

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, OCTOBER 5th, 1917

No. 40



The package may be imitated
but the contents cannot

St. Lawrence



Granulated

The Standard of Quality

Give your customers the best.
It helps business.

St. Lawrence Sugar Refineries, Ltd., Montreal

Grocers everywhere find them profitable

Our strong, well-placed campaign of consumer advertising has introduced

Borden Milk Products

to every community in Canada; that is why most good grocers find it profitable to sell these "Leaders of Quality."

First sales of Borden's are always the beginning of constant re-orders, with a neat margin of profit on every sale—a margin big enough to make a daily display worth while.

Borden Milk Products are never out of season. The demand is good the year round.

Keep your stock before your customers.



Borden Milk Co., Limited
Leaders of Quality
Montreal

Branch Offices:
No. 2 ARCADE BLDG., VANCOUVER

Just One Best

If you had to choose among the claims of several salesmen in your store, each claiming his product to be the "best," it is safe to say you would settle the question in favor of the product with a reputation.

Shirriff's True Vanilla



settles the customer's problem, for she decides on reputation, too. Shirriff's has been a favorite all over Canada for more than thirty years. Shirriff's is

50% stronger than the Government standard for pure vanilla.

Shirriff's is made by a process taking a whole year to complete, and comes from the Mexican vanilla bean—the world's best.

So you see the Shirriff reputation has been **earned** by quality; and it is quality that sells extracts. Order a case or two.

Imperial Extract Co.
Toronto

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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

Sani-Flush

Appeals to the Housewife

Every woman who takes any pride in her housework wants to keep the water-closet bowl clean. She has found that scouring has little effect on the stain. Caring for the toilet bowl is disagreeable and discouraging drudgery.

Then the woman learns about **Sani-Flush**. How it keeps the bowl snowy white, sanitary and odor-free. No more dipping of water or scouring. Don't you think she will be enough interested to try it?

You can make extra profit by acquainting your customers with the good features of **Sani-Flush**.



HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario



Pork and Beans



Leaders in Quality
Leaders in Popularity
Leaders in Sales

Economical
Appetizing
Nutritious
Satisfying



If you offer your customers Clark's
Pork and Beans, Mr. Grocer, you will
find they give you the quickest turnover, the
best results and a satisfied client.

What more do you want? — Stock Clark's

W. CLARK LTD.

MONTREAL



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

Get this fact before every
one of your customers

E. D. SMITH'S

Black Currant Jam

is

100% Pure

—as pure and as good as human skill and ingenuity can make it.

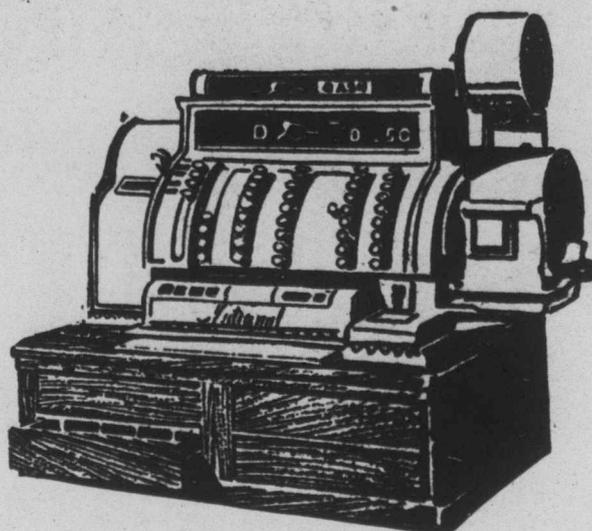
You'll find it pays handsomely to push this "E.D.S." line. Its rich, tempting appearance will coax sales continually and every time you see a jar you'll ring up a profit that's a real one. "E.D.S." Products are always good—good business makers for the dealer and good money's worth for the customer.

See that your stock of E.D.S. Black Currant Jam is ample and start things going with a good display.

E. D. Smith and Son, Limited

WINONA, ONTARIO

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



The Experience of Successful Merchants

YOU would welcome the advice of over 1,000,000 successful merchants as to the best and most efficient way of conducting your business.

This is precisely what you get when you install a modern up-to-date National Cash Register. For over thirty years the National Cash Register Company has received suggestions from merchants all over the world as to the best way of perfecting Cash Registers. These ideas are put in practical operation by our expert mechanics—and the result is a machine which is almost human in its workings. In one particular it differs—it never forgets—it never makes mistakes.

A National Cash Register will relieve a merchant of needless work and worry. It will give him time to look after the bigger things in his business.

It is to your interest to write us to-day. We will show you how a National Cash Register will save you money.

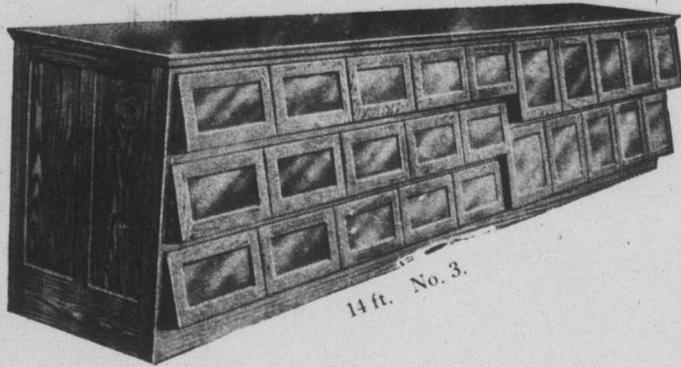
The National Cash Register

Company of Canada, Limited

TORONTO

CANADA

Equip your store to save Men, Food, Time or Money



The Food Controller finds there are too many non-producers in Canada between the producer and ultimate consumer. Too many agents, brokers, sub-brokers, delivery men, clerks, etc., all of whom live on the consumer's daily wage.

Canada and the Allied Nations need these men either as fighters or producers, consequently it is your duty to co-operate.

A Walker Bin Equipment will help you to do all this by:—

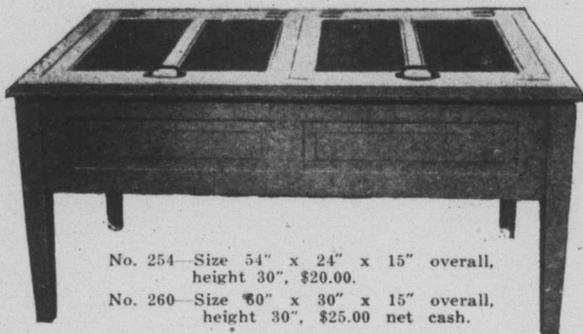
- 1st—Saves 25% of your labor in handling and serving your trade.
- 2nd—Keeps food clean, conserving the flavor in airtight bins. No flies or vermin to contaminate and spread disease.
- 3rd—They cost no more in comparison for what you get, than any of the obsolete equipment the ordinary carpenter or mill will make from styles used by Noah in the Ark, and which if viewed before stock is placed would serve equally as well for nails, nuts and bolts, boots, books, cow chains, overalls or milk pails as for groceries.

If you can save time, and food which means money, and labor which means men, get busy—both are in demand.

Write for folders showing styles, enclosing floor plan of your store.

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

Everybody is buying fish



No. 254—Size 54" x 24" x 15" overall, height 30", \$20.00.
No. 260—Size 60" x 30" x 15" overall, height 30", \$25.00 net cash.

The meatless days' regulations have increased the demand for fish in every community.

Grocers should take full advantage of this extra business by stocking quality fish and showing it in an

Arctic Fish Display Dish

Our free descriptive folder will tell you all about this handsome case and show you the many advantages of fish-selling the Arctic way.

Order at once and save time.

JOHN HILLOCK & COMPANY LIMITED

154 George Street

Toronto

Sell these two

There is always a demand for them. And the margin of profit on each sale makes a little display always worth while.



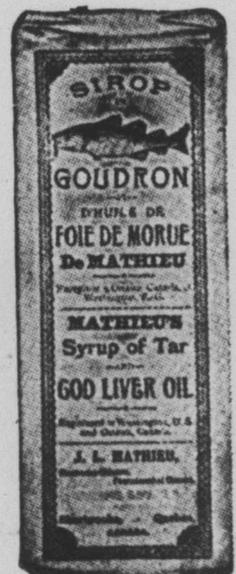
Mathieu's "Nervine Powders" and "Syrup of Tar"

can be safely recommended to every customer. They are dependable remedies and will give perfect satisfaction.

J. L. Mathieu Co.
Proprietors

Sherbrooke

Quebec



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



We have been working, building, securing and maintaining a reputation for Egg-O that has placed it in a position of unquestioned superiority.

We are working for two things—quality and service. Our grand success is due to the fine appreciation of the quality and strength of Egg-O Baking Powder, as shown by the rapidly increasing demand.

To properly care for your trade, to allow us to ship your orders promptly, we have enlarged our plant. We have filled our new quarters with raw material so as to take care of you in a way that will please you.

Material on the open market is scarce, and prices are advancing. The coming winter will bring unavoidable delays, so we advise that you

ORDER NOW.

EGG-O BAKING POWDER COMPANY, LIMITED
HAMILTON, - CANADA

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission
Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

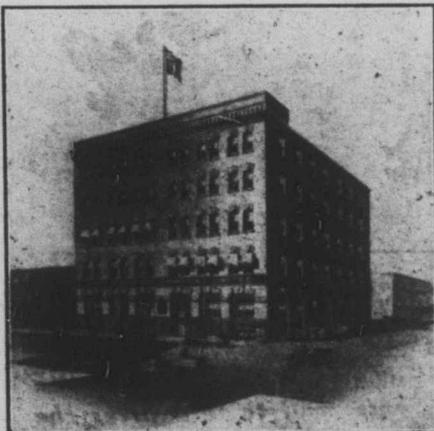
THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

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



Western Representation

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

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

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES.

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

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

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE from
COAST to COAST.

WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
Commission Merchants*

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

Est. 1907. Write us.
Correspondence Solicited.

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

Trackage
Storage
Distri-
buWen

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

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG
Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

Wire, telephone or write me if you are interested in buying or selling

APPLES **BEANS**
ONIONS **HONEY**
DRIED OR
EVAPORATED APPLES
FRED J. WHITE
Fruit and Vegetable Broker
309-10 Board of Trade Building
TORONTO, ONTARIO

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

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

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

Loggie, Parsons
& Co.

Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confectionery Specialties.

"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W
TORONTO - - ONTARIO

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

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

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

WESTERN CANADA.

C. & J. JONES
WINNIPEG VANCOUVER
Wholesale Commission Brokers
and Importers

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

205 CURRY BUILDING
WINNIPEG

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

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

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

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

EL ROI-TAN PERFECT CIGAR

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.

QUEBEC

**ROSE & LAFLAMME
LIMITED**
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. Montreal
Phone Main 2628

ALFRED T. TANGUAY & CO.
17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

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

*You furnish the
Goods
We'll furnish the
Orders*
C. B. HART, Reg.
Wholesale Grocery & Merchandise
Brokers
489 St. Paul Street W., Montreal



**EVERYBODY
WANTS KLIM**

The increase in the price of milk and the appearance of our advertisements in newspapers and street cars has created a tremendous demand for Klim — pure, separated, pasteurized milk in powder form.

Have you a stock on your shelves?
Order from your wholesale grocer.

**CANADIAN MILK
PRODUCTS LIMITED**
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal
ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Regina
Edmonton
Kirkland & Rose
Vancouver

The Best Asset of a
Grocery Business is
Satisfied Customers

**Baker's Cocoa
and Chocolate**



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

Registered Trade-Mark

ALWAYS SATISFACTORY

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

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

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.

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS

THE SEAL OF QUALITY IS THE SIGN OF WISDOM

The wise men of to-day—the packers of Food products in glass, are protecting the quality of their goods by sealing all packages with the Seal of Quality—Anchor Caps.

The air and liquid-tight Anchor Cap sealed on the tumbler or jar by the most scientific and modern sealing machinery is the one closure most essential to preserving the high quality of the product.

Packages sealed with Anchor Caps appeal to the thrifty housewife because of their clean, neat appearance, and because the sweet purity of the contents is always maintained.

Anchor Cap & Closure Corporation
OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Doverscourt Road
TORONTO, ONTARIO

Display WETHEY'S MINCE MEATS

The best food values on the market
to-day.

Apples are short. Mince Meat should
sell freely.

Every jobber sells Wethey's condensed
and bulk Mince Meats.

Order Early.

J. H. WETHEY, LIMITED
ST. CATHARINES ONTARIO



A True Canadian Salt

—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.



The Profit Is Good



Babbitt's Cleanser is a line that every grocer will find worth while keeping well to the front. Active selling and generous profits invariably result from a Babbitt display. Good housewives everywhere are convinced by experience that there is absolutely no better Cleanser than Babbitt's, and they like to deal with the grocer who features articles of such outstanding value.

Premiums Given for the Trade-Marks.

WM. H. DUNN
Limited

General Representatives
for Canada
MONTREAL

Dunn-Hortop, Limited
TORONTO
Special Agents

The quality of Royal Acadia Sugar paves the road to bigger profits

because "**Every Grain is Pure Cane**" and gives the housewife perfect satisfaction, bringing her back again and again for further supplies.

You can always meet her sugar requirements with **ROYAL ACADIA**. Replenish your stock to-day.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.



The Acadia Sugar Refining Co., Limited
HALIFAX, CANADA

The Real Live Selling Line

is what you want—H.P. Sauce is what you are looking for.

It is well advertised, and sells freely.

Your customers are delighted with

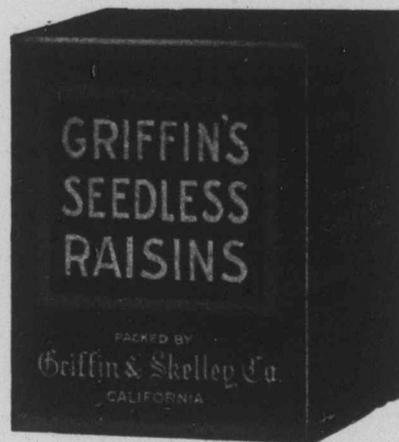
H.P.

SAUCE

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



The United States has ordered SEEDLESS
RAISINS in place of *Currants* for use
in the Army and Navy. *Why?*



Griffin's Seedless Raisins

SELL THEM BY THE DOZEN

Mention This Paper When Writing Advertisers

Can't Sell Bulk Tea

Mr. _____, of _____, made the following statement to one of our travellers last week: "I have to get rid of my bulk teas and I can't do it if I have any package tea around."

A pretty open admission. Very many grocers, however, are finding the same difficulty.

Is it worth while, after all, for the small difference in net profit (often questionable) to urge your bulk tea and take the risk of displeasing your customers and drive your tea trade into the hands of the tea pedlars and departmental stores?

Try featuring Red Rose for a while and watch your tea trade increase.

Pedlars cannot sell your customers Red Rose.

T. H. Estabrooks Co., Limited

St. John

Toronto

Winnipeg

Calgary



Grocers Everywhere Sell More Keating's

During the past eighteen months there has been a phenomenal increase in the sales of Keating's Insect Powder throughout Canada. Part of this increase has been due to the demand for Keating's as an article of supply for the Military Camps, and part of the increase arises from the accom-

plishment of wider distribution of the commodity and the growing public knowledge that Keating's Powder is an invaluable and effective insecticide.

Place your orders early and see that your stock is ample for the demands.

Sole Agents for Canada

Harold F. Ritchie & Co., Limited

19-12-14 McCaul Street Toronto



What every housewife needs— Stone Butter Crocks

Here is a line of tip-top sanitary pottery that is just ideal for the putting away of eggs, fruits, butter, vegetables, etc., for the winter.

Every grocer can sell this pottery. Show a few in a corner of your store and suggest them to every housewife. They'll be grateful for your thoughtfulness and your profits will be worth while.



Here are our prices on Butter Crocks.

Half gallon to 6 gallons, inclusive, 12c per gal.; eight, ten and twelve gallons, 15c per gallon; fifteen and twenty gallons, 18c per gallon; twenty-five and thirty, 20c per gallon; thirty-five, forty and fifty gallons, 24c per gallon.

The Toronto Pottery Co.

LIMITED

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

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



You would do well to keep your stock of

ROBINSON'S "PATENT" GROATS

and

ROBINSON'S "PATENT" BARLEY

CONSTANTLY DISPLAYED

Your customers know Robinson's and a little reminder in the shape of a window or counter display will tap a bigger source of profit for you.

Steady "repeats" will convince you that the Robinson lines are worth pushing.

MAGOR, SON and COMPANY, LIMITED

30 CHURCH STREET, TORONTO

191 ST. PAUL STREET W., MONTREAL

Niagara Grape Juice

RED and WHITE

Trade Prices

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

Mail us your order. Samples on request.

DROP SHIPMENTS

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

NIAGARA FALLS WINE CO.

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, OCTOBER 5, 1917

No. 40

Getting Results from Window Display

Some Hints on Window Dressing by Harold Crone, of the Kent and Brown Company, Saskatoon, Sask., Who Has Gained a Solid Reputation for Effective Window Displays.

I HAVE found that some windows pay, that they give splendid results. The shredded wheat window which I put in early this year is an example of the window that will sell goods. In that case we increased our sales 100 per cent., while the window was in, and continued to sell shredded wheat in large quantities after it was out, showing the after-effect of the window display. Prior to putting

in this window we averaged a case a week, whereas while the window was in we sold three cases per week.

You will remember the window which I dressed for the CANADIAN GROCER Contest, and which won first prize in Class A. It was a fruit window, and we sold a lot of fruit as a result. Tangerine oranges were just in, and we sold seven cases of those alone. One of the lines

shown in that window was apples, which we had polished up so as to attract attention. I recommend that apples when displayed in a window be polished in every case, but only the top layer. This shows apples just as they will appear on the dinner table. I never wrap apples. The Greeks do. I like to be different, and take the papers off.

In my window, photograph of which



A window specially dressed for Canadian Grocer by Harold Crone of the Kent Brown Company, Moose Jaw. The arrangement of the window is as follows:—

Front row—In the farthest corner a case of egg plant, then plums, citron, peaches, and in the corner green tomatoes. Second row—Crab apples, marrow. Note the large cabbage grown by J. C. Barnes of Moose Jaw, which weighs 15 lbs. Crab apples, squash, and ripe tomatoes. Third row—Oranges at each end with a display of vegetables, carrots, parsnips, turnips, and beets in the centre. Fourth row—Lemons and apples at each end with tomatoes in centre. Fifth row—Plums at each end with oranges in centre. Sixth row—Plums. Seventh row—Large bottles grape juice.

Another point worth mentioning is the sign which is only partially shown which reads. "The Food Controller says, the ban is on the can. Fresh vegetables arriving daily."

was shown in the CANADIAN GROCER, I used the lids of cheese boxes to good effect. There were fifteen of these lids, each one being wrapped up in white paper. I think this is a good idea when perishable food is being displayed, as it avoids having much stock in the window, thus permitting them to sell the other stock in the store.

We have noticed when we have put a box of apples in the window that a woman would ask for some from that particular box from the other end of the window, which caused us considerable inconvenience. However, in the case of the window I referred to above I had to break in for the tangerine oranges, as we could not buy any more in town. Besides the tangerines, we sold twelve cases of other oranges, 30, 40, and 50-cent size.

Increased Toffee Sales

Some months ago I dressed a window of Riley's toffee, and we sold more toffee in two weeks than we ever sold before, showing the selling power of a good display. For that window I conceived the idea of a Ferris wheel, with four tins of the toffee on the rim to resemble boats, just as you see on the large Ferris wheels. This was rotated by an electric motor located underneath at a very low speed.

I usually leave a window in for about two weeks, but I think it would be much better to change window every week if possible. However, it takes a long time to dress a good window, and if the window is selling the goods, it is perhaps just as well to leave it in.

A window dresser, before commencing work should figure what the public need, and not what he thinks ought to go in. During the spring of the year it is customary to make displays of soap, broom tomy to make displays of soap, brooms, etc. In the winter one should display breakfast foods, suggestive of cold mornings. One might make a display of Bovril, rolled oats and the heavier foods, with suitable cards. In summer months one should display cereals, such as corn flakes.

After the fruit comes in, we practically give both our windows over to displays of seasonable lines. When the strawberries arrive, we give them the window. Next come raspberries, and so on. I usually dress the window at 6 p.m., leaving a light burning from 10 to 11 p.m. We know this is good business, as we often have people phoning orders, specifying certain boxes in the window, showing that they have seen the fruit on the previous night. Fruit windows are changed every day, as it would never do to leave them longer.

A Drawing Card

I make a point of always having a drawing card in my windows. This does not necessarily mean a big card, but I like to have something that will draw immediate attention. For instance, a window advertising Welch's Grape Juice, which I put in last spring, showed a prize fight, small stage set, with two

small fighters, and everything made to look like a real fight. As the window was dressed for Welch's Grape Juice, other lines were shown as being knocked out.

In this case a card was used bearing the words: "Big Fight Now On." People seeing this, walked half a block to see what the fight was about.

Sugar Under Control of Commission

Refiners Disturbed at Uncertainty of Allotment of Raw Supplies—Prices Will go Down—Element of Speculation Eliminated.

THE sugar refining industry, large and well developed, and like that of milling, self sufficient for the needs of Canada, is, like the latter too, facing the problem of the fixing of prices, and the uncertainty that will result to the earning powers of the properties and the value of the stocks held by the investing public.

Inquiries made by the CANADIAN GROCER this week among the chiefs of the big refineries of this country lead to the belief that the chief danger to the earning powers lies in the possibility that the allotment of raw sugar to the Canadian factories may not be sufficient to admit of the volume of export to England and France being continued in the coming year.

Exports May be Cut Down

This export business, for all the restrictions that have been set upon the consumption of sugar by the Royal Commission, has increased considerably the sales of the Canadian refineries this year, and added even more to their profits. For the future, the whole control of the sugar situation as it affects Canada and the United States as manufacturers, Cuba and other countries as producers of the raw sugar, the United States as producer of beet sugar, and the Allied countries as the buyers of refined, will be vested in a body that has been just formed to supersede the Royal Commission, the "International Sugar Purchasing and Distribution Committee." This combines a representative of the Food Administration of the United States, as chairman, and two representatives each of the refiners of the United States and the sugar men of England. In the United States there has also been formed the National Sugar Committee, comprising the United States there have also been formed the National Sugar Committee, comprising the United States members of the "International"; the American Refiners' Committee, and the Beet Distribution Committee.

Price Fixing for Canada

A price for beet sugar has been fixed already, and a price will be fixed for the new cane sugar crop of Cuba which starts to enter about the first of January. Following the fixing of the price of the raw, there will be a fixing of the price of refined in the United States, and possibly in Canada. The Food Controller, Hon. W. J. Hanna, has been in correspondence with the Canadian refiners about this, as well as the supplies that

they require for next year. From now on the supply of raw sugar is practically under the control of the International Commission, and it may require some pooling of supplies all over America to help out the 50,000 tons of raw cane that is left until the new crop comes in. Whether Government influence in Canada and the United States will prevent any inflation of prices before January is a little uncertain: after that it is the general opinion among Canadian refiners that there will be a drop in prices, starting with the raw. The scarcity of raw cane sugar, and the virtual prohibition of competition has caused two of the largest refineries in the United States to close down.

