

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, SEPTEMBER 15th., 1916

No. 37

Co-Operative

Our policy this season will be a little more progressive than anything we have done previously. In addition to giving you a quality of stock, a standard of service and a measure of reliability to be obtained only from exclusive houses, we will furnish you with the material for a very effective campaign. The benefit you will derive will depend entirely on the effort you expend.

In connection with our campaign there will be no expense to our trade, as we expect the returns from increased consumption will be ample reward for the expense we will go to. We, however, will of necessity confine the supplying of this material to our own trade. Details of the campaign will be forwarded in ample time, and only such dealers will be supplied who express their willingness to use the material forwarded. It will be too expensive to distribute promiscuously.

We are extremely anxious that our trade raise the standard of quality by absolutely eliminating the use of water, and to increase their price sufficiently to make this procedure proper. There are some dealers who do not water their oysters, but it is a regrettable fact that the practice still continues in a great many instances. Oysters are not a necessity, and how often the consumer purchases them depends entirely on the satisfaction experienced when eating them. Oysters are a little late in maturing this season, but by the time the campaign is on they will be at their best.

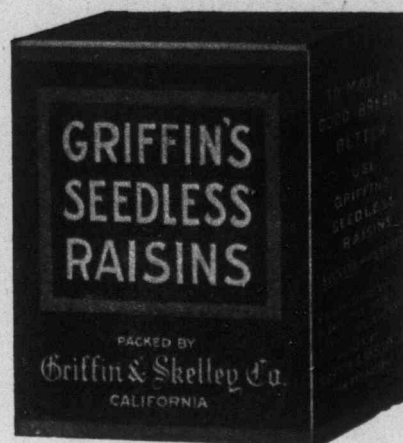
Connecticut Oyster Co., Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street, - - Toronto, Canada

Big Sale for YOU know how advertising in newspapers and magazines is boosting the sale of raisins —giving this fruit a fresh interest and a brand new appreciation.

But are you "cashing in" on this publicity?
We strongly urge you to give raisins a good push. Every
pound you sell means extra business, extra profits, but sell



Griffin's Seedless Raisins

—This because you will then be supplying an exceedingly choice fruit in its best forms.

Raisins are wholesome, most palatable, and never fail to be acceptable. For example:

There are other Griffin & Skelley lines which will sell—largely because your customers are already "Sold" on them.

**Canned Apricots, Peaches, Pears,
Cherries, Plums, Raspberries,
Pineapple, Asparagus.**

THE SUMMIT



OF SUGAR MAKING

is reached in

"ROYAL ACADIA SUGAR"

"ROYAL" means **something** as applied here.

The **Raw Product** is "ROYAL" quality. Every Grain Pure Cane.

The **Refinery** and **Refining** are "ROYAL" both in equipment and method.

The **Result** is "ROYAL," crystalline sugar, the purest and the sweetest.

Why experiment in handling inferior sugars when "ROYAL ACADIA" costs no more, is the accepted standard and is bound to make friends for your business wherever sold?

The Acadia Sugar Refining Co., Halifax, Canada



Progressive Grocers Push

60% Profit

LIQUID VENEER

Quick Turnover

DO YOU?

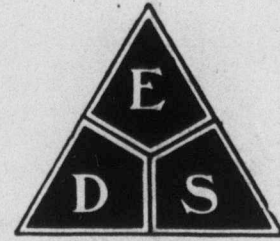
For particulars and prices, write

Buffalo Specialty Co., Bridgeburg, Ont.

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



*The trade-mark of
Made-in-Canada
quality*



*A guarantee of cus-
tomer satisfaction*

A Dry Ontario means a bigger demand than ever for E. D. SMITH'S GRAPE JUICE —the ideal temperance drink

Mr. Grocer, why not secure a good share of this profitable business that prohibition is now creating for you? The E. D. Smith line is always worth while, but present conditions are bound to increase the already big demand. Extra profits will be made by wide-awake grocers. Will you be one of them?

There is a delicious goodness about E. D. Smith's Grape Juice that wins the approval of particular people. All the sweet, *Natural Concord Flavor* is conserved.

E. D. Smith's Grape Juice is the most economical on the market. Its strength and purity is such that dilution is necessary to make it palatable.

Be prepared to secure your proper share of dry Ontario's demand for this sweet, wholesome temperance drink. Order a stock to-day. Profits are reasonable.

E. D. Smith and Son, Limited

WINONA, ONT.

AGENTS:—Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B. C.

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



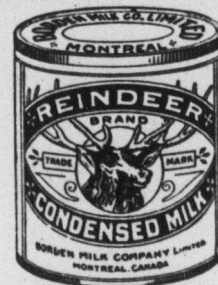
Economy Demands

goods that meet a large and continual need, that cut down your selling cost, that will not spoil on your shelves, that reduce your overhead expenses.

The convenience and saving of BORDEN'S Condensed Milk, Coffee and Cocoa is deeply rooted in the minds of prudent housewives.

Other grocers are making easy and extensive profits with the Borden Brands and find they help to promote economy in the conduct of their stores. If economy and good profits are factors in the conduct of your store, why not get the Borden Brands on display now?

Your trial order is ready to ship. Write us to-day how many cases you require.



Borden Milk Company, Ltd.

Montreal

Leaders of Quality

Branch Office: No. 2 Arcade Building, Vancouver.

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

JAPAN TEA

Japan Tea produces, in the drawing, an infusion of a bright amber which is pleasing to the eye. It possesses wonderful strength and body, a delightful flavor and aroma never found in other teas. Grown, cured, packed and exported under the direct control of the Japan Tea Growers' Association, Japan Tea reaches you in all its natural purity and wholesomeness.

ON SALE AT ALL GROCERS



The Japanese Government prohibits adulteration and coloring of Tea

A Japan Tea ad clipped from our big consumer advertising campaign.

CRITICAL tea-drinkers acquainted with Japan Tea acknowledge its delicious, palate-pleasing goodness, but there are still many tea users not yet acquainted with Japan Tea, and it is in order to reach these and convert them to the use of Japan Tea, that Japan Tea is being advertised so extensively.

ACAREFULLY planned consumer advertising campaign is daily creating new admirers of Japan Tea — admirers truly, because first purchasers never fail to come back.

THAT is the big reason why you, as an aggressive grocer, should begin featuring Japan Tea immediately. Give it a trial. You won't want to be without it afterwards.

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

Beans for Profits

A few selling points you should know.

Tell your Customer
—that Simcoe
Beans are Can-
ada's Best, selected
and finest flavored
beans.

They are prepared in
clean factories
and by tasty pro-
cess.



Plain, or with Tomato or Chili Sauce

Simcoe Beans are economical,
costing much less than
the raw white when you
consider the trouble
saved.

Simcoe Beans are prepared
with Tomato or Chili
Sauce, or Plain—and,
Mr. Grocer, you make
more than by selling raw
white Beans.

**DOMINION CANNERS
LIMITED**

HAMILTON :: :: CANADA

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

WAR LOAN

DOMINION OF CANADA

Issue of \$100,000,000 5% Bonds, Maturing 1st October, 1931

PAYABLE AT PAR AT

OTTAWA, HALIFAX, ST. JOHN, CHARLOTTETOWN, MONTREAL, TORONTO, WINNIPEG,
REGINA, CALGARY, VICTORIA

INTEREST PAYABLE HALF-YEARLY, 1st APRIL, 1st OCTOBER.

PRINCIPAL AND INTEREST PAYABLE IN GOLD.

ISSUE PRICE 97 $\frac{1}{2}$

*A Full Half-Year's Interest will be
Paid on 1st April, 1917.*

*The Proceeds of the Loan will be
Used for War Purposes Only.*

The Minister of Finance offers herewith, on behalf of the Government, the above named Bonds for subscription at 97 $\frac{1}{2}$, payable as follows:—

10	per cent. on application;
30	“ “ 16th October, 1916;
30	“ “ 15th November, 1916;
27 $\frac{1}{2}$	“ “ 15th December, 1916.

The total allotment of bonds of this issue will be limited to one hundred million dollars, exclusive of the amount (if any) paid for by the surrender of bonds as the equivalent of cash under the terms of the War Loan prospectus of 22nd November, 1915.

The instalments may be paid in full on the 16th day of October, 1916, or on any instalment due date thereafter, under discount at the rate of four per cent. per annum. All payments are to be made to a chartered bank for the credit of the Minister of Finance. Failure to pay any instalment when due will render previous payments liable to forfeiture and the allotment to cancellation.

Subscriptions, accompanied by a deposit of ten per cent. of the amount subscribed, must be forwarded through the medium of a chartered bank. Any branch in Canada of any chartered bank will receive subscriptions and issue provisional receipts.

This loan is authorized under Act of the Parliament of Canada, and both principal and interest will be a charge upon the Consolidated Revenue Fund.

Forms of application may be obtained from any branch in Canada of any chartered bank and at the office of any Assistant Receiver General in Canada.

Subscriptions must be for even hundreds of dollars.

In case of partial allotments the surplus deposit will be applied towards payment of the amount due on the October instalment.

Scrip certificates, non-negotiable or payable to bearer in accordance with the choice of the applicant for registered or bearer bonds, will be issued, after allotment, in exchange for the provisional receipts.

When the scrip certificates have been paid in full and payment endorsed thereon by the bank receiving the money, they may be exchanged for bonds, when prepared, with coupons attached, payable to bearer or registered as

to principal, or for fully registered bonds, when prepared, without coupons, in accordance with the application.

Delivery of scrip certificates and of bonds will be made through the chartered banks.

The issue will be exempt from taxes—including any income tax—imposed in pursuance of legislation enacted by the Parliament of Canada.

The bonds with coupons will be issued in denominations of \$100, \$500, \$1,000. Fully registered bonds without coupons will be issued in denominations of \$1,000, \$5,000, or any authorized multiple of \$5,000.

The bonds will be paid at maturity at par at the office of the Minister of Finance and Receiver General at Ottawa, or at the office of the Assistant Receiver General at Halifax, St. John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary, or Victoria.

The interest on the fully registered bonds will be paid by cheque, which will be remitted by post. Interest on bonds with coupons will be paid on surrender of coupons. Both cheques and coupons will be payable free of exchange at any branch in Canada of any chartered bank.

Subject to the payment of twenty-five cents for each new bond issued, holders of fully registered bonds without coupons will have the right to convert into bonds of the denomination of \$1,000 with coupons, and holders of bonds with coupons will have the right to convert into fully registered bonds of authorized denominations without coupons at any time on application to the Minister of Finance.

The books of the loan will be kept at the Department of Finance, Ottawa.

Application will be made in due course for the listing of the issue on the Montreal and Toronto Stock Exchanges.

Recognized bond and stock brokers will be allowed a commission of one-quarter of one per cent. on allotments made in respect of applications bearing their stamp, provided, however, that no commission will be allowed in respect of the amount of any allotment paid for by the surrender of bonds issued under the War Loan prospectus of 22nd November, 1915. No commission will be allowed in respect of applications on forms which have not been printed by the King's Printer.

Subscription List will close on or before 23rd September, 1916.

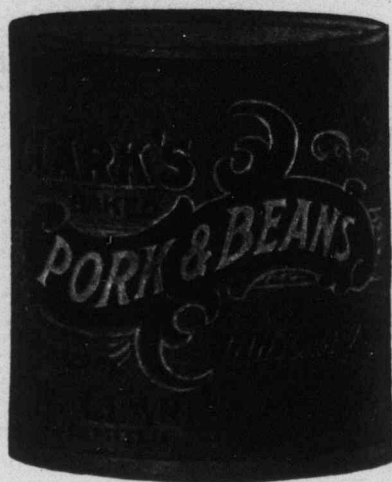
Department of Finance, Ottawa, September 12th, 1916.

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

CANADIAN



BRITISH



**CLARK'S
PORK and BEANS**

are now as always the
leaders in

QUALITY

This is War Time

When you can get the
QUALITY at home, spend
your money to your own
and your country's advan-
tage. Keep it circulating
in Canadian and British
channels.



W. CLARK, LTD.

MONTREAL



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

Helps Sales

PURITY is a profitable flour to handle. It is widely known—moves easily—satisfies the housewife—helps to make sales of other goods in **YOUR** store.

PURITY FLOUR

More Bread and Better Bread
WESTERN CANADA FLOUR MILLS CO., LIMITED
Millers to the People

33



Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Large quantity. Finest quality. Polishes without rubbing. Retail 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retail for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retail 10c.

"DANDY" RUSSET COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" BLACK COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size.) "ELITE" PASTE in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retail for 10c.

Ask Your
Jobber's Salesman For *Whittemore's Shoe Polishes*

WHITTEMORE BROS. CORP., BOSTON, MASS., U.S.A.

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

**In your Locality
are many
Dogs and Cage Birds**

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

**SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.**

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
8 46

**"It's not so much how much
you pay, as what you get
for what you pay." That's
why it pays to buy**

**GIPSY
Stove Gloss.**

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
33, FRONT STREET, E. TORONTO.

Western Agents: For Manitoba, O. F. Lightcap, Winnipeg.
For British Columbia and Yukon: Creeden & Avory,
Rooms 5 and 6, Jones Block, 407 Hastings Street,
West Vancouver.

**Imperial Rice Milling
Co., Ltd.
VANCOUVER, B.C.**



**The best value in Rice being
offered on Canadian
markets today.**

Economy

A careful housekeeper uses *Sani-Flush* to clean toilet bowls, because it saves time and expense. Materials which have less effect are wasteful and cost more for the results accomplished.



Sani-Flush

is made exclusively for this purpose. It cleans toilet bowls quickly and thoroughly. It does one thing and does it well. Save your customers expense—make extra profit for yourself by selling *Sani-Flush*.

Harold F. Ritchie & Co., Limited
10-12-14 McCaul St., Toronto

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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

The First Raisin Ever Advertised

Sun-Maid Brand Raisin is the first brand of raisins that has ever been greatly advertised. America is being told at last about this wonderful California contribution to the food wealth of a people, and is being aroused to a sense of what raisins really mean.

SUN-MAID Raisins

We are spending hundreds of thousands of dollars and reaching millions of people, telling them about the Sun-Maid Brand of Raisins. Get your share of this new raisin business. Order from your jobber to-day.

THREE VARIETIES

Sun-Maid Raisins come in three varieties: Seeded (seeds extracted), Seedless (from seedless grapes), and Cluster (on stem, not seeded).

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 8000 Growers
FRESNO, CALIFORNIA

MR. GROCER—

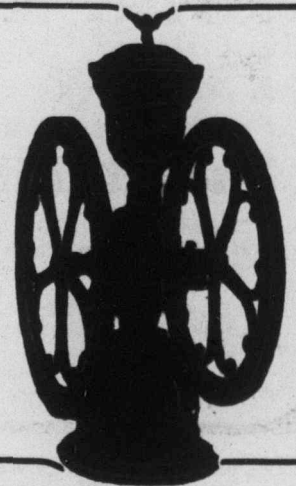
You should have an
"ELGIN NATIONAL"
in your store, because

—The Elgin National Coffee Mill will steel-cut coffee faster than any other Coffee mill of corresponding size.

—Its lifetime durability and the perfection of the work it does make it the most satisfactory Coffee Mill obtainable.

—First cost is the only cost and this is quickly covered by quicker easier sales and a bigger turn over. Write for the Elgin Booklet No. 24 C. It will interest you.

WOODRUFF & EDWARDS CO.
Elgin, Ill., U.S.A.



"Without exception the ablest book ever published on the subject of Coffee."—*Mexican Investor*.

New and Illustrated Edition

Coffee; Its History, Classification and Description

By JOSEPH M. WALSH

A book of useful and accurate information, and everything pertaining to Coffee, being, at the same time, the fullest and most complete work of the kind ever published. It should be in the hands of every grocer and dealer.

CONTENTS: Early History and Introduction, Geographical Distribution; Botanical Characteristics and Form; Cultivation and Preparation; Commercial Classification and Description; Roasting, Glazing and Grinding; Adulteration and Detection; Chemical, Medical and Dietical Properties; Art of Blending and Preparing; World's Production and Consumption.

12mo.

Cloth Extra, Net, \$2.00

By Mail, \$2.10

"A marvelous work, great in conception and great in execution."—*Texas Grocers' Review*.

"The most exhaustive, interesting and instructive work ever published on Coffee."—*Brooklyn Grocers' Gazette*.

"An interesting and instructive work, of the greatest value to every Coffee roaster and dealer in general."—*Trade Magazine*.

"An attractive volume of useful material to the Coffee trade, clear, concise and comprehensive."—*Philadelphia Ledger*.

"We cordially recommend the work to all interested in this indispensable product. Every dealer in Coffee should possess a copy of this valuable book."—*Grocers' Criterion*.

"The work is of exceptional interest and instruction, being attractively written and richly illustrated, and should be read by all who deal in or use Coffee."—*Indianapolis Trade Journal*.

"The work contains a vast amount of valuable information, condensed into a small compass, and is simply invaluable to the planter, dealer and consumer alike."—*Mexico Two Republics*.

"The author, Mr. Joseph M. Walsh, is, without doubt, the greatest authority in America upon the subjects of Tea and Coffee. The book before us is a repetition of his former achievement on Tea, which required several editions to supply the trade demand."—*Maritime Grocer*.

"An excellent and exhaustive work, containing a complete history as well as all necessary information on the cultivation and preparation of the Coffee berry. The volume will be found especially useful to the growers of this valuable plant on the Central and South American Coasts."—*Panama Star and Herald*.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

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



The attractive interior of The Oxford Provision Co's. Store, Montreal, fitted throughout with Walker Bin Fixtures.

Look at the equipment of this store

NOTE the facilities for effective sanitary display that these fittings afford. The very appearance of things denote superior service—the service that builds permanent business by attracting new patronage and consolidating the old.

We fitted it and have fitted stores equally satisfactorily all over the country. For enabling dealers to give their customers the kind of service that counts, our fixtures are unequalled by any others.

Our fixtures are all well made, attractively finished and easy to serve from.

THEY preserve contents free from spoilation, and the superior display helps to promote quicker and more profitable selling.

WE will gladly supply you with full information without putting you under any obligation. Send a card to-day. Our proposition is sure to interest you.

The Walker Bin & Store Fixture Co., Limited
Kitchener, Ontario

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



Are you a Brunswick Brand dealer?

Quality grocers everywhere are reaping big returns through selling the well-known

Brunswick Brand Sea Foods

The buying public have long ago recognized in these delectable sea foods a quality and goodness that is without equal. That is why Brunswick Brand sales are daily increasing and putting big profits in grocers' cash drawers.

You can put your fish department on a sound paying basis by selecting your next order from the following list:

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

Get the Brunswick Brand reputation working for you. Order a supply today.

Connors Brothers
Limited

Black's Harbor, N.B.

Why experiment?
Sell the dependable kind—Malcolm Milk Products



QUICK sales, satisfied customers and bigger profits always result from a display of these appetizing, Canadian-made leaders. Ask any dealer handling the Malcolm lines and you will find an enthusiastic faith in the selling value of these well-known milk products.

BETTER still, send for a 5-case lot and prove the matter to your own satisfaction. We'll pay freight up to 50c per 100 pounds in Ontario, Quebec and Maritime Provinces.

The Malcolm Condensing Co.,
Limited
St. George Ontario

Have you tried

WETHEY'S
ORANGE
MARMALADE?

It is making
a hit.

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 or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

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

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

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

**W. H. Millman
& Sons**
Wholesale Grocery Brokers
Special lines to offer in
different grades of teas.
Write or wire us if in
the market.

Mann, Laurie & Co.
78 King St., London, Ont.
Quality provisions and produce.
Write or phone.

G Washington's
COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO
We specialize on potatoes, have ware-
houses at all buying points in the
potato belt. Cars always loaded. New
Brunswick, Montreal, Toronto, waiting
orders.

Have you any
POTATOES
to offer to the Toronto market?
If so, communicate with me.
My Mottos: EFFICIENCY and RESULTS
FRED J. WHITE
Fruit, Vegetable and Grocery Broker
27-29 Wellington St. East
TORONTO CANADA

WESTERN PROVINCES

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

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

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency.
Our STORAGE, DISTRIBUTING and
FORWARDING facilities are unexcel-
led.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers
and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can
give you results on yours.

**W. H. Escott
Co., Limited**
Manufacturers'
Agents
Wholesale
Grocery
Brokers
**Winnipeg
Manitoba**
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery
Broker
FREDERICTON, N.B.
I have a connection with both wholesale
and retail trade throughout the entire
Maritime Provinces.

CHAS. H. McDONALD & CO.
Manufacturers' Agents
Post Office Box 727, St. John, N.B.
We have splendid storage facilities and a first
class connection with both wholesale and retail
trade. Get in touch with us in regard to
handling your line.

When you buy direct from the country of
origin, and from
Fred. L. Myers & Son, The Sugar Wharf
188 Harbour Street, Kingston, Jamaica,
you will secure at lowest possible prices your
requirements of—Sugar, Rum, Pimento, Cocoa,
Ginger, Honey, Annatto, Coffee, Kola Nuts,
Lime Juice, Orange Oil, Goatskins, Divi-Divi,
Wax, Sarsaparilla, Cassava Starch, Sheep Wool,
Cattle Hides.

NEWFOUNDLAND

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

Tartan BRAND

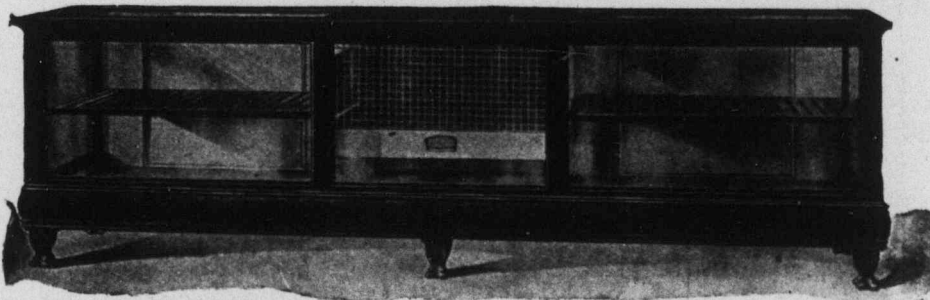
THE SIGN OF PURITY
Phone Orders at our Expense
Phone Nos. 3595, 3596, 3597, 3598, 4656

**makes satisfied customers because
the quality is there.**

The present popularity enjoyed by the Tartan Brand Products is proof positive that our motto, "Quality First," is producing new friends everywhere. There is no risk of disappointment in any Tartan Brand line. Prove this for yourself by replenishing your stock from the following: Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts and Jelly Powders. We can supply your requirements in fancy groceries, foreign and domestic. Particular attention paid to mail orders.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

*You'll sell more perishable goods when you display them
in the Arctic Refrigerator Silent Salesman*



Women like to buy provisions from an Arctic—the goods look inviting. The dry cold circulating air of the Arctic show case is your assurance that "goods well displayed will be well sold," for they will be fresh, sweet and clean and will give absolute satisfaction.

Ask for catalog and prices.

John Hillock & Co.
LIMITED

TORONTO, ONTARIO

Agents:—Quebec and Maritime Provinces:
C. M. Kirby, 2185 Esplanade Ave. Mont-
real. Western Ontario: J. H. Galloway &
Co., Hamilton. Saskatchewan: Western
Butchers' Supply Co., Regina, Sask.

Fruit Season Now On

Note These Prices:

6 oz. Jelly Tumblers,	\$3.50	per gross		
8 oz. " "	3.75	" "		
8 oz. Table " "				
	Capp'd,	4.00	" "	
½ lb. Screw Top Jelly,	4.25	" "		
¾ lb. " " " "	4.25	" "		
1 lb. " " " "	5.00	" "		

Cases Free F.O.B. Toronto

Wire Stools, - - \$1.50 each

Scoops—Solid Aluminum, for Grocers'
and Confectioners' use.

Lyons & Marks

38 Yonge Street
Toronto

The Oversea Export Co., Limited
Norway

NORWEGIAN SARDINES

IN PURE OLIVE OIL

SPECIAL BRANDS to suit
individual buyers.

Place your orders now for early
fall shipments. Full particulars
and prices from the

Sole Agents:

Stewart Menzies & Co.
70 Lombard St., TORONTO

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

Make Your Grocery More Profitable.

If you will read these questions and answers, we shall be glad to show you how a complete National Cash Register will solve these troubles.

Do you always know that your cash is right?

You cannot know unless you have an accurate check on every cent that comes over your counter in exchange for goods.

Do you give goods away?

You do when you or your clerks "forget to charge" customers who buy on credit. In such cases the customers get the goods and you get nothing.

Do you ever pay bills twice?

You surely do unless you keep a permanent record of every cent you pay out as a safeguard against mistakes.

Do you ever lose customers by billing them after they have already paid you?

You do if you depend on memory, or on an uncertain system, to see that customers get credit for the money they pay you.

A complete National Cash Register will help you—if you want to make more money; if you want to make your clerks more efficient; if you want to save yourself from worry and work; if you want to get ahead.

**More than 1,500,000 have been sold.
And they pay for themselves as they go.**

Write us on your letterhead for the little book, "Hints to Grocers."

The National Cash Register Company of Canada, Limited, Toronto, Ont.



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

Put Shirriff's Where She Can See It

The familiar package suggests to her mind the sparkling, beautiful jellies which are so delicious and easy to make with

Shirriff's Jelly Powders

Handsome profits are worth multiplying. Rapid turnovers are the rule especially if you present the goods to the public with the added attraction of our special advertising window display fixtures.

Jellies made with Shirriff's have delicious natural fruit flavors. The customer only needs some good suggestion to be

stirred into buying action. Put Shirriff's where they can see it.

If you do not sell Shirriff's Jelly Powders write for particulars.



Imperial Extract Company, Toronto



"KEATINGS"
is another name
for a Powder that
surely kills bugs
and insects.

Keating's Insect Powder is known throughout the civilized world as a sure and effective insecticide. It is fatal only to insect life. It is harmless to animal or human life.

Grocers now everywhere in Canada sell more Keatings. It has become a regular line among Grocers' Sundries. It belongs among Groceries the same as Soap, Lye, Ammonia and similar articles, used for keeping the house clean. Your customers have all tried, or heard of "Keatings."

Made by Thomas Keating, Manufacturing Chemist,
Established in London, England, 1788

Sole Agents for Canada **Harold F. Ritchie & Co., Limited**

A Hundred Thousand Strong

That's the size of the army that every year passes through the Home of

Shredded Wheat

It is an army that inspects every detail of its manufacture from the whole wheat grain to the crisp, golden brown Biscuits of whole wheat. This army of "advertisers" is making business for you. You don't have to "talk" Shredded Wheat to your customers. It is the best advertised cereal food in the world. A fair deal for a fair dealer.



"MADE IN CANADA"

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

The Canadian Shredded
Wheat Co., Limited

Niagara Falls, Ontario

84-U

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

How much does advertising a staple product help your business?

We are of the opinion that it helps you a great deal to sell your stocks promptly and we know that this view is shared by the great majority of retailers as well as many successful manufacturers.

To those grocers who are handling our goods we are giving a tremendous help, in the way of stimulating the demand for McCormick's pro-

ducts, through an extensive advertising campaign.

For our fall publicity we are using fifty of Canada's leading daily, weekly and magazine publications whose circulations total over one million and a half.

This means that our announcements are being read by from five to seven million people which include the majority of our population.

Are you "cashing in" on this publicity?

The McCormick Mfg. Co., Limited

General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

Knowledge of TEA Values, gained by an experience extending over 40 years, enables us to stand behind every sale, and guarantee satisfaction.

Some of our customers have been buying for over 25 years. We have teas from every producing country—217 lines in store at present.

KEARNEY BROS., LIMITED

TEA AND COFFEE MERCHANTS

33 St. Peter St.

MONTREAL

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

Ribbing up the Liberal Party

HUNDREDS of men whom you know and sell to are tremendously interested either as supporters or opponents in the future of the Liberal party—in its policies, politics, and leaders. And these hundreds of men—Conservatives and Liberals alike—will want to read Gadsby's "inside" story of what is going on behind the scenes in the ranks of Liberalism in Canada.

Gadsby is "next" to big men at Ottawa and elsewhere. His ear is to the ground all the time. He is a pungent writer with a most incisive style, and he fairly scintillates in his article in the October MACLEAN'S—"Ribbing Up the Liberal Party."

This article will be followed in the November issue by another "inside" story of doings and movements in the Conservative party. Read the first of the series in

MACLEAN'S MAGAZINE for October

Some Toronto Liberals are bent on pushing Mr. Rowell, leader of the Ontario Opposition, to the front—as Sir Wilfrid's successor. And Gadsby reveals a great deal else of sensational interest. You can "cash in" on his article in **MacLean's**.



THE Mission of MacLean's Magazine is to give the Canadian people a **Canadian** magazine of the highest type and interest and to promote the spirit and progress of Canadian Nationality. Your co-operation in these commendable objects of **MacLean's** publishers is solicited. We have all much to gain by putting Canada first in sentiment, business and affection.

Other Good Things in the October MacLean's

Is Permanent Peace Possible?—by Stephen Leacock (in the role of a professor of political economy). Frequently Leacock dons the mantle of the humorist, and dons his academic gown and speaks with an earnest seriousness—as a student, teacher and deep thinker. In this article, *Is Permanent Peace Possible?* he writes to make men and women think.

The Presidential Situation in the U.S.A.—by Agnes C. Laut. Miss Laut says that the German-Americans will support Wilson rather than Hughes, and gives her reasons. This is quite a contrary view to that commonly held, for we all know that the Hyphenates were "sore" on Wilson a few months ago. What has changed them? Miss Laut tells.

The Man from Athabasca—by Robert W. Service. Another "At the Front" poem by this Kipling of Canada. The stirring tale in verse of an old Athabasca trapper who left the hunting grounds of the Far West to do his bit in France and Flanders. A fine thing, this poem, admirably illustrated.

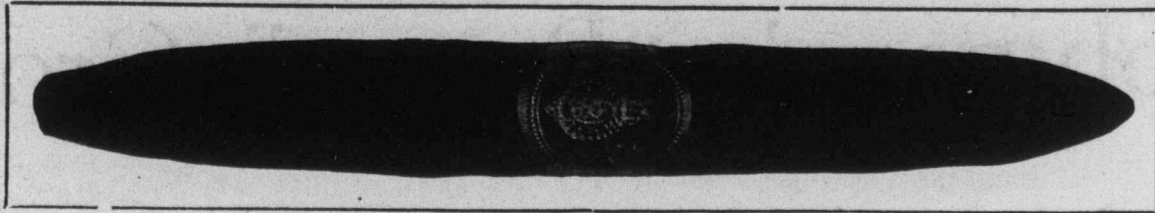
Present-Day Stage Favorites in London—tells of London's play-people who are entertaining the Canadian soldiers in London, at the camps and in the hospitals. Profusely illustrated.

Arthur Stringer and Arthur E. McFarlane continue their fine serials—*The Anatomy of Love*, and *Behind the Bolted Door?*

Robert J. C. Stead, a young Western poet of great promise, contributes verse entitled "In the Wheat."

"Janey Canuck," Canada's First Woman Magistrate—a sketch of Mrs. Arthur Murphy, and incidentally a story of a phase of the Woman's Movement in Western Canada.

Review of Reviews—The best thing from the best periodicals, condensed for busy readers. One of the most prized features of every issue of **MacLean's**.



ORLANDO

(INVINCIBLE)

THE GROCER'S OPPORTUNITY

Grocers, especially in the "Dry" Provinces, should turn their attention to the expansion of their Tobacco and Cigar Business.

WEBSTER'S ORLANDO (Invincible) and WEBSTER'S CLEAR HAVANAS (in 14 sizes) are the particular goods with which expansion is assured. They are popular.

A Word to the Retailer.

If your jobber does not carry these lines, write us direct.

