weather conditions were favorable to the fishermen. The market for Acadia cod is firm at recent advance. All concerns have not yet advanced their price to \$3.40 for 1-lb. blocks, but when existing stocks disappear the level will prevail quite generally. Flounders are in firmer tone, an

advance of 1c per pound having been recorded. Fancy steak cod was also in firm market.

SMOKED FISH.

Haddies, per lb., new cured	0 12	0 15
Haddies, fillets, per lb.	0 15	0 18
Kippered herring, per box	1 75	2 00
Digby herring, skinless, 10-lb.	1 85	2 00

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	3 00	3 40
Acadia cod, 2-lb. blocks	4 00	4 50
Halifax shredded cod, 24s		2 20
Salt mackerel, kits 15 lbs.		2 25
Labrador salt herring, barrels	9 75	10 00
Do., half barrels		5 00

FRESH SEA FISH.

Halibut, medium, fresh, lb.		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 14	0 15
Do., red spring		0 23
Do., Cohoe		0 20
Haddock, fancy, lb.	0 09½	0 10
Herrings, frozen	0 04	0 06
Steak, cod, fancy, lb.	0 10	0 11
Haddock, heads on, lb.	0 08	0 09
Cod, market, heads on, lb.	0 08	0 09
Mackerel, lb.	0 14	0 16
Flounders, lb.	0 09	0 10
Swordfish, lb.		

FRESH LAKE FISH.

Herring, per lb.	0 06	0 07
Pike, lb.	0 10	0 12
Whitefish, lb., fresh	0 12	0 15
Trout, lb., fresh	0 12	0 14
Tullibee, fresh, lb.	0 09	0 10
Oysters, per gal.	2 30	3 50
Blue points, bbl.		11 00
Malpeque, bbl.	12 00	15 00

Cranberries Higher; Oranges Also Firmer

Toronto.

FRUIT.—Considerably higher prices were recorded in some lines of cranberries during the week, New Jersey Long Keepers being quoted up to \$18 per barrel and Late Howes up to \$20 per barrel. On account of frost the cranberry crop is reported to have been cut short. Cape Cod cranberries were quoted from \$15 to \$16 per barrel and \$7.50 for half-barrels. California box apples showed a slightly higher range at \$2.25 to \$2.75 per box. Porto Rican grapefruit is slightly easier in price at \$4.50 per case. California late Valencia oranges showed a wider range at \$4 to \$5.50 per case. Ontario peaches and pears are almost entirely cleaned out of the market. California pears in boxes were quoted from \$3.75 to \$4 per box. Almeida grapes showed a firmer tendency at a range of prices from \$7 to \$10 per keg.

Apples—

California, boxes	2 25	2 75
B.C., boxes	2 25	2 75
Ontario—		
Baldwins, No. 1, bbl.		7 00
Greenings, No. 1, bbl.		7 00
Kings, No. 1, bbl.		7 00
Northern Spys, tree runs		6 00
Mann, No. 1, bbl.		6 00
Do., No. 2, bbl.		5 00
Pewakes, No. 1, bbl.		6 00
Do., No. 2		5 00
Starks, No. 1, bbl.		6 00
Do., No. 2		5 00
Ben Davis, No. 1, bbl.		5 00
Do., No. 2, bbl.		4 50
Winter varieties, straight, No. 3		4 50
N.S. Blenheim, No. 1		5 50
Do., No. 2		5 00
Bananas, yellow, bunch	2 25	2 75
Cranberries, Cape Cod, bbl.	15 00	16 00
Do., 50-lb. box	7 00	7 50
Grapefruit, Jamaica, case	4 25	4 50
Do., Florida, case	4 50	5 00
Porto Rican, case	5 00	5 50
Oranges—		
Cal. late Valencias	4 00	5 50
Lemons, Verdilla, case		8 00
Cal., case		
Vegetable marrow, bbl.	1 50	1 75

Peaches—		
Ontario, 6-qt.	0 30	0 35
Do., 11-qt.	0 40	0 60
Pears, Cal., box	4 00	4 50
Do., Ontario, 11-qt.	0 50	1 25
Pineapples, Porto Rican, cs. 30-36s	6 25	6 50
Pomegranates, per box	3 50	
Cal. grapes, Malagas, keg	8 00	
Almeira grapes, keg	6 50	9 00
Emperor grapes, keg	5 00	5 50

**Potatoes Hold Steady;
Beets On Upward Trend**

Toronto.
VEGETABLES.—There was a firm trend to the potato market during the week, although prices held at those quoted last week, namely, \$2.10 to \$2.25 per bag. Potato dealers report difficulty in getting refrigerator cars to move the potatoes from producing points. Some sales in carload lots were made on the basis of \$2 per bag. Beets in bags showed a firmer trend, the range of prices quoted being from 90c to \$1. Cauliflower was easier at \$1.25 to \$1.65 per dozen. Canadian cabbage in barrels was quoted at \$2 per barrel. Mushrooms were lower

at \$2.50 to \$3 per 4-lb. basket. Spanish onions in large crates were quoted at \$6, half crates at \$3.50, and small crates at \$2. Cucumbers from the Boston district came into the market during the week and were quoted at \$2.75 per dozen. Trade in vegetables is rather quiet.

Beets, bag	0 90	1 00
Brussel sprouts, quart		0 15
Cauliflower, doz.	1 25	1 65
Cabbage, Canadian, barrel		2 00
Carrots, bag	0 85	1 00
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	4 50
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, doz.		1 25
Mushrooms, 4-lb. basket	2 50	3 00
Onions—		
Spanish, crates		6 00
Spanish, half crates		3 50
Do., Canadian, 75-lb.		2 75
Do., American, 100-lb.		
Pickling, silverskin, 11-qt.	0 60	1 00
Potatoes—		
New Ontario, bag	2 10	2 25
Sweet, hamper		
Spinach, box	0 60	0 75
Green peppers, basket		
Red peppers, 11-qt.		
Tomatoes—		
Hothouse, lb.		0 30
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

market. Whereas two or three weeks ago it was decidedly weak, it is now stiffening up, and, while beans have been quoted in the past as low as \$6 per bushel, they are now bringing \$7. The arrival on this market of Soya beans does not seem to have affected the white bean market to any extent; in fact, since their arrival the white bean market has taken an upward movement. There has been no definite news from Ontario regarding the crop, and there are few offerings here; local stocks have been looked after from the Orient. Supplies in this market are mainly Indian beans; and, while the price of these during the past four months has been easier, they have advanced at least 85c per cwt. within the past ten days.

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 17 1/2	
Lima, small, 100-lb. bags, per lb.	0 14	
Panama white, bushel	6 00	7 00
Peas—		
Split, 98-lb. bags, per bag.		11 25
Whole, yellow, soup, 2 bu. bags, per bu.		5 00

MANITOBA MARKETS

WINNIPEG, Nov. 21.—The trade continue to dispose of their package cereals as fast as possible, wondering whether or not the order will eventually be enforced. The makers of some package foods, such as rusks and oatmeal cakes, are still in doubt whether this order applies to their product.

Preparations are being made to start the sale of margarine as soon as the order is given. Cars are said to be loaded on the American side, ready to rush across the border. At present the Government are inspecting margarine packages.

**Sugar Situation
Is Not So Acute**

Winnipeg.
SUGAR.—The turning point apparently has been reached, and the situation from now on will improve. Local jobbers state that for the last two weeks there has been a marked dearth of sugar, but that it is now coming in slowly. As long as the public will economize with their sugar there is no danger of supplies not lasting out. At the time of writing, jobbers were handling their sugar carefully, spreading it out so as to cover the greatest number of customers. As to whether sugar will drop in price, that is a question which local men are not inclined to answer. They state that this has been predicted, but as yet there has been no sign of a decline; it will depend, they say, on the price at which refineries are able to land their raws in Canada.

**Car Shortage
Affects Dried Fruit**

Winnipeg.
DRIED FRUITS.—Very little news is coming through regarding the dried fruit

market, probably owing to the fact that shipments will be late this year on account of a car shortage. Brokers state that they are having considerable difficulty getting supplies of raisins out of California. As regards currants, this commodity continues very scarce, and prices being paid in the primary market are much higher; based on to-day's market the retailer would be paying much more than 22c per lb.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.	0 11 1/2	
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 08 1/2	
90-100s, 25-lb. boxes, per lb.	0 10 1/2	
80-90s, 25-lb. boxes, per lb.	0 10 1/2	
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.		0 23
Pears, choice, 10-lb. boxes, faced		0 16 1/2
Apricots—		
New, choice, 25's	0 23 1/2	0 25
New, choice, 10's, per box.		2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13 1/2
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 12 1/2
16 oz. choice, seeded		0 11 1/2
12 oz. fancy, seeded		0 10
12 oz. choice, seeded		0 09 1/2
Raisins, Muscatels—		
3 crown, loose, 25's		0 11 1/2
3 crown, loose, 50's		0 10 1/2
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes.		0 10 1/2
3 crown, loose, 10-lb. boxes.		0 11
Figs—		
Mediterranean, 33-lb. mats.	0 07 1/2	0 08
Peel—		
Candied lemon, boxes, lb.	0 22	0 22 1/2
Candied orange, boxes, lb.	0 25	0 26 1/2
Candied citron, boxes, lb.	0 30	0 30 1/2
Cut mixed, 7-lb. boxes.		0 28 1/2

**White Beans
Are Much Firmer**

Winnipeg.
BEANS.—There seems to have been a decided firming up in the white bean

**Opening Prices On
Pumpkins And Apples**

Winnipeg.
CANNED GOODS.—New prices have been quoted on pumpkin and gallon apples. The price of the latter is only tentative. There is a possibility that apples will open up lower when the price had been decided upon, but price of gallon apples this year will be exceedingly high. This is due, of course, to the fact that the apple crop in Ontario has been practically a failure. As regards pumpkins, the opening price is much more reasonable than the trade expected. Salmon—Prices from Pacific coast continue very high, and it is still a question of getting supplies rather than price. Advances are taking place right along.