Small Margin in Canada

D. Lorne McGibbon, President of Atlantic Sugar Refineries, expressed some anxiety less the supply of raw sugar for Canada might force a cutting down in export shipments to England and France. "I am convinced that although the price of sugar will be lower after the first of January there will not be much change before that time one way or the other." He pointed out that the present margin in Canadian prices at present, 50 cents per cwt., did not allow sufficient profit for Canadian refineries, as the duty was \$1.37½ compared with \$1.01 in the States, 15 cents for freight, and a larger allowance to the wholesaler. The margin to the Canadian refiners averaged only 15 cents per cwt.

Huntly R. Drummond, President of the Canada Sugar Refining Co., was asked whether it was likely that the price that may be fixed by Mr. Hanna would allow for the full amount of the extra "spread" between costs in the States and in Canada.

"Well," was his reply; "it would hardly be fair to the consumer to allow for more than we ourselves do at present, would it?"

Enough Allotted to Canada

In regard to the future relations of the International Commission to Canadian refineries, Mr. Drummond said: "We know nothing as yet as to how the control will apply. But I have no doubt that there will be enough allotted to Canada for our needs. For the present I believe there is enough raw sugar to go around provided there is no speculation, and this has been eliminated by the Commission. Otherwise there would have been a bidding up of the balance of the old crop of Cuban raws, and far higher prices would have resulted. The beet crop of some 280,000 tons will be

available in November, and the new crop of Cuban is larger than usual. I expect that the same price for raw sugar will be fixed for Canada as for the States,—lower than it is at present, with the result that the price of refined will be relatively lower."

One advantage to Canadian refiners if prices are fixed will be that there will be a steady buying and not a recurrence of "stagnant" periods as has been the case heretofore, when the market has seemed too dangerous to risk stocking up.

FIXING WHOLESALE PRICE OF APPLES

A Difficult Matter to Decide—How it Would Affect the Apple Business

THE Fruit and Produce man is the latest victim of the persistent though rather profitless energy of the Food Controller. An order in council is in the air requiring all the Fruit and Vegetable Wholesalers to register. This in itself is a simple matter, and probably means that the Food Controller wants to keep a tab on them so that in the event of him wishing to go further into the matter of the price of fruit or vegetables, he will know where to go for his information.

However, that is not all that is in the wind, and it looks as though more indiscriminate price fixing were—well probable. Price fixing is all right, if a true and accurate basis is arrived at, and if the handler is given a fair margin for his necessary services. It is all wrong if it is decided on the basis of costs, as some committee, after a brief consideration, believes them to be.

Mr. Hanna, for instance, announces that the spread of profit on apples from the producer to the consumer, is too heavy. Very probably it is, but curtailing the wholesalers' profit, is not only not doing justice to the wholesaler, but is attacking only one of the very small items in the handling charges. Packing, cartage, storage and freight charges mainly represent the items causing the spread.

Recently representatives of the Wholesalers and Retailers appeared before the Fruit and Vegetable Committee in Ottawa, and produced answers to a number of questions that had been propounded to the retailer. These questions dealt with overhead expenses, profit required on a barrel or box of apples, profit required in peck or half peck quantities. Questions as to the normal shrinkage on Fall and Winter apples, on oranges, and on other summer fruits. It is interesting to note in reference to this question that in most instances this shrinkage was considered negligible. Other questions deal with potatoes; what profit was required when sold by the bag, when sold by the measure, and further questions, regarding the retailers' opinion of the probable price, and the effect of a fixed price on potatoes.

Undoubtedly this committee got some interesting and useful information, but it was not the information neces-

sary on which to base a set price for the wholesaler, yet this was apparently the use that was made of it. The wholesalers were also present and presented their case. Mr. Despard of White & Co., Toronto, stated emphatically that apples could not be handled at a profit under 12½ to 15 per cent., and that this was merely a turnover profit and really showed them no margin at all. Mr. Hanna, however, had evidently paid more attention to the retailers' statement that the wastage was small, therefore, he decided that 11 per cent. profit was quite sufficient at all points east of Fort William and including the Maritime Provinces. Wholesalers generally are of the opinion that no actual effort will be made to enforce this

price. "They don't want to ruin the apple business," was the way Mr. Everest of McWilliam & Everest voiced this opinion. Mr. Everest was strongly of the opinion that any such action was beyond the bounds of possibility. That there was no possible way in which costs could be arrived at. For instance, he stated, some apples purchased, have to be sold at a loss of 50c a barrel, others may be sold at a dollar profit. The one transaction must of necessity be placed against the other in arriving at a just price, and this under any hard and fast system is difficult to do.

It is the intention of the Food Controller, it is understood, to fix a price for potatoes and apples, though no definite price has been decided upon as yet.

"Cash and Carry" a Growing Cause

Co-operating With Grocer in Saving Delivery Will be to Advantage of the Purchaser as Well as to the Grocer— Delivery Must be Paid For, and the Customer Must Pay It.

CASH and Carry," is becoming an aggressive advertising slogan of some progressive merchants. It is significant. Comparison of prices in some instances emphasizes the advantages derived by the customers who see no humiliation in carrying their purchases. With the merchant it eliminates the expensive delivery system, as well as book-keeping, and on the whole simplifies his work. It enables him to pay cash and thereby receive the advantage of the larger discounts.

Not An Individual Scheme, but a Co-operation

There is room for this class of business in most communities. The custom will never become general, because there must be the delivery system for the bulky and heavier class of goods, but much could be done to reduce the service if greater co-operation was manifested by purchasers. When they are willing to look with greater confidence upon the seller, regarding his end as only part of a co-operative scheme, instead of solely in the light of an individual money-making scheme, they may reasonably expect greater advantages from the merchants. Too many customers expect "special" attention, and cheap prices at the same time. The merchant's time is worth money, just as is the plumber's, or any mechanic who may be called in to render a service. One way to help the merchants keep prices at a lower level is to pay cash and assist in reducing operating expenses.

Delivery Partially a Result of Vanity

Much of the delivery system simmers down to simply a matter of attention, which has been nurtured by public demand. The vanity of human nature is susceptible to attention. People pay for it in the Pullmans and at the fashionable hotels. It is a mark of wealth and exclusiveness. For those who can afford

it, well and good, but in an ordinary commercial sense it should not have much bearing with the average man or housewife struggling at the present time with the high cost of living. To them "Cash and Carry" should loom large as a real argument.

COMMITTEE ON ACID FRUIT EXPORTS

A new decree in regard to Italian exports of acid fruits provides for the formation of a central committee for exports of acid fruits, to be composed of one representative of the Ministry of Commerce and one of the Ministry of Agriculture; two representatives of the producers and one of the exporters of acid fruits for each of the Provinces; one representative of the producers for each of the Provinces; one representative of the Chamber of Acid Fruits; and a president nominated by the Council of Ministers.

The scope of the central committee is to encourage, direct and govern the exports of acid fruits, and in general to promote the interests of the commerce in acid fruits. It may institute offices or agencies in the localities of the Kingdom and in foreign countries where these interests are greatest.

BERMUDA FOOD SUPPLIES AWAIT SHIPMENT

Officials of Bermuda are conferring with United States authorities relative to the securing of sufficient ocean tonnage to move the island's vegetable crop which has been found incapable of export because of the shipping shortage. It is declared that 300,000 crates of vegetables, 80,000 barrels of potatoes, and 130,000 crates of onions can be procured for the allied Governments' food supply if sufficient tonnage is temporarily diverted into this trade.

Credit or Cash?

A Method Which Enabled Me to Collect Nearly 99½ Per Cent. of My Accounts For Many Years.

By Henry Johnson, Jr.

THIS is the story of my experiences granting credit to retail grocery customers. One merit of it is that it worked—and it will work for you. Another is that it is true—no theory in it at all. It was worked out during upward of thirty years' retail grocery experience. In whole or in part, especially in the vital parts, you can use it, no matter what your business or its size. And note his:

The degree of your success will be precisely commensurate with the fidelity with which you adhere to the details of the working thereof.

Peculiarly, this began with an attempt to make friends of my fellow merchants. Way back in 1891 I had read of how some merchants in some places were working together and it seemed to me that perhaps I might as well set the ball rolling as anybody else. So I began to take a spare hour whenever I could find it in the afternoons to run in on my neighbors. I kept it up until I had visited all of them—some many times.

Breaking the Ice

My first reception was chilly, not to say frigid. The two partners were "cleaning up" and both looked up at me with an expression which said: "Well, have you got in the wrong pew, or are you out snooping?" I tried to be friendly and talked with them about any old thing, gradually working round to credits. This being a sort of neutral subject in which every man always is interested, we had a point of contact and talked with less constraint.

I got the same elsewhere, only that soon I made more rapid progress as I got used to calling on other grocers. I found those men were just like myself and that we had many things in common. Almost before we knew it we were co-operating on credit information. And here is a keynote:

It is a trait of human nature that you can make a man friendly by asking a favor of him—much more than by doing a favor for him. I found I could actually make friends among my competitors by asking them for the record of people who applied to me for credit. My method was to ask first, and then offer to reciprocate any time. Thus, long before we reached formal organization we were actually co-operating on this most vital problem.

A Peculiar Rule Explained

My own business up to that time had not been without definite rules. In fact, I cannot recall the time when well defined principles were not in force in our store. Let me say, parenthetically, that here is a hint for you: You will never

get far with credit, nor anything else, unless you operate on a definite system which you scrupulously observe.

One of our rigid rules was never to trust a farmer. Why? Because farmers are not as a class honest? No. It was because we had discovered by costly experience that farmers usually have no idea of the value of time. A farmer says he will pay in two weeks or "next time I am in town"; but that means nothing at all. The average farmer has the idea that so long as he is "good for" the amount, the merchant need not worry. To him a year is the same as a week, so long as he honestly intends to pay the bill some time. Obviously, the merchant cannot work on those lines and discount his bills.

Let me again emphasize the fact that farmers are just as conscientious as other men. Let me add that the difference between the prosperous, well read, well educated farmer of 1917 and the ignorantly poor fellow of 1890 is very great. The present day farmer, with daily mails and newspapers, plus telephones and automobiles is apt to be as good a business man as the country merchant—putting the case mildly. Even so, the main point is that we did business in a city and as such had to plan our credits to meet city conditions. Unless the business is very large, the plans must fit one class or the other—not both. We had to plan primarily for the city.

We eliminated one class of heavy burdens by paying spot cash to farmers for what we bought from them and demanding spot cash from them in return. Our position was strong in that, you see.

City Credits Carefully Handled

Shall I give you the chief item in our formula right at the beginning? It was CAREFULNESS.

We were more careful in extending credit than all but very few grocers. This fact prevented trouble instead of giving us trouble to cure. So rigid were we, so little was known about the way to get into our store on a credit basis, that I often was surprised to find customers who dealt with us for cash had the idea that ours was a strictly cash store. This fact came out on my invitation that they open accounts with us. For when I noted a good, reliable customer who seemed fair and not too difficult to serve, I made it a regular practice to invite her account. But the impression that we were very strict was immensely valuable to us.

When, in 1893, the business came under my own control, I began to study credits with great care. It had been told me that jobbers got by with losses of ½% to ¾% on credit accounts, and I believed there was no good reason why I should not do almost as well as they.

I demonstrated that I could do just that—which is the point of what follows.

I thought of my resources as it was evident the bank regarded its money—that my stuff must not go out under undue risk of loss. I thought that seeing the bank was so careful with me, a merchant backed by tangible, seizable resources, surely I must be as careful with people whose sole asset was personal character—plus, perhaps, a salary by no means guaranteed to them indefinitely. I am sure now that I often drew the lines too tight; but I cannot have been far wrong, judging from ultimate results.

Credit Exchange Useful If Used

The informal work among the merchants evolved a credit bureau which, as time passed and it proved its value, was recognized and supported by merchants in all lines. This bureau was very useful to me—because I used it.

So here follows another hint for you:

Often I heard other merchants say they thought the bureau "of little use to anybody." But further inquiry revealed the fact that those men used the bureau very little. Of course, it was little use to them—how could it be otherwise?

And here is another hint:

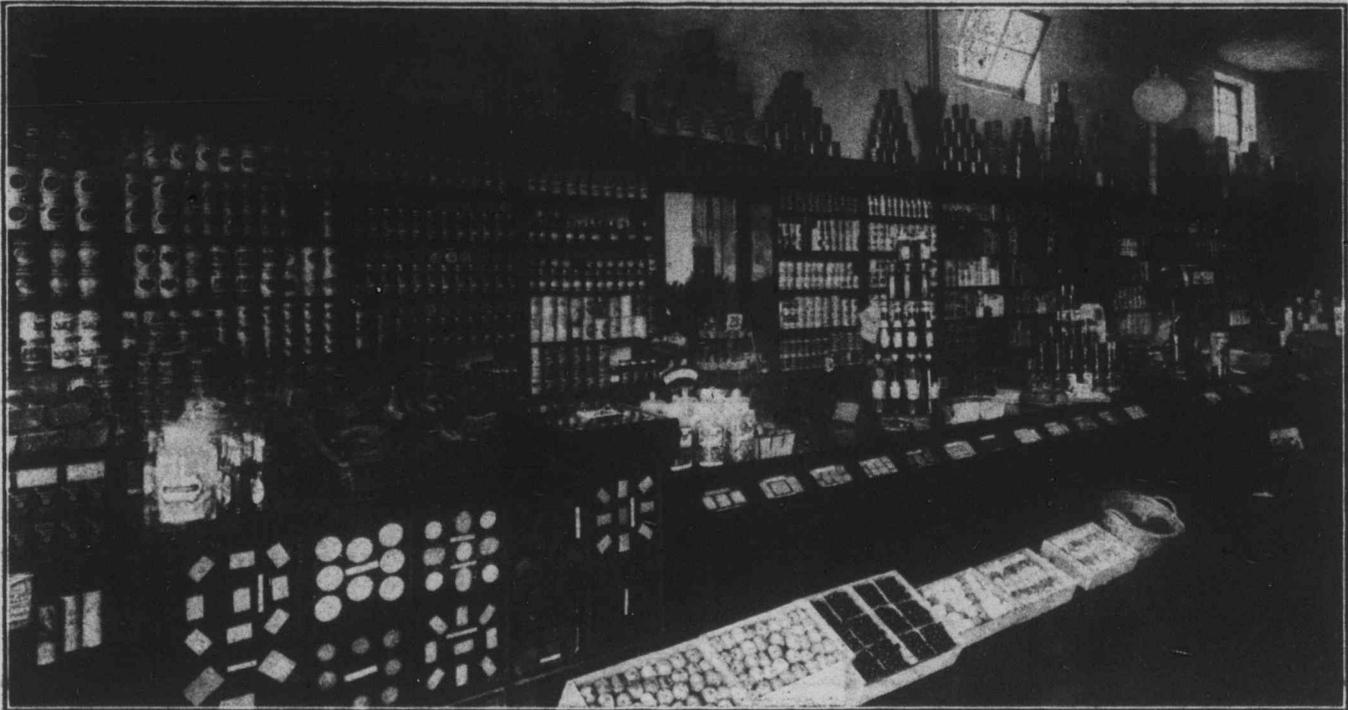
In the business of safeguarding credits you must GIVE as well as TAKE. In other words, you must co-operate. Such system of frank interchange of neighborhood reports is invaluable if it is carried out to the limit. Why should it be good to get credit reports from a distant town on a stranger and not good to get similar reports from your neighbors? The local customers will apply many times as often as strangers, and it is much more important that you "keep the home fires burning," believe me.

Rules Made to be Observed

I shall finish the story next week. Then we shall be ready for a summary. Meantime, let me insert another pointer:

Rules in my business were made to be lived up to. Nobody worked on snap judgment. I knew just how accounts should be opened by anybody in the store; and I proceeded the same way if I opened the accounts myself. Any clerk knew exactly the consequence of disregarding the means of insuring the question whether a certain person should get goods on credit. If the clerk proceeded properly, he avoided responsibility. If he did not, he assumed the charge—and paid it if the customer did not do so before the next Saturday night.

Is this a necessary fundamental in any department of any business? It sure is. But one reason why men fail is that they do not observe THEIR OWN RULES THEMSELVES.



An interesting interior. The well arranged store of the Burrige Mercantile Co., Victoria, B.C.

ECONOMY IN DELIVERY

U. S. Boards Urge Reforms in Delivery Systems Upon Retail Grocers

An active campaign has been instituted by the National Council of Defence, through the Commercial Economy Board of the United States, to urge greater economy among retail grocery stores in the matter of delivery, and the plan might be followed to advantage in Canada under the prevailing conditions. The investigations of the Board revealed the fact that a tremendous amount of manpower and money was tied up in unnecessary and wasteful work, and that delivery work could be reduced immediately by restricting the free delivery of small purchases, by eliminating special deliveries altogether and by other means. As a result of these investigations, retailers in the United States have been "advised" to cut their deliveries to one a day, to eliminate all "accommodation deliveries," to discontinue going over the same route the same day more than once, and to ask consumers to carry their purchases home whenever possible.

The Board pointed out that though such changes in delivery would be a big factor in the winning of the war, nevertheless the principle was based on sound business and should correct many abuses and leakages long suffered by the trade. Study of the situation showed that the average cost of delivery in retail grocery stores was not far from three per cent. of the gross sales. For this reason it was imperative that something be done, and the reluctance of the grocer to take the chance of displeasing a customer by refusing to make an "accommodation" delivery should be done away with.

The Board urged, in addition, that every form of publicity be used to impress upon customers the necessity of

carrying parcels wherever possible, and suggested the slogan, "Carry Your Own." It was also suggested that signs should be prominently displayed in every retail grocery store asking purchasers not to require needless deliveries.

Co-operative Delivery

Economies had been effected in many small and medium sized towns by central or co-operative delivery systems, and this plan received the support of the Board owing to the fact that the plan released half the men and equipment usually required. Savings over the old method is as high as seventy-five per cent. had been reported through the adoption of the co-operative system, and customers usually preferred it to the individual delivery plan. Other plans which the Board considered worthy of consideration included the making of an extra charge for delivery, restricting delivery to orders of a certain size, and the offering of a cash discount to those who "carry their own."

The National Council of Defence in connection with the economy campaign has sent the following letter to the secretaries of the various grocery associations:—

ECONOMY IN DELIVERY.

Dear Sir:—

In the present emergency it is absolutely necessary that the country's resources be used to full advantage to aid in carrying on the war. This means that all necessary services shall be eliminated in retail trade as well as in other lines of business. The Commercial Economy Board has made a careful investigation of the economies that are possible in the delivery service of retail stores. This shows that a large number of men and vehicles can be released for military or other services that is essential to the welfare of the country.

The Board points out, therefore, that delivery service in retail stores must be very substantially reduced immediately by re-

stricting the free delivery of small purchase, by eliminating special deliveries, and by other means.

If possible, not more than one delivery a day should be made on each route.

There is such urgent need for men and equipment in other work that the country cannot endure the waste that is occasioned by the accommodation delivery of small purchases.

The Board has found, furthermore, that in numerous small and medium sized cities and towns, central and co-operative delivery systems have resulted in large savings. Less than half of the men and equipment are required. The Board therefore recommends that central or co-operative delivery systems should be introduced generally in small and medium-sized towns.

The Board desires the co-operation of your association in making these corrections immediately effective. These changes in delivery should be introduced as soon as practicable, certainly not later than August 1, 1917. Please state to the members of your association that the Board intends to use every resource at its command, including the co-operation of the State Councils of Defense, to make these changes effective.

Yours very truly,

(Signed) Commercial Economy Board,
Council of National Defense.



FROST DAMAGES CRANBERRY CROP

The Cape Cod cranberry crop has been badly hurt by frost. It ruined some tracts and thereby killed the output. As this is the great cranberry section, the loss will possibly result in high prices.

Woolworth to Sell Groceries

The F. W. Woolworth Company, the big five and ten cent chain store organization, has opened a grocery department in their Boston store and it is probably only a question of time before it will be extended to other branches.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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

THE MACLEAN PUBLISHING COMPANY, Limited

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Phone, Main 3449.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—G. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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

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

PUBLISHED EVERY FRIDAY

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

Vol. XXXI. TORONTO, OCTOBER 5, 1917 No. 40

EDITORIAL BRIEFS.

F. B. CARVELL speaking in the Commons recently made the statement that Canada will have a surplus of 10,000,000 bushels of potatoes this year. Of course Mr. Carvell may have omitted counting some of the small garden patches, or then again he may have counted too many. But anyway here's hoping that he is somewhere within a few million bushels of the mark. It's a cheery good-night thought, to hear of a surplus of anything, anywhere.

* * *

FISH from Ontario lakes, with the blessing of the Ontario Government still clinging to them, appeared in some of the fish stores in Toronto. The supply of them was limited, however, and most people had to eat the variety that came from the wholesaler, and to pay the wholesaler's price.

* * *

THERE is a great question as to whether the Food Controller is not fighting against himself in some of his activities. To ask merchants to labor for nothing, is asking rather much. To ask them to handle apples for a profit of 11 cents is about an equivalent to asking them to do that thing, the tendency will be for the wholesaler to leave the apples in the orchard where they grow, which will not be to the benefit of the country as a whole.

* * *

THE Committee appointed to investigate the price of Milk concluded their preliminary work and adjourned indefinitely. In the meanwhile there has been no noticeable effect on milk prices. That is the difficulty with these committees, they mainly tell us something that has been a standing sorrow with us for years past, that prices are high.

THERE is a suggestion, however, that the committee is investigating the question of margarine to see if it is generally desired. There is some hope in the fact that such an organization is having the temerity to even ponder this question.

* * *

RICE is achieving a wonderful increase in popularity in the United States. There was an increase of consumption of nearly 800,000,000 lbs. during the past year. In other words, during the year 1914-1915, the per capita consumption was 11.34, while during 1916-1917 there was a per capita consumption of 17.33 pounds.

* * *

"ALL the blood, all the heroism, all the money, and all the munitions in the world will not win this war unless our allies and the people behind them are fed. They will not be fed, your sacrifice of blood and money will be in vain, we shall go hungry and a great cause will be lost unless you stand guard each day in your home over your supply of wheat, meat, fats, sugar, milk." Such is the cogent argument for Conservation urged by the American Food Commission.

CO-OPERATIVE BUYING AND ITS UNFAIRNESS

THE practice of certain large corporations, manufacturing concerns, banks and establishments of a similar kind of purchasing goods from manufacturers and packers at a nominal figure to be sold to their employees at less than the regular retail rate, is a practice that however worthy its object, is not one to be encouraged. The manufacturer, wholesaler and retailer system of distribution has been tried out and found to be the most economic and effective that can be devised. When the manufacturer or packer goes direct to the consumer, as he does in such schemes as these he is cultivating an enterprise that will be to his serious disadvantage. When you injure the retailer, and such schemes as these do injure him, you injure the mass of the community, and benefit few. We have a circular before us at the moment. The E. R. West Coffee Company of New York, styling themselves "direct importers, blenders and roasters," are appealing to some of the large commercial concerns in Canada to buy coffee in bulk through them and sell it to their employees.