W. R. WEBSTER & COMPANY, LIMITED
SHERBROOKE, CANADA

Y & S STICK LICORICE

48 5c. Packages to Box

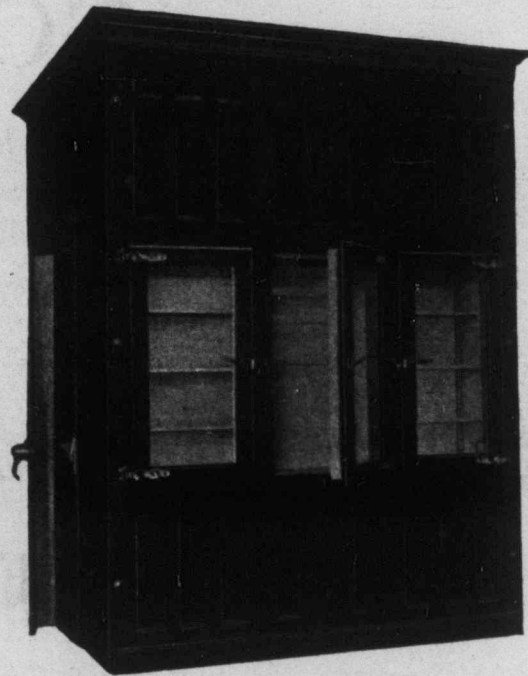


**The old-fashioned remedy
for Coughs and Colds**

For sale by leading Wholesale Grocers, Druggists and
Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

The Only Patented Refrigerator in existence with warm air flues across ceiling of cooling room,



and connected
with warm air
flues around
walls. Get the
benefit of our
30 years' ex-
perience and
write us for
catalogue. Pat.
1900, 1910, 1914

REPRESENTATIVES:—
Wolf, Sayer &
Heller, 76 St.
Paul St. E.,
Montreal, P.Q.;
James Loner-
gan, Charlot-
town, P. E. I.;
W. McAllister,
98 Bank St.,
Ottawa, Ont.;
W. Woods &
Co., Winnipeg,
Man., and
H a m i l t o n,
Ont.; Ed. Dore,
35 Caroline St.,
Hamilton; W.
J. Armstrong,
14 Euclid Ave.,
London, Ont.,
etc., etc.

EUREKA REFRIGERATOR CO., LTD.
27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.
TORONTO, ONT.

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

Robinson's "Patent" Groats and Robinson's "Patent" Barley

EVERY NEW CUSTOMER you get for these time-proven cereals means more business and good-will for your store. And every woman coming into your store is a prospect, and a good one, too, where Robinson's "Patent" Barley and Robinson's "Patent" Groats are concerned.

Displaying these popular cereals prominently in windows and on sales counter will net you many extra dollars of profit.

Try them out. Order a stock to-day.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

You have a steady seller in **GOLD DUST**



Put a display of Gold Dust where the women can see it—and your supply will rapidly diminish—but don't let it stay low, because the demand is steady and persistent. Every woman has used Gold Dust to save her work in some way—she likes it—and our advertising everywhere is constantly suggesting new uses for Gold Dust.

It remains for you to remind her of Gold Dust when she is in your store to secure the order.

THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

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

CANADIAN GROCER

VOL. XXX

TORONTO, SEPTEMBER 15, 1916

No. 37

After the Duck Hunters

The Open Season For These is a Good Time For the Grocer—Catering to Campers is Worth-while Job—The Campaign of One Dealer and His Business—Getting Ideas—Good Chance for Tobacco Department.

Fifth of the Masters' Series by E. A. Hughes.

BEFORE the time came, when hunters look to their rifles, and start in to buy ammunition with which to hunt for duck, J. T. Masters took the point up in a conference with his staff. You will remember that the last campaign he had was on selling house-cleaning goods for fall. He made a whale of a success with that, and he attributed it largely to what he called con-

certed action. He tried some more of it by way of preparing to get the duck-hunters.

"Boys," he said to his staff one day. "Soon we shall have with us the days when the fellows seek out all their old clothes, and take a gun and a tent and some grub up to this place and that and shoot duck. Now, there's a lot of money to be had from these duck-hunters for their outfits. They need all sorts of things which we handle. Things like condensed milk, coffee, biscuits, bacon,—these are a few of the many food-stuffs required.

"I suppose you will be running some ads as usual," said Manton when the Boss paused.

"Yes, here is one I have prepared already."

(This is reproduced on this page.)

"You will notice," continued Masters, "that I have made a special appeal to duck-hunters, and I have tried to make it arrestive by the initial question, 'Do you hunt duck?' I have also tried a double column space by way of a change, and I am running rather more lines than



The hunting season as seen by the cartoonists.

usual. We shall have one ad. a day in each of the papers here, beginning tomorrow. This will get in a little missionary work before the season actually opens. Not only do I hope thus to get those who have been on lots of these hunting expeditions before, but also to get other men thinking of going, and therefore needing necessities of outfit which we can sell them.

The Window Display

"This campaign is one which lends itself excellently well to a crackerjack window display. What are your ideas on the point, Cooper?"

Windows are Cooper's forte.

"I think if we rigged up a tent some how and made that the central point of the display, we would make a hit," Cooper answered, after thinking. "It would be new for a grocery window in this town. Suppose we had the base of the window covered with dried grass, and a tent made of calico or some such material, in the middle. We could include that gun of yours, Mr. Masters, and have some empty cartridges lying

around on the grass. Then, we could build a tripod of strong twigs, and find some battered old pan—the older and more battered the better—and arrange an electric light through some red paper to give the effect of a fire. It wouldn't take much trouble and it would make people stop and look at it as they passed. Then, on one side I would suggest you have a pyramid of various foods, such as you

just mentioned, coffee, condensed milk and so on, as many as possible and as different. This should stand fairly near the tent so that the influence is so clear that it is grub to be used on a hunting expedition, that no one could mistake it for anything else."

"If we could collar a couple of decoys from somewhere," broke in the junior, slangy but to the point.

"That's a good stunt. Nobody could imagine that it was intended for a sort of summer picnic then," agreed Masters.

"So much for the window," he went on. "Inside the store we would follow our usual procedure. A couple of unit displays of hunting fare, similar to what you have in the window, should be on tables near the door, or better, say one on a table and the other on the end of the counter. We should want some cards written, which would tell plainly, shortly and effectively what the idea was. This you would all bear out too in your actual selling. When you get a customer in the store for anything, from the least of groceries to the greatest, put in a



DID YOU EVER SHOOT DUCK?

IF SO, it's no news to you that duck hunting opens on the first of this month. All you men who have been looking out your gun and getting it and digging out your old hunting togs can hear the call of the wild, and are out after it. If you read this ad. or if your women folk read it it will tell you where to furnish the other side of your kit, the side equally as necessary as ammunition—in one word "grub".

—YOU WILL NEED

Tinned meats; beef, tongue, every-ready at a moment's notice for the hungry hunter. Corned beef tinc
Prime tonguec
Meat Extracts? A cup of _____, prepared in a trice, will make you warm and keep you warm, if even the weather should turn a bit nippy. Small jar,c; largec
Coffee is indispensable. Hot coffee at the camp tastes mighty good. Buy "_____" brand. Per tinc

Bacon! You never camped yet but you cooked you own rashers! We have "_____" brand; per lb.c

Eggs, new laid, doz.c

Syrups: corn and cane are et ceteras always appreciated at camp.

Corn syrup, per tinc

Canec

WE CAN FILL YOUR BASKET

Be sure you see us before you go. We are here to serve.
You know the store

J. J. MASTERS

Phone 52

Main and King Streets

An ad. suggestion for getting the hunting season trade. Electros of the illustration can be secured from Canadian Grocer at cost.

word about duck-hunting. Ask her if her husband is interested. Tell her we're doing a whale of a business in this sort of thing just now. If there's anything doing, her mind will go naturally to outfit, and you've all learnt by now how to press home the point. We're luckily placed in this town; right in the heart of a great duck-hunting country, and people come from far and wide to get some sport. So that the subject will be easily introduced. Try it out on everyone. I'm confident we'll get results. Now is there any other point?"

The junior had been bursting for ten minutes to say something, we all knew it. Red in the face, he now jumped in.

"You left out tobacco and soft drinks from that sample ad., Mr. Masters. Isn't this a good chance to get in some good work for those departments? A man out with a gun all day never has his pipe out of his mouth. He'll need about half a pound of tobacco during the week."

"Bully," said Masters, "That's a real idea. There's a big chance there for work in the cigar and tobacco end. And the same applies to soft drinks, perhaps things like lime juice essence, and so on, most of all. We'll get right after that."

So with plans made well ahead, and each man having something special to attend to, the Masters store went after the duckhunters.

New Potato Centre

Secretary of Ontario Retail Merchants' Associated Returns from Organizing Trip Through Northwestern Section of Province—Branch Established at Fort William With 75 Members.

THERE is a marked development of the potato-growing industry around Fort William, and in the northwestern portion of Ontario," said W. C. Miller, secretary of the Ontario Retail Merchants' Association, who recently returned from Winnipeg, where he attended the meeting of the Dominion Board of the Retail Merchants' Association. After leaving Winnipeg, Mr. Miller spent some time in the northwest section of Ontario doing organizing work.

"This section of Ontario is a coming potato-growing district. In time it bids fair to rival New Brunswick in the amount and quality of potatoes grown. A trip through that section, at the present time, will convince one of the direction in which the farming industry is heading. Passing through on a train or driving over their roads one will see patches of potatoes planted on land that in parts had stumps on it. The quality of the potato is fine. One of the advantages that the neighborhood has is the freedom from potato bugs. The late frosts in the ground evidently have an advantageous effect in this respect. Farmers get on the ground early and prepare, in some instances, even before the frost is well out. Considerable quantities of potatoes will be produced there this year, and will probably help out to a certain extent the shortage that will be experienced in the older potato-growing sections of Ontario."

Merchants Satisfied

Mr. Miller found the merchants in that section of the province prosperous and satisfied with their condition. There will be good crops around Fort William and Port Arthur this year. "We expect to secure a good membership to our association in this section of Ontario. A branch was established at Fort William where already seventy-five members have been secured. Other branches have been started at Port Arthur, Keewatin, Fort Francis, Rainy River, and Kenora. In this district there will be a permanent organizer in charge of the work, in the person of T. J. Maher. Another district organizer will be put into the Thunder Bay district. J. P. Kenney will look after this work. This is a new section of the province and they are ready for organization there. They take to the idea readily and we anticipate a large membership to the association from that quarter.

Grocers Out for Early Closing

Toronto Branch Decided to Ask Toronto Executive For All Retail Trades to Take Matter up With View of Securing a Law—Fort William, Ottawa and Winnipeg Already Have Early Closing.

THE Toronto Branch of the Ontario Retail Merchants' Association on Monday evening of this week decided definitely to go after the early closing plan in an energetic way. At their instigation the matter is to be brought before the executive of the Ontario Society, where it is hoped some plans will be devised for going about the work effectively. The idea is to get a general closing by-law for the city. It was pointed out that such by-laws had been secured in Fort William and Ottawa, and that much success had attended their operation. In the city of Winnipeg a very effective law is enforced which makes it punishable by a fine of \$50 for any kind of a store to keep open and sell goods after 6 o'clock in the evening and after 10 o'clock Saturday night.

Great interest was manifested in the project as soon as it was brought up at the meeting. One member said he was willing to dig down to the extent of \$25 by way of a subscription to see the thing through. F. C. Higgins, chairman of the Toronto branch of the grocers' section, stated that, in his opinion, one of the difficulties is to get a definition of what a grocer is. There are many confectioners and fruiterers who will not close their stores if it applies only to grocers. Yet these same men in many instances carry a small stock of groceries and would sell these to the detriment of their next door competitor if allowed to keep open.

The statutes that provide for an early closing by-law were produced by W. C. Miller, secretary of the Ontario Retail Merchants, and on the section being read by F. C. Higgins, bearing on the subject, it was decided that the present law leaves too many loopholes. Mr. Higgins thought this was one of the difficulties that would have to be encountered. It seemed to him that it was necessary to make an effort to get at least two-thirds of the grocers of the city behind the movement by the attachment of their names to a petition. When this was done an approach could be made to the city council with the idea of getting a by-law passed providing for early closing.

W. C. Miller stated the early closing had been working most advantageously in Winnipeg and Fort William. In the latter place, the stores close every evening at 7 o'clock and on Saturday at 10 o'clock. In Winnipeg the closing hour is 6 o'clock. R. Dowson thought the idea was practicable for every kind of

store except restaurants. He was of the opinion that it should be the aim of the grocers to secure a general measure that should apply to all classes of business. What was good for the grocers was also good for other lines of business. In the case of the restaurants allowed to keep open, a provision could be made that everything sold by them in the way of fruit and bread would have to be consumed on the premises.

Thinks It Can be Secured

D. Nicholson was optimistic over the possibility of securing such a measure. "We want to get our names down to a petition as soon as possible and come across with a certain measure of financial assistance, and there is nothing that we ask for in this line but will be granted. They have been able to get effective legislation along this line in other cities, and Toronto can certainly get it if she goes after it in the right way." Mr. Folk believed it possible to increase the membership of the Toronto branch fully one hundred per cent. by endeavoring to get the merchants together on such a proposition. There was scarcely a merchant but who is heartily sick of having to spend every night in the week in his store. But when one storekeeper in a community does it the others are forced to keep open in order that his trade may not be stolen by the other fellow.

Disgrace to Retail Trade

F. C. Higgins thought it was the disgrace of the retail trade that such a condition prevails. "It takes the sap from a man's life, this constant toiling through late hours. Fortunately, in our neighborhood the merchants have a sort of gentlemen's agreement among themselves that they will close every night at six o'clock. But every section is not so favored. For the good of the trade, I would like to see all merchants enjoy their evenings. There is no other branch of industry where it is necessary to spend such long hours to make a living, and it ought not to be necessary in the grocery trade or any other branch of merchandizing. We have been habitually throwing the fruit business into the hands of the Italians, perhaps because we have been unwilling to spend such long hours as they do in the pursuit of trade. But this is a condition that is unnecessary if a general closing law were enacted and enforced."

Should License Classes

D. W. Clark thought one of the difficulties to be overcome was the definition

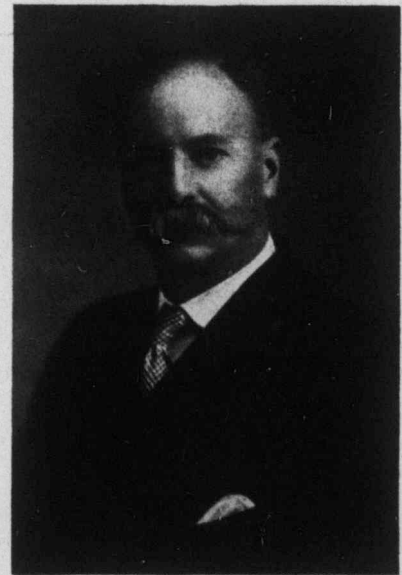
of what constitutes a grocer. To this end he would be in favor of getting the city to issue licenses to all business concerns in order that they may be properly classified. When the license, given for a nominal fee of perhaps 50c or \$1, was made out for a grocer, it would be impossible for him to say that he was a fruiterer when it served his purpose best. He was of the opinion that the branch should endeavor to work by classes first.

Executive to Take Up Matter

On motion of R. Dowson, it was then decided to bring the matter before the Toronto executive with the idea of having a petition prepared for all branches of the retail trade. D. W. Clark, as chairman of the Toronto executive, promised to use his endeavors to see that the matter was brought up at the earliest possible time.

A PRESENTATION MADE TO TORONTO TRAVELLER

Robert Muat, the pioneer traveller in Canada for H. J. Heinz & Co., was the recipient of a handsome gold watch suitably inscribed in recognition of his long services as representative of the company.



Robert Muat

The presentation was made at the close of their Travellers' Convention, held in Toronto Sept. 7th, by G. D. Watson and F. J. Mullen, district manager, on behalf of the company. Mr. Muat at one time covered the whole Dominion, later becoming city traveller in Toronto. For over twenty years Mr. Muat has been travelling for H. J. Heinz Co.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

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

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

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

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—142-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone S971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. 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.

Vol. XXX.

TORONTO, SEPTEMBER 15, 1916

No. 37

EDITORIALS IN BRIEF

THE DATE of this issue is September 15th. One day before Ontario sings its famous swan song.

* * *

THREE out of five eggs bad is the record of one store in the States. What a fragrant reputation!

* * *

DRINK to me only with thine eyes will now be in order in Ontario. Either her eyes or two per cent. beer.

* * *

THE PUBLISHER has had dreams nowadays, dreams in which the goblins of Higher Paper Costs play a prominent part.

* * *

SOME friend (?) read an editorial in this paper on "The Dignity of the Raisin." He said he didn't think its dignity wanted raisin'. Friend (?)

* * *

WELCOME, gentle oyster, harbinger of autumn and winter days and evenings. Taken wisely, how succulent you are. Taken too well, how much to be regretted!

* * *

EXHIBITION was a whale of a success. Were you there? If not, you can get a lot of the good you would have gotten by studying the Exhibition Section in this issue.

COFFEE AND ADULTERANTS

CHIEF Analyst, McGill, of Ottawa, announces in a bulletin, that the result of examination of samples of coffee shows that the percentage of genuine samples is a trifle smaller than five or six years

ago. He examined 407 samples, finding 341 genuine, 28 more passed as containing infinitesimal amounts of extraneous substances, 3 doubtful, and 35 adulterated under the Act. In two or three cases of doubtful or just-passed samples, chicory and roasted grain was found, and though chicory was declared on the label, roasted grain was not. Under the Act it is insisted upon, that all adulterants or foreign ingredients at all shall be declared on the label of the package. The percentage of genuine samples, while a high one, is nevertheless a slight falling-off from what was the case five years ago, and is to be regretted. Grocers should study with particularity and care the labels of coffee or any other packages in order that they may know just what they are buying and selling again.

FOLLOW THE MARKET REPORTS

CANADIAN Grocer once more is among the prophets. In the issue of September 1st said, in discussing the sugar situation: "A decline is predicted," and went on to show that a decline would, in all probability, occur within a few days. In the issue of September 8th, surprise was expressed that the decrease in price had not yet materialized and again a prediction was made that sugar prices would drop. Just after that issue went to press there was a decline of forty cents in sugar. The trade has had experience after experience of this kind. By following the market reports closely money can be saved. Retailers who took heed of the prediction, in the issue of September 1st, and held off their purchases—if it was possible so to do—would certainly benefit by buying at the lower level. Many of them would have had no other sign post but this, their familiar trade paper, to guide them in this matter. Thus they were

certainly saved money, forty cents a hundred, to be exact. The market columns are the most important single department of this paper, and grocers will be able to save dollars by careful and continuous study of them.

CHEQUES AS RECEIPTS

RECENTLY, a grocer declared himself annoyed because a manufacturer had neglected to send him a receipt for a cheque in payment for goods received. This prompts the reminder that when payment is made by cheque a receipt is never necessary. The cheque itself is a receipt. If it is wanted for file purposes the drawer can recover it again from his own bank and place it on file, and in any case the stub of his cheque-book is sufficient to remind him that he has paid the cheque, which cheque has been paid by his bank for him. Moreover, in due time, any and every cheque comes back to the drawer from the bank wherein his money is deposited. Positively no receipt is necessary. Moreover, it is not now customary. Efficiency is our modern watchword, and it is inefficient for a payee to have to make out a receipt, employing time and trouble, and spend stamps in mailing it, when all the time the cheque itself was as valid and sure a receipt. In days of old when money was paid for accounts in cash or in bills, some acknowledgment thereof was necessary. Payment by cheque entirely obviates this necessity. Our friend need not feel aggrieved because the manufacturer neglected to send him a receipt. The mere acceptance of his cheque was receipt enough.

TIME TO SELL PEACHES

THESE are the days when the peach season is in full swing, and grocers should be capitalizing the fact. The crop is fair to middling, and the retailer's opportunity is to urge that the consuming public lay in their stores now, with a view to being prepared for the coming winter. The peach makes an excellent preserved fruit, and whether in winter preserved or in autumn fresh, is equally palatable. The grocer has a great chance for selling peaches because they make such admirable displays. Probably no other single line can be made more attractive in window display than this. Of delicate coloring and appealing to the appetite, peaches are a line *par excellence* as a chance for a special campaign on the part of the grocer. Various methods are resorted to. One in particular is worth while. This is the selling ahead of actual supplies. One retailer, known to us, always has orders for forty or fifty baskets ahead before he sends in his order to the wholesale fruit man. He is therefore sure of that number, and can safely order a number of baskets more, because of the excellent chance for display which peaches give. This selling ahead prevents over-buying to a large extent. From

now on, to the end of the peach season, the grocer should make the most of this opportunity.

IT IS INEVITABLE

THE situation with reference to paper supply is growing more serious all the time. Recently a conference of newspaper publishers was held at Fort Frances, Ontario, at which the head of one of the large paper mills gave the reasons for the shortage and the high prices which now prevail. The shortage followed a severe scarcity of raw materials and of labor; the higher prices are the result of higher wages and a most unprecedented jump in the cost of all the materials that go into the making of paper. However, all this is now more or less familiar to the public. The real point of his address was a prediction that paper prices would remain high, even after the present crisis is passed.

With this possibility, nay certainty, facing them, publishers all over the country are taking the only course open to them. A sheaf of clippings is before the writer containing information of advances announced within the last few days in subscription rates.

Reading matter is the only item of every-day life that has not advanced of recent years, but the inevitable has now come to pass. Subscription rates must go up or publishers must cease publishing. That the public will accept the situation fairly and sensibly is a foregone conclusion.

OYSTER SEASON OPENS

THE season for oysters is with us again, and merchants are looking to trade in this line. Incidentally, though, many associate September as the first month for oysters, an ever-increasing number of merchants handle oysters all the year round, and that to their profit, if they know how properly to take care of this trade. At any rate, September now being here, grocers should certainly avail themselves of this avenue of profit. The day has gone, when the bivalves are considered as foods of the luxury class. Canvas-backed duck, terrapin, pate de foie gras may still be food for the very wealthy, but the oyster is the joyous plate of folk of all kinds of incomes. It should be remembered that the oyster is highly nutritive, easily prepared, and comparatively cheap, in these days of high prices for meat. Moreover, oysters compose not one but a number of different dishes, and can be prepared for all kinds of occasions from the family dinner to the evening party. It is indeed, particularly suitable for this latter kind of function and as winter approaches sales for this purpose will be many.

Supplies will, it is said, be adequate this year, and sizes excellent. Grocers who have overlooked oysters, so far, should certainly start right in and cash in on this growingly popular foodstuff.

To Meet the Mail Order Menace

The Relation of the Post Office to Mail Order Activities — What the Retail Merchants Must Do to Combat the Growing Power of Catalogue Houses.

THE following is a verbatim report of an outstanding address delivered by E. M. Trowern, secretary of the Retail Merchants' Association of Canada at the Manitoba Provincial Convention.

The subject of "Mail Order Houses," commonly so called, and how they should best be dealt with so as to retain in the community the trade that properly belongs to it, is one that has caused many writers and public speakers as well as representatives of the Government, both in Canada and in the United States, a great deal of thought and consideration.

In order to deal with this subject properly, we must consider it in its broadest and fullest sense, without fear or prejudice, as to how much, or how little trade these concerns may or may not secure in any municipality in which they do business, through, and with the assistance of the P. O. Dept. of Canada.

In the wisdom of the Government and of the people of Canada, it was decided some years ago that provision should be made to establish a postal system under Government management to carry letters, circulars, newspapers, journals, magazines and parcels, not only throughout Canada, but under reciprocal arrangements to all parts of the world.

In Canada there are about thirteen thousand Post Offices of which about five hundred are owned by the Government, and have been built under the direction of the Department of Public Works, and the other twelve thousand five hundred are owned nearly altogether by retail merchants, who receive a small sum per annum from the Post Office Department at Ottawa as rental, and who also receive a small sum for their services as post masters. The appointments to these positions are generally made to those who are supporters of whatever Government may happen to be in power when such positions are vacant. This system also applies to the appointment of all postmen, throughout Canada, including officials of the Department. Many persons are under the impression that the entire postal service is owned and operated entirely by the Government, but this is not the case. The Post Master General's Office at Ottawa, and the post masters, and the postal clerks, and postmen, who are engaged in the five hundred post offices that belong to the Government, are paid by and are in the em-



ploy of the Government. The transportation of the mail, on railroads or steam boats or by rural mail carriers, and the collecting of the mail in many municipalities, and throughout a vast number of places in Canada, is all done under a

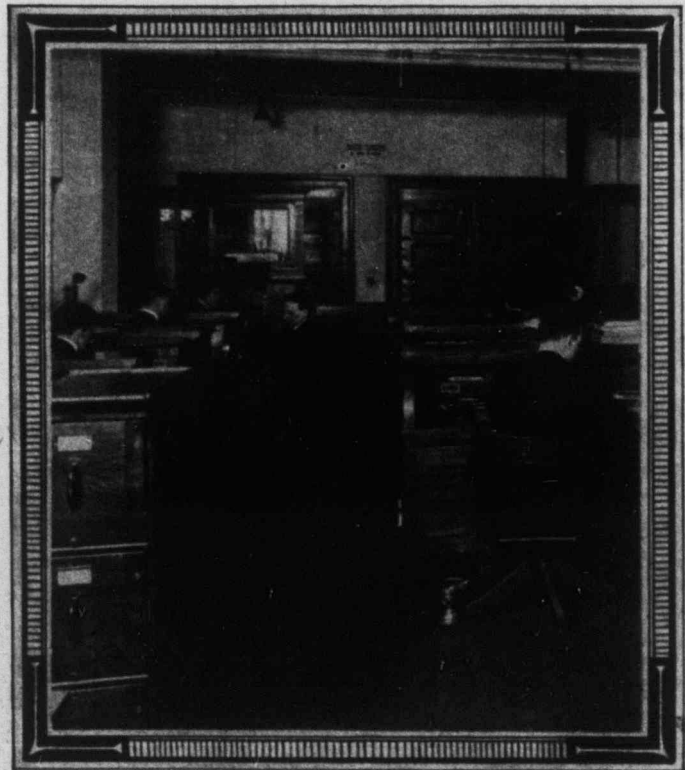
contract with private persons or privately owned company railroads.

According to the receipts and expenditures of the Postmaster-General's reports, the sale of postage stamps for the delivery of letters, leaves a margin in favor of the department, but the delivery and the handling of parcels causes a large deficit, and absorbs far more than the profit that is made by the handling of letters. By some of the members of the Government this loss is not admitted. They fail to recognize the fact that all alterations, repairs, cleaning, caretaking, lighting, etc., are charged to the Department of Public Works and not to the Postmaster-General's Department. This, we think, is not a proper system of bookkeeping, nor a proper method of conducting the department.

In our opinion the entire cost, no matter what the cost of the Post Office Department may be, should be charged to that department, and each service in that department should be self-sustaining. If the sum of two cents is too large an amount to carry letters throughout Canada, the cost should be reduced and the rate that is now being charged for carrying parcels, which is too low, should be increased, so that this service will not only be self-sustaining but so that it will pay the rural postmasters and the rural mail deliverers a better remuneration, than they are now receiving.

These statements are made to show the provision that is made to conduct a mail order service throughout Canada, and the manner in which it is carried on. It must remain unquestioned, that a postal system is needed, whether it be conducted under Government contract, or partly by Government ownership and partly by Government control, but the main thing that we must insist upon is, that it must not be conducted for the benefit of a few mail order houses at the expense of the people. The question here might properly be asked, what proportion of the mail order service of the P. O. department is used by the merchants generally throughout Canada, in proportion to those concerns known as purely mail order houses. It is our belief that the purely "mail order houses" use the service at the present time to a far greater extent than the ordinary merchant, for reasons which we will explain further on.

In considering any proposal to tax or collect a further charge from mail order houses than the charge paid to the P. O. department when the parcel is shipped, the same would have to apply to all catalogue houses alike that sold goods delivered by the use of the P. O. department, or a distinction would have to be made specifying who should or



The country is flooded by mail matter from these well organized catalogue houses.

should not be asked to pay the additional tax. Take, for instance a merchant who sold automobiles and automobile parts, of a certain make, or a dealer in farm implements, or an optician, or a merchant who dealt in trusses, or wigs, and who solicited their business through catalogues. If a customer, living in some out of the way country place desired some part to replace a broken part of the automobile, or the farm implement, or the eye glasses, or the truss, or the wig, and they could procure it only from the person issuing the catalogue, do you think that it would be reasonable to put these mail shipments in the same class as the general merchandise shipped by what is known as the common "mail order house?" We think that it would not and if we argued in favor of any such plan we would arouse a just opposition that would react against us and injure our cause.

Canada is, as yet, a sparsely populated country of great extent, and those who are isolated from the cities, towns and villages must be considered, as well as those who use the mails, such as retail merchants, dentists, doctors, and others, who have delivered to them, by post, parcels from the wholesale houses and from the manufacturers. The question we have to consider then resolves itself into this:—Is there any better way of delivering small parcels, to any and every part of Canada than it is now being done by the parcels system? To send small parcels by express would limit them to places where the express companies have their offices, and the same would apply to shipping by freight, which in the case of some retail merchants would be out of the question.

As it therefore seems impossible for us to do without the parcels post service, the cause of our trouble must lie with its use, and abuse, and not with the fact that the service exists. Let us now ask ourselves, what is our complaint against those who use the parcel post system and whom we designate "mail order catalogue houses." To condemn the issuing of all catalogues would not only be unwise but it would be absurd. Catalogues are issued by nearly every manufacturer, illustrating the lines of goods they manufacture, and these catalogues are a great help to both the whole-

sale and the retail trade. Many retailers take orders from their customers for various patterns of goods that they do not happen to have in stock, from wholesale or manufacturers catalogues, or they hand out to their customers, or mail to them, catalogues of certain special lines of goods that they are agents for, and which they have had prepared and printed, or which have been supplied to them by the manufacturer. Retail jewelers, dry goods merchants, hardware dealers, sporting goods dealers, piano and musical instrument dealers, merchant tailors, boot and shoe dealers, hatters and furriers, etc., etc., all issue catalogues. Some of them find that it pays them to do so, others find that it pays them better to advertise in the press, and in other ways. Some quote prices in their catalogue, others do not. Whether a catalogue is published, or a large or small space is taken in a newspaper, illustrated or not illustrated, and with prices quoted or not quoted, or whether a leaflet is published, if the mail ordering public be reached through the use of the mails, if the mails carry parcels at a loss, the effect is just the same.

The loss that the Government is making by carrying goods through the mails at less than the cost of the service, applies equally to goods that are honestly made and honestly advertised, as it does to goods that are dishonestly made and dishonestly advertised. The first step then, that should be taken in this matter by our Association, is to insist upon all goods that are delivered through the mails being delivered at not less than the cost of the service.

The real fault then, that must be remedied does not lie in the fact that a firm publishes a catalogue, or a circular or places an advertisement in the press, or does a purely mail order business through catalogues or not, but it lies in the possibility of statements that are printed therein being false and misleading. Therefore, the second step for our Association to take is to see that all persons who falsely advertise goods whether in catalogues, in pamphlets, in the press, or in any other manner, shall be prosecuted and in common fairness this surveillance must extend to other ways used to attract the buying public such as show-windows, etc., and proper financial pro-

vision must be made by us for that purpose.

One of our troubles in the past has been in too often allowing all sorts of false statements to be published in the press and by mail order houses and by others without contradicting them, and the public have accepted these false statements as the truth. Not long ago a company was formed in Ontario called the "Canadian Mail Orders" Limited. A prominent solicitor and member of the Ontario Legislature was president, an ex-Minister of Agriculture was vice-president. It was a chartered company with authorized capital stock of \$1,000,000.00 divided into shares of \$10.00 each. An elaborate prospectus was prepared, and the usual stock promoters were let loose as benefactors to benefit the unsuspecting and innocent public, and to do away if possible with what they called the "middle man's" profit. Among the arguments that were used the following appeared.

"It is the only intermediary between its customers and the manufacturers, and it eliminates thereby a tremendous profit which now goes into the pockets of the wholesale and retail merchants."

"Its customers are enabled to buy their goods at prices which mean a saving to them of from 20 to 40 per cent.

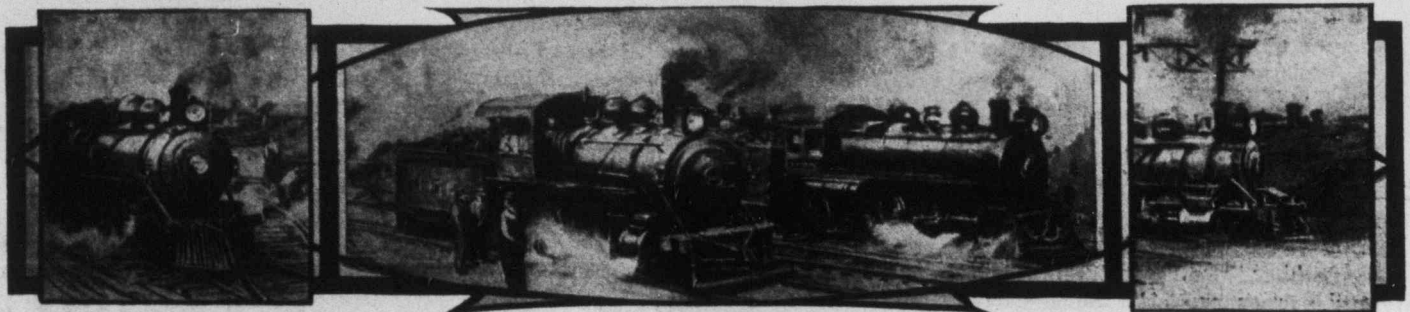
"The first preference stock holders shall receive a dividend of 7 per cent., and just as much more as the amount of business done permits—probably 50 per cent."

