

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, NOVEMBER 10th, 1916

No. 44



Manufactured by

THE CANADA STARCH CO., LIMITED

Cardinal

Brantford

Fort William



POPULARITY OF GOLD DUST

means easy sales for you

An enormous demand has been created for Gold Dust because it is a meritorious product, reducing housework to a minimum, and every user is a booster.

You have daily calls for Gold Dust because it is used constantly in the home.

The advertising on Gold Dust runs steadily and constantly throughout the year, making new customers for you.

The popularity of Gold Dust means more sales and profits to you if you display it in your store. Have you an ample supply on hand?

THE N. K. **FAIRBANK** COMPANY

LIMITED
MONTREAL

“Let the GOLD DUST TWINS do your work.”

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

Retailers' Orders on Snider Goods to be Entirely Filled, Says Company

THE T. A. SNIDER COMPANY'S REQUEST TO WHOLESALERS

Gentlemen:

RUNNING NIGHT AND DAY TO FILL ORDERS.

Our sales have been enormously heavy past thirty days. We still have five hundred and twelve cars to ship on our fall orders. We have been running night and day since August 4th.

The unusual amount of late orders we have received unquestionably have been diverted to us from some of our competitors on account of many of them delivering short on their future orders.

We have considerable surplus stock for sale after we have filled all of our future orders. Prices and terms on our surplus stock will be made public within thirty days.

Until we have shipped our prompt shipping orders, we will not accept any more orders from wholesalers.

We have a tabulated list showing amount of goods sold to you; also amount of orders sold to the retail grocers through you. We respectfully request you to **properly** fill 100 per cent on all our orders from retail grocers that we have turned over to you. Please see that you do not sell against your purchases so that you will not be able to fill 100 per cent. on the retail orders we have sold through you.

We trust you will realize the importance of filling your retail orders in the manner described in the previous paragraph. You understand it is your obligation to the retailer — not ours. Our obligation is to fill your order complete and your obligation is to completely fill your orders that we have turned into you for the retail grocers.

Yours very truly,

THE T. A. SNIDER PRESERVE CO.

The Snider Co's Letter to Their Salesmen, Backing Up Instructions to Wholesale Grocers:

Gentlemen:

We sent you day letter yesterday as follows, which we now confirm:

"Our Sales Have Been Enormously Heavy Past Thirty Days. We still Have Five Hundred and Twelve Cars to Ship on Rush Fall Orders. Until We Can Catch Up on Prompt Shipping Orders, We Will Not Accept Any More Orders From Wholesalers or Retailers Direct. Have Your Salesmen Sell Against Wholesaler's Previous Purchases Only."

We are going to leave it to your business intelligence to see that ALL wholesale grocers deliver 100 per cent. on all the free deals on Snider's Catsup and Soup that you have sold them.

We Will Deliver One Hundred Per Cent. to the Wholesalers on Their Orders.

Some wholesalers will undoubtedly deliver short on the orders carrying free catsup and free soup unless you properly check them.

The only danger point for you to watch is that the **wholesaler does not sell against his stock so he will be unable to fill his retail orders 100 per cent. that you have turned into him.**

Post your men correctly and in detail on the points mentioned above.

Yours very truly,

THE T. A. SNIDER PRESERVE CO.

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

Our consumer advertising is constantly increasing an already huge demand. It is creating profit for other dealers. It will create profits for *you*.

JAPAN TEA

Japan Tea, the social liquor of the Flowery Kingdom, should always be found where gather those to whom the luxuries of life are necessities. Grown, cured and packed under the control of the Japan Tea Growers' Association, Japan Tea, natural and pure, possesses strength, flavor and aroma not found in other teas.



PICKING TEA

ON SALE AT ALL GROCERS

The Japanese Government prohibits adulteration and coloring of Tea

Are there some among your customers particularly hard-to-please in the matter of quality, especially as regards their tea supplies?

To those, as well as to others less discriminating, Japan Tea—that pure palate pleasing product of Sunny Japan—gives a lasting satisfaction unequalled by any other.

Displaying Japan Tea prominently on your sales counter will start **real** tea sales coming your way, for Japan tea is a repeater right from the beginning.

It is worth a trial.

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

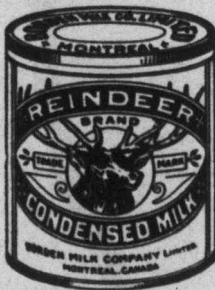
Borden Milk Products

are much in demand
during the Social Season

THERE'S a year-round demand for Borden's, of course, but at no time is the popularity of these delicious, easily prepared products more in evidence than during the Winter months. Aside altogether from their splendid deliciousness is the all-important point of convenience in which Borden Products excel.



THE housewife who has never used the Borden Products will find in them a new convenience, a new economy for the many little social gatherings of the Winter months. Why not go after this business?



IF you have never yet given Borden's a real "try-out," get up an attractive window display NOW—just at the commencement of the social season. Get every customer thoroughly acquainted with the Borden advantages.



Look over your stock. If it's low or incomplete, write us.

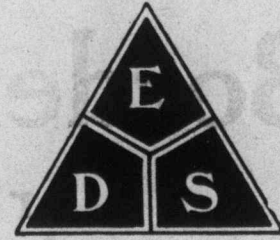


Borden Milk Company, Limited

Leaders of Quality
MONTREAL

Branch Office, No. 2 Arcade Bldg,
VANCOUVER, B. C.

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



Will you be one

of the wide-awake grocers who are going to materially increase their profits during the coming social season by featuring

E. D. Smith's Grape Juice

— the common sense temperance drink ?

Your customers will like this delicious product. They will like it for its own inimitable goodness and because it is the most economical Grape Juice on the market. So rich in strength and purity is it, that dilution is necessary to make it palatable.

All the sweet, natural flavor of the Concord Grape is preserved by the E. D. Smith process. The demand is growing. Why not get your share of the resulting profits?

E. D. Smith and Son, Limited

WINONA, ONT.

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

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

Selling Power



to a tradesman is one of the most important attributes of the goods he buys

CLARK'S PORK AND BEANS

have the quality that satisfies, have the name that guarantees and have the popularity which makes sure sales.



ORDER NOW.

W. CLARK, Limited, Montreal

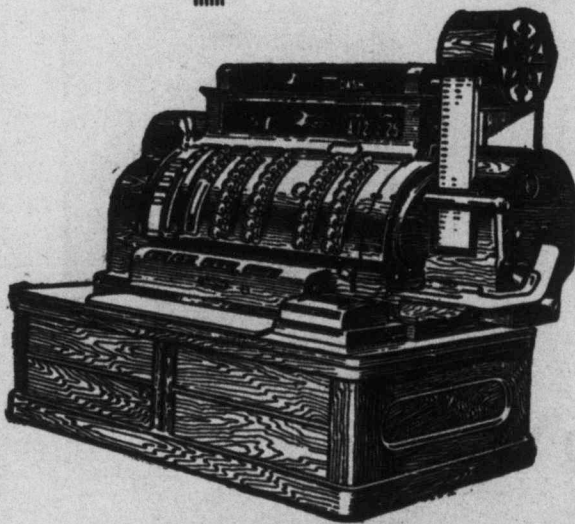
Clark's

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



How Much Money are You Lending to Your Customers?

Can you tell? At a moment's glance? Can you be sure that you have a record of every sale, of every cent that has been paid, for every cent your customers owe you for goods purchased on credit? Can you be sure that a certain bill has not been paid? Or will you risk causing friction with your customers and endless disputes by asking them to pay bills twice? Do you know how many sales have been made in your store to-day—the amount, and who made them? Settle these problems at once by installing an efficient, modern National Cash Register.



Put an end to uncertainty and forgetfulness. This wonderful machine has a leak-proof memory. It records every transaction, big and little, cash or credit, money received or money paid out. It is tireless—working as fast and reliably as you demand. It is prompt—never delays in printing a receipt that accurately records the transaction, that wins consumer confidence, that effectively advertises your store. You will gain many more hours of freedom to attend to your merchandising needs, to your store displays, to your customers' needs.

The National Cash Register Company

of Canada, Limited

Christie Street - Toronto, Ont.

To the National Cash Register Company of Canada, Limited, Toronto, Ont. Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have _____ salesmen in our store. We have a register _____ years old. Principal lines of merchandise are:

Firm name
Address

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

We are distributing car load
finest

New Season's Budded Californian Walnuts

cracking out 98 per cent. In
barrels, about 120 lbs.

Write us to-day, we will help
you to sell them.

Up-to-date Grocers trade with
us—they find it pays them.

W. G. PATRICK & COMPANY, LIMITED

—Importers—

HEAD OFFICE:
51-53 Wellington St. W.
Toronto.

WESTERN BRANCH:
168 Market Ave. E.
Winnipeg.

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

KNOX

DISPLAY



GELATINE



Unless you display KNOX SPARKLING GELATINE and KNOX ACIDULATED GELATINE you are failing to use your windows and counters in the most profitable way, because our steady advertising is always creating sales which you can secure by "showing" KNOX GELATINE and every sale pays you a splendid profit.

"Make KNOX Your Gelatine Leader"

CHARLES B. KNOX CO., INC.,

JOHNSTOWN, N. Y.

Branch Factory: Montreal, Canada

We'll open the door of the Western Market for you

WHY neglect the splendid selling opportunities that this Western market affords you? You just need the services of a reliable commission house, right on the spot, to push your product.

THIS is just what we now offer you, Mr. Manufacturer. Our staff of live wire salesmen are at your service. Our organized selling forces cover the entire Canadian West, with branch offices in the larger Western cities.

PLACING your goods before the Western consumer under such favorable conditions is a guarantee of satisfactory results. Write and we will give you full particulars.

Donald H. Bain Company

Manufacturers' Agents and Commission Merchants

WINNIPEG, CANADA

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

**You will increase your sales
and profits by featuring
Babbitt's**

The well-known cleanser. When you sell your customer a package of Babbitt's for 5 cents you are giving her the biggest value obtainable for the money.

Repeat sales are always certain where Babbitt's is concerned. We give premiums for the trade-marks. Try what a Babbitt display will do for you. Stock up to-day.



Agents:

WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

You are invited to share in a profitable business when asked to stock

GIpsy
Stove Gloss

Every tin sold leaves you a satisfactory margin, and makes a satisfied customer. That is surely a worth-while proposition. You do yourself and your customers a good turn when you

Order "GIpsy" from your
Wholesaler.

HARGREAVES (CANADA) LIMITED,

The Gray Building, 24 & 26, Wellington St., W.,
Toronto. Western Agents For Manitoba: O. F. Lightcap,
Winnipeg. For Saskatchewan and Alberta: W. L.
Mackenzie & Co., Ltd., Regina, Saskatoon, Calgary and
Edmonton. For British Columbia and Yukon: Creeden
& Ivory, Rooms 5 and 6, Jones Block, 407 Hastings
Street West, Vancouver, B.C.



**Its selling record is the
surest proof of its
superiority**

The fact that the Sales of Cow Brand Baking Soda are steadily increasing is the most conclusive evidence of the housewife's confidence in it. Cow Brand quality never disappoints—it is always high grade, always in demand.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

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

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

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

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

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-26, Fenchurch Street, London, England.

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

Your best customers will not thank you for paring a few cents off the price of their coffee.

Give them something exceptionally good at a fair price and you will have their trade to keep.

In other words sell Chase & Sanborn's
HIGH GRADE COFFEES.

CHASE & SANBORN - Montreal

**Century
Salt**

Pure,
even
crystals

This is the evidence of the extreme care taken in the refining and packing of Century Salt. The salt that is best for table or dairy. Every store should handle Century. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT CO Limited
SARNIA - ONTARIO

Y & S STICK LICORICE

48 5c. Packages to Box



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

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

NATIONAL LICORICE COMPANY
MONTREAL

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

Mentally, are you inferior to a bank president?

This advertisement is addressed to the younger men at or near the head of business houses.

It is addressed to you because you have ambition not chilled by the experience of many failures.

It is addressed to you because you have a will — and the strength — to attempt big things.

It is addressed to you because the circumference of your world is always widening—this because of energy on your part and a vision of things far off.

Your world is the world of money and business—very big worlds. They are worlds concerning which you ought to know much.

In particular, you want to know—or should—about Money and Business in Canada. This desirable and essential knowledge can be obtained from reading and study.

But you require an index—a guide, and this you will find in THE FINANCIAL POST, a weekly newspaper, the subscription price of which is \$3.00 a year.

This newspaper tells you about Money and Business in Canada. It lifts you out of your own rather confined world, and puts you into the world of the men who are doing big things.

Now it is clear that you can make more money if you understand Money and Business after the manner of these men at the head of our great banks, financial institutions and manufacturing establishments.

Now this same Big World is open to you—but you must enter it of your own accord, and with a sincere purpose to become familiar with it. The bigger world will adopt you and reward you if you choose to live in it.

These men are probably not a whit better equipped mentally than you. Their advantage lies in this circumstance: namely, that they have chosen to live in a bigger world—the world of Big Money and Big Business. And living in this world, they have stretched out farther and higher—in the direction of richer prizes, by preparing themselves constantly for greater opportunities.

The Post's Business Outlook alone will give you an invaluable acquaintance with big affairs and with the tendencies in business. This helps to give you that foresight so essential in directing your own business to greater success. Read The Post for this Business Outlook if for nothing more. It alone may easily be worth the subscription price to your business.

This is why we urge you to become a regular reader of THE FINANCIAL POST OF CANADA.

And as a young man of ambition and outlook, you will, we feel sure, fill in the form below and return to us.

THE FINANCIAL POST OF CANADA

143-153 University Ave.

Toronto

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

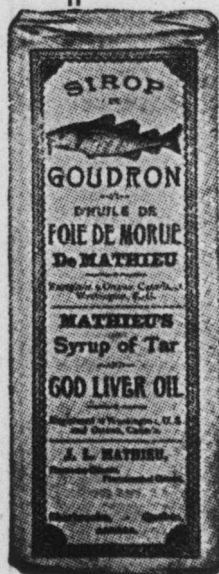
..... 1916.

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

Name Address.....

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC



Your Brush Counter

Is it a help to your business? Is it bringing customers to your store time and time again with repeat demand? That is the experience of dealers handling

KEYSTONE BRUSHES

You cannot carry a better line. Floor brushes, clothes brushes, shoe brushes, dust brushes, scrub brushes, shaving brushes, sink brushes, and every kind used in the home.

Write for prices, etc., to

STEVENS-HEPNER CO.

LIMITED
Port Elgin, Ont.

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



Bowes Extra Special Mince Meat

has all the qualities that make for repeat sales — pure, wholesome, appetizing, delicious.

Perhaps there are some among your customers particularly hard to please. Just try them with Bowes Extra Special Mince Meat.

One taste of this delicious Bowes Product wins the approval of the discriminating. Hence the repeat sales that follow.

And the profits are good. Is there any reason why you shouldn't sell Bowes Mince Meat?

The Bowes Company
LIMITED
72-74-76 Front St. East
TORONTO



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

Why You Should Feature

KING GEORGE'S NAVY



Get Tobacco on the Weekly Order

Don't forget that there is hardly a home in your community where tobacco is not used in some form. Why not take advantage of this by constantly featuring tobacco of established quality and popularity.

A little suggestion from you will put tobacco on many a weekly grocery list, particularly where King George's Navy is concerned. The men folks like it, therefore the womenfolk buy it. And the profits are good.

Try out a sample order.

Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

Imperial Rice Milling
Co., Ltd.

VANCOUVER, B.C.

MIKADO

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

AT LAST WE HAVE THEM

*Fibre
Vinegar
Measures*

PINT QUART FUNNEL

\$2.50 per Set

Used and highly commended by the
Grocery Trade in the
United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

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

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

That Particular Housewife

will find the quality of Tartan Brand Products so unusually satisfying that her future patronage is assured you once you sell her any of these superior lines. Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder, etc., will give every customer of yours a satisfaction that means extra dollars in your cash drawer.

We carry on a big mail business and give perfect service and prompt delivery to every customer.

Tell us your requirements. We have a very special line of Fancy Groceries, Foreign and Domestic.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

Satisfy Your Customers and Profits Take Care of Themselves

And the profits have a way of multiplying that is pretty pleasing when your customers see what sparkling, beautiful jellies they can make with

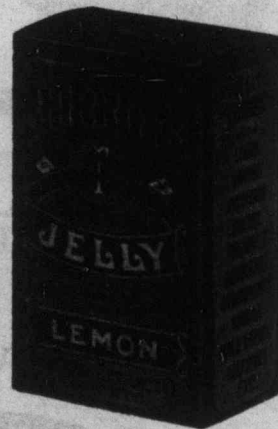
Shirriff's Jelly Powders

There's a good, round list of choices that counts—lemon, orange, raspberry, pineapple, strawberry, wild cherry and more besides. Fruit flavors, everyone of them, high quality, full and rich.

That is the kind of jelly powders to stir up business with—the kind

that makes women proud to see the jellies on their tables.

Quick turnovers can be made with these quality powders. If you haven't prepared yourself for the demand, why not get a case or two and let the folks know you have it—we will send you window display materials.



IMPERIAL EXTRACT CO., TORONTO

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto.
Montreal—W. S. Silcock. 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. Winnipeg, Man.—W. L. Mackenzie & Co., Ltd.
Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy.

Will demonstrate to you the value of stocking lines whose unimpeachable quality has won the unstinted approval of the Canadian housewife.

Repeat Jam sales are certain when it's Furnivall's. Stock up now.

Furnivall-New, Limited
HAMILTON, CANADA

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

To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

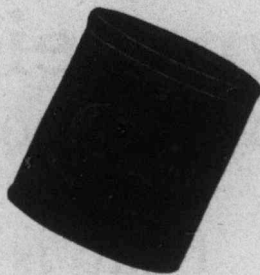
Holder of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.



Irresistible

No other word can adequately describe the quality and flavor of

Malcolm Milk Products

Once you begin to sell the Malcolm line you will not want to be without them. The demand is ever present and the profits are good.

Why stock foreign-made milk products when the Malcolm line, which is entirely Canadian made, will give you just as good results, just as good profits as any imported line.

We pay freight up to 50c. per 100 lbs. in Ontario, Quebec and Maritime Provinces.

THE MALCOLM CONDENSING COMPANY, LIMITED

ST. GEORGE

ONTARIO

You'll get big dividends from this investment



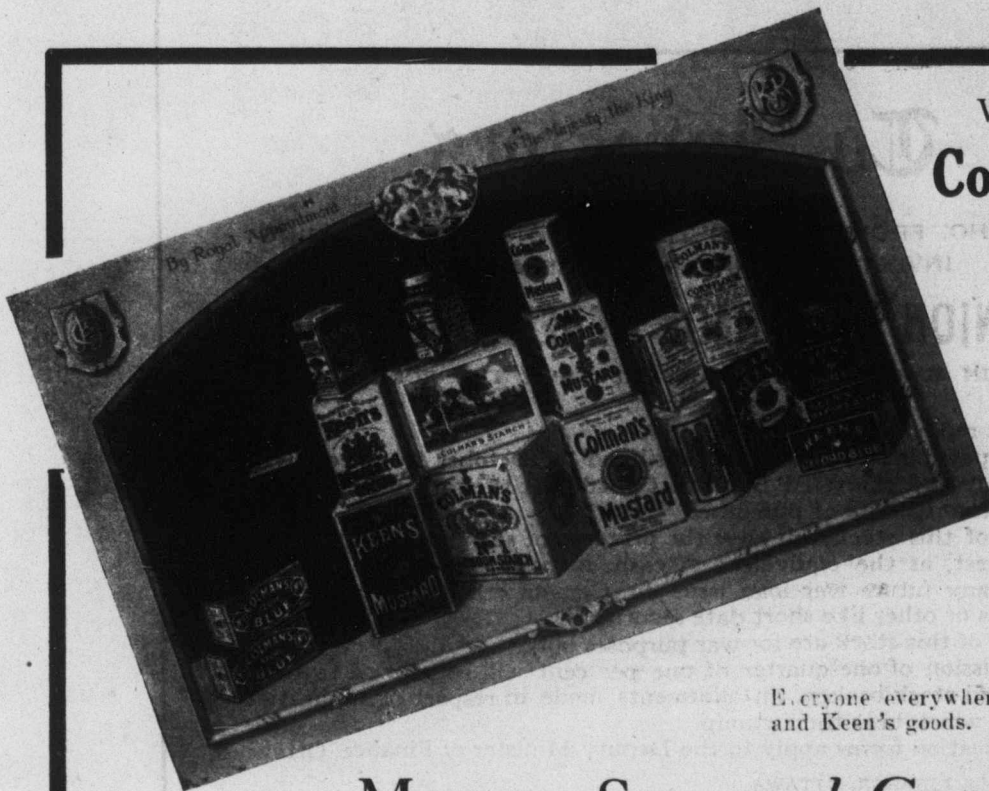
The initial expense of installing a **Eureka Refrigerator** will be quickly repaid over and above by the money-making service it gives. The warm air flues across ceiling of cooling room connected with warm air flues at sides and ends is but one of the many exclusive features of the Eureka. Write for booklet.

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

EUREKA REFRIGERATOR CO., LTD.

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

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



With one of the new
Colman and Keen
Showcards

displayed in your store, you will find the demand for these popular lines still more marked.

These cards are the last word in colored lithography, each package being reproduced in facsimile—just the right idea to catch the eye and promote bigger sales.

Everyone everywhere knows the quality of Colman's and Keen's goods. Are you getting your share?

Magor, Son and Company, Ltd.

191 St. Paul St. W., Montreal

30 Church St., Toronto

You like to give down weight
 in your store and you instruct your boys to do it, but a person in a hurry isn't a very accurate weighing machine. That is why you come from one to two pounds short on every hundred pounds of sugar you weigh out.

LANTIC SUGAR

in bags and cartons is good honest weight and *you can sell as many pounds as you buy.*

2 and 5lb. cartons.

10, 20 and 100 lb. bags.

Atlantic Sugar Refineries, Limited

**ST. JOHN, N.B.
 MONTREAL, QUE.**

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

CANADIAN GROCER

Vol. XXX.

TORONTO, NOVEMBER 10, 1916

No. 45

Bread Situation Becoming Acute

What Will Grocers do to Secure a Fair Margin of Profit?—Baker Declares That the 2-Cent Profit Now Allowed the Dealer is the Best That Can be Done — Must Price to Public be Raised?

EDITOR'S NOTE.—The bread situation is far from satisfactory from the standpoint of the grocer. The advances in price that have been put into effect recently leave him with exactly the same profit as he got before—and it was always inadequate. Consequently the percentage of profit that accrues to the merchant is getting smaller with each advance in the price of bread.

The grocers of Toronto decided some time ago to send a deputation to the bakers to see if a better margin could not be allowed. This was recorded in CANADIAN GROCER at the time and an article was afterwards run, giving the views of Queen City bakers. The meeting was not arranged, however, and since then the price has advanced again. Judging from the views presented in the following article, however, it is pretty well assured that no relief can be expected from the bakers. If the grocers are to improve their position on the bread question it will be necessary to increase the price to the public sufficiently over the bakers' price to the public to give the grocers a fair profit.

The situation is the same practically in all parts of the country.

THAT the Toronto grocer will have to be content with his present profit per loaf is the opinion of Mr. Bredin, of the Canada Bread Company, Toronto, when seen by a representative of CANADIAN GROCER.

Mr. Bredin admitted that there had been a very considerable agitation on the part of the grocers generally to have the price to them decreased, arguing that they were not getting the same percentage of profit on their turnover. Mr. Bredin was very emphatic that no such action could be taken, though the grocer would still get his two cents per loaf clear profit.

Bread makers were quite contented to make the same profit per barrel of flour as formerly without expecting the same

percentage of profit, and he considered that the grocers should look at it in the same light.

Mr. Bredin admitted that the increase of one cent per loaf had made a considerable difference in their business. He thought this partly due to newspaper agitation to housekeepers to bake their own bread, which had undoubtedly had its effect. They were not worrying on that score, he said. The bread-baking craze would die out. In the meanwhile if the grocer did not sell bread, he sold flour, while the baker had nothing to fall back on.

Future Prices

Regarding the probability of further increase in the price of bread in Toronto. Mr. Bredin was non-committal. "I

would oppose an increase as long as possible," he said. "We make more money with bread selling at 5 cents than at the present figure. At the same time, no one can foresee what is to come. We used to wonder if it were possible for wheat to reach two dollars. Now we know it will come to that, and only wonder how much higher it may go. Remembering these things, it is impossible to say what may have to be done by the bakers to meet the situation in the future."