This is all very well for a retail concern, but we judge that the company also depends on the retail trade for part at least of their patronage. That is the only place where one might quarrel with such an activity. It is hardly playing the game fairly.

As for the large firms who are unquestionably attempting to benefit their employees, might they not if their interest is so pronounced, provide an adequate wage scale for these employees? Thus making their interest a charge against their own business rather than against that of a number of smaller but equally useful members of the community.

PURCHASES ON THE BASIS OF FORMER DAYS

THESE are many voices being raised here and there to point out the dangers that present themselves in the commercial situation in these unsettled times. More and more often we are hearing of world supplies of foods nearing the vanishing point, more and more often is the necessity of conservation being brought before the public attention. Yet despite this fact there are individuals and merchants who are not hesitating to aggravate the situation by unusual buying, by purchases that they would not have considered in normal times. All this is wrong. Certainly the purchases of the individual should not be greater in these times than in the times before the war, equally certainly there should be no increased buying on the part of the merchant. Hoarding for possible profit is a dangerous matter now, it is a serious matter too in that every excess of buying, tends to add to the stringency of the situation that has already reached serious proportions.

The National Credit Men's Association of the United States is urging the limiting of purchases within the bounds of former days in the following striking words:

"We say first and emphatically to the credit man, that *every form of gambling in prices, commodities and credits, must be suppressed*. This is no time for the buyer to pile up stocks in the anticipation of higher prices; this is not the period when commodities should be bought out of fear for the future or when unreasonable credits should be granted; there must be just as even a flow of commodities from producer to consumer as human powers can provide; unselfishness must be exercised so that the slightest possible burden shall fall upon everyone related to the commercial and credit system as producer and consumer."

These words may well have the thoughtful consideration of every thinking merchant.

INCREASE IN CANADA'S TRADE

ACCORDING to trade figures made public this week, Canada had a favorable trade balance for the first five months of the fiscal year of \$180,000,000. It is estimated that trade for the present fiscal year will exceed last year's great record by \$500,000,000. The total trade for the first five months amounted to \$1,128,274,119. The imports for the month of August alone amounting to \$91,931,000 were much greater value than for the corresponding month of last year, when the total for the month reached \$72,331,014.

Export trade shows a corresponding increase of from \$96,832,161 in August last year to \$152,563,345 during the corresponding month this year. For five months export trade totalled \$672,022,649, an increase of \$217,291,385 over the same period last year. For the first five months of the previous fiscal

year total trade was \$768,635,214. For the corresponding period this year it is \$1,128,274,119.

These figures are decidedly encouraging and indicate that Canada's remarkable trade expansion continues without abatement.

THE HUMBLE POTATO TO THE COUNTRY'S RESCUE

WITH all this talk of saving, saving this and saving that, it is refreshing to hear of something that one can eat, and can eat all one feels inclined to without having to take the pledge card out of the window. It looks as though the potato was cut out for the part this year. The United States Department of Agriculture estimates a production of potatoes this year totalling 467,000,000 bushels, as compared to 258,437,000 bushels last year. As Canada has also a record crop, and as a considerable quantity of last year's crop had to go to fill the void in the American supply, a condition that will hardly be repeated this year, and with a lot of amateur gardeners gathering the home-grown for the winter's store, well, it looks as though the faithful potato had come to our rescue.

THE PAPER THAT IS NOT WANTED

THE Montreal *Dail Mail* has suspended. It is a class of paper which should never have come into existence. It has been financed to a great extent—if not entirely—by contributions from Montreal financiers. When will financiers learn that such a policy is very unfair to the legitimate old-established publications? They create unnecessary and often nasty competition and are seldom successful. In most cases where a rich man gives money to establish or help a newspaper it can be put down to vanity, or to serve some ulterior object. There are, of course, some exceptions. Sir Joseph Flavelle sunk nearly half a million trying to put *The Toronto News* on its feet. He had the money made in a fortunate investment outside of his business. He decided to give that money for the public good, and he tried—with the aid of an equally public-spirited man, Sir John Willison—to make *The News* a University for the masses, and it was conducted strictly on these lines. The same cannot be said of *The Montreal Mail*.

It is rather an interesting coincidence, that M. E. Nicholls, the promoter and conductor of *The Mail*, prepared a report on the Newspaper Postal Situation in Canada. He singled out trade and technical papers for attack, saying they should not be allowed newspaper postal rates as they were of no public service. When the public were telling Mr. Nicholls his spoon-fed product was not wanted, the public of Canada, the United States, Great Britain, Australia and India, as represented by their Governments were calling on the trade and technical editors and showing them that their papers were indispensable in these times of stress.

PLACE HIGH VALUE ON CREDIT

Merchants Should Educate Customers to Value Extending of Credit—Lax Systems of Past Unsatisfactory—Banking Procedure Should be Followed in Giving Credit.

IN these days, when the cash and the cash and carry systems of merchandising are receiving general attention and becoming increasingly popular, it is common knowledge that the reason for such a situation is that customers are dissatisfied with the lax systems of the past, especially in the matter of granting credits, and want anything which spells relief from the evils of past years. In the past credits have been carelessly attended to, and the result has been apparent in retail prices, thereby taxing the cash and good credit customer for the benefit of the customers using long-time accounts.

This condition of affairs would not be the case if merchants realized the advantage to be secured from educating customers to place a high valuation upon credit, and paid strict attention to the granting of credit from the standpoint of the desirability of the people to whom such courtesy should be extended instead of blindly rushing ahead to greatly increase the volume of business at the expense of neighboring merchants while there is a constant leakage through the credit system.

Rights and Wrongs of Credit

Credit is a peculiar thing, and is one of the most potent factors in deciding the course of modern business. Rightly used, it is one of the most desirable attributes of retail merchandising; wrongly used, it serves as the rock upon which many a commercial ship founders. The credit factor is often prominent in the records of financial embarrassments and business failures, and it is evident that the reason for this is that credit is too often cheapened to the consumer through failure of the merchant to demonstrate its proper value, and in this way contributes to the difficulties which bring on the financial disruptions.

The present tendency toward cash and cash and carry stores is by no means new, but was urged long before the present circumstances required greater economy which the elimination of deliveries and other new innovations being urged by organizations throughout the country were broached.

This situation raises the point as to whether retail credit business will eventually disappear and be permanently replaced by the cash system.

Much has been said about the greatly increased overhead expense of the credit system and the financial loss occasioned thereby, but rightly handled it has been proved that the overhead expense is increased by a very small fraction, and the loss is infinitesimal. The economies of the cash system are real, but they are not nearly as great as appears at first sight.

One large dealer in meats, fresh fruits, fresh vegetables and allied lines, who has recently been carrying on an advertising

campaign offsetting the tendency toward the cash and cash and carry systems, states that his loss during a two-year period from poor accounts was only 8/1000 of 1 per cent. This figure may appear significant, but it was made possible through the investigation of the credit system and by the establishment of terms on which credit would be granted to customers and by holding to the terms agreed upon. In other words, the customer was taught to place a high valuation upon his personal credit and to regard it as an asset which must be treasured.

In dealing with the matter of credits, there is present an element of generosity which pays direct dividends. One merchant considered himself a most generous personage for sending all the slow pay and undesirable credit customers to his competitors. This case is evidence of what is meant by teaching trade to place a high valuation upon credit, and the retail merchant should be just as careful of his credit as the banker is. Money is not loaned indiscriminately by the bank with no question as to the desirability of the risk and terms of settlement, but everything is minutely arranged and the transaction is surrounded by safeguards of all kinds.

Merchandise is the equivalent of money from a trading standpoint, and should be dealt with in the matter of credits similarly to the manner in which money is handled by the banks. Many persons who could not raise a loan of any small amount of money from a bank can negotiate a credit of many times that amount at the local hardware or grocery store simply because the local merchant in his desire for increased volume of business shuts his eyes to the undesirability of granting credit to certain customers and to the matter of educating the public to place a higher valuation upon his credit.

The solution of the cash and credit systems of merchandising is up to each individual retailer, who must decide what length of time credit will be extended, and all other details. He must satisfy himself that the debtor is worthy of the credit, and then compel him to adhere strictly to the terms agreed upon. Such practice as this will educate trade in general to place a higher valuation upon individual credit. The merchant should abolish all fear of customers and regard the matter as a courtesy extended to customers for their own benefit and not for his benefit alone.

Especially Essential Now

Under the present circumstances the regulation of credit is especially essential, and this thought is well expressed in a suggestion as follows made by the National Credit Men's Association as to credits during war time. In part it is as follows:

"Individual credit should be handled fearlessly. The consumer of merchandise, i.e., the individual buyer, should neither ask nor be offered long credits. We must begin the saving of waste at the very foundation of our commerce. There should be no hardship in bringing individual credits close to the cash basis. Waste can be prevented by the adoption of such a plan, and commercial failures can be cut down."

This plan should not only be followed under the abnormal conditions of war time, but at all times, for it is unquestionable that well regulated credits are a safeguard to the merchant at any and all times, and are also desirable from the standpoint of the cash and prompt pay customer. Banking procedure should be followed as closely as possible, and in this manner trade will be educated to place the proper valuation upon their credit.



THE GROWING NEED FOR SUGAR

To meet the demand for 100,000 tons of sugar coming from France. Mr. Hoover has issued the following appeal for conservation. It is an appeal to which Canadians may well hearken. There is only a certain supply to meet all requirements.

"We have received a request from the French Government that we allow them to export from the United States 100,000 tons of sugar during the next month, and probably more at a later period.

"Our own situation is that we have just sufficient sugar to maintain our normal consumption until the first of January, when the new West Indian crop becomes available to all.

"Our consumption is at the rate of 90 pounds per person per year—a little under 4 ounces per day per person.

"The French people are on a ration of sugar equal to only 21 pounds per annum per person—or at the rate of less than 1 single ounce per day per person—a little more than the weight of a silver dollar each day.

"The English and Italian rations are also not over 1 ounce per day.

"The French people will be entirely without sugar for over two months if we refuse to part with enough from our stocks to keep them supplied with even this small allowance, as it is not available from any other quarter.

"Sugar even to a greater amount than the French ration is a human necessity. If our people will reduce by one-third their purchases and consumption of candy and of sugar for other uses than preserving fruit, which we do not wish to interfere with, we can save the French situation.

"In the interest of the French people, and of the loyalty we owe them to divide our food in the maintenance of our common cause, I ask the American people to do this. It is unthinkable that we refuse their request."

THE CLERKS' DEPARTMENT

THE BANKER WHO HANDLED THE U.S. LIBERTY LOAN

Benjamin Strong Owes His Remarkable Success to His
Determination to Know All About
His Business.

KNOWING well the business in which he is engaged is the secret of the success of Benjamin Strong, jr., the man who worked closest with McAdoo in the launching of the Liberty Loan at Washington. It is his creed to get down to the roots of everything connected with his business—banking. He has studied the theory of banking with a thoroughness that has perhaps never been excelled.

Know your business: It is a wonderful motto. Some men of acquisitive mind pick up bits of knowledge about everything under the sun; others specialize, turning their powers of acquisition in one set direction. The latter are the men who win their way up to places of national trust and sit at the head of board tables.

But to get back to Benjamin Strong. He is in this one respect at least a remarkable man. His acquisitiveness has been turned to the one subject and now he knows banking from every angle and phase.

The Annalist tells about him as follows:

Theoretically, the Secretary of the Treasury sells Government bonds; actually they are not sold by any Government agency, but by bankers. When the \$2,000,000,000 of 3½ per cent. Liberty bonds was brought out it was realized for the first time in Washington that the old system of making an announcement and then waiting for the inevitable oversubscription had gone into the discard, along with many other ancient practices.

The old system had sufficed for issues of \$200,000,000; it might have taken care of an offering of half a billion or more, but it could not be intrusted with the job of selling two billions. Mr. McAdoo made a flying trip to New York and in a brief speech before a gathering of the principal financiers in New York gracefully laid his problem before them. Mr. McAdoo appreciated the size of the job, and did all in his power, both in Washington and in a speaking tour, to aid in the distribution.

The point of contact between the Treasury Department and the bankers was

Benjamin Strong, Jr. It was advisable to identify the committee as closely as possible with the Government, and the Federal Reserve Bank, as a quasi-public institution, furnished the necessary connection. As Governor of the bank, Mr. Strong was the logical choice for Chairman of the Liberty Loan Committee, and all of the dozens of other Chairmen came under his direction. Starting at the top and building downward, the bankers soon had in active operation an organization which sold New York's share of the bonds nearly twice over. The task was not an easy one; some of the bankers who accepted places on the committee with Governor Strong worked harder in the interest of the Government loan than they had ever worked for their own institutions.

Governor Strong made a good Chairman. Bankers in New York have fallen into the habit of looking to him for leadership. He is the type of executive who can accomplish much more directing other bankers than he could in working with people with whom the bankers have to deal. In other words, he is a sort of "banker's banker," who can talk in terms understood by his associates, but who has difficulty in making himself clear to laymen. Long before he was elected to his present position he occupied this rather peculiar position in the Eastern banking field. It was no unusual thing for another bank President, asked to explain some new twist in banking practice, to say:

"I don't fully understand these things; I only know that we do them." And then, hopefully, "Why don't you run over to see Ben Strong? He knows the theory of banking."

It is a fact that comparatively few bank executives have ever made a study of their own business. They know of what good banking practice consists, and they are sufficiently resourceful to work their way out of new difficulties when they arise, but they have never had the inclination to find out how the methods in vogue to-day were evolved. Not so with Governor Strong. His idea of a perfect evening is freedom from interruption for several hours while he reads some ancient authority on a technical point in banking. This practice, indulged in years before he dreamed of the Federal Reserve system, stood him in good stead when he was chosen to head the most important of the twelve Reserve institutions and found that the law left all of the details of organization to be worked out by the officers. There are many bank Presidents who are worth more to their stockholders than he would be, because they are business getters, but hardly more than one in the East as well posted on banking fundamentals.

Governor Strong loves to take up a new problem and work out a solution. He is not satisfied with short cuts or makeshifts. He knows that nothing enduring is hit

upon by chance, and he tries to follow the logical line of development in laying down rules for each new departure in the Reserve system.

It was the challenge offered by a multitude of new problems to be worked out that attracted him from a more lucrative position as head of the Bankers' Trust Company to accept the Governorship of the Federal Reserve Bank of New York. As a trust company president he received a salary of \$45,000 per annum, and he went to his new post for a salary understood to be \$15,000 less. Tall and spare, he is not strong enough for the work that he would like to do, and after completing the organization of the new bank he found it necessary to spend a year in Colorado in recuperation. He was reconciled to the physician's sentence by the thought that at last he was going to have unlimited opportunities to gorge himself with financial literature.

As President of the Bankers' Trust Company Mr. Strong was actively associated with a number of important corporations, from all of which he withdrew to take up his new work. He is in his forty-fifth year and has been actively engaged in banking since he was 19. He was born at Fishkill-on-the-Hudson in 1872 and started as a clerk for Jesup, Paton & Co. under the late Morris K. Jesup. This firm subsequently became John Paton & Co. and afterwards Cuyler, Morgan & Co. In 1901 he became Secretary of the Atlantic Trust Company, continuing in the same capacity when that institution was merged two years later with the Metropolitan Trust Company. He was made Secretary of the Bankers' Trust Company in 1904, one year after organization; became Vice President in 1910 and President in 1914. He had held the latter position but nine months when he was chosen Governor of the Federal Reserve Bank.

In his present position Governor Strong has found occasion for the frequent display of tact in reconciling bankers to the usages and requirements of membership in a system that was forced upon national banks. At the outset State banks and trust companies were jubilant over their independence of the new system, and Governor Strong has labored indefatigably to bring them to the point where they will see the advisability of casting their lot with the national banks. In this he has only partly succeeded, but the tendency is toward concessions on both sides which will eventually result in bringing all of the State institutions into the system.

It is complained by newspaper men that Governor Strong holds an entirely wrong attitude on the subject of the public's right to information about the bank. He is inclined to resent publication of any news touching upon the bank's functions that is not given out as an official statement, and he has made it practically impossible for any of the other officers or employees to discuss banking developments with the press. He holds views toward the right of newspapers to discuss Federal Reserve matters that would be better understood in London. At the same time he occasionally unbends in his talks with reporters and succeeds in establishing a friendly understanding. As Chairman of the committee, which must soon begin a new campaign to sell \$3,000,000,000 more of Government bonds he will have more opportunities of this nature.

CURRENT NEWS OF THE WEEK

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

Quebec

E. T. Sturdee, provision broker, St. John, has been appointed a member of a local tribunal under the military service act.

T. H. Estabrooks, proprietor of Red Rose Tea, has purchased a large farm on the St. John River and will go in for stock raising on a large farm as a measure of practical patriotism.

Harry Atchison, of the staff of O'Neil Brothers, provision dealers, St. John, on the eve of his departure for Toronto, received an address and a purse of gold from merchants and clerks in the city market.

Rosenberg Bros. & Co., San Francisco, dried fruit operators, represented in Montreal by C. B. Hart, have recently purchased a rice mill, and are now installing machinery. Rosenberg Bros. & Co., will shortly become factors in the rice business.

A story of a match famine in England sent many St. John dealers to the local representatives of Canadian manufacturers to see if there was any possibility of such a development in this country. They were assured that stocks are plentiful.

J. Fred Belyea has applied to the common council of St. John, for concessions in the way of partial tax exemption, etc., for a sardine packing plant which he intends to establish in West St. John. The plant will represent an investment of \$90,000.

S. W. Hadlock for the past three years connected with the brokerage firm of C. B. Hart, Regd. has resigned his position to become affiliated with the E. B. Eddy Co. Mr. Hadlock, who has a wide circle of friends in the Montreal business world, will now be taking care of the Montreal jobbing trade in the interests of Eddy Company.

Mr. J. A. Paulhus of the firm of D. Hatton & Co., Montreal, has been named Chairman of a Committee selected to foster the greater consumption of fish. On the committee are Messrs. J. J. Harpell, president the International Press, and F. F. Wallace, secretary the Canadian Fisheries Association. A new publicity campaign is being launched which will stimulate in every way possible the consumption of fish on the principles of economy and patriotism at the present great national crisis when the saving of meat food means much in the business of winning the war.

Ontario

Mrs. Vedder, grocer, Hamilton, sold out.

J. Wilson & Sons, oatmeal millers, Ferguson, suffered fire loss.

Bradford & Johnston, general store, Rainy River, succeeded by H. J. Bradford.

Western Provinces

Brosseau & Co., Brosseau, Alta., has dissolved.

S. Levine & Co., Yorkton, Sask., has dissolved.

J. R. Mears, Arcola, Sask., has discontinued.

R. Ward, grocer, Regina, Sask., has discontinued.

N. B. Eby, grocer, Edmonton, Alta., has sold out.

J. Orchard, grocer, Edmonton, Alta., has discontinued.

C. D. Shannon, creamery, Melita, Man., suffered fire loss.

S. Stein, grocer, Ft. Saskatchewan, Alta., has sold out.

M. Agarand, grocer, Forget, Sask., has commenced business.

W. Spooner, grocer, Alberta Beach, Alta., has discontinued.

T. Hamilton, general store, Tessier, Sask., has opened branch at Ardath.

I. A. Jewison, general store, Pitman, Sask., has moved to Forestburg, Alta.

Shannon & Allan, Ltd., general store, Ardath, Sask., succeeded by T. Hamilton.

Clarence Park & Co., general store, Garland, Man., succeeded by A. Cohen.

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

Kisbey Trading Co., general store, Kisbey, Sask., succeeded by Stephens & Lucking.

F. D. Cockburn Co., Winnipeg, have been appointed Western Representatives for Jireh Food Co., Maitland, Ont.

Watson & Truesdale, manufacturers agents, Winnipeg, have recently succeeded in securing agency for Western Canada for the Dyer Packing Co., Vincennes, Ind. This firm is a packer of pork and beans, red kidney beans, and tomato catsup.

SASKATCHEWAN EXECUTIVE URGES DISUNION

AT THE meeting of the Dominion Board held in Montreal some time ago, some of the Western members agitated a move, that has evidently been in their minds for some little while, the creation of two governing bodies in the R.M.A. The reason urged in advocating this change was that the interests of the two sections of the country were not identical, and that no head in Ottawa could effectively act for the diversified interests of the two sections. The East has its problems, it was urged, and the West has its problems, but they are not necessarily the same, nor was it in the best interest of the grocery trade that the acting head

of this body should be in Ottawa.

It was suggested at this time that the Association be divided into Eastern and Western sections, with an executive, each entrusted with the entire charge of its activities. There should be a meeting every year of the two executives at which matters of general interest would be discussed. Under the leadership of J. L. S. Hutchison the Western element fought strongly for this view, but they were eventually defeated and the old order sustained.

Recent developments however, indicate that the Western members of the Association, or at least a part of them are of the same opinion still, and having failed to carry their point at the Dominion Board meeting are going to fight the battle out on a different line.

With this end in view, and with an idea of bringing matters to a showdown the executive of the Saskatchewan Board met recently and advocated the withdrawal of that Province from the Dominion Association.

In this connection, J. L. S. Hutchinson, second vice-president of the Dominion organization made the following statement. "The only way to make matters so the West will not suffer from the actions of the East is to have a joint meeting of Western delegates and at that meeting the policy of the Association in the prairie provinces will be decided."

ST. THOMAS GROCER OPENS NEW STORE

D. H. McIntyre, who has conducted a grocery and provision business at 839 Talbot street, corner of Alma, St. Thomas, Ont., for the past eight years, removed to his new store. The store has been completely remodelled and re-decorated and presents a most attractive appearance. Mr. McIntyre has installed several modern fixtures, including an electric coffee mill and meat slicer, and also silent salesmen show cases and refrigerator. He will also carry an increased stock of high-grade groceries, provisions and cooked meats.

PIONEER MERCHANT DIES

Isaac Allan the senior member of the firm of Isaac Allan and Son, Mississippi, died at Kingston, Ontario, on September ninth. The late Mr. Allan has carried on a general store business at Mississippi for many years and had a high reputation among those with whom he associated. His loss will be deeply regretted among those who were acquainted with him.

ADVERTISING PROTECTS BUYERS
Buying Made Safe and Easy—National
Advertising and Trade Mark Goods
Are Strong and Safe Combina-
tion

How many people of to-day ever stop to think what a safe and easy thing buying has become in our day? What a contrast to the way it used to be within memory, to many of us. This applies to all buying of necessities, of luxuries, of everything.

John Sullivan, secretary of the Association of National Advertisers, has recently said some very interesting things on this subject which should interest every buyer in the world, for his remarks apply to all purchases from the cheapest to the most expensive advertised article.