"In addition to the above every shareholder will be entitled to receive 5 per cent. on all of their purchases from the company's catalogue."

To further show the prospective shareholders what they might expect and so as to induce them to invest, the following illustration was given:—

"Ten years ago a Chicago capitalist invested \$40,000.00 in a mail order business. He was connected with the business for six years and sold out at that time for considerably over one million dollars, in addition to having received very large annual dividends during that period. In six years the mail order business had netted him over thirty times his original investment.

"We ask you, therefore, what may be
(Continued on page 53.)





Manufacturers Co-operate With Trade

Exhibit at Canadian National Should Help the Dealer to Bigger Trade — Many Valuable Pointers for Window Displays—The Million Was Nearly Reached This Year, Which is a Good Index to Healthy State of Trade Generally.

ONCE more the Canadian National Exhibition has come and gone. Over nine hundred thousand people saw it this Federation Year, and pronounced it, from every standpoint, the best yet.

For the trade the great value of the Exhibition to the hundreds of grocers who came to see it is undoubted. Better than ever were the exhibits, by manufacturers of foodstuffs, of their various lines. In succeeding pages there are reproductions of over twenty outstanding displays. Many grocers saw these for themselves last week and the week before. By thus having them in black and white the grocers will be perennially reminded of the new ideas used in the various displays, and by reference to them time and again, they can reproduce the displays in part, and at least get many new ideas from them for their own windows.

These demonstrations of foodstuffs mean much to the grocer. Nearly a million people saw them. Some percentage of that million are your customers. It is now up to you to indelibly impress on your customers' minds the things they saw at the Fair, to their advantage and to your own profit.

Now Is the Time

The exhibits of manufacturers may be termed missionary work. Some showed

entirely new lines. Others gave wider publicity to lines already established. This missionary work prepares the ground for the grocer. It sows the seed: the time to reap the harvest is right now. The fair is fresh in people's minds. They will remember much of what they saw. Emphasize it to them again by pushing the lines in question. And do it now. By window display, by unit display in the interior, by any and every means avail yourself to the full of this co-operation on the part of the manufacturer with you.

It may fairly be said that manufacturers excelled themselves in the all-round attractiveness of their displays this year. The pages following corroborate this. No expense was spared to make the best possible impression, and energy and time were given by exhibitors to explain to the big crowds all about the foodstuff displayed.

A special word is due to the exhibitors in the Industrial and Process Buildings. Refrigerator systems, machinery for safeguarding the cleanliness of packages, and various displays of equipments were all admirable, and deserving of the attention of the trade.

The excellent all-round showing of the Canadian National Exhibition, demonstrates that business in Canada is in pretty good shape. Twelve days

secured 909,000 people. That indicates the popularity of the Fair. Owing to the reciprocity in automobile licenses many Americans visited this year. The public were in a spending mood, though it was a mood of sane spending. Every department of the Fair was satisfied, and all declared it "Better than Ever." It is a good index to the healthy state of business generally.

QUEBEC CROP POOR.

It is reported that the condition of the Quebec potato crop is a very critical one, although New Brunswick, on the other hand, reports its potato crop to be in good condition. This latest news following the report that the Ontario crop is practically gone, has added to the feeling in Quebec province that potatoes may continue as now to be high for the time of year.

A CORRECTION

In a recent issue, the turnover in flour and feed of E. W. Hay, general merchant, at Falkenburg Station, was given as \$1,200. This should have been \$12,000 to \$15,000.

W. A. Lingham, Montreal manager of the National Cash Register Co., returned recently from a trip to Newfoundland.



Hobart Manufacturing Co.'s display was a continual centre of interest.

The Hobart Manufacturing Company

JUDGING from the continuous crowds attracted by the exhibit of the Hobart Manufacturing Company, it was evidently a feature of unusual interest to those visiting the Industrial Building. The display included several types of electrical-driven machinery, viz., coffee mills, meat mincers, peanut butter grinders and cake mixers, with various attachments, of value to the grocer, butcher and baker. There was also exhibited the latest improved model of a Van Berkel meat slicing machine, the Hobart Manufacturing Company having recently been given the Canadian agency for the Van Berkel Company, as announced in the Canadian Grocer some time ago.

It is a fact established by the various coffee roasting associations and individual coffee experts that the proper

grinding of coffee is one of the most essential features in producing the best cup value. The Hobart Electric Coffee Mill has been developed with the dual idea of grinding coffee in the most approved manner, and a superiority in mechanical construction. The Hobart method will certainly increase the grocer's coffee sales and profits, as, among other advantages, it enables him to deliver coffee to his customers "just fresh ground," and fine, medium or coarse, as they may wish it. A special feature in coffee mills was one which extracted the chaff while grinding the coffee.

The Hobart Electric mixer came in for its share of praise, and was decided to be of exceptional value to grocers conducting a bake shop in connection with their grocery business.

The Van Berkel slicer, so well known

to the grocery trade throughout the country, both as to quality of construction and performance, came in for its share of attention. Many grocers were heard to claim that the sale of cured meats is advanced by the use of proper slicing machines, and that the usual shrinkage from slicing by hand is thereby practically eliminated. The three exclusive features, and the most prominent of the many improvements in the new Van Berkel slicer which attracted especial notice and comment, were the improved individual meat grip, the slice support and the adjustable bacon rinder.

The reputation of the Hobart Manufacturing Company is such that those purchasing its products know that they have the whole strength of the company behind them. Top-notch performance and efficient service is the record which this company has established, and this is guaranteed to every purchaser of Hobart or Van Berkel equipment.

Thousands of Mothers Saw Borden's "Baby's Welfare" Exhibit at the Canadian National Exhibition



Borden Milk Co.'s exhibit was crowded all the time.

1,500 babies were weighed in the baby weighing machine which Borden's featured in the centre of their display. This gave them an opportunity of having a talk with mothers, and it was gratifying to note that a very large majority of the bottle-fed babies were successfully raised on EAGLE BRAND CONDENSED MILK. Every mother was an enthusiastic booster for EAGLE

BRAND, because in each case the babies were healthy, fat and happy.

Mr. Grocer, by recommending EAGLE BRAND where bottle feeding is necessary you will do a service to your customer.

Convince yourself of this by enquiring from anyone who has raised a baby on Eagle Brand.



Crowded as usual—the display of Reindeer Condensed Coffee.

Why Was Borden's Reindeer Coffee Exhibit So Popular?

Grocers who were fortunate enough to get into the front row of the throng that was continually in front of Borden's Reindeer Coffee booth can answer this.

They found that nearly everyone who tasted its excellence left an order, be-

cause the public was impressed with its convenience. The milk and sugar having already been added, to prepare, you just add boiling water. One 25c tin makes thirty cups; there is no waste—you just prepare what you are going to serve. Figure this out from an economical standpoint.

"THE BOYS AT THE FRONT"

Have been sending requests for Reindeer Coffee.

See that you have this line displayed as a suggestion to be included in Christmas hampers.



Red Rose Tea cured the thirst of more thousands than ever this year.

RED ROSE TEA

A LADY came to the booth of the Red Rose Tea, and bought a coupon, which she subsequently redeemed on a package of Red Rose Tea at her own grocer's. She was given a cup of tea, as were thousands of others during the two weeks of the Canadian National Exhibition. This plan of having as many as wish taste their tea quite free was an innovation for which the public have come to be grateful, and the Red Rose Company proud.

The lady sipped the tea. The glow of satisfaction which a cup of tea that " . . . is good tea" alone can bring spread over her features. She said:

"But that's better tea than the Red Rose I am getting."

"What price are you paying, madam?" she was asked.

"Forty cents, and it isn't the same tea as I had two years ago. Why?"

It was explained to her. " . . .

And so it was a case of advancing prices and maintaining every bit of the quality which our public had come to know, or else keeping the prices the same but selling inferior quality tea. The last course was unthinkable. It would indeed be taking the blush off the (red) rose! We have proved that the sane course was to advance prices. So if you are paying 40 cents to-day, the tea is not as good quality as the 40-cent tea two years ago."

The lady listened. "I shall certainly have the Red Rose tea I got to like, and pay a little more for it."

"Here's another point," she was told. "The 50-cent tea will make about fifty more cups to the pound than the 40-cent."

This is a sample of the unique kind of service Red Rose gives the dealer. The reason of the foregoing conversation is here: this firm is backing up the retailer at every possible point. The

lady wanted to know why tea was higher. She may have been blaming her grocer! But by the service of the man who explained what she wanted to know, the grocer's hands are strengthened.

Grocers and their clerks piled in during Exhibition days. They were all sure that whatever they missed and whatever they saw of Exhibition, they would go to the Red Rose booth, which for years has had a special room for their entertainment, and issued invitations to them to pay a visit, and drink "a bit of tea."

More people than ever availed themselves of the chance to drink a cup of tea that " . . . is good tea," and the coupon plan, introduced by Red Rose was in operation to a greater extent than ever this year. Each additional friend for Red Rose tea—and they come in their thousands, year by year, means one more customer for the grocer.

The simple but unbeatable slogan is a powerful service for the grocer, too, "Red Rose Tea is good tea!"

When you have said that you have said all. The thousands of people who tasted Red Rose tea at the Fair this year, and the greater thousands who will drink none but this, which "is good tea," are alike the best advertisement and the highest compliment for Red Rose tea.



Gorman, Eckert & Co., Ltd., showed their famous "Club House" olives as attractively as usual.

"CLUB HOUSE" BRAND OLIVES AND CATSUP

AS usual, the exhibit of Gorman Eckert & Co. was inviting and drew an exceptionally large crowd at the Canadian National Exhibition this year. "The largest packers of Spanish olives in the British Empire" had their products gotten up in an unusually attractive way. Tier after tier, and pillar after pillar were surrounded by bottles of this nutritious and appealing dainty.

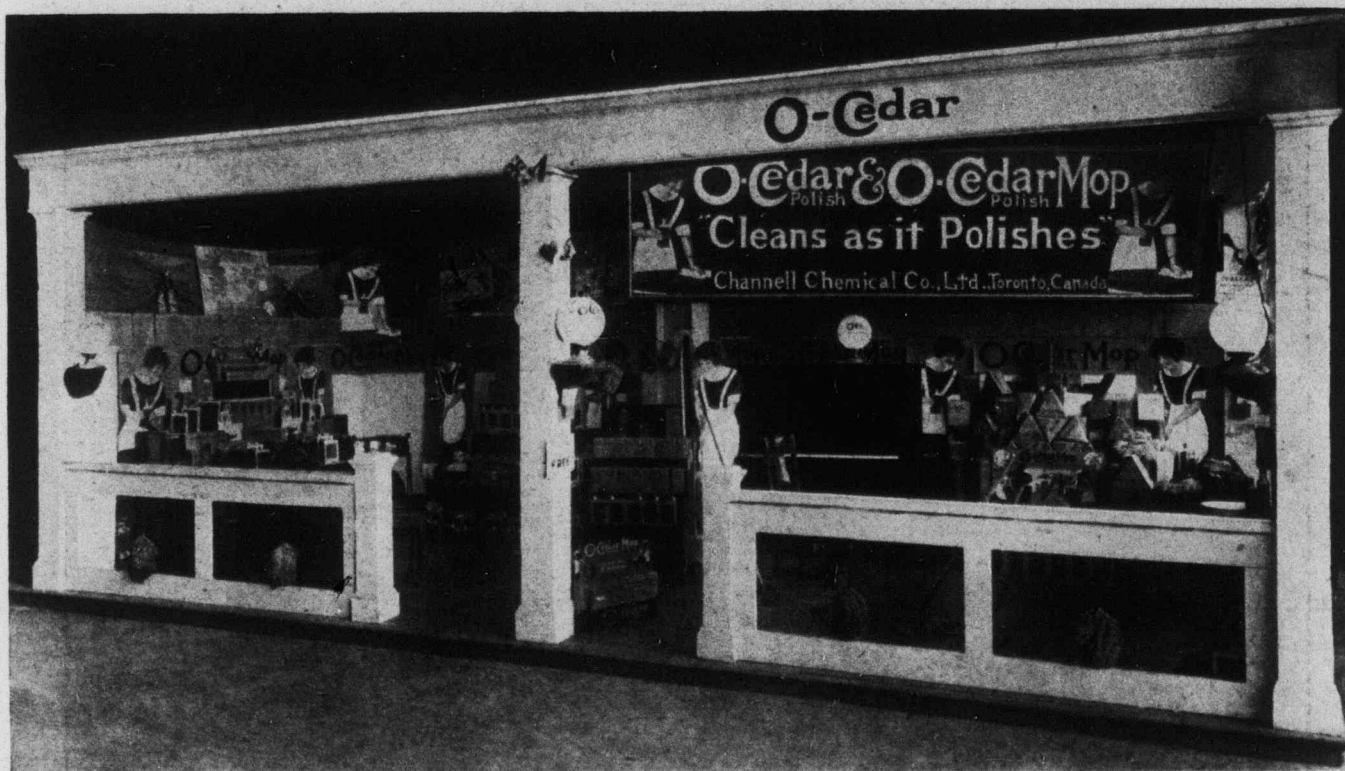
The reputation of the quality of Gorman, Eckert products is well enough known to need but little reference. The very highest quality of Seville olives are used in Club House Brand. Not only are the olives packed under the Club House label, selected from the finest orchards in Seville, but the brine which covers them is made from the firm's own artesian wells, and salt chosen for its absolute purity.

One very dainty variety which this firm is featuring this year is called

"Sandwich and Salad" olives, made of olives, pimentos and celery, prepared ready for use by the housewife, for sandwiches and salads. Another very attractive line and one of good standing, is the green olive stuffed with manzanilla, all pitted. Other varieties are put up to suit all tastes, and some of them are, celery, California ripe, banquet queen, lunch queen, celery and pimento, manzanilla, and many others. Grocers know full well the way in which Gorman, Eckert & Co., stand behind their products. Here is the situation in a nutshell. Gorman, Eckert & Co. are the largest packers, the first packers in Canada, with products used from Newfoundland to Vancouver. They are giving a steady publicity to their lines. That is helping the grocer to sell "Club House" olives all the more easily.

The guarantee of quality which is a strong feature with this house is an im-

portant point for the grocer and for his customers. The thousands of people who saw the products of Gorman, Eckert & Co. at the Fair this year, are interested from now on in "Club House" Olives and Catsup. As usual, the name was made very much of at the exhibit, and thousands of people who saw the exhibit and sampled the "Club House" Catsup were so enthusiastic in their praise of the delicious flavor, and to those in charge stated with no uncertain sound their intention of using in future this wholly Canadian product, which has all the best qualities of the best known brands, and its own distinctive home-made flavor. The grocer who is looking into the future will not overlook the opportunity of stocking early Club House Catsup, which has won such a favorable position with the consuming public.



The O-Cedar Products renewed many friendships and made many more.

O-CEDAR POLISH AND MOP EXHIBIT

IT would have been difficult for the men and women not to notice the exhibit of the O-Cedar products in the Industrial Building No. 2 at the Canadian National Exhibition.

The whirling lights, the big signs, the mammoth display of O-Cedar Polish and Mops, the active demonstrators were not to be ignored. The demonstrators were kept busy from morning until late at night explaining and showing the various uses and excellent features of the O-Cedar Polish and Mops.

The men were shown how O-Cedar Polish removes the dust, dirt and grease from their automobiles, giving it that hard, dry, lasting finish, how the O-Cedar Duster gathers and holds the dust; an easy matter to keep their machines clean where they use O-Cedar Polish.

The housewife was interested in using O-Cedar Polish the O-Cedar Polish Way (with water), how it removes all the dust, dirt and smudges and brings out the beautiful grain of the wood and adds a lustre, so hard and dry that it is lasting and will not collect the dust.

The women were interested in the Combination Mops where they get a Polishing Mop and a Dusting Mop for the price of one. This fills a long felt want as they have one Mop for wallpaper and general dusting purposes and the Polishing Mop for keeping their floors, linoleums and woodwork bright and sparkling.

There were a number of new features shown this year which would particularly interest the dealers. The O-Cedar People have got out a very new and attractive sign. It possesses three desirable qualities—light, motion and color. It is fifteen inches in height, consisting of a circular globe of ten inches in diameter mounted on a brass pedestal. Within the frosted globe is a revolving fan which is operated by the heat from the light. This gives the sign motion and constantly changing colors. This comes free to any dealer who orders certain assortments of O-Cedar Polish.

Another very attractive feature for the dealer is a silent satesman or display stand which is a very handsome piece of store furniture. It is big enough to attract attention, but not so

big that it takes up too much room. It stands forty-five inches high, with a depth of twelve and three-quarters inches and a width of twenty and one-half inches. It is so arranged that you can carry a fairly good stock of O-Cedar Polish in it and make a good display. This comes free to any dealer with a certain order of O-Cedar Products.

There was another stand intended for counter display. It is of mahogany finish and substantially made of metal. It has a locking device which prevents the taking of the packages from the display until the lock releases the protecting rod. This also comes free to dealers who order certain assortments of O-Cedar Polish.

These assortments can be had from any wholesale. Now is the time to investigate and get the benefit of the advertising and the new friends that O-Cedar Products have made at the Canadian National Exhibition this year. O-Cedar Polish "cleans as it polishes," which is the cause of the great demand and the satisfaction to the users.



Thousands of people tasted Wagstaffe's Jams.

WAGSTAFFE LIMITED

AS usual the exhibit of Wagstaffe Ltd., of Hamilton, was one of the most widely patronized and visited in the Canadian National Exhibition this year.

Two display cases were placed one on either side at the entrance to the exhibit. These featured many varieties of Wagstaffe Ltd., preserved fruit. The display cases were admirable in their arrangement, every line being adequately displayed. Each case had a vase of flowers on the top. The interior of the booth was filled with pyramids of various kinds of jams and jellies. Visitors to the Manufacturers Building were invited to become acquainted with the

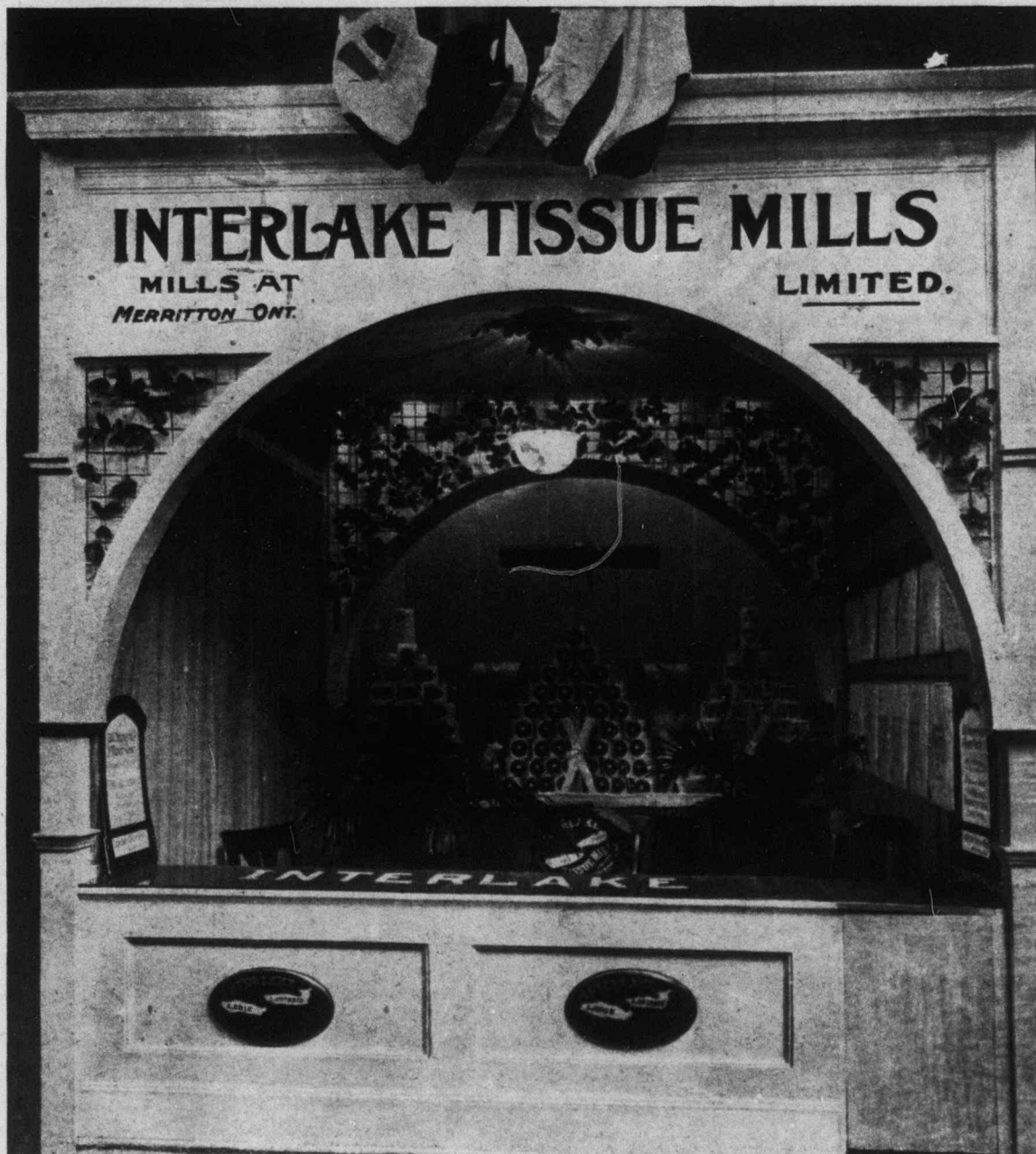
Wagstaffe products if they were not already aware of their excellence. During the two weeks of the Exhibition, many thousands of people tasted Wagstaffe's Jams.

Over two million pounds of Wagstaffe's Jams were supplied to His Majesty's Troops in South Africa. This information was given to all and sundry by a display notice to that effect on the top of the exhibit. Emphasis was also laid on the reputation in England which Wagstaffe's enjoyed.

Grocers from coast to coast are well aware of the value and high quality of

all Wagstaffe's products. The continual call from the public for these jams and jellies, which is growing in insistence week by week, is an index to the very high regard in which people hold Wagstaffe's products.

At other points in the grounds of the Canadian National Exhibition were two exhibits also featuring Wagstaffe's lines, notably Grape Juice. The publicity which the firm of Wagstaffe Ltd., is continually giving their own products, is just one way in which the concern stands behind the retailer who sells these goods.



This exhibit, finished in paper manufactured by the Interlake Tissue Mills, was widely popular.

An Exhibit of Paper and Paper Specialties

THE mauve and grey color scheme of the Interlake Tissue Mills, in the Manufacturers' Building of the Canadian National Exhibition this year was one which attracted a great deal of attention. The booth was decorated by the products of the company. The walls were hung with grey crinkly paper, and so excellently was this done that the onlooker thought it was Japanese silk. At the back of the booth, the colors were chiefly mauve and grey, with variations of bright tints here and there, where rolls of drug wraps were placed. Wisteria flowers of paper trained on a lattice of paper rope work, formed the border. The ceiling was finished in white crepe paper drawn in folds from all sides towards the centre.

In these days when grocers are getting more and more to acknowledge the wisdom of clean and fresh displays, decorative crepe paper is more extensively used. Show cases can be made twice as attractive by the addition of crinkly paper in vari-colors. So can windows and interior displays.

The Interlake Tissue Mills manufacture drug wraps in a variety of colors. There was also on display a number of well known branches of toilet paper, including Old Dutch, White Cross, Industrial Rolls. These high-grade lines have become very popular.

There are three lines of sanitary towels which are extensively used, and are much more sanitary than the old cloth towel.

Crepe paper serviettes also come in three grades. They are put up in packages, and are the very thing for restaurants, picnics, or for use at home.

The "Traveller's Sanitary Packages" consists of six Interlake paper towels, one wash cloth, one portion of talcum powder, one cake of soap, and a drinking cup. The "Luncheon" set has one tablecloth, 52 x 42, and twelve napkins. The "Outing" set has two tablecloths and twenty-five napkins. Sani-white napkins come in packages of 100. All these sets are put up in dust-proof Glassine envelopes.

There are various lines of crepe tissues, too, and a line of bottle wraps. All these products under the name of "Interlake" are, of course, of guaranteed quality. Grocers are handling these and kindred lines more and more. The trade was in an enquiring mood in this regard at the Exhibition this last two weeks, and by the interest displayed many who have not hitherto done so, are after "Interlake" products, alike for their own store use and for their customers. The mills are at Merritton. Toronto office, 321 Telephone Building.



The display of the Brantford Computing Scale Co. was the haunt of grocers interested in equipment.

The Brantford Scales, Meat Slicer and Cheese Cutters

THE word "Brantford" when used in connection with the product of the Brantford Computing Scale Company is synonymous with the word "best."

The real solid value in Brantford products needs little introduction to the grocer at this time. It is too well known to ever be in doubt. The greatest claim however that the Brantford Computing Scale Company can make to Canadian grocers is that all products which it turns out are actually manufactured in Canada. They are not only assembled here but are positively manufactured in Canada; therefore when a grocer buys a Brantford product his money stays in his own country. However every dollar of the capital of the

Brantford Company is a Canadian dollar. It was all furnished by Brantford men.

The exhibit at the Canadian National Exhibition pointed this out in an unmistakable way. No other concern can say as much. No other manufacturer of this kind of goods can say that his goods are made from first to last entirely in Canada.

In charge of Mr. Thomas Ferguson, the exhibit of the Brantford Computing Scale Company is exceptionally fine this year. About 20 machines were shown. The Cylinder Scale was the big feature. This is electric-lighted and the electric light, be it noted, is from the outside. This ensures perfect reading of the chart as well as a light that is perfectly safe. If even the light were left burning a week the chart could not be scorched. In some other machines, lighted from the inside, leaving the light burning for an hour would endanger

the chart and the mechanism of the scale.

All scales, cylinder and fan types, have the platform in front of the chart, so that the one who is using the scale may look directly at the chart. This does not only save counter space, but provides direct reading of the chart from the easiest possible angle. For the rest, agate bearings, no springs, and a capacity which would suit any business, large or small—these are outstanding features of Brantford products. There is a Brantford scale for every grocer, butcher and confectioner, and all may be sure that every Brantford product is made entirely in Canada.

The Brantford Computing Scale Company has made wonderful progress, as an indication of which may be cited the fact that the Company, since last Exhibition, moved into the biggest scale factory in the British Empire, a modern, large, well-equipped workshop for this entire British product.



There was no more popular booth in the Manufacturers' Building than that of Kellogg's Toasted Corn Flakes.

"The Sweetheart of the Corn"

SAID one lady at the Exhibition this year, "If I don't see Kellogg's Toasted Corn Flakes booth, I don't think I have done the Manufacturers' Building completely." That is the opinion of many thousands of people. Nearly a million, passed this exhibit this year, and voted it more attractive than ever.

The "Sweetheart of the Corn" has become an institution with us; a national character indeed. Anbody and everybody knows what the "Sweetheart of the Corn" implies. Such publicity as this is added to this year by the other

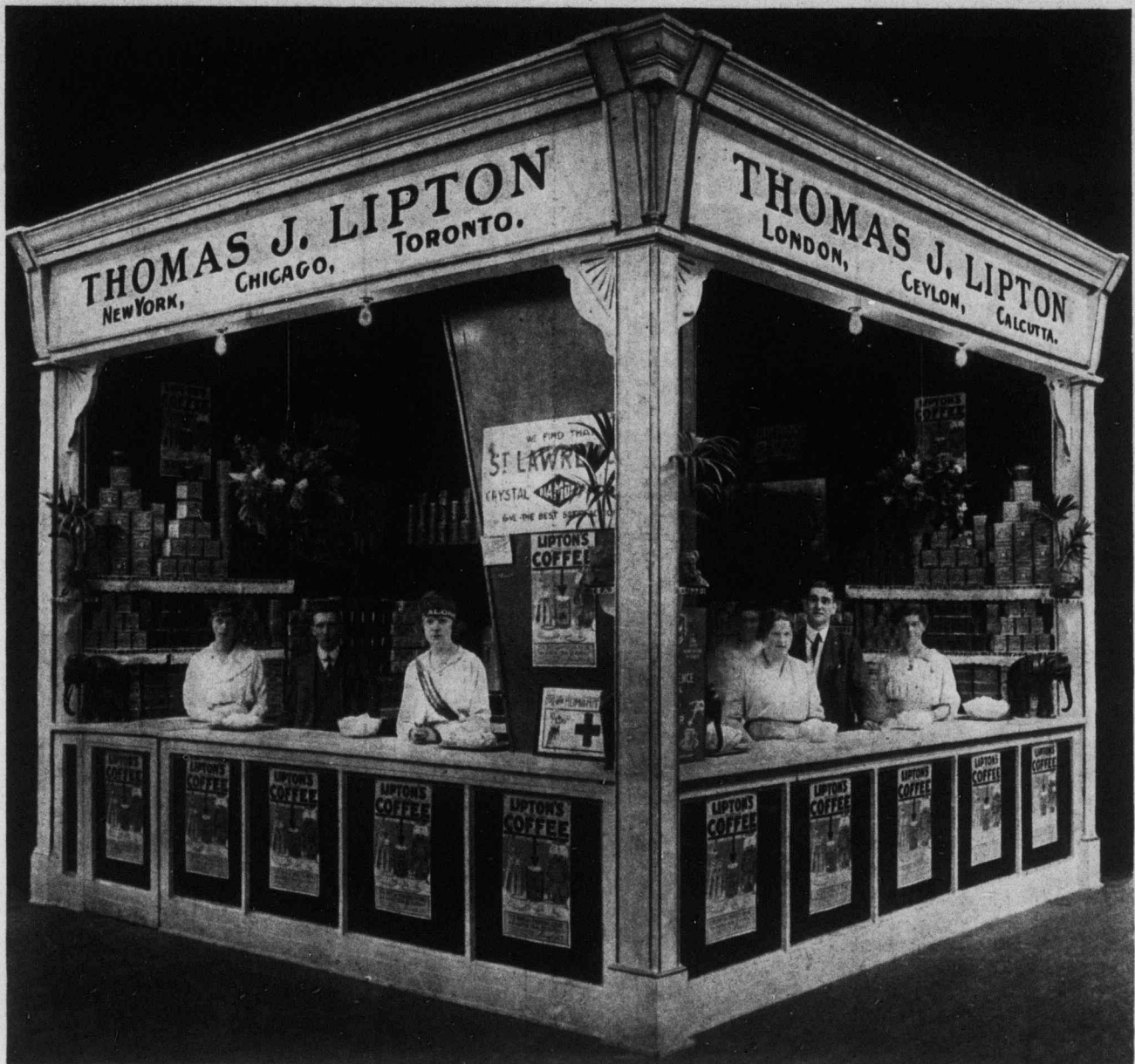
picture, that of "Daddy's Sweetheart", the plump, healthy little maiden clasping a box of Kellogg's Toasted Corn Flakes. Retail grocers from coast to coast are bound to reap much benefit from this aggressive publicity policy, working every week in the year, but working overtime in the interests of grocers for the two weeks of the Canadian National.

Thousands of sample packages were given away again this year, and flakes and corn served to huge crowds daily.

This is the only company in Canada manufacturing the original Kellogg's Toasted Corn Flakes, and has no connection whatever with the American or other Canadian concerns.

T. M. Sibbald 109-111 George Street, Toronto, the Toronto agent, was in charge once more of this popular and excellent exhibit.

There has been a very large increase in the sale of Kellogg's Toasted Corn Flakes, despite the unusual competition now being experienced.



Thousands of people tasted Lipton's teas, coffee and cocoa.

THOMAS J. LIPTON

THE exhibit which displayed to trade and public at the Canadian National Exhibition in Manufacturers' Building, the products of the "largest tea house in the world," was one which was attractive in its decorative scheme as well as the way in which visitors of the Exhibition were made welcome. Gallons and gallons of cream must have been used during the two weeks to satisfy the demand to taste Lipton's teas, coffee and cocoa.

Lipton's teas are the products of 72 different plantations. In this way an excellence in taste and integral quality is guaranteed by the very name of Lip-

ton. Coming in packages at 40, 45 50, 60, 70c and \$1.00, black, green or mixed teas, in pounds or half pounds, Lipton's teas are a household word with grocers throughout the world.

Lipton's cocoa, which is steadily gaining in popularity by reason of its unexcelled quality, is sold in 1-5th of a pound and half-pound tins. Lipton's coffee, imported from London, the yellow label being of No. 1 quality in pound or half-pound tins, sells for 45c, while the blue label is 40c per lb.