**Government Examine
Margarine Packages**

Winnipeg.
MARGARINE.—Preparations are being made to put this on the market as soon as the Government permit it. Opinions seem to be divided as to the effect it will have on the price of butter. At present the Government are inspecting the packages in which the margarine will be sold. These are the original packages used by United States packers. In some cases the name of the brand is very suggestive of butter, and some changes may be ordered. It is stated that manufacturers in the United States have cars loaded ready to move as soon as the sale is permitted in Canada.

**Fish Prices Up;
Choice Poultry Arriving**

Winnipeg.
FISH AND POULTRY.—The fresh salmon season ended on November 16th, but there may be one or two shipments on the way. Fresh halibut is finished, and all halibut offering now is frozen at (Continued on page 45.)

FLOUR AND CEREALS

All Flours Firm; Feed Oats Up 3c.

Montreal.

FLOUR AND FEEDS.—There is an unabated demand for all flours and flour products. Particularly is this true with millfeeds, which are being asked for from all points. Shipments are being made reasonably well, but it is essential that in the case of car orders they be for mixed lots. The deliveries to points served by water routes are brisk and dealers there are laying in some quantities while the lower freight rates prevail. Spring wheat flours are selling well. The tone of the winter wheat flour market is firm, and there is a tendency still to a further firming of prices. Feed oats are in firmer market with an advance of three cents, making a quotation here of 87c. Quotations are:

	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 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	75 00
Feed oats, per bushel	87

Rolled Oats Demand Good; All Cereal Prices Firm

Montreal.

CEREALS.—The demand for cereals of all kinds is good here, and deliveries are being made with reasonable promptness to outside dealers. The deliveries of yellow corn continue to be very poor, and the complaint of corn product producers is that they are receiving only around 50 per cent. of their needs. Could they secure the corn, they would be in a position to handle the large business which is being offered to better advantage. The sale for glucose will be decreasing soon, and this will relieve, somewhat, the shortage for other lines. Some idea of the importance of corn as a factor in food supplies may be gathered when it is known that some of the large United States mills can handle 60,000 bushels of corn per day. And, of course, they are in a much better position to-day to secure their needs than the Canadian mills. Quotations for the week here are as follows:—

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.	5 00	6 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 00	5 25
Oatmeal, granulated, 98 lbs.	5 00	5 25

Peas, Canadian, boiling, bush	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 20	4 60
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	5 80

Inquiry For Flour For United States

Toronto.

FLOUR.—There was a continued good tone to the flour market during the week as inquiries for quotations showed signs of confidence in present values. There is a good demand reported from the Maritime provinces and buying on account of the British and United States Governments is reported to have been active within the past week or ten days. There is an embargo on the shipment of flour out of the country for domestic use in other countries, but apparently an exception has been made when the flour is for use of United States Government. Ontario winter wheat flour is in good demand but wheat is somewhat scarce as the farmers are apparently too busy to make delivery of wheat. Mills are almost without exception sold up for the thirty-day period, the length of time allowed by the Government. Prices hold 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	\$10.30-\$10.35	\$10.50-\$10.55
Second patents	10.15	10.35

Corn Crop In U.S. Is Very Unsatisfactory

Toronto.

CEREALS.—A report received by one of the local millers of corn products from one of the largest corn dealers in the United States states that the white corn is of enormous size and very poor quality, due to fact that frost caught it before it had a chance to mature properly. Yellow was somewhat more favored, as it had a better chance to mature. There are, however, numerous large sappy and frost-bitten ears in the yellow corn crop and it is in such a condition that it would not stand transit for at least three or four weeks. It is possible, however, that this sappy corn may be kiln-dried and so made fit for use. Some samples of yellow corn that have reached this market are of rather poor quality. In view of the situation in white corn some millers anticipate higher prices for white corn flour. During the week, however, prices eased off 15c and corn flour is now quoted at \$6.35, with hominy grits and pearl

hominy also at \$6.35. Rolled oats were in firmer trend, an advance of 5c per bag having recorded from the lower quotations of last week. Blue peas were in firmer market and were quoted 1c per pound higher from the low quotation of last week. Demand for split peas and barley from the Canadian West is reported good.

	Less than car lots	
Barley, pearl, 98 lbs.	6 50	7 50
Barley, pot, 98 lbs.	4 75	5 00
Cornmeal, yellow, 98 lbs.	6 35	6 50
Corn flour, 98 lbs.	6 35
Farina, 98 lbs.	5 70	6 50
Graham flour, 98 lbs.	5 40	6 20
Hominy grits, 98 lbs.	6 35
Oatmeal, 98 lbs.	5 00	5 40
Rolled oats, 90-lb. bags	4 40	4 60
Hominy, pearl, 98 lbs.	6 35
Rolled wheat, 100-lb. bbls.	5 50	6 50
Wheatlets, 98 lbs.	5 70	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 10	0 12

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

Millfeeds Have An Upward Trend

Toronto.

MILLFEEDS.—There was a firm upward trend in certain quarters during the week, when bran was quoted as high as \$36 per ton and shorts up to \$42 per ton in mixed cars. This represents an advance of \$2 per ton by the mill in question on bran and shorts. It was reported that one mill had advanced the price to \$37 on bran but nothing to offer on that basis. The general run of quotations was still at \$35 for bran, \$40 for shorts and \$50 for special middlings. Heavy feeds are scarce and the demand continues very brisk.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35-\$36	\$37-\$38
Shorts	40-42	42-44
Special middlings
Feed flour, per bag	3.05-3.40

Rolled Oats Jump 20c Per Bushel

Winnipeg.

FLOUR.—Prices are the same as have prevailed for the past two or three weeks, \$11 being quotation on first patents. There is a very good demand for flour.

Rolled Oats.—Bulk oats are firm at \$3.75, but an advance of 20c is anticipated any day owing to the advanced price of oats, which has jumped 7c per bushel since first of the month. Millers state that 7c does not really cover the full advance, as since the first of the month they have been forced to pay a premium over and above the actual advance. The percentage of oats good enough for milling of this year's crop is smaller than usual, and this will tend to

advance the price of both rolled oats and oatmeal.

Feeds—Feeds are still scarce and prices firm at \$34 and \$38 for bran and shorts respectively.

Flour—	
Best patents	11 00
Bakers	10 50
Clears	9 90
XXXX.	8 90
Cereals—	
Rollled oats, 80's	3 95
Rollled 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

Head lettuce, Cal., doz.	1 00
Tomatoes, Cal., box 25 lbs.	2 50
Onions, Valencia, large case.	7 00
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.	6 25
Apples, Wash. Jonathans, box.	2 25
Apples, McIntosh Reds, B.C., box	2 80
Apples, Spies, No. 1, \$3; No. 2, \$2.75; No. 3	2 50
Apples, Wagners	2 25
Oranges, Valencias	5 50
Lemons	9 00
Bananas, lb.	0 05 1/2
Pears, D'Anjou, crate	4 25
Pears, Winternellis	3 25
Grapes, Emperor, case	3 00
Grapefruit, Florida, case	5 50

buyers left the island, thus throwing large quantities of potatoes on the market at a price considerably lower than has existed this season. Dealers expect the bottom will go completely out of the market.

BRITISH FIRM AFTER CANADIAN GOODS

H. F. Sandeman, representing R. Lehmann & Co., produce merchants and importers, London, England, is in Canada calling on firms interested in selling on the British market. He arrived in Canada about October 1 and has taken a trip through important sections of both Canada and the United States. He will return to England via Newfoundland. While in Toronto Mr. Sandeman was a visitor at the office there of CANADIAN GROCER. He is not a stranger to Canada, having lived in the West a number of years. He has made arrangements with a number of foodstuff firms here on behalf of his London house to represent them in the Old Country.

THE MALAGA FIG CROP

The fig industry of Malaga, Spain, was of small importance until the outbreak of war when the Turkish, Greek and Italian export trade was interfered with, when Spanish figs sprang into prominence. The exports of dried figs from Spain during 1916 were 10,033 metric tons. Under favorable conditions the Malaga district yields about 15,000 tons of figs of which 8,000 or 9,000 are available for export. Many new trees are now being set out and the trees begin to bear when four years old. As soon as the figs are ripe they are removed from the trees and laid on the ground to dry in the sun. At night they are covered over with canvas. The drying takes only five or six days when the figs are ready for packing.

The outlook for this year's crop is very good though it is two or three weeks later than usual. It is estimated the yield may reach 15,000 tons. The quality is also said to be very good.