"To-day," said Mr. Sullivan, "The housewife sends her little child to make purchases at the corner grocery. She sends her with perfect confidence that, even though a child, she cannot err therein. All that the child needs is explicit instructions to buy this or that. In the case of all staple produce the price is known, the quality is known and the name is known. There is practically nothing about the goods that is unknown. And to be sure of getting exactly what you want, it is only necessary to name the goods.

"It is the same in other stores of nearly every kind.

"What a contrast to the days of our fathers, when practically all buying was a hazard—impossible for the child and risky for even the parents!

"In those so-called 'good old days,' soap was just soap, prunes were prunes, coffee was coffee—and so on through the long list of things that are used in every home.

"In no case was there any guarantee of quality—or any sure way to identify the goods that might have proved satisfactory so that the same goods could be bought again. The whole buying game was just a game—a game and a gamble; with all the odds against the buyer.

"Then gradually, step by step, came the great change. The trade mark began to appear—a positive means of identifying the goods. And with the trade mark came advertising on a national scale—the best, the surest, the cheapest, the only efficient way of making the merits of these goods known to buyers everywhere.

"Trademarked merchandise was soon found to be good merchandise—worthy of every buyer's confidence.

"In fact trademarked articles have got to be good. The trade mark identifies them, advertising proclaims them, and use by thousands and millions make their qualities positively known. Only first-class merchandise can dare to court such a test. A well-known trade mark is an asset of priceless value for a good article, but it would be sure death for a poor one, for in that case it would be not a guarantee, but a warning to the buyer. It would help him to identify the bad as well as the good; to avoid the one and choose the other.

"The greatest achievement of modern advertising is that for the first time in

THE REGULAR CHAP

By G. M. Wall, of the Kenneog & McDonald Co., Antigonish, N.S.
 (With apologies to Walt Mason)

There is a chap whom we all love, whose name is writ in gold above, whose fame will ne'er grow dim. To him we kowtow on the street. His welcome face we haste to greet whene'er we meet with him. He is no bloated millionaire. He wears no diamonds in his hair, nor rubies on his shoes. Yet we would sit up late at night and go for weeks without a bite ere we'd his friendship lose. Though we be weary, sick and sore whene'er he seeks our office door with joy our bosom thrills. We cease to moan o'er past mishap. Of troubles dire we cease to yap and rush to greet this REGULAR CHAP, this CHAP WHO PAYS HIS BILLS.

the history of the world's merchandising it protects the buyer; it makes buying both easy and safe. The value of every trade mark depends on the good will of the buyer, therefore this trade mark, which positively identifies the goods, for better or worse, is the buyer's sure and certain guarantee."

THE ORIGIN OF ICE CREAM

The first ice cream was made by a London confectioner named Gunton. His method of freezing was crude and uncertain, but from him others learned to make it. From a small beginning the ice cream business has grown until, according to a creamery expert who has followed the business, the American people last year consumed 250,000,000 gallons, which, figured at the lowest wholesale prices means a business of many millions. In the last ten years the consumption of ice cream in the United States has doubled. In the northeastern states there has been a steady growth for many years. The southern and western states like ice cream, especially in the summer, but in the northeastern states it has become a winter as well as a summer-dish. Many persons think that Dolly Madison invented ice cream, but Thyra Samter Winslow, an English woman, who has made a long and careful investigation, declares that Dolly Madison was merely the first person to serve it in America. This was at a White House reception during the administration of President Madison. The guests liked the ice cream so well that they asked how it was made. It remained for Nancy Johnson, wife of an American naval officer, to invent the ice cream freezer.

CITRUS FRUIT CROP IN MALAGA, SPAIN

Definite information concerning the prospects of the citrus fruit crop can not be given before the end of September or October as the early fall rains can

have a favorable or detrimental effect upon the yield.

The crop of sweet oranges promises to be particularly small this year although the existing fruit appears to be somewhat larger in size than last year. The decrease in the crop is said to be not so much a result of disease as from weather conditions. The poll roig is said to have decreased considerably this year. A normal crop is considered as being from 55,000 to 60,000 hundredweight cases.

The lemon crop also promises to be slightly inferior to that of last year, when about 50,000 boxes were exported from Malaga. Unlike the sweet orange crop, the lemons are not consigned abroad but usually sold before shipment. The Malaga lemon is said to be not so fine as the Italian variety, however, it is ready for market in September before the Italian fruit is available.

The bitter orange crop is somewhat inferior to that of last year when over 100,000 cases were shipped. In an ordinary year, from 80,000 to 90,000 boxes are exported from Malaga. Last year about 95 per cent. of the shipments went to Great Britain, where the oranges are used in the preparation of marmalade. The bitter oranges are ready for market in November. In the years when there is a poor market and oranges are cheap, dried orange peel is prepared. Damaged fruit can also be used for this purpose. The dried orange peel is sent to Holland and the Scandinavian countries for the preparation of liqueurs.

Shippers of citrus fruit say that the prospects are far from good. Wood for cases as well as papers for wrapping and nails have all increased in price. Then there is great uncertainty about shipping possibilities. At this writing it does not look probable that Spanish vessels will load much fruit at Malaga for belligerent countries except the United States

SERVICE DEPARTMENT

GROCERS' WOODEN SCOOPS

Please let me know the manufacturer of wooden scoops and where I can secure them. E. Leboeuf, Montreal.

Ans.—Wooden scoops were made in United States, but are no longer on the Canadian market. The galvanized scoop has taken its place. It is manufactured by The Sheet Metal Products, Toronto, and handled by Lyons & Marks, Toronto. There is also a brass scoop handled by Fletcher Mfg. Co., Toronto.

GROWERS OF NOVA SCOTIA APPLES

Please send me names of one or two apple growers in Nova Scotia. Frank Harley & Son, London, Wm. J. Arniel, Kingston, Ont.

The United Fruit Growers, Berwick, N.S. and S.B., Chute, Berwick, N.S. are reliable people.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

PPRICE changes in grocery lines give no evidence of cessation as the number has been almost as large as in recent weeks.

The majority of these changes are in an upward direction. Canned meats, shrimps, clothes lines, mixed candies, compound lard are among the lines in which increases have been recorded. The embargo on bacon has not yet had any material affect on meat prices, the tendency being to firmness in a number of lines of provisions. Barrel pork shows quite a marked tendency in the upward direction and pure lard has again been advanced. Live hogs were somewhat scarce during the week and prices paid were generally firmer. Good receipts of spring chickens were reported and prices were lower as a result. Egg prices were maintained, but there is a disposition to look for an easier tendency, due to the stimulus of better production. Butter is in firm position, due to the possibility of a heavy export demand developing. Buckwheat honey is reaching the market in fairly good quantities.

In canned goods interest is now centering on the new prices of tomatoes and corn which are expected to be announced in the near future. Wholesalers quite generally are looking for high prices. Canned salmon can no longer be obtained from the packers as they are completely sold out. Rangoon beans were in lower market, due to recent arrivals of cheaper stocks. Wholesale fish men anticipate there will be a diminution in their trade as a result of the Ontario Fisheries Department acting as a distributing factor for lake fish. Tomatoes and peaches were in the market in abundant supply during the week and prices were lower in consequence.

Sugar prices were maintained, but there is quite generally expectation of lower prices in the not distant future. Ontario flour showed an easier tendency during the week with prices lower. Flour prices are to be fixed by the Food Controller on Friday of this week. Wholesalers report a brisk trade and look forward to a good fall business.

QUEBEC MARKETS

MONTREAL, October 2.—Business in general in Montreal wholesale grocery circles is reported steady but without special feature. Some of the more important advances in prices are in butter which still makes history and surprises all in touch with this branch of the market by its sensational advances. Potatoes also prove interesting by developing firmness which was not exactly expected at this time of year. There is said to be a local shortage about Montreal. The pork products are very firm also, and have advanced this week. The nut lines keep firm as ever. Sugar is steady. Flour and feeds also steady. Dried fruits show every symptom of a firmer market especially in prunes, apples and Greek currants. Canned goods are firm, and in good demand for the lines of small fruits, and also for peas. Quebec province beans are offering on the mar-

ket at prices firmer for the start than last year's.

Clothes Rope, Bed Cord, Chimneys, Salt, Up

Montreal.

VARIOUS LINES.—Certain special lines of goods in the hardware department of business but also stocked by grocers have advanced lately. Notably are sisal clothes rope, and bed cord. The market for sisal rope has been firming up steadily of late. Now sisal rope has advanced 4 cents a pound to 0.31 cents basis in grocery trade, and sisal bedcords are at \$2.95 per doz., for the 3-thread 100 feet rope. Vinegars are up a cent to 25 cents for "proof" vinegar. The others in proportion. Lamp chimneys have advanced considerably. The No. 2 are quoted at \$1.10 to \$1.20 per dozen, former prices 92½ cents to \$1. and the No. 1 are now 9½ cents to

\$1.05 doz. (Formerly 80 cents to 87½ cents doz.) Coarse salt is up from 5 to 10 cents a bag to \$1.40 and \$1.45 per bag of 140 lbs.

Sugar Market

Keeps Steady

Montreal.

SUGAR.—The market for sugar is unchanged in quotations as compared with the report last week. Demand and supply also are in similar state as described last week. There is some uncertainty as to the probabilities, but provided there is no unexpected occurrence the market gives the impression of steadiness of tone. Refiners and wholesalers incline to the view that the preserving season this year was light in sugar consumption owing to the high prices prevailing. Fixing of the beet sugar price in the United States at a figure considerably below the level of profitable production of refined cane sugar is regarded as an important factor in the sugar situation of the North American continent likely to stimulate consumption of beet sugar to the conservation of cane and the possible reduction in price of raw Cubas. This might mean a decline for sugar, but sharp demand would upset calculations and might cause shortage. Meanwhile the market is reported steady.

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

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

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

Good Demand Found For Canned Peas

Montreal.

CANNED GOODS.—Good demand is found for canned peas in spite of the firm prices brought about by the shortage of pack. Canadian packers have not as yet announced prices on tomatoes,

and the reports regarding these are not the most re-assuring. The same tone of uneasiness as to pack is heard from the United States side. Not many U.S. tomatoes in cans can be sold to the retail trade under \$2.75 a dozen, in the opinion of a wholesaler well versed in the situation. It costs that to bring them in. The smaller fruits in cans are in demand, and also California fruits in cans according to reports from the wholesale trade. It would appear that the Government embargo on sale of canned goods to the consumer has made little difference to retailers' demand for these lines.

Salmon Sockeye—		
"Clover Leaf," 1/2-lb. flats.....	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
1/2 flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls.....	1 80	
Pinks, 1-lb. talls.....	2 40	
Cohoos, 1-lb. talls.....	2 65	
Red Springs, 1-lb. talls.....	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.....	2 25	
Canadian sardines (case).....	6 75	7 00
Norwegian sardines, per case of 100 "1/4s".....		20 00
Canned Vegetables—		
Tomatoes, 3s.....	2 25	2 35
Tomatoes, U.S. pack.....		2 25
Tomatoes, 2 1/2s.....	2 20	2 30
Peas, standards.....		1 75
Peas, Early June.....		1 80
Beans, golden wax.....	1 85	1 90
Beans, Refugee.....	1 85	1 90
Corn, 2s, doz.....	2 10	2 25
Spinach (U.S.), 3s.....		2 80
Do., (U.S.), gallons.....		10 00
Corn (on cob, gal. cans), doz.....		8 50
Red raspberries, 2s.....	2 25	2 45
Strawberries, 2s.....	2 75	2 75
Red cherries, 2s.....	2 25	2 25
Strawberries, 2s (old pack).....	2 75	8 00
Blueberries, 2s, doz.....		1 85
Pumpkins, 2 1/2s.....	1 60	1 70
Pumpkins, 3s.....		1 75
Pumpkins (gallon), doz.....		6 00
Apples (gallon).....		4 90
Peaches, 2s (heavy syrup).....		2 00
Pears, 3s (heavy syrup).....		2 45
Pineapples, 1 1/2s.....		2 25
Strawberries (new crop), heavy syrup, 2s.....	2 95	3 00
Strawberries (new crop), group "B".....		2 87 1/2

Walnuts Still On Advancing Trend

Montreal.

NUTS.—Nuts of every description are in firming market. California walnuts have gone five cents higher per pound for the opening offering than they were quoted last year. This is due to short crop. European nuts are also exceedingly firm as has been pointed out frequently in this market section of CANADIAN GROCER. Pure Mayette Grenoble walnuts have advanced to 20 and 21 cents a pound. Marbot walnuts are now 19 and 20 cents. The outlook in all lines is firm. Shredded cocoanut in bulk has advanced and is now quoted at 29 to 31 cents a pound. Former quotations were as low as 21 to 23 cents a pound.

Almonds (Tara), per lb.....	0 20	0 21
Almonds (shelled).....	0 40	0 42
Almonds (Jordan).....		0 70
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new).....	0 16 1/2	0 18
Filberts (Sicily), per lb.....	0 20	0 21
Hickory nuts large an small), lb.....	0 10	0 15
Peanuts, Bon Ton.....	0 15 1/2	0 16 1/2
Peanuts, "Diamond G".....	0 13 1/2	0 14 1/2
Peanuts (coon), per lb.....	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.....	0 16	0 17
Pecans (new Jumbo), per lb.....		0 21
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans "paper shell," extra large Jumbo.....		0 40
Pecans (shelled).....		0 80

Walnuts (Grenoble).....	0 20	0 21
Walnuts (shelled).....	0 54	0 56
Walnuts (Marbots), in bags.....	0 19	0 20
Walnuts (California), No. 1.....		0 24
Cocoanuts, 100 size, per sack.....		7 50

Prunes Scarce; Also Evaporated Apples

Montreal.

DRIED FRUITS.—Expectations are that there will be phenomenally high prices for evaporated apples this fall. Packers are reported to be asking as high as 20 cents a pound for them to the jobber. Such a price is regarded as almost prohibitive but the shortage of apple crop may justify the strength of this market. Spot prunes are exceedingly scarce, and the market is strengthened in tone by the attitude of the growers in California. Prices are advancing, and the large sizes especially are at a premium. From 2 cents to 2 1/2 cents a pound premium is mentioned in regard to 30's. Greek currants (new crop) are costing 25 cents a package of one pound. The fact of their arrival after so many troubles is something of a modern miracle. Even at the high prices demand is anticipated.

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown.....	4 00
Muscatsels, loose, 2 crown.....	0 11
Muscatsels, loose, 3-crown, lb.....	0 11 1/2
Muscatsels, 4-crown, lb.....	0 12
Cal. seedless, 16 oz.....	0 14
Fancy seeded, 16 oz. pkgs.....	0 13
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected.....	0 11
Valencias, 4-crown layers.....	0 11 1/2

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

Spot Scarcity Of Molasses Marked

Montreal.

MOLASSES.—The story of shortage is the main feature of the market for molasses. Where a dealer has neglected to cover his needs he may have to pay even higher than the quoted prices now, though the market quotations remain as below. The use of New Orleans molasses which is popular with some consumers will relieve the drain on the Barbadoes product to some extent. There is said to be some molasses still available on the Island, but if this be so it will be strongly held and at high prices. Demand for corn syrups may be expected to increase owing to the shortage of molasses.

Barbadoes Molasses—		Prices for Fancy Choice, Island of Montreal
Puncheons.....	0 83	
Barrels.....	0 86	
Half barrels.....	0 88	
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. Cane Syrup (Crystal) Diamond—

2-lb. tins, 2 doz. in case, per case.....	
Barrels, per 100 lbs.....	
Half barrels, per 100 lbs.....	

New Quebec Beans Being Offered

Montreal.

BEANS.—Offerings of beans from the

farms of Quebec Province are being more freely made on the markets of Montreal. Quality is reported excellent, and the probabilities are that a good proportion of the market demand will be met from within the borders of the province. Prices are, however, higher by a good deal than they were at this time last year. The starting prices are from 11c to 13c a pound. Last year they started about 8c to 9c though later they went as high as 14c to 16c. Lima beans are firmer again, and likely to remain firm, though the market for beans generally is due for a decline as the productive season is near. Any decline, however, it is very probable, will not compare with former records in the sense of a drop.

Beans—

Canadian, hand-picked.....	10 50
Canadian, 3-lb. pickers, per bu.....	9 50
Canadian, 5-lb. pickers.....	7 40
Michigan, 3-lb. pickers.....	10 00
Michigan, hand-picked.....	10 50
Yellow Eyes, per lb.....	0 14
Rangoon beans, per bush.....	7 50
Lima, per lb.....	0 20
Chilean beans, per lb.....	0 14 1/2
Manchurian white beans, lb.....	0 15
South American.....	5 20
Peas, white soup, per bush.....	5 00
Peas, split, new crop, bag 98 lbs.....	11 00
Barley (pot), per bag 98 lbs.....	6 25
Barley, pearl, per bag 98 lbs.....	7 50
	8 00

Tapioca Increasingly Scarce And Firm

Montreal.

RICE AND TAPIOCA.—While there is no new feature as regards the market for rice, beyond a tone of strength which may mean advanced prices as the fall goes on, the market is more interested in the behaviour of tapioca. This product is exceptionally firm at present, and likely to be still firmer. Supplies from the primary markets are harder than ever to secure. American consumption is large it is reported and arrivals are small. Prices have advanced to as high as from 15c to 16c a pound which is only a shade above actual cost to lay down supplies in Montreal. It will be remembered that CANADIAN GROCER has repeatedly indicated of late the firm tone and advancing trend in the market for tapioca. The demand for this product is reported very active now.

"Texas" Carolina, per 100 lbs.....	9 50	9 90
Patna (good).....		9 40
Siam, No. 3.....	7 25	9 15
Siam (ancy).....		8 40
Rangoon "B".....		7 88
Rangoon CC.....		7 60
Tapioca, per lb.....	0 15	0 16
Tapioca (Pearl).....	0 15	0 16

Coffee and Cocoa In Steady Market

Montreal.

COFFEE.—There is little of note on the coffee market to record. No changes have been made in prices as compared with the quotations of last week. There is no market factor to occasion any alteration. Fluctuations in the primary markets are too slight and too fleeting to affect the local trade. Demand continues to increase, however, and this both for the bulk and the container coffees.

Quotations for bulk cocoa remain as last week, and demand for this product is also steadily maintained.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market Firmness Steadily Maintained

Montreal.

TEA.—There is still the same steadily maintained tone of firmness in the tea market generally. Japans are coming forward slowly, but are exceptionally firm as to prices, and the demand for these means maintenance of this market tone. Black teas are similarly firm, and with the reports from England of an approaching tea-famine there unless tea cargoes are allowed to come on by the diversion of ships for the purpose, the firmness of world-market can be estimated. It is mainly a matter of shipping now, and freights keep climbing. The chances of cheaper tea are most remote, even if shipping is available before many months are past. But with U. S. war activity developing, the shortage of ships will be at its worst in Spring, and this may prove to be the time of greatest tea shortage in spite of good stocks in Canada.

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

Spices Still Firm Cream of Tartar Up

Montreal.

SPICES.—Certain spices are in more active market of late, amongst these being the cassias, Ceylon cinnamon, celery and mustard seed, red pepper, pimento, etc. News of damage to the Jamaica pimento crop is heard, a hurricane having swept the district concerned. There has been news of the arrival of a steamer with cloves aboard at New York, and this slightly relieves a condition of acute scarcity, though unloading of the boat was not complete at time of announcement. Gingers are likely to be scarcer. Seeds and herbs will probably be scarce and higher towards the Winter. Cream of tartar has gone out of sight, and some firms are no longer quoting as it would mean quotations running as high as 75 cents to the retail trade. There is no relief in sight except by means of the various substitutes available, some of which are declared to be excellent for their purposes.

5 and 10-lb. boxes		
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar	0 65	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin	0 25	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 35
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25

Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	2 00
Carraway, Dutch, nominal	0 75	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 25	0 25
Mustard seed, bulk	0 25	0 25
Celery seed, bulk	0 46	0 46
Shredded cocanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

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

Potatoes Have Advanced in Price

Montreal.

FRUITS, VEGETABLES.—Fewer alterations are noticed this week in the quotations for the various fruits and vegetables, but some are interesting and important. Potatoes, for instance, have advanced to a dollar seventy-five cents a bag (\$1.75). This is rather different from the suggested fixed price of \$1.25 about which people have been talking. The reason for the advance is said to be a local shortage. Lot cultivators have gathered a fair harvest of potatoes, but it is anticipated that the middle of Winter will find most, if not all, of these consumed. Prices as high as prevailed last year are not at all anticipated, at this stage, however. Montreal turnips are the lowest priced on the market at present, Quebec Province turnips being 25c a bag higher. Green and wax beans are down, and pears are easier, and in very good quality. Hauber squash has appeared. Egg-plant is in easier market.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 25	5 00
Oranges, Calif. (Sunkist)	4 25	4 50
Grape fruit	2 75	3 50
Lemons	3 00	3 50
Pineapples, Cuban, crate	4 50	4 50
Cantaloupes, crates, 45's	4 50	5 00
Apples, new, Montreal (in bbls.)—		
No. 1	6 00	6 00
No. 2	5 00	5 00
No. 3	4 00	4 00
Apples (peach, per gin box)	1 25	1 25
Cauliflower, per doz. bunches	2 25	2 25
New corn (bag), doz.	0 20	0 25
Celery, Canadian, per doz.	0 50	0 75
Onions, Canadian, bag	2 00	2 25
Spanish onions, large crate	5 75	6 00
Potatoes, new, bag	1 75	1 75
Potatoes (sweet), per hamper	2 25	2 25
Carrots, bag	1 00	1 00
Beets, bag	1 00	1 00
Parsnips	1 50	1 50
Turnips (Quebec), bag	1 00	1 00
Turnips (Montreal), bag	0 75	0 75
Tokay grapes, crate	2 50	2 50
Lettuce, curly, per doz.	0 30	0 30
Lettuce, head, doz.	0 75	1 00
Fall Rose tomatoes, per gin box	1 50	1 75
Tomatoes (Montreal), box	0 75	1 00
Horse radish, per lb.	0 25	0 25
Cabbage (Montreal), doz.	0 30	0 50
Beans, wax, bag (Montreal)	1 50	1 50
Beans, green, bag (Montreal)	1 50	1 50
Leeks, per doz. bunches	1 00	1 00
Parsley, doz.	0 25	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	0 40	0 40
Soinach (Canadian), box	0 75	0 75
Rhubarb, per doz.	0 25	0 25
Eggplant, per doz.	0 75	1 00
Garlic (Canadian), lb.	0 15	0 20
Endive (Canadian), lb.	0 25	0 25
Cucumbers (Montreal), doz.	0 20	0 25
Cucumbers, preserving, doz.	0 50	0 60
Pickling gherkins, per gin box	3 00	3 00
California plums, box	2 85	3 20
Do., peaches, box	1 75	1 75
Peaches (Can.), basket	1 00	1 00
Montreal melons, bkt., 12's	7 00	7 00
Pears, box	3 50	3 75
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	0 75	1 00
Hauber squash, doz.	2 00	2 00

Increased Demand For Fish is Noted

Montreal.