Mr. Thomas Crane, of New York, the vice-president and general manager of Thomas J. Lipton for United States and

Canada. Mr. Geo. C. Thompson and Mr. W. F. Robertson, these latter having charge of the Canadian branch at Toronto, were all present at the Exhibition this year, and the exhibit there was in charge of Mr. Robertson, who took particular pains in demonstrating Lipton's products. Six attentive ladies were kept exceptionally busy supplying the wants of patrons to a nice hot cup, and many remarks were passed by the patrons highly complimentary to the exquisite taste of the tea, coffee and cocoa served, each lady receiving free a coupon good for 5c at any grocery store on purchasing Lipton's tea.



"E-D-S"—the three famous initials—brands were tasted by thousands.

E. D. SMITH & SON

A DISPLAY in the Manufacturers' Building of the Canadian National Exhibition this year which appeals by reason of its attractiveness as well as by the samples of the products which nearly a million of people were able to taste here was that of E. D. Smith & Son of Winona.

The exhibit was tastefully arranged in pyramids, and towers of various jams and jellies. These included crab apple, raspberry, strawberry, black currant and red currant jelly, black currant, red raspberry, peach, pear plum. The

scheme of allowing the public to try any jam they desired on small wafers was very much appreciated as is demonstrated by the large amount of jams and jellies consumed during the two weeks.

Grocers well know that the thousand acres which the fruit farms producing these jams take up are famed from coast to coast as the "garden of a thousand acres." There the delicious jams and jellies which are so much in demand at grocery stores are produced and a maximum of care goes to their production.

One big feature to which these manufacturers are paying particular attention at this time is a two-pound sealed tin of jam to be sent to the boys at the front. The package in tin is sealed fast so that no moisture or air or dust or any influence that would tend to deteriorate the quality of the jam can possibly enter.

Grocers the country over know the products indicated by the famous initials "E.D.S." and the demand which is growing for these products is proof positive of the esteem in which they are held.



W. K. Kellogg Cereal Co. showed the process of putting "Krumbles" in a "Waxtite" package.

The New Waxtite Package

PROBABLY there was no single exhibit at the Canadian National Exhibition this year which attracted the attention of as many people as "Krumbles"—where this whole wheat, ready-to-eat food was being put in WAXTITE packages.

This is surely very significant. It is the evidence of an awakened interest which the public is taking in the methods being used for the safeguarding of their foods.

This new WAXTITE package which has been adopted by the **W. K. Kellogg Cereal Co.** for the protection of all their products is one of the most important innovations yet introduced by manufacturers of cereal foods. The WAXTITE package ensures the food reaching the table as fresh and crisp as when it leaves the oven.

The Waxtite process, which gives the public these safeguarded packages, and consequently provides for the grocer an article which he can stock with every assurance of satisfaction, was demonstrated to many thousands of people at

the Exhibition by the two machines which were in constant use making samples which were distributed to the public as they passed through the exhibit.

After putting the package together, the first machine fills it with Krumbles, fastens and seals the ends, passes it on to the next machine, which encases it in a sheathing of waxed paper—a sealed package—air and moisture proof, impossible of intrusion by vermin.

These machines are marvelous in their mechanical perfection and were a constant centre of attraction. In the Krumbles factory similar machines are capable of turning out 300 packages a minute. As Rex Beach would say, this is "going some."

Grocers are being helped in the introduction of these goods by the very large distribution of sample packages of Krumbles, not only at the Exhibition, where over 50,000 packages were given away, but also from house to house in the towns and cities.

This whole-wheat food, ready-to-eat at

any time of the day and every day of the year, has become amazingly popular already, and on account of its great food value there will be an increasing demand.

In addition to Krumbles, Kellogg's Wheat Flakes and Rice Flakes have established themselves in the esteem of the trade, and then there is the whole-wheat biscuit—"the biscuit you eat like toast"—it is not eaten like other cereals—it is a biscuit to be eaten with butter or jam.

The new drink, "Drinket" took the Exhibition by storm. As the demonstrator cried, "Drink, and when you drink, drink 'Drinket,'" the people crowded up for a sample. This drink, made of wheat and rye, will appeal because of its delicious flavor. It is remarkably inexpensive, too, a third of a cent per cup! The trade will find "Drinket" a growing favorite if the remarks of those who have tried it are an indication.

Taken altogether, this exhibit was of great value to every one from an educational standpoint.



One of the coolest, freshest exhibits at the Fair was the Wm. Davies Co., Ltd., packing house products.

The William Davies Company, Limited

ONE of the most attractive booths in the Manufacturers' Building at the Canadian National Exhibition this year was that of the William Davies Company, the well known Packing House of Toronto. The usual packing house products were well displayed in two glass show-cases, constructed after the style of a store front, one window being devoted to Canned Meats, "Peerless Pickles," and "Peerless" Shortening, and the other to

Smoked Meats (including Davies Wiltshire Bacon), Pure Lard and a new line of Pork and Beans.

The latter product was one of the main features of the exhibit. The product is identical in every way with the Pork and Beans supplied by the firm to the British Government for the boys at the front. Thousands of visitors to the Exhibition had an opportunity of tasting this new specialty and pronounced it to be excellent. Judging by the

interest taken in this line, both by the public and the trade, Davies Pork and Beans are off to an extraordinarily good start.

The exhibit as a whole was characterized by good taste and the various products displayed were set off to the best advantage. The addition of a few graceful palms and small ferns gave an air of coolness which was very pleasing, while the lighting effects were in every way artistic and appropriate.

J. S. FRY & SONS, LIMITED

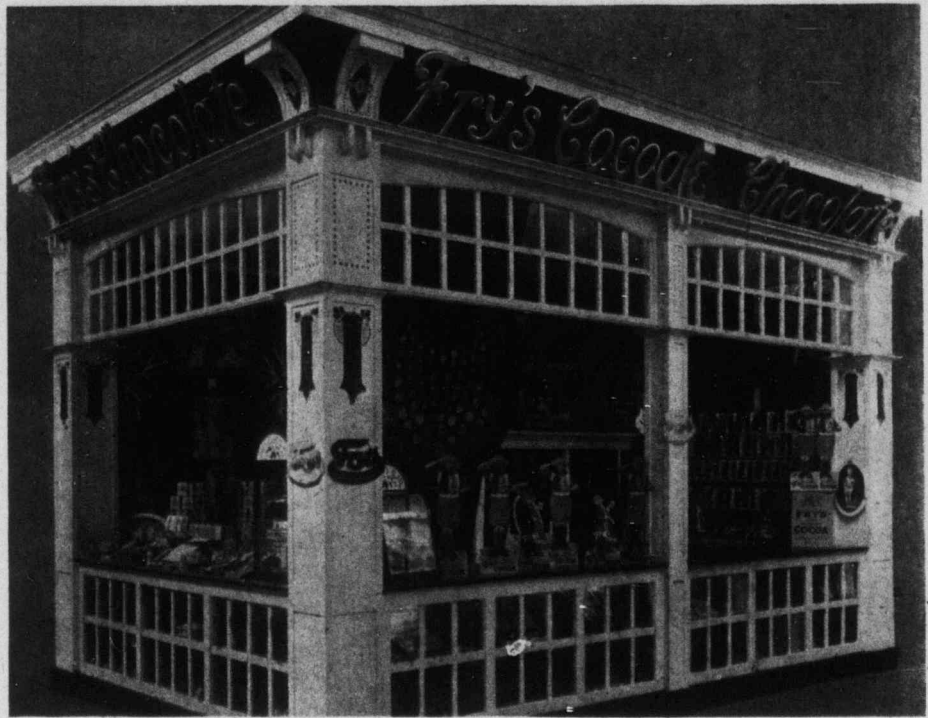
NEARLY two hundred years ago in the city of Bristol, England, the business of making Fry's chocolate and cocoa was established. This was as far back of 1728. From that date the business has grown to a magnitude unapproached by any similar line.

The exhibit of J. S. Fry & Sons, Limited at the Canadian National Exhibition was the admiration of all. The purity of the products has always been the guarantee of every grocer handling them.

Fry's cocoa known the world through is increasing its popularity in Canada. Dealers have the benefit of catchy ads. and show cards to back up the intrinsic merit of the product.

A line which is already well favored is chocolate powder. This can be used for either baking or drinking. This was especially featured in the display at the Fair.

The number of souvenirs which were



J. S. Fry & Sons, Ltd., established nearly 200 years, had a fine exhibit.

distributed by Fry's this year indicates the hold which these products have on the Canadian public.

One feature of the exhibit was the

panel of medals and awards earned by Fry's products. No other similar manufacturer can vie with J. S. Fry and Sons, Ltd., in this regard.

HOLLAND RUSKS EXHIBIT

THIS reproduction of the Holland Rusks exhibit, which was carried on in the Manufacturers' Building at the Canadian National Exhibition Association, should indeed be very interesting to all the Grocers throughout Canada.

Holland Rusks, as most every up-to-date Grocer knows, is a line which has been on the Canadian market for ten years, and during that time has had a regular and steady sale, but since the first of January, 1916, the present sales agents, The Harry Horne Co., of Toronto, have put a great deal of special energy behind the line, and with the co-operation of the manufacturer, have done very valuable advertising to the trade, and to the consumers, and have thereby increased the sales over 50 per cent. of what they formerly were.

For many years the public have looked on Holland Rusks as a food for infants, but the actual facts are that it is one of the most valuable foods as a breakfast dish that can possibly be served in the home, and the public are rapidly appreciating its great food value, and thousands of people are now using it daily.

The large amount of samples and advertising matter distributed from this exhibit will undoubtedly create a further increased demand for these Rusks. The factory where the Rusks are produced is located in Holland, Michigan, and consequently is an American product, and is extensively used in many thousands of American homes, as well as becoming a very popular line throughout Canada.

The Harry Horne Co. are the distributing sales agents for Ontario, but supplies may be had from any Wholesale Grocer, or direct from the sales agents. In Montreal, Mr. W. S. Silcock is the distributing sales agent. In Halifax, J. S. Creed is the sales agent. In Winnipeg, The Robert Gillespie Co.; in Calgary, Jackson's, Ltd.; in Vancouver, W. H. Malkin Co.

Any particulars that the trade may desire concerning the line throughout Canada will be cheerfully supplied by The Harry Horne Co., of Toronto, who are in charge of the entire Canadian business.



Holland Rusks unique exhibit in the Manufacturers' Building.



The exhibit of the Eureka Refrigerator Co., the centre of crowds all the time.

EXHIBIT OF REFRIGERATORS

THE magnificent exhibit of the Eureka Refrigerator Company, Ltd., in the Industrial Building, created quite a sensation amongst the members of the trade, who were able to be present at Canada's great National Exhibition. That this exhibit, in regard to general workmanship, new patented features, and original improvements, was the best by far ever shown at the Exhibition, was the unanimous verdict of competent judges. The original features introduced by this old established firm, which has devoted all its time for the last thirty years to the manufacture of refrigerators only, clearly prove that in this line they are looking after the interests of the grocers and provisioners of our Dominion more than any other refrigerator concern.

The EUREKA (and there is only ONE Eureka), is now the only patented refrigerator in existence **equipped with proper warm air flues across ceiling of cooling-room**, and connected with warm air flues around walls. It was patented in 1914. These warm air flues are placed in the only practical position to do the work required of them. **Situated in any other place, the cold and**

warm air flues would be so close together that the warm air would be cooled and condensed (forming dampness) before reaching the place arranged to receive same.

Nothing else can in any way compare with this wonderful patent, which has taken years of study, hard work, and experience to perfect. Every part of cooling room ceiling not used for cold air flues and the necessary solid beams to support ice, is now used for warm air flues, thus absolutely guaranteeing a perfect circulation of pure, dry, cold air. In all EUREKA refrigerators, the utmost distance from one warm air flue to another is only 10 inches. This important feature cannot be said of any other refrigerator made in the Dominion of Canada or the United States.

The splendid record of this firm, in the matter of original designs and ideas can never be equalled or surpassed. Every feature that has been tried out and found satisfactory during the last thirty years has been improved and patented. Every defect has been eliminated. The result is a product which is the acme of perfection and the delight of all who use EUREKA Refrigerators.

The large refrigerator in centre of photograph shows the latest EUREKA Cold Storage Design. This firm was the first to recognize the great possibilities of this model, and has installed many of them during the summer of 1915, and continually ever since. This refrigerator is fitted with Cold Storage windows and doors, all fitted with rubber gasket seals, self-closing automatic catches, and heavy spring hinges, making the refrigerator absolutely airtight. The catches on the windows do not in any way interfere with the display of goods, and the catch on cooling-room door can be operated from inside. A point of interest which must not be overlooked is that customers may have an ice machine installed in this design of refrigerator without going to the expense of purchasing a new case.

In conclusion, it would be very much to the advantage of intending buyers to reap the benefit of the experience and advice of this great firm, and consult their experts before placing orders. Remember that experience counts for everything. A child in the kindergarten class cannot be expected to have a fraction of the knowledge of his teacher.



Thousands of people taste "Maggi" soups and bouillon at the Fair.

"MAGGI" SOUPS

THIS exhibit on a main aisle of the Manufacturer's Building at the Canadian National Exhibition, in the shape of a house, in attractive dark coloring, and, like the house represented, always busy, was the home for two weeks of "Maggi" Soups. Nearly a million people came and saw, and thousands and thousands tasted this delectable product. Demonstrators were kept busy every day telling people the merits of these Soups, and shaking hands with many in the trade and of the public who already know the excellence of "Maggi" Soups.

These are made in Switzerland and in Paris, France. They have been coming

to Canada for some years now, in ever-increasing quantities year by year. And though freights and war risks and insurance have been factors calculated to put up the price of imported goods, "Maggi" products have not altered at all. No advance in price has been made.

No testimony is needed as to the excellence of "Maggi" Soups. Made of exceptionally high quality ingredients they are as pleasing as they are healthful, as well as economical.

Two other lines made by the Maggi Company were also being shown at this booth;—Bouillon Cubes, and Maggi Essence, both of which are having a ready sale to the trade. One of the big up-

features of the Bouillon Cube is the fact that they take so little time to prepare, simply add hot water and it is ready immediately. Maggi Essence whilst not as well known as the Soup, has already made a name for itself by its merits as a flavoring for Soups and meats of all kinds.

The thousands of people who saw the exhibit and tasted the products at the Fair this year will be customers for Grocers from Coast to Coast. The publicity for which the manufacturer's of "Maggi" Soup go in, is an index of the way in which the Grocer is backed

up.



The Dairy Building held nothing more interesting than Gunn's, Ltd., exhibit.

GUNNS "PON-HONOR" PRODUCTS

GUNNS Pon-Honor food products need no introduction to the grocers and retail trade of Canada. They are known in every town and city from coast to coast and the very name is a synonym for highest quality. Grocers and public flocked to Gunns exhibit in the Dairy Building of the Canadian National Exhibition. As usual it was par excellence and was as interesting from an educative standpoint as it was attractive from that of display.

The top of the case was lined with pails of "Easifirst" shortening. Above these and round about them and draped in suitable places throughout the case were the flags of the Allies. "Easifirst" shortening has established a reputation for itself in Canada as second to none. At the back of the case there was

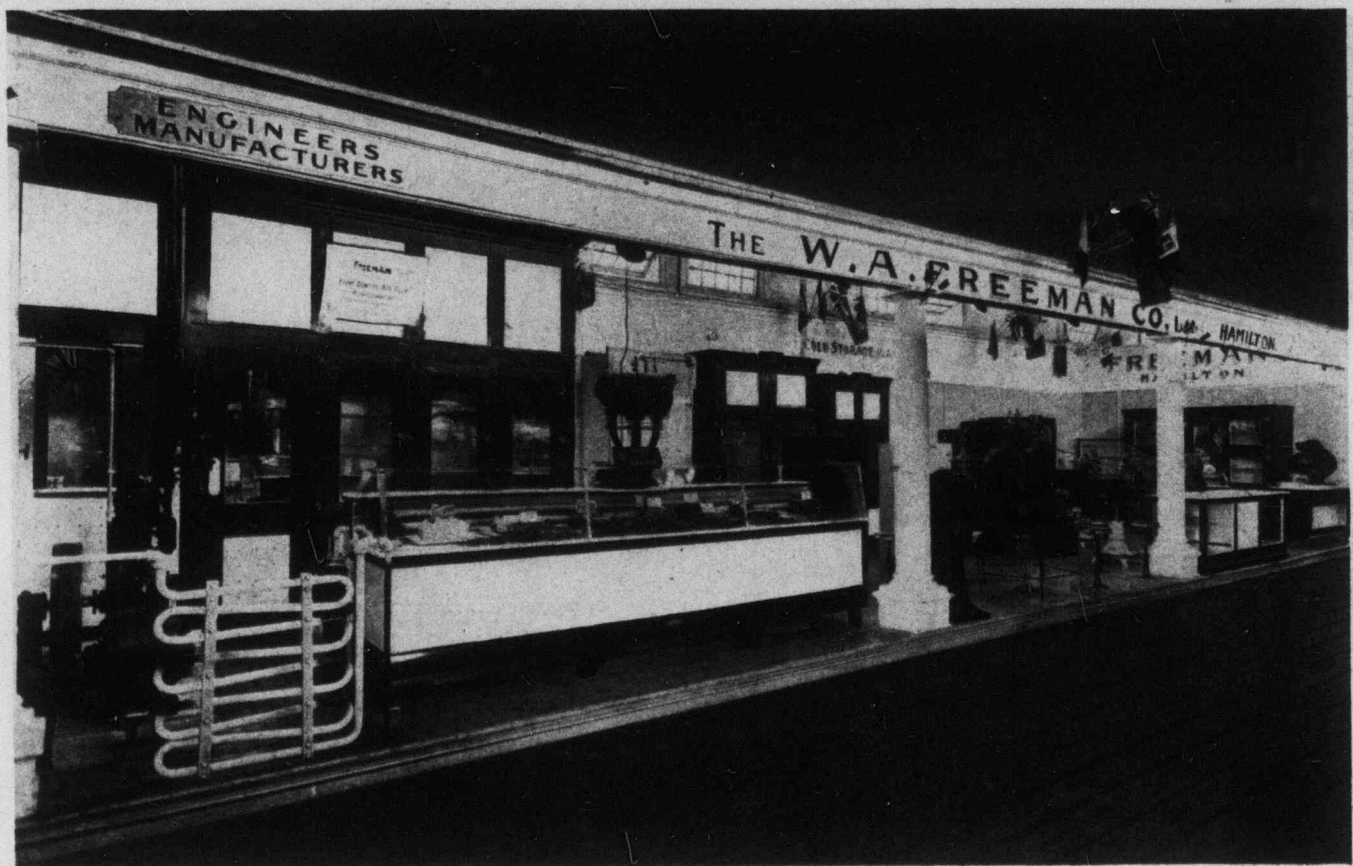
a magnificent display of beef in whole carcasses which called forth most appreciative comments from the keenest critics. Immediately underneath these on the base of the show case were a series of war relics, such as helmets, shells, rifles and various other trophies from the battlefields of France and Belgium.

On the base of the case at the front were individual cooked meats in all sorts of forms, some jellied, some sliced and some in the whole piece. The excellence of the cooked meats which this concern carries is to well-known to need any comment.

One of the most effective sections of the whole display was that which was devoted to a number of spring chickens.

A selection was made of the very best possible in this line, and the way in which they were prepared made them exceptionally appealing and attractive.

The many lines put out by Gunns, Ltd., were represented in various ways all calculated to have an immediate and an effective appeal to the grocer and also to the wider public which he serves. Grocers who already handle these products have proved how immensely worthwhile it is for them so to do, and such of the trade as are not handling them at present will find the conviction that they should a growing one after seeing the exhibit at the Canadian National Exhibition this year.



Grocers interested in equipment crowded around the W. A. Freeman Co., Ltd., exhibit.

W. A. FREEMAN CO., LIMITED

CROWDS passed and repassed the exhibit of the W. A. Freeman Co., Ltd., in the Industrial Building at the Canadian National Exhibition. The booth was a centre of interest all the time and some scores of grocers were anxious to find out something about this new and excellent system of refrigeration. Freeman's Dry Air Circulating System with the Centre Warm Air Flue, surpassed all former attempts at preventing condensation and dampness on the ceiling of cooling rooms. This flue carries away the air and gases that arise in centre of all cooling rooms, instead of, as heretofore, condensing on the ceiling. It also has more circulating capacity, inch for inch, than any refrigerator made in Canada as yet. The flow of cold air can be checked or regulated instantly, and every ounce of ice is utilized. Because the circulation is self-contained and automatic no outside ventilation is required, and thus less ice is used. As a means of testing the complete absence of dampness in a Freeman refrigerator, wet matches placed in the storage room overnight will light on the walls of the room. These are briefly the main reasons why Freeman refrigerators have made for themselves their enviable reputation.

The Centre Warm Air Flue is the big

feature. Grocers who had this explained to them were unanimous in endorsing its sensibility and great advantage. The "Freeman" is the only refrigerator which provides a positive means of drawing the warm air from the middle of the cooling room as well as drawing it up from the four sides of the room.

Another important point is that the old loose-fitting window has been discarded; likewise the old warping door and flimsy insulation. The door and windows used is of the heavy cold storage type, overlapping the jamb all around, and closing airtight on a rubber gasket. It has a self-acting spring catch. Hinges are high-tempered steel spring hinges, which force the door to shut quite tightly. With these doors and windows no air leakage and no warping can possibly occur.

The W. A. Freeman Co. is the only concern in Canada which itself builds every part of a refrigeration system and equips the store in every detail of refrigeration entirely by its own engineers.

Thousands of people were also interested in this exhibit by reason of a demonstration of the Freeman Brunswick system of Mechanical Refrigeration by the Direct Expansion Method and

the Brine Circulating Method. This is the Ammonia Compression System. The refrigeration is produced by the expansion of Anhydrous Ammonia through pipes placed in the rooms or tanks to be cooled.

A refrigerated counter with display top for storing and displaying meats were all cooled by a Freeman Brunswick plant working right in the exhibit. This refrigerator counter is the latest achievement in scientific silent salesman construction. Meat is kept in a low temperature, so low that flies cannot live within the glass top enclosure.

Meats can be clearly seen but cannot be reached or handled by the public. This counter differs in construction to anything of its kind inasmuch as it has a slanting front to the top, making the contents more readily seen by the customer.

Grocers showed by their continual enquiries that they realized the wisdom of having the best in refrigerator systems. They know full well that it pays many times over to have a reputation for selling only the very freshest and purest of goods, and that this end can only be achieved by an installation of the very best in refrigeration systems.



Grocers were anxious to see this paper-saving and money-saving Climax Baler.

STEEL "FIREPROOF" PAPER BALERS

OWING to the great shortage in paper-making materials, dealers and mills have been forced to pay a price for baled scrap paper that even the smallest grocer is interested in turning this waste into money.

The outstanding features of the Climax Baler is the steel construction

which makes it practically indestructible, and superior to the old-fashioned wooden baler. Its powerful mechanism and simplicity of operation is such that any 100 pound boy can operate it and put sufficient pressure upon the bale.

The "fireproof" qualities of this steel baler, which is made in ten sizes, are

also to be taken into consideration, as it reduces your fire risk. Wooden balers do not give this most important protection and advantage, which is well worth the few extra dollars that it costs.

The Climax Baler Co. service department will give you full information where you can dispose of your baled waste paper at the highest prices.

CANADIAN CEREAL AND FLOUR MILLS CO.

AT a very convenient point in the main aisle in the Manufacturers' Building of the Canadian National Exhibition was to be found this year the display of Canadian Cereal and Flour Mills products. The familiar picture, in national garb stood out well from each package of the many that went to make up the attractive display. This Scotchman has become as familiar to the public as the excellence of the product which he represents.

The grocer can remember that all this publicity is one indication of the way in which the manufacturers of Tillson's Oats and Scotch Health Bran and kindred products, stands behind the grocer to give him every aid possible in selling these lines.

The terse but meaningful slogan, "A Food Not a Fad" is known and appreciated the country over.

Thousands and thousands of people stopped at the exhibit of the Canadian Cereal and Flour Mills Company during the two weeks of the Canadian National Exhibition. These Tillson products made many new friends besides giving old ones added justification for their friendship.



The attractive exhibit of Canadian Cereal and Flour Mills Co., Ltd.



In yellow and blue, the Catelli exhibit was a busy spot all the time.

C. H. CATELLI CO. LIMITED

ONE of the most widely attended exhibits of all under the Grand Stand was that of the C. H. Catelli Co., Limited, Montreal. Demonstration of this health-giving food, and the innumerable ways in which it can be used, was going on all day for the whole two weeks of the Canadian National Exhibition. The booth was attractive in the blue and yellow coloring of the big posters which their product has had, and which are known in all cities and towns.

A new and important feature of the exhibit this year was the display and demonstration of the new Milk Macaroni. This has only been on the market for a couple of months, but already

it has made many friends because its health-giving properties are assured and abundant.

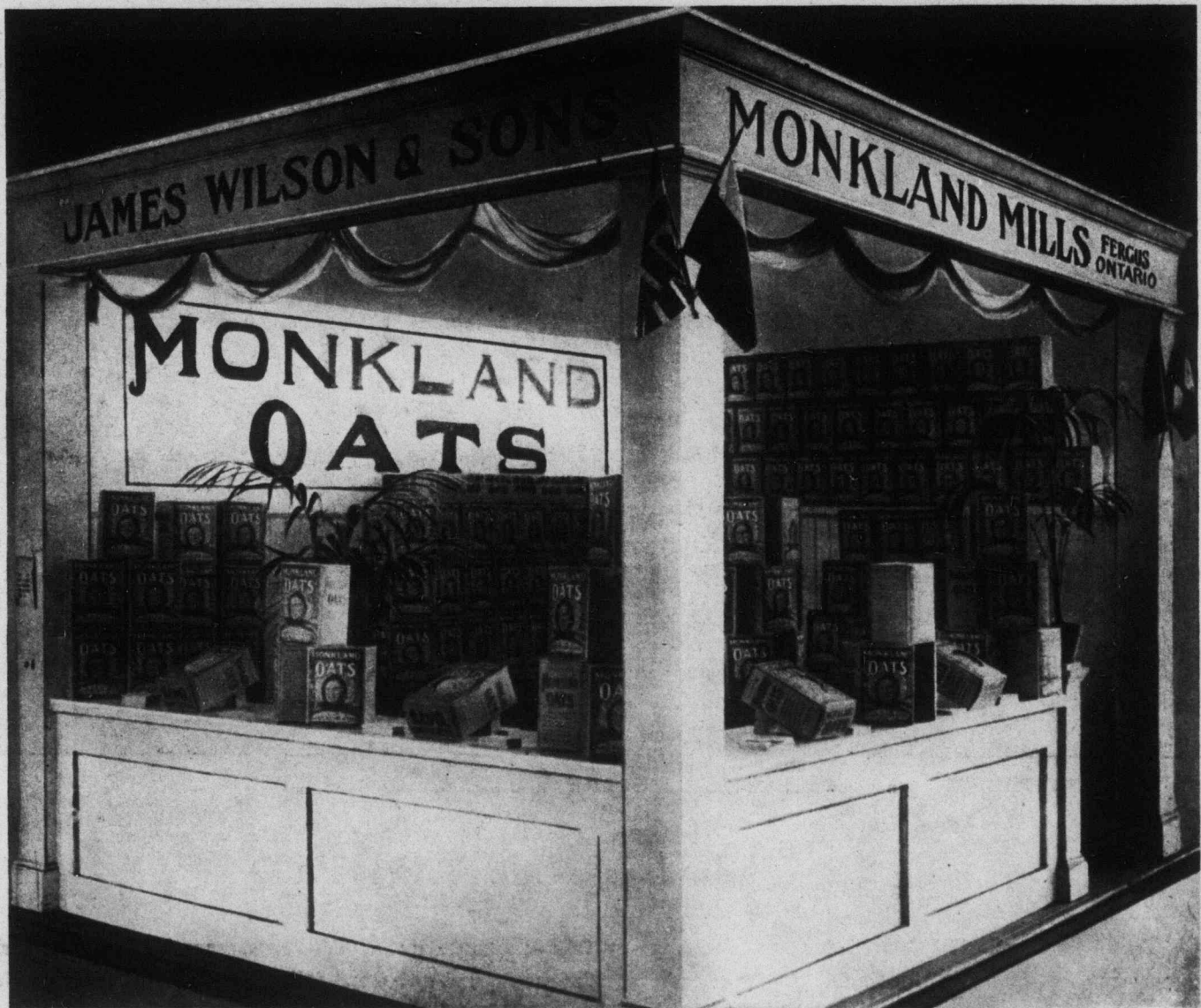
This Milk Macaroni is an absolutely new food product, which was never made before on the American continent, and it is one of those new Canadian industries which ultimately will extend around the world. Macaroni heretofore has been made by mixing flour with water, but this new Canadian product is made by mixing flour with milk, and naturally has a better flavor and more food value.

All Catelli lines are made from Canadian wheat and thus the very foundation is one which is bound to be health-giving.

Catelli's macaroni will make varied and delightful dishes. It is an excellent substitute for meat; can be used in place of vegetables; as a pudding; in salads—in fact, in a hundred and ten different ways. Thus it is a foodstuff which provides endless delight because of its variety, as well as a maximum of nutriment.

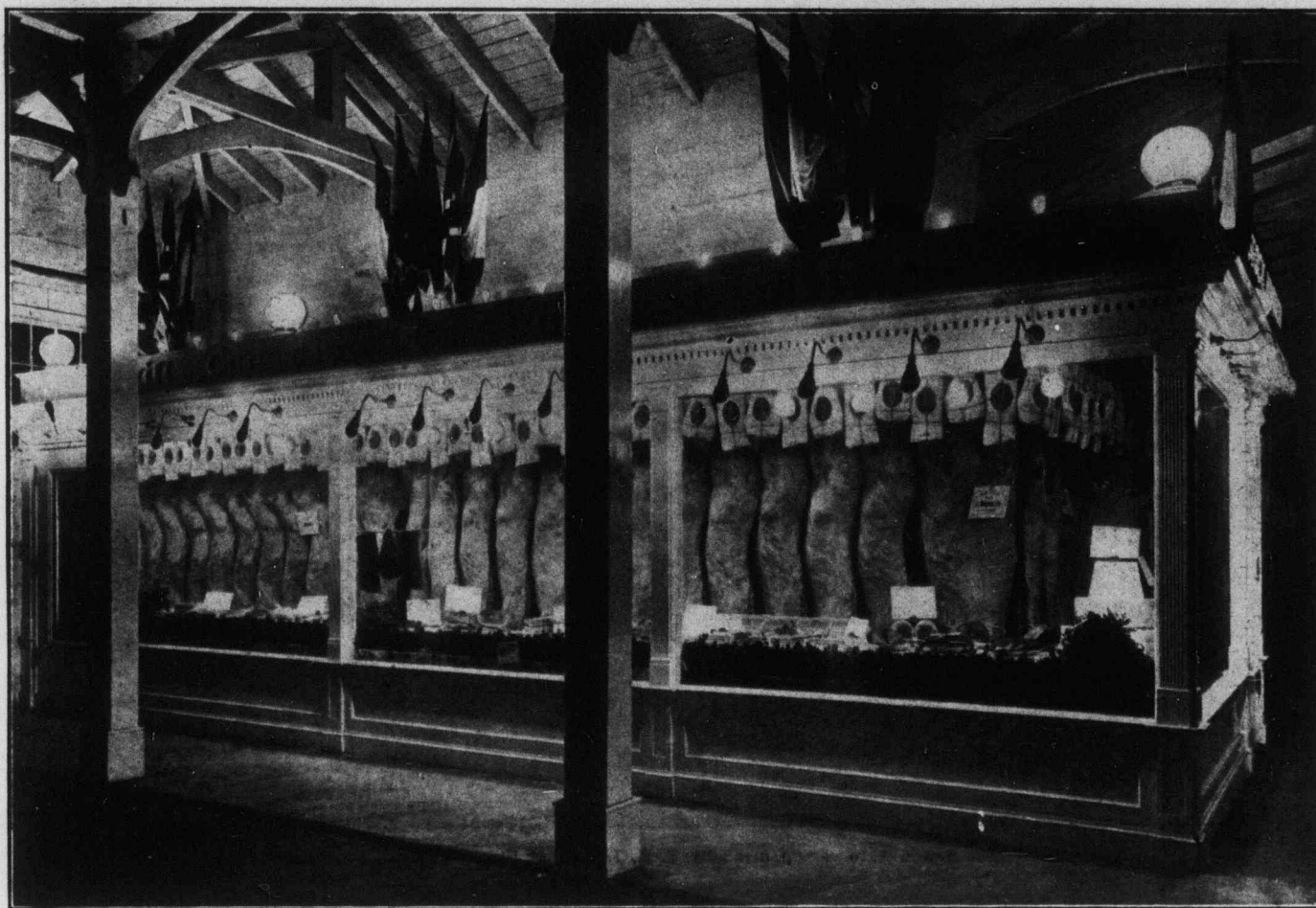
The trade was anxious to learn as much as it could at the exhibit this year. It recognizes, among other reasons for the handling of macaroni, that the wide publicity which the manufacturers have indulged in makes a demand for the product an ever-increasing one. This new Milk Macaroni is in stock at practically every jobber's in the country.