The Grocers' Position

In the meantime, the grocers feel that the position is very unsatisfactory from their standpoint, especially since the last increase. Some favor an increase of half a cent to the consumer, as this would give a better margin and enable them to handle bread without, at any rate, incurring loss, as at present.

Word comes from many sections that the bread problem is being given serious consideration by grocers. It is especially trying, as the public, despite everything, retains the suspicion that the grocer is making a larger profit.

BREAD UP AGAIN.

Torontonians have had to dig down for another penny in purchasing bread today. The price of the baker to the consumer has been advanced from eight to nine cents a loaf. Retail merchants generally have made no decision as to what they will do, but Mr. Miller, of the R. M. A., gives it as his opinion that the retailer will have to raise his price to 19c. or 20c. for the large loaf.



Is the Circular a Business Getter?

Does It Pull Trade?—Is the Trade It Pulls Worth Pulling? One Dealer's Experience Convinces Him That It Is Not Satisfactory

THE practice of circularizing for groceries is a practice that is more or less hallowed by tradition. Most grocers have tried it. Some count on it as an effective method; others have discarded it. The bulk of grocers, however, have no particular opinion in the matter.

W. K. S. Hunter, who runs a very attractive grocery at the corner of Maple and Prospect Avenues, Hamilton, has given the circular method of trade drawing a fair work out, and has joined the ranks of those who doubt its efficacy.

Mr. Hunter started a campaign of weekly circulars, listing certain lines diversified enough to catch a variety of trade. He began his campaign with paper dodgers. The results were so microscopic that they were almost unnoticeable. A dodger of colored cardboard, however, produced a most remarkable change. The cardboard dodger drew trade where the paper hadn't the slightest influence. This in itself is a point worth noticing. In these days of persistent circulars it has become a habit to treat them cavalierly. They are usually crumpled and thrown away. Probably the paper dodgers never received the consideration of a glance. Naturally their advertising power was nil. But the board circular won't crumple; it takes a certain amount of effort to dispose of it. Hence it usually escapes. If it escapes long enough it is pretty sure, sooner or later, to attract attention.

Mr. Hunter, while he does not favor the circular, does not criticize its pulling power. He got results, business boomed; everyone was busy, even overworked; the volumes of sales increased. But there was no corresponding increase in profits. Business was being done for the sake of getting the business, not for the sake of any tangible financial gain.

Where the Scheme Fails

When asked his opinion of why this should be, Mr. Hunter explained that, judging from his experience of months of regular circularizing, the pull of the cut price circular was directed to a type that wasn't worth pulling. "Mainly," he said, "these new customers were special hunters." They bought my specials, but nothing else. They bought my neighbor's specials, but nothing else. They lived on cut prices and brought no paying trade to the store. The cuts on these circulars were often so low that it left not enough margin to cover the handling charges on the added business.

"Then, too," he continued, "this system interfered with my regularly estab-

lished business. Good customers began to wait for these special offers, and so I lost a profit on good trade that I already had. Sometimes it constituted a cause of complaint. Suppose a customer purchased goods on Thursday and on Friday my circular showed a cut, the customer, not unnaturally, considered that I had taken an advantage."

These are one man's views of the disadvantages of a system of circulars. Unquestionably there is a hard basis of fact here that cannot be gainsaid. But the fact remains that the pulling power is there. Mr. Hunter proved this to his own satisfaction. With the circulars his gross business increased, to fall off again when the system was discontinued. The crux of the situation is, then, how to change the details of the scheme so that the attraction may be to the store rather than to the prices. All circular methods must in the nature of things draw a large percentage of blanks. But one or two good customers gained will offset a good deal of useless effort.

BROOMS ARE SOARING

Conditions in the broom market are in a panicky condition. An unusual condition has arisen this year in that manufacturers will have to pay exceptionally high prices for broom corn. Broom corn in the United States is now selling at \$175 to \$200 per ton, while in a normal year in the past the prices ranged from \$60 to \$125 per ton. When the broom corn is laid down in Toronto it costs the manufacturer in the neighborhood of \$240 per ton, duty and freight paid. This year there were no stocks of broom corn carried over from last year, which has usually been the case in the past. The crop in the Western United States has been short and the demand for brooms has been good. Manufacturers in the United States, when they found that there was to be no surplus from last year, went into the market and bought all they could get their hands on. This sent the prices skyrocketing.

Some dealers assert their belief that prices for brooms will in all probability be 50 per cent. higher by spring time. During the past week or ten days prices on all grades of brooms have advanced from 75c to \$1 per dozen. One of the Canadian manufacturers who recently returned from a trip to Chicago stated to CANADIAN GROCER that the warehouses for broom corn are practically

empty. In the United States the cheapest broom that will be put on the market this year will be \$4.50 per dozen. In Canada the cheapest grade will probably run \$5 per dozen. This will mean that there will be no 25c brooms and no 40-cent line. The cheapest broom will be 50c and will range up in price to \$1.

For the past two years the yield of broom corn has steadily decreased and the consumption of brooms from all appearances has steadily increased. The equalizing point has been reached and passed, with the result that the surplus stock of broom corn in the United States has been used up, forcing manufacturers to depend on the short crop of this season.

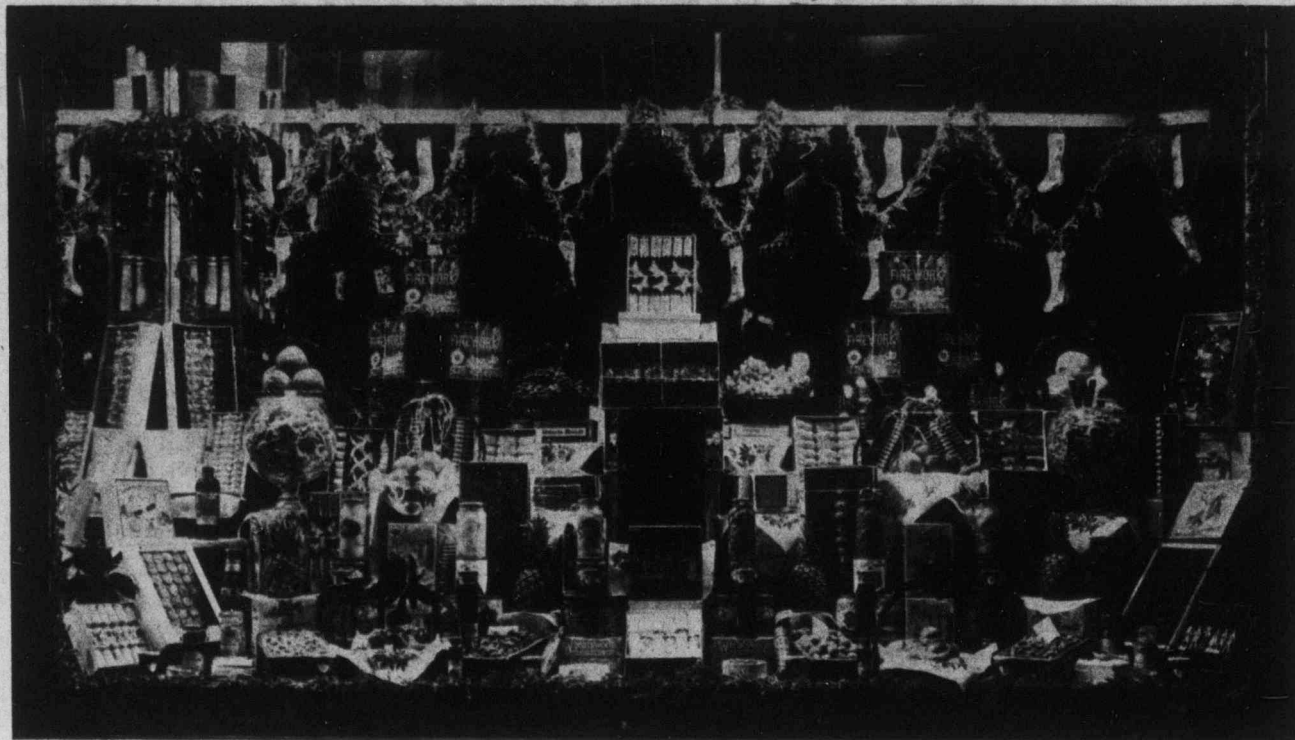
SERVING HOT DRINKS

A marked feature of the service rendered by the Paquet Co. of Quebec, to customers, is the serving of warm drinks free. As shown in the accompanying illustration, part of a counter in the store



Serving warm drinks to customers.

is set aside for this service and presided over by a young woman clerk. Customers may go to this counter and ask for what they want and are served promptly and courteously. It has been found that this service is very much appreciated and that it undoubtedly results in bringing business.



A Christmas Suggestion

THE Christmas season is the season *par excellence* for window dressing. People are in a buying mood and are open to its suggestions more than at any other period. The CANADIAN GROCER, with the idea of suggesting possible window dressing schemes for the holiday season will illustrate each week attractive displays that have proved of advertising value in the past.

The present cut is of the store of D. W. Clark, 248 Avenue Road, Toronto.

The floor of the window displays figs, crystalized cherries, all varieties of nuts, and the Christmas crackers so indispensable to the season.

Behind this a row of fancy biscuits topped by fresh pineapples and fancy fruit in jars. Beyond this again a pyramid of tinned fruits crowned by an inviting display of fruit in glass jars.

Fard Dates, tins of imported biscuits surmounted with figs and comb honey are behind this, while grapes, grapefruit and other fruits form a further background, with garnishings of Christmas stockings displayed about the sides of the window.

The whole makes a delightfully bright display in which red is the predominant note.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

JOHN BAYNE MACLEAN, President.

H. T. HUNTER, Vice-President.

H. V. TYRRELL, General Manager.

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

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

Vol. XXX.

TORONTO, NOVEMBER 10, 1916

No. 45

THIS IS a good time to feature flour.

* * *

REMEMBER that Christmas is getting closer all the time.

* * *

WATCHFUL waiting, it seems, is no more good as a political policy than it is in business. Get out and hustle is, after all, the only motto worth while.

PLACING THE BLAME.

THE grocers of the Retail Merchants' Association of Winnipeg have issued a statement with reference to the increased cost of all food stuffs, in which they point out that the blame, if there is any blame to be placed, does not rest on the shoulders of the retailer. The manufacturer and wholesaler have advanced their prices, it is pointed out, in some instances as high as ninety per cent. and this has compelled the grocer in turn to advance his prices to the consumer.

This move of the Winnipeg merchants is in the right direction. The retailer has too long been passive in the face of the buffeting of a public incensed at the rapid rise in the cost of living. Steps should have been taken long ago to convince the general public of the fact that the retailer is not responsible for the movements of food prices and that in his role of final distribution he never gets a profit that is more than enough to keep his business in sound condition.

At the same time the education of the public should be undertaken jointly by the three branches of trade — manufacturer, wholesaler and retailer. When one of the three arms of the trade triangle undertakes to put its case simply before the public it has the effect unconsciously of leaving blame with the other two. The resolutions of the Winnipeg retailers

CANADA— OFFICES:

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

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8071 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—

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

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

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would have been more effective had they covered the full case, showing that behind the increases that manufacturers and wholesalers had put into effect lay heavier costs of doing business, hugely increased costs of raw material, shortages of supply, dearth of labor and other contributory causes.

In fact, it would be well if some means could be devised to thoroughly investigate this whole problem and to lay the facts before the public. This would certainly have the effect—to get back to our original point—of clearing the retail grocer in the eyes of the public.

AMERICAN STATUS OF OLEO-MARGARINE.

IN THE last issue of CANADIAN GROCER appeared an article and editorial dealing with some of the advantages and disadvantages to be derived from the re-introduction of Oleo-Margarine on the Canadian market.

In this connection it is interesting to note some of the legislation that has grown up around the commodity. In the United States there is a federal statute fixing a graded scale of taxes for all handlers. The manufacturer pays \$600 yearly, the wholesaler \$400, the retailer \$48.

In Canada we forbid the sale by way of protecting the dairy interests. In the United States by means of the apparently heavy tax, they give the dairy interests the protection they need. Without this tax, with the cheaper ingredients entering into the composition of Oleo-Margarine, it might become a very serious rival of butter.

In addition to the tax there is another local statute calling for ¼c. tax on every pound of Margarine sold. When it is colored to look like butter, instead of ¼c. the tax is 10c. per pound, surely in it-

self sufficient protection. In some states too there are state laws which impose another 6c. per pound tax, making the sale of the article almost impossible in these localities.

Besides protecting the dairy interests these taxes that seem on the face of things very exorbitant, protect the consumer. The tax lists show every handler of the product, and it would be comparatively simple to trace any infringement of the law.

In Great Britain very drastic means have been taken to ensure the public against the fraudulent sale of Margarine as butter. All packages must carry the words "Oleo-Margarine" in letters 1½ inches wide. The law requires also that no more than 10% butter fat shall be used in its manufacture. The intention obviously being to keep the two products as far separated as possible.

These legal remedies seem to indicate that there are other means of regulating such product, beside the simple method of exclusion. It would also seem to indicate that there is a wide margin of profit in such products if they can carry the heavy burden of taxation and yet sell 8c. to 10c. per pound lower than butter.

Of course were Oleo-Margarine imported from the United States it would still have to carry the American manufacturing tax. Whether this would be sufficient to make it unprofitable business only experience can show.

ADVERTISING WITHOUT A PULL.

AT the annual meeting of the Association of Canadian Advertisers held recently in Toronto some subjects of vital interest to all advertisers were discussed.

Among these the question of irresponsible sellers of advertising was strongly to the fore. Programmes, year books, special editions, it was urged, were being exploited as advertising mediums, whereas their effectiveness was practically nil. It was pointed out that business men were astonishingly easy victims of these schemes, which were often put forward with absolutely no proof of publication.

Investigation by the Association had proved that many of these schemes were fraudulent. In view of this fact it is their purpose to protect their members by getting a report on all these forms of advertising presented to its members, so that they may have an intelligent understanding of the actual advertising value of the medium.

This is unquestionably a move in the right direction. Many merchants are every year induced to invest in these schemes. Sometimes they expect to reap a benefit. Sometimes they invest more or less for charitable reasons. In either case it is a poor and illogical way to spend money, and has a tendency to discredit accepted standard, result-producing channels of advertising.

Most merchants set aside a bulk amount to cover their yearly advertising. When any portion of the amount is frittered away in these channels, that in the large majority of cases have not the interest of the advertiser in mind even in the slightest degree, it is evident that the merchants advertising campaign is robbed of the punch it ought by right to have.

Any such movement to curb the activities of irresponsible advertising solicitors deserves the support of every business interest.

THE WHOLESALE TRADE FAIR

ELSEWHERE in this issue is an article which gives an outline of the Leipzig Wholesale Trade Fair which is described as the pivotal point of German industry. The British Industries Fair and the Lyons Fair are Allied imitations of it. Another is planned for in Utrecht in Holland in 1917.

The movement for the establishment of such fairs is said to be sweeping the Allied nations of Europe. Undoubtedly that movement will be reflected here. The extent and manner of this development is unknown at present and this fact renders doubly necessary the viewing of it from every angle at present in order that we may intelligently prepare for the future.

Several plans suggest themselves in this connection. The most obvious one is that the Canadian Manufacturers' Association which so well represented this country at the Lyons Fair might act in conjunction with the British Industries' Fair Association to secure and maintain a permanent representation of Canadian manufactures in that exhibit. Or again a Canadian Fair might be feasible, although there are undoubtedly many arguments to be advanced against the latter plan in view of the present undeveloped scale of our manufacturing industries.

On the occasion of the recent fair in London the promoters were unfortunately so hampered by a lack of space that they had to restrict the exhibit to four principal trades, which resulted in hundreds of valuable exhibits being turned away. It is hoped that by next year this difficulty will have been overcome. The participation of the overseas Dominions in the London Fair would undoubtedly contribute to making that a gigantic exhibition.

The vital importance of these fairs cannot be too strongly emphasized as a factor in creating a prosperous condition of trade. They furnish a degree of permanence to it offered by no other agency. Orders are booked a year ahead. Goods are standardized, production costs lessened. In short, the manufacturer can plow ahead. It is further pointed out that as a stimulus to the creative faculty of the nation these fairs are unsurpassed. The development of the idea in Canada appears to be a necessary corollary of any plan of trade expansion.

Western Merchant Watches Buying End



L. G. Teeple, of Lethbridge, Follows Markets Closely—Has Well-Equipped Store—His Progress Has Been Marked Since Entering Business

L. G. TEEPLE, of Lethbridge, Alta., an interior view of whose store is shown above, is a progressive merchant who has built up a good connection during the six years that he has been in business. As will be seen, Mr. Teeple has a well equipped store with a cash register, computing scale, coffee grinder, cheese cutter, meat slicer, and other items of equipment which go to improve the service offered the customer. The store presents an attractive appearance, and with its display counters, and display bins, gives every opportunity for effective display of stock.

Mr. Teeple has been a believer in advertising in all its different branches. He has used the newspapers, and has been able to trace good results from his newspaper campaigns. The backbone of his publicity work, however, has been his display windows. In addition he has made some use of circulars, and has also used novelties occasionally for publicity purposes.

Mr. Teeple has given special attention to the buying end of his business, and, with that end in view, has been a close reader of the markets in CANADIAN GROCER. He has always studied market trends, and has thus been able to buy intelligently and profitably. A representative of CANADIAN Grocer visited Mr. Teeple's store, a

short time ago, and in the course of conversation with the proprietor found him most emphatic in his assertion of the importance to a grocer of keeping as closely in touch as possible with all matters pertaining to the stock he carries. Climatic conditions which affect the fruit supply from California are as important, in a trade sense as the submarine warfare which hinders the shipping of currants from Mediterranean Ports. The grocer who aims to buy when goods can best be bought, and to keep his stock well assorted, must know and understand conditions governing the important points of supply and demand.

A CARD TO THE PUBLIC

Mr. Nixon, Dundalk, Ont., has recently started up a grocery store. A small card is being widely distributed by him for the purpose of bringing his store to the notice of the buying public and thus working up a business. The following message appears on the card:—

"The General Public has realized for some time that the real buying power of the dollar is not represented in Quantity only. Quality is much more important and we have realized that the buying public demand Quality. Our motto has been and always will be—'Quality First.'"

A POULTRY BOSS?

New York.—There is a "boss" in the poultry business, dealers told District Attorney Swann yesterday, whose word fixes the price at which New Yorkers may buy their fowl in the markets. This "boss" is to be unearthed and prosecuted by the District Attorney's staff, with other dealers who took part in the recent manipulation of prices when there were prospects of a food shortage. The Grand Jury has been charged to pay special attention to the matter in its investigation also.

A delegation of merchantmen, retailers and slaughter house men had a conference with Mr. Swann, in which they told the inside story of how poultry prices are handled. The matter was turned over to John T. Dooling, Assistant District Attorney. It was said by the delegation that no valid reason at all existed for the jump in prices experienced last Thursday.

At that time fowl jumped from 18 to 23 cents a pound and spring chickens from 22 to 28 cents, in spite of the fact that there were fifteen to twenty carloads on hand.

It was shown that telegrams were received from the Western shippers ordering local receivers not to sell until the market price had been fixed.

What About the Potato?

Stories of Trusts, Combines and Enormous Profits a Dream — Failure of Ontario and Quebec Crop Makes Actual Crop Shortage—American Buyers on Canadian Market

OF recent date a good deal of attention has been centering around the humble potato, and newspaper scribes have been doing themselves proud, in acquiring or dreaming Arabian Night dreams of how the price of the lowly, though necessary, tuber is being bolstered up in price. There have been stories of potato trusts and combines, or railway yards crowded with cars of potatoes, of carloads being allowed to rot on the track rather than risk depressing a market. Even the Toronto *Globe*, under date of November 1, prints the following little fable on its editorial page:—

In Moncton, N.B., where our supply of potatoes is obtained, the price quoted is 70 to 85 cents per bushel. This is \$1.05 to \$1.27 per bag, and the price in Toronto is \$2 to \$2.10. On these days of railway perfection and commerce on a gigantic scale the margin seems wide. Who is obtaining the advantage?

All interesting enough reading, no doubt, but rather reminiscent of a story of Mark Twain who, when shown the reports of his own death, which some progressive or misguided scribe had succeeded in getting by, remarked that the report was greatly exaggerated. There seems to be no basis of fact in any of these charges.

Some Quotations

On the date of publication of the clipping from the *Globe*, New Brunswick potatoes were quoted f.o.b Toronto, at \$2.05. This was in bulk car lots. Thus a wide margin peters out into rather microscopic proportions.

Most of the New Brunswick potatoes are shipped in bulk. It costs for bagging at the present high price of labor, about 5c per bag. While the bags themselves, even bought second hand, can hardly be had for less than 7c per bag. New Brunswick potatoes, too, have been showing a very high percentage of waste, in some cars running as high as 50 bags, a good profit in itself. These are items that must be considered.

The New Brunswick potato is the famous Green Mountain variety and is, of course, in greatest demand. There is only a fair crop in the section, and it is necessary to look elsewhere for relief, with Ontario and Quebec practically bare of potatoes.

Potatoes from Alberta and British Columbia

There are very good white potatoes arriving from Alberta and British Columbia. The Alberta crop is reported large. Very severe frosts have been re-

ported from that section recently, however, that will prevent any further digging. It is not yet known how well the growers were protected, and no prediction is possible as to the amount of damage that may have been done. It seems probable, however, with the scarcity of labor that existed in the West this year, that there will in all likelihood be a considerable loss.

No American Potatoes Available

British Columbia is shipping fairly heavily with good quality stock, and both these lines are quoted somewhat less than the New Brunswick potato, Albertas around \$1.75 per bag, and British Columbia around \$1.90. These three shipping sections are about the only sources of supply. There is no hope of being able to import American potatoes at present, as the prices there have also reached a high level. Buffalo was offering \$1.60 per bushel (60 lbs.) on November 1, and the wholesale produce men expect to see this figure advance probably to \$2 per bushel. It is evident, therefore, that with a tariff of 30c per bushel, a 7½ per cent. ad valorem war

tax, and freight charges, that it is impossible to expect any relief from this source.

Moreover, Canada, with an unusually small potato crop of her own, is being drawn upon heavily to meet the American demands. Numerous American buyers are operating in British Columbia and doubtless in the other shipping points. Five carloads of British Columbia potatoes were sold last week in Toronto to one American buyer at a straight price of \$2 per bag.

The situation is unquestionably serious, but it is better to face the facts squarely. There is an actual scarcity. Large dealers are not able to get the quantities they need to meet their requirements. There are no heavy storage holdings. The weather conditions at the time the crop was in the ground were not favorable to a speculative handling of large quantities of potatoes in cold storage.

In the light of these facts it would be well to take all these stories of trusts and combines and enormous profits for the middleman, with the proverbial pinch of salt.

Grocers Issue Statement

In an endeavor to fix the responsibility for the high cost of living, the grocers' section of the Winnipeg branch of the Retail Merchants' association met on Oct. 30, at their offices in the Chambers of Commerce. Grocers were present from all parts of the city and exhibited the keenest interest, going thoroughly into the whole question of advanced prices. The president of the Manitoba organization, C. F. Rannard, was present, and referred to the City Council meeting which he had just left and before which a local women's organization had brought up the same question.

The meeting gave out the following statement to the press:—

"It was brought out that prices have been advanced in practically all lines by the manufacturers and wholesalers. Possibly 90 per cent. of the lines carried by grocers can be included in this list.

"Notwithstanding these advances, retailers are still selling at former prices many of the lines affected. As a result, the margin of profit has been reduced, while the expenses of doing business have increased.

"While the general conditions pre-

vailing for some time past have been more or less unfavorable, and may have influenced prices considerably, still we think that an investigation would reveal causes which have not been disclosed to the public in the press or otherwise, by those who endeavored to get at the root or cause of the rapid changes in the prices of commodities.

A Big Factor

"We would direct the attention of the Dominion and Provincial Governments, the City Council, and all organizations who may be endeavoring to deal with this problem to the fact that the protection afforded manufacturers and combines in Canada is, in our opinion, responsible for many of the causes of advanced prices. The prices in Canada appear in many cases to be fixed, not upon the cost of production, but regulated by outside competition.

"The Retail Merchants' Association will cheerfully lend its assistance at all times to any of the organizations that may be endeavoring to solve this vital question. The welfare of our customers is something which occupies a great deal of our attention, and for that reason we are disposed to submit these facts for consideration by the public."