BIG SAVING IN UNITED STATES WHEAT

A big saving of wheat in the United States has been effected by the co-operation of millers, farmers, grain dealers and consumers according to J. Barnes, president of the Food Administration Grain Corporation. Mr. Barnes states the decrease in flour consumption amounts to 20 per cent., while flour mills have increased their production 15 per cent. above last year. Flour exports will total approximately 35,000,000 barrels as compared with a normal export of 15,000,000 barrels, according to Mr. Barnes' statement.

Mr. Barnes believed that the corporation had brought the country out of a situation approaching a flour famine and stated that in sixty days the obligations of the United States to the Allies had been discharged as far as humanly possible.

NEW CANADIAN ASSOCIATION

Canadian Interests in United Kingdom Looked After by Distinguished Group

A somewhat distinguished organization has recently been effected among Canadians who are normally residents of the United Kingdom and who represent some of the most successful and intelligent personages of the Dominion. The newly organized Canadian Association with the Duke of Connaught as its honorary president and the Hon. Sir George Perley, K.C.M.G., M.P., the Acting High Commissioner for Canada, as honorary vice-president, disavows any intention whatever of usurping the functions of any existing authority dealing with Canadian affairs, and it is its aim to support and supplement all efforts of such authorities. The association is non-political and is formed to best serve the interests of the Dominion. No action on official or public questions will be taken without first consulting the High Commissioner for Canada.

Many matters arise in the United Kingdom affecting the Dominion and it is contended that the views of such an important body as that newly formed would be of value. The main object of the association will be to bring into touch with each other those residents of the United Kingdom who can best advance the interests of Canada. The constitution adopted provides that any resident of the United Kingdom who was born in Canada or whose predominant interests are Canadian shall be eligible for election as an ordinary member, and that any resident of the United Kingdom with investments, business or social interests in Canada or who has resided in the Dominion, will be eligible for election as an associate member.

F.E.I. POTATO CROP AT LOW PRICES

Dealers in close touch with the Prince Edward Island potato market expect a considerable slump in prices shortly. Recently a decided drop in prices on bags of potatoes was made. This drop is accredited to the large supplies on hand through the failure of American buyers to remove the crop before Nov. 15 after which shipment in ordinary box cars is prohibited. For several weeks the Island was overrun with buyers and prices were stiffened. Some farmers with storage facilities refused to sell their crops and when it was found impossible to move the crop the American

WEEKLY MARRKET REPORTS

(Continued from page 43.)

20c. Frozen salmon is bringing 18c, but it is very likely to be higher than this by the time we go to press. Lake trout has advanced a cent to 17c, and finnan haddie, which has been 13 1/2c per lb. for several months, has advanced this week to 14c. There is a noticeable improvement in the quality of poultry arriving. Some of the coops coming in this week were choice. This is important, as some of the stuff lately arriving was the most miserable that ever reached this market. It is hard to explain this sudden improvement, as the cost of feed is very high. Probably the hens are getting older and better able to look after themselves.

Pickarel, frozen, cleaned	0 12
Haddock, frozen	0 09
Salmon, frozen	0 18
Halibut, frozen	0 20
Cod, frozen	0 10
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 17
Mackerel, frozen	0 14
Finnan haddie, lb.	0 14
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—	
Roasting chickens, lb.	0 22
Fowl, lb.	0 19
Domestic ducks	0 24
Turkeys	0 30

Grapes Easier; Alberta Potatoes \$1.10

Winnipeg. FRUIT AND VEGETABLES.—There has been no big change in the potato situation this week, though dealers may find prices slightly different. Wholesalers are quoting \$1.10 for Alberta whites and \$1.50 for Ashcrofts. Sweet potatoes are practically over. Parsnips are still very scarce. Apples are the big sellers just now. Spies are offering: No. 1, \$3; No. 2, \$2.75; No. 3, \$2.50. Wagners are quoted \$2.25 per box. Oranges have advanced to \$5.50 per case. Emperor grapes now bring \$3 a case and \$5.50 for drums. Florida grapefruit has declined to \$5.50 per case.

Cabbage, lb.	0 03
Cauliflower, Cal., doz.	2 25
Celery, Cal., crate 100 lbs.	7 50
Potatoes, new	1 25
Potatoes, sweet, bbl.	7 50
Pumpkin and squash, lb.	0 04
Carrots, cwt.	2 50
Turnips, cwt.	1 50

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 20.—Rolled oats advanced 20c. Pendray's pearl soap advanced to \$6.50 per case. Gallon apples are quoted at \$1 per case higher than price on present stock. Local jobbers are cleaned right up on corn 2's. Tomatoes 2's and ½'s are \$5 to \$5.50. Strawberries and raspberries 2's, heavy syrup, are quoted at from \$6.20 to \$6.85. Siam rice is \$7 to \$7.50. Lemons are \$9.50 per case. Maple syrup, oyster shell twine, and liquid shoe polish are all higher this week. Regarding the sugar situation here, it is fully expected that there will be ample supplies if everyone avoids hoarding. Storage eggs are moving freely.

CALGARY:

Beans, small Burmah, lb.	0 11
Flour, No. 1 patents, 98s, per bbl.	11 00
Molasses, extra fancy, gal.	0 95
Rolled oats, 80s 3 95	
Rice, Siam, cwt. 7 00	7 50
Tapioca, lb. 0 13½	
Sago, lb. 0 13½	
Sugar, pure cane, granulated, cwt.	10 50
Cheese, No. 1 Ontario, large. 0 25	0 26
Butter, creamery, lb. 0 45	
Do., dairy, lb. 0 40	
Lard, pure, 2s, per case. 16 20	
Eggs, No. 1 storage, case. 13 50	
Tomatoes, 2½s, standard case. 5 00	5 50
Corn, 2s, standard case.	
Peas, 2s, standard case. 4 00	
Apples, gals., Ontario, case. 2 65	2 85
Strawberries, 2s, Ontario, case. 6 20	6 85
Raspberries, 2s, Ontario, case. 6 20	6 85
Peaches, evaporated, lb. 0 15½	
Peaches, 2s, Ontario, case. 4 75	
Lemons, case. 9 50	
Salmon, pink, tall, case. 8 75	9 50
Salmon, Sockeye, tall, case. 16 00	
Do., halves. 18 00	

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Nov. 20.—Business continues brisk in this district. There is much fall ploughing being done by farmers owing to the summer-like weather continuing beyond the middle of November. Travel and trading are unhampered by bad weather. Potatoes are scarce, and are quoted at \$1.25 per bushel. Prices on the new crop of gallon apples are expected to be very high. The present quotation is \$2.75. Evaporated apples are quoted at 19½c per pound and are scarce. Brooms are still advancing in price. Forest and Stream tobaccos are higher. Some lines of tobaccos have gone up as much as 10c per pound. Beans are \$6.75.

REGINA—

Beans, small white Japan, bu.	6 75
------------------------------------	------

Beans, Lima, per lb.	0 19½
Flour, No. 1 pats., 98s, per bbl.	12 20
Molasses, extra fancy, gal.	0 70
Rolled oats, bails. 4 00	
Rice, Siam, cwt. 8 00	
Sago and tapioca, lb. 0 15½	
Sugar, pure cane, gran., cwt. 10 09	
Cheese, No. 1 Ontario, large. 0 24½	
Butter, creamery, lb. 0 43	
Lard, pure, 2s, per case. 16 30	
Bacon, smoked sides, lb. 0 32	
Bacon, smoked backs, lb. 0 30	
Eggs, new-laid. 0 46	
Pineapples, case. 5 75	5 80
Tomatoes, 3s, standard case. 5 40	
Corn, 2s, standard case. 4 90	
Peas, 2s, standard case. 4 20	
Apples, gal., Ontario. 2 75	
Apples, evaporated, per lb. 0 19½	
Strawberries, 2s, Ont., case. 6 30	
Raspberries, 2s, Ont., case. 6 30	
Peaches, 2s, Ontario, case. 4 30	
Plums, 2s, case. 3 40	
Salmon, finest sockeye, tall, case. 15 00	
Salmon, pink, tall, case. 8 75	
Pork, American clear, per bbl. 40 75	41 00
Bacon, breakfast. 0 27	0 29
Bacon, roll. 0 22	0 24
Potatoes, per bush. 1 25	

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 20.—Christmas trade is still slow owing to delayed arrivals and general uncertainty. St. John dealers were surprised by the receipt of a telegram from the Food Controller inviting them to contribute towards a fund to boost egg consumption and relieve the market. There is no surplus here, but dealers indignantly reject the proposition on general principles. The steamer Caraquet, bound for St. John with a cargo of raw sugar is aground. The delay threatens local supply. Sardines advanced to \$6.75. Cream of tartar has jumped 8c, and is now 71c to 74c. Lemons advanced and are now \$8 to \$8.50. Oranges are now \$5 to \$6 per case. Potatoes are firm, with an upward tendency. Tomatoes are out.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario. 11 95	
Cornmeal, gran., bbls. 13 50	
Cornmeal, ordinary, bags. 4 75	
Molasses, extra fancy, gal. 0 78	0 80
Rolled oats, bbl. 10 00	
Beans, yellow-eyed. 10 00	
Rice, Siam, cwt. 8 50	8 60
Sago and tapioca, lb. 0 17	0 18
Sugar—	
Standard granulated. 9 15	9 20
No. 1 yellow. 8 65	8 70
Paris lumps. 10 50	10 75
Cheese, N.B., twins. 0 24	0 25
Eggs, new-laid. 0 50	0 55
Eggs, case. 0 46	0 48
Breakfast bacon. 0 34	0 35
Butter, creamery, per lb. 0 48	0 50
Butter, dairy, per lb. 0 44	0 46
Butter, tub. 0 40	0 44
Lard, pure, lb. 0 30	0 30½
Lard, compound. 0 24	0 24½
American clear pork. 64 00	70 00
Beef, corned, ls. 4 25	
Tomatoes, 3s, standard, case. 5 10	
Raspberries, 2s, Ont., case. 5 40	
Peaches, 2s, Ontario, case. 4 30	