MONKLAND OATS EXHIBIT



The display at the Canadian National Exhibition

THE above is a display made at the Canadian National Exhibition, Toronto, by James Wilson & Sons, Fergus, Ont., who are placing on the market a special grade of Oatmeal which should commend itself to the public on account of its fine quality and excellent flavor. This brand is known as MONKLAND OATS, and it is put up in cases of 16, 4½-lb. packages. A trial order is solicited.



An exhibit as educative as it was attractive—Swift Canadian Company.

SWIFT'S "PREMIUM" PRODUCTS

AN education in meat preparation before it gets to the consumer was given by the Swift Canadian Company, Limited, whose impression will last long after the Exhibition. In a large refrigerated showcase were shown how the well-known "premium" brand of bacon is selected by the cutting off of the outer edges of the fresh belly cut, and only the choicest retained. The same thing occurs with the Premium hams. Then close by, the curing is indicated by the white sugar and the Canadian salt, which alone are used, while next to this is a simple, quickly-grasped setting out of how the smoking of the hams is done. It is the Swift systems in miniature, and one sees the whole preparation of the meats to the time they go to the frying pans.

The Brookfield brand pure pork sausage also is selected in much the same way only more so. Only the loin back trimmings of a hog are used for these

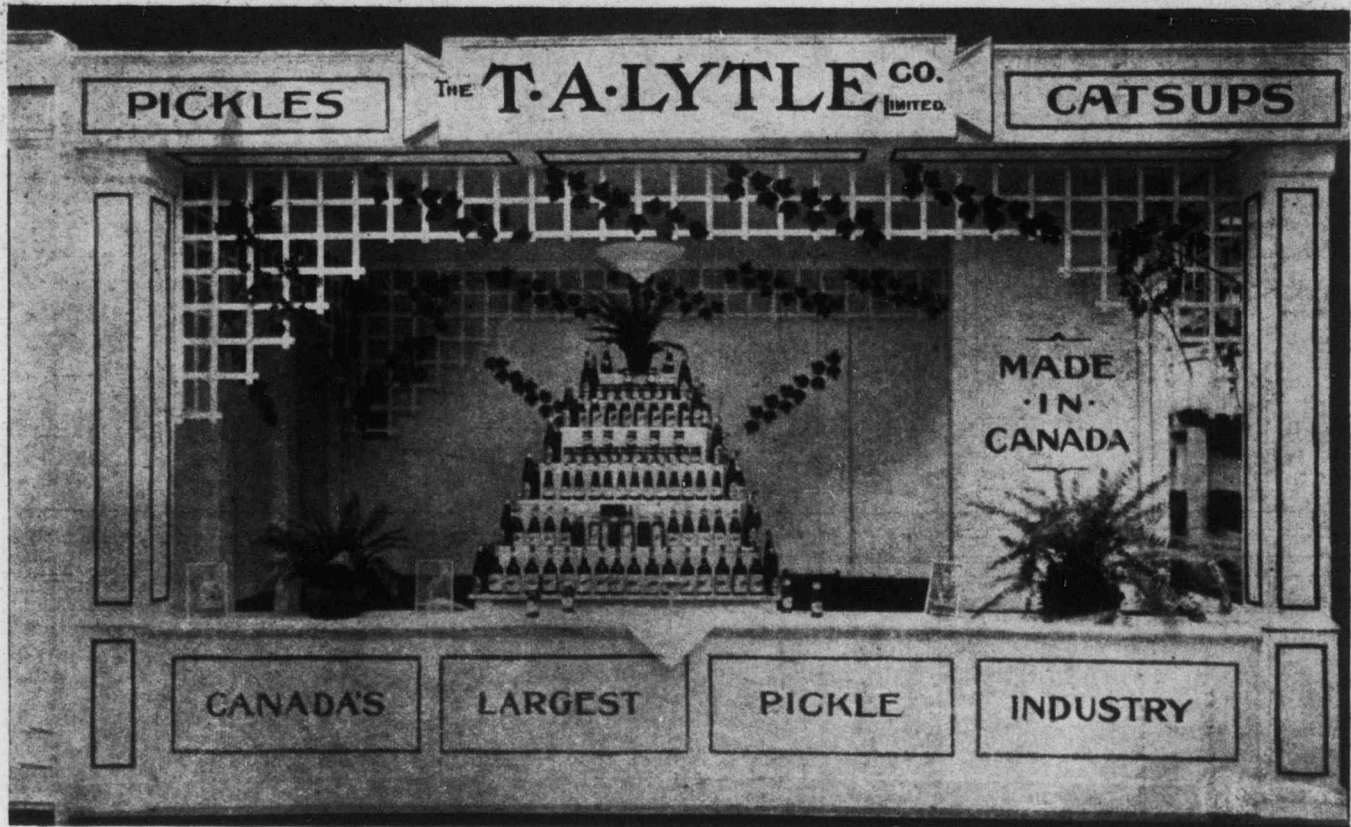
sausages; how little would surprise people—about one half pound to the hog. Everywhere in this educational exhibit the thing which most impresses is the care and the scrupulous cleanliness which is exercised throughout the making of the Swift products.

Besides these there are in the Dairy Building exhibits of the Brookfield eggs, butter and cheese, also poultry, Silver Leaf Brand Pure Lard, cooked meats and summer specialties. All these are put up in an appetizing manner, but need not be more than mentioned. The carcass beef and lambs, which was probably the most striking in the Exhibition, made up the back ground of the exhibit.

Then in the Manufacturers' Building the firm had a booth devoted to a demonstration of the uses of "Cotosuet," a shortening which solves the secret of delicious pastry, and housewives are delighted to have it on their regular list.

The cakes and "goodies" are actually made on the gas stove in the booth, and were past praise. The results obtained by its use speak its worth in the world of cookery. The Swifts also had a very attractive exhibit of their famous Red Steer brand Fertilizer on the ground, near the Live Stock Building.

In all these exhibits the main point was the care which has been the hall-mark and the secret of the Swift Canadian Company, Ltd. All the exhibits were taken from the everyday stock of the firm, and nothing was shown which could not be purchased by dealers. The Swift Canadian Company, Ltd., has every reason to be satisfied with the ideal show it made at the 1916 Exhibition, as the public was certainly educated in the value of their products. Hundreds of grocers displayed interested attention. The hall-mark of high quality helps them to sell goods made by the Swifts, and the wide and continual publicity is another way in which the grocer is backed up.



The new tomato catsup made by T. A. Lytle Co., Ltd., was most popular.

T. A. LYTLE CO., LIMITED

A UNIQUE method in exhibiting was shown in the display of T. A. Lytle & Co., in the Manufacturers' Building of the Canadian National Exhibition. The exhibit was in white and the booth was on the corner of an aisle. It was different from most, inasmuch as instead of being crowded, it had merely a central display and round that lots of spare space. The whole of the booth was trimmed in white lattice work, which was interlaced with flowers and particularly maple leaves. The flowers were a bright red and showed up in excellent contrast against the white background.

The company is showing a new Tomato Catsup and Chili Sauce. This has made excellent headway alike with trade and public, and many thousands of new

friends were enlisted during the two weeks of the Exhibition.

This new catsup is made entirely without any preservative and without coloring. It thus conforms with the pure food laws of Canada and the United States. An expert has been imported to superintend the manufacture of the catsup and Chili sauce, which is of exceptionally high grade and quality.

Grocers are well aware of the steadfast way in which this company stands behind the trade by large and effective publicity. Moreover, the excellence of the products assures them a wide and satisfied public. Grocers who saw this new line of tomato catsup and Chili sauce were enthusiastic. Undoubtedly there will be a great demand for it in the immediate future.

TO MEET MAIL ORDER MENACE

(Continued from page 27.)

expected from our plan where we have thousands of persons holding shares all over the Dominion, each one helping the business not only by dealing with the company, but by telling his neighbors how cheaply he can buy everything through us.

"It means a saving to you of from 20 to 40 per cent. on your purchases, or in other words, you get the profit which now goes to your local dealer. Isn't this a strong reason?"

These arguments show some of the deceptive methods of the "mail order catalogue house" scheme. How can any business pay those who invest their money in it as high as 50 per cent. or 60 per cent. and at the same time save 20 per cent. to 40 per cent. to those who purchase goods. Needless to say our Association took active measures to expose the scheme, and those who had associated themselves with the promoters backed away from it. Not, however, until the promoters secured a large amount of the money subscribed, to pay their commissions. The directors were compelled to make a personal loss, to say nothing about the loss made by those who subscribed for the stock.

Some merchants say that the best way to compete with illegitimate and unfair trading mail order houses is to enter into competition with them. This is a task that no honest retail merchant desires to succeed in, unless he follows the plan adopted by "unfair-training-mail-order-houses," and casts aside his honor and his conscience, and is prepared to have special lines of well-known articles made of an inferior quality, to look like articles of reputable make, such as:—

"Washing boilers made out of thinly rolled metal with light copper bottoms" to imitate those of standard size and weight.

"Spools of thread made with more wood and less cotton?"

"Paint containing no white lead, but advertised as containing all the best and purest ingredients."

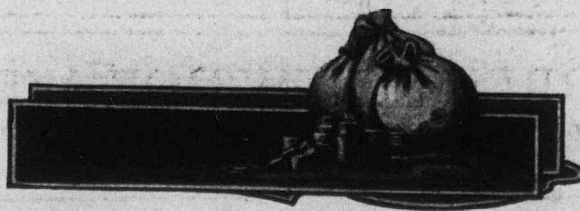
"Mustard, advertised as "pure" when it was so inferior that it could not be told from corn meal."

"Tables advertised as "solid oak," which contain no oak whatever."

"Silver ware advertised as being of the best quadruple plate, and found to be of the cheapest and most inferior quality and bearing false marks."

"Sausages, advertised as being 'pure country pork sausages our own make,' containing no pork whatever and violating the Pure Food Act."

"Silk blouses at very special prices that were a poor imitation of silk," and



hosts of other articles, described in the same deceptive way.

Unless a merchant is prepared to sacrifice his honor and his conscience, he could take no part in a performance of this character, and he would be well advised to make no attempt to conduct an illegitimate business of that sort.

Other merchants think that the trade of these "illegitimate and unfair trading mail order houses," as well as the trade of the fair trading mail order houses" could be to a great extent secured if the retail merchants would unite together and form co-operative buying syndicates so that they could buy in larger quantities direct from the manufacturers, and by buying at lower prices be able to compete with these concerns. This plan may sound feasible to some, but there is an old saying, which may be quoted in this connection, "Two wrongs never make one right." If we think that the principle of co-operative buying is wrong when conducted by our customers, why should we consider the principle right when it applies to the customers of the wholesaler."

We strongly oppose co-operative buying, and we need not expect that the wholesale trade will sit quietly down and let us do to them what we are endeavoring to prevent our customers doing to us. Not very long ago a retail merchant in a Western town in the Province of Ontario, came to my office to seek some advice. He stated that he had been conducting a general store in a prosperous village for some years. Of late he found that his trade was falling off and that what trade he was getting was nearly all charged on his books. Upon investigation he discovered that the farmers in his locality had formed "Co-operative Buying Clubs" and that they were buying their groceries, binding-twine, under-clothing, nails and blankets, and a host of other things in car load lots and dividing them up among themselves. He wanted to know what I would advise him to do. I asked him if he knew the firms that the farmers bought their goods from. He said he did not, but perhaps he could find out the names of a great many if not all of them. I knew that even if he could it would take some time for us to place the facts before them and ask them to discontinue their practice. So I asked him if he knew the farmers who were in the club, and he stated that he knew nearly all of them as

he was born in the district, and his father had carried on the same business for many years. I advised him to prepare a list of all of the farmers who were in the club, securing their proper initials and addresses, and make out two or three lists of them all, and have them typewritten and hang them up in his shop, placing as a heading on the top the he was born in the district, and his father had carried on the same business for many years. I advised him to prepare a list of all of the farmers who were in the club securing their proper initials and addresses and make out two or three lists of them all, and have them typewritten and hang them up in his shop, placing as a heading on the top the words "Members of the Co-operative Farmers Club in the County of ——" and when any of these members came in to buy anything, quote the regular price, but state that if his or her name was on the list, that was hanging up in a prominent place in the shop, that you must add a percentage of not less than 10 per cent. and explain the reason why, also stating that the terms must be net cash, as you could not give any person, whose name was there, any further credit. He followed my instructions and the next time he came to Toronto he called in and he was delighted with the manner in which the plan worked. It was not long before all the farmers, both those who were in as well as those who were not in the club, knew it. Many came in just to see if their names were really there, and they read the names all over. Some laughed, some said nothing, and others thought that the retail merchant was doing the right thing. One member thought that the result of his explaining "why" would be that he would get all his old customers back with new ones added.

This is merely one simple and yet effective method. Another similar method to meet the mail order houses catalogue has been adopted by some retail merchants.

(Continued next week.)



REDUCING THE COST OF LIVING.

The New York Commissioner of Foods and Markets is reported to have stated at the time when a general railroad strike seemed certain that his department would take advantage of the situation to reduce the cost of living for the citizens of New York. He explained that this would be possible by the use of motor trucks and boats which could bring produce and other foodstuffs into the city without passing through the hands of the middlemen.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Quebec.

The Dominion Cannery, Ltd., obtained the highest reward for their jams and fruits in glass, at the recent Quebec Provincial Exposition, by winning the Gold Medal.

Geo. Apperley has sold his grocery business on Queen street to D. Pelletier. He expects to engage in the potato business from this province to Montreal and Toronto.

E. J. Tremblay, a salesman in the employ of the Dominion Tobacco Company, was instantly killed on August 26 near St. Germain de Brandon, when his automobile was struck by an I. C. R. train at a crossing.

A new grain firm has been formed by two well-known men in the trade, under the name of Byrne & Beaulieu, grain brokers, with offices at 15 Board of Trade Building, Montreal. The principals of the new concern are T. A. Byrne, who has lately been purchaser and sales-manager of Chaplin Bros. & Co., and G. A. Beaulieu, a well-known grocer operator on the exchange.

It is probable that the price of milk will go up still further in Montreal, this winter, owing to the small grain crop and the high cost of labor. The question was discussed at the September meeting of the Milk Shippers' Association at the District of Montreal. No price was fixed at the meeting, but a committee of six was appointed to meet with the dealers and discuss the situation.

Ontario

Goodall Bros., Ottawa, are discontinuing their grocery business.

C. Masters, Orangeville, Ont., has sold his grocery store to H. E. Nightingale.

L. W. Hutton has purchased the grocery business of J. R. Bennet, St. Thomas, Ont.

Sergt. J. B. Ironside, who before enlisting worked on the Niagara Peninsula for Gunns Limited, has won the Military medal, which was presented to him on the field recently. Out of twelve hundred men he was one of ten to receive this decoration.

Port Dover.—Wednesday of last week, John Peachey, grocer, Eagle Place, Brantford, and John Newman, butcher, also of Eagle Place, brought their employees to the Port with their motor trucks, while the ladies of the party came over on the L. E. and N.

Stratford, Ont.—Work will be resumed in the local plant of the Mooney Biscuit Company as soon as possible, probably next week. Assistant Manager F. J. Donegani stated, that, they had been waiting for raw materials, and that as soon as they could be secured the plant would start working again.

Picton, Ont.—The grocery store owned by Mr. Albert Powers was destroyed by fire, Tuesday, September 5, together with the entire stock of goods. Werden's tobacco store and pool-room, adjoining, were also badly damaged. Power's grocery business was one of the largest in town. He was also an extensive shipper of fruit and poultry. The building and stock were partially insured.

Woodstock, Ont.—A fire which gave the brigade a two-hour's fight in the coal bin of the Bean & Westlake Biscuit Company's factory, in which was stored a large amount of coal, occurred September 5. The contents had apparently been smouldering for some time when noticed by the engineer. The brick work of the building had to be torn down before the blaze was extinguished.

In the early hours of Sunday morning, thieves entered the grocery store of W. Ullman, Hamilton, departing with all of Saturday's receipts, which amounted to over \$100. Entrance was gained through a side window which was left unlocked by the proprietor, who slept in a room adjoining the store and was not disturbed by the midnight prowlers, but no trace was found of the burglars.

Hamilton, Ont.—A large motor truck belonging to the Armstrong Cartage Co., and loaded with soap from the Proctor Gamble Works became stalled on the Grand Trunk tracks at the Lethbridge street crossing. A fast express from the west, struck the truck completely demolished it and scattered the soap for a distance of nearly a block. The driver saw the approaching train in time to jump and save his life.

The candy factory of Harry Webb Co., 23 Buchanan street, Toronto, was destroyed by fire the origin of which is unknown, causing a loss estimated by Mr. Webb at from \$75,000 to \$125,000 covered by an insurance of \$130,000 on the building and contents. An official of the company stated that plans had just been completed to erect a new factory and bakery in another section of the city, but the proposed buildings will not be ready for another year.

Western Provinces

Haryett & Co., grocers, have opened at Peace River Crossing, Alta.

J. H. Forcey, grocer, Swift Current, Sask., has sold out to A. E. Richard.

The St. Johns Grocery, Winnipeg, has been taken over by C. D. M. Chambers.

A general store has been opened at Bashaw, Alta., by an Edmonton concern.

T. A. Morrow has purchased the grocery business of J. H. Theaker, Tara, Ont.

The merchants of Weyburn, Sask., reverted to standard time on Friday, Sept. 1.

Macdonald-Crawford Ltd., wholesale grocers, have opened a branch at Swift Current.

The general store of Seguin and Sampson, Bromhead, Sask., was destroyed by fire recently.

W. R. Harper, of the firm of Harper-Presnail, cigar manufacturers, Hamilton, is on a trip West.

The A. Macdonald Co. Ltd., Winnipeg, wholesale grocers, are opening a branch at Regina, Sask.

J. E. Beland, butcher and grocer, Ponteix, Sask., has sold butcher business to Lagasse & Lorhaner.

W. A. Sadler, sales manager of The Canada Starch Co. has returned to Montreal after two weeks' vacation.

It is reported that the C. P. R. has made the Knight Sugar company an offer for their plant at Raymond, Alta.

David Dowler, junior partner of Martin and Robertson, rice millers, Vancouver, was in Winnipeg last week.

Tomlinson and O'Brien, manufacturers agents, formerly of Bannatyne Ave., Winnipeg, have moved to 433 Ross Ave.

Eleven North Vancouver grocers have protested to the city council against small stores such as fruit stands and similar places selling groceries on Sunday.

John R. Simpson of Chase & Sanborn, Montreal, returned to the city Monday, after a three weeks' business trip to Newfoundland and the Maritime Provinces.

Arthur H. Mason, for many years connected with the Mason and Risch Piano Co., but latterly with the Imperial Rice Milling Co., Vancouver, died on Aug. 28, aged 54.

The Cameron-Heap Co., wholesale grocers, with branches at Fort William, Kenora, Regina, Prince Albert and other

(Continued on page 60.)

Potatoes Aspire to Aristocracy

Dealers Assert They Will Be Selling Around \$3.60 per 90-Pound Sack By Christmas—
Now Quoted at \$1.80 to \$2.35—Ontario Crop a Failure—West
Coming to Rescue.

WHILE the egg is admittedly an aristocrat, and as such, entitled to be a close follower of fashion fully qualified to take its place in the ranks of the higher priced commodities on the markets this fall, who would expect such aspirations on the part of the humble, homely everyday potato?

Yet the potato is going to be right in the fashion, and high priced, too, this season. There are dealers who are today almost prepared to bet on the possibility of the price going to \$3.60 per 90-lb. sack after Christmas, and contracts offering at \$2.25 for six months' supply are being refused. For a brief few weeks money might be made on potatoes at that figure, but probabilities are that during the winter the business would be a steadily losing one.

Shortage Already Noticeable

There is already a shortage of potatoes on the market for immediate future consumption. The supply from the United States has practically ceased for the season. The Dominion becomes dependent on its own resources for its potato supply, and one of the principal potato producing provinces—Ontario—has experienced this year almost a complete failure of potato crop. The Ontario potato yield is the smallest known for years—in fact, many of the field crops are so poor that it will not pay to dig them at all. They will be ploughed in, and probably few potato sprouts will re-appear in the spring, for the tubers are simply non-existent in hundreds of drills. In consolation for Ontario, however, the few Ontario potatoes, which have been produced in spite of adverse weather conditions, are of good quality, though small in size. Some producers were fortunate in escaping the effects of the early spring deluge which ruined the Ontario crop after seeding had been completed, but even these luckier producers have lost by the effects of the very dry period of over two months before harvesting time, which is responsible for the smallness of the potatoes being marketed.

Late N. B. Potatoes Small

Even the fine crop of New Brunswick potatoes which is coming to the rescue of the supply at present, shows the effects of those two dry months, for the later varieties of New Brunswick potatoes will be small in size, though the earlier crop is abundant and of fine quality and size.

New Brunswick producers estimate that the potato crop of their province this season will amount to about 60 per cent. of the whole eastern provincial production. The crop is not, by any means, all harvested yet, though several hundreds of carloads have been shipped so far, and harvesting is in full swing. So far prices vary quite considerably for the New Brunswick product, quotations all the way between \$1.80 to \$2.35 being made, with prospects all towards the higher figures even for the qualities, which have been selling at the lower prices, and the market firm and going to firmer. This condition will probably maintain for a period, until the bulk of the New Brunswick crop comes on the market, with probable augmentations of supply from the West when there may be a slight easing of prices, but not for long. Price prospects for the potato after November are all in the upper class—the plain ordinary "spud" bids fair to be "a real swell" around Christmas.

Assistance of West Doubtful

How far the effect of the western provincial production this season will help the conditions created by the Ontario potato failure, is hardly to be estimated as yet. The Alberta and Saskatchewan potato harvest has barely begun and is inconsiderable at best, the Manitoba production is in a similar state, and likely to be all required within Manitoba; and the British Columbia potato is only just appearing on the eastern markets for its second year's venture across the prairies. So far only a few cars of Early Rose red potatoes from the Okanagan Valley have reached the east. While these are admitted to be good potatoes, their color is not calculated to enhance their price, the tendency of the eastern market being to favor the all white potato, at present. Prices of the B. C. product run in the neighborhood of the New Brunswick potatoes, but there will be no considerable supply of British Columbia potatoes on the eastern markets generally until the colder weather sets in, enabling the product to endure the long haul unimpaired.

Cattle Cars for Potatoes

The occasional shortage of cold storage cars is being coped with successfully now by the use of cattle cars for potatoes, the main thing in the transportation of potatoes in varying, early fall weather, with sultry spells, being to maintain ventilation.

In regard to transportation of the potato crop of New Brunswick, it is noted this season that a proposed increase in freight rates of from 3 to 6 cents per 100 lbs., has been postponed by order of the Board of Railway Commissioners, who were approached by a new organization representing nearly 90 per cent. of the New Brunswick potato producers, and named the New Brunswick Potato Exchange. It is calculated that the saving to the consumer effected by this postponement of the increased freight rate, in only the first few days of shipment from New Brunswick was in the neighborhood of \$1,500—the increase proposed being at the rate of \$15 per car, and the New Brunswick producers, having shipped over 100 cars of potatoes early in September.

Increased Cost of Sacks

Incidentally the increased cost of sacks will slightly affect the price of potatoes to the large consumer this season, tending to increase the cost per 90-lb. sack by about 7 to 9 cents, or possibly more, as the market for the materials used in the manufacture of sacks is rising. Old sacks are selling at 6 cents each at present, and new are not easily obtained.

N. B. Potato Crop

While it is rather early in the season to make definite predictions, the present indications are that the New Brunswick potato crop this year will be about the average yield. The acreage is about the same as last year and operations so far show good quality and very little rust or other disease. If these conditions are found to continue as digging progresses, the crop will be fully up to the standard. With little increase in the output, the home consumption has been steadily increasing during recent years, and this is sufficient to make some impression on the quantity available for export. The West India market absorbs a considerable quantity, also cutting into the quantity which might be shipped to Upper Canada. During recent years much of the surplus has been cared for by Montreal firms, who send their representatives through the province buying direct from the producers or local dealers.

L. P. Corbeau, sales-manager of The C. H. Catelli Co. of Montreal, has returned to Montreal after spending three months in Western Canada directing their sales campaign.

Sugar Price Holds at Decline

Canadian Sugars Went Down 40c—Cuban Raws Show Firmer Tendency—Tea Market Advancing—Coffees Hold Firm—All Nuts Will Be High in Price.
—Business Good During the Week.

Office of Publication, Toronto, September 14, 1916.

THE features of more than unusual interest to record are the declines in sugar and the advance in flour. All sugars went down 40c per hundred and at those levels are holding firm at present. A steadiness is now given to the market in view of the slightly higher prices of raw sugars. As the season for marketing the beet sugar is approaching, higher prices for cane sugar are not anticipated. The flour market is an uncertain one. The situation is dominated entirely by the wheat market. The advance in flour during the week was 20c per barrel.

In dried fruits there is every indication that there will be slightly higher prices in the primary market in prunes. Growers are holding out for 6c per pound, an advance of half a cent over present prices, and there seems very good likelihood of the packers coming across. Currants will be at exceptionally high prices this year. It is expected the retail price will need to be around 25c per pound. Consumption is expected to be about 10 per cent. in normal years on account of the high prices. All canned goods hold firm in price. Nuts of all kinds will be scarce and high in price.

Eggs have advanced two cents a dozen during the week with supplies short. Hogs, live and dressed, are slightly easier in tone, although the market has not declined during the week. The falling off in exports is the reason assigned. Cheese prices continue to advance. Honey is beginning to reach the commission men in larger quantities, with the indication that producers are ready to come to dealer's prices. Business has been good during the week.

Quebec Markets

Montreal, Sept. 12.—In spite of difficulties affecting the supply of such commodities as dried fruits from Europe, and canned salmon from British Columbia, and in spite of the general upward trend of many staples such as butter, eggs, cheese, and molasses, an air of satisfaction pervades the markets generally in Montreal and the Province. Demand is steady, and in some cases brisk. A good many thousands of boxes of cheese changed hands at high prices in Montreal. Butter is, in the opinion of some wholesalers, high enough, and bordering on the point where consumers may consider substitutes, thus reducing demand, and possibly price to some slight extent. But the export business in butter continues very large. Montreal city sales were reported generally brisk, and collections slow but sure following vacation season, with every indication of prosperity enabling enhanced prices to secure unabated demand.

SUGAR.—A forty cent drop on all sugars, coming not unexpectedly, re-

sulted from a similar and more pronounced tendency in New York. The market met the situation unperturbed, and surprise was even expressed in some quarters that the drop had not gone to 50 cents. There was some weakening in some directions, and again a strengthening tendency made itself felt quite markedly. With fluctuations of this sort sugar market was kept interesting. While some wholesalers declared it impossible to dispose of a car-load lot anywhere, others found a different market inclination, and raw Cubas certainly experienced a rally from 4 $\frac{1}{8}$ to 4 $\frac{1}{4}$ with sharp buying at that. Retailers were prompt in advertising 20 lb. bags of sugar at \$1.60, and the preserving season coincident with the price drop produced a decided consumers' demand. In rather pessimistic vein some predictions of a further drop were made, with the assertion that those who got caught on the drop of the market were ready to unload rapidly in anticipation of a further downward tendency. This feeling however, is not characteristic of the market in general, the firmer tone being noticeable in many quarters. It is the opinion of wholesalers that quite a few retailers are pretty bare of sugar though they are buying only for im-

MARKETS IN BRIEF

QUEBEC MARKETS.

FRUIT AND VEGETABLES—

Tomatoes plentiful.
Potato crop poor.

PRODUCE AND PROVISIONS—

Cheese high-priced.
Butter and eggs scarce.
Smoked meats firm.

FLOUR AND FEED—

Flour up 20c.
Feeds in big demand.
Market very firm.

FISH AND OYSTERS—

Lake fish abundant.
Sea fish scarcer.
Smoked and dried fish scarce.
Oyster season opening.

GENERAL MARKETS—

Shelled nuts up.
Molasses up.
Sugar down.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour advances 20c.
Ali mill feeds up.
Barley products up.
Oatmeal advances.

FRUIT AND VEGETABLES—

Grapes good crop.
Late Crawfords in.
Potatoes scarce.
First sweet potatoes in.

FISH AND OYSTERS—

Lake fish scarce.
Sea fish more plentiful.
Oysters not yet in.

PRODUCE AND PROVISIONS—

Live hogs easier.
Eggs up 2c.
Butter firm.
Cheese advancing.

GENERAL GROCERIES—

Sugar declines 40c.
Flour up 20c.
All nuts high.
Canned goods firm.

MANITOBA MARKETS.

FLOUR AND CEREALS—

First patents up to 8.30.
Rolled oats jump 10c to 2.60.
Rolled oats will be higher still.
Cornmeal 98 lbs. now 3.00.
Delivery of new wheat slow.
Feed demand exceeds supply.

PRODUCE AND PROVISIONS—

Butter still going up.
No. 1 creamery 34-35c; No. 2, 32-33c.
Better eggs; higher quotations.
Cheese going up with butter.
Ontario large 20 $\frac{1}{4}$ c; Manitoba 17 $\frac{1}{4}$ -19c.
Live hogs advancing again.

FRUIT AND VEGETABLES—

Plums, red 30c, black 40c.
Tokay grapes down to 2.25.
Cantaloupes down to 4.50 crate.
Bartlett pears now 2.75.
Yellow onions 3.50 per sack.

FISH AND POULTRY—

Good demand for fresh whitefish.
Frozen whitefish 9 $\frac{1}{4}$ c; fresh 10 $\frac{1}{4}$ c.
Smoked gold eyes more plentiful.
Fowl arriving better—22c lb.

GENERAL GROCERIES—

Tea not likely to go down.
Peppers firming up again.
Local coffee prices may go up.
Prunes advance locally $\frac{1}{4}$ c.
Jobbers bought raisins early.
Peas cannot be retailed at 10c.
Cheaper Manchurian bean expected.
Sugar declines 40c per cwt.

mediate requirements at present.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	7 40
20 lb. bags	7 50
2 and 5-lb. bags	7 70
Extra Ground Sugars—	
Barrels	7 75
50 lb. boxes	7 95
25 lb. boxes	8 15
Yellow Sugars—	
No. 1, 100 lb. bags	7 00
Dark yellow, 100 lb. bags	6 80
Bright coffee, bbis. only, cwt.	7 25
Powdered Sugars—	
Barrels	7 55
50 lb. boxes	7 75
25 lb. boxes	7 95
Paris Lump—	
100 lb. boxes	8
50 lb. boxes	8 10
25 lb. boxes	8 30
Crystal Diamonds—	
Barrels	8 00
100 lb. boxes	8 10
50 lb. boxes	8 20
25 lb. boxes	8 40
Cartons	9 05
Half cartons	9 75

*Not new prices; have been in force some time.

MOLASSES.—There is sufficient molasses in sight for the present requirements of the market. Before very long there may not be enough molasses for market needs, and prices may proceed upwards. The puncheon price is already up 5 cents in Montreal, setting the standard of rise. Corn syrups experienced a brisk demand, no doubt because of the outlook for molasses, which is also in big demand, but the market seemed satisfied with the syrup supply soon after the demand opened, and a lull followed.

	Prices for	
	Fancy.	Choice.
Barbadoes Molasses—		
Puncheons	0 82	0 59
Barrels	0 65	0 62
Half barrels	0 67	0 64

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

COFFEE.—In spite of speculative operations on the New York coffee market which have tended to send prices there up a little, the prices in Montreal remain as last week. Nor is there any reason in the opinion of the best coffee merchants, why coffee should go higher this season. The crop arriving is a fine one, and in fine condition quite up to last year's in quantity and quality, declare leading importers. Furthermore the usually heavy German and Austrian demand is not likely to affect the markets of the American Continent for quite a little while yet. Consequently coffee should be one of those few commodities which will be both good and moderately priced this season.

TEA.—While some importers are finding the market rather dull for teas others report a better demand than existed at this time last year. Prices which had dropped quite 15 to 20 per cent. a few weeks ago have firmed up again slightly by about 2½ to 3 cents per pound for black teas. Japan teas are rather lower in price than they were this time last year. Tea buying is being done with particular care and not in any large quantities at present, and in view of the fact that prices

cannot be quoted as constant for any length of time the policy is considered favorably by the importers themselves.