The Bogey of Dead Stock

An Enemy of Profit, a Friend of the Insolvency Courts — Combating the Introduce —
Some Methods and Their Success in Practice

THE bogey of dead stock is one of those unwelcome little strangers that is born into every growing business. Its growth may be stunted by careful buying to a great extent. But no man living has yet been able to find the answer to the riddle of "What the public wants," and probably never will. Consequently even the wisest buying cannot quite meet the situation.

Could a buyer discern and foretell why the public will take one line of goods to his heart one day, and metaphorically speaking, kick it into the gutter the next he would make the Sapien Solomon of old look like the merest picker in wisdom.

No, the bogey is a fact that has to be faced. It may be shirked and the bogey permitted to grow up into a fine specimen of whatever a grown up bogey may be or it may be kindly, but firmly cuffed on the head, and if not definitely killed at least urged into a condition of practical quiescence.

Why Dead Stock Becomes a Menace

The difficulty in the situation is that so many merchants have come to look on dead stock as a necessary evil, as a condition that must of necessity grow from year to year, and apparently make no effort to meet the situation. Most insolvency proceedings are a sad commentary on this fact. Many a good store solvent on paper is dragged down by the dead weight of unsalable merchandize.

Others there are who foresee the result of such negligence and meet it in their own way by writing off from time to time a certain percentage for dead stock. This is at least business, if unprofitable business. Surely there must be better ways.

Speaking of dead stock, is not intended to convey the idea of worthless stock. Good saleable lines relegated to the back shelves by the public caprice—Goods that have been long in stock and show it by their dusty labels, but whose actual service qualities are unimpaired. Goods whose appearance has suffered from one cause or another. These we would designate as dead stock.

Some Effective Remedies

There have been many ways devised of stimulating trade and many of these have their effect in helping to move dead stock. Of course price cutting is one of the most favored, but price cutting is

not the 'cure all', that some people imagine. Persistent price cutting is a slip shod method of merchandizing unless there is an intelligent method behind it.

Capitalizing the Gambling Instinct

A Montreal merchant took advantage of the gambling instinct that is an unquestionable characteristic of human nature. He was heavily overstocked in some special lines, fancy nuts and dates in glass, olives, candied fruits and similar articles mainly Christmas stock that his Christmas trade had not consumed. Dead stock it was at least temporarily, for there never was a corpse deader than a special article out of season. His idea was to wrap these articles up in fancy wrappings that concealed their identity and sell them blind. Samples of the articles selling in this way were arranged on the counter and an attractive card directed attention to the low price, made possible by the good margin of profit on such goods. It was an experiment but according to the dealer, an effective one. He expressed himself as greatly surprised at the people who were attracted by buying goods that they did not really want, by the small spice of excitement in the transaction. The reader can decide for himself whether such methods are wise.

Other merchants have met the situation by straight business methods. Mr. Bain of A. G. Bain & Co., King Street, Hamilton, when asked if he found it difficult to guard against dead stock, replied: "I don't think there is ten dollars worth of dead stock in the store." When queried as to the why and wherefore of the happy state of affairs, he said that he saved himself by careful oversight.

If a line was going slow and showed a tendency to hug the shelves, he tried to figure out the reason and find some scheme of stimulating it. Would you cut prices? He was asked. His answer was an emphatic, "No"—Price cutting does not figure to any extent in Mr. Bain's business method. "My Customers," he said, "are not as a rule conversant with prices, and a cut wouldn't interest them, it would probably make them suspicious of the quality, and I make my appeal for trade on the quality fancy goods first and the price afterwards." Mr. Bain outlined his methods as follows: If a line that usually sells, shows a tendency to drag—Attractive window displays may be

enough to review its activity. If not, any clerks will be advised to draw it to the attention of customers. I have even sent samples around with my delivery men and order takers and have found these methods sufficient to keep my stock moving without price cutting.

A Traveller for a City Grocery

Mr. Hobson of Peebles & Hobson, King Street, East, Hamilton, carries the idea of sending samples of dull stock with delivery even a step further. The firm caters particularly to a well to do trade, to whom price cutting methods would not be an inducement. Dead stock is bound to accumulate in such a store unless some method is devised to meet it. It is met in this instance by keeping a salesman continually working in the city. He works in parts of the city that is influenced to a large extent by price. When a line drops it is at once put on this salesman's list, at a little below the ordinary figure. If it does not take, it is withdrawn for a while, to be re-introduced later with other goods at a little lower price. It is not looked upon as a money making scheme but it does keep down losses to a minimum. "We aim," said Mr. Hobson, "to make enough on these goods, even at the lowered price, to at least cover the salary of our salesman—We do more than that. You would be surprised at the volume of business we get in this way. But if we cover expenses we would consider it profitable."

These then are a few weapons that have been effectively used to combat this drag in business. Perhaps they may prove of value as an example or as a hint to suggest other methods of equal effectiveness.

New Goods Department

The Acadia Sugar Refining Company, of Halifax, are now putting up their sugar for the first time in new and attractive 2-lb. and 5-lb. cartons. The carton carries the "Royal Acadia" trade mark in color, the corner of which is supported by a charming young girl, who apparently is somewhere in her delightful teens. The red, brown, yellow and blue in which the carton is printed forms a pleasing combination.

Utilizing the Wholesale Fair Idea

A Review of the Organization of the Pivotal Point of German Industry—What Britain is Doing to Oust Leipzig—An Interview With H. Kershaw

THAT the Leipzig wholesale trade fairs have made modern Germany is the statement made by H. Kershaw, the representative of the British Board of Trade, now in this country in charge of the Exhibition of Enemy Goods. Mr. Kershaw has in the past two years taken an active part in the efforts of the British Board of Trade to emulate this German fair and thus is particularly well qualified to speak on the subject.

Asked to outline the nature of the fair, Mr. Kershaw said:—"The Leipzig Fair was a wholesale trade fair, participated in by over 4,000 manufacturers. It was ostensibly open to all nations. In reality it was closed to all others than Germans and Austrians by the nature of things. Foreigners could exhibit there, but they could not compete against the German organization on prices. Thus they represented only a sprinkling of the exhibitors."

Wholesale Only

"The fair is strictly a wholesale one. Orders are given on an immense scale. The sales are made on the spot on the basis of the samples shown. The attendance before the war consisted of scores of thousands of the cream of the world's buyers. They came from all over the civilized globe. The great value of the fair lay in the fact that the manufacturers received perhaps in a few days sufficient orders to keep their plants busy for a year ahead. Thus, a highly desirable and usually abnormal condition was made to become a regular and established part of German trade."

Big Orders and Low Prices

"The obvious and logical result was that German and Austrian manufacturers were enabled to quote extremely low prices. The certainty of working at capacity for many months ahead enabled them to buy their material ahead and to take advantage of the market, to standardize their produce and to reduce overhead and other large charges, such as the upkeep of an elaborate sales organization. As the buyers who frequented the fair were a substantial class, it is presumed that the percentage of bad debts was very small.

History of the Fair

"The fair is hundreds of years old and has been identified with German commerce since its inception. It represents the essence of the German power of organization from which it sprang.

It is only within the last few decades that it assumed first rate and international significance.

The Organization

"It is a combination of private and municipal enterprise. The manufacturers maintain a Fair Committee which co-operates with the municipality of Leipzig, of which city the fair itself is the chief source of wealth. A most voluminous and complete catalogue is issued which is divided into three groups which include the names of manufacturers, the trades represented, the towns and countries exhibiting, as well as a comprehensive plan and general layout of the buildings which house the exhibits.

A Fair City

"The entire city is turned over to the needs of the fair. The normal uses of entire sections are replaced by the exhibit office buildings, factories, residences, schools and other public buildings are all utilized.

All Classes of Goods Shown

"All classes of goods were shown, but the principal sales occurred in fancy goods, toys, cutlery, printing and stationery, musical instruments, glass and pottery. The trade ran into millions yearly. The fairs are held semi-annually; one, the largest, is in February, and the smaller one in September.

The Chief Industry

"Leipzig was built up to its present status by this fair. The evolution of it came partly from its own impetus. The landlords discovered that they could make as much in rent in one month of the fair as they could in twelve months in the ordinary way. So they encouraged manufacturers to come, boosted the fair all over the world, induced the railroads to offer reduced fares, and, in fact, did all the other things that are usually done to bring people together, as well as a lot of unusual things that are frequently overlooked. They were most thorough in their methods. Everything in the way of entertainment was offered the visitors. No stone was left unturned to facilitate the object of the fair.

Different Now

"The war has, of course, made a great difference to the fair, according to all reports. It has been sadly hit. Literature has been sent out to neutral countries in regard to visitors bringing their

own sugar and getting bread and fat tickets. However, buyers were induced to go to Leipzig this year in spite of all difficulties and the usual reduced railroad fares went into effect from Holland and other nearby neutral countries. Apparently, the Germans mean to continue business.

What Is Being Done

"The British Industries Fair represents the British utilization of the Leipzig idea. It is, of course, a Department of Trade and Commerce affair. It is reserved exclusively for British manufacturers. The first one was held in May, 1915, the second one in February and March, 1916. The next one will be held in the latter part of February, 1917. This year's exhibit was confined to toys, games, fancy goods, printing and stationery, and china and earthenware. No manufactured products of metals were shown on account of the fact that such an exhibit would tend to further increase the demand upon an industry that is already taxed to supply munitions. A lack of space alone prevented other exhibits being shown. Hundred of applicants were turned away.

"The fair was a great success and conclusively demonstrated that it is of the greatest value to the manufacturing interests. The presence of overseas manufacturers was a notable feature of the occasion. A similar fair was held in Lyons, France, in March of last year. Another is planned for Utrecht, in Holland. Both are on the Leipzig model. The Lyons fair embraced every trade, and the Canadian manufacturers had a splendid exhibit.

The Basis of World Trade

"The greatest importance is attached to the use of these fairs in allied and neutral Europe. They will be found to occupy a most important place in the scheme of things after the war. The inauguration of or participation in them on a permanent basis constitutes, in the opinion of many, a prime necessity in the case of any nation which has aspirations for an increased trade."

E. M. Trowern, Dominion secretary, and J. A. Beaudry, Dominion treasurer of the Retail Merchants' Association, are spending a week in the Maritime Provinces. Last week they visited Halifax; on Monday, November 6, they will address a meeting in Moncton, N.B., and on Tuesday they will speak in St. John.

The Banana and the Banana Business

The Story of How the Fruit is Grown and Marketed—How Tropical Forests are Subdued, New Communities Developed and Great Argosies Launched to Bring Bananas to the American Home

A MOST interesting article appears in *The Nation's Business* on the banana and the industry that grows and markets this most edible fruit. It is from the pen of Bristow Adams, and is well worth reproduction in part. He writes:—

The fishes have a press agent, who, not long ago, offered the following toast—"The oyster, the only food which has not gone up in price!" In these days of the h. c. of l., with War Prices as an "added extra"—in the phrase of the vaudeville programme—this toast was taken up and repeated by the newspapers from coast to coast. They knew a good line when they saw it; so did the fishes' press agent.

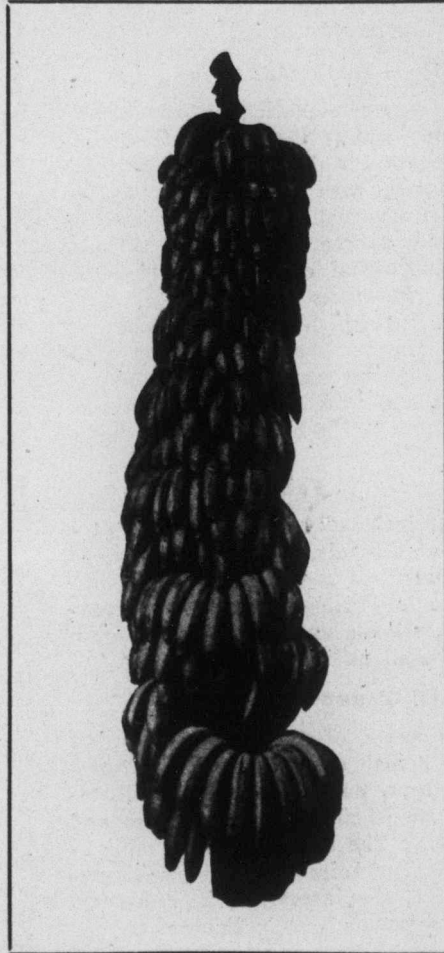
But here we go the oyster one better, and propose a toast to the one food which has been consistently lowered in price, a food which is eaten by the humblest and the highest. It can be bought by the child in the slums for a copper cent, and it can be purchased by Milady when her electric coupe stops before a shop which deals only in luxuries. To both it comes in a germ proof package, provided by nature, and to both it brings a highly nutrient food with a distinct and attractive flavor.

We refer to the fruit known to the scientist as *Musa paradisiaca*, or *Musa sapientum*—fruit of paradise, or fruit of knowledge—both of which names lead to conjectures as to whether it was this delectable creation with which Adam was tempted, and was translated into English as "apple," when a more literal rendering might have named the tropical delicacy known everywhere as the banana.

The present status of the banana is the result of one of the greatest romances of business, by which a comparatively unknown exotic luxury has been made a staple. Those who had vision, had courage and industry to make their dreams come true; persons who can do that are poets as well as business men—seers and financiers. Forty years ago the banana was a rarity, thirty years ago it was a luxury, ten years ago it was a commodity; to-day it has an established place in the dietary of rich and poor alike, just as the potato has.

The Banana at Home

There's a sort of fairy-tale current that the banana in its native haunts is quite different from the one we get, which is picked green and shipped some thous-



ands of miles before it ripens. Even the natives do not let the banana ripen on the tree, for the same reason that we don't let tomatoes and pears ripen on the parent stem. They split and disintegrate, for nature is intent only on ripening seeds, and not in making a pulp especially fit for man's use.

Another yarn is to the effect that the native can go out anywhere and find a meal of bananas awaiting him, among the wild tangles of the virgin tropical forest. Not so! The edible banana is just as much a development as the edible apple, whose wild progenitor was an astringent, bitter little crab with scarcely a claim to edibility. The banana was introduced by the Spanish, and came originally from Asia or Africa. It must not be confused with the plantain which looks like a large banana, but there the resemblance ends. The plantain has not the same flavor or texture, and is purely a vegetable in its uses, while the banana is primarily a fruit. The plantain is going to find a place in the Amer-

ican menu before long, though it will scarcely gain the indispensability it has in the native diet. The Latin-American countries would not grow many bananas for home use; the people of the United States eat ten times as many as are consumed in the producing countries.

Of course, there are all sorts and conditions of bananas; plant-breeding experiments for size, hardiness, flavor, and shipping qualities will doubtless originate many more. The so-called "dwarf Chinese banana" comes from the Canary Islands. The common one of commerce grows to its highest perfection in Jamaica, and is known as "Gros Michel"—or, in rough-and-ready translation, as "Big Mike." Red bananas were once very popular and in the beginnings of the trade had "the edge" on their yellow cousins. Many persons preferred the flavor of the claret-colored ones, but the individual red bananas do not cling to the stems, and that has greatly militated against their export.

Leaving our sporadic importations, the first banana import business of any consequence as having a bearing on the great commerce of to-day, was when Andrew W. Preston, then a fruit merchant in Boston, got some business associates to join him in creating a demand for bananas. They knew they could not develop that demand at fancy prices. Their idea was to make small prices on enormous sales, and this idea has been held consistently ever since. The present unit of profit on each banana is such a small fraction of a cent that it seems infinitesimal. Yet it has been said that the United Fruit Company, the chief organization in the banana trade, is the "greatest agricultural enterprise in the world" because it gets its product to the consumer with so little loss in unnecessary leaks through unnecessary middlemen, and because it developed a well-rounded enterprise in farming and in disposing of the farm products. Growing, standardizing, and marketing have been equally well worked out.

One of the factors of success was the elimination of the element of risk, or of luck. A given district would produce well for a time; then would come droughts or floods, earthquakes or hurricanes, railroad washouts or revolutions. Concentration and specialization, usually the keystones of success elsewhere, were fatal in the banana business, and it was necessary to have many centres of production and of consump-

tion. The lean years of one place had to be counteracted with periods of plenty in another. This meant the development of the banana country, most of which was pestilential and fever ridden, full of venomous insects and noxious vapors. Railroads had to be built, forests cleared, swamps drained; it was a pioneer labor and worthy of the best traditions of American fortitude and perseverance.

Building the Railroads

Railroad building was well-nigh impossible, but a young American engineer, Minor C. Keith, then only twenty-three, tackled the job with skill and courage. The risks and hardships he and his brothers overcame can be guessed when it is known that the first twenty-five miles of their Costa Rican railroad cost the lives of 4,000 men, with an average working force of 1,500. The laborers were the Jamaican negroes, who furnish the bulk of the labor in the banana districts to-day. At one time there was no money to insure a continuance of pay for the small army of 1,500, and Keith called them together and explained the situation, offering to pay off in full and transport back to Jamaica those who felt they could not stick it out until more money was forthcoming. They decided to stick. Six months passed, and still no pay. He called the laborers together again, and they were unanimous in their allegiance to their boss who "would make good." At the end of nine months capital came to his aid and the men were paid in full with a bonus.

Here was another romance, and a tribute to a mere business man such as is rarely given even to a military leader, when there are added motives of patriotism. His railroad was nineteen years in penetrating the one hundred miles from the Coast to Costa Rica's capital, San Jose. Every mile met a new difficulty, and through it all he saw the insistent problem of getting some article of freight for the railroad to carry. Mr. Keith realized, too, that this commodity had to come out of the jungle; that is what started him to planting bananas and led to his identification with the industry, his first exports going to New Orleans in the seventies. To-day Andrew W. Preston and Minor C. Keith are president and vice-president of the great company which grew out of their early efforts.

The banana trade was steadily mounting. Production was not keeping up with the demand. In 1898 the imports were twelve million bunches, the total product available. In 1913 it had risen to fifty million—all that were raised; and to-day the same problem is to raise more. The people of this country like bananas—which is exceptional as to tropic fruits in general—since most of us

find other such products too insipid, or too "sickish-sweet." We also will continue to take them in unlimited quantities as long as they come as cheap as, or cheaper than, domestic fruits—apples, pears, peaches, and oranges.

Growing the Banana

A modern banana plantation is carved out of the jungle, the land is cleared at immense labor, and the plants are set out, like bulbs or shoots, from parent stems. The banana "tree" so-called is really an annual, but will continue to produce fruiting shoots for a number of years. The fruit stalk bears a single large blossom within whose unfolding petals the tiny "hands" of bananas are formed. One who has poetry in his soul describes this blossom as "a gorgeous wine-red flower," but an unimaginative layman might compare it to a hunk of liver.

Let us follow the fruit from tree to loading port. The local manager is advised of the time of the ship's arrival and is told how many bunches are want-



The final step in the banana's journey to the consumer.

ed and where they are going, because they must be timed to ripen when they get to market. The cutters set out through the plantation to find green bunches of the right maturity; they are Jamaica negroes, like dark, animated bronzes, showing more muscle than raiment, and each is supplied with a long spade-shaped spear and a machete. The bunch is usually about twenty feet from the ground. To get at it, the cutter jabs the spade-spear into the trunk, which bends over with the weight of bananas; then the bunch is decapitated from the parent stem by the machete.

The bunch is laid aside with stem trimmed, awaiting the pack mules which deliver it with others, to the pile alongside the railway. After sundown the train comes along and all the bunches, padded with banana leaves, go down through the cool night to the steamer, where they are packed by means of an automatic conveyor into the hold of the specially constructed ship. There are tiers on tiers of the green fruit, neatly stowed to prevent bruising, thousands of tons in all, and kept at a cool temperature by fans from refrigerating plants.

The discharge of the cargo at the home port is automatically accomplished by conveyors, canvas belts and pockets, to waiting lines of carriers, who march in continuous streams to the freight cars which carry the bananas out through the country. Each unloading conveyor at the wharf has a capacity of 2,500 bunches an hour and with four of these working at once in a ship's hold, the movement of 10,000 bunches in 60 minutes requires orderly, swift, and sure activities on the part of an army of stevedores.

At every point from tree to final car shipment the bunches are inspected, and all bunches beyond the proper degree of ripeness are held for local consumption. When the trains pull out after weighing and inspection by representatives of the leading commercial organization, such as the Board of Trade or Chamber of Commerce, they are accompanied by trained specialists, called Banana Messengers. Not only is there a preferred fast schedule for the banana express, but the messengers inspect, take temperatures, and arrange ventilating devices in transit, to counteract bad conditions of temperature and weather.

Since the haul is from the coast, and largely from southern ports, such as New Orleans, Mobile and Galveston, it is an important source of freight traffic to the railroads, being usually a long haul and in an opposite direction to the bulk of freight haulage. For winter emergencies, heating plants are maintained at various points, the largest of these in Southern Illinois, treating 72 cars at a time. All these things have to be cared for to a nicety.



CURRENT NEWS OF WEEK

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



Maritime Provinces

James Parr has succeeded A. A. Grant, Munroe, in his general store business.

G. A. Cook & Co., Halifax, had the stock of their grocery store damaged by fire.

J. A. Sode, general merchant, has closed his business in Scotsville, and removed to Stellarton.

A. McLean & Co., Sydney, grocery merchants, had their stock and store completely destroyed by fire.

The exhibition held in St. John for three days, commencing November 1, under the auspices of the New Brunswick Fruit Growers' Association, bids fair to put the province in a prominent place on the map of the apple growing countries.

Retailers in St. John are taking advantage of the time required for sending parcels overseas to make an early start on the Christmas goods trade. Specialties for the soldiers have been featured to good effect, with increased sales in these lines.

Ontario

E. Lees, grocer, Toronto, has been succeeded by Bert Harvey.

J. T. Beckett, grocer, Toronto, has sold out to Mrs. A. J. Pollock.

L. A. Paseoe, grocer, Toronto, has been succeeded by F. Nethercott.

W. J. Laing, general merchant, Muncney, has sold out to W. D. Sutton.

Mrs. J. Joy, St. Catharines, has sold her grocery business to F. P. Phelan.

L. Lint, Jr., general merchant, has sold his store at Kohler to J. E. Barker.

W. J. Parker, general merchant, is removing from Waverly to Ashburn.

Jos. Travers, grocer, Toronto, has sold to J. McCurrie.

The Dominion Sugar Company, Chatham, are commencing work on the large office to be constructed on a site to the north of the present temporary office. The building will be a two-storey one, with a basement. The accounting rooms, agricultural office and general offices, will all be on the first floor. The top floor will be fitted out for special work and drafting, while a portion of the basement is to be utilized as a garage for the office staff.

Western Provinces

John Gavin, Regina, grocer, is adding meats.

M. A. Harris, Edmonton, grocer, has discontinued

L. T. Grady, Foremont, has sold his general store.

N. Somme, Winnipeg, is opening a grocery business.

J. R. Mears, grocer, Arcola, has commenced business.

R. Lyone, Winnipeg, has commenced a grocery business.

C. A. Neil, general merchant, Cromer, is giving up business.

Ellice Grocery, Winnipeg, have sold out to James Stanley.

F. T. Ames, grocer, has started in business at Edmonton.

Franklin Produce Co., Saskatoon, have been incorporated.

A. Rubin, Robsart, has sold his general store to S. Grand.

Wesley Grocery, Winnipeg, have sold business to T. E. Collins.

J. P. Ash, Asquith, has started in the fish and produce business.

Hallonquist Bros., Weyburn, are selling their grocery business.

Geo. A. Tapley, grocer, Moose Jaw, has recommenced business.

Wm. Lenoff, Winnipeg, has discontinued his grocery business.

Ellen Grundy, Moose Jaw, has recommenced her grocery business.

C. Naimark, grocer, Regina, has been succeeded by Max Naimark.

Mitchell & Toon, grocers, Winnipeg, have sold to James Stanley.

Johnson & Johnson, grocers, North Edmonton, have discontinued.

A. A. Howard, Bruce, has sold his general store to Kennedy Bros.

Wiggins & Maling are opening a branch grocery store in Calgary.

F. T. Ames, general merchant, Coal Spur, has removed to Edmonton.

C. J. Summers, grocer, Calgary, has sold his business to E. S. Waddell.

J. K. Hammond, grocer, has moved from North Battleford to Prongua.

Hallonquist Bros., Weyburn, grocers, have been succeeded by R. H. Guest.

F. A. Mathe, general merchant, has moved from Outlook to Hanna, Alta.

Fred A. Morle, fruit and confectioner, Edmonton, has discontinued business.