Corn, 2s, standard case.	4 80	
Peas, 2s, standard case.	3 80	
Apples, gals., N.B., doz.	4 00	
Strawberries, 2s, Ont., case.	5 00	5 25
Pork and beans, case.	4 00	5 50
Salmon, Chums.	8 00	8 50
Sardines, domestic, case.		6 75
Cream tartar.	0 71	0 74
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12½	
Raisins, fancy, lb.	0 12½	
Raisins, seedless, lb.	0 15	
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citroif.	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.		0 21
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel.		4 00
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case.	8 00	8 50
Oranges, California, case.	5 00	6 00
Grapefruit, case.	6 00	7 00

PRODUCE AND PROVISIONS

(Continued from page 50.)

pected from now on. Last week there was a very firm undertone to all provision prices. Butter—Creamery prices are unchanged and are firm. There is little movement to dairy, and the market for good stock is unchanged. Eggs—There is still a large quantity of hot weather eggs going out to the retailer, and the stock is comparatively poor. These poor eggs will go out until the hot weather eggs run out and the storage eggs are brought on. The movement of eggs to the East for export continues. Shipments, however, rest entirely with boat space procurable. Cheese—The market is unchanged.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.		0 39
Backs, regular.		0 38
Backs, select.		0 45
Dry Salt Meats—		
Long clear bacon, light.	0 27	
Backs.	0 31	
Barrelled Pork—		
Mess pork, bbl.		48 00
Lard, Pure—		
Tierces.		0 26½
20s.		5 60
Cases, 5s.		16 43
Cases, 3s.		16 50
Lard, Compound—		
Tierces.		0 22
Tubs, 50s, net.		11 13
Pails, 20s, net.		4 70
Fresh Eggs—		
No. 1 candled.	0 40	0 42
Cheese—		
Ontario, large fresh.	0 24	0 24½
Manitoba, large fresh.		0 23
Butter—		
Fresh made creamery, No. 1		
cartons.		0 45
Fresh made creamery, No. 2.		0 44
Dairy, prints.		0 40
Dairy, tubs.	0 38	0 39

Ferguson Bros., general store, Stranraer, Sask., has been succeeded by P. Young.

PRODUCE AND PROVISION DEPARTMENT

THE MARKET AT A GLANCE

THERE was a strong market on barrel pork during the week and prices were in advance of those quoted last week. An active demand is reported on barrel pork and long clear bacon. Live hog receipts were lighter during the week and prices were higher by \$1.25 per hundred pounds. This fact puts an undertone of firmness in the market for hog products of all kinds. Both lard and shortening were in strong market due to the scarcity of raw materials. Higher prices were quoted in some quarters on pure lard. There is a good demand for lard and shortening. Steadiness characterized the butter market during the week. There was a disposition for some commission men to look with a degree of scepticism on the recent report of the high cost of living commissioner. It is their belief that stocks of butter in the country are not as heavy as his report would indicate. Storage eggs were in continued weak market due to a decline in the United States market and also to the existence of heavy stocks on this continent. Turkeys have been coming into the market in better supply, but reports from producing districts would seem to indicate that stocks of turkeys in Ontario are not heavy. Business generally is reported good in produce and provisions.

New-Laid Eggs Scarce; Storage Eggs in Demand

Montreal.

EGGS.—It is practically impossible to secure any considerable quantity of new laid eggs here. Scarcity of feed must be responsible for fewer flocks of chickens. The prices for what fresh eggs come in are high indeed. With so few available, the storage egg demand has much improved and these are now moving out fairly well. Local conditions will be governed largely by the conditions obtaining in the New York and Chicago markets, while the space which can be secured for export shipments will be a factor in the prices to be asked in the near future. If space be not available, there may be a lower tendency for storage stock, which is heavy.

Eggs—		
New-laid (specials)	0 55	0 60
Selects	0 46	0 47
No. 1's	0 42	0 43
No. 2's	0 40

Live Hogs Up ½c. Shortening Up

Montreal.

PROVISIONS.—There is a better tone to the live hog market this week with an advance approximating ½ cent per lb. At this, the tone is very strong. Receipts have been light and in the quality there is some improvement. The advance will tend to a firming of prices for cured meats, although there is no change as yet. Live hogs are quoted to-day at \$13 to \$18.50 per 100 lbs. Dressed are selling at \$23 to \$25.50 and are in strong market at these prices. Lard and shortening are selling fairly well and are stronger in tone at an advance all round of half a cent per lb. Quotations for the week here are as follows:—

Hams—		
Medium, per lb.	0 30	0 31
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 38	0 42
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	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 28	0 28¾
Tubs, 60 lbs.	0 28¼	0 29
Pails	0 28½	0 29¼
Bricks, 1 lb., per lb.	0 29¼	0 30
Shortening—		
Tierces, 400 lbs., per lb.	0 23	0 24
Tubs, 50 lbs.	0 23¼	0 24¼

Pails, 20 lbs., per lb.	0 23½	0 24½
Bricks, 1 lb., per lb.	0 25½	0 26¼
Hogs, dressed	23 00	25 50
Live	18 00	18 50

Good Demand For Poultry Better Receipts Expected

Montreal.

POULTRY.—There is a very active and popular demand here for poultry, both fresh killed and frozen, which is considered of high food value. Meat prices being so high, many people prefer to buy poultry more freely than formerly. If the weather changes, as is now likely, the farmers will have to leave the outdoor work, in which they have been engaged all fall, and many will begin to market their poultry. Some fowl and chickens have been coming to hand, while the receipts of turkeys and geese are small. From now on, the latter will likely be more in evidence in the local markets. This week the following places are holding poultry fairs:—Spencerville, Kemptville, Fish Creek and Jasper. These will be visited, of course, by the local dealers, and some better receipts for next week may be looked for.

Poultry—		Dressed
Old fowls	0 18	0 19
Chickens, milk-fed, crate fattened, lb.	0 23	0 28
Old roosters	0 18	0 19
Roasting chickens	0 28	0 28
Young ducks	0 17	0 21
Turkeys (old toms), lb.	0 27	0 28

Cheese Receipts Small With Fair Demand

Montreal.

CHEESE.—The receipts of cheese here are quite small and when compared with those of a year ago there is a great disparity in quantities being received. With the fine weather that has prevailed generally many farmers have, as a result, been delivering milk to certain factories which have continued to operate longer than usual. The good prices obtaining for cheese have been responsible, of course, for the factories continuing to make cheese. A certain amount of Dutch cheese is now on the market. Prices are maintained as quoted herewith:—

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Butter Receipts Better Slightly Lower Tendency

Montreal.

BUTTER.—There has been a good deal of movement in butter from western points of late. This, for a time, made a better situation in the matter of supply, but some car lots have recently found their way to outside points and some considerable quantity has passed through and beyond for export. Consequently, there is no great surplus here,

OLEOMARGARINE

Made in Our Factory Under Government Inspection.

Orders Promptly Filled

There is bound to be an immediate demand—and a big one—for Oleomargarine as soon as it is placed on the market.

The high price of the best grades of butter and the poor quality of many of the cheaper grades will make H.A. Brand and York Brand Oleomargarine, fresh and sweet and wholesome as they are, the popular spreads for bread.

For the difference in price between the cheapest of Butter and "H.A." or "York" Brand Oleomargarine is considerable—more than enough to tempt the most reluctant housewife to give them a trial.

Two Brands H.A. and York

"H.A." Brand and "York" Brand Oleomargarine are put up in unusually dainty one-pound packages—in a Factory as clean as a Kitchen.

Get ready to supply your customers—give them the best—"H.A." Brand or "York"—Oleomargarine on the market.

MADE IN CANADA BY

THE HARRIS ABATTOIR COMPANY, Limited
TORONTO, CANADA



KEYSTONE BRAND

"COME IN AGAIN"

It is quite right to say this to a customer, but whether she does or not depends on how well satisfied she is with what you sell her.

"KEYSTONE" Household Brushes

will build up profitable trade for you. Every one in the hands of a customer is a constant reminder that you give good, reliable quality for moderate price.

Write for Prices, Etc.

STEVENS-HEPNER CO. LIMITED
Port Elgin, Ont.