DRIED FRUITS.—With prices firm and inclining to firmer the demand for dried fruits is not active, supplies being secured more or less as immediately necessary, and without tendency to stock up on these goods. There is difficulty in obtaining supplies from the direction of war affected countries, a direct shipload of currants from Patras to Montreal having been held up indefinitely. The California growers are displaying a tendency to try and rule the market, and as a result there is a deliberate withholding of eager demand, the packers being left to carry the stocks. Prices have become firm on the

Pekoe Souchongs, per lb.	6 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

a fair grinding demand, pepper shows an upward trend.

NUTS.—A firmness is generally noticeable in the market for nuts this week. Shelled walnuts have advanced a cent and are selling at from 37 to 38 cents per lb. which is as a matter of fact, the import cost for these. Shelled almonds are firm, and Texas shelled pecans are up 4 cents selling at 60 cents now. An interesting by-product of the world's nut supply, cocoa butter (imported from Holland) is selling at 40½ cents unchanged from previous quotations.

Almonds, Tara, new	0 19	0 20
Grenobles	0 18	0 19
Marbots	0 13½	0 14
Shelled walnuts, new, per lb.	0 37	0 38
Shelled almonds, 28-lb. boxes, per lb.	0 40	0 42
Sicily vliberts	0 18	0 19
Filberts, shelled	0 35	
Pecans, large	0 19	0 20
Pecans (Texas shelled)	0 60	
Brazils, new	0 15	0 16
Peanuts, American, roasted	0 09	0 12½

DRIED VEGETABLES.—Beans and peas continue in fairly constant demand with prospects of shortage helping the market on towards higher prices. The prevailing account of matters in connection with these dried vegetables is one of prospective shortage for the winter. Qualities are not outstanding, a fair average of quality being maintained. Peas, and barley have taken an upward trend on the Montreal market this week.

Beans—	
Canadian, 3-lb. pickers, per bushel....	6 00
Canadian, hand-picked	6 50
Canadian, 5-lb. pickers	5 75
Yellow eyes, per bushel	5 75
Lima, per lb.	0 08
Peas, white soup, per bushel	3 25
Peas, split, bag 98 lbs.	5 50
Barley, pot, per bag	3 40
Barley, pearl, per bag	4 65

RICE AND TAPIOCA.—No change is noticed in the market for rice or tapioca this week. Conditions are practically the same as last week, and there are no price changes to record. An improved demand is looked for however, and as stocks are not large there may be some variations in price when demand briskens.

CANNED GOODS.—While there has seldom been a bigger demand for canned salmon on the market than exists at present, the supply of canned salmon is hopelessly inadequate. It is possible to deliver only 35 per cent. of goods ordered, and where over 20,000 cases could have been disposed of only 8,000 or so are available. The B.C. salmon catch was 40 to 45 per cent. less than last year, and several high qualities are not packed at all, as instance red springs, while sockeye are \$9.00. Pink salmon rose 10c per doz. to \$1.35, and Chums 10c to \$1.05. Effect of the shortage of high qualities will be to stimulate demand for the lower grades helping to introduce some wholesale cheaper varieties to new consumers. Canned goods generally are going to be scarcer this season. Last season's pack

WHAT CANADIAN GROCER HAS MEANT TO ONE MERCHANT

"Must thank you for your valuable journal for considerable inside information. Have on hand at present sufficient canned goods, tomatoes, corn, peas, salmon, and pork and beans at midsummer prices to last for six months. Am enclosing P. O. for \$3 for renewal to Canadian Grocer. The first four issues last year made me twenty times the subscription price. Thanking you for the interest shown. Yours very truly,"

Lombardy, Aug. 30, 1916.

Coast. Apricots rose a cent a pound in ten days. A bigger enquiry from abroad for prunes is noticed and sizes smaller than 60 are difficult to obtain. An increase of ¼ cent is looked for on peaches. So far, however, prices remain as last week subject to shading owing to the conditions stated.

SPICES.—Conditions in the spice market are about the same as last week with no changes to record. The peculiar condition of the market in its broadest aspect at present, namely, the fact that prices are lower to-day on this continent than at the place of export is remarked upon by importers, and amidst a certain resulting confusion of market, a tendency towards higher prices is noticeable. So far, however, this is slight, for the spice market will hardly begin to be active for a couple of weeks yet. Some stocks are being held until the market becomes more brisk. There is hint of short crops heard, and talk is also of higher ocean freights. With

is off the market for the most part, and prices for the new pack are not being put forward as yet in anticipation of increases. There may be a marked shortage of tomatoes in the can. While the crops have been good they have come late for successful canning on a large scale, and the market will possibly experience a lack in this line which may advance prices a little more than even the ten cent rise noted this week. Tomatoes in the can are selling now at \$1.35, and though fresh tomatoes are abundantly obtainable the canned product is in demand.

Ontario Markets

Toronto, Sept. 14.—The two notable features in the market during the week have been the decline of 40c in the price of sugar and the increase of 20c per hundred in the price of all flours. The decline in sugar came by way of evening up to somewhere near a normal basis between the price of raw sugar and refined sugar. Consumption of sugar was disappointing previously, but with the decrease sugar refiners state there is a noticeable increase in the consumption. Flour advanced in keeping with a steadily firm and advancing wheat market. There is an uncertainty in the wheat market, due to the possibilities that may arise in the Balkans and the release of the Roumanian wheat.

New-laid eggs are firmer in price by 2c a pound. Butter is up 1c per pound. There is an easier tone in the hog market, both live and dressed, due to the fact that the export requirements are not as large at the present time. Salmon trout and whitefish have been scarce during the week, and some of the cold storage supplies have been used. All canned goods hold firm. Dried fruits are high in price. Nuts will also be very high. Business during the week has been good.

SUGAR.—As predicted in Canadian Grocer in the past two issues, the price of refined sugar dropped during the latter part of last week. The decline came when the issue was on the press, and so did not appear in last week's issue. All grades of sugar have declined 40c per hundred. Just at present the market locally might be described as a waiting one, although some refiners' agents report a good trade on the strength of the recent decline. Dealers generally are looking for further declines of refined in view of the very sharp declines so recent in raws and New York refined. The high point for Cuban raws was 5½c, from which it has gradually and at last sharply declined to 3½c, stock in bond. Since the low figure has been reached there has been a recovery on sales to 3¾c, 4¼c and latterly 4½c in bond. re-

cording an advance of 5/8c over the recent lowest. New York prices for refined declined from the high point of 7.65c to 7.25c; then to 7c, and latterly to 6.25c per pound, the last decline being made to readjust the basis between raw and refined. At one time this difference was 2.22c, while at the present time it is down to .98c, being now close to the normal point of about .80c. In Canada, prices for refined have advanced from the beginning of the year \$1.55, since which time three reactions have taken place, the total of the declines being 80c. At the present moment there is considerable strength in raws. Some sugar men assert their belief that the market has become settled for some time at any rate. The season for marketing the entire beet crop of the continent is approaching, which will in all probability forestall the possibility of getting higher prices for cane sugar, even should the price of raws again advance sharply.

	100 lbs.
Extra granulated sugars	\$7 46
Nova Scotia refined	7 36
Yellow, No. 1	7 06
Extra ground, barrels	7 81
Special icing, barrels	7 81
Powdered, barrels	7 61
Paris lumps, barrels	7 06
Assorted tea cubes, boxes	8 06
Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 86
20 lb. bags	7 96
10 lb. bags	8 01
2 and 5-lb. cartons	8 16
Nova Scotia refined, 100-lb. bags	7 76
New Brunswick refined, 100-lb. bags	7 86
Extra Ground Sugars—	
Barrels	8 21
50 lb. boxes	8 41
25 lb. boxes	8 61
Powdered Sugars—	
Barrels	8 01
25 lb. boxes	8 41
Crystal Diamonds—	
Barrels	8 46
100 lb. boxes	8 61
50 lb. boxes	8 46
Paris Lumps—	
100 lb. boxes	8 56
50 lb. boxes	8 66
25 lb. boxes	8 86
Yellow Sugars—	
No. 1	7 56
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

MOLASSES.—The market for molasses continues quiet. The expected heavier fall demand has not yet started. Prices hold steady and at high levels. There has been a good demand for corn syrup, with a larger consumption looked for during the fall and winter months.

TEAS.—Tea has a firmer tendency all down the line. On Monday a cable to one of the large importers stated that Indian teas sold on the London market one farthing to a halfpenny dearer. On Tuesday a cable stated Ceylon were also a farthing to a halfpenny dearer. The tea market generally is up 2c per pound during the past two weeks. Tea men confidently look forward to seeing the high prices which prevailed at this time last year, when teas were 3c to 4c per pound higher than they are at the present time. The crop generally is smaller than last year. Growers have apparently shown a disposition to sell under the influence of increased prices. Talk of the resumption of the German submarine campaign is having a firming effect on

the market. A much larger consumption of tea is expected after prohibition goes into effect on September 16. Tea men in the Western provinces where prohibition now prevails assert it has had this effect on their trade. Pekoe, Souchongs and Pekoes are slightly firmer in price.

	Per lb.
Pekoe Souchongs	0 23 0 25
Pekoes	0 24 0 26
Orange Pekoes	0 28
Broken Pekoes	0 30
Broken Orange Pekoes	0 32

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

COFFEE.—The anticipated increase by some dealers in coffee prices locally has not yet taken place. Santos, Bourbon, is firmer by a cent per pound, and Santos is also quoted 1c up. Brazil coffees are at the highest point in the primary market that has been touched during the past four or five years. Stocks at the Brazilian shipping ports have increased to 2,526,000 bags, as against 2,400,000 during the same period last year. There has been a hesitancy and hedging in putting into effect higher prices generally in the primary markets. As yet there is apparently lacking a real impetus for the forward movement. The big consideration in the advance of prices will be the prospect of peace. That time has not yet been definitely set.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 25	0 28
Java, lb.	0 33	0 38
Marsaibo, lb.	0 26	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 38
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Santos, lb.	0 23	0 25
Chicoory, lb.	0 13	0 15
Santos, lb.	0 23	0 25
Chicoory, lb.	0 13	0 15

SPICES.—Caraway seed has held firm during the past week with a firmness in the primary market. Locally it is selling at 31c to 32c per pound. The cream of tartar market is firmer, an advance of 19 shillings being recorded in the primary market. Locally it is selling at 51c. The demand for all spices continues fairly good.

DRIED FRUITS.—There has been considerable activity manifested in the growers' market on California prunes. Many of the growers have even declined to sell at the 5½c level, and are holding for 6c per pound, the figure fixed by their association some months ago. With keen buying competition among packers it is considered not an impossibility that prunes should be selling for this figure in the near future. The 1916 crop of prunes excels in quality and size of fruit any that has been harvested for many years past. The 30-40, 40-50 and 50-60's are reported to be the cream of the crop. Currants will be at an almost impossible price. It will cost in the neighborhood of 15c per pound to bring the commodity to Canada. This will mean that currants will have to retail around 25c per pound. Importers expect the consumption of currants this year will not be over 10

Manitoba Markets

per cent. of a normal year. It is expected that except for a small demand around Christmas time for puddings and such like there will be a very small consumption.

Apples, evaporated, per lb.	0 08½	0 09
Apricots—		
Choice, 25's, faced	0 14	0 15
Extra choice, 25's, faced	0 16½	0 17½
Fancy, 25's, faced	0 17½	0 18½
Candied Peels—		
Lemon	0 18½	0 19½
Orange	0 18½	0 19½
Citron	0 23	0 24
Currants—		
Filiatras, per lb.	0 14½	0 15½
Patras, per lb.	0 15½	0 16½
Vostizzas, choice	0 16	0 17½
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Golden dates, lb.		0 08½
Prunes—		
30-40s, California, 25-lb. boxes		0 13
40-60s, 25-lb. boxes		0 11
50-60s, 25-lb. boxes		0 09
60-70s, 50-lb. boxes		0 08½
70-80s, 50-lb. boxes		0 08
80-90s, 50-lb. boxes		0 07½
90-100s, 50-lb. boxes		0 07½
25-lb. boxes, ½ cent more.		
Peaches—		
Choice, 50-lb. boxes	0 08½	0 09
Std.s, 50-lb. boxes	0 08	0 08½
Choice, 25 lbs., faced	0 09½	0 09½
Extra choice, 25 lbs., faced	0 10½	0 10½
Fancy, 25 lbs., faced	0 10½	0 11
Raisins—		
Valencia, Cal.		0 09
Seeded, fancy, 1 lb. packers		0 11
Seedless, 12 oz. packets	0 11	0 12

RICE AND TAPIOCA.—There has been a fairly good demand for rice. In the Southern United States some damage is reported to the crop through rains. Tapioca demand continues fair. There have been no price changes during the week.

Rangoon B, per 100 lbs.	4 25	4 50
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	6 00
Tapioca, per lb.	0 09	0 10

CANNED GOODS.—The canned goods situation has remained firm and unchanged during the week. Packers are now waiting to see what the tail-end of the sockeye run will bring in Western waters. There is not much hope that it will spring any surprises and increase the present short supplies. Cohoes and pinks are still running, but the catch is light. Every line of canned salmon will be short. Sales under the recent new prices have been heavy. Tinned goods like kippered herring and finnan haddies are also a short pack. This is ordinarily the heaviest shipping season from points in the Maritime Provinces. From present indications it is expected higher prices will prevail in these lines.

NUTS.—In keeping with almost all grocery lines, nuts will be no exception to the high prices rule. Filberts, which normally sold at 65 to 70 shillings, are now selling at 108 shillings in the primary market. Tarragonas will have to retail around 25c per pound this year; ordinarily the price is 15c. People, however, are getting used to high prices, and are no longer questioning them. Prices to the retail trade on the new crop will be quoted around the following figures:

Tarragonas, lb.	0 20	0 21
Marbots, French, in shell		0 15
Grenobles, lb.		0 17
Walnuts, shelled		0 40
Almonds, shelled		0 40

Winnipeg, Sept. 14.—A local jobber informs the trade that when quotations on canned peas are based on opening prices, it will be impossible for the retail to sell any peas for 10c per tin. There are some houses, it is said, offering canned goods on a basis of last year's figures. These should be a good buy, for there is no doubt that this cannot go on for long, and it is a pretty safe guess that when new prices are named on fruits and vegetables not packed yet, they will be on a much higher basis than those of last year. This is due to scarcity of labor and higher cost of raw material. Prices are given below on new pack salmon. Quotations on red sockeye, 1-lb. talls, are high, and the supply is very limited.

The arrival of a Manchurian bean on this market should have an influence on prices for the coming year. At the present time, owing to American and Canadian dried beans being exceedingly scarce, jobbers are being asked very high prices, which most of them are not paying, as stocks as a rule are big enough to carry over to the new crop. This Manchurian bean has a yellow tinge, but the bean is said to be clean and cooks well. This will be offered to the trade at \$4.65 on arrival, but the price should be down to \$4 in three months' time. At the present time jobbers are asking \$5.30 and even higher for Japanese beans.

SUGAR.—Late last week the refined market in Canada declined 40c per cwt. on all brands. Refiners state that this was caused by the liquidation of speculative accounts on the option market. They further state that the market is now on a firmer basis, and that with the country bare of stocks and stone fruits coming on the market, there should be an active demand and a quick recovery in prices. A local jobber states that stocks in Western Canada are as low as they could be, and that buying should begin now, as experience had shown that when a big decline took place, the market became settled, and dealers commenced to buy. The basis to-day is \$8 for standard granulated.

	Per cwt.	in sacks
Sugar, Eastern—		
Standard granulated	8 00	
Extra ground or icing, boxes	8 85	
Extra ground or icing, bbls.	8 55	
Powdered, boxes	8 65	
Powdered, bbls.	7 75	
Hard lump (109-lb. case)	8 95	
Montreal yellow, bags	7 90	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	8 95	
Halves, 90 lbs., per cwt.	8 40	
Bales, 20 lbs., per cwt.	8 40	
Powdered, 5's	8 90	
Powdered, 5s	8 85	
Icing, barrels	8 60	
Icing, 5's	8 60	
Cut loaf, barrels	8 90	
Cut loaf, 5's	9 10	
Cut loaf, 25s	9 15	

Sugar, British Columbia—	
Extra granulated sugar	8 00
Bar sugar, bbls.	8 45
Bar sugar, boxes, 50s	8 55
Icing sugar, bbls.	8 55
Icing sugar, boxes, 50s	8 85
H. P. lumps, 100-lb. cases	8 95
H. P. lumps, 25-lb. boxes	9 15
Yellow, in bags	7 60

SYRUPS.—There is no change in quotations on corn syrup, cane syrup, or molasses. It might be noted that the corn market is very firm again.

DRIED FRUITS.—The Association announces an advance on peaches over opening prices as follows:—Standard and choice yellows, Muir's fancy yellows and extra fancy yellows, ¼c; fancy Muir's, ⅜c; extra fancy Muir's, ⅓c. Prunes—Prices in California are up ¼c to ½c, according to sizes. Locally, some prices are unchanged, while others are up about ¼c. Currants—Market still firm. Cable from Greece states market has advanced five shillings within two weeks. Locally, stocks are down to a minimum and prices vary. One house offers fine Amalias, fresh goods, 10-oz. pkg., 12½c; 16-oz. pkg., 16¾c. Raisins—Most local jobbers have loaded up on the understanding that freights from California would be up after September 1. This order has been rescinded. Jobbers do not mind very much, as they needed the raisins, and will simply have to hold them. As the market is advancing in California, nobody is the worse for it. Apricots—Market reported easier.

DRIED VEGETABLES.—As far as Canadian and American beans are concerned, the situation remains the same, i.e., dealers are trusting that stocks already in hand will be sufficient to carry them through to the arrival of new crop. Some jobbers state that their stocks will carry them for two months. At any rate, the consumption is low, demand for contractors having been small. A development is likely to take place soon on account of the arrival in this country of a Manchurian bean, which will sell on arrival at \$4.65, and should have dropped to \$4 by December. These have a yellow tinge, which is liable to tell against them in the retail store; but they are said to be clean, and they cook well.

RICE.—Japan rices are much lower in the primary market than they have been for some time, but no changes are noted locally. Tapioca and sago are firm, but quiet.

COFFEE.—There has been an advance in freights, which has sent prices in the primary market up slightly. Some local houses are talking of raising prices all around, although the advance has not been sufficient to affect prices on well-known brands.

SPICES.—The pepper market has firmed up about ¼c. Cloves are also very firm.

CANNED GOODS.—In spite of the high prices being paid for new pack

fruit and vegetables, there are some houses with good stocks of last year's pack who continue to offer them at exceedingly low figures. This means that figures being quoted by the various jobbers differ very widely. However, this condition cannot go on long, and as all jobbers have bought fairly heavily on new pack goods, the retailer will soon be paying very high for his goods. One jobber advises his customers of the following advances in peas, Group B, compared with those of a year ago:

Peas, extra fine sifted	Advance 62½c doz.
Peas, Sweet Wrinkle	Advance 60c doz.
Peas, Early June	Advance 35c doz.
Peas, Standard	Advance 27½c doz.

These prices, it is explained, will make it impossible for the dealer to continue selling any peas at 10c per tin. On raspberries, he states, opening prices are 57½c per doz. higher than last year; red pitted cherries, 47½c higher, and strawberries, 22½c higher. He further warns dealers that these prices indicate to the dealer what prices may be expected on other lines of fruits and vegetables not yet packed.

The trade are annoyed at being unable to secure supplies of sockeyes, 1-lb. talls, and some have tried to buy in the United States. It is stated, however, that even in the States the pack is not more than about 10 per cent. Halves flats are more plentiful. The following are new salmon prices named by one house:

Red Sockeye, 1-lb. talls, case 4 doz.....	10 65
Red Sockeye, halves, flats, case 8 doz.....	12 80
Red Cohoes, 1-lb. talls, case 4 doz.....	7 75
Red Cohoes, halves, flats, case 8 doz.....	9 25
Pinks, 1-lb. talls, case 4 doz.....	4 95
Pinks, halves, flats, case 8 doz.....	6 40

TEAS.—Local houses do not hold out any hope for lower prices; on the contrary, they state that any change would probably be upward.

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Sept. 13.—Local mills have advanced their flour prices 20c for 98's; so they are now \$3.85. Sugar declined 40c a hundred, to \$8.55, with an unsteady market. Eggs are now 23c and 21c, and butter is now 23c to 25c.

General—	
Beans, small white Japan, lb.....	0 06½
Flour, No. 1 patent, 98's	3 85
Molasses, extra fancy, gal.	0 75
Rolled oats, ball	3 30
Rolled oats, 80's	2 90
Rice, Siam, cwt.	4 50
Potatoes, local, per bush.	0 50
Sago and tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	8 55
Shelled walnuts, finest halves, lb.....	0 49
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, No. 1 Ontario, large, per lb.	0 23
Butter, creamery, lb.	0 24
Butter, No. 1 dairy, lb.	0 25
Butter, No. 2 dairy, lb.	0 23
Lard, pure, 5s, per case	10 30
Bacon, smoked backs, per lb.	0 23½
Bacon, smoked bellies, per lb.	0 25½
Lard, pure, 3s, per case	10 00
Eggs, new laid	9 00
Eggs, No. 1	0 23
Eggs, No. 2	0 21
Canned Goods—	
Tomatoes, 2s, standard, case	3 70
Corn, 2s, standard, case	2 65
Peas, 2s, standard, case	2 65
Tomatoes, 2s, case	2 90
Tomatoes, 2s, case	3 25
Tomatoes, 2½s	3 25

Tomatoes, 3s	3 45
Apples, gala, Ontario, case	2 00
Strawberries, 2s, Ontario, case	5 10
Raspberries, 2s, Ontario, case	5 10
Salmon, finest sockeye, tails, 4x1s, cs.	10 50
Salmon, pink, tails, 4x1s, per case.....	4 50
Lobster, ½s, per doz.	3 00

ALBERTA MARKETS (GALGARY)

By Wire

Calgary, September 13.—Sugar dropped forty cents a hundred and there are signs of a still further decline. Domestic macaroni in bulk has advanced about one cent a pound. Flour (98's) is now \$4.20. Cheese is firm at 22c and lard is up half a cent so threes are now \$10.20. Bacon backs are down to 22c. Local potatoes are coming in in good shape and sell for fifty-five cents a bushel. New laid eggs are thirty-five cents a dozen. Number 1 storage are nine dollars a case Number one dairy butter is twenty-five cents.

General—	
Beans, small white Japan, lb.....	0 06
Flour, No. 1 patent, 98's	4 20
Molasses, extra fancy, gal.	0 77
Rolled oats, ball	3 00
Rolled oats, 80's	2 90
Rice, Siam, cwt.	3 90
Potatoes, local, per bush.	0 55
Sago and tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	8 55
Shelled walnuts, finest halves, lb.....	0 38
Shelled walnuts, broken, lb.	0 28
Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 22
Butter, creamery, lb.	0 32
Butter, No. 1, dairy, lb.	0 25
Butter, No. 2, dairy, lb.	0 21½
Lard, pure, 5s, per case	10 15
Bacon, smoked backs, per lb.	0 23½
Bacon, smoked backs, per lb.....	0 22
Lard, pure, 3s, per case	10 20
Lard, 5s, per case	9 83
Eggs, new laid, per doz.	0 35
Eggs, case	9 00

SASKATCHEWAN MARKETS

By Wire.

Regina, Sept. 13.—The harvesting demand for canned goods is heavy, and canned goods are hard to get. All dairy products are higher. Creamery butter is now 34c. Cheese is 23½c and 23¾c. Eggs are 26c. Sugar declined on Sept. 6th 40c, and is now \$8.34 a cwt, with yellow \$7.94. Walnuts (shelled), 40-42c; almonds, 47c; gallon apples bring \$1.88. Lombard plums are \$2.75, and raspberries, \$5.43. Strawberries are \$4.90; currants, 13c, and citron peel is 25½c. Corn syrup (threes), \$3.38; fives, \$3.75; tens, \$3.65; and twenties, \$3.66.

NEW BRUNSWICK MARKETS

By Wire.

St. John, Sept. 13.—First New Brunswick apples (Duchess of Olenburg) are now on the market at from \$1 to \$2.50 a barrel. Provincial production reports show crops fair, with prospects for winter apples up to the average; but, as usual, not enough to supply home demand. American bog cranberries are arriving at \$9 a barrel. Onions are scarce and higher. American pork is up \$36 to \$36.25. Dairy butter is now 30c to 32c, and creamery is 34c to 36c. Eggs, 30c to 35c. Manitoba flour is \$9.45. Ontario is \$8.60. Rolled oats are \$7. Potatoes are firmer at \$1.75 to \$2 a barre. Sugar is down 40c.

CURRENT NEWS

(Continued from page 54.)

western centres are opening a branch at Dauphin, Man.

The Graham Company, engaged in the canning and evaporating of vegetables, has leased the defunct B. C. Pressed Brick Company's premises on the waterfront at Stevenson, B.C., and will bring an evaporating plant from Grand Forks.

The council of Calgary Board of Trade, have unanimously endorsed the suggestions of secretary, D. G. Campbell, that the board seek quarters in the central part of the city, and establish quarters in conjunction with the board, which would become a business men's club.

The C. H. Grant Co. have recently been incorporated, and will carry on a brokerage business at 509 Merchants Bank, Winnipeg. Mr. Grant is well known among grocery men in Western Canada. He went to Winnipeg from the East in 1905, and before starting in business for himself was with Nicholson and Bain.

The appointment to the ranks of captain of Edward C. Kelly, son of Andrew Kelly, of the Western Canada Flour Mills Co. has just been announced. He is now Assistant Provost Marshall at the Canadian headquarters, London, Eng. Capt. Kelly left Winnipeg with the first contingent as a private with the Fort Garry Horse.

Three million dollars' worth of canned meats, hams and pork for the French Army, to be delivered from November to March next, is an order just won by the Canadian packers, Pat Burns & Co., of Calgary, in competition with the largest Chicago firms. There is also a large chilled beef order for the same firm.

The incorporation is announced of The Pelco Producing Co. The capital of the company to be forty thousand dollars, divided into four hundred shares of one hundred dollars each; the Head Office of the company to be situated in Toronto, and the provisional directors of the company to be L. H. Coloney, H. Bottomleg and F. Wilmore.

The proposed increases in the rates on canned salmon from British Columbia to the Canadian Northwest and Eastern Canadian centres, which were to have become effective on September 15, have been postponed until December 30. Railway officials believe that this is due to the agitation that arose among shippers in the province who contend that they have already made their sales for the season and that it would be unfair to impose these rates at a time when they could not afford them.



THROUGH OTHER SPECTACLES



M. O. INTERESTS SEEKING FAVORS

From Hardware Bulletin (U.S.)

One of the most outrageous pieces of political partiality that ever came to our attention is just now being pulled off in Washington.

It is of so suspicious a nature that the proof of any Congressman or Senator lending it countenance should brand him as unfit to hold office.

Here are the details: A bill has been introduced in both houses to establish a National Chamber of Agriculture.

It provides among other things that there shall be local, county, state and national organizations with paid secretaries, and whenever any farmer wishes to sell or buy any commodity related to the farm, the local secretary working through his superior secretaries in order of rank would look after the sale or the purchase.

The term "sell" looks like a bait, also a blind.

This bill provides for an army of high salaried officials and promoters, some of which are to receive \$20.00 per day and expenses and besides this \$250,000.00 is to be appropriated from the U. S. Treasury for such other work as may be necessary to educate the public in the use of this plan. Also the Government is asked to grant to this new organization the franking privilege on its mail.

Ostensibly this bill is being pushed for the purpose of reducing the high cost of living by developing a system of direct dealing between producer and consumer, utilizing parcel post in making shipments.

Stripped of its extremely thin veneer it looks like a scheme by which the Government would build and finance an organization for boosting the business of Sears Roebuck, Montgomery Ward and other mail order houses.

The Southern Commercial Congress, headquarters Washington, D.C., is sponsor for these bills. According to the statement of its managing director, C. J. Owens, it got its inspiration from Hon. David Lubin, who signs himself, American Delegate to the International Institute of Agriculture at Rome.

Now who is David Lubin? We have made some inquiries concerning him and hear that at one time he was the owner of a department store on the Pacific Coast and was known as "the original mail order man." So much for that.

Now it is reported that the Southern Commercial Congress selected a special promotion committee, appointing as its chairman, Chas. J. Thorne, president of Montgomery Ward & Co., and that he, Lubin and Owens, are the ones most actively engaged in pushing the above named bills.

Now read this:—Mr. Lubin prepared a special pamphlet setting forth his scheme. Through the instrumentality of D. U. Fletcher, United States Senator from Florida, an edition was published at government expense. It is known as Senate Document No. 240, and is headed "Direct Dealing Between Producer and Consumer," an outline of a plan for direct dealing between producer and consumer, through parcel post service, employing mail order methods."

So much is said about Montgomery Ward & Co. and Sears Roebuck in this pamphlet that it looks like special government boost for them.

The report comes from Washington that one million extra copies of that document were printed in the government printing office and paid for by mail order people.

These were mailed out all over the country. The addresses on the envelopes tallied exactly in typographical style with those on Montgomery Ward catalogs so we are sure that the same mailing list was used in directing.

So far as we can find, these million pamphlets were sent out at government expense, bearing the frank of United States Senator Duncan U. Fletcher. The regular postage on those pamphlets would have been 8c each, the way they were mailed out. Therefore the Senator from Florida has contributed at government expense \$80,000.00 in first-class postage to boost a scheme in which Chicago mail order firms seem to be the main beneficiaries.

Considered on its merits the Lubin proposition appears visionary and impractical—and we believe if the bills are ever reported out of the committees Congress will so regard them, but as a smooth advertising trick we acknowledge this as the biggest thing the mail order houses have pulled off in years.

THE PERSONAL FACTOR

(From Higham's Magazine.)

Personality enters into every sale and makes that sale more profitable than it might otherwise be, for it is well known and appreciated by everyone that a good salesman can often effect the sale of a more expensive article than the purchaser at first intended to buy.

The salesman's "I would buy this one myself" is often a far more powerful argument than the most carefully thought-out selling talk it is possible to make, which proves our case in favor of personality in selling.

The shopkeeper who will study how best to retain his individuality and make it a part of his business practice, and the firm that will, in advertising, speak as man to man—instead of as an organization to the world—will both profit, for it is human to respond to the voice of an individual, while ignoring the appeal that comes apparently factory-made and impersonal in tone.

It has been said that business—shopkeeping—is to-day less dignified and less personal than it used to be. It should not be so, and the shopkeeper who makes an effort to get back that lost dignity and personality will be doing something for the good of business in general, and something that will be to his profit, for the personal element in business successfully meets the competition of the big stores and retains the custom which otherwise might go to them.

TECHNICAL EDUCATION

(From the Irish Grocer.)

The British Institute of Certified Grocers has issued an appeal to the young people in the trade, their employers, and the education authorities, with regard to the desirability of youths in business devoting a portion of their leisure time next winter to the improvement of their education in subjects, the knowledge of which will make them better grocers and better citizens. It is in the vital interest of young people that they should realize that their success in life depends on the extent to which they avail themselves of the opportunities offered to make themselves well informed in matters such as bookkeeping, arithmetic, and knowledge of the goods they handle daily. It is at the same time at once the duty and the interest of employers to bring their influence to bear on the younger members of their staffs to induce them to make an effort in that direction. It is by that means that greater efficiency and enterprise will be secured for the conduct of business, and apart from the duty which one owes to all one's dependents to see that their welfare is advanced by every possible means, it is an employer's own interest to encourage and facilitate the young persons in his employment to utilize their spare time in useful ways. In large centres of popula-

tion there are numerous facilities for doing so, but nowadays there is scarcely any place where there are not opportunities for improvement of a very useful kind.

JUST A LITTLE GINGER

(By Arnold Abbott, in New York Herald)

The owner of a big department store out West was once asked why he paid his manager so large a salary.

"It doesn't seem to me he does so much," added the questioner.

"Well, as a matter of fact, he doesn't do so much," replied the millionaire, "but I base his pay on what he is more than what he does. In the first place, he is honest, and that makes him worth a good deal. In the second place, he is cheerful, and in some ways that is worth more than honesty, though I don't underrate the prime virtue.

"But I must admit it was his cheery nature that first attracted me when he came to the store as a salesman, and after I saw what valuable use he made of his attribute among his customers and fellow clerks I started him up the ladder. I was thinking the other day I would have to raise his salary soon, for he's so popular with the whole store-family that I fear they will some day mutiny and put him in my place!"

The man who said this was a hard-hearted business genius, noted for his ability to make every move pay in dollars and cents. He was no dreamer. He simply had common sense plus, which is a rare and wonderful thing.