FISH.—Demand for fish continues ac-

tive, and prices are ranging about the same as in last week's report, though several variations of prices will be noted, some higher and some lower as the market condition has indicated. Evidently consumers at large are responding to the Food Controller's advice, and more fish is going into consumption. This will, of course, relieve other kinds of meat from some demand, and conserve supplies for the troops and civilian sections requiring them overseas. A new campaign of publicity is being engaged in to advertise fish to the consumer widely, both on its merits as a food, and from patriotic reasons. Supplies keep rather light from the Pacific Coast, but fairly good from the Atlantic. The lakes are yielding quite a good crop of fish, and it is expected that the yield will be normal at the very least. The oyster trade is improving a little, but cost of production is so high that prices to consumers will interfere with sales to a certain extent. Bulk oysters are a popular food in this section, and even with the advances which are taking place, large sales will be made between now and Christmas time.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet	0 15	0 16
Digby herring, bundle of 5 boxes	0 90	0 90
Smoked boneless herring, 10-lb. box	1 50	1 50
Smoked eels	0 12	0 12
Smoked herrings (med.), per box	0 17	0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 50
Salmon (Labrador), per bbl.	21 00
Salmon (B.C. Red)	22 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00 15 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 13
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 35
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 50

FRESH FROZEN SEA FISH.

Halibut	19	20
Haddock, lb.	7	8
Mackerel	12	12
Cod steak, fancy, lb.	9	9
Salmon, Western	15	18
Salmon, Gaspe	25	25

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 08	0 13
Whitefish, lb.	0 12	0 12
Lake trout	0 14	0 15
Eels, lb.	0 10	0 10
Dore	0 14	0 15
Smelts, No. 1	0 15	0 15
Smelts, No. 1 large	0 20	0 20

Oysters—

Ordinary, gal.	2 25
Malpeque oysters, choice, bbl.	13 00
Malpeque oysters (med.), bbl.	12 00
Cape Cod shell oysters, bbl.	13 00
Clams (med.), per bbl.	9 00

FRESH FISH

Haddock	0 07	0 08
Steak Cod	0 08	0 09
Market Cod	0 06½	0 07
Carp	0 10	0 11
Dore	0 15	0 15
Lake trout	0 14	0 15
Pike	0 10	0 11
B. C. Salmon	0 22	0 22
Gaspereaux, each	0 05	0 05
Western Halibut	0 20	0 22
Eastern Halibut	0 20	0 20
Flounders	0 10	0 10
Perch	0 09	0 09
Bullheads	0 12	0 12
Whitefish	0 14	0 15
Eels	0 10	0 10
Brook trout	0 20	0 20
Mackerel (large), each	0 20	0 20
Mackerel (medium), each	0 18	0 18
Sword fish	0 20	0 20

ONTARIO MARKETS

TORONTO, Oct. 3.—Price changes have again been in a steadily upward direction during the week, and comprise such important lines as canned meats, compound lard, clothes lines. Provisions show a steadily firmer tendency owing to the advancing prices on live hogs. Eggs are in slightly easier market, while butter gives evidence of greater firmness. Arrivals of poultry have been heavier during the past week than at any period during the present season, and prices have declined as a result. Buckwheat honey is coming into the local market from Quebec, and the light supplies of clover honey have caused an advance in that commodity. Prices on canned tomatoes and corn have not yet been announced, but are expected in the not distant future. Canned salmon is a very scarce commodity so far as the packers are concerned, as they are making no further quotations. Business in the grocery trade shows a briskness which is expected to gain momentum with the approach of the Christmas season.

Sugar Hard To Get; Lower Prices Expected

Toronto.—**SUGAR.**—There has been difficulty in getting sufficient supplies of sugar for the local market owing to the great demand on account of preserving. Wholesalers report that the demand for fruit jars has been exceptional, which indicates the activities of housewives in preserving. Refiners have been refraining from buying raw sugars in the United States market at the instance of the Food Administration. The new committee in the United States, to be known as the International Sugar Purchasing and Distribution Committee, has been announced by the Food Administration. Prior to the appointment of this committee the Food Administration asked refiners to refrain from buying. On the appointment of the committee refiners were permitted to make purchases on condition that their stocks should not exceed a ten days' supply. Canadian refiners have bought moderate supplies of raw sugars in the New York market on the basis of 6.90c per pound. Owing to the routine in connection with the appointment of the committee, there has been difficulty in getting sufficient supplies of raw sugar, and this has put a slight firmness in the local market, although lower prices are looked for eventually. The year's production in Cuba has now exceeded the figures at a corresponding date last year. Visible production to September 22 is 2,981,532 tons, as compared with 2,973,898 tons to the same period last year, an increase of 7,634 tons. This is considered a wonderful showing. Willett & Grav have revised their estimate of the production for the entire season to 3,050,000 tons. The estimated balance of supply is placed at 201,313 tons. Locally there has been a good

demand for sugar and prices remained unchanged.

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

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Canned Meats And Clothes Lines Up

Toronto
CANNED MEATS, CLOTHES LINES, CANDIES.—Quite a number of changes have been recorded in Clark's canned meats under date of September 27, with a further advance announced since that date, but new prices on the most recent quotations are not yet available. Under the list of September 27 the following are the new prices on some of the lines: Roast beef, No. 1 size, \$4 dozen; No. 2 size, \$8.85 dozen. Boiled beef—No. 1, \$4 dozen; No. 2 size, \$8.85 dozen. Cooked tripe—No. 1, \$2.50 dozen; No. 2, \$4.25 dozen. Stewed ox tail—No. 1, \$2.50; No. 2, \$4.50 dozen. Stewed kidney—No. 1, \$4; No. 2, \$7 dozen. Beefsteak and onions—No. 2, \$8.50 dozen. Irish stew—No. 1, \$3.50; No. 2, \$5.50 dozen. Pork and beans remain unchanged. Tomato and vermicelli soups have been advanced to \$1.25 per dozen. Ox tongue, 1's, are now selling at \$7.50 dozen; 1½'s at \$12, and 2's at \$15.50 dozen. Mincemeat in bulk has been advanced, 5-lb. pails now being quoted at 20c per pound. Sliced smoked beef, ½'s, are selling at \$2.35 dozen, and 1's at \$3.35 dozen. Potted meats assorted, ¼'s, 70c per dozen; ½'s at \$1.35. Ox tongue in glass are quoted at \$14 per dozen for 1½'s and \$17 dozen for 2's. Sliced smoked beef in glass, ¼'s at \$1.75, and ½'s at \$2.75 dozen. Potted ham, tongue and venison in glass, ¼'s, are quoted at \$2 per dozen.

Crisco has again registered a further advance of 20c per case, and is now selling at \$9.25 per case. Royal mixed candies have been advanced 2c per pound to 15c. Shrimps have been advanced 10c, and are now quoted at \$1.90. Linseed meal, in bags, has been advanced to \$8 per bag, and flaxseed at \$8.25 per bag. Sisal clothes lines have advanced approximately 10 per cent., and the following are the prices on three-ply: 30-ft., \$1 dozen; 40-ft., \$1.45 dozen; 48-ft., \$1.60; 60-ft., \$2; 72-ft., \$2.40; 100-ft., \$3.35 dozen. Six-ply: 40-ft., \$2.15; 48-ft., \$2.60; 60-ft., \$3.20 dozen; 72-ft., \$3.85; 100-ft., \$5.40 dozen.

Strong Position In Molasses Maintained

Toronto.
MOLASSES, SYRUP.—The strong position in molasses was maintained during the week, although prices remained unchanged. Demand is starting heavier now that the cooler days have come, when the housewife is able to do more baking. Quotations on future molasses are maintained at strong quotations, due to the anticipated difficulty in getting supplies from the producing points. Corn syrups and cane syrups remained unchanged.

Corn Syrup—		
Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.	
Cane Syrups—		
Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80	5 50
Molasses—		
West India, ½ bbls., gal.	0 48	0 50
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00
West Indies, 1½, 48s	4 40
West Indies, 2s, 36s	4 25

Salmon Sold Out; Tomatoes Prices Soon

Toronto.
CANNED GOODS.—Salmon packers quite generally report that they have been entirely sold out of their present season's catch, and accordingly have nothing further to order. Wholesalers are pretty much in the same position, as they have about cleaned out their old stocks, and are now awaiting arrival of new pack in order to make delivery. Packers have not yet announced their prices on canned tomatoes and corn, but they are expected to be given to the trade in the near future. There is general expectation that prices will be high, as pack is expected to be light.

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

Salmon—		
Sockeye, 1s, doz.	3 60	3 85
Sockeye, ½s, doz.	2 15	2 25
Chums, 1-lb. talls	1 95	2 25
Do., ½s, doz.	1 35
Pinks, 1-lb. talls	2 15	2 25
Do., ½s, doz.	1 25	1 30
Cohoos, ½-lb. tins	1 00	1 75
Cohoos, 1-lb. tins	3 25
Springs, 1-lb. talls	3 15
Lobsters, ½-lb. doz.	2 85	3 25
Canned Vegetables—		
Beets, 2s	1 50	1 90
Tomatoes, 2½s	2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 35
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 45	2 95
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75
Plums, Lombard, 2s	1 75
Plums, Green Gage	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 25
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 90	2 95
Do., strawberry, 16 oz.	3 00	3 05

Peach, 16 oz.	2 35
Do., 12 oz.	2 25
Plum, 16 oz.	2 35
Do., 12 oz.	2 20
Raspberry, 4-lb. tin	0 77
Black currant, 4-lb. tin	0 73
Strawberry, 4-lb. tins	0 79
Peach, Plum, Red Currant, 4-lb. tins	0 60
Preserved Fruits, Pint Sealers—	
Peaches, pint sealers, doz.	3 40
Plums, Green Gage, doz.	2 40
Do., Lombard, doz.	2 25
Do., Blue, doz.	2 25
Black currants, doz.	3 45
Red currants, doz.	3 45
Raspberries, doz.	3 45
Strawberries	3 60

**Peel Is Higher;
Dates And Figs Up**

Toronto.
DRIED FRUIT.—There has been a gradual cleaning out of dried fruit stocks in wholesalers' hands. Dried apples and apricots are practically nil. Prunes are scarce, there being very few available except 30-40's and 40-50's, and some of the smaller sizes running 90-120's. Peaches are pretty well cleaned out, and those remaining are commanding higher prices. Tap figs are also getting low, and higher prices were recorded in some quarters. Dromedary dates were moved to higher levels in some quarters, selling up to \$4.90 per case. A car of Excelsior dates reached the market during the week and prices were maintained. There is little interest in dried fruit at the present time, in view of the big shipments of fresh peaches. Peel is heading toward higher levels, lemon being quoted from 26c to 30c.

Apples, evaporated, per lb.
Apricots, choice, 25's, faced.
Candied Peels, American—	
Lemon	0 26
Orange	0 29
Citron	0 30
Currents—	
Filiatras, per lb.
Australians, lb.	0 23
Dates—	
Excelsior, pkgs., 3 doz. in case	3 90
Dromedary dates, 3 doz. in case	4 50
Figs—	
Taps, lb.	0 05½
Malagas, lb.	0 10
Prunes—	
30-40s, per lb., 25's, faced.	0 16
40-50s, per lb., 25's, faced.	0 15½
50-60s, per lb., 25's, faced.
70-80s, per lb., 25's, faced.
80-90s, per lb., 25's, unfaced.
90-100s, per lb., 25's, faced.	0 10½
Peaches—	
Standard, 25-lb. box	0 15½
Choice, 25-lb. boxes	0 16½
Fancy, 25-lb. boxes	0 17½
Raisins—	
California bleached, lb.	0 14½
Valencia, Cal.	0 10½
Valencia, Spanish	0 10
Seeded, fancy, 1-lb. packets.	0 12
Seedless, 12-oz. packets	0 12½
Seedless, 16-oz. packets	0 14
Seedless, screened, lb.	0 13½

**Local Stocks
Holding Tea Steady**

Toronto.
TEAS.—There was a steady position in teas during the week as the result of stocks which are now in the market. In anticipation of being unable to get all that was ordered, dealers in some instances ordered heavier than their requirements. Shipments came forward better than was expected, and as a result fairly good supplies of tea are available in the local market. Until these stocks

are depleted there is a possibility that prices will remain steady. In the primary markets in India and Ceylon quotations have worked steadily upward. Recent quotations in those markets would make the laid-down prices here on common Pekoes in the neighborhood of 42c per pound.

Ceylon and Indias—	
Pekoe Souchongs	0 42
Pekoes	0 44
Broken Pekoes	0 46
Orange Pekoes	0 48
Broken Orange Pekoes	0 50
Javas—	
Broken Pekoes	0 38
Japans and Chinas—	
Early pickings, Japans	0 38
Hyson Thirds, lb.	0 30
Do., Seconds	0 40
Do., Sifted	0 40

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

**Freight Situation
Holds Coffee Steady**

Toronto.
COFFEE.—The tightness of the freight situation continues to be the dominating factor in the coffee market. Production is big in the producing fields of Brazil, but the United States Government has been withdrawing a lot of boats from the carrying trade to South America, and this has given a measure of firmness, although recent sales of coffee showed lower quotations. In the local market, prices have held unchanged for a number of weeks past. The heavy demand on cocoa continues, with prices unchanged.

Coffee—	
Rovatos, lb.	0 28
Maracaibo, lb.	0 25
Mexican, lb.	0 27
Jamaica, lb.	0 26
Mocha, Arabian, lb.	0 35
Rio, lb.	0 19
Santos, Bourbon, lb.	0 25
Chiocory, lb.	0 17
Cocoa—	
Pure, lb.	0 25
Sweet, lb.	0 16

**Big Demand For
Spices Continues**

Toronto.
SPICES.—With the pickling season in full swing, the demand for spices of all kinds is keeping at high level. One firm asserts the month of September was the best they have experienced in a number of years in nearly all lines, including spices, coffee, cocoa, extracts. Celery seed gave evidence of higher quotations in some quarters, being quoted as high as 50c and 55c per pound. Black and white pepper are in firm market. Other prices remained unchanged.

Allspice	0 16
Cassia	0 25
Cinnamon	0 40
Cayenne	0 30
Cloves	0 45
Ginger	0 25
Mace	0 90
Pastry	0 25
Pickling spice	0 20
Peppers, black	0 35
Peppers, white	0 38
Nutmegs, selects, whole, 100's.	0 40
Do., 80's	0 45
Do., 64's	0 55
Mustard seed, whole	0 30
Celery seed, whole	0 40
Coriander, whole	0 30
Caraway seed, whole	0 80

Cream of Tartar—	
French, pure	0 65
American high test	0 65

**Texas Rice Goes
Up 1c Per Pound**

Toronto.
RICE, TAPIOCA.—Blue Rose Texas rice advanced 1c per pound from the low quotations during the week, making the range now from 10c to 10½c per pound. There is a firm situation in all rices, and demand is reported fairly good. Tapioca was steadily firm.

Texas, fancy, per 100 lbs.	9 50
Blue Rose Texas	10 00
Honduras, fancy, per 100 lbs.	0 12½
Siam, fancy, per 100 lbs.	8 00
Siam, second, per 100 lbs.	7 75
Japans, fancy, per 100 lbs.	8 50
Japans, second, per 100 lbs.	8 25
Chinese XX, per 100 lbs.	8 00
Tapioca, per lb.	0 13½

**Brazil Nuts Came
In; Prices Lower**

Toronto.
NUTS.—Three cars of Brazil nuts reached the local market during the past week, and quotations were easier, the range being from 15c to 17c per pound. Supplies of walnuts are getting low. Almonds are in firm market, with shelled moving freely. New stocks of almonds are expected to arrive next month. There are fairly good stocks of peanuts on hand, orders being placed by wholesalers in anticipation of a flurry upward. There was a movement toward higher levels on peanuts in the shell, roasted in the shell being quoted from 16c to 19c, representing an advance of 1c per pound. Green peanuts were quoted at 15c to 15½c per pound.

In the Shell—	
Almonds, Tarragonas, lb.	0 20
Walnuts, Bordeaux	0 19
Walnuts, Grenobles, lb.	0 19
Filberts, lb.	0 18
Pecans, lb.	0 17
Peanuts, roasted, lb.	0 16
Brazil nuts, lb.	0 15
Shelled—	
Almonds, lb.	0 45
Walnuts, lb.	0 60
Walnuts, California
Peanuts, Spanish, lb.	0 18
Do., Chinese, Japanese, lb.	0 16

**Rangoon Beans
Decline \$1 Bushel**

Toronto.
BEANS.—Rangoon beans were moved to lower levels as the result of arrivals of beans purchased at prices lower than those recently prevailing. Quotations now range from \$6.50 to \$7 per bushel, representing a decline of \$1 per bushel. Lima beans were quoted down from the high levels, the range being narrowed, 16c to 17½c per pound being asked. Canadian marrowfat beans are quoted from 15c to 17c per pound. In the primary markets there was a steadily upward trend to lima beans, where an advance of 3c per pound has been recorded from the recent low point.

Ontario, 1-lb. to 2-lb. pickers, bu.
Can. whole kidney beans, 15.	0 15
Rangoons, per bush.	6 50
Yellow eyes, per bushel.
Japanese, per bush.
Limas, per pound	0 16

Package Oats
Subject Of Interest

Toronto.
PACKAGE GOODS.—Interest during the week centred on the package oats situation as to whether or not there would be lower prices. There has been considerable cutting of price on the bulk rolled oats, and there were forebodings that the package rolled oats might follow suit. Statements from two of the large milling concerns to wholesalers during the week were to the effect that prices so far as they were concerned would not be lower. Other lines of packages cereals remained unchanged.

Cornflakes, per case	3 30	3 40
Rollod oats, round, family size, 20s	4 80	5 00
Rollod oats, round, regular 18s, case	1 75	
Rollod oats, square, 20s	4 80	5 00
Shredded wheat, case	4 25	
Cornstarch, No. 1, pound cartons	0 12	
No. 2, pound cartons	0 11	
Starch, in 1-lb. cartons	0 12	
Do., in 6-lb. tins	0 13 ³ / ₄	
Do., in 6-lb. papers	0 09 ¹ / ₂	

Government Fish May
Hurt Regular Trade

Toronto.
FISH. OYSTERS.—Wholesale fish dealers anticipate that the action of the Ontario Government in tapping the supplies of fish in Lakes Nepigon and Nipissing will no doubt lessen the demand for the regular run of fish. Already the demand for cod and haddock has fallen, as was expected. Halibut is expected to be in less demand. The Ontario Fisheries Department on Monday of this week received orders for fifteen tons of the lake fish. Wholesalers report a scarcity of trout and whitefish from the regular sources of supply. Haddock was up 1c per pound for express, and fancy steak cod was also up 1c per pound. Market cod and haddock with heads on is selling at 8¹/₂c. Some Blue Points and Malpeque oysters reached the local market during the week, the former being quoted at \$9 per barrel, and the latter at \$14 to \$15 per barrel.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	1 50	1 75
Digby herring, bundle 5 boxes	1 10	

PICKLED AND DRIED FISH.

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

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 22	
Halibut, frozen	0 18	0 20
Salmon, B.C.	0 22	
Do., Restigouche, lb.	0 22	
Haddock, express, lb.	0 10	
Herrings, frozen	0 06	0 06 ¹ / ₂
Steak cod, fancy, express, lb.	0 10	
Cod, market, heads off, lb.	0 08 ¹ / ₂	
Mackerel, lb.	0 13	
Flounders, lb.	0 09	0 10
Swordfish, lb.		

FRESH LAKE FISH.

Herring, per lb.	0 09	0 10
Pike, lb.	0 12	
Whitefish, lb., fresh	0 15	
Trout, lb., fresh	0 15	
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 00
Blue points, bbl.		9 00
Malpeque, bbl.	14 00	15 00

Peaches In Big
Supply; Prices Down

Toronto.
FRUIT.—Peaches were the dominating element in the market during the week, very heavy shipments having reached the market, and as a result prices were down, ranging from 40c to 75c per 11-quart basket, according to quality, and from 25c to 40c for 6-quart baskets. Some Cuban pineapples came into the market, but it was with difficulty that the wholesaler disposed of them at a loss, the selling price being \$2.75, representing \$1.25 under price which he had to pay for them. Interest was lacking in pineapples owing to the flood of peaches. Prunes from Ontario points were in the market, and sold at \$1.25 per 11-quart basket. Italian prunes from Idaho were quoted at \$1.25 per box. Colorado cantaloupes in flat cases sold at \$1.50 to \$1.75. Some cars of British Columbia box apples reached the local market, and were sold from \$2.35 to \$2.50 per box for Wealthys. Nova Scotia apples in barrels were quoted at \$5 for No. 1, and \$4 to \$4.50 for No. 2. Fruit was in good supply, and buying was free.

Apples—

Hampers, American	2 75	
California, boxes	2 50	3 25
B.C., boxes	2 35	2 50
Do., Ontario, bush, hampers	1 25	2 00
Nova Scotia, No. 1, bbl.		5 00
Do., No. 2, bbl.	4 00	4 50
Bananas, yellow, bunch	2 25	2 75
Do., Ontario, 16-qt.	0 60	0 85
Blueberries, 11-qt.	1 75	2 00
Grapes, Ont., 6 qt.	0 25	0 30
Grapes, Len., 6 qt.	0 30	0 35
Lawtonberries, qt.	0 16	0 18
Oranges—		
Cal. late Valencias	3 75	4 00
Lemons, Verdillis, case	3 50	6 00

Peaches—

Ontario, 6-qt.	0 25	0 40
Do., 11-qt.	0 40	0 75
Pears, Cal., box		3 75
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 25
Niagaras, 11 qt.	0 75	1 00
Bradshaws, 11 qt.	1 00	1 25
Washingtons, 6 qt.	0 50	0 65

Prunes, 11 qt.	1 25
Damsons, 11 qt.	1 25
California grapes, Tokays	2 50

Tomatoes Plentiful
And Prices Decline

Toronto.
VEGETABLES.—Heavy arrivals of tomatoes during the week sent the prices down to the lowest levels of the season, when 11-quart baskets of No. 1 tomatoes were quoted from 25c to 35c. For the 6-quart basket the prevailing price was around 20c. Ontario potatoes showed a slightly easier tendency, and were quoted from \$1.25 to \$1.35 per bag. The first arrival of sweet potatoes came in during the week, one car being disposed of at \$2.25 per hamper. Celery was lower in price, being quoted from 30c to 40c per dozen. Vegetables were in good supply, but the demand was not keen. Farmers are reported to be holding their potatoes in order to get the best price possible.