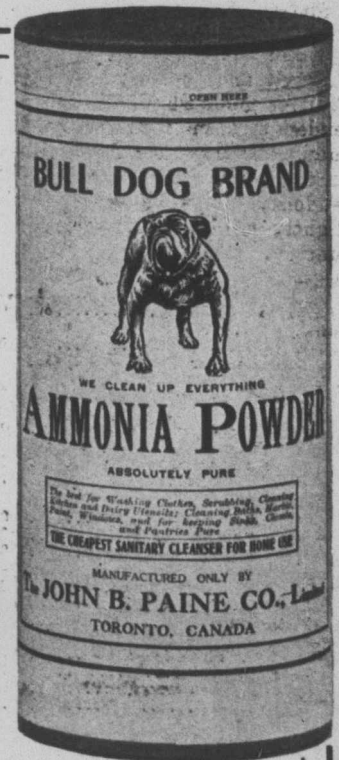
Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

Bull Dog Cleaners will give you a firm grip on better profits

They are good, quick sellers—the 19 Bull Dog lines. And they bring worth while profits to the dealer pushing them.

Good grocers all over Canada are featuring "Bull Dog" Cleaners. Good housewives in every community are enthusiastic about Bull Dog dependability.

Do your customers know how good these lines are? Are you aware of the great profit-making possibilities of "Bull Dog" Cleaners? Get acquainted.



Manufactured by
The John B. Paine Co., Ltd.
Toronto and Winnipeg

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

but the supplies are quite ample. Prices were shaded slightly, in one instance at a local auction sale a decline of ¼c being noted for finest creamery. The farmers are not inclined to appreciate a lower price schedule for butter, and if prices should lower a great many will cease making, it is understood. The licenses, which jobbers must have before marketing margarine, are not yet obtainable, and the jobbers claim that it will likely be some time before they are offering the new product. Sales are being made here at the following prices:—

Butter—

Creamery prints (fresh made).....	0 44½	0 45½
Creamery solids (fresh made).....	0 45
Dairy prints, choice, lb.....	0 42	0 43
Dairy, in tubs (choice).....	0 40
Creamery, storage, solids.....	0 46
Do., storage, prints.....	0 47

Barrel Pork Market Active

Toronto.
PROVISIONS.—There is an active demand at the present time for barrel pork, principally from the lumbering companies. Prices were higher by \$1 to \$2 per barrel, making the range on mess pork from \$52 to \$53 per barrel, on short cut backs \$56 to \$58 and pickled rolls from \$52 to \$53 per barrel. Long clear bacon is also in active demand. There is a firm undertone to meat products during the week as a result of the higher prices being paid for live hogs, price on fed and watered hogs having advanced \$1.25 per hundred and at the time of writing being quoted at \$18 per hundred. Dressed hogs advanced \$1 per hundred and are now quoted at \$25 to \$26 per hundred. There was a firmer tendency in medium hams in certain quarters, the price having been advanced 1c per pound. There was also a firmer tendency in long clear bacon with slightly higher prices recorded in some quarters.

Hams—		
Medium	0 30	0 31
Large, per lb.	0 24½	0 29
Backs—		
Plain	0 38	0 42
Boneless, per lb.....	0 44	0 46
Bacon—		
Breakfast, per lb.....	0 37	0 40
Roll, per lb.....	0 28	0 31
Wiltshire (smoked), per lb....	0 34	0 34½
Dry Salt Meats—		
Long clear bacon, lb.....	0 27½	0 29
Fat backs
Cooked Meats—		
Ham, boiled, per lb.....	0 42	0 45
Hams, roast, per lb.....	0 43	0 50
Shoulders, roast, per lb.....	0 38	0 47
Barrel Pork—		
Mess pork, 200 lbs.....	52 00	53 00
Short cut backs, bbl., 200 lbs..	56 00	58 00
Pickled rolls, bbl., 200 lbs.....	52 00	53 00
Hogs—		
Dressed, abattoir killed.....	25 00	26 00
Live, off cars.....	18 25
Live, fed and watered.....	18 00
Live, f.o.b.	17 25

Pure Lard Is In Still Stronger Market

Toronto.
LARD.—There was a still stronger market for pure lard during the week as evidenced by the advance of ½c per pound by some of the big dealers, making

the quotation from 28c to 28½c per pound tierce basis. There is a good demand for lard, with lightness of hog receipts affecting the supply. With a firmer tendency in hogs during the week there is a continued undertone of firmness.

Lard—
Pure tierces, 400 lbs., per lb. 0 28
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Shortening Strong; Raw Materials Scarce

Toronto.
SHORTENING.—There was continued strength to the shortening market during week as a result of the scarcity of raw materials and firm prices prevailing for the articles that are used in manufacture. Demand on shortening is good. Until there is an easier feeling in the markets for the raw materials dealers anticipate there will be a strong market for the finished product. Prices held unchanged during the week.

Shortening, tierces, 400 lbs., lb. 0 24 0 24½
In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Butter Men Sceptical On Commissioner's Report

Toronto.
BUTTER.—Butter men in this district were inclined to express doubt as to the accuracy of the high cost of living commissioner's report on the amount of butter held in country. Two commission men here expressed the opinion that their stocks were certainly not heavier than they were last year at this time and that butter did not seem to be any too plentiful. There was a steadiness in the market during the week without any inclination to go lower. There is a steady demand for butter. Licenses for the sale of margarine are expected to be issued about December 10, according to announcement recently made from Ottawa.

Creamery prints, fresh made..... 0 45 0 47
Creamery solids, fresh made 0 43 0 44
Dairy prints, choice, lb..... 0 43 0 45
Dairy, prints, lb..... 0 35 0 40

Farmers Holding Eggs And Lose Thereby

Toronto.
EGGS.—There is a disposition for farmers to hold their new-laid eggs and market them in larger quantities, according to reports from the commission men. This is working out to the detriment of the farmer as the majority of the eggs are no longer prime fresh eggs when they reach the market and consequently have to be graded lower. Commission men advise that the eggs should be marketed in small quantities and maximum prices will then be obtainable. Storage eggs were weak as a result of a decline of 1c per dozen in the Chicago market. The market for strictly new-laid eggs showed a higher tendency as

these eggs are scarce. One commission man pointed out that Chicago prices are now 4c below what was the average cost of putting them in storage.

Eggs—

New-laid, in cartons	0 55	0 60
Storage selects, ex-cartons.....	0 45	0 47
Storage, No. 1, ex-cartons.....	0 43	0 44

Some Cheese Factories Continue to Manufacture

Toronto.
CHEESE.—While the majority of the cheese factories have ceased operations for the season there are still a few continuing. The open fall and the fact that the cows are still able to get some pickings from the fields is tempting some manufacturers to operate their factories as long as possible. There is a steady demand for cheese locally and prices held unchanged. The Cheese Commission still continues to buy at 21¼c per pound, f.o.b. steamer Montreal.

Cheese—

New, large	0 22½	0 23½
Old, large	0 24
Stilton (new)	0 25	0 26
Twins, ¼c lb. higher than large cheese. Trip-lets ½c lb. higher than large cheese.

Venison in Market: Turkeys Coming Better

Toronto.
POULTRY, GAME.—Some supplies of venison were on sale during the week as a result of the recent open season for Ontario. By the carcass, venison was quoted at 17c to 18c per pound in a wholesale way. Reports from hunters state that deer were scarce in the North this year and that those who secured their quota of one deer considered themselves lucky. The arrivals of turkeys were heavier during the week, some nice birds from 8 to 9 pounds in weight having reached the market. Reports from the turkey raising districts seem to indicate that supplies will not be plentiful this year. Chickens were in fairly good supply and demand was steady. Prices held unchanged during the week.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	\$....-0 16	\$....-0 20
Geese-0 13-0 18
Turkeys	0 18-0 24	0 23-0 28
Roosters-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19-0 22
Hens under 5 lbs.-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.-0 17	0 21-0 22
Squabs, dozen	4 50

Prices quoted to retail trade:

Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 25
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 20-0 24	0 28-0 32
Geese	0 17-0 19	0 20-0 23

Hot Weather Eggs Poor In Quality

Winnipeg.
PRODUCE AND PROVISIONS.—The run of hogs last week was fairly liberal; prices, however, were steady, the market ruling \$15.75 to \$16. Heavy runs are ex-
(Continued on page 46)



A Stitch in Time-

What, as boys, did we care for that "stitch in time" which mother said—"saved nine"?

The only "nine" that we cared for was the "nine" we were on. So we kicked as we waited for her to sew up the slit or put on the button.

What, as men, do we care for the one little thing, which, saved every day, quickly makes the nine little things—then ninety-nine hundred—then nine thousand—and wealth!

The

SHERER COUNTER

with its 31 drawers and its scores of advantages, is 31 stitches, which, saved every day and multiplied by nine, make in every ten hours 2,790 saved stitches—and big profits.

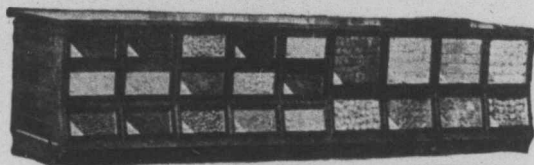
This, you say, is a figure of speech. True! But the figure of speech is actually real! Sherer counter savings mount up so fast as to make the counters quickly pay for themselves. In these war times they cut costs—make profits—help you to help win the war!

We are in earnest. If YOU are in earnest, write us for Booklet AC.

SHERER-GILLET COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario



PATENTED

TO Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. The Manufacturers' Agents and Brokers Directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only \$1.25 per insertion. For quarter column for the same time the cost is \$2.80 an issue.