A. E. Fry, Hartney, is discontinuing his groceries and confectionery business.

A. Rubin, Robsart, general merchant, has sold his business to S. Grand.

E. H. Smith, Winnipeg, has sold his grocery business to Robins & Bromfield.

H. Fenson & Co., grocers, Winnipeg,

have been succeeded by F. W. Poidwin.

C. Naimark, Regina, has been succeeded by Max Naimark in his grocery business.

V. P. Hambly, Driver, has sold the stock of his general store to W. E. Stetney & Co.

J. O. Waltham, Bulwark, general merchant, has been succeeded by Waltham & Moffatt.

Farmers' Independent Grain Co., Ltd., have sold their general store business to Geo. Broder.

Walters & Kuchman, general merchants, Veregin, have been succeeded by W. Kuchman.

Vogts, Ltd., Neville, have been succeeded in their general store business by H. Peeker.

W. G. Graig, produce, etc., Calgary, has been succeeded by the Alberta Produce Company.

Wilence Bros. & Fishman have succeeded T. J. Cowan, Dinsmore, in general store business.

Edgett, Cameron & Gilland, wholesale fruit and produce, Vancouver, have commenced business.

The Brandon Produce Company, Brandon, have sold out to the Brandon Creamery and Supply Co.

A. D. Goodman, Winnipeg, has sold the stock of his grocery and meat business to Miss Fannie Zelbovitch.

The grocers' section of the Retail Merchants' Association, Winnipeg branch, will meet on the second Monday of each month in future.

A. S. Nesbitt, formerly the Winnipeg salesman of Tees & Persse, is now representative for Saskatchewan and Manitoba for the W. G. Patrick Co., of Winnipeg and Toronto.

L. A. Walker, manager of the Victoria branch of the Vancouver Milling and Grain Company, has been promoted to a more important executive position with the company at its Vancouver headquarters. He is being succeeded by W. Lloyd Craig, who has severed his connection with Brockman, Ker, to accept the new position.

In the current news page issue of October 27, an item stated that the "Mutual Purchasing Co., grocery brokers, Winnipeg, are commencing business." As previously reported, the Mutual Purchasing Co. has organized to purchase goods for wholesale grocery and fruit houses in Western Canada, and is not in the brokerage business.



THROUGH OTHER SPECTACLES



SAY A GOOD WORD FOR YOUR TRADE PAPER

From *U.S. Tobacco Journal*

Say a good word for your trade paper now and then!

You, who have such wide acquaintance—

Whose opinions are so well thought of by your friends—

Whose fame as a "good fellow" is known wherever you go—

Give your trade paper a boost.

The trade paper is your friend.

Your acquaintance may be large, but it is larger.

Every time it prints your name, it extends your acquaintance.

Every time it mentions your brands, it does you a service.

Every time it gives you news, it fulfills its friendly function.

Why not extend its acquaintance?

A word from you is of value.

You do not have to become a confirmed disciple—

Just the right word at the right time!

When you want news—

When you want amusing gossip—

When you want to know where your old pal, Jack, is—

The trade paper will do as much for you.

You may not agree with it in everything—

Last week's editorial may have been contrary to your opinion.

Your picture may not have been published just yet.

You may not know the editor from Adam.

But the trade paper stands as your friend.

Every day it is benefiting somebody.

Some day it will benefit you—

You will see, directly or indirectly, a personal favor from it.

Why not be the first to extend your hand?

Why not cast a little bread upon the water?

Why ignore so powerful an influence?

Say a good word for your trade paper now and then!

SHOP SHOTS

The *American Grocer*

No matter who offers a suggestion about running your store, it is a good plan to give it attention unless you know it will not work.

I know of only one good excuse for not going through each issue of your trade paper carefully. That excuse is that you do not know how to read.

There are a good many people who are so cranky that they cannot get courteous attention in some stores. Every reason why you should see, then, that they are treated right in your store.

Freak advertising, freak window displays, like all other freaks, will draw crowds, but they will not sell goods, not like common-sense methods.

For one man who lacks opportunity to get ahead, a million have the opportunities, and if they fail it is because they do not use them.

Of course, you need good clerks in order to make your store a good store, but it takes a good store to make good clerks, too.

The more willingly you extend to a customer the little accommodations, the more willing the customer will be to favor you with larger purchases.

Are you sure your clerks give good telephone service, especially when you are out? Get a friend or two to call the store while you listen.

If you allow such careless cash-handling

methods that the clerks are constantly confronted with opportunity to take your money without getting caught, you ought to be robbed.

The man who decides to enjoy life as he goes along, unless he is independently rich, will have to enjoy it on a small income.

You can't sell much to the customer unless you first get him into the store. Bend your efforts toward getting people to come in.

Salesmanship is partly talking well, but it is also partly letting the customer talk.

A man's success may not be limited by his expectations, but it is pretty likely to be limited by his ambitions.

Salesmanship is selling customers goods they did not know they wanted, or did not intend to buy.

THE TRADE PAPER

From the *Wholesale Grocer*

"A good trade paper fills a highly important niche in journalism. Not only does it carry the news of the trade, but bears serious relation to the industry itself. In many industries it wields a greater power than any single house in that industry. It operates not only as an effective means by which manufacturers can talk to the trade about their products, but it also acts as a stimulant to higher ideals of business, and keeps down the abuses simply by turning the light upon them. There is no question at all about the importance of trade papers when they are under able editorial management and when they have a business policy that is beyond suspicion."

TOO SMALL GROSS PROFITS

(From *Grocer's Magazine*.)

According to reports which reach this magazine from many places grocers are selling various products at lower prices than they can afford. The percentage of profit necessary for success is not being maintained.

A common error is that the grocer who has happened to buy some few articles at prices under the present market is selling them at what they cost him, plus his usual margin.

The store across the street is doing about the same thing, save that the list of articles on which this is being done is somewhat different. The result of this condition is that prices are demoralized, this even applying to the small, as well as large towns.

As previously stated in this magazine, the only correct or business-like way is to keep well informed from day to day on wholesale prices and make prices apply to to-day's market. For instance, if a 20 per cent. gross profit is desired, add 25 per cent. to to-day's wholesale market price.

About the hardest problem is to try to reason with a neighboring grocer who insists that because he bought an article below the present market he will sell it at a ridiculously low price.

Most of such men are likely to find themselves out of business, because grocers, with prices jumping as they have been lately, are being tested for efficiency in a most marked manner.

THE CUSTOMER'S CONFIDENCE

(From *Grocer's Magazine*.)

In the rush to sell goods there is a tendency to forget that the basis of success in business is confidence in the store.

One of the worst things is the making of overstatements in regard to quality of goods. Some-

thing cracked up to the skies is carried home and there opened and used and found to be second-rate. The customer naturally reasons that she ought to have been given a superior article. The over-statement of the clerk has made her lose confidence in the store itself.

In many cases clerks are not well posted on qualities of goods, the proprietor not having properly instructed them. Result, wild statements about goods and later the proprietor wondering why he lost Mrs. So and So's trade, good for so much per week or month.

INDUSTRIES AFTER THE WAR

(From *Paint, Oil and Drug Review*.)

Popular ideas are powerful not in proportion to their truth but in proportion to their general acceptance. In the days of Salem witchcraft it was of no help to the poor woman who was condemned as a witch to know that she was innocent and the whole affair a foolish superstition. The execution went on just the same.

There is a great deal of needless popular conversation going on just now about what will happen "after the war." It has been pointed out by many practical men that for years after the war our industries will be pushed to their limit to supply the needs of the world which it will be impossible for the European nations to furnish because of their own needs and shattered resources. So far from the business demand ceasing in this country, it must go on increasing for a long time to come. Many of our largest manufacturing plants are being compelled to enlarge the size of their plants to supply our own demand, and when the world demand increases, as it must increase, the growth will continue. Some special industries like armor plate and ammunition will feel the depression of course, but armor plate mills can go back to making rails, and ammunition factories can be immediately converted into dye, chemical and drug plants. Carboric acid, alone, for example, has been produced in this country by synthetic methods from benzol at a tremendous increase in volume, so that we are now producing three times as much as the total domestic consumption before the war, and much more than we could normally consume. But the plants that are supplying this war demand can be converted almost instantly to the production of solo, sodium salicylate, Phenolphthalein, salicylic acid and hundred of other coal tar preparations for which the drug trade are now paying exorbitant prices to foreign manufacturers.

This kind of quick change should of course be planned in advance and carefully studied, and it will be found thoroughly practical both chemically and commercially.

If this is not done and individuals allow themselves to be put in the position of being caught with large supplies of unsaleable merchandise in their hands, then we may expect financial difficulties to arise, but the manufacturers are too shrewd and too far-sighted to allow this to happen when there is so simple a safeguard in sight. But it is not enough that the manufacturers should be prepared against conditions; the public should be made to understand that America has become a world power industrially, commercially and politically and when the warring nations cease fighting, they must come to us and buy to such an extent that our financial prosperity will extend far into the future until such a time as too great prosperity brings inflation and the business world then must pay as in years gone by for their own folly. But the end of the war should measure only the beginning of America's great period of world mastery—the golden age of industry in our native land.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

WEEKLY SUMMARY OF GROCERY MARKETS.

THE past week in the grocery markets has been one of generally steady and upward tendencies. Manitoba flour has advanced 20c. per barrel and feeds \$2 per ton. Sugar advanced 2c. per hundred to Ontario points due to increased freight rates. Butter is up one cent per pound and cheese advanced ½c. Eggs in the best grades are generally firmer owing to their increasing scarcity. Live and dressed hogs and poultry are two exceptions in which there have been declines. Both live and dressed hogs are down, the amount of decline in former being 45c. and in latter 50c. per hundred. Chickens and hens have been coming to the market in such numbers that commission men have been forced to reduce the prices being paid by 1c. per pound in order to try and slacken up the supply. Farmers object strenuously to feeding poultry with present high cost feeds.

All dried fruits are dearer. New prices have been named on seeded raisins and these are 1c. pound higher than former quotations of California Association before prices were withdrawn. Prunes, peaches and apricots are all firmer in price, with advances recorded in some instances. Tapioca continues in a firm market with possibility of still higher prices. Teas have advanced in the primary market in London and there is a generally firmer tendency for future teas. Beans are firm and advancing. Canned goods in some instances have recorded advances. Potatoes have advanced in price.

Reports from Quebec province indicate that business continues brisk. The principal increases in foodstuffs during the week have been in the provision lines. Fruit and vegetables have also moved towards higher levels. There is a good demand for canned goods despite the high prices. Some wholesalers have fairly good stocks of last year's pack canned goods. In a few cases canners have bought back goods from the wholesalers at enhanced prices in order to fulfil contract obligations. Considerable quantities of American canned goods have also been brought into Canada, and include mostly tomatoes, corn and peas. American canners have been advanced slightly in price during the week. Prices on Japanese beans have been withdrawn at Montreal. Beans are firm and higher prices are expected. The French embargo on walnuts has been raised and supplies can come forward for the Christmas trade.

QUEBEC MARKETS

MONTREAL, Nov. 7.—Principal increases in prices of foodstuffs during the week are found in the provision lines. Pork products showed several shadings upwards. Butter is much firmer. Cheese is also up in price. Eggs are higher. Fruit and vegetables also come into the limelight; apples are very firm, and potatoes are doing their utmost to reach higher levels. Regarding apples, it is interesting to note that, while there has been a vigorous export demand for Canadian apples, this week saw the importation into Canada at Montreal of two earloads of American "Spies," which, after paying duty and freight, would retail at about \$7.50 or \$8 per barrel (nearly double last year's price for Spies). Sugar is

threatening to come back to the highest figure quoted recently in Montreal, though actually sugar is being sold at prices 15c lower than these high quotes which are still the official listings of all but one company. The market for sugar in New York is influencing firmness over here. Dried fruits are firmer. Nuts show the same tendency. Tea is in steadily firming market. A better demand for spices is reported, and there is continued firmness as regards flour, cereals, and dried vegetables. Coffee alone seems in dull market, although local demand is reported to be picking up for good grades of coffee. Reports regarding general business in all grocery lines in the country and city are exceedingly good. Demand is brisk even for

canned goods, which are exceptionally high-priced owing to shortage of supply, partly met by importation from across the line.

American Canned Goods Advance in Price

CANNED GOODS.—In almost every respect the market for canned goods remains in the condition described last week—that is to say, disturbed. Wholesalers, however, are complacent in the main. Most of them have secured considerable stocks of old season's pack canned goods, on which they are making comfortable profits. It has even been the case that the canners have bought back goods from the wholesalers at an enhanced price in order to fulfil urgently enforced contract obligations, and considerable canned goods have come in from the United States for the same purpose. It is unusual for Canadian buying of canned goods from the other side to begin so early as it has this year, and the feature shows how bare the sources of supply for new pack canned goods has become in the Dominion. Tomatoes, corn and peas are the classes of goods mostly freely purchased for the Canadian market, and high prices have been paid. Prices have, however, increased to the Canadian inquirers for American canned goods this week, the increase being about 10c per dozen. While it was possible last week to lay down Baltimore tomatoes in Montreal at \$2 per doz., this week the cost is \$2.10. In the opinion of some in close touch with the market it is no longer a paying proposition to import American canned goods at the enhanced prices; nevertheless where contract fulfilment is insisted on, some will still come in. Contrary to an early idea, the American crop of tomatoes is said to have been bountiful, but at the same time it is believed that the United States can consume all their own pack of canned goods. Two changes of price are reported locally in canned fish. The "pink" or humpback variety of salmon is quoted at 25c per doz. higher—that is now \$1.75 per doz., and Canadian sardines (ordinary quality) have advanced 25c to \$4.50 per case.

Local Market for Sugar is Now Even

Montreal

SUGAR.—Although sugar is selling in Montreal at prices 15c below regular

list, the market is considered firm, with a tendency towards strength. The market may become firmer if refiners are compelled to buy from the holders of the raw materials at the holders' prices before the new crop of Cubas comes on the market in quantity. It will be five or six weeks yet before any large supplies of new crop Cubas can be obtained. In the meantime holders of raw Cubas in New York are holding firm for 5 $\frac{5}{8}$ c against the refiners' offers of 5 $\frac{1}{2}$ c. Should there arise any considerable demand for the refined product, prices would certainly advance, as refiners would require to buy at the higher figure to supply the market. At present, however, in the opinion of some of the largest wholesalers in Montreal, retailers are for the most part pretty well stocked up with sugar, having bought at the time sugar was lower priced. It is possible, however, that increased demand may develop, and the outlook of the market is not for any immediate recession of prices.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	7 90
20 lb. bags	8 00
2 and 5-lb. bags	8 20
Extra Ground Sugars—	
Barrels	8 25
50 lb. boxes	8 45
25 lb. boxes	8 65
Yellow Sugars—	
No. 1, 100 lb. bags	7 50
Dark yellow, 100 lb. bags	7 30
Bright coffee, bbls. only, cwt.	7 75
Powdered Sugars—	
Barrels	8 05
50 lb. boxes	8 15
25 lb. boxes	8 35
Paris Lumps—	
100 lb. boxes	8 15
50 lb. boxes	8 35
Crystal Diamonds—	
Barrels	8 50
100 lb. boxes	8 60
50 lb. boxes	8 70
25 lb. boxes	8 90
Cartons	9 30
Half cartons	10 30

Nut Prices Keep Firming Steadily

Montreal
NUTS.—Prices on new crop filberts have been given out by the wholesale trade this week, and seem low in view of the tendency of the primary markets. The prices quoted are from 18c to 19c per pound. New crop Brazils are also quoted at from 20 $\frac{1}{2}$ c to 22c per pound, and 21c is being generally paid for these nuts. Walnuts are in firm and distinctly firming market, being quoted at 40c to 42c, and in some cases higher where quality of the goods and nature of demand contribute to greater firmness. Prices on the larger Manchurian walnuts have been withdrawn by cable. These had been quoted considerably lower than the European or Californian nuts, and may go to higher prices in ratio to the prices asked for the European walnuts.

Almonds (Tara), per lb.	0 19
Brazil nuts (1916 crop), per lb.	0 21
Filberts (Sicily), per lb.	0 18
Hickory nuts (large and small), per lb.	0 09
Peanuts (coon), per lb.	0 10
Peanuts (Jumbo), per lb.	0 13
Pecans (new Jumbo), per lb.	0 18
Walnuts (Bordeaux, shelled)	0 40

Molasses Firm But Prices Unchanged

Montreal
MOLASSES AND SYRUPS.—Shrinking supplies of molasses and great firmness in price in consequence, have still not gone far enough as yet to make a difference in the prices quoted last week. It is firmly believed by the trade, however, that molasses will be quoted much higher before Christmas. Corn syrups are in extremely good demand at prices quoted, with manufacturing capacities of the country taxed to the limit to cope with the condition.

	Fancy.	Choice.
Barbadoes Molasses—		
Punchoons	0 64	0 59
Barrels	0 67	0 62
Half barrels	0 69	0 64
For outside territories prices range about 3c lower.		
Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb. 4 $\frac{1}{2}$ c; $\frac{1}{2}$ bbls., 4 $\frac{1}{2}$ c.; $\frac{1}{4}$ bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case	3 25	
Cases, 5 lb. tins, 1 doz. in case	3 65	

Prices Withdrawn on Japanese Beans

Montreal
DRIED VEGETABLES.—Prices have been withdrawn on Japanese beans, which had been in rather brisk demand of late, and the market is now wholly dependent on the Canadian crop. This crop is not as yet accurately estimated

either as regards quantities available or quality. The crop is believed to be of excellent quality, though scanty in some quarters. Bean prices, it is claimed, will be higher than the trade has been accustomed to. Peas also keep in firm market, and barley is very firm at present.

Beans—

Canadian 3-lb. pickers, per bushel ...	6 50
Canadian hand-picked	7 50
Canadian 5-lb. pickers	6 10
Yellow Eyes	6 20
Lima, per lb.	0 08 $\frac{1}{4}$
Peas, white soup, per bushel	3 50
Peas, split, new crop, per bag 98 lbs.	6 50
Barley (pot), per bag 98 lbs.	4 75
Barley, pearl, per bag 98 lbs.	6 00

Spices Brisker And In Renewed Demand

Montreal—
SPICES.—Prices are unchanged from last week's quotations, but a brisker demand for spices throughout the province and a market generally firmer are reported this week. Good business is being experienced in the spice trade. Conditions in New York point to firmer prices. Peppers show a slowly rising tendency. The primary and spot markets for cloves, pimento, and mace have come to about the same level. The New York spot market for peppers, nutmegs, gingers, and cassias continues far below the primary market in many lines of these goods. Nutmegs are firming in price now, there being some indication

THE ALTITUDE TEST.



—The Vancouver Province.

that stocks are becoming low. Carraways are firmer. Cream of tartar fluctuates round quoted price.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lbs.
Allspice	0 16	0 09	0 23
Cassia	0 26	0 07	0 37
Cayenne pepper	0 28	0 07	0 36
Cloves	0 30-0 32	0 09	0 39
Cream tartar—45 to 50c.			
Ginger, Cochon	0 26	0 09	0 31
Ginger, Jamaica	0 28	0 15	0 28
Mace	0 80	0 08	0 10
Nutmegs	0 45-0 45	0 45	0 80
Peppers, black	0 28	0 85-0 93	0 38
Peppers, white	0 35	1 15-1 20	0 37
Pastry spice	0 22	0 95-1 20	0 29
Pickling spice	0 18-0 22		
Turmeric	0 21-0 23		
Lower prices for pails, boxes or bailers when delivery can be secured.			
Cardamom seed, per lb., bulk	2 00	2 50	
Caraway, Dutch	0 35	0 35	
Cinnamon, China, lb.	0 18	0 25	
Mustard seed, bulk	0 19	0 23	
Celery seed, bulk	0 46	0 46	
Shredded coconut, in pails	0 22	0 23	
Cinnamon, per lb., 35c.			
Pimento, whole		12-15	

Candied Peel Has Advanced a Cent

Montreal
DRIED FRUITS.—Some shipments of California raisins, undamaged by the rainfall, which ruined much of the crop, have arrived, and are being marketed at prices 2c per lb. higher to the jobber than previously quoted. No change has been as yet announced in prices to the retail trade, and the arrivals from California are not enough to influence the market to any extent. In fact, though growers have quoted some new prices to jobbers, they have no fruit to offer. All lines are to be high this season, prunes and figs included. Some Spanish new crop figs have reached Montreal packed in mats and selling at \$2.40 per mat to the retailer. Currants are firm as ever. Candied peels went up a cent a pound this week. Dates are reported about a cent higher for package goods, prices running from 10c to 11½c for these lines. Halloween dates are not found to any extent on the market at present. In packets they run 10c. Royal Excelsiors are also quoted at 10c.

	Per lb.	Per lb.
Apples, choice winter, 25-lb. boxes	0 06½	0 09
Apples, choice winter, 50-lb. boxes	0 09	0 09
Apricots	0 15	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	0 20	0 20
Nectarines, choice	0 11½	0 11½
Peaches, choice	0 10	0 12
Pears, choice	0 13½	0 13½

	Per lb.	Per lb.
DRIED FRUITS.		
Candied Peels—		
Citron	0 26	0 26
Lemon	0 23	0 24
Orange	0 24	0 24
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	0 10
Fards, choicest	0 19½	0 19½
Halloween, 1-lb. pkgs.	0 10	0 10
Khadrawee	0 09	0 09½
Figs—		
5 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	0 11½
1 lb. glove boxes, each	0 12	0 12
Cal. bricks, 16 oz.	0 11	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 16 lb.	1 50	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 15½	0 15½
50 to 90, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 09½	0 09½
Spanish (new), mats e,pr mat	2 40	2 40
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.95; 4-crown cluster	3 75	3 75
Muscatsels, loose, 3-crown, lb.	0 10½	0 10½
Muscatsels, 4-crown, lb.	0 09½	0 09½

Cal. seedless, 16 oz.	0 12½	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¼
Choice seeded, 16 oz. pkgs.	0 10½	0 11
Valencias, selected	0 11	0 11
Valencias, 4-crown layers	0 11½	0 11½

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

Generally Good Tone As To Tea

Montreal
TEA.—The firming tendency in tea continues. A more pronounced inquiry has been observed of late for the lower grade Japan and China teas. Black teas are firmer, with prospects towards further firmness. Business is reported good. Prices show no change locally.

Pekoe Souchongs, per lb.	0 23	0 25
P'koes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Little To Disturb Calm of Coffee

Montreal—
COFFEE.—Still in slack market, in spite of efforts to arouse speculative interest in New York, coffee occupies something like the dead calm centre of the cyclone of rising prices for foodstuffs. Though everything else shows the firming tendency, and the tea market of late is also firmer, coffee keeps at a dead level of average prices. News from the primary markets indicates a merely average crop in Brazil, about 9,000,000 bags (the record was over 15,000,000 bags in 1906-07). The feeling on the market of Rio and San Paulo is dull, and with cost of packing materials steadily on the increase, paper, sacks, cans all higher priced and going higher, coffee merchants would welcome word of greater firmness and a reasonable chance to bring coffee in line with almost every other commodity known to commerce in foodstuffs. It is interesting to note that demand for coffee is reported to be better now in Quebec Province than has been the experience in previous years. Western demand is also on the increase, and business in coffee at the ruling moderate prices as contrasted with other commodities is considered in the main good. A sudden call for coffee for the great coffee consuming countries cut off by rigors of war from their usual supplies from Brazil would effect an instant electrification of the market, but when can that call come?