Beets, 11-qt. basket	0 20	0 30
Do., bag		1 00
Beans, green, string, 11-qt.	0 50	0 75
Do., golden wax, 11-qt.	0 50	0 75
Corn, doz.	0 15	0 20
Cucumbers, Can., 11-qt. basket	0 40	0 50
Gherkins, 11-qt.	0 75	1 25
Cabbage, Canadian, doz.	0 40	
Carrots, new, basket	0 25	
Do., bag		1 00
Celery, Mich., doz.	0 30	0 40
Do., Canadian, doz.	0 30	0 40
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.		0 50
Mushrooms, lb.		0 75
Onions—		
Spanish, crates	4 00	4 25
Do., half crates		2 25
Do., Canadian, 75-lb.		2 25
Do., American, 100-lb.	3 50	3 75
Potatoes—		
New Ontario, bag	1 25	1 35
Sweet, hamper		2 25
Green peppers, basket	0 50	0 75
Red peppers, 11-qt.	2 00	3 00
Tomatoes		
11-qt., No. 1	0 25	0 35
6-qt., No. 1		0 20
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 75	1 00
Vegetable marrow	0 25	0 40

MANITOBA MARKETS

WINNIPEG, Oct. 3.—There is no doubt that on a good many lines there is a vast improvement in the matter of deliveries. One broker, whose lines have been held up on account of poor deliveries more or less for the last two years, when asked if there was any improvement, said: "Deliveries are still rather slow, but the goods are coming through. There is much improvement."

Western Sugar Buyers
Are Very Cautious

Winnipeg.
SUGAR.—The market can be considered very unsettled. There is a weak tendency to it owing to the fact that everybody is awaiting some decision of the various Governments as to the fixing of prices. A representative of a very large refinery here states that there can be no uncertainty as to this, because the refiners have to buy their raw sugar three months ahead, and it would be impossible for the Government to make

them sell at a price lower than what the raw sugars have cost them. On the other hand, the raw sugar market is fairly strong, as there is a scarcity in Cuba, and the supplies there are said to be insufficient to last out until the arrival of Louisiana and beet sugars. On account of this, it is expected that the sugar market will hold pretty firm until the end of October. It is a little too far ahead to state what will happen after that. In the meantime, buyers in Winnipeg are very cautious.

Currants Selling High;
Small Prunes Easier

Winnipeg.
DRIED FRUITS.—Information coming in regarding Australian currants indicates that prices will be higher this year than they were last. Australian currants in bulk have been selling to the dealer at 21c, and the jobbers themselves will probably have to pay that this fall. It is reported that further supplies of Australian currants will be hard to se-

cure, as the Australian Government may limit the export supply. Very little is heard here regarding Greek currants being offered. The raisin market remains fairly steady. One of the most interesting facts in the dried fruit market this week is easiness in the market for small prunes. Everything indicates that small prunes, which are very plentiful, will be cheaper. Larger sizes are firmer, and are bringing a higher figure. Regarding evaporated apples, one house says: "On account of the failure in the apple crop, this line is going to be very short. We are unable as yet to get any quotations from the East."

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.....	0 11½	
80-90s, 25-lb. boxes, per lb.....	0 12	
50-60s, 25-lb. boxes, per lb.....	0 13	
Oregon Prunes—		
100s and over, 25-lb. boxes, per lb.....	0 08½	
90-100s, 25-lb. boxes, per lb.....	0 10¼	
80-90s, 25-lb. boxes, per lb.....	0 10½	
Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	0 13¾	
Apples, 25-lb. boxes, lb.	0 14¾	
Apples, 3-lb. cartons, each.....	0 52	
Pears, choice, 10-lb. boxes, faced	0 16½	
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box.....		2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes		0 14
Currants—		
Fresh cleaned, bulk, lb., Australia- lian	0 19½	0 21
Dates—		
Hallowee, 68-lb. boxes	0 18	
Fards, box, 12 lbs.	1 75	2 05
Raisins, California—		
16 oz. fancy, seeded	0 12¾	
16 oz. choice, seeded	0 11¾	
12 oz. fancy, seeded	0 10	
12 oz. choice, seeded	0 09¾	
Raisins, Muscatels—		
3 crown, loose, 25's	0 11¼	
3 crown, loose, 50's	0 10¾	
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes....	0 10¾	
3 crown, loose, 10-lb. boxes....	0 11	
Figs—		
Mediterranean, 33-lb. mats.....	0 07	0 07½
Peel—		
Candied lemon, boxes, lb.	0 22	
Candied orange, boxes, lb.	0 25	
Candied citron, boxes, lb.	0 30	
Cut mixed, 7-lb. boxes.....	0 28½	

Westerners Wait For Ontario Bean Crop

DRIED BEANS.—Everybody seems to be waiting for the Ontario crop before doing anything. The Ontario crop, it is expected, will be an unusually large one, and this fact is keeping buyers pretty well out of the market. Price of last crop has got so high, the demand has fallen off. The first indication of a lower price is seen in the following announcement by a Winnipeg jobber: "Having made a favorable purchase, we are reducing the price to \$7 per bushel."

Barley—		
Pearl, 98-lb. bags, per bag.....	7 75	
Pearl, 49-lb. bags, per bag.....	3 90	
Pot, 98-lb. bags, per bag.....	5 50	
Pot, 49-lb. bags, per bag.....	2 80	
Pot, 24-lb. bags, per bag.....	1 45	
Beans—		
Lima, large, about 80-lb. bags, per lb.	0 17½	
Lima, small, 100-lb. bags, per lb.....	0 14	
Manchurian, white, hand picked, per bu.	7 00	
Bayo, California, 100-lb. sacks, per sk..	5 75	
Peas—		
Split, 98-lb. bags, per bag.....	11 25	
Whole, yellow, soup, 2 bu. bags, per bu.	5 00	

All New Crop Nuts Expected To Be High

WINNIPEG.—NUTS.—Prices have been named on new French walnuts, which are being

sold in New York on a basis that would permit the retailer to sell at 28½c. Opinion of brokers here is that all new crop nuts are going up very high this year. The peanut market is very high, and will no doubt hold until November, when the new crop comes in. Another advance took place last week on Brazil nuts in New York.

NUTS—IN SHELLS.		
Almonds, Taragona (soft shell), lb.	0 20	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.....	0 18½	0 20
Peanuts, Virginia—		
Choice roasted, fresh, lb.....	0 15¾	
Fancy roasted, fresh, lb.....	0 17¾	
Jumbo, roasted, fresh, lb.....	0 17	0 18½
Salted peanuts, 5c pkts., 20 in carton, per carton		0 75
Walnuts, French Marbots, lb.....	0 14½	0 18½
Walnuts, Manchurian (Jap.), lb.	0 13½	0 15

NUTS—SHELLED.		
Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 39	0 41
Less quantities, lb.	0 40	0 41½
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.....	0 55	0 58
Less quantities, lb.	0 56	0 58½
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.	0 14¾	

Everything Points To Much Higher Tapioca

WINNIPEG.—RICE.—Both Siam and Japan rices continue to sell at very high figures, the reason for the high price being the lack of shipping facilities, which has been the chief reason for a number of advances this year. Local contracts are beginning to expire, and stocks in jobbers' hands are said to be very low, although fairly well assorted. Stocks must be getting low, as there has been much activity in buying by retailers. Tapioca and sago are realizing very high prices in the first market; for instance, tapioca is selling at 14.05 for medium pearl, delivered, Winnipeg, and even this is subject to confirmation. Considering that jobbers are quoting 14c in Winnipeg for tapioca to-day, this is an extremely high price. Local wholesalers are urging their customers to buy rice at once.

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

Coffee Market Has A Steadier Feeling

WINNIPEG.—COFFEE.—After several weeks of unusual weakness, this market is now exhibiting a steadier feeling, probably due to the Brazilian Government buying coffee in large quantities to help the producers. It was necessary for them to do this as coffee was selling below cost of production.

GREEN COFFEES.		
Rio, New York grading, stand- ard, No. 5, bulk, lb.....	0 16	
Rio, New York grading, stand- ard, No. 7, bulk, lb.....	0 15	0 15½
Santos, lb.	0 17	0 18½
Bourbon, lb.		0 20½
Maracaibo, lb.	0 21	0 21½
Mexican, lb.		0 22½
Bogota, A, lb.		0 24
Bogota, B, lb.		0 22¾

Costa Rica, lb.....	0 28¾
Java, lb.....	0 29½

Better Demand For Japan Teas

TEA.—There is said to be a much better demand this year for Japan tea than there has been in the past. One of the reasons for this is said to be the fear that supplies of tea from other countries may be harder to procure. A local house writes the trade as follows:

"The tremendous increase in the cost of ocean freights is responsible for a further advance in teas. The cheapest Java, Indian or Ceylon tea could not be laid down in Winnipeg now below 40c per pound."

Salmon Shortage Expected Before Spring

CANNED SALMON.—Owing to the unprecedented export demand, coupled with a short pack, the salmon deliveries to this market are extremely short. Sockeye percentage deliveries from one of the largest packers is 8 per cent., and from another 30 per cent.; Cohoes 50 per cent., and pinks 50 per cent. from one source, and 90 per cent. from another. There may be sufficient salmon to take care of this fall's business, but a shortage before next spring is inevitable, says a local wholesaler.

Big Sellers Are Prunes, Peaches and Pears

WINNIPEG.—FRUIT AND VEGETABLES.—The big sellers are Italian prunes which are again down to \$1.25 per box of 18 lbs., Washington peaches, which are bringing \$1.25 per crate, and Bartlett pears, which are slightly cheaper, selling at \$2.50 per crate. The newest lines on the market are B.C. plums, which are bringing \$1.75 for 4 basket crates, and B.C. celery at 9c lb. Another new line is green peppers, imported, which are bringing \$3.00 bushel basket. Malaga grapes are off the market, the only ones offering being Tokays which are down to \$2.50 per crate. Tokay grapes will be the only ones offering for a while, black grapes not being expected for another week. Corn is now selling on a basis of 40c a dozen, and egg plant at \$1.50 per dozen. Gravenstein apples are bringing \$2.75 per box.

Celery, B.C., lb.	0 09
Corn, imported, doz.	0 40
Egg plant, doz.	1 50
Potatoes, new	0 75
Carrots, new, bag	3 50
Turnips, new, bag	2 75
Lettuce, leaf, doz.	0 15
Parsley, home grown, doz.	0 40
Peppers, green, imported, bu. bkt.	3 00
Fruits—	
Apples, crab, Hislop, box.....	2 25
Oranges, Valencias	5 00
Lemons	8 00
Bananas, lb.	0 05½
Cantaloupen, flats	2 50
Cantaloupen, standard, 45 to case	5 00
Pears, Washington Bartlets, crate	2 50
Plums, Tragedy, crate 4-basket... ..	2 00
Plums, Washington	2 00
Plums, B.C., 4-bkt. crates	1 75
Italian prunes, 18-lb. box.....	1 35

(Continued on page 36.)

FLOUR AND CEREALS

Flour And Feeds In Steady Market

Montreal.

FLOUR AND FEEDS.—The situation as regards flour is unaltered, as compared with last week's conditions. There is good business activity, though more definite news of the intentions of the Government would probably mean redoubled activity. As it is, however, the millers have enough to do to handle orders now coming along, and demand for prompt delivery is very considerable. Winter wheat flour is reported in quieter demand, and prices are lower this week than at previous quotation. The market for feeds keeps extremely strong, with demand in excess of supply. Feed wheat at \$1.70 a bushel (Winnipeg) is worth at least \$2 a bushel in Montreal, and this tends to keep the market firm. The millers await Government decision as to feeds, but the expectations are towards lower-priced flour if matters turn out according to indications. Definite decision, looked for on September 1st, is still in abeyance, but due any day. Reports of the wheat crop continue good, and Canadian visible wheat increased by over two million bushels since last reporting. There is still need for conservation, of course, every bushel of wheat being necessary, and none too much at the present juncture.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents		12 50
90%, in wood		11 50
90%, in bags		5 50
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 82

Cereal Market Is Without Feature

Montreal.

CEREALS.—Good demand is experienced for the cereals, and prices are steady. There was some fluctuation in the market for rolled oats towards easier quotations, although the reports from the North-West continue discouraging as to crop prospects. The wheat based cereal products remain steady, and the demand for package goods in cereal lines increases with the colder weather. There is no news of buckwheat yet, but the crop is believed to promise a good harvest in most sections, though from some districts have come reports of partial failure. Peas are scarce on the market now. Corn cereals steady.

Barley, pearl, 98 lbs.	7 50	8 00
------------------------	------	------

Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 25	4 45
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

Flour Demand Is Again Big

Toronto.

FLOUR.—Buyers on behalf of the British Government have been in the market for flour during the past week and have been taking good quantities of flour for delivery within the month of October. Mills in consequence are busy. Local demand is not as heavy but the mills have all they can take care of in the Government business. Prices on Manitoba flour held steady during the week at the basis of \$11.50 in carload lots. Ontario winter wheat flour registered a decline of 20c to 50c per barrel, making the range \$10.35 to \$10.80 on carload basis. Interest in the wheat market was lacking as a result of the maintained price established by the Board of Grain Commissioners. Milling interests are to meet the Food Controller on Friday of this week for the purpose of arranging flour prices for the entire Dominion.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	10.35-10.80	10.55-11.00
Second patents	10.15-10.40	10.35-10.60

Fire At Fergus Mill Makes Heavier Demand

Toronto.

CEREALS.—Fire which destroyed the rolled oat and oatmeal mill of the James Wilson Company at Fergus on Friday last had the effect of throwing a heavier demand on the other mills. In bulk rolled oats there has been a keenness for business and lower prices were quoted in some quarters during the week but a return later to the \$4.25 basis as the low quotation was brought about. A big decline was registered in pot barley and pearl barley during the week, pearl barley being quoted from \$6.60 to \$6.75 and pot barley at \$5, which represents a decline of \$1 to \$1.25 per bag. Corn flour shows a firmer tendency at \$6 with quotations ranging as high as \$7 per bag. Demand for

cereals is increasing now that the cooler weather is here.

	Less than car lots	
Barley, pearl, 98 lbs.	6 60	6 75
Barley, pot, 98 lbs.		5 00
Cornmeal, yellow, 98 lbs.	6 25	7 00
Corn flour, 98 lbs.	6 00	6 25
Farina, 98 lbs.	6 10	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy, grits, 98 lbs.	6 25	6 35
Hominy, pearl, 98 lbs.	6 25	6 35
Oatmeal, 98 lbs.	4 75	5 00
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	6 10	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

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

Lower Feed May Come With Flour Demand

Toronto.

MILLFEEDS.—With the heavy orders that have recently been placed on Government account for flour, millers in some instances are inclined to look for lower prices on feeds if the production is maintained at present levels for any length of time. Bran in one instance was quoted down to \$34, while the general run of prices on shorts was at \$40. Prices on middlings were maintained, as were also those on feed flour. There is a good consumption of shorts and middlings but bran is somewhat light. Fine weather of recent weeks has been beneficial to pasture.

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

Sale Of Screenings Helps Feed Situation

Winnipeg.

FLOUR AND FEEDS.—Last weekend millers were still quoting on a basis fixed by mills two weeks ago, that is, 11.00 for first patents. As soon as this price had been fixed, merchants began buying freely again. All mills report the usual volume of business for fall trade. Rolled Oats.—All mills are considerably oversold, and country shipments are being interfered with on account of lack of milling oats. The Government are again in the market for oatmeal, and this will have a tendency to make it more difficult to look after domestic requirements. The price of rolled oats, 80's, remains at \$3.75 and packages, \$4.75. Feeds.—There have been no changes in price, bran selling at \$35.00, and shorts at \$39.00. It is rather hard to obtain supplies; millers have a small accumulation of bran, but shorts are very scarce, and it will be some time before the mills can catch up with the orders. The new

regulation regarding the sale of screenings in Canada may help out the situation on feeds somewhat. This new regulation is to the effect that the mills may now sell screenings back to the farmer; formerly this was illegal.

Flour—	
Best patents	11 00
Bakers	10 50
Clears	9 90
XXXX	8 90
Cereals—	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	6 15
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	35 00
Shorts, per ton	39 00

WEEKLY MARKET REPORTS

(Continued from page 34.)

Apples, Cal. Gravenstein, box	2 75
Apples, Wash., assorted varieties, box	2 25
Grapes, Tokay	2 50
Peaches, Washington, crate	1 50
Apples, Southern, bbl. 00	00

Frozen Cod, Mackerel, Haddock Arrive

Winnipeg.

FISH AND POULTRY.—There is a better supply of fresh salmon and halibut this week, but the supply of the latter especially will fall off as the cold weather approaches; prices are 20c and 19c respectively. There is no more fresh cod coming in; instead we have frozen cod at 10c. Other frozen Atlantic lines are: haddock 9c; mackerel 14c; gold-eyes 5c; smoked goldeyes 70c doz. There is considerable frozen poultry on the market, which is tending keeping live poultry off the market.

Haddock, frozen	0 09
Whitefish, lb.	0 12
Salmon, frozen	0 16
Salmon, fresh	0 20
Halibut, fresh	0 19
Cod, frozen	0 10
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 16
Mackerel, frozen	0 14
Finnan haddie, lb.	0 13 1/2
Salt herrings, new, 1/2 bbl.	7 25
Salt herrings, 20-lb. pails	1 85
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07 1/2
Goldeyes	0 05
Smoked goldeyes, doz.	0 70
Poultry—	
Broilers, lb.	0 30
Fowl, lb.	0 18

COST OF LIVING STILL SOARING

Prices in the food budget again record advances. The upward movement had shown some cessation in July. The index numbers of the Labor Department for August show, however, an advance in both wholesale and retail prices. In wholesale prices the department's index number reached 245.0 for August as compared with 242.6 for July, 180.7 for August last year and 134.6 in July, 1914.

In retail prices the average cost of the weekly family budget of staples in sixty cities was \$11.68 at the middle of August, as compared with \$11.62 in July, \$11.89 in June and \$8.63 in August, 1916. The increases for the month appeared in salt pork, bacon, eggs, milk, butter, rice, beans, evaporated apples, prunes, sugar and tea.

Less Than Case Lots

A Problem Facing the Wholesaler—It Costs More to do This Business, but Retailer Demands it—One of the Results of High Prices and Increasing Varieties.

DESPITE the fact that the invoice he was studying was a long one, and of many pages, apparently representing a sale of very substantial proportions, the wholesaler's face did not seem to reflect the satisfaction which such a transaction might be expected to produce. Then he volunteered an explanation to the representative of the CANADIAN GROCER who had entered his office.

"Here is an order from a man who is starting in business. It is a very nice order but—there are about 140 items and only two or three of them are for full case lots. Every other item is for less than a case.

Extra Cost to the Wholesaler

"That is only one illustration of what we have to face in the less-than-case lot order problem. A few of the smaller houses in this city started the practise of breaking cases and now we all are doing it; we have to in order to hold our trade. In our case it means that we are keeping an extra man employed at nothing else but opening up and repacking. We make an extra charge of five cents a dozen on less-than-case lots but that does not cover the cost of extra labor and the extra container, to say nothing of the additional bookkeeping for the same volume of business."

Then he chuckled as another aspect of the matter occurred to him. "We tried sending out the small orders for local retailers in bulk, but they would not stand for it. They wanted the extra boxes so they could sell them back to us and make a profit on the transaction.

"There are other leaks in connection with this kind of business," he added, "When part of the case is sold, the balance may be allowed to stand around until the packages become somewhat soiled and their value depreciates and we lose on that. Then, also, the broken packages make thoughtless pilfering much easier and again there is a loss.

"The policy of breaking cases is a bad one but, when one dealer does it, the others have to follow suit and I do not see any remedy for it."

The retailer and the wholesaler do not always see eye to eye in matters of business policy and this is one of the cases where they do not seem to agree. When asked for his opinion regarding less-than-case sales, a retailer said:

Less Than Case Lots a Necessity

"I am doing a very satisfactory business and I happen to be about as well fixed as the average retailer in this city but I find that I cannot afford to order full cases of every thing I need, and it is absolutely impossible for many of the smaller stores.

"Take one feature of the case, alone. If you stop to think of the increased cost

of groceries since the war began you will realize that a man would have to have almost double the capital to carry a stock of the same dimensions as he carried a few years ago. Many of the retailers have not the extra capital to meet this situation, so they simply buy in smaller quantities and turn over their stock that much oftener.

"Then there has been a steady increase in the number of lines of package goods which a merchant must stock if he is to meet the demands of his customers. Nearly every housekeeper has her favorite brand in every line of goods and we have to try to meet her ideas as well as we can. Full cases of every single article we carry would tie up a lot of money, especially as some of the goods will be slow in moving. We order broken lots in many lines, when we can, just to avoid this.

"I know that an order for a small lot of goods is not welcomed by most of the wholesalers but I cannot let my consideration for their feelings interfere with what I consider the most profitable way to run my business, if I can get away with it."

RUSSIAN SUGAR PRODUCTION IN 1917-8

The acreage sown to beets in Russia was reported to be 1,500,000, as compared with slightly over 1,700,000 in May, 1916. In normal conditions, on the basis of average sugar yield, the sugar output in the approaching season might be estimated at 1,373,400 short tons, but scarcity of labor, disorganization of transportation facilities, and unsettled political conditions are expected to result in a reduction of the beet harvests and the delivery of beets to the factories. Including all reserves from previous seasons, the sugar available in the present sugar year is estimated at 1,455,950 short tons. In view of the utmost reduction of sugar exports to Asiatic countries and the prohibition of the manufacture of candies and cakes, it is estimated that there will be a surplus of 108,000 short tons at the end of the present period to carry the country into the succeeding one. Taking everything into consideration, it is deemed prudent to reduce the estimates of production in 1917-18 to the neighborhood of 1,000,000 short tons. This case the supply would not exceed 1,250,000 tons, whereas the consumption in 1915-16 amounted to more than 1,850,000 tons. If the consumption remains approximately at the former level—and there is no indication of diminished demand—not less than 600,000 tons of foreign sugar will be required.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, October, 2.—Business for September was on the whole good. There were some disappointments to fruit handlers owing to the lack of demand, but towards the end of the month this improved owing to the greater adoption of sugarless canning. Flour markets since last wiring have been quiet with a drop of 2c per barrel in standard. Potato market is steady. The prices are now \$1.50 to \$2, the latter price being the price for the first Ashcrofts to arrive. Eggs and butter have been advancing. Best butter is now 47c while B.C. fresh eggs are 57c. Tea stocks are reported low. Rice sales have been large but prices steady.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 90
Flour, first patents, Manitoba, per per bbl. in car lots	11 98
Salmon, Sockeye, 1-lb. talls, per case 4 doz.
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 14
Beans, B.C., white	0 16
Potatoes, per bag	1 50 2 00
Lard, pure, in 400-lb. tierces, lb.	0 25½
Butter, fresh made creamery, lb.	0 47
Eggs, new-laid, in cartons, doz.	0 57
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, October 2.—Small white beans remain steady. Flour is eleven dollars per barrel. Barbadoes molasses advanced to ninety-five cents per gallon. Rolled oats, eighties, are three seventy-five. Crisco has advanced again, this time thirty cents per case. Lard, threes, are listed at \$16.25 per case. Storage eggs have taken quite a jump, \$14 per case being the general price. Kellogg's cornflakes are being offered at \$3.20 to \$3.60 per case. Clark's roast beef, 1's are down 25c per dozen while veal loaf halves are up 15c. Sockeye salmon, talls are \$12.75 to \$13.50. Advances are expected on evaporated apples.