Canadian Grocer
143-153 University Ave.
TORONTO

CHARBONNEAU

The name that stands for

PURITY AND QUALITY IN BISCUITS AND CONFECTIONERY

Are You Displaying IMPERIAL Maple Cream Butter?

CHARBONNEAU LIMITED, 330 Nicolet St., MONTREAL

Economical and Good



Housewives everywhere who are doing their bit to conserve the nation's food supplies are fully alive to the great economy of using good, wholesome sea foods extensively.

This is why good grocers are finding it more than ever worth while to feature the delectable and inexpensive

Brunswick Brand Sea Foods

Be one of those aggressive dealers. Show a stock of Brunswick Brand every day and your sales will quickly grow.

For Brunswick Brand repeats.



CONNORS BROS.
LIMITED
BLACK'S HARBOR, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER
ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

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.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 1½ oz. glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

Per doz.

½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1 85
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

Per doz.

Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
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, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

**"AYLMER" PURE ORANGE
MARMALADE**

Per doz.

Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 90
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb. 0 17½
In cases 12—12 lb. boxes to case 0 17

**COCOA AND CHOCOLATE
THE COWAN CO., LTD.**

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz. 2.45
Perfection, ¼-lb. tins, doz. 2.45
Perfection, ¼-lb. tins, doz. 1.35
Perfection, 10c size, doz. .95
Perfection, 5-lb. tins, per lb. .37 (Unsweetened Chocolate)
Supreme Chocolate, 12-lb. boxes, per lb. .35
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
Sweet Chocolate— Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box. 1 80
Diamond Chocolate, 7s, 4-lb. boxes 1 15
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 23
Diamond, ¼'s, 6 and 12-lb. boxes 0 28
Iceings for Cake—
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz. 1 30
Chocolate Confections Per doz.
Maple buds, 5-lb. boxes 0 39
Milk medallions, 5-lb. boxes, 0 39
Chocolate wafers, No. 1, 5-lb. boxes 0 39
Chocolate wafers, No. 2, 5-lb. boxes 0 35
Nonpareil wafers, No. 1, 5-lb. boxes 0 33
Nonpareil wafers, No. 2, 5-lb. boxes 0 28
Chocolate ginger, 5-lb. boxes 0 42
Milk chocolate wafers, 5-lb. boxes 0 39
Coffee drops, 5-lb. boxes 0 39
Lunch bars, 5-lb. boxes 0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box. 0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb. 0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake. 0 75
Almond nut bars, 24 bars, per box 0 95

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

S. DAVIS & SONS, LTD.

CIGAR MAKERS MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada



CENTURY SALT

Your customers will like Century Salt

They cannot help but like its clean, sparkling purity and perfect seasoning qualities.

Century Salt is a good, brisk selling line—one worth for a turing every day the year round.

Are you supplied?

THE DOMINION SALT CO LIMITED
SARNIA, ONT.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end
ENVELOPES
for mailing Catalogues

Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags

We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way



Heavy Kraft Bags with Centre Seam We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.
Department G
247-255 CARLAW AVE., TORONTO, CAN.

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

Try Marsh's on your particular trade

The man or woman with whom quality is a first consideration are deeply enthusiastic about the delicious goodness of Marsh's Grape Juice.

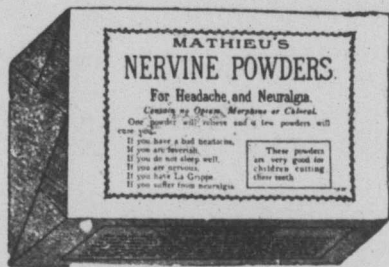
Good grocers should always feature Marsh's. It pays.

The Marsh Grape Juice Company

Niagara Falls - Ontario

MacLaren Imperial
Cheese Co., Ltd.
Ontario

Rose & Laflamme, Ltd.
Montreal, Que.



Worth featuring at any
time—

MATHIEU'S NERVINE POWDERS

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Company
SHERBROOKE, QUEBEC

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, 3 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..... 0.08
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. 3.80
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 Bar, 7½s, boxes 6 lbs. 0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes 0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies 0 70
Shamrock, 8½s, ½ cads, 10½ lbs., boxes 3½ 0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes.. 0 72
Forest and Stream, tins, 12s, 2 lb. cartons 0 98
Forest and Stream, ¼s, ½s and 1-lb. tins 0 95
Forest and Stream, 1-lb. glass humidors 1 15
Master Workman, 10s, 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

PEACE BY CHRISTMAS

A POWERFUL editorial dealing with the important war developments of the week, including Lloyd George's speech in Paris and Lord Northcliffe's letter regarding the new Air Ministry. These statements are a startling revelation of existing conditions in British political circles and confirm once more THE FINANCIAL POST'S policy in advocating these fearless, able men as the most essential for the winning of the war and for lifting us out of the mess into which the intellectual, incompetent Asquith-Grey-Churchill-Balfour combination had got us.

GOVERNMENT REGULATION AND THE HOG INDUSTRY

There is a serious and imminent danger that the proposed government regulation of packing profits will have the effect of handicapping the market facilities for Canadian grown hogs. It is not only proposed to reduce the profits on turnover but in addition to reduce possible income to a maximum of 11 per cent. Any step which is likely to interfere with the development of marketing facilities may quite easily reduce the price to the hog raiser to a much greater extent than any benefit to the consumer. The higher the market for hogs the greater the benefit of the hog raising industry to the whole country.

WALL ST. BEARS CONTINUING TO PLAY WITH C.P.R.

A special article from our correspondent in New York dealing with the market developments as regards Canadian Pacific stock during the week. The heavy liquidation in this stock continues; in fact over 500,000 shares or more than 20 per cent. of the entire common issue outstanding have changed hands since the 1st of July.

SHELL ORDERS CONFIRMED

Official announcements from American sources during the week have confirmed the advanced reports of the Financial Post as to orders placed in this country by the American government for shells. The business so far is for 7,000,000 75 millimetre shells. The American shell orders in sight total about \$50,000,000 but it is expected that the orders will continue indefinitely and that the total will go at least \$100,000,000 to \$200,000,000.

The foregoing are only a few of the special features of the FINANCIAL POST'S 20-page issue last week. Attention may be directed to such other articles as:—

- "Automobiles Have Helped Out on Farms."
- "U. S. War Orders Will Help Our Trade Balance."
- "Some Revival of Interest in Canadians."
- "The Good and Evils of Short Selling."
- "Railway Capital is Also More Expensive."
- "Public Utility Companies are Facing a Crisis."
- "Book Paper Probe Quite Intricate."
- "Mr. McAdoo Does Not Want Bonds to Cross Border."
- "Canada's Part in Future of West Indies."
- "Prime Cause of Rise in Bar Silver."
- "Big Business and its Part in Great War," etc.

These special articles were all in addition to our regular departments and regular service. These include News of Securities, with items on practically all important Canadian stocks, our pages for bankers with space devoted to practical problems of the branch manager, News of the Bond Market, dealing largely with the Victory Loan, Field of Municipal Finance, Investors Insurance Notes and Real Estate and Mortgages.

All features and departments are compiled and arranged in the interest of the Canadian investor and the Canadian business man.

Each issue of THE FINANCIAL POST is quite as interesting.

The following letter from a very prominent manufacturer and salesman indicates the high opinion in which the paper is held by its subscribers.

THE FINANCIAL POST,
Toronto.

Dear Sir:

Recently we sent you a subscription covering the delivery of The Financial Post to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact that, in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this country. Your paper contains information valuable to any traveling representative of any firms.

(Sgd.) F. E. MUTTON,

Vice-President,

International Time Recording Co., Toronto.

Oct. 12, 1917.

THE FINANCIAL POST is mailed every Friday night. Sign attached coupon and take advantage of the splendid weekly service it gives its readers.

FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a subscriber commencing at once. I will forward \$3.00 for my subscription on receipt of invoice.

Name

Address

T.P.

Margarine

will not entirely take the place of Butter, but it will fill the long-felt want of something cheaper. We will be able to supply you with the very best. Send your orders for the first shipment now.

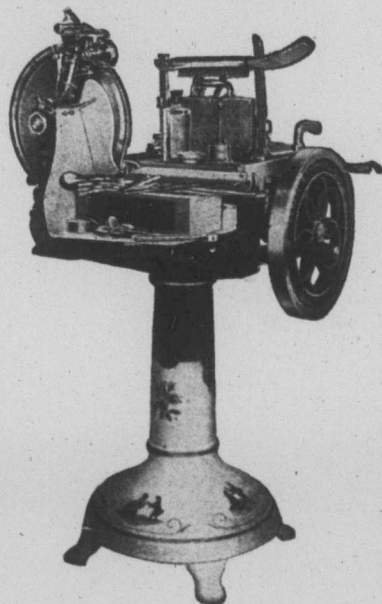
F. W. FEARMAN CO.
LIMITED
HAMILTON

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The W. A. Freeman Company, Ltd.
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—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2½-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 75
Reindeer Brand, each 48 cans 8 45
Silver Cow, each 48 cans.... 7 90
Gold Seal, Purity, each 48 cans 7 75
Mayflower Brand, each 48 cans 7 75
Challenge, Clover Brand, each 48 cans 7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans 6 40
Jersey Brand, Hotel, each 24 cans 6 40
Peerless Brand, Hotel, each 24 cans 6 40
St. Charles Brand, Tall, each 48 cans 6 50
Jersey Brand, Tall, each 48 cans 6 50
Peerless Brand, Tall, each 48 cans 6 50
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—½s, *\$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, \$8.50.
Boneless Pigs' Feet—1s, \$3.50.
Roast Beef—½s, \$2.90; 1s, \$4.00; 2s, *\$8.85; 6s, \$34.75.
Boiled Beef—1s, \$4; 2s, \$8.85; 6s, \$34.75.
Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.
Corned Beef Hash—½s, \$2; 1s, \$3.50; 2s, \$5.50.
Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$8.50.