The man or woman who thinks the physical condition of the pay envelope is governed solely by the amount of work done is mentally shortsighted and needs new spectacles. Of course, ability to do work well is the first consideration in the world of business, and personality without ability is not negotiable in that world. But ability plus personality means success of the best sort nine times out of ten.

And of all the attributes of personality which attracts others cheerfulness is easily first.

Stevenson said:—"A happy man or woman is a better thing to find than a five pound note." The word "cheerful" may be inserted for "happy" without necessitating any further change. And the attitude denoted by this word is worth many a five pound note to any person who possesses it.

AN AUTOMOBILE FOR M. O. CATALOGUES

From St. Thomas Journal

The Mail Order business has grown and is growing to big proportions in St. Thomas and neighborhood. Is the blame of it due to the local merchants or can Toronto and Chicago houses compete with St. Thomas mercantile establishments? Similar conditions prevail in other centres in the province, but nothing is done to combat their influence. It remains for an association in a small town across the border called the Retail Merchants' Booster Club to get even with the outside business houses. The Club offered an automobile to the woman who would turn in the largest number of the big catalogues which had been distributed so freely among the people of the small burg and nearby country. So many of these were sent out by the mail order establishments that when gathered in by the women out after the auto that the club sold them for waste paper and at the price offered for that commodity enough was realized to nearly pay for the auto.



FRUIT AND VEGETABLES



Grapes and Pears From U.S. Liked California Fruit Mostly in Demand for the Time—All Except Lemons

Montreal—
FRUIT.—In imported fruit, the California product is queening it over the Quebec orchard produce for the time being on the Montreal markets, perhaps as a sort of expression of relief from the fear of the U. S. railway strike, which would have cut off the California supply altogether. Canadian apples are not being marketed at all, as the price available, 60c, 70c and \$1 per barrel is too small for the producers to consider. The fruit prices quoted here are mostly for the California varieties which are ruling the demand. The pear price variation is due to the condition in which the pears (Bartletts) arrive. The green, firm fruit fetches the top figure. The lemons are quoted for the Italian products, and are high, for they are scarce. Oranges are not plentiful on the market at present.

California Tokay grapes	2 50	2 75
California Malagas	2 00	2 25
Pears	1 75	4 25
Colorado peaches	1 40

Abundance of Fine Garden Produce Market for Green-Stuff Good and Well Supplied by Local Gardeners

Montreal—
VEGETABLES.—Abundant supplies of seasonable vegetables, and especially of tomatoes for preserving were noticeable on the markets of Montreal this week. Green goods were also in plenty, and in very good condition for the most part. Potatoes are not too plentiful, and it is predicted now that the Quebec crop will prove for a great part poor as in Ontario. The Montreal tubers are selling now at \$1.75 per bag of 75 lbs. The price is going up. Beans are fairly plentiful, and will not be very high priced.

Montreal		
Beets, per doz. bunches	0 50	
Beets, per bag	0 50	
Beans, wax and green, per bag	1 00	
Carrots, new, per doz. bunches	0 40	
Carrots, per bag	0 80	
Cabbage, per doz.	0 75	
Cucumbers, per doz.	0 15	
Cucumbers, pickling, per box	1 00	
Celery, per doz.	0 75	1 00
Lettuce, head, per doz.	0 75	
Lettuce, curly, per doz.	0 25	
Lettuce, Romaine, doz.	1 00	
Onions, per doz. bunches	0 50	
Onions, per bag 75 lbs.	1 50	
Onions, pickling, per pail 20 lbs.	1 00	

Turnips, per bag	1 00
Vegetable marrow, per doz.	1 00
Tomatoes, per box	0 50
Tomatoes, yellow, preservng. box	0 75
Squash, per doz.	2 00
Egg plant, Montreal, doz.	1 00
Cauliflower, per doz.	2 00
Sweet potatoes, per hamper 80 lbs.	1 75
Watercress, per doz. bunches	0 40
Parsley, per doz. bunches	0 15
Mint, per doz. bunches	0 25
Corn, per doz.	0 10
Pumpkin, per doz.	1 50
Radishes, per doz.	0 10
Potatoes, Montreal, per bag 75 lbs.	1 75

Peach Prices are Now Holding Firm

**First of Late Crawfords In Market—
Fruit Shipments Fairly Heavy—
Grapes Will Be Plentiful.**

Toronto

FRUIT.—Peaches, pears, grapes and plums are now in the market in fairly good quantities. The price on peaches is holding firm at 65c to 85c for 11-quart lenos. Some of the first of the late Crawfords are now reaching the market and are of a good average quality. Apples are of a rather doubtful quantity as yet on account of the number of fallen fruit that has been mixed with the good fruit. Some nice Duchess apples by the barrel were selling at \$2.50 to \$3, Canadian grapes are now coming in good quantities and are selling at 35c per 6-quart basket both for the white Niagara and the blue varieties. From reports it would seem that grapes will be a good crop this year. The warm summer weather has been very favorable to their ripening.

Toronto

Apples, yellow harv't and astrach'n. 11 qt.	0 25	0 40
Duchess, barrel	2 50	3 00
Bananas, bunch	1 50	2 25
Blueberries, 11 qt.	1 25	1 75
Oranges—		
Late Valencias, case	4 00	5 50
Grapes, Cal., case	2 25	2 75
Ontario, 6 qt.	0 35	0 45
Lemons, Verdill, case	7 50	
California, 420's	7 00	
300's-300's	7 50	
Limes, per 100	1 25	1 75
Pears, boxes	2 50	3 00
Canadian, 6-qt. bkt.	0 25	0 35
11-qt. bkt.	0 40	0 60
Peaches, Elbertas, case	1 25	1 30
Peaches, Crawfords, late	1 30	1 50
Peaches, St. John freestone, 11-qt.	0 35	0 55
Crawfords, 11-qt.	0 50	0 85
Crawfords, 6-qt.	0 35	0 50
Plums—		
Bradshaws, Lombards, 11-qt.	0 30	0 50
Green Gage, 11-qt.	0 40	0 60
Plums, 4 baskets	2 75	3 00
Melons, sugar, Canadian, 11-qt.	0 35	0 75
Cantaloupes, 16-qt.	0 75	1 00
Alderberries, 11-qt.	0 25	

FIRST SWEET POTATOES OF SEASON ARE NOW IN

Toronto—

VEGETABLES.—The first New Jersey sweet potatoes arrived in the local mar-

ket this week, and are selling at \$2.25 per 50-lb. hamper. They are of a fairly good quality. Ontario potatoes have not started to reach the market in sacks yet. The Delawares from New Brunswick are quoted at \$2.25 per 90-lb., which is 10c under that of last week. Red peppers are now in the market, and are quoted at \$1.25 to \$1.50 per 11-quart basket. Cabbages were quoted at 90c to \$1.25. Vegetable marrow found buyers at 40c per 11-quart basket. There was a wider range in corn on the cob, being quoted at 10c to 15c for yellow bantam and 20c to 30c for evergreen. Tomatoes were slightly higher in price, the 11-quart selling at 35c to 40c, as compared with 25c to 35c last week. The supply of all vegetables has been short.

Toronto

Cabbage, Canada, doz.	0 90	1 25
Beets, basket		0 40
Beans, green		0 50
Beans, wax		0 75
Carrots, basket		0 40
Carrots, bag 75 lbs.		1 40
Celery, Canadian, dozen	0 30	0 40
Corn, doz.	0 155	0 30
Cucumbers, basket		0 40
Gherkins, small, 11-qt.		1 00
Eggplant, 11-qt.		0 75
Onions—		
Spanish, crate 120 lbs.	4 50	5 00
Silver skin, pickling, 11-qt.	1 25	2 00
Peppers, green, basket	0 75	1 00
Red, 11-qt.	1 00	1 50
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	2 25	2 40
Sweet, New Jersey, hamper		2 25
Ontario, 11-qt. basket	0 35	0 60
Squash, summer, basket		0 50
Cress, water, basket		0 75
Tomatoes, Canadian, 11-qt. basket	0 30	0 50
6-qt. basket	0 15	0 20

Vegetables And Fruit Are Cheaper

**Ontario Plums Are Having Good Sale
In Western Market—California
Grapes Down in Price.**

Winnipeg

FRUITS AND VEGETABLES.—Plums are having a good sale just now; prices are as follows: Ontario blue plums 6's, 40c, red, 30c, and greengages 50c. B.C. crab apples are offered at \$1.35. Tokay grapes have dropped to 2.25 crate, and Malagas are bringing 2.50. Cantaloupes have dropped to 4.50 per crate, 45 to crate. Bartlett pears are quoted at 2.75. Valencia onions are now 1.50 case, and yellow onions 3.50 sack.

Fresh Fruits—

Apples, Washington, box	2 00	2 50
Apples, Duchess, No. 1		5 00
Apples, Duchess, No. 2		4 50
Bananas, lb.		0 04 1/2
Cantaloupes, crate		4 50
Grapefruit, case		6 50

(Continued on page 67)



FISH AND OYSTERS



Lake Fish Supply More Plentiful

Sea Fish Scarcer, and Halibut Price Rises—Swordfish Scarce Now—Haddock Supply Scanty

Montreal

FISH.—Hot weather has affected the fish market adversely, but lake fish have been plentiful, and prices for these varieties have inclined to ease off a trifle to the level of last week's quotations. Dore, pike and lake trout have all been plentiful, and in good demand. The quality also has been good considering the weather. Sea fish have been scarcer. Fewer halibut have reached the markets, and prices have firmed up to 15 cents, with a prospect of going firmer still. Haddock are very scarce owing, it is said, to the depredations of dog-fish on the fishing banks. Sword fish are reaching the end of their season. Not many of these arrived for marketing this week, and the price rose one cent, to 13c, as against 12c last week. The scarcity of sea fish has to some extent affected the market in smoked and pickled fish. The smoked fish delivery has been light, and very few salt herrings have been offered at all. The pickled cod season is just opening. The first shipment to hand was offered at good prices, \$9.10 to \$10 per barrel of 200 lbs.

SMOKED FISH	
Haddies, per lb., new cured	0 06
Haddies, fillets, per lb.	0 12
Digby herring, per bundle of 5 boxes	0 70
Smoked boneless herring, 10-lb. box	1 30
PRAWNS, SHRIMPS, LOBSTERS	
Lobsters, medium and large, per lb.	0 40
Prawns, Imperial gal.	2 35
Shrimps, Imperial gal.	2 25
Scallops	2 00
FRESH SEA FISH	
Halibut	15
Haddock, fancy, express, lb.	06
Mackerel, per lb.	12
Steak, cod, fancy, express, lb.	06
Flounders	06
Flounders, New York	09
Salmon, Western	16
Salmon, Gaspe	20
FRESH LAKE FISH	
Carp, lb.	0 10
Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 13
Lake Erie whitefish	0 05
Herrings, each	0 05
Herrings, lb.	0 05
Lake trout	0 13
Eels, lb.	0 06
Dore	0 13
Brook trout	0 25
Swordfish	0 13
Smelts	0 12

Public Appetite Keen For Oysters

Eager Demand for the First Products of the Opening Season's Supply

Montreal

OYSTERS.—With a brisk demand the oyster season is opening. Already it is

the season for the Malpeque cultivated oyster, and some of these are coming in. The quantity, however, is very small so far, and not likely to be increased greatly, as the season of growth was bad for the cultivated oyster. The quality of those supplied so far is good. With the opening of the public beds, which takes place on October 1st, increased supplies of oysters are expected. Not many United States shell oysters have appeared meantime on the market. Oyster prices quoted at present are \$1.50 per gallon for the ordinary qualities, and \$1.90 to \$2 per gallon for selected.

Oysters—	
Selected, gal.	1 90 2 00
Ordinary, gal.	1 50

Storage Supplies of Fish Drawn On

Fresh Lake Fish Supplies Reaching Market Did Not Meet Needs—Whitefish and Trout Very Scarce

Toronto

FISH.—During the past week the supplies of whitefish and salmon trout reaching the local market were insufficient to meet the demands. In consequence, some of the storage supplies, placed away in the summer months when the run was big, have been requisitioned by the wholesalers in order to meet the needs of the trade. There has been a good demand for fish in this centre during the past two weeks, no doubt stimulated by the large number of visitors to the city at Exhibition time. Sea fish has been reaching the market in better quantities, western salmon and halibut being in good demand. Some New York mackerel and sole reached the Toronto market recently, but was in poor condition for keeping, and this class will probably not be brought in in any quantities until conditions are more favorable. The lines of fish now reaching this market are somewhat limited. All fish prices have held firm during the week.

SMOKED FISH.	
Haddies, per lb., new cured	0 09
Haddies, fillets, per lb.	0 12
Digby herring, box	0 15
Smoked boneless herring, 10-lb. box	1 25

SHRIMPS, LOBSTERS.	
Lobsters, medium and large, per lb.	0 45
Shrimps—	
1 gallon	1 25
2 gallons	2 40
4 gallons	4 60

FRESH SEA FISH.	
Halibut	12-13
Haddock, fancy, express, lb.	0 07
Steak, cod, fancy, express, lb.	0 09
Flounders	0 07
Flounders, New York	0 07
Salmon, Western	0 16

FRESH LAKE FISH.	
Pike, lb.	0 08
Whitefish, lb.	0 12
Herrings, lb.	0 07
Lake trout	0 12

Fresh Fish Will Soon Be Finished

Public Prefers Fresh Fish—Supplies of Fowl Improving—Frozen Fish Being Offered.

Winnipeg

FISH AND POULTRY.—Prices remain very much as they were a week ago. Both fresh and frozen whitefish is being offered, but the public are paying the extra price for fresh, which will be through in about a week. Frozen whitefish is quoted 9½c, and fresh 10½c. Lake trout is becoming more plentiful. Smoked goldeyes will be more plentiful next week. Supply of fowl is improving, quotations to-day being 22c per pound.

Fish—	
Fresh salmon	0 16
Fresh halibut	0 11
Steak, cod, per lb.	0 09
Lake Winnipeg whitefish	0 10½
Frozen whitefish	0 09½
Fresh finnan haddie	0 11
Kippers, per box	2 00
Fresh lake trout, per lb.	0 12
Bloaters, per box	2 00
Salt mackerel, 20-lb. kit	3 00
Pickrel, lb.	0 16
Smoked gold-eyes, doz.	0 50
Poultry, Live—	
Fowl	0 22
Broilers, lb.	0 28

NO PROHIBITION

Washington, U.S.A.—Conferees on the emergency revenue bill to-day abandoned the Chamberlain amendment to prohibit admission of Pacific Ocean salmon or halibut through a foreign country except in bond from an American port. This, it was decided, would develop a commercial war with Canada and bring about retaliation against American Atlantic coast fisheries.

FRUIT GROWERS' CONVENTION

The annual summer meeting of the Pomological and Fruit Growing Association of the Province of Quebec, opened on Sept. 6 at the Oka Agricultural College at La Trappe, P.Q. A feature of the meeting was the encouragement given the prospects for apple growing and the discouragement given pear growing in the province. McIntosh Red and Fameuse apples were mentioned as the varieties best suited to the soil of Quebec, and a committee was appointed to confer with the Department of Agriculture in regard to conducting an educational campaign along this line.



FLOUR AND CEREALS



Flour Goes Up Twenty Cents

Adverse Government Report on Crop Held Responsible for Rise—Export Demand Heavy Also

Montreal—

FLOUR.—Owing principally to a distinctly adverse Government report on the wheat crop—although this had been anticipated to some extent, and prepared for—the price of flour here this week takes a 20 cent rise. The rise took place between Saturday night and Monday noon. Some flour was obtainable at the Saturday prices on Monday morning, but with Government buying anticipated and a big export demand, the increased prices are believed to have staying quality. The United States crop is poor, and already American buyers would gladly persuade some of the choice Canadian wheat across the border, but they are not likely to obtain much of it. New wheat is now being milled in small percentage with the older harvesting. By Christmas time it is expected to be all new wheat. Winter wheat flour shows a slightly easier tendency in price, at least as regards the supply in wood, the quotations for 90 per cent. in wood being now \$6.75 to \$7, as against \$7.25 to \$7.50 for this quality last week. Fancy patents have, however, risen 50 cents on their lower price of last week, running now \$7.25 to \$7.50. Cereals continue in excellent demand without increase of price, though oats experience a see-saw state of market. The opinion is that cereals will not show any rise of price until oats go two cents higher per bushel. There is small profit in them at present prices of \$4.35 for breakfast foods, \$4 for case oats, and \$2.90 for rolled oats in 90-lb. bags (by carload). In smaller lots rolled oats are quoted at \$2.95.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	8 70	
Second patents	8 20	
Strong bakers	8 00	
Winter Wheat Flour—	Car	Small
Fancy patents	7 25	7 50
90 per cent., in wood	6 25	7 00
90 per cent. in bags	3 25	3 40

Flour Soars Up Yet Another 20c

Toronto—

FLOUR.—Another advance of 20c per hundred in all flours was recorded during the first of the week, which makes first patents in car lots now \$8.60

and \$8.80 in small lots. The advance followed on the steadily maintained firm and high price of wheat. On Monday, No. 1 Northern closed in Winnipeg at \$1.56 $\frac{1}{8}$ for October. At track, bay ports the same grade on the same day was quoted at \$1.68 $\frac{1}{2}$. There is a feeling of uncertainty in the wheat market, however, over the future. The entry of Roumania has injected the probability that new sources of wheat supply may be opened up. The exportable crop of that country is ordinarily between 70,000,000 and 80,000,000 bushels. Great Britain has purchased the crop from Roumania and is awaiting an opportunity to get the crop out. If developments take place in the Balkans that will allow this to be shipped out, there is a possibility that there would be a decline of 20c per bushel in wheat if for no other reason than sentiment. The demand for flour at the present time is slow. Millers are complaining that they have not enough to keep the mills running to capacity. The buying has been from hand to mouth. The export trade has also been quiet during the week. There is not much wheat in Ontario being delivered at the present time. Farmers are busy with other things and they are not in a hurry to sell, possibly waiting to see what developments will bring in the shape of higher prices.

Manitoba Wheat Flour—

	Small lots, per bbl. of 2 bags	Car lots
First patents	8 80	8 60
Second patents	8 30	8 10
Strong bakers	8 10	7 90
Ontario winter wheat flour, 90 per cent.,	6 40	6 00

BARLEY PRODUCTS HAVE ADVANCED; CORNMEAL UP

Toronto

CEREALS.—Higher prices prevailed in a number of cereal lines during the week. People are becoming aware of the fact that barley is going to be rather scarce and there has been a disposition to buy. Pearl barley has advanced from 20c to 35c per 98 pounds. Cornmeal has also increased in value under the continued strength in the corn market. Oatmeal has also advanced 10c per 98 pounds. The oat crop in Ontario will be poor. Some of the farmers are finding the straw too short to cut with a binder and consequently are turning their mower loose on the grain. Where the land was summer fallowed the straw is of better length. Rolled oats are also slightly higher by 5c.

Barley, pearl, 98 lbs.	4 50	4 75
Barley, pot., 98-lbs.	3 50	3 50
Buckwheat grits, 98 lbs.	4 50	4 50
Corn flour, 98 lbs.	3 00	3 00
Cornmeal, yellow, 98 lbs.	2 95	2 95

Graham flour, 98 lbs.	4 05	4 15
Hominy, granulated, 98 lbs.	3 00	3 00
Hominy, pearl, 98 lbs.	3 00	3 00
Oatmeal standard, 98 lbs.	3 40	3 40
Oatmeal, granulated, 98 lbs.	3 40	3 40
Peas, Canadian, boiling, bush.	3 00	3 00
Rolled oats, 90-lb. bags	3 10	3 10
Rolled wheat, 100-lb. bbls.	3 50	3 50
Rye flour, 98 lbs.	3 20	3 20
Whole wheat flour, 98 lbs.	3 90	4 15
Wheatlets, 98 lbs.	4 20	4 40

ALL MILL FEEDS GO UP \$1 TO \$2 IN PRICE

Toronto

FEEDS.—In the face of the big demand and the decreased output of mills there has been an advance of \$1 to \$2 per ton in all mill feeds during the week. Bran that last week was selling for \$25 to \$26 is now selling from \$26 to \$28 per ton. Shorts that were formerly quoted at \$27 to \$28, are now quoted at \$28 to \$30. Middlings are now quoted at \$30 to \$32. This represents an advance of \$2 per ton. Feed flour has also gone up \$2 per ton and is now quoted around \$37. In some instances feed flour is selling as high as \$45 per ton. There is a scarcity of all mill feeds. There has been an extra heavy demand for heavy mill feeds for fattening purposes. Many of the mills are not running full time and this has curtailed production. The demand for flour is not large, and when grinding is not done the by-products are not produced. Shorts and middlings are difficult to get at any price. With the big demand and the shortage of coarser grains, it looks like still higher prices for winter feed.

Mill Feeds—	per ton	
Bran	26 00	28 00
Shorts	28 00	30 00
Special middlings	30 00	32 00
Feed flour, per bag	37 00	45 00
Oats—		
No. 3, Ontario, outside points.....	6 55	0 56

Flour Advances In Western Centre

Follows Wheat Upward—Good Milling Oats Expected to Be Scarce As Crop Is Light.

Winnipeg

FLOUR AND CEREALS.—The flour market advanced again last week to 8.30 for first patents. This followed an advance in wheat, which was attributed solely to market speculation. Delivery of new wheat up to last week end was scant, the Saskatchewan crop being late. When it begins to move in larger volume, the market may be affected. Rolled oats are now 2.60—an advance of ten cents, brought about by an advance

(Continued on page 68)

Three Steady Sales-getters



The super qualities that have made the Tillson Line so justly famous, are creating for this trio a selling demand unequalled.

Place Your Order To-day



Canadian Cereal and Flour Mills Co., Ltd.

Toronto, Ont.



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

Combating Criticism of Bacon Prices

Taking the Customers Into His Confidence is One Man's Method — He Figures it is Worth While to Spend Time and Trouble in Explanations—Differences Between This Year and Last in Bacon Prices—Turnover Not Affected, But How About Profits?

THE advancing cost of pork products has been a matter for serious consideration by the trade for some time. Week by week it seems that hogs and their products show at least a slight hardening, and comparisons, from year to year, show that there has been a distinct advance during the last twelve months. Consider these two lines of figures:

	1915	1916
Hogs, dressed, abattoir killed	\$11.75	\$17.50
Live off ears	8.65	11.90

These are very heavy increases, and it is no wonder that bacons, in common with other kindred lines, have advanced in much the same proportion.

To go into particulars, breakfast bacon was selling to the trade one year ago at 20 to 23 cents. To-day, it sells for 25 to 29. What effect does this have upon customers? How does the grocer and provisioner combat that effect?

There are questions answered by the Edwards Grocery Store, in Toronto. Canadian Grocer discussed this question with this store.

"There is no doubt that customers" it was said, "voice objections to the rising price of bacons. To the lay mind there is doubtless food for consideration on this advancing tendency. Breakfast bacon which is to-day five to six cents higher per pound than it was a year ago is, to the average customer, very dear bacon. They naturally wonder why. Whether or no the grocer can satisfactorily explain why, is the answer, too, as to whether he is selling as much bacon to-day as he was a year ago.

For ourselves, we are. We sell just as much bacon to-day as a year ago, probably more, allowing for a natural progress and development. The reason we do, under the circumstances of rising prices, is because we think we satisfactorily explain to the customer why she is paying more for bacon. I tell them flatly that the fundamental cause is the scarcity of labor. Men are scarcer on the farm. Men are scarcer at the factory where the hogs are translated into their various products, bacon, ham and the like. The great call for men for service has hit every industry, and certainly it has hit the farm. And

it has hit the packing house. I know of two or three concerns whose ranks have been seriously depleted by enlistment. What does this mean—I ask my customer, I go on to show that not only does it mean that higher wages have to be paid to such men as are available, to induce them, but also those who are taken on are not, in many cases, as young and as quick at their work, and in others not so experienced. All these things mean greater running expense for the packing factories. Couple this, I tell them, with the actual shortage of hogs, indicated day after day by the state of the hog market, and it is seen that the grocer is certainly having to pay more for his hog products when they come to his store.

All Pay.

"The customer, I show, is not the only one who is paying. All pay. Public as well as trade is muled. The grocer, in the average case, is probably not making as many cents per pound on bacon to-day as he was a year ago, because, anxious to sell for the very lowest price, consistent with getting his own advanced price—that is from the packer to him—covered, he is prone to make what is actually a less percentage profit to-day than was the case a year ago.

"I demonstrate this in actual figures. I show that the grocer, contrary to the opinion of some people who don't know and don't inquire, is not to blame every time the Department of Labor announces an increase in the index figure which indicates the cost of living. He is simply adding to his former price barely enough to cover the increased price to him. I hammer home, if I can, the idea that "all pay", the wholesaler, the retailer and the public. And I hammer home too, that the reasons, in many cases, certainly in bacons and such products, for higher prices to-day than a year ago is fundamentally the scarcity of labour due to the world war."

"Does it work? Do you have success with customers when you go into details with them in this way?" we asked.

"Almost invariably" was the reply. "They appreciate the time and trouble taken to explain things to them, and then they buy what bacon they want, irrespective of the slightly higher price."

"Is your total sale of bacon larger to-day than a year ago? Or has the higher price frightened some buyers?"

"It is larger, but our profits are not so big. This shows that we have dropped part profit to do all we could to sell as reasonably as possible to the grocer."

The Right Way.

This store has the right method. It believes in taking the customer into its confidence. The customer wants to know. Many grocers do not understand that; either they don't, or else it's too much trouble to tell the public why foodstuffs are high or low, scarce or plentiful. But taking the customer into their confidence is good policy. It pays, as this instance proves.

The Edwards store is a very attractive one. It is situated on a corner, and has thus the double benefit of two large street windows. These are low-lying windows, and spacious, giving lots of room as well as being very accessible from the interior of the store. The provision department is located at the back of the store, and is facing the customer as he or she enters. A handsome refrigerator for butter and eggs and also in summer time. Cooked meats which are liable to suffer from undue heat, is a feature. A special counter for cutting meats stands at right angles to the refrigerator, and a longer counter is next to it, as a sort of continuation, thus giving lots of counter space. A meat slicer shows that this grocer recognises the wisdom and good policy of modern and clean and efficient equipment.

NEW POTATO EXCHANGE

The New Brunswick Potato Exchange, Limited, 90 Colborne street, Toronto, is a new marketing organization, formed by most of the principal potato shippers in New Brunswick. S. W. Nelles and A. Mallinson are in charge of the office in Toronto.

The Exchange has taken a case of objection before the Board of Railway Commissioners for Canada, objecting to a proposed new freight tariff, increasing the freight rates on potatoes, and has got an order from the Board of Railway Commissioners, suspending the proposed new tariff until further order. The company has applied for a Dominion charter, with an authorized capital of \$49,500.



PRODUCE AND PROVISIONS



Provisions at Steady Prices

Feature of the Market for Pork Products and Cooked Meats, Its Constancy

Montreal—

PROVISIONS.—Prices of provisions in Montreal show great steadiness this week, the feature of the market being the complete absence of variation in the opening of business. Unchanged prices, good demand, and quite sufficient supply characterize the situation. Hogs were a little weaker, but lard remained steady. The tendency of prices seemed still to be on the up grade, though there is no upward alteration to quote in the meat supplies. Poultry prices rule at the lower levels of last week, the supply being abundant and the birds in good condition. Dressed hogs selling at \$17 to \$17.50, as last week, with the price weakening in some cases, were not in more than average demand. Hams were priced at from 24 cents to 26 cents.

Hams—		
Light, opr lb.	0 25	0 25½
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 36	0 37
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders, roast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17	0 17½
Tubs, 60 lbs.	0 17½	0 17½
Pails	0 17½	0 18
Bricks, 1 lb., per lb.	0 18½	0 19
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 13½	0 13½
Tubs, 50 lbs.	0 14½	0 15
Pails, 20 lbs., per lb.	0 14	0 14½
Bricks, 1 lb., per lb.	0 15	0 15½
Hogs—		
Dressed, abattoir killed	17 50	
Live, fed and watered	11 65	11 75
Live, off cars	11 90	12 00
Live, f.o.b.	11 30	11 40

Eggs and Butter Still Higher

No Great Scarcity Apparent, Though Prices Rule Firm for Product

Montreal—

BUTTER AND EGGS.—Both butter and eggs are aristocrats of the breakfast table and likely to remain so. Still Montreal wholesalers do not find any alarming scarcity of these necessities as

yet, though the export demand for them is heavy and getting heavier. Butter qualities are good, and there is enough in sight meantime. The finest grades are quoted at 36 cents, the cheaper qualities in tubs as low as 26 cents. Bakers' butter is very scarce, and 27 cents would probably be asked for it if any substantial quotation were made. Eggs are up again, but there is no whisper of any serious shortage yet. New laids are at 45 cents, selected 38c, and No. 1's at 34c. There are no No. 2's on the market. If there were they would fetch 27c to 28c.

Eggs—		
New laids, cartons	0 40	0 45
New laids, ex-cartons	0 40	0 42
No. 2's	0 28	0 30
Butter—		
Creamery, prints	0 35	0 37
Creamery, solids	0 36	0 37
Dairy prints, choice, lb.	0 28	0 30
Dairy prints, lbs., in tubs	0 30	0 31
Finest, 56-lb. box	0 35	0 35½
Pasteurized, 56-lb. box	0 35	0 35½
No. 2, 56-lb. box	0 35	0 35½

Exhibition Made Meat Demand Heavy

All Cooked Meat Prices Hold Steady in Price—Export Demand for Hogs Falling Off

Toronto—

PROVISIONS.—Under the influence of Toronto Exhibition provisions of all kinds had a good run during the past week. Prices held firm. Dressed hogs hold at the same quotation of \$17.50 per hundred and live hogs are selling at the same quotations. Live hogs have been coming along in fair quantity. The export market is a shade easier, as such large numbers of hogs are not being shipped to that quarter. This should have a tendency to make the local market for hogs slightly easier. Dry salt meats are a half cent easier in price.

Hams—		
Light, per lb.	0 25	0 25½
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 29
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 36	0 37
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders, roast, per lb.	0 31	0 31½

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17	0 17½
Tubs, 60 lbs.	0 17½	0 17½
Pails	0 17½	0 18
Bricks, 1 lb., per lb.	0 18	0 18½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 13½	0 13½
Tubs, 50 lbs.	0 13½	0 14
Pails, 20 lbs., per lb.	0 14	0 14½
Bricks, 1 lb., per lb.	0 15	0 15½
Hogs—		
Dressed, abattoir killed	17 50	
Live, fed and watered	11 65	11 75
Live, off cars	12 00	12 15
Live, f.o.b.	11 25	

MORE DAIRY BUTTER NOW REACHING MARKET

Toronto—

BUTTER.—All butter prices are firm and up 1c per pound. Quotations at the primary points are high. Eastern townships selling as high as 35½c per pound f.o.b. factory points. There has been a good demand for butter during the week, with the quality much better than during the hot summer weeks. A larger quantity of dairy butter is now reaching the market, as farmers' wives are better able to keep and work the cream. However, with the big demand for cream in cheesemaking, there is a disposition to let the most of the milk go into those channels and eliminate the bother and worry of butter-making. The supply of cream is decreasing slightly, there being a greater noticeable drop this year than in other years at this time. Dealers look for a fairly good make of butter this winter, but the demand for cheese is expected to keep the price high.

Creamery, prints	0 35	0 38
Creamery, solids	0 35	0 36
Dairy prints, choice, lb.	0 29	0 31
Dairy prints, lb.	0 27	0 28
Bakers	0 26	0 27

HEAVY CHEESE BUYING FOR EXPORT TRADE

Toronto—

CHEESE.—The demand for cheese continues heavy and prices are firmer by a half cent during the week. Large cheese are now selling at 21c to 22c. There has been heavy buying at the boards, which it is believed will go into the British export trade. Local prices are governed entirely these days by the export demand. In times past these conditions did not prevail and the local demand was a factor that helped keep prices steady and at low levels. But a new condition has been brought about through the war. Old cheese is practically off the market, very little being in sight or in hand.

Cheese—		
Cheese, large, per lb.	0 21	0 22
New, twins, per lb.	0 21½	0 22½
Sept., large, per lb.	0 22	0 23
Sept., twins, per lb.	0 22½	0 23½
Sept., triplets, per lb.	0 23	0 24

PRODUCTION OF EGGS SHOWS FALLING OFF

Toronto—EGGS.—The production of eggs is reported short at this time of the year, when compared with other years. They are coming to the market in fewer quantities than they have for some years past at this time. Provision men are at a loss to know the reason. The conjecture is made that the hens may be moulting at the present time due to the influence of the warm weather. On the other hand, it is pointed out that farmers may be curtailing the feeding of their fowl. If the shortage is due to moulting, there will, in all probability, be larger supplies later in the season. But if it is due to the curtailment of the feed, the supplies will continue to be short. Eggs are quoted 2c per dozen higher during the week.