CALGARY:

Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s, per bbl.	11 00	
Molasses, extra fancy, gal.	0 95	
Rolled oats, 80s	3 75	
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.	0 13	0 13
Sago, lb.	0 13	0 13
Sugar, pure cane, granulated, cwt.	10 50	
Cheese, No. 1 Ontario, large	0 25½	
Butter, creamery, lb.	0 45	
Do., dairy, lb.	0 40	
Lard, pure, 3s, per case	16 20	
Eggs, No. 1 storage, case	14 00	
Eggs, No. 1 storage, case	12 70	
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 90	4 00

Peas, 2s, standard case	3 75	
Apples, gals., Ontario, case	2 65	2 85
Strawberries, 2s, Ontario, case	5 50	5 85
Raspberries, 2s, Ontario, case	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	4 75	
Lemons, case	9 00	
Salmon, pink, tall, case	7 75	8 50
Salmon, Sockeye, tall, case	12 75	13 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., October 2.—The advance trade in Christmas lines is hampered this year by the uncertainty of prices and deliveries, jobbers awaiting the arrival of goods before booking orders. The situation regarding canned peas, tomatoes and tomato soups is somewhat similar owing to the announcement that only a small percentage of the orders booked by the canners will be delivered. List prices do not yet respond to this condition but a heavy advance is expected. Rolled oats are easier at \$10 per barrel. Case eggs are firmer at 44c to 45c. Butter promises a decline in local markets owing to a larger stock being in sight than was anticipated. The only reduction so far is in dairy which is now 44 to 46 cents. Breakfast bacon is lower at 34 to 35 cents. Pure lard has advanced and is now 29 to 29½ cents per pound. American clear pork shows a heavy advance of \$8 in the top price which is now quoted at \$59 to \$65 according to grade. Salmon chums are up \$8 to \$8.50. Cream of tartar shows a two cent rise and is now 62c to 64c. Evaporated apples are off the market as none are available. It is believed that the new stock will open about the 20th. Potatoes are down to \$3.50 and further reductions are expected as soon as digging operations are more general and producers will endeavor to unload before storing. American onions are off the market; Canadians being \$2.90 to \$3. Higher prices are anticipated but not so high as last year's.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55	
Ontario	11 95	
Cornmeal, gran., bbls.	13 50	
Cornmeal, ordinary, bags	4 75	
Molasses, extra fancy, gal.	0 78	0 80
Rolled oats, bbl.	10 00	
Beans, white, bush	9 00	9 10
Beans, yellow-eyed	8 25	8 30
Rice, Siam, cwt.	8 00	8 25
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 25	9 30
No. 1 yellow	8 75	8 80
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 47	0 50
Eggs, case	0 44	0 45
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 48	0 50
Butter, dairy, per lb.	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 29	0 29½
Lard, compound	0 21¼	0 22

American clear pork	59 00	65 00
Beef, corned, 1s	4 25	
Tomatoes, 3s, standard, case	5 00	
Raspberries, 2s, Ont., case	5 40	
Peaches, 2s, Ontario, case	4 30	
Corn, 2s, standard case	4 50	
Peas, 2s, standard case	3 80	
Apples, gals., N.B., doz.	4 00	
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	6 00	
Cream tartar	0 62	0 64
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12½	
Raisins, fancy, lb.	0 12½	
Raisins, seedless, lb.	0 15	
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon	0 23	0 30
Evaporated apricots, lb.	0 21	
Apples, American, bbl.	
Apples, N.S., bbl.	3 00	3 50
Potatoes—		
New, native, barrel	3 50	
Tomatoes, Ont., basket	1 00	
Onions, Canadian, 75 lbs.	2 90	3 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, October 2.—Flour, No. 1 patents 98's, has declined to \$11.20 per barrel. White Japan beans are quoted higher at \$7.15 per bushel, while Limas are 22½ cents per pound. Molasses is higher at 61c per gallon. Rice has taken a very decided jump owing to the great scarcity of this cereal and has advanced from \$5.85 to \$7.35 per cent. Sago and tapioca are 16½c. Oveda cigars are up \$5 per thousand. Lamp globes are higher and evaporated apples have advanced about one cent per pound. All dried fruits will be higher. Cotiline is ¾c higher and Crisco has advanced 55c per case. Clark's canned meats are about fifteen cents per case higher. Spices are nearly all four or five cents higher in bulk. Advances in canned goods are: Tomatoes to \$4.75, pineapples to \$5.75 and peas to \$3.75.

REGINA—

Beans, small white Japan, bu.	7 15	
Beans, Lima, per lb.	0 22½	
Flour, No. 1 pats., 98s, per bbl.	11 20	
Molasses, extra fancy, gal.	0 61	
Rolled oats, bails	4 35	
Rice, Siam, cwt.	7 35	
Sago and tapioca, lb.	0 14	0 16½
Bacon, smoked backs, lb.	0 30½	
Bacon, smoked sides, lb.	0 30	
Sugar, pure cane, gran., cwt.	10 12	
Cheese, No. 1 Ontario, large	0 24½	
Butter, creamery, lb.	0 43	
Lard, pure, 3s, per case	16 30	
Bacon, smoked sides, lb.	0 32	
Bacon, smoked backs, lb.	0 30	
Eggs, new-laid	0 48	
Pineapples, case	5 75	
Tomatoes, 3s, standard case	4 75	
Corn, 2s, standard, case	4 00	
Peas, 2s, standard, case	3 75	
Apples, gals., Ontario	2 45	
Strawberries, 2s, Ont., case	6 30	
Raspberries, 2s, Ont., case	6 30	
Peaches, 2s, Ontario, case	4 30	
Plums, 2s, case	3 40	
Salmon, finest sockeye, tall, case	14 50	
Salmon, pink, tall, case	8 75	
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

PRODUCE AND PROVISIONS

Hog Prices Higher And Meats Firmer

Montreal.
PROVISIONS.—As predicted in CANADIAN GROCER recently, further firmness has developed in the market for salt meats, backs, pure lard and shortening. Advances in prices of these hog-products will be noted in the quotations below. The dry salt meats have advanced two cents a pound, and the market for these is firm at that. Pure lard is half a cent a pound, and shortening a full cent this week. The low quotations for plain and boneless backs have given way to figures a couple of cents higher this week. The cooked meats remain steady so far. The market outlook is again one of emphatic firmness. Live hogs were selling at from \$19.00 to \$19.50 per hundred pounds early this week, and supplies were light and quality very unfinished. Dressed hogs at \$25.50 to \$26, a dollar a hundred higher than last week's prices, may see higher prices yet, in good market opinion.

Hams—			
Medium, per lb.	0 31	0 32	
Large, per lb.	0 29	0 29½	
Backs—			
Plain	0 39	0 40	
Boneless, per lb.	0 41	0 42	
Bacon—			
Breakfast, per lb.	0 35	0 38	
Roll, per lb.	0 28	0 30	
Dry Salt Meats—			
Long clear bacon, ton lots.	0 26	0 27	
Long clear bacon, small lots.	0 26½	0 27½	
Fat backs, lb.	0 25	0 26	
Cooked Meats—			
Hams, boiled, per lb.	0 43	0 44	
Hams, roast, per lb.	0 46	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½	
Shoulders, roast, per lb.	0 38	0 38½	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 27	0 27	
Tubs, 60 lbs.	0 27½	0 27½	
Pails	0 27½	0 27½	
Bricks, 1 lb., per lb.	0 28½	0 28½	
Shortening—			
Tierces, 400 lbs., per lb.	0 21½	0 21¾	
Tubs, 50 lbs.	0 21¾	0 22	
Pails, 20 lbs., per lb.	0 22	0 22½	
Bricks, 1 lb., per lb.	0 24	0 24	

Poultry Prices Are Not Altered

Montreal.
POULTRY.—Prices for poultry to the retail trade remain unaltered this week, though it is said that where large stocks of storage poultry still remain, occasional shading of price may be effected. Consumption of poultry is, however, on the increase, due to meatless days and the publicity being devoted to the stimulation of demand for this foodstuff which is economical in point of its value in nourishment. Live poultry supplies are coming in more freely, and with Thanksgiving Day in sight, there will be heavy shipments on hand at the end of

the current week. Demand is expected to be as usual heavy.

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

Egg Market Inclined To Fair Steadiness

Montreal.
EGGS.—A steady tone in the egg market is general, but some shading of prices to easier was noted in relation to selects. Good new-laid are commanding high figures still in the country, and the supply is not more than demand. They sell to the retailer at 54c. Eggs are being shipped in to Montreal express in order to command the best market, still, though the weather is cool enough now for ordinary freight shipment. The market is becoming more interested in exportation of eggs to Great Britain, and a good deal of this will be in progress from now on. Receipts of eggs for the week ending Sept. 29, were 5,968 cases as compared with 5,740 for the previous week, and with 26,933 cases for the corresponding week last year. The tone of the market across the border is dull and giving some anxiety to dealers on the American side. There may be a reflection on to this side, but this is not anticipated seriously.

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

Cheese Prices Are A Shade Firmer

Montreal.
CHEESE.—From 21¾c to 21¼c per pound was the range of country board prices for cheese during the past week in general, with some improvement of market tone noticeable. Commission prices for cheese are: No. 1, 21¼c; No. 2, 21¼c; No. 3, 20¾c. There is more active exportation now, and business in this direction bulks bigger than before. For the week ending Sept. 29th, 1917, receipts of cheese in Montreal were 68,597 boxes, an advance of 3,347 boxes over the previous week, but less than receipts for the corresponding week last year. Prices of cheese to the retailer remains as last week.

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

Butter Prices Again Advanced

Montreal.
BUTTER.—The market for butter is still firmer this week, and dealers are at a loss to account for the condition. Country board prices have advanced again, and quotations from an eight to a quarter of a cent over 45 cents a pound were ruling at St. Hyacinthe and Cowansville. In contrast to the prices of last year at this time the advance is sensational. From 33c to 37c (or only a shade over 37c at most) were the prices prevailing on the country boards in September last year. As one dealer remarked this week: "Prices for butter seem to indicate that the market is headed for fifty cent butter and won't be happy till it gets it." Advances to the retailer this week amount to a cent a pound over prices of the past week. There are decreased butter receipts in Montreal. For the week ending Sept. 29, 9,463 packages were received, a decrease of 1,965 packages, as compared with the previous week, and of 5,704 packages as compared with the corresponding week last year.

Butter—			
Creamery prints (fresh made)	0 46	0 46½	
Creamery solids (fresh made)	0 45½	0 46	
Dairy prints, choice, lb.	0 43	0 43½	
Dairy prints, choice, lb.	0 40	0 41	
Dairy, in tubs (choice)	0 40	0 41	

Honey and Maple Market is Steady

Montreal.
HONEY AND MAPLE.—More honey is offering from the country, and dealers anticipate having sufficient to meet demand this Winter, but prices will probably rule firmer than in previous years. There is not likely to be any glut of honey on the market. Clover honey is being offered at present, with buckwheat to come later. Maple product is in gradually decreasing supply now, and will be firmer in price as the Winter approaches. There is still enough in sight to meet ordinary demand. Prices for the present week are as quoted last week.

Honey—			
Buckwheat 5-10 lb. tins, lb.	0 13½	
Buckwheat 60-lb. tins, lb.	0 13	
Clover 5-10 lb. tins, per lb.	0 14½	
Clover 60-lb. tins	0 14	
Comb. per section	0 15	0 16
Maple Product—			
Syrup, 13 lbs. Imp. meas., gal.	1 60	1 75	
11-lb. tins	1 35	1 45	
Sugar, in blocks, per lb.	0 16	0 17	

Lard Up ½c; Hogs Higher

Toronto.
PROVISIONS.—A firm situation in the lard market resulted in an advance of ½c per pound on pure lard, and ¼c

per pound on compound, making the tierce basis for the former 26½c to 27c, and for the latter 21¼c to 22c per pound. There is an excellent demand reported for pure lard and dealers anticipate the next two or three months will witness an increasing demand with steadily firm prices. Live hogs were commanding higher prices during the week, owing to the comparative scarcity of arrivals, an advance of 25c to 50c per hundred having been recorded. Breakfast bacon showed a firmer tendency and an advance of 1c per pound was recorded, making the range from 36c to 38c per pound. Wiltshire bacon showed an upward tendency and the high range was increased to 34c per pound. Mess pork in barrels was also in firmer position with an advance of 50c per barrel from the lower levels. Short cut backs advanced \$1 from the low level, and \$3 on the high level. Pickled rolls went up \$3 from the low quotations. Lumber camps are showing more interest in the market, as there was a disposition to hold back in their ordering in the expectation that lower prices might ensue as a result of the British embargo. Some bacon is still going forward to Great Britain on old contracts, but from present indications there is no intimation that Canadian bacon is to be allowed into Great Britain. Provision men are of the opinion that Canadian bacon is needed and that it would be ill-advised to shut off this source of supply. Owing to the light receipts of hogs and the good demand locally for meat products, there has been a firm market for provisions.

Hams—		
Medium	0 32	0 33
Large, per lb.	0 26	0 29
Bacon—		
Plain	0 35	0 43
Boneless, per lb.	0 40	0 43
Bacon—		
Breakfast, per lb.	0 36	0 38
Roll, per lb.	0 29	0 30
Wiltshire (smoked), per lb.	0 32	0 34
Dry Salt Meats—		
Long clear bacon	0 27	0 28
Fat backs, lb.		0 28
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 44
Hams, roast, per lb.	0 44	0 48
Shoulders, roast, per lb.	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.	50 00	50 00
Short cut backs, bbl., 200 lbs.	52 00	56 00
Pickled rolls, bbl., 200 lbs.	50 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26½	0 27
Compound tierces, 400 lbs., lb.	0 21¾	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		
Hogs—		
Dressed, abattoir killed	26 00	27 00
Live, off cars		19 00
Live, fed and watered		18 75
Live, f.o.b.	17 35	17 40

Butter Market Is Giving Some Concern

Toronto.
BUTTER.—Commission men are non-committal as to the trend of the market in butter. As a matter of fact, there is uncertainty with an undertone of firmness due to the situation in Great Britain. In some quarters it was anticipated that an export demand might develop soon and that some 50,000 packages of butter would soon be moving across the water. If this takes place, there will un-

doubtedly be higher prices in Canada. It is reported that Danish butter in Great Britain is commanding 60c per pound, which is an indication of the great scarcity there. Production is good in Ontario at present time, with the possibility that more milk may be turned into butter as a result of the good prices that are being maintained. Prices locally held steady, with the exception of dairy prints, which showed a slightly higher tendency.

Creamery prints, fresh made	0 45	0 46
Creamery solids	0 44	0 45
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 38	0 42

Egg Prices Show An Easier Tendency

Toronto.
EGGS.—There is a fairly good production of eggs at Ontario points under the stimulus of cooler weather, a good grain supply and the fact that the molting season is about over. Prices remained unchanged during the week and with the heavier receipts inclined to an easier tone in the market. There is a disposition at any rate not to look for higher prices in the immediate future. The export trade in eggs is hanging fire, as prices in England have dropped down.

Eggs—		
Selects, cartons	0 51	0 52
Selects, ex-cartons		0 48
No. 1, ex-cartons	0 45	0 46

Cheese Production Lighter This Year

Toronto.
CHEESE.—Production of cheese up to the present for the year 1917 has been lighter by 226,926 boxes, according to figures compiled at Montreal, which is the main shipping point for export. Up to September 22, this year, the receipts were 1,368,069 boxes as compared with 1,549,995 boxes for the same period last year. So far as prices are concerned there has been a steady position, as the Cheese Purchasing Commission has shown no disposition to change from the 21¼c basis. Locally there has been a steady demand.

Cheese—		
New, large	0 22½	0 23¼
Stilton (new)	0 24	0 25

Receipts of Chickens Heaviest of Season

Toronto.
 Poultry dealers report that receipts of spring chickens are now the heaviest of the present season. Now that the farmers are well along with their fall work they are able to turn their attention to shipment of poultry with the result that plentiful supplies have been forthcoming. Prices being paid are down 2c per pound to 20c, while the live and dressed prices to the retail trade have declined a similar amount. Live hens and dressed hens also showed a weaker tendency with declines of 1c to 2c per pound in prices being paid by commission men.

Prices paid by commission men at Toronto—		
Ducks, live, lb.	0 14	0 17

Geese, live, lb.	0 12	
Turkeys, old, lb.	0 18	
Roosters, live, per lb.	0 14	0 16
Hens, live, per lb.	0 17	0 20
Hens, fresh, dressed, per lb.	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over	0 25	0 28
Squabs, dozen		4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 27
Ducks, dressed	0 22	0 25
Chickens, live	0 23	0 25
Do., dressed	0 28	0 30

Good Supplies of Buckwheat Honey In

Toronto.
HONEY, SYRUP.—There were fairly heavy receipts of buckwheat honey from the Province of Quebec during the week, the bulk of this commodity coming in 60-lb. tins and selling at 14c to 15c a pound. Clover honey showed a firmer tendency and in 5-lb. and 10-lb. tins was quoted up 1c per pound at 17c to 18c, while 60-lb. tins of clover were quoted at 16½c to 17c, also an advance of 1c per pound. Honey in the comb and in jars remained unchanged. The course of the honey market seems to be one of a steadily firming tendency.

Honey—		
Clover, 5 and 10-lb. tins	0 17	0 18
60-lb. tins	0 16½	0 17
Buckwheat, 60-lb. tins	0 14	0 15
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.		2 50
Do., No. 3, doz.		2 25
Jars, 7 oz., doz.		1 50
Do., 12 oz., doz.		2 10
Do., 16 oz., doz.		2 50
Maple Syrup—		
2-lb. tins		1 25
Gallons, Imperial		1 75

EMBARGO ON GRAIN SCREENINGS

The exportation from Canada of screenings produced in cleaning wheat and other grains is prohibited to all destinations abroad, other than the United Kingdom, British possessions and protectorates. The order in council promulgating this embargo is dated Sept. 18.

APPLE EMBARGO LIFTED

The department of trade and commerce has been advised by cable that the Australian Government has temporarily lifted the embargo on Canadian apples in order to permit of the importation of a limited quantity, such importations not to exceed 10,000 barrels.

NO BEAN FAMINE LIKELY

Beans take their place this year as one of the most important vegetable crops. Forecast of production in five important bean-growing states, Michigan, California, New York, Colorado and New Mexico, announced by the Department of Agriculture shows 19,969,000 bushels, compared with 8,846,000 bushels last year and 10,321,000 bushels in 1915.

More than 4,500,000 acres were planted to beans in those states, and the average farm price being paid August 15 was \$7.24 a bushel, compared with \$4.60 on that date last year. At the August 15 price the prospective crop was worth about \$165,000,000.

¶ *The Profitable Handling of Fish and Oysters; The Care of Perishable Goods in Winter; Xmas Selling Devices that Merchants find Successful; Specimens of Fall and Winter Retail Advertising that Proved Business Getters; Interior and Window Displays of Seasonable Goods; Unit Displays for Fall and Xmas Window Trims (Illustrated); Selling Goods for Overseas—experience of a merchant who makes a big success of this branch of his business; Using the Delivery Wagon for Advertising Seasonable Goods or New Articles on Sale.*

¶ Above are some of the valuable and timely articles that will appear in the Fall and Winter Number of CANADIAN GROCER.

¶ Is it any wonder that the merchant looks forward with special interest to receiving his copy of this practical Number?

¶ You can readily understand why he keeps this Number for further reference when it contains ideas he can use all through the winter months.

¶ Your advertisement will get the interested attention of the worth-while merchants of Canada if it appears in this issue, and it will live with that Number for months to come.

¶ This Number is known as the Directory of the Trade. Rather awkward to have your name left out of the directory, don't you think?

¶ Will you let us plan that dominating advertisement now?

Remember, this Number closes October 23.

Soft Sugars

*for all kinds of
Sweet Pickles*

LANTIC

"Light Yellow"

"Brilliant Yellow"

"Dark Yellow"

ALL

"PURE AND UNCOLORED"

In 100 lb. Bags.

Lantic Soft Sugars have a rich, delicious flavor that makes them particularly well suited for all kinds of Sweet Pickles.

Suggest to your customers that if they want their Pickles to be especially nice this year, to use Lantic Soft Sugars.

You can recommend these soft sugars because you know they have **always** been pure and uncolored.

Your wholesaler has Lantic Sugars.

**Atlantic Sugar Refineries
LIMITED**

Montreal St. John

Sunsweet Prunes
and Apricots
"Nature Flavored"



Before prunes and apricots earn the right to the SUNSWEET name they must meet fixed standards of quality:

On the tree

In process of curing

In packing

After packing

Rigid inspection and grading of the fruit and rigid inspection during the packing by our own and state inspectors assures the quality, flavor, count and size of SUNSWEET Prunes and Apricots.

Your customers will appreciate SUNSWEET quality and come back for more. Just sell Sunsweet once and Sunsweet will repeat.

Get in touch with your jobber—and place your order now. Every desirable size in prunes and apricots is packed under the Sunsweet label—but only one quality, the very best. The price on SUNSWEET prunes is guaranteed up to January first. On SUNSWEET apricots up to November first.

We will gladly send upon request valuable dealer helps and advertising matter.

California Prune and Apricot Growers, Inc., San Jose, California

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

MELROSE'S TEAS

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

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

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

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

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

NORWEGIAN BRISLING

(SARDINES)

Not to be mistake^d
for Sild, or what you
buy as Sardines

THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE
STAVANGER (Norway)

Apply: Standard Imports, Limited, Montreal

Yesterday, To-day, To-morrow— PURITY FLOUR is Absolutely Uniform in Quality

From the careful selection of Western Canada's finest wheat to the milling and packing of Purity Flour, repeated tests are made by our experts to make sure that our high quality standards are maintained.

What Purity Flour does for the housewife's baking to-day it will do to-morrow—and for every to-morrow to come.

It is absolutely dependable for all baking purposes. You can safely recommend it.

Western Canada Flour Mills Co., Limited

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



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

"Save Waste—and Win the War!"

HERBERT HOOVER, the newly appointed United States "Food Minister," announces the above as one of his texts.

It is true the text can't be found in the Scriptures—that is, in those very words—but its substance is there—for to **waste is a sin.**

Mr. Hoover declares "saving waste" is a duty.

If it is, then it is not an exaggeration to say that the installing of a Sherer counter (which is the only way a grocer can save waste every minute out of the 24 hours) is a duty for all grocers who want to do all they can to "help win the war."

In no place in the world is there more needless waste than in an old-fashioned grocery store.

A Sherer counter cuts out most of this waste! Thereby it makes profits—declares dividends, and enables grocers to pay bigger war taxes, and **so "helps win the war!"**

Is this not logical—if true?

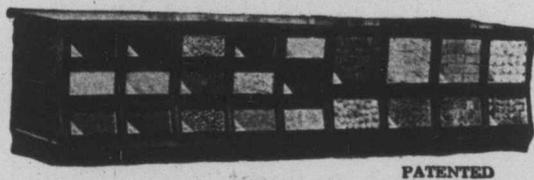
And *it's true!*

Write us about it. Ask for Booklet AC. It tells!