Cambridge Sausage, 1s, \$4; 2s, \$8.00.
Boneless Pigs' Feet, ½s, \$2.50; 1s, \$3.50; 2s, \$8.50.

Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, \$2.35; 1s, \$3.35; 4s, \$20.
Sliced Smoked Beef, glass, ¼s, \$1.75; ½s, \$2.75; 1s, \$3.50.
Tongue, Ham and Veal Pate, ½s, \$1.95.

Ham and Veal, ½s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, \$1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, venison, ¼s, \$2.00.

Ox Tongues, tins, ½s, \$3.75; 1s, \$7.50; 1½s, \$12.00; 2s, \$15.50.

Ox Tongues, glass, 1½s, \$14.00; 2s, \$17.00.

Mince-meat in tins, 1s, \$2.70; 2s, \$3.80; 5s, \$12.00.

In Pails, 25 lbs., 17c lb.

In 50-lb. Tubs, 17c lb.

In 85-lb. Tubs, 16½c lb.

In Glass, 1s, \$3.25.

Clark's Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$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., 12 oz., 8 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.

Pork and Beans, Tomato Sauce, 1½s, \$1.85; Chili Sauce, 1½s, \$1.85; Plain Sauce, 1½s, \$1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.

Clark's Chateau Chicken Soup, \$1.75.

Clark's Chateau Concentrated Soups, 13 kinds, \$1.25.

No. 1 assorted, \$1.30; No. 2 assorted, \$1.30.

Spaghetti with Tomato and Cheese, ½s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.

Canadian Boiled Dinner, 1s, \$2.50.

English Plum Puddings, ½s, \$2.45.

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins

D. S. F., ¼-lb. \$ 1 85
D. S. F., ½-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., ¼-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.

MACLEAN'S

for *DECEMBER*

MACLEAN'S MAGAZINE GETS BETTER ALL THE TIME

Snipers and Sniping—*by a Sniper*

A SNIPER is back in Canada—a star sniper, who has 34 marks on his rifle, every mark meaning a German life. Most of us know absolutely nothing of the work of the sniper, but the story—a remarkable one—is told in the Christmas (December) MACLEAN'S by the champion sniper of the Canadian Expeditionary Forces. This man was buried by a shell-explosion, was dug out by two comrades, and he has lived to tell us his wonderful story, in MACLEAN'S. It's worth 15c to get this story alone.

"Politics From Within"

—Leacock, of Course

TRUST Leacock to see a chance for his witty and humorous pen. He deals with the humorous phases of electioneering in Canada in his usual vein.

Why Laurier sent Troops to South Africa

THIS contribution, by Col. John Bayne Maclean, goes backward many years—to the time of the South African War in 1899-1900. That was when Canada first took up arms for the Empire. Politics, of a high order, was back of the decision to send Canadian troops to the Antipodes. It is "inside" history.

Oppenheim—Allenson— McBeth—Mumford

A LONG instalment of Oppenheim's absorbing story, The Pawns Count, is given in the December MACLEAN'S. A short story, by A. C. Allenson is seasonable. Madge McBeth contributes a complete novelette, The Man Who Wasn't. And Ethel Watts Mumford, teller of delightful tales, delicately told, gives us the first of a series of short stories—Love and the Locksmith.

The Usual Popular Departments

THE Business Outlook, The Nation's Business, Women and Their Work, and the Review of Reviews—all are present in strong way in the December MACLEAN'S.

At All News-Stands
15c.

Gadsby's Story of the Union Government

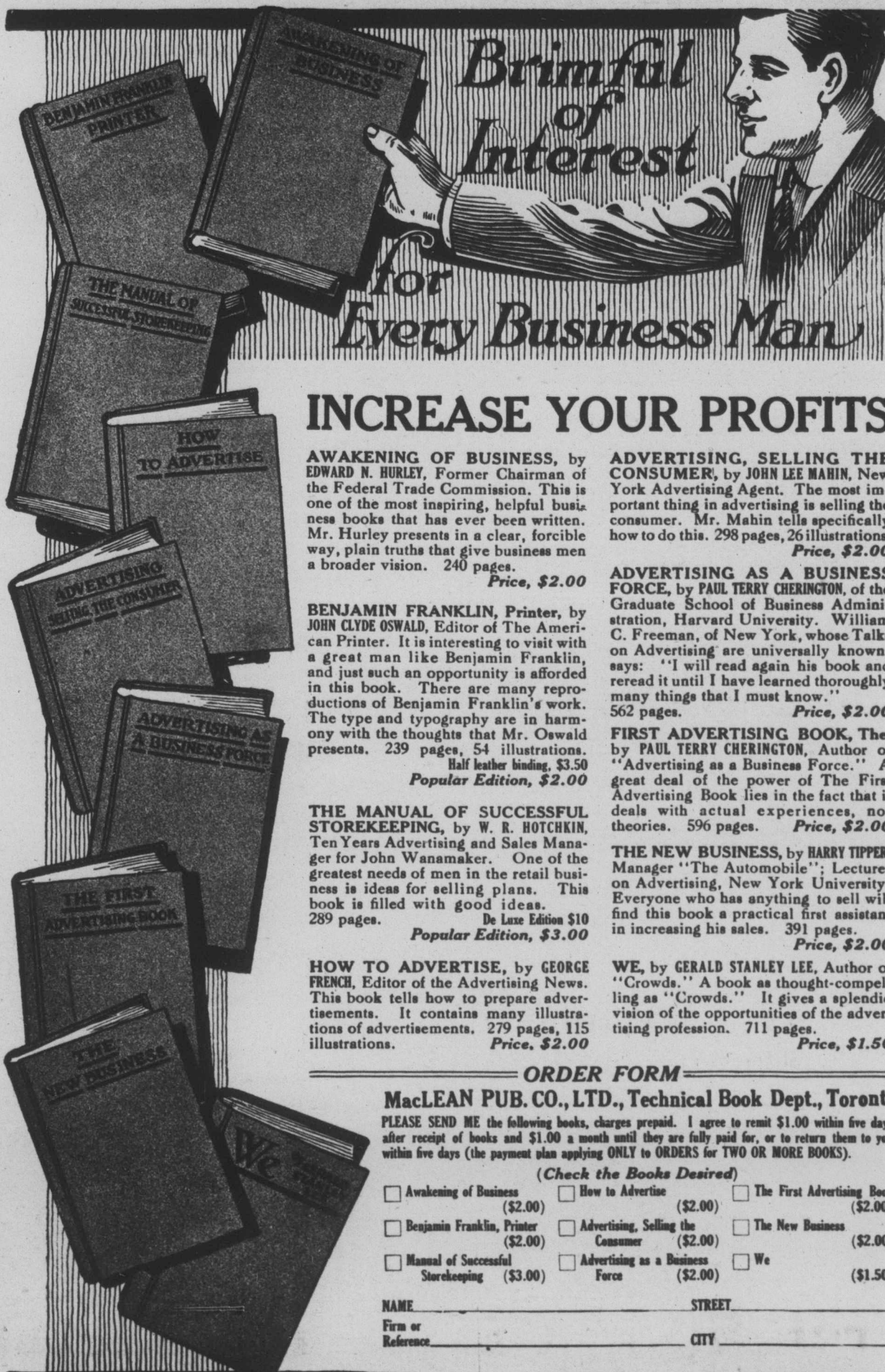
GADSBY is saturated with Ottawa knowledge—much of it of the inside variety. He pokes about, talks with big men; and big men, and lesser ones, talk with Gadsby. Useful sort of man, is Gadsby. What he hears and learns he writes about for MACLEAN'S; and in this story of his about the new Union Government, he reveals the undercurrents on the movement that developed into negotiations, and which finally resulted in a Union Government. Gadsby adds interesting biographical information to his brilliant study.

Robt. W. Service is back again

BACK in MACLEAN'S, that is—in body, he is still in Flanders—where the fighting grows uglier all the time. Service has taken time to write verse for MACLEAN'S. You know well the virility of his style, and the gripping, human character of his verse. It is about life and men in the trenches he writes—about our boys far from us. It is worth something to see our boys as Service sees them. Read "The Shape at the Wheel" in the December MACLEAN'S.

Arthur Stringer writes a Beautiful Christmas Poem

STRINGER is a wonderful man—wonderfully versatile, wonderfully human. He is a master of the short-story and of the detective and mystery type of story; and he can climb the heights of literary endeavor, as he has in this passing sweet poem—Christmas Bells in War-time. Your heart is tender these times of horrible slaughter and of heroic achievement, and you'll be grateful to Stringer for putting beautifully your innermost thoughts and feelings.