Eggs—		
New laid, cartons	0 38	0 40
New laid, ex-cartons	0 33	0 34
New laid, cartons	0 36	0 38
New laid, ex-cartons	0 32	0 33
No. 2's	0 26	0 27

DEMAND FOR POULTRY HAS KEPT UP WELL

Toronto POULTRY.—Visitors to the city have evidently had the effect of making a good demand for delicacies in the meat line. Wholesalers report the trade good during the week. There is a little more poultry arriving from country points than that reaching the market last week. There has been very little packed in storage as yet. A few old gobblers still wend their lonesome way to market, forming the vanguard for the younger birds that will reach the consuming public around Thanksgiving time.

	Live.	Dressed.
Spring broilers, 1½ to 2 lbs.	0 18	0 22-0 25
Spring chickens, over 2 lbs.	0 18	0 20-0 23
Old fowl	0 14-0 16	0 18-0 20
Ducks, old	0 11	0 14
Ducks, young	0 13	0 17
Turkeys, old Toms	0 20	0 25

HONEY BEGINNING TO MOVE AT DEALERS' PRICES

Toronto—HONEY.—Although honey has not been moving in large quantities as yet, some few carloads have reached the commission men in 60-pound pails, and in barrels, at their own price. There is a disposition on the part of the producers to cave in and accept the offering of the dealers. Honey has been changing hands from the producers around the 9c level. In barrels it has been bought at 8½c. Much of the supplies reaching the market are in the 5-pound and 10-pound tins.

Honey—		
Clover, 5 and 10-lb. tins	0 11½	0 12
6-lb. tins	0 11	0 11½
Comb, No. 1, doz.	3 00	3 75
Comb, No. 2, doz.	2 00	2 25

Butter And Eggs Climbing Upward

Demand Is Keen for Butter—European Export Keeping Price Up—Eggs Grade Better.

Winnipeg PRODUCE AND PROVISIONS.—Eggs and butter continue to cause excitement. Perhaps the best reason that can be given why the butter market is so exceptionally firm is that we are just starting the season on produce, and the demand is keen, which would make the market firm anyhow. On top of that is an unusual demand from Europe, and the two factors together are sending market up. No. 1 creamery in cartons is to-day bringing 34-35c, No. 2 32-33c, choice dairy, 30-32c, and regular dairy in tubs 26-28c. There has been an advance in eggs due to the fact that the grade of eggs is much better now that the cooler weather has set in. Last week eggs were bringing 27c doz.; this week they are selling for 28c. Cheese continues to advance with butter, and today's quotation large Ontario cheese is 20½c. There is a small quantity of Manitoba cheese on the market, selling at prices ranging from 17½c to 19c. The quality, however, varies to a great extent. There has been a firming up in the live hog market caused by small receipts, the price jumping from 10.50 to 11.75, and was expected to touch 12.00 last week end. Meats are unchanged, and there is a better demand with the cooler weather coming on.

Hams—		
Light, per lb.	0 24	0 25
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon—		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.	0 24	0 25½
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light	0 15½	
Cured Meats—		
Hams, boiled, per lb.	0 22½	0 33
Shoulders, boiled, per lb.	0 24	0 25
Roast hams, lb.	0 36	0 37
Barrelled Pork—		
Mess pork, bbl.	34 00	
Lard, Pure—		
Tierces	0 16	
Pails	3 32½	
Cases, 10s	10 05	
Cases, 5s	10 13	
Cases, 3s	10 20	
Cartons	0 17½	
Lard, Compound—		
Tierces	0 13½	
Tubs, 5s, net	6 74	
Pails, 2s, net	2 80	
Butter—		
Fresh made creamery, No. 1, cartons.	0 34	0 35
Creamery, No. 2	0 32	0 33
Best dairy	0 30	0 32
Regular dairy, in tubs	0 26	0 28
Cooking	0 16	0 18
Fresh Eggs—		
Extras, in cartons	0 33	
No. 1's, cases	0 27	
Cheese—		
Ontario, large	0 20½	
Ontario, twins	0 20½	

FRUIT AND VEGETABLES.

(Continued from page 62)

Grapes, California, crate, Malages	2 50
Grapes, Tokays	2 25
Valencia oranges, case	6 00
California lemons	5 25
Peaches, crate	1 35
Pears, Bartlett's	1 50
Crab apples, box	2 75
Plums, blue, 6's	1 35
Plums, red	0 40
	0 30

Plums, Green Gage	0 50
Prunes, Italian, 4 basket	2 00
Prunes, Italian, peach boxes	1 35
Vegetables—	
Peppers, per basket	0 75
Mushrooms	0 90
Carrots, dozen bunches	0 20
B.C. potatoes, new, lb.	0 01½
Garlic, per lb.	0 25
B.C. onions, 100-lb. crates	3 50
Spanish onions, case	1 50
Tomatoes, B.C., crate, 4 baskets	1 00
Tomatoes, Ontario, 11-qt. basket	1 00

FLOUR AND CEREALS

(Continued from page 64)

in oats. Millers state that the oat crop is going to be poor from a milling standpoint, and are expecting to have to pay a premium for good milling oats. One miller states that rolled oats may be 2.75 before long. Cornmeal has jumped to 3.00 for 98's, due to scarcity of good milling corn. Feeds continue high, with the demand considerably in excess of the supply.

Flour—	
Best patents	8 30
Bakers	7 90
Clears	7 10
XXXX	6 10
Cereals—	
Rolled oats, 80 lbs.	2 60
Rolled oats, pkgs., family size	3 90
Oatmeal, standard and gran., 98 lbs.	3 60
Commmeal, 98 lbs.	3 00
Feeds—	
Bran, ton	22 00
Shorts, ton	24 00
Middlings, ton	24 00
Mixed chop, ton	36 00

Milkmen Want Incerase

At the semi-annual meeting of the Milk Shippers' Association recently held in Montreal, it was the unanimous opinion of the meeting that the producers should have a considerable rise in price of milk this winter, owing to the extraordinary price of mill feeds and the short crop of grain and corn. It is recognized that while hay is a good crop, it is too costly a feed to produce milk economically. From authentic reports received from every district that produces milk for the Montreal market, it was found that grain is only about half a crop, and corn for ensilage not quite half a crop, and this is the farmers' cheap feed for milky production. Along with this shortage, milk feeds were from \$3 to \$5 per ton higher than last year. Cows were 25 per cent. higher, and labor was from 25 to 30 per cent. higher, and very scarce. Thus the farmer was up against most serious conditions, and the shippers felt that they would be justified in asking a higher price.

No price was fixed at the meeting, but a committee of six was appointed to meet with the dealers and discuss the whole situation.

Dr. D. McEachran, of Ormsby Grange Farm, Ormstown, thought that milk should be paid for according to quality and sanitary conditions. His stables and dairy scored 99 points and his milk tested over 4 p.c. butter fat, yet he received no more for his milk than those who sent from dairies that scored as low as 50 and 60 per cent., nor those that only sent milk testing 3.25 per cent. of fat.



Grocers of Canada

The broadest, strongest plan of real co-operation between the grocer and the manufacturer is the Armour plan. Our object is to make it easy for you to win, hold and multiply customers for the famous Armour brands of Quality Products. No efforts are spared to help you sell what we sell you. And what a line we provide!

Armour's
Veribest
TRADE MARK

**Ham, Bacon, Lard, Butter,
Eggs, Canned Meats and
Fish, Grape Juice, Soups,
Ketchup, etc.**

It will pay you to handle this Quality Product line, identified by the Armour Oval Label in blue and yellow. This oval is a trade-mark and grade-mark—known and trusted through all America. It is a real salesman.

A big collection of Store Signs and advertising material is at your service. Ask the Armour salesman or write us direct.

ARMOUR AND COMPANY
LIMITED

HAMILTON

ONTARIO

M-702



How Much Comes Your Way That Gets Away?

Every auto that whizzes past your door, Mr. Dealer, will stop somewhere for gasoline. Why don't you stop them at **your** door? It's easy enough, if you use the right signal.

Autoists have long ago learned that a Bowser "Sentry" Pump is

THE SIGN OF A PROGRESSIVE GROCERY STORE

the same as a clock, out in front, calls attention to the jewelers, or a striped pole signalizes the location of a barber shop.

In addition to their advertising value

BOWSER
ESTABLISHED 1888

outfits are money-makers. You make a profit on gasoline and on other sales made to those who would not otherwise stop.

Buy gasoline in any quantities you want, store it safely underground where it can't evaporate or deteriorate, then pump any amount desired directly into your customers' cars, quickly, accurately measured and filtered.

This "Red Sentry" Equipment is only one of many self-measuring pumps and storage systems we manufacture. We make outfits for handling kerosene, paint, lubricating and volatile oils of all kinds, and a request

for descriptive matter and information concerning anything along this line won't obligate you in the least.

S. F. Bowser & Company, Inc.
TORONTO, ONT.

Sales Offices in All Centres and Representatives Everywhere.



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

SAUSAGE

SEPTEMBER marks the opening of Sausage Season. We are now booking orders for daily and weekly shipment and will be glad to book yours.

Made Under Government Inspection.

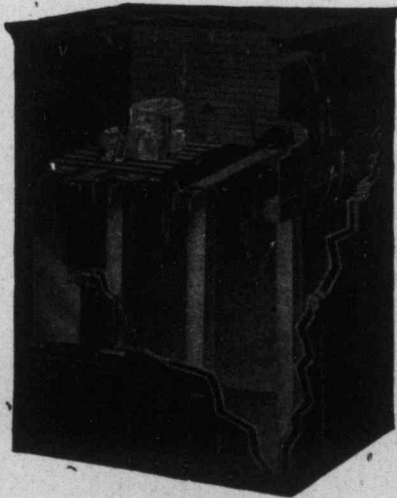
F. W. FEARMAN CO.
LIMITED
HAMILTON
ESTABLISHED 1854

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Manufactured by the
W. A. FREEMAN CO., LIMITED
HAMILTON, CANADA

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 25 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots	Bbl. lots or 10 cases and over
Dime	\$0 95	\$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD. JAMS

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

	Screw Top Glass Jars 16 oz. glass 2 doz. case	Per Doz.
Apricot		\$2 45
Assorted		2 35
Blackberry		2 35
Blueberry		2 35
Currant, Red		2 35
Currant, Black		2 45
Cherry		2 35
Gooseberry		2 25
Plum		2 10
Plum, Green Gage		2 25
Pear		2 25
Peach		2 25
Raspberry, Red		2 45
Raspberry, Black		2 35
Raspberry and Red Currant		2 35
Raspberry and Gooseberry		2 35
Strawberry		2 50

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/2 Pts., Red Seal, crown tops	0 90
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS WITH PORK. Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to cs.	1 15

Family, Plain, \$1.20 doz.; Family, Tomato Sauce, \$1.30 doz.; Family, Chili Sauce, \$1.30 doz.; 3's, Plain, Flats, Aylmer only, \$1.40 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.50 doz.; 3's, Chili Sauce, Flats, Aylmer only, \$1.50 doz.; 2 1/2's, Plain, \$1.45 doz.; 3's, Plain, Tall, \$1.60 doz.; 3's, Tomato Sauce, \$1.75 doz.; 3's, Chili Sauce, \$1.75 doz. The above 2 doz. to case, 10's, 1/2 doz. per case, for hotel and restaurant use (gals.), \$5.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10 1/2 oz. Gross Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 15
12 oz. Glass, Screw Top, 2 doz. in case	1 40
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	2 75
4's Tin, 12 pails in crate, per pall	0 50
5's Tin, 8 pails in crate, per pall	0 61
7's Tin or Wood, 6 pails in crate	0 79
14's Tin or Wood, 4 pails in crate, per lb.	0 11
30's Tin or Wood, one pall only, per lb.	0 11

BLUE Keen's Oxford, per lb. In 10-lb. lots or case.

CEREALS

WHITE SWAN

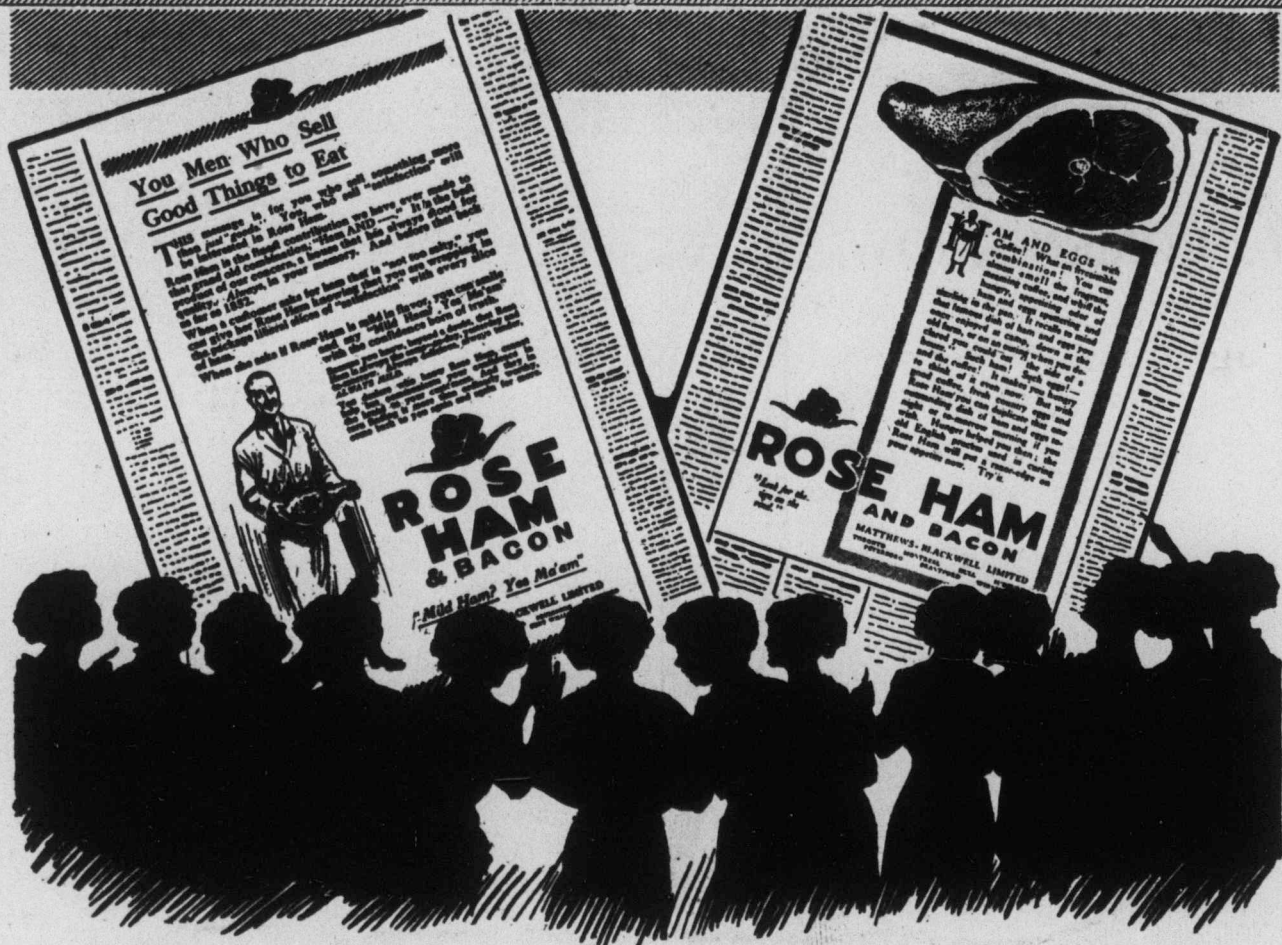
	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 60
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE THE COWAN CO., LTD.

	Per doz.
Cocoa—Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 31
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80



The women are looking for the Rose Brand sign on the rind

and as we continue to advertise, the stronger will be your reason for selling Rose Brand Ham and Bacon, and the more it will pay you to get back of this line and push.

You will have calls for Rose Brand Bacon, so don't wait and have to say, "Madam, I don't handle Rose Brand," but put in a stock now and see how quickly the news

spreads and your sales increase. Back of the mild, full flavor of Rose Brand Ham and Bacon is the English curing process which gives Rose products that tender, juicy texture, crisp and appetizing.

With our distributing points centrally located, we can guarantee a service that is second to none.

Place your trial order to-day.

ROSE HAM AND BACON

MATTHEWS-BLACKWELL, LIMITED

TORONTO
WINNIPEG

MONTREAL
SYDNEY, C.B.

HULL

PETERBORO
FORT WILLIAM

BRANTFORD
SUDBURY

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



WOMEN KNOW

the good and the bad points about corn brooms. They prefer a light weight broom, being easier to work with, but they wisely are sceptical of the quality, unless it is marked

The "NUGGET" Broom

Women know by experience that the "Nugget" is the one light broom that can be trusted to stand up under steady, hard use.

Try one in your own home or store.

For prices, etc., write to

Stevens-Hepner Co.,
LIMITED
Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.

How many women customers come into your store daily?

Now, just think, if you had a little display of the

New All-Canadian All-Wooden Washboards

(retailing at 20c) in your store, what a number of profitable and easy sales would result.

The prevailing prices of zinc and aluminum have put those materials out of the question for washboard purposes.

The "New All-Canadian" fills the want thus created, and for all-round serviceability and wearing qualities it equals the zinc or aluminum line.

The "New All-Canadian" will be the washboard of the future. Try the selling merits of a trial order.

WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Ingredients for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz.	1 00
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 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans ..	\$6 95
Reindeer Brand, each 48 cans	6 70
Silver Cow, each 48 cans ..	6 15
Gold Seal, Purity, each 48 cans	6 00
Mayflower Brand, each 48 cans	6 00
Challenge, Clover Brand, each 48 cans	5 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 60
Jersey Brand, Hotel, each 24 cans	4 60
Peerless Brand, Hotel, each 24 cans	4 60
St. Charles Brand, Tall, each 48 cans	4 70
Jersey Brand, Tall, each, 48 cans	4 70
Peerless Brand, Tall, each, 48 cans	4 70
St. Charles Brand, Family, each, 48 cans	4 10
Jersey Brand, Family, each, 48 cans	4 10
Peerless Brand, Family, each 48 cans	4 10
St. Charles Brand, small, each 48 cans	2 00
Jersey Brand, small, each 48 cans	2 00
Peerless Brand, small, each, 48 cans	2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	\$4 80
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans ..	4 50
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE. WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE. A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27
--	------

FLAVORING EXTRACTS WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLENE

Per doz.

½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

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

W. CLARK, LIMITED. MONTREAL.

Compressed Corned Beef, ¼s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60.	
Roast Beef, ¼s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25.	
Boiled Beef, 1s, 3.50; 2s, \$7.50; 6s, \$25.	
Jellied Veals, ¼s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.	
Corned Beef Hash, ¼s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ¼s, \$2; 1s, \$3.35; 2s, \$6.50.	

Is it worth while trying to introduce an unknown brand to a customer who has the utmost confidence in Chase & Sanborn's High-Grade Coffees?

*Chase & Sanborn
Montreal*

PEEK, FREAN'S DISPLAY.

Peek, Frean's English Biscuits were again one of the special features on exhibit in the Manufacturers' Building at the Canadian National Exhibition. The Harry Horne Co., who are the Ontario representatives for Messrs. Peek, Frean & Co., were in charge of the exhibit, and advised all their many customers and the consuming public that the Firm of Peek, Frean & Co. are now in a position to make regular deliveries of their Biscuits to all parts of Canada, and complete stocks for Fall trade are now coming forward, in addition to Import Orders coming direct to the Grocers in different parts of Canada.

The price is somewhat advanced over what it was two years ago, but all things being taken into consideration and comparing the advances of all other general lines of food products, the trade will readily notice that the advance on these Biscuits is very slight, and the demand is even stronger to-day than it was previous to the outbreak of war.

The Harry Horne Co. will be pleased to furnish any merchant with a catalogue and price-list of Biscuits on spot in Toronto, and also a catalogue and price-list for direct import from the factory.

Want Ads.

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

TRY IT OUT.

Fruits

Bananas

Lemons

Oranges

and also

All Early

Vegetables

Lemon Bros.

OWEN SOUND, ONT.

Lemons

When all is said and done —when all the hearsay and gossip is over—in the final analysis

St. Nicholas

is **THE** brand of Lemons —the old Reliable brand that makes you money and gives you a sense of Pride and Pleasure in the handling. Ask for

"St. Nicholas"

J. J. McCabe

Agent
TORONTO

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

Brooms of Quality

may always be had by ordering our brands. We have them at \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.50, \$6.00 per dozen.

FACTORY and MILL Brooms \$4.00, \$4.50, \$5.00 per dozen.

Walter Woods & Co.
HAMILTON and WINNIPEG

NOVEMBER DELIVERY

Genuine Scottish Shortbreads and Assorted Biscuits

in small tins.

Our representatives are now soliciting orders for these lines.

For prices and descriptive lists, see them or write

McVITIE & PRICE of Canada
Limited
MONTREAL

Importers of McVitie's "DIGESTIVE," the "Premier Biscuit of Britain."

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

- Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
- Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
- Lambs' Tongues, 1/2s.
- Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
- Sliced Smoked Beef, glass, 1/2s, \$1.50; 1/2s, \$2.25; 1s, \$3.25.
- Tongue, Ham and Veal Pate, 1/2s, \$1.50.
- Ham and Veal, 1/2s, \$1.20.
- Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.
- Potted Meats, Glass—Chicken, Ham, Tongue, 1/2s, \$1.50.
- Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.50; 1 1/2s, \$9.50; 2s, \$13.
- Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
- Mincemeat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
- In Pails, 25 lbs., 12c lb.
- In 50 lb. Tubs, 12c lb.
- In 85 lb. Tubs, 11 1/2c.
- In Glass, 1s, \$2.30.
- Clark's Peanut Butter—Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.
- Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
- Clark's Tomato Ketchup, 8 oz., \$1.25; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
- Pork and Beans, Plain Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 3s, flat, \$1.75. Individuals, 70c doz.
- Pork and Beans, Tomato Sc. Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 3s, flat, \$1.75. Individuals, 70c doz.
- Pork and Beans, Chill, 1s, 85c; 2s, tall, \$1.40; 3s, flat, \$1.75. Individuals, 70c doz.
- Tomato Sauce, 1 1/2s, \$1.15; Chili Sauce, 1 1/2s, \$1.15; Plain Sauce, 1 1/2s, \$1.15.
- Pork and Beans, 1 1/2, Chili Sauce, \$1.15 doz.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.40.
- Clark's Chateau Chicken Soup, \$1.10.
- Clark's Chateau Concentrated Soups, 95c.
- Clark's Chateau Concentrated Soups, No. 1, Assorted, 95c.
- Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 3s, \$2.35 doz.
- Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14 1/2
Pails \$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 3/4c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 1/2c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/2c over tierces

LAPORTE, MARTIN, LIMITED
Montreal. Agencías
BASIN DE VICHY WATERS,
L'Admirable, 50 btles, litre,
cs. 5 30
Neptune 7 00
San Rival 8 00

VICHY LEMONADE
La Savoureuse, 50 btles,
cs. 8 00

NATURAL MINERAL WATER
Evian, Source Cachat, 50
btles, cs. \$9 00

IMPORTED GINGER ALE
AND SODA
Ginger Ale, Trayders, cs., 6
doz. pts., doz. 1 16
Ginger Ale, Trayders, cs., 6
doz., splits, doz. 0 95
Club Soda, Trayders, cs., 6
doz. pts., doz. 1 05
Club Soda, Trayders, cs., 6
doz., splits, doz. 0 95

BLACK TEAS
Victoria Blend, 50 and 30-
lb. tins, lb. 0 35
Princess Blend, 50 and 30-
lb. tins, lb. 0 35

JAPAN TEAS
H. L., ch. 90 lbs., lb. 0 25
Victoria, ch. 90 lbs., lb. 0 30

COFFEES
Victoria, Java and Mocha
Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha
Blend, 5, 10, 25, 50-lb.
tins, lb. 0 32
Princess, Java and Mocha
Blend, 1-lb. tin, lb. 0 22

MUSTARD
COLMAN'S OR KEEN'S
Per doz. tins
D. S. F., 1/2-lb. \$ 1 60
D. S. F., 1/2-lb. 2 90
D. S. F., 1-lb. 5 75
F. D., 1/2-lb. 0 90
Per jar
Durham, 4-lb. jar 0 93
Durham, 1-lb. jar 0 31

JELLY POWDERS
WHITE SWAN SPICES AND
CEREALS, LTD.
White Swan, 15 flavors, 1
doz. in handsome counter
carton, per doz. \$ 0 90
List Price

SPICES
WHITE SWAN SPICES AND
CEREALS, TORONTO

	5c	10c
	Round	Oval
	lith.	lith.
	Per doz.	Per doz.
Allspice	\$0 45	\$0 90
Arrowroot, 4 oz. tins, 85c
Cayenne	0 45	0 90
Celery salt
Celery pepper
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c
Curry powder
Ginger	0 45	0 90
Mace	1 25
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c
Paprika	0 45	0 90
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

CANADIAN PEACHES

ST. JOHNS and
EARLY CRAWFORDS
YELLOW FLESH
FREESTONES

FINE QUALITY

ARRIVING IN LIBERAL QUANTITIES
DAILY.

Send your orders
to

The House of Quality
HUGH WALKER & SON
GUELPH, ONTARIO Established 1861

Canadian Crawford Peaches

Now in Their Prime

We are handling the entire output of the leading growers and can supply the trade with the best peaches coming to the market.

If interested in car lots we can interest you.

WHITE & CO., LIMITED
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.

- *In 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

Your Trade Will Repeat.

MAPLEINE FLAVORING

brings back your customers. You can make no mistake. They come back for that genuine "Mapley" Tang. A real American Flavoring used for every purpose.



Order from:

Frederick E. Robson & Co.
25 Front Street E.
Toronto, Ont.

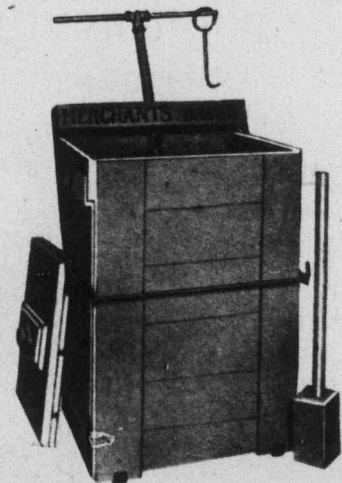
Mason & Hickey
287 Stanley Street.
Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

One Inch Space
\$1.05 Per Issue
on Yearly Order.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

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

INDEX TO ADVERTISERS



EVERYTHING about Wonderful Soap will show you that it is the Wash-day Wonder Soap. The friend of the household.

The packing, the make-up and the quick sales have made it the friend of the grocer.

Wonderful Soap is a moderate-priced soap of high-grade quality, and a good profit attached to it for you.

The kind of soap it pays to push—the satisfaction giving kind.

Our quotations will surely interest you. Send us a card to-day while you think of it.

Guelph Soap Company
GUELPH, ONT.

You and Your Customer cannot be permanently fooled

If Cow Brand Baking Soda was not a better article than the common bulk article, it would most certainly not be selling as it is—or selling as it has. IT HAS TO BE BETTER TO sell at all; and IT IS BETTER.

Absolute purity of raw materials, the finest grades of raw materials. Their perfect combining; finest machinery, extreme care—these are the explanations of the betterness of



Cow Brand BAKING SODA

We want you to know this for your faith's sake.

Order through your jobbers.

Church & Dwight, Limited
Manufacturers - - MONTREAL

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At Your Service!



WE have a special department to supply our customers, or anyone interested, with particulars and statistics regarding coffees, teas, soaps, sugar, etc., etc.

WHY not take advantage of this valuable service? We also supply advertising and sales suggestions on retail selling of different grocery lines—something every dealer will find of inestimable value. These are gladly furnished on request.

DON'T neglect this unusual opportunity of getting sound, practical information free of charge. Write us.

LAPORTE, MARTIN, LIMITÉE

Wholesale Grocers



584 St. Paul St. West

Montreal



Why You Should Feature

KING GEORGE'S
NAVY

**Prohibition — Sept. 16th —
men will chew more tobacco**

With the advent of a dry Ontario there is bound to be an increased demand for a chewing tobacco of quality. Here is a splendid opportunity for every Grocer to build up a really worth-while tobacco business.

Stock "KING GEORGE'S NAVY"—the popular palate-tickling chew. Thus you will reap your share of the coming big demand for chewing tobacco most men prefer.

Are you well stocked?

See your wholesaler.



Rock City Tobacco Co., Ltd.

Handled by
the Wholesale
Trade

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

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

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

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

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

"TRENT LOCK" EGG FILLERS

For 30 dozen cases.
For one dozen Cartons.
THE TRENT MFG. CO., LIMITED
Trenton, Ontario, Canada

W. G. A. LAMBE & CO.


TORONTO

Established 1885

SUGARS FRUITS

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

OAKLEY'S
20-102-555
KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET. . . TORONTO

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH

FOR NEXT WEEK

Halibut, Cod, Haddock, Trout,
Whitefish

Price
Quality
Service

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

United States Manufacturers

Have your goods made for you in Canada until your trade here is large enough to warrant your putting up your own plant. An old established manufacturer, now busy on munitions work, with one of the largest and most up-to-date machines and metal-working plants in Canada, would like to undertake the manufacture of hardware, machinery or other metal specialty for the Canadian, British Empire and Allied markets with which preferential trade arrangements are now being planned.

Address in the first instance:

MANUFACTURER

c/o

CANADIAN GROCER

TORONTO

Want Ads.

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

Try it out

There is Money in Talking "Gold Standard" Products To Your Customers

Our Line Includes

Prepared Puddings, Jelly
Powders, Teas, Coffees,
Baking Powder, Salad
Dressings, Spices, Herbs,
and many other products.

When you show a product you know is good you are not afraid to let yourself get enthusiastic about it, because the goods will back you up. No food products could more easily stand your enthusiasm than

Gold Standard

This is a line of known quality. The dealers who handle it are satisfied with the quick turnover and the profit—the consumers are satisfied with the quality—

The Codville Co., Limited
Brandon, Moose Jaw, Winnipeg,
Saskatoon, Medicine Hat,
Prince Albert.

**Why Don't You Carry
This Splendid Line?**

Write us now for our proposition.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

FALL AND
WINTER



ADVERTISING
CAMPAIGN

1916

Don't Worry
about the
Price,
Worry
about the
Reason
for the Price.

SPECIALTIES

The Ones That Are Being Advertised

PANCAKE FLOUR (Self Rising)	per case of 2 dozen 2 lb. Packages	\$2.70
BISCUIT FLOUR (Self Rising)	per case of 2 dozen 2 lb. Packages.....	2.70
WHEAT FLAKES (Sterilized Breakfast Food)	per case of 2 dozen 15c packages	2.70
JELLY POWDERS (A Delicate, Dainty Dessert)	all flavors, per dozen90
SPICES (2½-oz. lithographed tins per dozen)	White Pepper, 95c .	.90
EXTRACTS	2½-oz. bottles, per dozen.....	2.25
COFFEE (A perfect blending of)	1 lb. lithographed tins per lb.36

Government Warranty on Every Package.

Your Profit
not less than
33 1/3%
on Cost
or
**25% Net on
Your Sale.**

For more than twenty years Grocers all over Canada have recognized WHITE SWAN as the standard of quality, and ever since the Dominion Government passed an Adulteration Act, WHITE SWAN Products have all been guaranteed and sealed with a GOVERNMENT WARRANTY, which protects the dealer against fraudulent adulteration and is the consumer's guarantee as to purity.

GUARANTEE

You are permitted to refund the purchase price of any White Swan goods that are not found entirely satisfactory.

CO-OPERATION NOT COERCION

ADVERTISING,
FREE WINDOW MATERIAL,
MONEY BACK GUARANTEE.

ADVERTISING is an ever-increasing factor in our scheme of merchandising and we never consider that our products are really "Sold" until they reach the ultimate consumer. The big thought, therefore, back of all of our advertising, is to sell the "Dealer" and then sell the "Consumer" through the Dealer—but without the co-operation of Grocers our advertising wouldn't be worth a cent.

Put in a "WHITE SWAN" Display and link up your store with our Advertising—it will make more sales for you and more profits for both of us.

WRITE FOR FREE WINDOW MATERIAL AND FURTHER INFORMATION.

SEND US YOUR ORDER TO-DAY.

White Swan Spices & Cereals, Limited
156 PEARL STREET, TORONTO Phone Adelaide 1690