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario, Canada



PATENTED

To Manufacturers' Agents

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

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

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

Furnivall's
FINE
FRUIT
PURE JAM

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

Know what profits the right kind of jam produces by stocking and displaying Furnivall's — the choice of every discriminating housewife.

Repeat sales are the rule. Try out Furnivall's to-day.

FURNIVALL-NEW, Limited
Hamilton, Canada

OVER 50,000 COPIES PER MONTH

Canadians

should be thankful that our Country has a Canadian Magazine fit to take its place in the company of the big American magazines—a magazine equalling in interest and literary merit the big magazines produced in a Country of 100,000,000, where it is possible to obtain \$1,000 to \$5,000 a page per issue or more for advertising space.

THE making of MACLEAN'S MAGAZINE month by month, year after year, has been hard labor. One difficulty was to get the right sort of matter—Canadian in origin and theme. A few years ago our country possessed few writers and artists of trained and high ability. To-day, thanks very largely to MACLEAN'S MAGAZINE, we have men and women writers and artists producing first-class work; they developed when they found a medium demanding a grade of work equalling the best contributors to American magazines. Also, the Canadian writers and artists who were finding a market for their wares in the United States turned to MACLEAN'S when this magazine showed itself to be a sufficient and creditable vehicle for their work.

The future has a good crop of A1 Canadian writers and artists in store, whose work will appear in MACLEAN'S; but consider these names of Canadian men and women who have already "arrived," and whose work appears in MACLEAN'S MAGAZINE:—

Sir Gilbert Parker,
Arthur Stringer,
Arthur E. McFarlane,
Stephen Leacock,
Robert W. Service,
Alan Sullivan,
Agnes C. Laut,
L. M. Montgomery,
"Janey Canuck,"
A. C. Allenson,

E. Phillips Oppenheim,
Peter McArthur,
L. B. Yates,
Geo. Eustace Pearson,
W. A. Craick,
H. F. Gadsby,
C. W. Jefferys,
J. W. Beatty,
Arthur William Brown,
Lou Skuce.

These are some of the names of Canadian men and women—writers and artists—who are doing work of the highest class, acceptable to the hardest-to-get-into publications of the United States. Ten years ago such a Canadian galaxy had no existence.

BESIDES these professional writers and artists—men and women who depend on their pen and pencil and brush for their livelihood—is a big host of others who write only when suc-



cessfully urged to do so—because they have something to say that is worth saying. These are usually men in a big way of business, or professional men at the top of the ladder, or men and women doing unusual work of a most important sort—often obscurely because they are not self-trumpeters of their achievements or labors. For example, such men and women as:—

THE LATE SIR MORTIMER CLARK

JOHN BAYNE MACLEAN
ERMAN J. RIDGWAY
LORD NORTHCLIFFE
JOSEPH MARTIN, M.P.
BILLY SUNDAY

All these have contributed under their own name or a nom de plume to MACLEAN'S MAGAZINE in the last 12 or 15 months, recognizing that this magazine can give their messages to the whole nation, and to a class of persons whom they wish to reach.

Nobody who knows MACLEAN'S would ever call it a story magazine, but rather a national magazine—almost a news magazine. Stories there are in every issue—enough of them to satisfy the right and natural desire for romance, adventure, achievement, business, love and intrigue. But the greater part of the contents of every issue of MACLEAN'S MAGAZINE may be called NEWS—NEWS of men and their work and triumphs; news of the nation's work and workers; news of discoveries; news of movements; news of politics; news of the builders and building of Canada. MACLEAN'S, as Canada's National Magazine, prepared for thinking and intelligent men and women, must be an informative and interpretive magazine, must mirror national opinion, record national affairs and developments, and be the VOICE of prophets, statesmen and leaders. MACLEAN'S is a magazine of to-day—a newspaper of a sort, dealing with big news passed over by daily newspapers whose function is the recording of the day's news—passing news; and who leave the fuller statement—the summed-up presentation of things they can but touch on—to MACLEAN'S MAGAZINE.

A Magazine of Power

News features of MACLEAN'S MAGAZINE greatly liked by its 50,000 readers are

The Business Outlook—article.
The Investment Situation—article.
The Review of Reviews Department.
The Nation's Business.
Women and their work.

These are regular department features appearing in every issue of MACLEAN'S. They are of the nature of surveys or digests, and perform a service welcomed and praised by all readers who aim to keep themselves broadly informed concerning what's doing in Canada and what's being thought and said and done the wide world over.

REVIEW of Reviews is the outstanding feature of MACLEAN'S, in that it gives the best articles, in condensed form, from the best magazines of the world. A staff of trained people read and study the contents of all magazines and select for each issue of MACLEAN'S twenty or more articles which mirror the world's progress and present the changing aspects of world opinion.

IN rounding out this presentation of Canada's National Magazine a brief reference may be made to one large and discriminating and important class of contributors to it—advertisers. Literally hundreds of them employ MACLEAN'S for their advertising, to reach the influential classes represented by MACLEAN'S list of subscribers, and because they get national publicity economically. These makers and producers of goods of national consumption appreciate the fact that a select circulation of 50,000 gives them, among the most important families of Canada, strong local publicity as well as broad national publicity, and that retail distributors are both canvassed and assisted by their national advertising in MACLEAN'S MAGAZINE. They recognize that \$1,000—\$3,000 invested in space in MACLEAN'S MAGAZINE to buy 365-day national influence is dirt cheap publicity.

THIS is but condensed presentation of MACLEAN'S MAGAZINE. Very much more can be said about its editorial policy and character, about its making, about its quest for and development of new contributors, about the policy that keeps canvassing methods and advertising columns clean, about the hearty approval of subscribers of MACLEAN'S MAGAZINE, about the significance of 50,000 circulation, about the wisdom of doing a "little advertising in a few magazines" as an initial step in national advertising plans; about the advertising of MACLEAN'S MAGAZINE in all the MacLean Publishing Company's list of business and technical newspapers, about the influence of MACLEAN'S MAGAZINE on distributors.

But time and space forbid here and now a continuation of the MACLEAN story. What is enough to be impressed is—

MACLEAN'S MAGAZINE

Canada's National Magazine

143 University Ave., Toronto

Union Trust Bldg., WINNIPEG

Boston

New York

Chicago

London, Eng.

Southam Bldg., MONTREAL



IN THE GOODS AND IN THE PACKING

are found those qualities which have given Canadian sea foods so wide a market, and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

BRUNSWICK BRAND

The present Government regulations regarding meatless days is creating a bigger demand than ever for quality sea foods. Hence wide-awake dealers should keep BRUNSWICK BRAND well displayed.

Look over your stock and see what "Connors" lines you are short. Then order from the following list.

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



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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER ROYAL BAKING POWDER

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

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

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

Screw Vac top Glass Jars. 16 oz. class 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant.	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14 1/2
30's Tin or Wood, one pail crate, per lb.	14 1/2

BLUE

Keen's Oxford, per lb.	0 17 1/2
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2 45
Perfection, 1/2-lb. tins, doz.	2 45
Perfection, 1/4-lb. tins, doz.	1 35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoonut cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections Per doz.	
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate 1/2's, 5, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 90



IT IS not by any streak of good luck that **SURPRISE SOAP** stands where it does to-day. Neither is it because of great salesmanship on our part. It requires more than good selling methods nowadays to keep a Laundry Soap in the place occupied by **SURPRISE** for so many years. It requires an assurance of absolutely unfailing satisfaction to the user, and this we may say is the very foundation of "**SURPRISE'S**" success since the first.

You do not know of any soap just like it in Canada, do you? You do not know of any Soap you can recommend with the same confidence!

The St. Croix Soap Manufacturing Co.
St. Stephen, N.B.

Montreal, Toronto Winnipeg, Vancouver, Halifax.



MARSH'S GRAPE JUICE

A Delicious Concord Beverage.

A Seller and a Repeater,

Keep Marsh's Grape Juice always in front and your profits will steadily increase.

Five case lots or more prepaid to any point in Ontario or Quebec.

The Marsh Grape Juice Company

Niagara Falls - Ontario

Agents—

MacLaren Imperial Cheese Co., Ltd.
Toronto, Ont.

Rose & Laflamme, Ltd.
Montreal, Que.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

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

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

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

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can.....
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...\$3 25
Reindeer Brand, each 48 cans 7 95
Silver Cow, each 48 cans... 7 40
Gold Seal, Purity, each 48 cans 7 25
Mayflower Brand, each 48 cans 7 25
Challenge, Clover Brand, each 48 cans 6 75

EVAPORATED MILK

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

CONDENSED COFFEE

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

GELATINE

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

W. CLARK, LIMITED

MONTREAL

Assorted meats, 1s. *\$4.25.
Compressed Corn Beef—½s. *\$2.90; 1s. *\$4.25; 2s. \$9; 6s. \$34.75; 14s. *\$75.
Lunch Ham—1s. *\$4.25; 2s. \$8.
Ready Lunch Beef—1s. *\$4.25; 2s. \$9.
English Brawn—2s. \$8.
Boneless Pigs' Feet—1s. \$8.
Roast Beef—½s. \$2.90; 1s. \$4.25; 2s. *\$9; 6s. \$34.75.
Boiled Beef—1s. \$4.25; 2s. \$9; 6s. \$34.75.
Jellied Veal—½s. \$2.90; 1s. \$4.25; 2s. \$9.
Corned Beef Hash—½s. \$2.
Beefsteak and Onions—½s. \$2.90; 1s. \$4.25; 2s. \$9.

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, ½s, \$2; 1s, \$3.50; 2s, \$8.

Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, ¼s; ½s, \$2.25; 1s, \$3.50.

Tongue, Ham and Veal Pate, ½s, \$1.95.

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

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, \$3.75; 1s, \$7; 1½s, \$12.50; 2s, \$16.

Ox Tongues, Glass, 1½s, \$13; 2s, \$15.

Minced meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.

In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14½c lb.
In Glass, 1s, \$3.

Clark's Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$1.70; 1, \$2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.

Individuals, 95c.

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

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

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

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

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

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins

D. S. F., ¼-lb.\$ 1 85
D. S. F., ½-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., ¼-lb. 1 15

Per jar

Durham, 4-lb. jar, each..... 1 30
Durham, 1-lb. jar, each..... 0 37

JELL-O

GENESEE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS

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

G. Washington's Refined Coffee FOR THE SOLDIER

Recently a trained nurse who had been at the front in France for two years, said to us before returning, "That G. Washington's Refined Coffee was a blessing to the boys at the front who were fortunate enough to have it sent to them."

A \$1 can will provide delicious coffee three times a day for thirty days, to your relative or friend at the front, wherever either hot or cold water is available. It dissolves in either hot or cold water instantly.

Refreshing, invigorating, relieves fatigue, tired and tried nerves.

No Coffee Pot
Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE

You will say

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

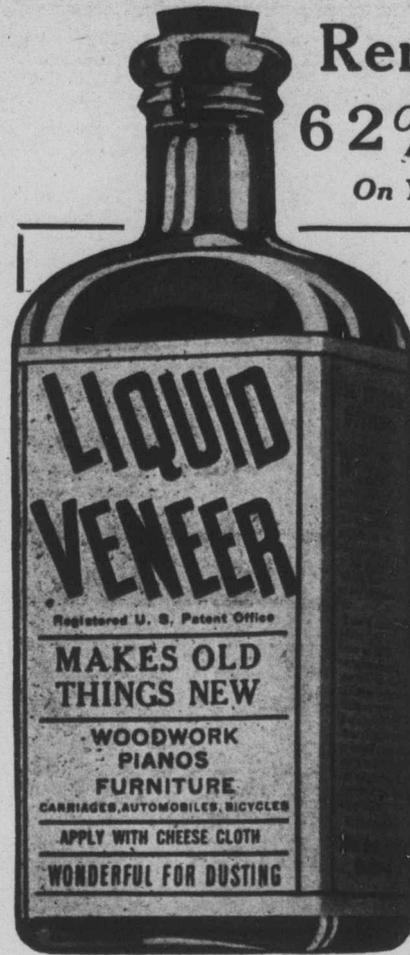
The neat, red wrapper attracts attention—the quality of the contents guarantee customer-satisfaction always.

And your profits are good.

Another good, quick seller—

CRYSTAL SOAP CHIPS.

Guelph Soap Company
GUELPH, ONTARIO



Remember!
62% Profit
On Your Investment

The dealer who turns his Liquid Veneer stock fastest these days is the dealer who **DISPLAYS** the goods on his counters and in his window.

Are YOU pushing Liquid Veneer to the front? Try it.

We furnish attractive counter and window displays free.

Buffalo Specialty Company

Buffalo, N.Y., U.S.A.
Bridgeburg, Ont.
Canada



Custard that Compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

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



CHEAPER BACON

Breakfast Bacon is high in price. So are Hams. Why not try some of the cheaper cuts of Bacon. Roll Bacon is 8 cents a pound cheaper than Breakfast Bacon. It is sugar cured, boneless, and in every way desirable. Try it.

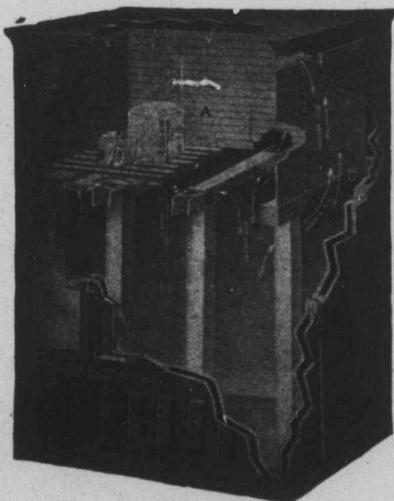
F. W. FEARMAN CO.
LIMITED
HAMILTON

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

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

KLIM

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

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

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

Culinary Starch

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

BRANTFORD STARCH

Ontario and Quebec

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

SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$4.75
---	--------

2-lb. tins, 2 doz. in case....	5.15
5-lb. tins, 1 doz. in case....	5.50
10-lb. tins, ½ doz. in case.	5.25
20-lb. tins, ¼ doz. in case..	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.	0.07½
Half bbls., about 350 lbs.	0.07½
¼ bbls., about 175 lbs.	0.08
2-gal. wooden pails, 25 lbs..	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs..	5.85

LILY WHITE CORN SYRUP

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

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case....	\$5.50
Barrels, per 100 lbs.	6.50
½ barrels, per 100 lbs.	7.00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	\$4.00
½ lb.	2.00
Robinson's Patent Groats—	
1 lb.	4.00
½ lb.	2.00

NUGGET POLISHES

Doz.

Polish, Black, Tan, Toney	
Red and Dark Brown90
Card Outfits, Black and Tan	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF

CANADA, LIMITED

EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb..	\$ 0.65
Bobs, 7s and 14s.....	0.55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.....	0.54
Stag Bars, 6½s; boxes, 5½ lb.	0.48
Pay Roll, thick bars, 9s, 5½ lb. boxes	0.70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0.70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs..	0.57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes	0.72
Forest and Stream, tins, 11s, 2 lb. cartons	0.89
Forest and Stream, ¼s, ½s and 1-lb. tins	0.85
Forest and Stream, 1-lb. glass humidors	1.00
Master Workman, 10s, 2 lb. cartons	0.80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes.....	0.74
Derby 2s, ½ butts, 8 lb. boxes	0.65
Golden Rod, 8s	0.64
Ivy, 8s, ½ butts, 9 lb. boxes	0.64
Old Virginia, 10s	0.87
Empire, Navy (bars), 9s....	0.70
Fig Leaf, 8s	0.64
Old Kentucky (bars), 6s....	0.72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes.....	0.58
Walnut, 9s	0.70

PEACHES

The Very Best Quality

Arriving Daily in Large
Quantities

Prices Reasonable

GRAPES

Commencing to Arrive

Supplies Increasing

Prices Lower

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

SWEET POTATOES

California Tokay Grapes

British Columbia
Boxed Apples

Now on the Market

Also

Heavy Arrivals Local Peaches

WHITE & CO., LTD.
TORONTO

New Crop

“St. Nicholas”

“Queen City”

“Kicking”

are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit re- quirements

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

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO



People who buy "quality" insist upon having

STERLING TOMATO CATS UP

Sterling Products are noted everywhere for their unbeatable purity and goodness, and Sterling Tomato Catsup lives well up to the Sterling reputation.

Sell a customer one bottle of this delicious catsup and you'll sell her lots more. "Sterling" quality will bring her back.

Let a trial display show you what a seller this line is.

T. A. Lytle Co., Limited
STERLING ROAD, TORONTO

INDEX TO ADVERTISERS

A		Lalonde, A.	10
Ackerman, H. W.	10	Lambe, W. G. A., & Co.	10
Acadia Sugar Refining Co., Ltd.	13	Lemon Bros.	53
Anchor Cap & Closure Corp.	12	Lever Bros.	47
Atlantic Sugar Refineries, Ltd.	41	Loggie, Parsons & Co.	10
		Lytle, T. A., & Co.	54
B		M	
Babbitts, Ltd.	13	MacLure & Langley, Ltd.	10
Bain, Donald H., Co.	9	Magor, Son & Co., Ltd.	16
Baker, Walter, & Co.	11	Mann, C. A., & Co.	56
Benedict, F. L.	56	Marsh Grape Juice Co.	48
Betts & Co.	Inside back cover	Marshall, H. D.	11
Borden Milk Co.	1	Mathieu, J. L., Co.	6
Buffalo Specialty Co.	49	McCabe, J. J.	53
		McWilliam & Everist	53
C		Megantic Broom Mfg. Co.	16
California Assoc. Raisin Co.	49	Melrose, Andrew, & Co.	42
California Prune & Apricot Growers, Inc.	41	Midland Vinegar Co.	14
Canadian Milk Products, Ltd.	11	Millman, W. H., & Sons	10
Canadian Salt Co.	13	N	
Church & Dwight, Ltd.	52	National Cash Register Co.	5
Clark, W., Ltd.	3	Niagara Falls Wine Co.	16
Cockburn, F. D.	8	Norwegian Canneries	42
Connors Bros.	46	O	
		Oakeys	56
D		P	
Denault Grain & Prov. Co.	11	Patrick, W. G., & Co.	10
Dole Bros. Hops & Malt Co.	42	Pennock, H. P.	8
E		Perry, H. L., & Co.	8
Eckardt, H. P., & Co.	51	Pullan, E.	56
Edwards, C. M.	56	R	
Edwards & Co., W. C.	56	Red Rose Tea Co.	15
Egg-O Baking Powder Co.	7	Regina Storage & Forwarding Co.	8
Elliot, W. F.	10	Rock City Tobacco Co.	Inside back cover
El Roi Tan Co.	10	Robin Hood Milling Co.	Front cover
Escott, W. H., Co.	9	Rose & Laflamme, Ltd.	11
F		S	
Fearman, F. W., Co.	50	St. Lawrence Sugar Co.	Inside front cover
Freeman, The W. A., Co.	50	Sarnia Barrel Works	56
Furnivall-New, Ltd.	43	Scott-Bathgate Co., Ltd.	8
G		Shaw & Ellis	52
Gillespie, Robert, & Co.	9	Sherer-Gillett Co.	43
Grant, C. H.	9	Spratts	52
Griffin & Skelley	14	Smith, E. D., & Son.	4
Griffiths, Geo. W., & Co., Ltd.	9	Sunset Soap & Dye, Inc.	45
Guelph Soap Co.	49	T	
H		Tanguay, A. T., & Co.	11
Hamblin-Brereton Co., Ltd.	10	Thompson, G. B., & Co.	9
Hargreaves, Canada, Ltd.	45	Trent Mfg. Co.	56
Hart, C. B., Reg.	11	Toronto Pottery Co.	15
Heinz & Co.	45	Toronto Salt Works	56
Hillock, John, & Co.	6	Turgeon, E.	11
Hop Malt Co.	56	Turton, J. E.	11
Hygienic Products	2	U	
I		Universal Importing Co.	11
Imperial Extract Co.	2	W	
Imperial Rice Milling Co.	48	Walker, Hugh, & Son.	53
J		Walker Bin & Store Fixture Co.	6
Jarvis, F. S., & Co.	2	Washington, G., Coffee	49
Jones, C. & J.	8	Watford Mfg. Co.	49
K		Watson & Truesdale	9
Keating, Thos.	15	Western Can. Flour Mills.	42
L		Wethey, J. H., & Co.	12
Lake of the Woods Milling Co.	Back cover	White & Co.	53
		White, F. J.	10
		Woods, Walter, Co.	52

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESSES FOR SALE

TWO GOOD GENERAL STORES FOR SALE in prosperous localities, both doing a highly profitable business. One on C.P.R. and the other 7 miles from London. Either can be bought right. Apply the Western Commission Co., London.

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

TO RENT

TO RENT—FURNISHED HOTEL, VILLAGE 6 Miles from London, Ont., main road to Goderich. Good stand for butcher or baker. Apply L. Hudson, R. R. 2 London, Ont.

AGENTS WANTED

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

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

MISCELLANEOUS

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

Three dollars a year is all it costs to have this publication mailed to your address every week.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

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

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

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

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

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

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

WANTED

WANTED TO PURCHASE TEA BLENDER

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

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

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

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

GOODS FOR SALE

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

POSITION WANTED

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

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

Buyers' Guide

Good Fresh Poultry

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

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

BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

This Space is Yours
For \$2.50
On Yearly Order

OAKLEY'S
KNIFE POLISH
20-102-7786

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

LARGEST CANADIAN DEALER

ADEL
760

WASTE
PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.
Agents Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

COCOANUT Standard Coconut Mills

E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

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

Hop Malt Beer Extract

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

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

KING GEORGE'S NAVY

CHEWING
TOBACCO

has an extra good flavor

Which accounts for the ever-increasing circle of tobacco users who use this palatable chew.

There are a number of men in your community who will come to your store once they know you sell King George's Navy.



Rock City Tobacco Co., Ltd.

PROHIBITION BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

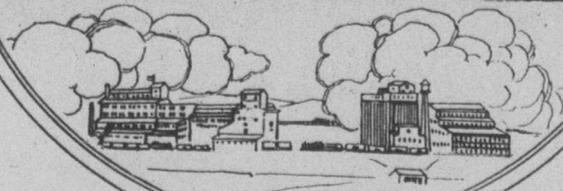
BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



Your Personal Guarantee Still Holds Good

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

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

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

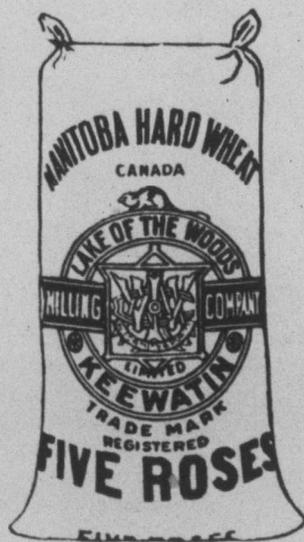
This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

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

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

LAKE OF THE WOODS MILLING CO.,
LIMITED

Montreal "The House of Character" Winnipeg
Offices in 16 Canadian Cities



Daily Capacity
27,400 Bags of 98 lbs.