*Brimful
of
Interest*

*for
Every Business Man*

INCREASE YOUR PROFITS

AWAKENING OF BUSINESS, by EDWARD N. HURLEY, Former Chairman of the Federal Trade Commission. This is one of the most inspiring, helpful business books that has ever been written. Mr. Hurley presents in a clear, forcible way, plain truths that give business men a broader vision. 240 pages.
Price, \$2.00

BENJAMIN FRANKLIN, Printer, by JOHN CLYDE OSWALD, Editor of The American Printer. It is interesting to visit with a great man like Benjamin Franklin, and just such an opportunity is afforded in this book. There are many reproductions of Benjamin Franklin's work. The type and typography are in harmony with the thoughts that Mr. Oswald presents. 239 pages, 54 illustrations. Half leather binding, \$3.50
Popular Edition, \$2.00

THE MANUAL OF SUCCESSFUL STOREKEEPING, by W. R. HOTCHKIN, Ten Years Advertising and Sales Manager for John Wanamaker. One of the greatest needs of men in the retail business is ideas for selling plans. This book is filled with good ideas. 289 pages. De Luxe Edition \$10
Popular Edition, \$3.00

HOW TO ADVERTISE, by GEORGE FRENCH, Editor of the Advertising News. This book tells how to prepare advertisements. It contains many illustrations of advertisements. 279 pages, 115 illustrations.
Price, \$2.00

ADVERTISING, SELLING THE CONSUMER, by JOHN LEE MAHIN, New York Advertising Agent. The most important thing in advertising is selling the consumer. Mr. Mahin tells specifically how to do this. 298 pages, 26 illustrations.
Price, \$2.00

ADVERTISING AS A BUSINESS FORCE, by PAUL TERRY CHERINGTON, of the Graduate School of Business Administration, Harvard University. William C. Freeman, of New York, whose Talks on Advertising are universally known, says: "I will read again his book and reread it until I have learned thoroughly many things that I must know." 562 pages.
Price, \$2.00

FIRST ADVERTISING BOOK, The, by PAUL TERRY CHERINGTON, Author of "Advertising as a Business Force." A great deal of the power of The First Advertising Book lies in the fact that it deals with actual experiences, not theories. 596 pages.
Price, \$2.00

THE NEW BUSINESS, by HARRY TIPPER, Manager "The Automobile"; Lecturer on Advertising, New York University. Everyone who has anything to sell will find this book a practical first assistant in increasing his sales. 391 pages.
Price, \$2.00

WE, by GERALD STANLEY LEE, Author of "Crowds." A book as thought-compelling as "Crowds." It gives a splendid vision of the opportunities of the advertising profession. 711 pages.
Price, \$1.50

ORDER FORM

MacLEAN PUB. CO., LTD., Technical Book Dept., Toronto

PLEASE SEND ME the following books, charges prepaid. I agree to remit \$1.00 within five days after receipt of books and \$1.00 a month until they are fully paid for, or to return them to you within five days (the payment plan applying ONLY to ORDERS for TWO OR MORE BOOKS).

(Check the Books Desired)

- | | | |
|---|---|--|
| <input type="checkbox"/> Awakening of Business (\$2.00) | <input type="checkbox"/> How to Advertise (\$2.00) | <input type="checkbox"/> The First Advertising Book (\$2.00) |
| <input type="checkbox"/> Benjamin Franklin, Printer (\$2.00) | <input type="checkbox"/> Advertising, Selling the Consumer (\$2.00) | <input type="checkbox"/> The New Business (\$2.00) |
| <input type="checkbox"/> Manual of Successful Storekeeping (\$3.00) | <input type="checkbox"/> Advertising as a Business Force (\$2.00) | <input type="checkbox"/> We (\$1.50) |

NAME _____ STREET _____
Firm or Reference _____ CITY _____

SPECIAL CASH OFFER—If 5 or more are ordered and are paid for IN CASH in 5 days, a special discount of \$1.00 will be allowed.

APPLES

We can now offer a fine assortment of apples for present and later use. *The Ontario crop* being small, prices are higher than previous years.

We can ship from Toronto in small lots or from Brighton where we are packing in car lots.

Also Nova Scotia apples and British Columbia and Washington Boxed Apples.

Can suit any requirement for Cooking, Baking or Table Apples.

Enquiries solicited.

Fresh Consignment *New Lemons* to Hand.

FISH

Everybody's Eating Fish. Why? You assist the Government in releasing beef and bacon for overseas.

It is cheaper than meat. It is good brain food, and a clear brain fits you for the day's work, to make Dollars to Buy

Victory Bonds

Therefore Eat Fish and Buy Bonds.

Every saleable variety of the finny tribe from the both oceans and intervening lakes and rivers. Put up in numerous attractive ways. *Oysters* solid in meat. *A specialty.*

Weekly Price List for the Asking.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Branch at Hamilton

Toronto

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

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

No Other Paper Reaches All These Men.

Is Selling a Business?

In Buying a Business?

In Engaging a Clerk?

In Securing a Position?

In Securing a Partner?

In Disposing of Second-hand Fixtures?

Then you should use.

Canadian Grocer's Classified Ad. Columns.

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

Canadian Grocer

143-153 University Ave., 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 requirements

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.

LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of STICK LICORICE to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

National Licorice Company
MONTREAL, CAN.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value in Rice on the Canadian market to-day.

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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

GENERAL STORE STOCK; THREE THOUSAND; good business; post office in connection. W. H. Bartholomew, Vanessa, Ont.

GROCERY; EXCELLENT LOCATION. BUILDING, stock and fixtures for sale; retiring from business. Apply Box 262 Canadian Grocer.

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.

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.

GOODS FOR SALE

FOR SALE—MULTIGRAPHED FORM LETTERS, for effective collection of slow accounts. Order just what you require of each "strength." Wording and punctuation correct. Sterling Brannen, Fredericton, New Brunswick.

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.

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.

AGENCIES WANTED FOR IRELAND

WE HAVE A GOOD CONNECTION WITH the grocery trade in Ireland, and would be glad to hear from Canadian manufacturers desiring aggressive, competent and thorough representation. McKay & Leathem, 53 Victoria St., Belfast, Ireland.

SALESMEN WANTED

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.

POSITION WANTED

MARRIED MAN WITH 14 YEARS' EXPERIENCE in groceries and crockery open for engagement as manager or head clerk in store. Good references furnished. Box 80, Canadian Grocer.

POSITION VACANT

WANTED—GROCERY BUYER—GOOD OPENING for an aggressive young man who understands the buying problems of the grocery store. One who has had knowledge of ad-writing preferred. Apply, stating experience and attaching samples of work, to Box 261, Canadian Grocer, 143-153 University Ave., Toronto.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

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.

The money is yours—and we'll get it for you.

That is if you just say the word. Look over your books. See the number of bad accounts and realize that you are losing money on them every day.

WE CAN GET YOUR MONEY FOR YOU.

Ours is a large reputable organization qualified to collect anywhere.

Write to-day for full particulars and samples of our Special Forms.

NAGLE MERCANTILE AGENCY

Westmount (Montreal), Que.

HO-MAYDE

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Bread Improver.

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

Western Agents,

C. & J. JONES,
WINNIPEG.

HO-MAYDE PRODUCTS CO., - TORONTO

SPOT CASH

FOR


Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL
COMPANY, Limited

175 King St. East
TORONTO

Long Distance Phone, Main 2378

OAKLEY'S
KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:

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

Kindly mention this paper when writing advertiser

LARGEST CANADIAN DEALER

ADEL
760

WASTE
PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
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

Why you should advertise on Buyers' Guide Page

Many dealers are sometimes in doubt as to where they can buy supplies of various kinds. The Buyers' Guide gives it to them in condensed form, easily located.

Advertise in the Buyers' Guide page and reach nearly all the aggressive Canadian dealers.

CANADIAN GROCER

143-153 University Ave.
TORONTO, ONT.

When It Comes To Flour You Can't
Do Better Than Stock

PURITY FLOUR

"Purity" is just a plain dollars and *sense* proposition. It is a rich, nutritious, high-grade flour that sells to sensible people at a sensible price—and leaves a good margin of profit for you.

You owe it to your customers—to your own best business judgment—to sell flour of recognized merit. "Purity" is the one brand you'll delight in recommending to your personal friends and most particular customers.

Prove your claim to public confidence and trade. Purity Flour will do it for you—absolutely—positively—unmistakably. It will *always* "make good."



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.

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 ob-
tained from

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

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

Oh, Canada!

Our boys at the front are doing
Nobly.

Are we doing our best to

BACK OUR BOYS?

Have **You** made up your mind to

BUY WAR BONDS

to the limit?

"Carry On" Canada

Walter Woods & Company

HAMILTON - ONTARIO

CANADIAN GROCER



APPLEFORD'S SANI-WRAPPERS

It's Service That Counts

Why should people patronize your store? Your competitors probably have about the same quality of meats, vegetables and staples. Package goods are, of course, indetical.



It's service that counts—the little attentions, cares and courtesies. Wrapping parcels in Appleford's Sani-Wrappers is one of the important things that invite favorable attention and comment. People will pass other stores to come to yours if you give them the Appleford kind of service.

ASK YOUR JOBBER FOR SANI-WRAPPERS

Appleford Counter Check Book Co., Limited

HAMILTON, CANADA

OFFICES AND WAREHOUSES AT TORONTO, MONTREAL, WINNIPEG AND VANCOUVER