	Per lb.	Per lb.
Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 23	0 28
Maracalibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 19½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Potatoes Go Up In Price Rapidly

Montreal
FRUIT AND VEGETABLES.—Higher prices are looked for in all lines of roots. The potato has started the fashion by making rapid leaps upward in price during the past couple of weeks, until

now Green Mountain potatoes are being sold at \$2.15 per 90-lb. sack, and almost in car load orders at that. Good potatoes in Montreal now are quoted at \$2.10. The rise in price of potatoes has been from 10c to 15c in seven days. Red onions are up 50c a bag. New on the Montreal vegetable market now is New York celery in crates of 8 doz. heads at \$5 a crate. Montreal celery is about off the market. Spanish onions are up 25c per crate. Hothouse tomatoes are very scarce and up 10c to 35c a pound. They are also being sold by the box in boxes containing 2 dozen at \$1.60 per box. In fruit, apples are always tending upwards in price, there being a specially brisk demand for McIntosh Red and Fameuse. Bananas are a shade easier in price at \$2 a bunch. Lemons (300s) are \$5 a case. Tokay grapes are \$3 a crate, and in good demand. The demand for mushrooms has hardly opened yet. They are quoted at 75c a pound.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00	3 00
Lemons	4 00	5 25
California Tokay grapes	2 75	3 25
California Malagas	2 25	2 75
Basket peaches		0 80
	No. 1	No. 2
St. Lawrence Apples	4 50	3 50
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00	7 00
Fameuse, per bbl.	7 00	7 00

Brussels Sprouts, per doz. bunches	1 00
Cauliflower, per doz. bunches	2 00
Celery (N.Y.), per crate	5 00
Onions, red	2 80
Onions, Spanish, per crate	5 75
Peppers, red and green, per doz.	0 30
Potatoes, per bag (30 lbs.)	2 10
Carrots, per bag	0 75
Beets, per bag	0 75
Parsnips	1 00
Lettuce, Head, doz.	0 75
Lettuce, Curly, doz.	0 40
Lettuce, Romaine, doz.	1 00
Tomatoes, hothouse, lb.	0 25
Beans (U.S.) bkt.	2 50
Horse Radish, per lb.	0 20
Cabbage, doz.	0 75
Cucumbers (basket)	0 75
Cranberries (Cape Cod), barrel	9 00

Western Coast Fish Scarcer and Dearer

Montreal
FISH AND SHELL FISH.—Fishing has been better on the Atlantic Coast, and prices of haddock and the haddock products have decreased to some extent accordingly. On the West Coast, on the contrary, owing to bad storms, fishing has been retarded, and halibut has in consequence gone up one or two cents per pound. It is a question now when the price of halibut will touch high-water mark. Owing to shortage of bait, the fishing boats plying on the North Pacific put in less time halibut catching than they have to put in hunting from port to port for herring to use as bait, and indications are all towards high-priced halibut. Supplies of lake fish are decreasing with the advancing of the season, and already some frozen fish are taking the place of the fresh product in a small way. Pickled and prepared fish delivery is as good as can be expected, and there is no inclination for prices to sag. There is still enough offered to take care of present requirements. Shell and

bulk oyster trade is brisk. Since the 31st October (Canada's national fish day celebrated from coast to coast) the campaign to make Tuesday as well as Friday a Fish Day has begun, and the only difficulty is to get enough fish to meet the new demand created by the inauguration of the plan. Huge fish purchases by the British Government are making inroads into the production of the Dominion, and efforts are being made everywhere possible to encourage greater fish production.

SMOKED FISH	
Haddies	0 10 0 12
Haddies, fillet	0 10 0 14
Digby herring, per bundle of 5 boxes	0 80
Smoked boneless herring, 10-lb. box	1 40
SALTED AND PICKLED FISH	
Herring (Labrador), per bbl.	8 00
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	15 00
Sea Trout, red and pale per bbl.	16 00
Green Cod, No. 1, per bbl.	12 00
Mackerel, No. 1, per bbl.	20 00

ONTARIO MARKETS

TORONTO, Nov. 8.—The tendency in the grocery market during the week is quite generally toward firmer prices. Flour has lost none of its strength, in spite of a temporary weakness that was noted last week. Wheat is firm and inclines gradually toward higher levels. Sugar is holding steady at recent quotations, with an advance of 2c per hundred recorded by reason of the increased freight rates to that ex-

FLOUR GOES UP TO \$10.20.

While Canadian Grocer is on the press flour advanced another 20c per barrel, and is now quoted at \$10.20 in car lots and \$10.40 in small lots. On Wednesday the wheat market developed strength and approximately 4c per bushel. At the closing quotations of wheat on Wednesday at \$1.95¼ the flour market is still very strong even with the last recorded advance. With continued firmness in wheat a further advance would not be improbable in the near future. Feed prices have all advanced \$2 per ton.

tent from Eastern points. All dried fruits are firm with advances recorded in some. The market in fruits and vegetables has settled down to the quietude of the winter status. In provisions lard and compound have advanced in price. Butter and cheese are also selling at higher prices.

Sugar Increased 2c. On Account of Freight

Toronto
SUGAR.—The price of sugar has increased 2c per 100 pounds on all grades owing to the refiners having to pay that amount extra freight from Eastern points. While the quotations of the refiners remain unchanged at last week's figures those of the three quoting the

Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 60
Prawns, Imperial gal.	2 25
Shrimps, Imperial gal.	2 25
Scallops	2 50

FRESH SEA FISH

Halibut	20
Haddock, fancy, express, lb.	8
Mackerel, (med.) each	16
Mackerel (large), each	22
Cod, steak, fancy, express, lb.	10
Flounders	17
Salmon, Western	18
Salmon, Gaspe	18

FRESH LAKE FISH

Pike, lb.	0 10
Perch	0 10
Whitefish, lb.	0 15
Herrings, lb.	0 05
Lake trout	0 13
Eels, lb.	0 10
Dore	0 13
Smelts	0 12

Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	10 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00

highest figures are only nominal as business is being taken by all refiners on the basis of the lowest quotation. In the face of the conditions there is little new business developing. Grocers were pretty well stocked up in anticipation of the recent advances. In Canada the beet root crop is reported short and it is expected this crop will not have any material bearing on the local sugar situation. Prospects are that the crop will be only about half that of a normal year. In the New York market conditions might be characterized as quiet. Refiners there are showing little interest. The market there in raws after receding ¼c from the high point returned later to the former basis of 6.65c, duty paid. At this figure refiners are showing little interest, but speculators are in the market. It is an undoubted fact that supplies are reduced to the minimum. On November 2 the estimated amount of stocks in all hands, i. e. refiners and importers, was 51,040 tons as compared with 170,116 tons at the same time last year. This is a decrease of 119,076 tons. The meltings by refiners for the week ending November 2 continue to be heavy, although showing a slight decrease over the preceding week. The meltings by refiners showed 53,000 tons were used as compared with 45,000 tons for the corresponding week last year, an increase of 8,000 tons. Meltings as compared with the preceding week showed a decline of 6,000 tons. The question becomes increasingly pertinent as to whether or not there will be sufficient supplies to meet the needs until the new Cuban crop comes in about January 1.

100 lbs.	
Atlantic and St. Lawrence Companies, extra granulated sugars	8 13
Acadia Sugar Refinery, extra granulated	8 63
Canada Sugar Refining, extra granulated	7 98
Yellow, No. 1	7 73
Special icing, barrels	8 48
Powdered, barrels	8 28
Paris lumps, barrels	8 73
Assorted tea cubes, boxes	8 73

In 50-lb. bags and 20-lb. bags there is an advance of

10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 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.
Note.—Prices on yellow, icing, powdered, lumps and cubes are the high quotations. Canada Sugar Refining Company is 15c under these figures.

Molasses Continues Firm; Corn Syrup Steady

Toronto
MOLASSES AND SYRUPS.—Conditions in the molasses market continue firm. In the Southern United States some fancy prices are being paid for the Louisiana crop and this is discouraging buying. They are waiting for a reaction there. Locally the market for Barbadoes and West India remains unchanged. The demand is not appreciably large, although it is improving. Corn syrups continue in good demand with prices steady. Cane syrups are also unchanged.

Corn Syrups—	
Barrels, per lb.	0 04½
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cane Syrups—	
Barrels, lb., 5¼c; ½ bbl.	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 64
West India, gal.	0 40 0 43

Teas Advance Again In Primary Market

Toronto
TEAS.—Advices from London by cable on Monday stated that all grades of both India and Ceylon teas were up ½c to 1c per pound. One of the factors operating to send prices firmer is the very slow shipments. There are certain districts in India that are getting very few boats to take their shipments to the outside world. Floods in the Cachar and Sythet districts of India have greatly reduced the output in those sections. Importers find they can only get about the amount they call for. The demand is picking up considerably in the local market. From present indications the tea market is strong with higher prices quite generally predicted. Locally the prices have not as yet been advanced.

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

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

Coffee Stocks Show Considerable Increase

Toronto
COFFEE.—Locally the coffee market holds steady. In the primary markets there is an easier feeling due to the accumulation of stocks without any possibility of having an outlet for them to European markets. Stocks of Brazil coffees at Santos and Rio increased to 3,181,000 bags as compared with 2,469,000 bage in 1915. In the United States the trade is adopting a hand to mouth

attitude in the purchase of stocks. The idea prevails there, according to usually well informed authorities, that the market will react further under the stress of accumulating stocks. Stress is laid on the fact in certain quarters that coffee is practically the only commodity that has not been inflated and that it will be the most in demand from the Central Powers following the conclusion of peace. In the face of this there has been a bearish attitude in the market.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Nutmegs Are Now In Market Limelight

Toronto

SPICES.—There has been a flurry in the nutmeg market during the week, due primarily to a corner that has been effected. These come by way of Holland from the East and West Indies. The price locally has not advanced although the market is firm. Carraway seed continues in an excitable condition. In the New York market this commodity has been selling in the neighborhood of 52c to 54c. Locally it is quoted at 40c. The demand for all spices continues good.

Allspice	0 18
Cassia	0 35
Cinnamon	0 50
Cayenne	0 35
Cloves	0 35
Ginger	0 30
Mace	0 30
Nutmegs	0 40
Pastry	0 30
Pickling spice	0 22
Peppers, white	0 36
Pepper, black	0 29
Nutmegs, selects, whole	0 40
Mustard seed, whole	0 28
Oleary seed, whole	0 45
Coriander, whole	0 15
Carraway seed, whole	0 40
Cream of tartar	0 50 0 51

No Certainty About Getting Seeded Raisins

Toronto

DRIED FRUITS. — Although the prices have been named by the California Dried Fruit Association on seeded raisins there is no certainty that any large deliveries for new orders will be made. The advance in price over that previously quoted before the prices were withdrawn is 1c per pound. No firm orders are being accepted by the association, as they will not guarantee delivery on new business placed. Orders that had previously been placed will be filled in full at the advanced prices. With new orders the association will only accept them subject to fulfilment to the extent supplies are available. Some business is being done with local importers on these conditions. Prunes in the primary market are up 1/2c on small sizes, with only a limited amount obtainable, while the large sizes have advanced 1/4c per pound. Locally the wholesalers at the time of writing had not increased their prices. Dried peaches are also up

3/8c per pound. Apricots are also firmer in price. On currants there is little interest, as no quotations are being made and no vessels are leaving Greece in the near future to bring the goods to this side.

Apples, evaporated, per lb.	0 08 1/2	0 10
Apricots, choice, 2 1/2's, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	0 18 1/2	0 19
Patras, per lb.	0 20	
Vostizzas, choice	0 22	
Cleaned, 1/4 cent more.		
Dates—		
Packages, 3 doz. in case	3 90	4 10
Prunes—		
Choice, 50-lb. boxes	0 11	
Stils., 50-lb. boxes	0 10 1/2	
Fancy, 25 lbs., faced	0 13	
Peaches—		
Choice, 50-lb. boxes	0 11	
Stils., 50-lb. boxes	0 10 1/2	
Fancy, 25 lbs., faced	0 13	
Raisins—		
Valencia, Cal.	0 08 1/2	0 10 1/4
Seeded, fancy, 1-lb. packets	0 12	
Seedless, 12-oz. packets	0 11	0 12
Seedless, 16-oz. packets	0 14	

Price of Tapioca Firm and Advancing

Toronto

RICE AND TAPIOCA.—Prices on tapioca continued in a very firm market, with practically none obtainable at the low quotations of last week. The low price among local wholesalers is quite generally 10 1/2c. It is becoming increasingly scarce. Importers are unable to get offers from dealers in Singapore. There is some Penang being offered. The prospect is for still higher prices. Some cheap tapioca that was on the way here has quickly disappeared into higher priced goods. Rice continues in good demand and at steady prices.

Rangoon B, per 100 lbs.	4 50	4 75
Packing rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	5 50	6 00
Carolina rice, 100 lbs.	7 00	7 50
Java	7 00	7 50
Patna, fancy	6 50	7 50
Patna, good	6 00	6 50
Tapioca, per lb.	0 09 1/2	0 10 1/2

Embargo Removed by France on Walnuts

Toronto

NUTS.—A feeling of relief is prevailing among local importers over the fact that the French Government has again raised the embargo on walnuts. This will allow goods on order to come forward as usual for the Christmas trade. The market for all nuts nevertheless holds firm. Peanuts are slightly easier in price and chestnuts are up 25c per peck.

Beans Have Advanced 25c. Bushel in Week

Toronto

BEANS.—Ontario prime beans continue in a firm market with an advance recorded of 25c per bushel in the various grades during the week. New crop Ontario are not yet on the market. The local market has advanced in sympathy with the Michigan bean market, where beans for November and immediate ship-

ments are quoted at \$6 per bushel. There are slightly easier prices, however, in the Michigan, beans being quoted as high as \$6.50 for November shipments on November 1. Lima beans locally are also in a strong market, the lowest price now being quoted at 9c.

Ontario, prime, per bushel	5 50	6 00
Bangoon, per bushel	5 00	5 25
Japanese, per bushel	5 00	5 00
Limas, per pound	0 09	

Tarragonas, lb.	0 21	0 22
Marbots, French, in shell	0 15	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 43	0 44
Almonds, shelled	0 42	0 45
Brazil nuts, lb.	0 17	0 22
Chestnuts, per peck	2 50	
Peanuts, lb.	0 11	0 12

Canned Pumpkin Took Jump of 25c. in Week

CANNED GOODS.—There has been a general tendency of settling upward in prices for canned tomatoes, peas, corn and pumpkin during the week. Canned pumpkin took a jump of 25c per dozen during the week and is now selling at \$1.70 to \$1.75. In tomatoes there was a grading upward to the highest quotations of last week. In one instance the low quotation still held at \$2.02 1/2 but some of the firms who were quoting at this last week are now quoting at \$2.15 and \$2.17 1/2. The price of \$2.25 is being maintained by other wholesalers. Peas have advanced 10c per dozen and are now selling at \$1.35. Corn is now quite generally selling at \$1.50 per dozen. There is plenty of inquiry for canned goods but supplies are short to fill them.

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

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	3 00	
1/4 flats, cases 8 doz., per doz.	2 00	
Chums, 1-lb. talls	1 15	
Pinks, 1-lb. talls	1 50	
Pinks, 1/2-lb. talls	1 00	
Cohoos, 1-lb. talls	2 50	
Red Springs, 1-lb. talls	2 50	
Canned Vegetables—		
Tomatoes, 2 1/2's	2 02 1/2	2 25
Peas, standards	1 35	
Corn, 2's, doz.	1 50	
Red raspberries, 2s	2 65	
Red cherries, 2s	2 65	
Strawberries, 2s	2 50	
Pumpkins	1 70	1 75

Package Goods Hold Steady in Market

Toronto

PACKAGES. — All package goods have held steady in price during the week. The rumors of probable advances in shredded wheat appear to have little foundation. The manufacturers are guaranteeing present prices at least as far ahead as Jan. 1, and so far as they are concerned there will be no advances. From authorities in a position to know it is stated there is no chance of an advance in this product in the near future at any rate. Cornstarch in one-pound cartons, No. 1, is quoted at 8 1/2c per pound and No. 2 the price in pound cartons is 7 1/2c. Ordinary starch in 6-pound packages sells at 7c per pound and in cartons at 8c per pound.

Cornflakes, per case	\$2 95
Rollod oats, round, case	4 00
Square, case	4 50
Shredded wheat, case	3 00
Cornstarch, No. 1, pound cartons	0 05½
No. 2, pound cartons	0 07½
Starch, 5-lb. packages, per lb.	0 07
In 1-lb. cartons	0 06

Codling and Frozen Salmon Coming in Well

Toronto
FISH.—Now that the fresh halibut is off market the frozen variety is coming to market in good quantities. The price has accordingly become easier by 1c per pound and is now selling at 15c to 15½c. Cod has been coming in better quantities and the price for the steak has in consequence declined 1½c per pound. Codling, or young cod, is now reaching the market in good supply, the price quoted being 8c per pound. Frozen coho salmon is selling at 14c and qualla salmon, the pink variety, at 9c. Lake herring are easier in price by 1c per pound and lake trout has registered a decline of ½c. The trade in all lines of fish is brisk. Oysters have been holding steady at recent quotations with a good demand reported. Shrimps have not yet arrived but are expected in the market next week.

SMOKED FISH.

Ciscoes, per lb.	0 12
Haddies, per lb., new cured	0 11
Haddies, fillets, per lb.	0 12
Digby herring, bundle of five boxes	1 00
Smoked boneless herring, 10-lb. box	1 25

FRESH SEA FISH.

Halibut	0 15	0 15½
Haddock, fancy, express, lb.	0 09	
Steak cod, fancy, express, lb.	0 10½	
Codling, per lb.	0 08	
Flounders, Maritimes	0 08	
New York	0 10	

FRESH LAKE FISH.

Pike, lb.	0 08	
Whitefish, lb.	0 13	
Herrings, lb.	0 06	
Lake trout	0 11½	
Oysters—		
Standards, gal.	1 90	2 00
Selects, gal.	2 40	2 50
Shell, per 100	1 25	1 50

Spanish Grapes and Jamaica Grapefruit In

Toronto
FRUIT.—Some fine samples of Spanish Almeria grapes arrived in the market this week, packed in small 33-pound barrels, that are being quoted at \$7 to \$8. Jamaica grape fruit also put in an appearance, the 54's, 64's, 80's and 96's selling at \$4 per case. The Ontario pears are about off the market and their place is being taken by the California case pears, which are selling at \$4. Cranberries are firmer in price, being quoted from \$9 to \$10 per barrel, with the 28-quart boxes from \$3.25 to \$3.50. Jamaica oranges are slightly easier in price, the range running from \$3 to \$3.50. Late Valencias on the other hand are firmer in price and are selling at \$5.50 to \$6, an advance of 50c per case. Ontario grapes are about cleaned out, as in fact nearly all local fruit is, with the exception of apples. These latter are selling at \$3 to \$5.50 per barrel.

Apples, basket	0 25	0 80
Barrel	3 00	5 50
Avodoca, Cal., doz.	3 25	3 50
Bananas, bunch	2 00	2 75
Cranberries, bbl.	9 00	10 00
Boxes, 25-qt.	3 25	3 50
Oranges—		
Jamaicas, box	3 00	3 50
Oranges, late Valencias, case	5 50	6 00
Grapes—		
Cal., case	2 50	3 00
Tokays, case	2 50	2 75
California Red Emperor, 33-lb. drums	5 00	8 00
Spanish Almeria, small barrel	7 00	8 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Jamaica, case	4 00	4 00
Lemons, Cal., case	7 00	
Pears—		
California, case	4 00	

Potatoes Go Higher By 25 Cents Per Bag

Toronto
VEGETABLES.—An advance of 25c per bag was recorded in the price of New Brunswick potatoes during the week. They are now selling at \$2.25 to \$2.35 per bag. Ontario potatoes are firmer accordingly although there are not many of them in the market. New Jersey sweet potatoes are slightly firmer in price and British Columbia potatoes

are quoted 15c up. Tomatoes are about off the market, only a few green ones coming at this late date. Some British Columbia onions are in the market and are selling at \$3.75 per 100-pound sack. Parsnips are quoted at \$1.50 per bag and beets at \$1.35. Demand for vegetables has not been very brisk during the week. Watercress and parsley are down in price, selling at 25c per basket. Yellow turnips are easier in price by the bag. Mushrooms are coming better and show a considerable reduction in price.

Cabbage, barrel	2 00	2 50
Red, 27-lb. crate	1 50	1 50
Carrots, bag	1 35	1 50
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Mushrooms, 6-qt.	1 75	2 00
Onions—		
Spanish, crate 120 lbs.	4 75	5 25
American, 100-lb. sack	3 75	4 00
B.C. onions, 100-lb. sack		3 75
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	2 25	2 35
Sweet, New Jersey, hamper	1 85	1 90
Ontario, 90-lb. bags	2 00	2 15
B.C., 90-lb.		2 15
Parsnips, bag		1 50
Watercress, 11-qt.	0 25	0 25
Parsley, 11-qt.	0 25	0 25
Turnips, 11-qt. basket	0 25	0 25
Yellow, bag		0 85

MANITOBA MARKETS

WINNIPEG, Nov. 8:—Manitoba markets may be described as somewhat erratic and unsettled with a general upward tendency of prices in nearly all lines. The sensational rise in wheat during the latter half of last month carried flour prices to a higher point than for many years. It is unwise to prophecy but there is a consensus of opinion among those well informed that though sharp reactions in grains may be expected both wheat and oats will go much higher before the new crop comes in.

The high prices of all staples have brought about much grumbling at the "High Cost of Living" and the daily press is flooded with charlatan remedies for a condition brought about by war and which would be greatly accentuated were the said charlatans given a chance to put into practice some of their theories.

The retailers are always a favorite target for the attack of the above mentioned class although there is no man to day more adversely affected by general high prices than the grocer.

Industrially the West is in excellent shape. There are no idle hands but rather difficulty is experienced in securing required help whether in the warehouse or at machine and desk. Shortage of farm labor is also seriously affecting the farmers in Saskatchewan and Alberta where there is yet much threshing to be done. Two weeks of the splendid weather now prevailing would be of immense benefit and greatly improve business conditions both in the city and country.

A well-known wholesale firm here in reviewing the market says: "The general trend of prices of all food stuffs is higher, early purchasing has benefited the buyer and in most lines it does not look as if the top has been reached. A partial failure of the Ontario fruit and vegetable crop forces American buying of canned goods. High prices rule and they will be still higher. Due to a failure of the salmon catch there is a very small delivery so far."

Corn Syrup Prices Go Higher.

Winnipeg
SUGAR.—The market is still in the \$8.50 bases for standard granulated. There have been two advances recently in syrups and further advances are looked for. The extraordinary high price of corn gives no hope of any revision downward. Some changes will be found in the list.

Sugar, Eastern—		Per cwt. in sacks.
Standard granulated		8 50
Extra ground or icing, boxes		9 35
Extra ground or icing, bbls.		9 05
Powdered, boxes		9 15
Powdered, bbls.		8 95
Hard lump (100-lb. case)		9 45
Montreal yellow, bags		8 10
Sugar, Western Ontario—		
Sacks, per 100 lbs.		8 45
Halves, 90 lbs., per cwt.		8 55
Bales, 20 lbs., per cwt.		8 55
Powdered, 50s		9 10
Powdered, 25s		9 35
Icing, barrels		9 10
Icing, 50s		9 30
Cut loaf, barrels		9 40
Cut loaf, 50s		9 60
Cut loaf, 25s		9 65
Sugar, British Columbia—		
Extra granulated sugar		8 65
Bar sugar, bbls.		9 10
Bar sugar, boxes, 50s		9 15
Icing sugar, bbls.		9 20
Icing sugar, boxes, 50s		9 05
H. P. lumps, 100-lb. cases		9 60
H. P. lumps, 5-lb. boxes		9 70
Yellow, in bags		8 25

Corn Syrup—	
2s, per case 2 doz.	3 48
5s, per case, 1 doz.	3 83
10s, per case, 1/2 doz.	3 71
20s, per case, 1/2 doz.	3 72
1/2 barrels, cwt.	5 80
B.C. Cane Syrups—	
2-lb. tins, 3 doz. to case, per case.....	3 80
5-lb. tins, 1 doz. to case, per case.....	4 45
10-lb. tins, 1/2 doz. to case, per case.....	4 15
20-lb. tins, 3 tins to case, per case.....	4 05
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are to ease higher.)	
Molasses—	
Barbadoes, 1/2 bbls., per gal.	0 70
Barbadoes, 1/2 bbls., per gal.	0 72
New Orleans	0 47

Pepper—	
Ground, black, 10-lb. boxes	0 30
Ground, white, 10-lb. boxes	0 37
Whole, white	0 28 1/2
Whole, black, 25-lb. palls	0 37 1/2

Heavy Export Sales of Manitoba Potatoes.

Winnipeg
The potato crop of the province generally is reported upon as being satisfactory and has been saved with very little loss. There is a very active trade in car lots both in Ontario and to the United States some of the more important potato growing districts have been practically cleaned out of all except home requirements. Vegetable dealers express the opinion that Winnipeg will have to import heavily from British Columbia before next spring.

Other lines of vegetables are plentiful and fairly reasonable in price though importation of some lines is already becoming quite heavy.

Manitoba potatoes, 10-bushel lots	0 75	0 80
Manitoba potatoes, carlots	0 65	0 70
R.C. potatoes, carlots	0 60	0 60
Carrots, bushel	0 75	0 75
Turnips, bushel	0 75	0 75
Onions, per case	3 50	3 50
Cabbage, per cwt.	1 00	1 00
Caulif-wen, per doz.	1 50	2 40
Imported mushrooms	0 85	0 85

Citrus Fruits Cheaper— Apples Advancing.

Winnipeg
Ontario apples are reported as scarce and lines that are available have had sharp advances. B.C. box apples while plentiful are very firm. Oranges, lemons and grape fruit are on the decline and are likely to be much cheaper in a few weeks. Week end quotations are:

Oranges, case	6 00	6 50
Lemons	7 50	7 50
Grape fruit	1 00	1 00
Empereur grapes, legs	5 50	5 50
Ontario Greenings	6 00	6 00
Ontario Spice	7 00	7 00
Ontario Baldwins	6 00	6 00
N.S. Kings	4 75	4 75
R.C. box apples	3 00	2 75
Washington pears, case	3 75	3 75

Lance-Corporal Clarence H. Smith, of the 43rd Battalion, was reported wounded on Oct. 10th, and is now convalescing in England. Before enlisting he covered Northwest Saskatchewan for H. G. Smith, wholesale grocers, Regina, Sask.

Sergt. John L. McMillan, who before he donned the khaki, was connected with The Mackenzie Company, of Kelowna, B.C., has been reported killed in action on Sept. 28. Two other members of the staff, Lance Corp. C. Skukly and Pte. C. McPhee are also overseas.

POTATO TRUST CONVICTED

Boston—Five officers of the Aroostook (Maine), Potato Shippers' Association were to-day found guilty under the Sherman Act, of conspiracy in restraint of trade. They are Carl C. King of Caribou, Me., president of the association; John M. Hovey, of Mars Hill, Me., secretary; Clarence H. Powers of Maple Grove, Me., member of a so-called listing committee; Edward H. Doyle, New York agent, and H. W. Sylester, Boston agent. Sentence was deferred.

They blacklisted dealers and boycotted persons who traded with the blacklisted ones. They claimed immunity under the Clayton amendment on the ground that theirs was an agricultural association, but Judge Morton held that the jury must decide whether the measures adopted were justified.

CURRENT NEWS OF THE WEEK

E. H. Smith, Winnipeg, has sold his grocery business to Lobins & Bromfield.

Donald M. Fraser, for the past three years representative of The Western Canada Flour Mills out of Saskatoon, has been moved to the Winnipeg office to look after the sales department. He is succeeded by John H. Long, well known by retailers in the Saskatoon territory.

The Winnipeg City Council has accepted the recommendation of the Board of Control that the tender of the P. and B. Cash Stores for the six months' supply of groceries, amounting to \$12,533.80 be accepted. It is \$2,057.29 higher than the last tender. Ald. Simpson pointed out to the council that it bore the earmarks of the increasing cost of the necessities of life. He admitted, however, that the city was up against a stone wall as regards its grocery supply and could do little else but accept the tender. Controller Wallace told the council that it was the only tender received. The board would advertise again if the council so desired, but he believed a new tender would be still higher.

Further Advances in Dried Fruits.

Winnipeg
DRIED FRUITS.—In almost every line there is some advance, raisins in particular are going strong. Currants are extremely difficult to obtain. Prunes, evaporated peaches, and apricots, have scored further advances, and though peels are higher they may be considered a good purchase at the present figures. Advances as to the California raisin crop estimate damage at from 25 to 50 per cent. The foreword here is that the quotations on the new crop of evaporated apples will be much higher than the prices now in vogue.

Dried Fruits—	
Pears, choice, 25's	0 14 1/2
Apricots, choice, 25's	0 15 1/2
Apricots, choice, 10's	0 19
Peaches—	
Choice, 25-lb. boxes	0 09
Choice, 10-lb. boxes	0 09 1/2
Currants—	
Bulk, cleaned	6 11
16-oz. pkgs., cleaned	0 15
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 12-oz. pkgs.	0 09
Raisins, California—	
16 oz. fancy, seeded	0 10 1/2
16 oz. choice, seeded	0 09 1/2
12 oz. fancy, seeded	0 08 1/2
12 oz. choice, seeded	0 08
Raisins, Muscatels—	
3 crown, loose, 25's	0 08 1/2
3 crown, loose, 50's	0 08 1/2
Raisins, Cal. Valencias—	
3 crown, loose, 25's	0 08
3 crown, loose, 50's	0 08 1/2
Prunes—	
50 to 100, 25s	0 08
50 to 60, 25s	0 10 1/2
Peels—	
Orange, lb.	0 17 1/2
Lemon, lb.	0 21
Citron, lb.	0 25

Coffee Unchanged Locally

Winnipeg
COFFEES.—There is practically no change in the primary or local market this week.

Coffee—	
Green, choice, No. 7 Rio	0 18 1/2
Green, choice, No. 8 Rio	0 18 1/2
Green, Santos	0 17
Roasted Rio, in bulk, bbls.	0 18 1/2
Roasted Santos	0 22 1/2
Maraibo, green	0 20
Chicago, lb., Canadian, 14-lb. tins.	0 10 1/2

Allspice Advances

Winnipeg
All lines of spices are firm and the feature this week is a sharp advance in ground allspice which is now quoted at 16.

Allspice, ground	0 16
Cassia, ground	0 19
Cream of tartar, 98% guaranteed	0 56
Cloves, whole	0 23 1/2
Cloves, ground	0 31
Ginger, Jamaica, ground	0 29
Nutmegs, ground	0 30

Roll of Honor

Eugene E. Woodrow, formerly with Northrop & Company, wholesale grocers, St. John, died of wounds in the general hospital in Cambridge, England, on November 1. His parents, one brother and three sisters, survive. At the time of his death he was only nineteen years old.

Pte. Charles Reid McLaughlan, Toronto, is reported killed in action, after a brief return to the trenches, having recovered from a gunshot wound in the face, received six weeks ago. Before enlisting he was employed by S. Kinneer & Co., wholesale grocers.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Nov. 8.—Several price changes have again taken place. Flour is quoted at \$9.80 per barrel for first patents. Sugar, granulated is quoted at \$9.05. Lard has advanced to \$11.70 per case for 3's, compound is quoted at \$9.60 for 3's. Storage eggs are now quoted at \$10 case. Ontario apples, gals. have advanced to \$1.85 case. Peaches are quoted at \$4.10 case. Salmon sock-eye is quoted at \$10.50 and pink tails at \$5. The salmon catch has been small and canners are only delivering a small portion of orders. Purity oats, twenty-five pound tubs are quoted at \$4.10, an advance of 10c. Lye has advanced 15c a case to \$4.50. Crisco has advanced 50c case and is quoted at \$10.35. Lemon peel is now quoted at \$2.10; oranges, \$2.25; citron, \$2.70; assorted, \$2.55.

Beans, small white, Japan, lb.	0 08	0 10
Flour, No. 1 patents, 98s, barrel	9 80	
Molasses, extra fancy, gal.	0 75	
Rolled oats, 80s, basis	3 35	
Rice, Siam, lb.	0 04 1/2	
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.	9 05	
Cheese, No. 1, Ontario, large	0 25	
Butter, creamery, lb.	0 35	
Lard, pure, 3s, per case	10 50	
Bacon, smoked backs, lb.	0 25	
Bacon, smoked sides, lb.	0 25 1/2	
Eggs, No. 1	0 37	
Eggs, storage, case	10 00	
Tomatoes, 3s, standard case	5 50	
Corn, 2s, standard case	3 50	
Peas, 2s, standard case	2 90	
Apples, gals., Ontario, case	1 85	
Strawberries, 2s, Ontario, case	5 50	
Raspberries, 2s, Ontario, case	5 50	
Peaches, 2s, Ontario, case	4 10	
Salmon, finest sockeye, tall, case	10 50	
Salmon, pink, tall, case	5 00	

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 8.—Further advances on flour are expected here and it is even rumored in some quarters that flour prices will reach \$11 or \$12 per barrel. The advances during the week, included packet raisins, also dried green and split peas. Corn flakes have advanced 20c case. All nuts are firm. An advance on pea-nut butter is expected. Domestic herrings and sardines are slightly higher. Lard has again advanced and threes are quoted at \$12. Back bacon has advanced 2c lb. Creamery butter has advanced 4c lb. Storage

eggs are quoted at \$11.50 to \$12 case, new laid are scarce at any price.. Pot barley has advanced to \$5.75. Tomatoes 2 1/2's are quoted at \$4.50 to \$4.75 case.

CALGARY:

Beans, small white Japan, lb.	0 08 1/2	
Flour, No. 1 patents, 98s	5 05	
Molasses, extra fancy, gal.	0 77	
Rolled oats, 80s	3 35	
Rice, Siam, cwt.	4 75	
Sago and Tapioca, lb.	0 09	
Sugar, pure cane, granulated, cwt.	8 95	
Cheese, No. 1 Ontario, large	0 24	0 25
Butter, creamery, lb.	0 44	
Lard, pure, 3s, per case	12 00	
Bacon, smoked backs, lb.	0 24	
Bacon, smoked sides, lb.	0 24 1/2	
Eggs, new-laid, doz.	0 45	
Eggs, storage, case	11 50	12 00
Tomatoes, 2 1/2s, standard case	4 50	4 75
Corn, 2s, standard case	3 00	
Peas, 2s, standard case	2 25	
Apples, gals., Ontario, case	5 25	
Strawberries, 2s, Ontario, case	5 50	
Raspberries, 2s, Ontario, case	4 25	
Peaches, 2s, Ontario, case	12 00	
Salmon, finest sockeye, tall, case	5 00	5 50
Salmon, pink, tall, case		

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Nov. 8.—The past week has been an exception in that few changes of any kind are reported in local commodities. Those that have occurred have all been on the up grade. Threshing throughout the province continued uninterrupted till Monday when snow at many points hampered operations. Storms were of a local nature. Business is reported good and Christmas business is beginning to loom up. All lines of biscuits have advanced about one cent a pound in anticipation of the Christmas demands. Maple syrup has advanced slightly. Soap is on the up grade and will go from 25 to 50 cents a case higher. Brooms have advanced sixty cents dozen and are now quoted from \$4 to \$6.50 per dozen. Shelled walnuts advanced two cents and are now 45c per pound. Poultry prices all No. 1 are as follows:—chicken 27, fowl 22 ducks 25, and turkeys 30c lb.

Beans, small white Japan, bush.	4 55	
Flour, No. 1 patents, 98s, per bbl.	10 20	
Molasses, extra fancy, gal.	0 71	
Rolled oats, 80s	3 40	
Rice, Siam, cwt.	4 35	
Sago and tapioca, lb.	0 08	
Sugar, pure cane, granulated, cwt.	8 84	
Cheese, No. 1 Ontario, large	0 24 1/2	
Butter, creamery, lb.	0 37	
Lard, pure, 3s, per case	11 80	
Bacon, smoked backs, lb.	0 25	
Bacon, smoked sides, lb.	0 30	
Eggs, new-laid	0 45	
Eggs, storage, No. 2	0 40	
Tomatoes, 3s, standard, case	4 35	
Corn, 2s, standard, case	3 55	
Peas, 2s, standard, case	2 88	
Apples, gals., Ontario	2 10	
Strawberries, 2s, Ontario, case	5 00	
Raspberries, 2s, Ontario, case	5 25	
Peaches, 2s, Ontario, case	3 95	
Salmon, finest sockeye, tall, case	10 85	
Salmon, pink, tall, case	6 25	

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 8.—The market is unsettled, making purchases difficult and already New Brunswick is beginning to feel the car shortage which is delaying the arrival of orders. Prices show upward tendency with no reductions this week. California dried fruit situation is slightly better. Dealers have been advised that instead of 75 per cent. full amount of orders will be filled. Prices are high and if maintained will force present jobbing price higher. Beans are almost impossible to secure.

The canned goods situation locally is somewhat easier as packers are beginning to ship new crop and relieve shortage. American clear pork advanced sharply to \$38 and \$38.50, butter is still advancing and dairy is now 35c to 40c, creamery is 40c to 45c case. Eggs are up one cent and are now 37c to 40c. Lard is firmer, pure is quoted at 20 1/2c to 21c, compound 16 3/4c to 17c; cheese is now 23 1/2c to 24c lb. Ontario flour shows 20 cents advance to \$10.25. In fruits Malaga grapes are quoted at \$7 to \$8 per keg. Apples range from \$2 to \$5 barrel; Messina lemons have advanced \$1 to \$6 and \$6.50; potatoes firm at \$3.50 with advances expected daily. Pork and beans advanced sharply \$4.50 to \$4.80. Owing to the high price of standard grades there is bigger demand for cheaper lines of salmon and chums are being introduced here at \$4.50 to \$4.75 while pink tails range from \$5.75 to \$8.75.

Flour, No. 1 patents, bbls., Manitoba	11 00	
Ontario	10 25	
Molasses, extra fancy, gal.	0 60	0 61
Rolled oats, bbl.	7 75	
Beans, white, bush.	6 25	
Beans, yellow-eyed	6 25	
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	8 05	8 10
United Empire	7 95	8 00
Bright yellow	7 85	7 90
No. 1 yellow	7 65	7 70
Paris lumps	9 25	9 50
Cheese, N.B., twins	0 23 1/2	0 24
Butter, creamery, lb.	0 40	0 45
Lard, pure, 3s, lb.	0 20 1/2	0 21
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid	0 40	0 50
Eggs, storage	0 37	0 40
Tomatoes, 3s, standard case	4 70	
Corn, 2s, standard case	3 50	
Peas, 2s, standard case	3 00	
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	5 00	
Raspberries, 2s, Ontario, case	5 40	
Peaches, 2s, Ontario, case	4 00	
Salmon, red spring, tall, case	10 00	10 50
Salmon, pink, tall, case	5 75	6 75



FLOUR AND CEREALS



Markets Look For Higher Priced Flour

Recent Slight Falling Off in Wheat Prices Not Regarded as Likely to Recur

Montreal—
FLOUR AND FEEDS.—By all the anciently established laws of the wheat market, wheat is now at a "dangerously" high price, and the speculative game is likely to become a finger-burning business for the inexperienced. But minds in touch with conditions affecting wheat to-day are full of the idea that

A wire received from Montreal Wednesday afternoon announced an advance of 20c bbl. in flour, and an advance of \$2 per ton on feeds.

the ancient laws do not apply as they did in previous years. Wheat is high enough to be subject to the risk of a sudden drop which would bring down flour prices. Wheat has never been so high before without dropping suddenly sooner or later. Yet to-day conditions are so different from conditions of previous years of high priced wheat that even the keenest market critics are wondering whether, after all, there may not be still higher prices ahead for the market. Several factors contribute to the idea of higher wheat and flour prices ahead. There is the war-caused demand. There is the Argentine crop shortage. There is the shortage of the Northwestern crop. There is the shortage of Ontario winter wheat, and there is the fact that the wheat harvested goes only about 45 lbs. to the bushel instead of 60 lbs. or so. There is the coming close of lake transportation, and the transition to rail transportation which will tend to firm things up further. All these factors operating in one and the same season constitute an unprecedented state of affairs in wheat market experience, and lead to the general opinion that twelve dollar flour is coming. The slight slackening off in wheat prices which took place in the week previous to November 4, was not reflected in the flour market, and prices at the beginning of the present week were quoted as previously.

Manitoba Wheat Flour—	Car lots	Small lots
First patents	10 33
Second patents	9 80
Strong bakers	9 60

Winter Wheat Flour—		
Fancy patents	9 25	9 50
90 per cent., in wood	8 50	9 00
90 per cent., in bags	4 15	4 25
Bran, per ton	30 00	31 00
Shorts	33 00	35 00
Special middlings	37 00	40 00
Feed flour	46 00	50 00
Feed oats, per bushel	0 70

MARKED FIRMNESS AS REGARDS BARLEY NOW

Montreal—
CEREALS.—Cereals remain firm at the prices quoted last week, and the firmness is extra marked as regards barley. The trade is watchfully waiting for further increases in price in staple cereals of the bulk varieties. Packet goods are already advanced in price, and winter demand for the porridge-making preparations is on increasing scale at present. Much depends on the market for wheat now, and with opinions all towards higher priced wheat before Christmas, there is no very well-voiced idea of anything but the firming note in cereals.

Barley, pearly 98 lbs.	6 00
Barley, pot, 98 lbs.	4 75
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	3 20
Cornmeal, yellow, 98 lbs.	3 05
Graham flour, 98 lbs.	4 80
Hominy, granulated, 98 lbs.	3 30
Hominy, pearl, 98 lbs.	3 30
Oatmeal, standard, 98 lbs.	3 30
Oatmeal, granulated, 98 lbs.	3 90
Peas, Canadian, boiling, bush.	3 75
Rolled oats, 98-lb. bags	3 30
Rolled wheat, 100-lb. bbls.	3 85
Rye flour, 98 lbs.	3 30
Whole wheat flour, 98 lbs.	4 80
Wheatlets, 98 lbs.	5 05

Flour Held At \$10 Per Barrel

Temporary Weakness Was Not Long Enough Sustained to Send Price of Flour Downward in East—Exceptionally Heavy Demand for Flour—Ontario Wheat Flour Up 30c

Toronto
FLOUR.—Although there was a temporary weakness in the flour market at the time CANADIAN GROCER went to press last week, as reported in last week's issue a revival in the strength of the wheat market took place in time to forestall a reduction in the price of flour. Some of the Winnipeg mills reduced their price, but later returned to the previous high point.

On Monday the market closed at \$1.91 6-8, as compared with \$1.82 3/8 on the previous Wednesday. The demand for flour continues exceptionally heavy.

Some of the large milling concerns report that trade as being the heaviest in their history during the past two months. The bulk of the trade is going to the grocery stores and flour and feed men which would seem to indicate that the housewife is buying more flour and baking her own bread. An advance of 30c per barrel was recorded in the price of Ontario winter wheat flour on Saturday last, making the selling price now \$8.80 in car lots and \$9.10 in small lots.

Manitoba Wheat Flour—	Small lots, per bbl. of 2 bags	Car lots
First patents	10 20	10 00

Since writing this article, Manitoba flour has advanced 20c per barrel, and feeds \$2 per ton. These advances will have to be added to prices shown in Toronto report.

Second patents	9 70	9 50
Strong bakers	9 50	9 30
Ontario Winter Wheat Flour—		
High patents	9 30
Second patents	9 10	8 80

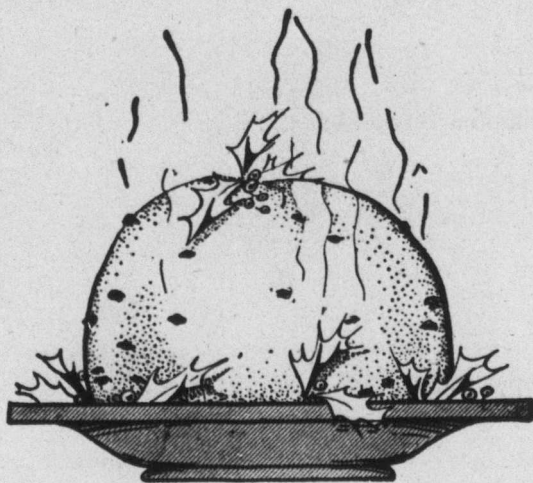
Toronto
CEREALS.—The tendency in many lines of cereals was toward still higher levels during the week. Pot barley advanced 25c per 98-lb. sack, prime beans also went up 25c, corn flour increased in price by 25c, and cornmeal from 5c to 10c per sack. Rolled wheat went up 20c and rye flour was enhanced in value by 30c per 98-lb. sack. The advances are all in sympathy with the advancing prices of wheat, coupled with a scarcity of nearly all coarse grains.

Barley, pearl, 98 lbs.	5 75	6 00
Barley, pot, 98 lbs.	4 50	4 75
Beans, prime	5 50	5 75
Buckwheat grits, 98 lbs.	4 50	4 60
Corn flour, 98 lbs.	3 50	3 60
Cornmeal, yellow, 98 lbs.	3 05	3 15
Graham flour, 98 lbs.	3 10	3 20
Hominy, granulated, 98 lbs.	3 00	3 00
Hominy, pearl, 98 lbs.	3 00	3 00
Oatmeal, standard, 98 lbs.	4 00	4 10
Oatmeal, granulated, 98 lbs.	4 00	4 10
Peas, Canadian, boiling, bush.	3 25	3 35
Rolled oats, 98-lb. bags	3 05	3 15
Rolled wheat, 100-lb. bbls.	4 10	4 20
Rye flour, 98 lbs.	3 50	3 60
Whole wheat flour, 98 lbs.	4 70	4 85
Wheatlets, 98 lbs.	5 00	5 15

MILL FEED PRICES CONTINUE TO HOLD

Toronto
FEEDS.—There was a firmness in mill feeds during the week, although no advances were recorded. The demand continues exceptionally heavy. The feeding session is now on in full swing and the consumption is large. There has not been as heavy a demand for
 (Continued on page 44.)

THAT CHRISTMAS CAKE AND PUDDING



Christmas baking reaches the high water mark of delicious wholesomeness when

Gold Seal Flour

is used.

Our comprehensive publicity campaign has produced a big, ever-growing demand for this high-grade pastry flour.

Gold Seal always gives the results that pull the repeat orders. Its quality is always uniform—the quality that has made our products the big sellers they are.

Gold Seal is entirely a Canadian Product—Canadian Capital, Canadian Wheat and Canadian Labor. Gold Seal popularity is recognized by all.

**Canadian Cereal & Flour
Mills Co., Ltd., Toronto**

*The Mark
of Quality*



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

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BRITAIN'S TRADE

England's exports went upward in value during August, reaching 223 million dollars, a figure at which they have not stood since January, 1914, and double the value in the month when the European war began. At the same time England has been able to reduce her imports somewhat.

Into the values expressed by British statistics current prices enter, just how much, however, cannot very well be estimated. To make the French statistics of its foreign trade for August comparable with the figures of two years ago it is said in France that there must be a correction of ninety-one per cent. on imports and fifty per cent. on exports.—The Nation's Business.

TROUBLE OVER HOLIDAY.

Judge of Supreme Court Quashes Half-Holiday By-Law—Matter Must be Voted on in January.

The by-law establishing a half-holiday in the South Vancouver district, recently passed by the municipal council, was last week quashed by Mr. Justice Clement, following an application made in supreme court by C. M. Woodworth on behalf of a number of the merchants of the municipality. The position taken

by counsel for the applicants was that the section of the Shops Regulations Act under which the by-law was passed had been impliedly made inoperative by the Weekly Half-Holiday Act passed by the last session of the legislature, and that the half holiday provided for in the by-law could only be established in the manner set out in that act; in other words, that it could not be definitely arranged until a vote was taken in January, and in the meantime the merchants were at liberty to select, any day they desired for their half holiday.

Majority Must Rule.

In his argument on behalf of the municipality, Mr. Donaghy pointed out that the council had acted under a clause in the Shops Regulations Act, which made it compulsory to close stores at a certain hour if the requisite majority of the tradesmen petitioned for it. The Shops Regulations Act referred to one or more half-holidays in one week and he submitted that it was not inconceivable that a municipality might want to have more than one half holiday a week, and that where there was no definite prohibition of that in the Weekly Half-Holiday Act, it should not be implied.

Mr. Justice Clement would not give costs against the municipality, as it had acted under a clause which was believed to be compulsory.

OUR FALL NUMBER

November 1st, 1916.

Canadian Grocer,
Toronto, Ont.

Dear Sirs:

The Fall Number of CANADIAN GROCER to hand.

It certainly is a credit to your office; the classified arrangement of the different lines is quite a good feature. Retail merchants are so often at a loss to know just where to purchase many articles that your list should be quite a help to them.

As editor, you are to be congratulated on your success in this special number.

Yours truly,
GEORGE O. WERRETT.

R. W. Thompson has resigned his position as manager of the Fernie Mountain Supply Co., at Fernie, B.C. and has moved to Lethbridge, where he will carry on business as manufacturers' agent.

G. A. Brown, chief of the live stock dept., Ottawa, addressed the produce section of the Winnipeg Board of Trade last week, when he spoke of Canada's opportunity in the exportation of eggs, and suggested to produce merchants that they get down to a loss-off basis as soon as possible.



THE CLERKS' PAGE



If I Were a Grocer

The clerks of to-day are the grocers of tomorrow. They have their dreams, their plans and their aims. Already they are grocers, with their own store, a vague outline only, but real enough to them. The following statement from "System" will be interesting.

"I would make a specialty of selling some particular commodity, and would build up a reputation for selling a finer quality and larger quantity of it than any of my competitors.

For example, I might make potatoes the favored product. I would purchase potatoes in large quantities from prize winning potato crops only. No matter where I had to go to get them, or what freight charges I had to pay, I would secure the best and charge the difference to advertising.

In all my publicity I would feature my fine potatoes. This would bring new customers to my store just to purchase potatoes. But the big factor would be the fact that those who came to buy potatoes would stay to buy the rest of their groceries."

A Talk on Ginger

Ginger has been a familiar and popular spice and medicine for many centuries. The Greeks and Romans seem to have procured it from the East through the Arabian traders, and as early as the eleventh century it was mentioned in the English leech-books. In the thirteenth and fourteenth centuries in ranked next to pepper, then the commonest of all spices. It was first introduced into America in New Spain (Mexico). The record of exportation from the West Indies goes back to 1547, when large quantities were sent to Spain.

The Ginger of Commerce

The ginger of commerce consists of the underground stem or rhizome of a plant known as *Zingiber Officinale*, order *Scitamiñeae*. The rhizomes produce slender, reed-like shoots, at intervals, about three feet tall. The fruits are seldom produced, as the plants are grown from cuttings from the rhizome. The plant, therefore, is unknown in the wild state and there are few varieties. A large part of the crop is grown in private gardens along with other native

plants and, indeed, it seems to be most successful this way, as the crop is a very exhausting one for the soil, rendering it valueless for ginger planting after a few years unless extensively worked with fertilizers.

The planting season is during March and April, sometimes later, depending upon the wet season. The plants usually appear above ground in about fifteen days, and the rhizomes are dug during December to January and often on until March. The digging takes place when the stems turn from green to yellow and wither. The rhizomes are collected, the roots and stems broken off, and all earthy matter clinging to them removed. The ginger is then prepared for market either as cured or dried ginger, or as green ginger. The latter form is prepared in the Canton section of China. The green rhizomes are cleaned and boiled in water, then boiled in a syrup of water and sugar until the ginger has become thoroughly saturated. It is preserved in cans or jars for shipment. This preserved ginger is also dried and used as candied ginger.

How Dried Ginger Is Prepared

Dried ginger is prepared for commerce in either the rough or coated form, or in the smooth or peeled form. The rough-dried ginger is merely scalded in hot water and then spread out in the sun for several days to dry. The peeled ginger is made by peeling off the outer covering of the rhizome. This requires some skill, especially when peeling between the toes of the rhizomes or hands. After peeling, the ginger is washed in water and then dried. The ginger loses about 70 per cent of its weight in the process.

Ginger comes to this market in the dried form from Jamaica, West Indies; Sierra Leone and Liberia, Africa; India, and Japan. The preserved ginger comes from China, where owing to the dampness and the greater amount of moisture in the rhizomes it is not successfully dried for commerce.

Jamaica Ginger By Far the Best

The Jamaica ginger is by far the best. Its better grades are always peeled and are light in color, large resinous and brittle. It is packed for market according to size and color, the large bright fingers bringing the highest price;

the smaller, but smooth and bright, pieces making second choice, and the dark and rough pieces forming the grinding grade.

Ratoon root is also received. This is small, shriveled, soft, and undesirable, and consists of the rhizomes which are not dug up fresh, but which are left in the ground for further sprouting.

—Spice Mill.

STRAIGHT TALK TO CLERKS

When you go into a store and a salesperson asks, "Do you wish anything?" doesn't it at once strike you that it comes very close to being a "foolish question?"

Why should you be in that store if not to buy something?

True, people go into stores with the full intention of "just looking"—and they are to be made welcome and assisted in every unobtrusive way, and not made to feel that they are a trouble.

But the mere fact that they are in the store shows that they are after something; so, let your greeting assume that they want to get it now by saying, "What can I show you?" or something similar in form; and, if possible, change a "looker" into a customer—because we may have exactly what she has in mind.

Do it tactfully—oh, that word tact could be a text for a volume! But the best "boiling down" of the volume is defining tact as doing to others as you would be done by—treating a customer as you would like to be treated in courtesy, consideration, attention, and in intelligent and helpful service. You owe it to her, to the store, and to yourself.

Did it ever occur to you that you are defrauding yourself when you lose a customer—or don't sell all you might have—because of lax attention and inferior service? This affects your sales record and your sales record is the gauge of your efficiency, and inefficiency spells loss of a job. Think it over.

The advance on fish rates from \$2.50 to \$4 per 100 lbs., for transportation from Winnipeg to Eastern cities, which was made during the summer by the Dominion Express and the Canadian Northern Express Companies, has been brought down to the former figure again through the efforts of the Canadian Manufacturers' Association.

System of Separate Departments

How Grocer Speeds up Sales by Dividing Store Into Units—Easy to Detect Losses —
How it Tends to a Better Grasp of Business — Separating the
Provision Department.

THE Peebles and Hobson Company of King Street East, Hamilton, is one of the prominent stores featuring a special provision department.

"I suppose there are selling advantages to goods handled this way," admitted Mr. Hobson, "but these were not the consideration that led us to separate our departments. We have separate departments for meat, fish, provisions, groceries, and had for liquors until the Ontario Government saw fit to remove it. The reasons that led us to separate our departments were administrative reasons, rather than reasons of merchandizing. We find such a separation a great advantage in keeping an intelligent oversight of the whole business. If everything is handled together and some leak appears, it may be very difficult to locate among the whole mass of sales, but when you have narrowed it down to the department, you have gone a long way towards discovering where the trouble lies.

"We charge each department the cost

of the goods delivered to it, along with a fair percentage of the overhead charges. A moment's time is sufficient to find the cost of the goods delivered to one department, their gross sales, and their fair share of the current expenses. If sales fall, with this system a rough check over of the stock will give an idea of the net profit of the department—it may not be an accurate check, but it's close enough to show whether the department is making or losing money, or if it is making as much as we think it should. In this way you can keep a fairly accurate check on all lines, see about strengthening the weak ones and reviving the dead ones.

"There would be certain advantages to be gained from dividing the grocery end of the business into small lines, as canned goods, dried fruits, etc., but to take such action would mean so much overlapping that it might cause confusion and be more harmful to the store in the end than the advantage to be gained by the system would justify."

What Readers Thought of Fall Number

THE following letters are selected from the correspondence that has been received with reference to the Fall Number of CANADIAN GROCER:

November 1st, 1916.

Messrs. Canadian Grocer,
Toronto.

Gentlemen:

We have looked over the Fall Number of CANADIAN GROCER, and would like to say we feel a compliment is due to you for this very attractive issue, the best we have ever seen in its line.

Yours very truly,

IMPERIAL EXTRACT COMPANY,
F. W. Shirriff, Toronto.

• • •

November 2nd, 1916.

The Canadian Grocer,
Toronto, Ont.

Dear Sirs:

We had intended writing you a congratulatory note on the appearance of the Fall Number of the CANADIAN GROCER, but pressure of business intervened.

It is by far the best issue we have seen of this or any other trade paper.

The cover, if you will pardon observation, is far more distinctive and dignified than the two previous ones. It has class, and will, we imagine, bring you fresh subscribers if properly boosted.

The Eddy advertisement, we are pleased to say, has been very much admired here in the office.

Yours truly,

E. B. EDDY CO.

Hull, Canada. (Per F. W.)

• • •

November 3rd, 1916.

Messrs. Canadian Grocer,
Toronto, Ont.

Gentlemen:

We have examined a copy of your Fall and Winter Number, and now wish to compliment you for both the attractiveness and value of this issue, also on your success in getting the entire issue away on time.

Yours very truly,

BORDEN MILK CO., LIMITED,
Montreal.

W. H. Dunn, Mgr. of Sales Dept.

November 3rd, 1916.

Messrs. The Canadian Grocer,
Toronto, Ont.

Dear Sirs:

We are very much pleased with the Fall Number indeed, and have no word of criticism to offer. We cannot think of any way by which you could improve your number. Yours truly,

JAMES WILSON & SONS.

Fergus, Ont.

• • •

Hamilton, Ont., Nov. 2, 1916.

Messrs. The Canadian Grocer,
Toronto, Ont.

Gentlemen:

We received your Fall and Winter Number of the CANADIAN GROCER. This book is got up in an elegant style and a great credit to any publisher in Canada. Yours very truly,

THE W. A. FREEMAN CO., LTD.

Hamilton.

• • •

November 2nd, 1916.

The Canadian Grocer,
Toronto, Ont.

Dear Sirs:

We have gone through the Fall Number not minutely, but generally, and consider that you have succeeded in placing before the different dealers a magazine that is up to the standards of former years in every respect, if not an improvement on former issues.

Yours very sincerely,

CHANNELL CHEMICAL CO., LTD.

(A. T. Channell, president).

Toronto.

• • •

November 2nd, 1916.

Messrs. The Canadian Grocer,
Toronto, Ont.

Dear Sirs:

We think that you are to be congratulated on turning out so handsome and comprehensive an issue. We are very much pleased with the set up given our own advertisement.

Yours truly,

VALLENS & CO., LIMITED.

London, Ont.

• • •

November 2nd, 1916.

The Canadian Grocer,
Toronto, Ont.

Gentlemen:

We consider the Fall Number of CANADIAN GROCER to be the best yet, and a credit to all concerned.

Yours respectfully,

J. H. WETHEY, LIMITED.

St. Catharines, Ont.



PRODUCE AND PROVISIONS



Deliveries of Live Hogs Increasing

Montreal—
PROVISIONS.—Packers report that deliveries of live hogs are increasing, but state that quite a large proportion of the deliveries consists of hogs which do not turn out satisfactorily dressed. The farmers are apparently rushing their hogs to market before they are properly fattened. Even with the heavier deliveries of hogs, the market, locally, remains firm, 12 cents being quoted for live hogs, and 16½ to 16¾ for dressed. (Dressed show a shade downwards since last week, but with demand as it is this is said to be merely passing). Export demand is heavy. Lard is particularly scarce and remains high in price. Shortening is also higher due to advance in cotton seed oil. The public demand for provisions at retail is reported still as strong as ever.

Hams—		
Medium, per lb.	0 26	0 26½
Large, per lb.	0 24	0 24½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o, roast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 19¼	0 19½
Tubs, 50 lbs.	0 19¼	0 20
Pails,	0 20	0 20½
Bricks, 1 lb., per lb.	0 21	0 21½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 15¼	0 16
Tubs, 50 lbs.	0 17	0 17½
Pails, 20 lbs., per lb.	0 16¼	0 16½
Bricks, 1 lb., per lb.	0 17¼	0 17½

EGGS UP IN PRICE; NEW LAIDS SCARCE

Montreal—
EGGS.—Marked advances in price will be noticed in eggs this week. New laids in cartons are 3 cents higher, and very scarce. The egg market continues firm with good local and export demand. Exporters are claiming that they can get from one to two cents per dozen more for eggs for export than for the same goods for home consumption. The market in the United States is higher and is likely to go higher, as there is a shortage of 881,000 cases for October 31, as compared with the egg figures for last year. This is a very bullish report. In this connection egg stocks in Montreal at October 31, as compared with last year's, are interesting. The figures

are, fresh (in cases of 30 doz.), 1,278 cases. Last year there were 220 cases, and on Sept. 30, 1916, there were 7,525 cases, showing a considerable consumption. Of cold storage eggs there were in stock in Montreal at Oct. 31, 97,049 cases, as compared with 90,192 cases in 1915, and 118,144 cases on Sept. 30. Receipts of eggs in Montreal for the week ending Nov. 4, were 27,505 cases, as compared with 20,425 of the corresponding week in 1915. Receipts of eggs in Montreal for the period, May 1 to November 4, are 496,600 cases. Last year receipts were 444,745 cases. Dealers are now selling practically all cold storage eggs. Very few new laids are to be had, and most dealers are paying to the producer 45 cents for new laid eggs, and in some cases higher.

Eggs—

New laid, cartons	0 48
New laid, ex-cartons	0 49
Selects	0 39
No. 1	0 35

POULTRY DELIVERIES ARE PLENTIFUL

Montreal—
POULTRY.—Deliveries of poultry continue large. The weather is now cold enough to ship dressed pultry. The market remains steady, and there is nothing special to report regarding either supply or demand at present.

Fowl—

Chickens, milk-fed, crate, fattened, lb.	0 20
Live fowls	0 12
Old roosters	0 12
Broilers	0 15
Roasting chickens	0 17
Young ducks	0 13
Live ducks, old	0 11
Turkeys (old toms, dressed), lb.	0 23

BUTTER VERY FIRM; LOCAL PRICE IS UP

Montreal
BUTTER.—Receipts of butter in Montreal for the week ending Nov. 4, were 9,858 packages as compared with 7,751 packages for the corresponding week last year. Stocks of butter in Montreal, October 31, were as follows: Creamery, 100,276 pkgs, and dairy, 2,103 pkgs. For the same date last year the stocks were: Creamery, 93,402 pkgs., and dairy, 6,173 pkgs. On September 30 the stock of creamery butter in Montreal was 96,859 pkgs., so that an increase of stock in the city is noticeable for October. The market for butter continues to advance. 41¼ having been paid on Saturday, Nov. 4, at Cowansville. The local market is higher.

Butter—

Creamery, prints	0 43¼
Creamery, solids	0 43
Dairy prints, choice, lb.	0 37
Dairy prints, lbs., in tubs	0 36

ADVANCE IN CHEESE DUE TO BIG DEMAND

Montreal
CHEESE.—Cheese prices show the general firming tendency, and are, as a matter of fact, now 6 cents a lb., on an average, higher than they were at this time last year. This is held to be due entirely to the vastly increased export demand, and purchases of cheese made in the country at present are said to be all for storage against further export demand. Receipts of cheese in Montreal for the week ending Nov. 4, were 64,052 boxes, as compared with 49,200 boxes for the corresponding week last year. Stocks held in Montreal at Oct. 31 were 169,132 boxes, as compared with 189,057 boxes for the same date last year, and 190,961 boxes on September 30, 1916. Farmers are doing their utmost to maintain production to the last minute owing to the steady demand for cheese.

Cheese—

Large, per lb.	0 22½	0 23
New, twins, per lb.	0 23	0 23½
Triplets, per lb.	0 23½	0 23½
Stilton, per lb.	0 25½	0 25½
Fancy old cheese, per lb.	0 25½	0 25½

HONEY PRICES HAVE NOT BEEN CHANGED

Montreal
HONEY.—The market as regards honey is much as last week. Prices are unchanged, and supplies come in satisfactorily from good stocks held in the country. There is no hint of shortage as regards honey. Some Ontario honey is reported amongst the transactions of the market for this product lately in Montreal.

Honey—

Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60-lb. tins, per lb.	0 08¼	0 09
Clover, 5-10 lb. tins, per lb.	0 11	0 12
Clover, 60-lb. tins	0 10¼	0 11
Comb, per section	0 14	0 15

Hogs Down 45c.; Lard Firm at 19 1-2c

Heavier Deliveries Sending Prices to Easier Levels—Dressed Hogs Also Down 50c per 100—Lard and Compound Very Firm

Toronto—
PROVISIONS.—Dressed hogs declined 50c per hundred during the week and live hogs registered a downward tendency to the extent of 45c. There have been good deliveries coming to the market of the live product during the week, it is stated, because farmers do not care to feed at the present cost of

shorts and middlings. Lard and compound has firmed to the extent of 1/4c per pound during the week. The higher prices prevailing for these commodities have not curtailed consumption. Even higher prices are looked for in the near future in both these commodities. Cooked meats of all kinds have held steady in price during the week.

Hams		
Medium, per lb.	0 25	0 25 1/4
Large, per lb.	0 23	0 23 1/4
Bacon		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.	0 20	0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats		
Long clear bacon, ton lots	0 17 1/2	0 18 1/2
Long clear bacon, small lots	0 18 1/4	0 19 1/4
Fat backs, lb.	0 18 1/2	0 19 1/2
Cooked Meats		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard, Pure		
Tierces, 400 lbs., per lb.	0 10 1/4	
In 60-lb. tubs, 1/4c higher than tierces; pails, 1/4c higher than tierces, and 1-lb. prints, 1/4c higher than tierces.		
Lard, Compound		
Tierces, 400 lbs., per lb.	0 16 1/4	
In 60-lb. tubs, 1/4 higher than tierces; pails, 1/4c higher than tierces, and 1-lb. prints, 1/4c higher than tierces.		
Hogs		
Dressed, abattoir killed	17 00	
Live, off cars	10 90	
Live, fed and watered	10 65	
Live, f.o.b.	10 15	

BUTTER ADVANCES ANOTHER CENT PER POUND

Toronto
BUTTER.—Another advance of 1c per pound was recorded in all grades of butter during the week. Creamery prints, fresh made, are now quoted at 44c to 45c per pound. There has been a big demand for butter. People are evidently stocking up in anticipation of still higher prices. Export demand for butter still continues heavy. Arrivals of the best grades of butter have been somewhat slow.

Creamery, prints, fresh made	0 44	0 45
Creamery solids	0 43	0 44
Dairy prints, choice, lb.	0 41	0 42
Dairy prints, lb.	0 38	0 39
Bakers	0 35	0 36

BEST NEW LAIDS ARE QUOTED UP 3c DOZEN

Toronto
EGGS.—Reports from the United States assert that the supplies of eggs in that country are much below those of last year at this time. This will help put a firming tendency into the Canadian market. There are very few first-class eggs reaching the local commission merchant. In consequence storage eggs are in big demand. There has been a firmness in new laids of 3c per dozen during the week, quotations now being 48c to 50c.

Eggs		
New laids, cartons	0 48	0 50
No. 1 storage, ex-cartons	0 37	0 38
Selects, extras	0 39	0 40

CHICKENS AND HENS ARE GLUT IN MARKET

Toronto
POULTRY.—Chickens and hens of all kinds have been coming to the market in such quantities that local commission men have been unable adequately to take care of the supplies.

They are coming too fast to be absorbed by the trade. In consequence prices are down 1c on the prices being paid by local commission men for spring chickens and old roosters. Turkeys are not coming in as large numbers as the local wholesalers would like to see, in consequence prices on these have advanced 1c per pound on both live and dressed.

	Live	Dressed
Spring chickens	0 13	0 16
Hens, over 4 lbs.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old roosters	0 09	0 11
Young Ducks	0 11	0 14
Old Ducks	0 09	0 12
Geese	0 21	0 25
Young turkeys (8 and 9 lbs. each)	0 21	0 25
Old Tom or hen turkeys	0 19	0 23

Prices are those paid at Toronto by commission men.

SHIPMENTS OF HONEY HELD UP BY EMBARGO

Toronto
HONEY.—There is a firmness in the honey market due to the fact that shipments from certain points have been held up by reason of the embargo placed on shipping by railroads from some of the country districts. This embargo has been occasioned through shortage of help on the part of the railway companies. On the other hand some of the producers are still holding. Prices have held steady during the week.

Honey		
Clover, 5 and 10-lb. tins	0 12 1/2	0 13
60-lb. tins	0 11 1/2	0 12
Comb. No. 1, doz.	2 40	2 75

Export Demand Holds Up Prices

Hog Market Continues Firm, With Moderate Receipts—Egg Prices Advancing—Cheese Prices Up

Winnipeg
PRODUCE AND PROVISIONS.—Receipts of live hogs continue moderate with prices steady and a good demand with both local and Eastern buyers on the market. 10c to 10 1/4c are the prices being paid for the best. Mild weather has turned farmers' attention to farm work, which is much behind, and no very heavy run of hogs need be expected until the freeze up. The market for cured meats and lards is stationary. Butter is firm with an excellent demand, especially from outside markets, heavy shipments east being recorded. Dairy butter is a little easier, while eggs are firm, and guaranteed new laid eggs bring fancy prices. Generally the provision market is being held up by the export demand for all lines of produce and price changes are not likely to be downward.

Hams		
Light, lb.	0 23	0 24
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.	0 27 1/4	
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats		
Long clear bacon, light	0 16 1/4	
Barrelled Pork		
Mess pork, bbl.	34 00	
Lard, Pure		
Tierces	0 18 1/4	

20s	3 80
Cases, 10s	10 96
Cases, 5s	11 10
Cases, 3s	11 10
Is	0 20
Lard, Compound	
Tierces	0 14
Tubs, 50s, net	7 11
Pails, 20s, net	2 95
Butter	
Fresh made creamery, No. 1 cartons	0 37 0 38
Creamery, No. 2	0 37 0 37
Best dairy	0 28 0 30
Regular dairy, in tubs	0 28 0 28
Cooking	0 25 0 25
Fresh Eggs	
Extras, in cartons	0 36 0 36
No. 1's, cases	0 30 0 32
Cheese	
Ontario, large	0 24 1/2
Ontario, twins	0 25 1/2
Winnipeg	

POULTRY.—There is a very fair supply of Manitoba grown poultry on the market now with the exception of turkeys, receipts of which are very light and the number of birds likely to be available for market very small. There are more liberal supplies of ducks and ducklings and geese than usual. Wild ducks are, however, scarce. Prices for live fowl are:—

Good fat chickens	0 17
Good fat hens	0 14
Good fat roosters	0 12
Turkeys	0 15
Ducks	0 13
Geese	0 13

FLOUR AND CEREAL MARKETS (Continued from page 38.)

bran as for shorts and middlings, but this demand is expected to develop in proportion as the winter progresses.

Toronto		
Mill Feeds—		
Bran	28 00	30 00
Shorts	31 00	33 00
Special middlings	34 00	36 00
Feed flour, per ton	44 00	46 00
Ontario oats, outside points	0 63	0 64

Flour Reduction Was Short Lived

Erratic Changes in Wheat Prices Feature of Week—States Purchasing Canadian Wheat

Winnipeg
FLOUR AND CEREALS.—Sudden changes in the wheat market, a sharp decline followed by a reaction last week, have kept flour prices unsettled and a reduction made on Wednesday of last week did not remain in force for 24 hours. Flour, at the time of writing, is on the basis of \$9.80 per barrel for best patents. Minneapolis millers have recently been heavy buyers of Western Canadian wheat in Winnipeg. Over 1,000,000 bushels of cash wheat purchased here is now on the road to Minneapolis. In other lines, rolled oats are quoted at \$3 per 80-lb. sack. There is heavy export enquiry for oats and both flour and oatmeal prices are expected to go higher. Bread prices remain at 7 cents retail. Further advances in flour will, of course, bring in 8-cent bread and advances in the different lines of pastry handled by grocers here. Millers report a greatly improved business in export flour.

Flour		
First patents, 96-lb. sacks	4 00	4 00
Second patents, 96-lb. sacks	4 77 1/2	4 80
Strong bakers	4 65	4 65
XXX.	3 10	3 10
Rolled oats, 80 lbs.	3 00	3 00
Bran, per ton	24 00	24 00
Shorts	25 00	25 00



*Armour's
Oval Label—
A Mark
of Quality
and
Service*

*Trade-
Makers
and
Profit-
Producers*

EVERY grocer in Canada should know Armour's Oval Label. This mark identifies a whole family of top-grade food products, backed by a name that stands for highest achievement in food production.

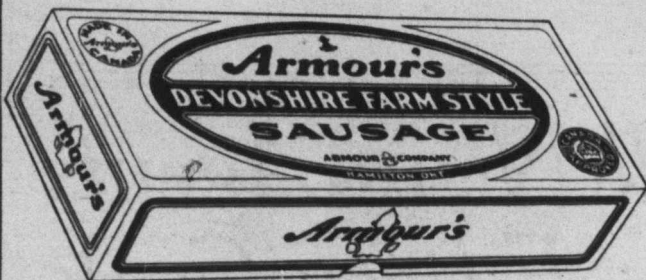
We offer you these famous foods bearing Armour's Oval Label with the assurance that they are produced in Canadian factories by Canadian men and women, and prepared to suit the needs of progressive Canadian merchants.

Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

Armour's Devonshire Farm Sausage. A pure all-pork product that sells easily and repeats regularly once your patrons know of its delicious goodness. The ideal breakfast for frosty mornings. Supply it to your customers in the convenient pound cartons (meat or links.)

A big collection of Armour Store Signs and advertising material at your service. Ask the Armour salesman, or write us direct.

ARMOUR AND COMPANY
Hamilton - Ontario - Canada



They're good —that's why

It is daily becoming more evident that the best sea food of them all—

BRUNSWICK BRAND

is meeting the requirements of lovers of quality sea foods in every community.

To dealers stocking them (and they are legion), we need not emphasize **BRUNSWICK BRAND** popularity. They know from experience that **BRUNSWICK BRAND** customers are satisfied customers, the "come back" kind that builds better business for the dealer. They know, too, that the **BRUNSWICK BRAND** lines are always uniformly good, there is never anything but the best quality to be found in these high-grade sea foods.

If you have yet to learn of their unusual selling qualities, don't delay that trial order any further. Look over the following list and check off your requirements.

- ¼ Oil Sardines
- Kipped Herring
- Herring in Tomato Sauce
- Finnan Haddies
- (Oval and Round Tins)
- Clams

Connors Brothers
Limited

Black's Harbor, N.B.

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

MACLEAN'S

for NOVEMBER

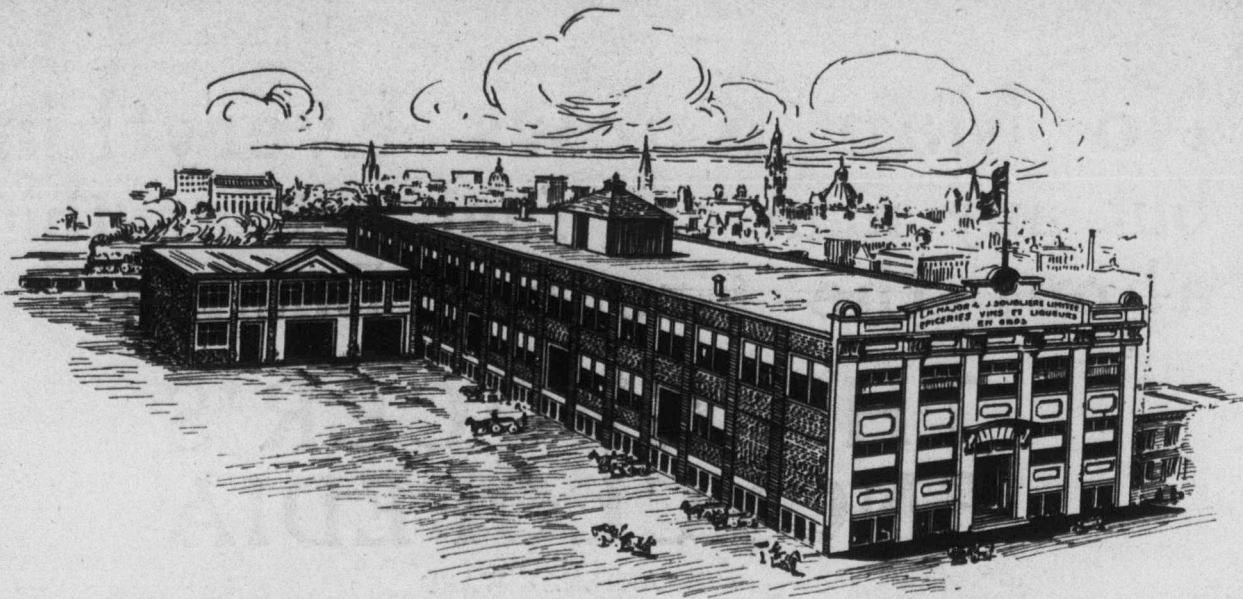
WANTED—A NATIONAL ANTHEM. Perhaps you yourself have felt in these times of intense patriotism Canada's lack of a real National Anthem; and, if so, Arthur Stringer's magnificent presentation of Canada's need in the November MacLean's will make you say "Amen and Amen." : : : The problem of the returned Soldier—a phase of it—is the subject of a special article which has the sanction and approval of Sir James Lougheed, President of the Military Hospitals Commission; a contribution of genuine interest to all business men : : : Business men will be glad to learn that the fine monthly Business Outlook article is to be added to by a department headed "Information on Investments" : : : Another excellent and timely contribution is "Putting the Crop Across" — how Canada markets her wheat.

CONTRIBUTORS:

Arthur Stringer
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H. F. GADSBY writes on "Conserving the Conservatives"—a political article that both Liberals and Conservatives will find good reading : : : Peter McArthur, farmer-author, begins a series of stories in the November Number with "The Witch of Atlas"—extremely good : : : Robert W. Service has another "At the Front" poem—"Fleurette," strong yet tender : : : H. M. Tandy, a Canadian writer of fine ability, has a story, "Straw-Stack Strategy"—fine! : : : Serial stories by Arthur Stringer and Arthur E. McFarlane.

*At all News-Agents
 Fifteen Cents*



TO THE MANUFACTURERS

Who are anxious to protect their trade and save money:

OWING to the shortage of men, the railroad companies are having much trouble in handling all their freight and things are getting worse every day. Consequently it will be advantageous for anyone to store a good quantity of their merchandise in large distributing centres like Ottawa.

Our warehouse is situated in a position to handle at least 10 carloads of merchandise a day. It is right in the centre of the city and our siding connects with every railroad coming into Ottawa.

You will not only be in a position to protect your trade in storing your goods in our warehouse, but you will save money in the freight rate, which is going to increase soon, and also in your fire insurance premiums, because we have a fireproof building and the rates of insurance are very low. You will have no cartage to pay on any goods coming into our warehouse in carload lots.

We possess one of the best steam heating plants and can regulate the temperature in any way we wish to have it.

L. H. MAJOR & J. SOUBLIERE LIMITED

Manufacturers Agents, Wholesale Grocery Brokers and Warehousemen

160 Nicholas Street

Ottawa, Ontario

Domestic and Foreign Agencies Solicited

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

No Man Knows Everything
but any man can find out anything
about the Grocery Business in

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

THE GREATEST BOOK IN THE LITERATURE OF FOOD. Read and endorsed by Government and Health Officers, Food Specialists, Chemists, Schools, Colleges, Institutions, Jobbers and Manufacturers — and successful wholesale and retail grocers in all parts of the U.S. and Canada.

Don't *guess* about the goods you carry in stock. Guessing means mistakes—and mistakes mean money lost—and often make you look foolish in the eyes of your customers.

Instead, whenever in doubt, get the habit of "*looking it up in the Encyclopedia.*" You will find in its pages complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods, An encyclopedia of all foods that you have never seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

So high is its practical value that several large houses have purchased from six to fifty copies for distribution to branch managers and salesmen.

Large Quarto, 1,200 subjects. 748 pages. 500 illustrations. 80 full-page color-plates
Heavy calendered paper. Strong gilt-lettered buckram covers.

ONLY \$10.50; DELIVERY PREPAID. Send your Order to

Book Dept.

MACLEAN PUBLISHING COMPANY

TORONTO, CANADA

November 10, 1916.

CANADIAN GROCER

49

The C. H. Catelli Co.

LIMITED

OFFICE OF THE PRESIDENT

Montreal, Oct. 10th, 1916.

TO OUR GOOD FRIENDS IN THE TRADE—

Thank you, gentlemen all, for your cordial reception of Catelli's **Milk** Macaroni—and for your hearty co-operation in making the introductory campaign such a huge success.

Our success is yours—and your success is ours. That you all—wholesalers and retailers alike—are now reaping the benefits of our national advertising, is proven by the repeat orders which we are receiving.

We are glad to find you so generous with your support—so helpful with your suggestions—so loyal to a house which is giving you a pure food product at a price that pays you a good profit. For your assistance in our success, we beg that you will accept our hearty thanks.

Very truly yours,

Truffi Bastien

President.



*"I thank you, too,
Gentlemen"*

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

EVERY carload of oranges shipped under the trade-mark, "Sunkist" must first pass the eight-to-one test for maturity. The enforcement of this regulation since November, 1914, when the test was first suggested by the Government, is only one of many services performed by the California Fruit Growers Exchange to protect the public, the trade, and the producer.

Repeat sales are built on satisfaction.

People are not likely to buy oranges to-morrow if they were not satisfactory to-day.

For twenty years Exchange growers have been striving to standardize packs of oranges. Sunkist fruit has been graded, packed and shipped with the conviction that if the product could be graded to a dependable standard of eating quality people would buy more of it.

Thousands of dollars have been invested in directing public attention to Sunkist oranges—to invite criticism or approval.

Confidence in a product builds bigger business for those who sell or resell that product.

The application of the eight-to-one maturity test to Sunkist oranges is one evidence of our desire to give the market a dependable product.



A beautiful set of colored window display cards will be sent free to any grocer or fruit dealer. Ask your jobber, or write our nearest office.



California Fruit Growers Exchange

A Non-profit, Co-operative Organization of 8,000 Growers

Main Office, Los Angeles, Calif.

Canadian Offices: Calgary, Alta., Montreal, Que., Regina, Sask., Toronto, Ont., Vancouver, B. C., Winnipeg, Man.

A "Seasonable" Suggestion

Your customers will appreciate

MAPLEINE

That Golden "Mapley" Flavor

These are the days of waffles, and "Mapley" syrup made with just sugar, water and Mapleine.



Order from:

Frederick E.
Robson & Co.
25 Front Street E.
Toronto, Ont.

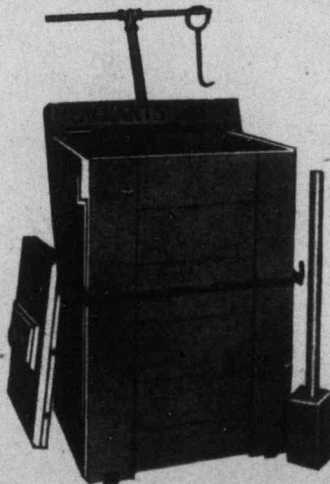
Mason & Hickey
287 Stanley Street.
Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

We sell Wholesale and Retail Grocery and Hardware trade. Have five travellers. Want attractive line to push. Address Box 535, CANADIAN GROCER.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

IF CAR IS RIGHT ADVERTISING PAYS

This is the Experience of John N. Willys, Who Plans Biggest Campaign.

"This year, as heretofore, we shall continue our liberal advertising programme in national publications, farm and trade papers, and we will also conduct a larger newspaper campaign than ever in the past," declared John N. Willys, head of the great Willys-Overland Company, of Toledo, in answer to a question concerning his future advertising plans. "We find our various models of cars even more attractive than ever before; careful and shrewd buying has fortified us against any possible shortage of materials; the country is enjoying an unprecedented wave of thrift and prosperity, and our factory facilities, including new buildings and equipment, are sufficient to warrant an output of 300,000 cars for the year.

"Advertising is just as essential in the modern manufacturing business as is the factory in which the product is turned out," concluded Mr. Willys. "If you are building a product of real worth and merit, it is obvious that you should inform the public of that fact and thus build up a market for your product. The man who has something worth while to sell and does not advertise that fact is hiding his light under the proverbial bushel and, nine times out of ten, he gets nowhere.

"When I authorize an advertising appropriation I first make myself absolutely certain that the models of cars which we are producing are worth talking about. I want to be sure that we have something in which every reader of advertising will be especially interested. Then, too, one must take into consideration the general conditions existing as to availability of material markets, general tone of prosperity throughout the country—because if the people haven't money there is no use in trying to sell them automobiles—and also consider our factory conditions relative to the size of the output which we can safely figure on turning out."



*The emblem of
highest quality*



Keep Royal Shield between you and customer disappoint- ment

There is no surer way to secure the unstinted confidence of your customers than to sell them **Royal Shield Products**. Quality is the goal for which we have aimed—the quality that builds up the grocer's sales by bringing him a steady run of repeat orders. That we have succeeded may be judged from the fact that more and more dealers are stocking up with Royal Shield Lines and are finding them worth while.

You, as an aggressive grocer, appreciate what quick-selling quality means to your business. A trial order of Royal Shield Products will give you this quick-selling quality, putting added snap into your daily selling.

Royal Shield Brand Tea, Coffee, Jelly Powder and Baking Powder are all leaders and dependable sellers.

All kinds of this season's pack of **Canned Fruits and Vegetables** now in stock.

Order from any of the following houses:—

Campbell, Wilson & Horne, Limited
Calgary, Lethbridge, Edmonton, Red Deer

Campbell, Wilson & Millar, Limited
Saskatoon

Campbell, Wilson & Strathdee, Limited
Regina and Swift Current

Campbell Bros. & Wilson, Limited
Winnipeg

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

**QUOTATIONS FOR
PROPRIETARY ARTICLES
SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR**

BAKING POWDER
Family, Plain, \$1.40 doz.; Family,
Tomato Sauce, \$1.45 doz.; Fam-
ily, Chili Sauce, \$1.45 doz.; 3's,
Plain, Flats, Ayimer only, \$1.70
doz.; 3's, Tomato Sauce, Flats,
Ayimer only, \$1.75 doz.; 3's,
Chili Sauce, Flats, Ayimer only,
\$1.75 doz.; 3's, Plain, Tall, \$1.95
doz.; 3's, Tomato Sauce, \$2
doz.; 3's, Chili Sauce, \$2 doz.
The above 2 doz. to case, 10's
1/2 doz. per case, for hotel and
restaurant use (gals.), \$3.75
doz.

**"AYIMER" PURE ORANGE
MARMALADE**
Per Doz.
10% oz. Glass Jars \$ 0.75
Tumbler, Vacuum Top, 2
doz. in case 1.20
12 oz. Glass, Screw Top, 2
doz. in case 1.45
14 oz. Glass, Screw Top, 2
doz. in case 1.60
16 oz. Glass, Screw Top, 2
doz. in case 1.90
16 oz. Glass, Tall, Vacuum
Top, 2 doz. in case 1.95
2's Glass, Vacuum Top 3.10
2's Tin, 2 doz. per case 3.15
4's Tin, 12 pails in case, 0.55
5's Tin, 8 pails in case, 0.66
7's Tin or Wood, 6 pails
per pall 0.87
14's Tin or Wood, 4 pails
in case, per lb. 0.12
80's Tin or Wood, one pall
only, per lb. 0.12

KEEN'S OXFORD, per lb.
CEREALS
In 10-lb. lots or case.

WHITE SWAN
Pancake Flour (Self-Rising),
2 doz. case, wt. 50 lbs., \$2.70
Biscuit Flour (Self-Rising),
2 doz. to case, weight 50
lbs. 2.70
Buckwheat Flour (Self-Ris-
ing), 2 doz. to case, weight 50
lbs. 2.70

**DIET FLOUR, 5 lb. bags, per
doz. 4.80**
Wheat Flakes, per case of 2
dozen 1/2c packages 2.70
Health Flour, 5 lb. bags,
per doz. 3.00
King's Food, 2 doz. to case,
weight 95 lbs. 1.80
Wheat Kernel, 2 doz. to
case, weight 66 lbs. 3.50
Barley Crisp, 3 doz. to case,
weight 50 lbs. 3.00
Flaked Rice, 3 doz. to case,
weight 50 lbs. 3.00
Flaked Peas, 3 doz. to case,
weight 50 lbs. 3.00

COCOA AND CHOCOLATE
THE COWAN CO., LTD.
Cocoa—
Perfection, 1-lb. tins, doz., 4.50
2.40
Perfection, 1/4-lb. tins, doz., 1.25
Perfection, 1/2-lb. tins, doz., 0.90
Perfection, 10c size, doz., 0.87
Soluble milk, No. 1, lb. 0.22
Soluble milk, No. 2, lb. 0.20
London Pearl, per lb. 0.24
(Unsweetened Chocolate)
Supreme chocolate, 1/2's, 12-
lb. boxes, per lb. 0.31
Perfection chocolate, 20c
size, 2 doz. in box, doz., 1.90

**Individual Baked Beans,
Plain or with Sauce, 4
doz. to case 0.81 1/2**
1's Baked Beans, Plain, 4
doz. to case 0.82 1/2
1's Baked Beans, Tomato
Sauce, 4 doz. to case, 0.85
1's Baked Beans, Chili
Sauce, 4 doz. to case, 0.85
2's Baked Beans, Plain, tall,
2 doz. to case 1.35
2's Baked Beans, Tomato
Sauce, tall, 2 doz. to case 1.40
Sau-e, tall, 2 doz. to case 1.40

ROGERS' GOLDEN SYRUP
Manufactured from pure cane
sugar.
5 lb. tins, 2 doz. in case, \$3.80
2 lb. tins, 1 doz. in case, 4.45
10 lb. tins, 1/2 doz. in case, 4.15
Perfect seal glass jars in
the case 3.15
Delivered in Winnipeg in cartons
lots.

**RANKED BEANS WITH PORK,
Brands—Aymer, Simcoe, Quaker,
Little Chief, Log Cabin,
Per doz.**

**THE BRITISH COLUMBIA
SUGAR REFINING
CO., LTD.**
Raspberries, Red 2.25
Raspberries, Black 2.45
Raspberries and Red Currant, 2.35
2.35
Strawberry 2.50

"Aymer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.
Screw Top Glass Jars 16 oz. Glass
Per doz.

DOMINION CANNERS, LTD.
6-oz. 1.95
4-oz. 1.35
Dime \$0.90
Per doz.

ROYAL BAKING POWDER
Bbl. lots
Less than
10 case lots
and over
Size

APRICOT
Assorted 2.45
Rhuberry 2.35
Currant, Red 2.35
Currant, Black 2.45
Cherry 2.35
Gooseberry 2.25
Plum, Green Gage 2.25
Pear 2.25
Peach 2.25
Raspberries, Red 2.25
Raspberries, Black 2.45
Raspberries and Red Currant, 2.35
2.35
Strawberry 2.50

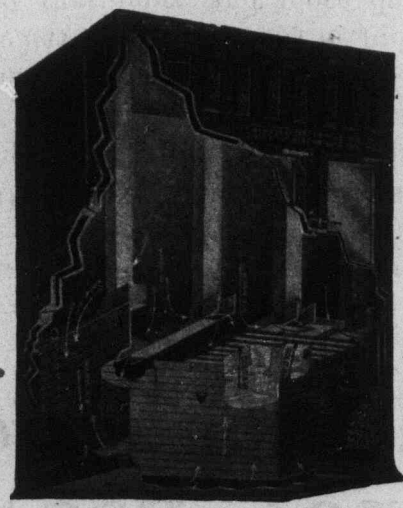
**F. W. FEARMAN CO.
LIMITED
HAMILTON**

We have received sev-
eral consignments of
No. 1 Dry Canadian
Onions. These are in
bags of 75 pounds each.
Now is a good time to
buy for shipment before
frost. Prices will be
higher.

ONIONS

**W. A. FREEMAN CO., LIMITED
HAMILTON
CANADA**

Manufactured by the
Price list and catalogue free and mailed
to any address.



**Freeman's Dry Air
Refrigerator**

We have enlarged
the air circulating
capacity and multi-
plied many times
ice-saving efficiency
and the air-drying and
of present day but-
cher Refrigerators
until we have pro-
duced a Refrigerator
for much more air
circulating capacity
than any other
made during the
past of present.

This Interior View
shows our warm air
dne arranged along
the ceiling, where
the largest volume
of warm air rises
to in all cold rooms.
It is placed where
warm air dries are
most needed. These
dnes form a hollow
recess for receiving
the warm air; they
discharge the air
from both ends and
convey it above the
ice.

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



THERE'S the word that dominates your business! It dominates yours. YOU are never satisfied with your sales. Neither are WE. Always striving for bigger things. Always studying how we can improve our products—improve our advertising—improve our service to Dealer and Public.

It is this constant striving on our part that has built up the largest Soap business in Canada. Live grocers know that in handling Lever Brothers' products they are hitching up to an organization pulsing with growth, progress, ideas and ideals!



Lever Brothers
Limited
Eastern Avenue, - Toronto

THE LARGEST SOAP, ETC., WORKS IN CANADA.



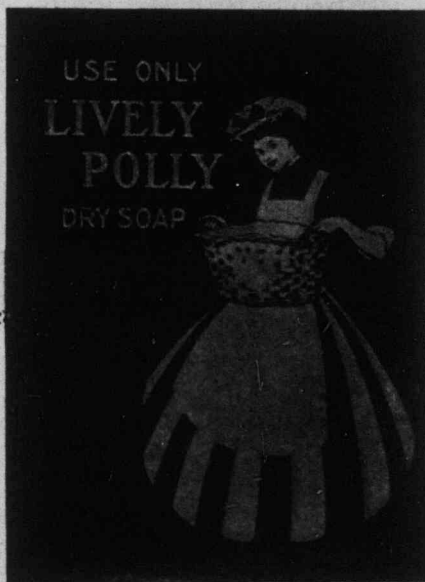
This big 10 cent seller should be prominent in your displays

Though the popular price of H.G. SAUCE has done much to popularize it with the prudent housewife, yet its biggest appeal lies in its unexcelled dietetic qualities.

H.G. is a purely Canadian-made sauce, prepared to meet Canadian requirements, prepared to equal and surpass all similar imported sauces.

There's a good profit for you on this line. May we send you samples?

The Canada Sauce & Vinegar Co.
519 King St. W., Toronto



A quick selling satisfaction giver

The big sales that follow a window or counter display of "LIVELY POLLY" SOAP POWDER is a pretty clear indication of the satisfactory service this all-round cleaner gives to every housewife.

For washing clothes, dishes, glass, earthenware, paint, floors, etc., or for cleaning and disinfecting drains and closets "LIVELY POLLY" stands unequalled. The quick, satisfactory service it renders makes it a good repeat business getter.

"LIVELY POLLY" SOAP POWDER RETAILS AT 5c—an unusual 5c value. Order a supply now.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents;
McLellan Import Co., 301 Read Bldg., Montreal

- Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
- Sweet Chocolate— Per lb.
- Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40
- Queen's Dessert, 6's, 12-lb. boxes 0 40
- Vanilla, ¼-lb., 6 and 12-lb. boxes 0 37
- Diamond, 8's, 6 and 12-lb. boxes 0 30
- Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28
- Diamond, ¼'s, 6 and 12-lb. boxes 0 28
- Icings for Cake—
- Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz. 1 00
- Chocolate Confections, Per doz.
- Maple buds, 5-lb. boxes 0 39
- Milk medallions, 5-lb. boxes 0 39
- Chocolate wafers, No. 1, 5-lb. boxes ... 0 32
- Chocolate wafers, No. 2, 5-lb. boxes 0 28
- Nonpareil wafers, No. 1, 5-lb. boxes 0 32
- Nonpareil wafers, No. 2, 5-lb. boxes 0 28
- Chocolate ginger, 5-lb. boxes 0 36
- Milk chocolate wafers, 5-lb. boxes 0 39
- Coffee drops, 5-lb. boxes.... 0 39
- Lunch bars, 5-lb. boxes.... 0 39
- Milk chocolate, 5c bundles, 3 doz. in box, per box 1 40
- Royal Milk Chocolate, 5c cakes, 2doz. in box, per box 0 90
- Nut milk chocolate, ¼'s 6, lb. boxes, lb. 0 39
- Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 39
- Nut milk chocolate, 5c bars 24 bars, per box 0 90
- Almond nut bars, 24 bars, per box 0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

- Eagle Brand, each 48 cans..\$7 20
- Reindeer Brand, each 48 cans 6 95
- Silver Cow, each 48 cans.... 6 40
- Gold Seal, Purity, each 48 Cans 6 25
- Mayflower Brand, each 48 Cans 6 25
- Challenge, Clover Brand, each 48 cans 5 75

EVAPORATED MILK

- St. Charles Brand, Hotel, each 24 cans 5 00
- Jersey Brand, Hotel, each 24 cans 5 00
- Peerless Brand, Hotel, each 24 cans 5 00
- St. Charles Brand, Tall, each 48 cans 5 00
- Jersey Brand, Tall, each 48 cans 5 00
- Peerless Brand, Tall, each, 48 cans 5 00
- St. Charles Brand, Family, each 48 cans 4 50
- Jersey Brand, Family, each, 48 cans 4 50
- Peerless Brand, Family, each 48 cans 4 50
- St. Charles Brand, small, each 48 cans 2 25
- Jersey Brand, small, each 48 cans 2 25
- Peerless Brand, small, each, 48 cans 2 25

- CONDENSED COFFEE**
- Reindeer Brand, "Large," each 24 cans\$5 00
- Reindeer Brand, "Small," each 48 cans 5 70
- Regal Brand, each 24 cans. 4 70
- COCOA, Reindeer Brand, each 24 cans 4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

- 1 lb. square tins, 4 doz. to case, weight 70 lbs.... 0 36
- 1 lb. round tins, 4 doz. to case, weight 70 lbs.... 0 34½

ENGLISH BREAKFAST COFFEE.

- ½ lb. tins, 2 doz. to case, weight 22 lbs. 0 22
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 20

MOJA

- ½ lb. tins, 2 doz. to case, weight 22 lbs. 0 31
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 30
- 2 lb. tins, 1 doz. to case, weight 40 lbs. 0 30

PRESENTATION COFFEE. A Handsome Tumbler in Each Tin.

- 1 lb. tins, 2 doz. to case, weight 45 lbs., per lb... 0 27

FLAVORING EXTRACTS WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

- 1 oz. bottles, per doz., weight 3 lbs.\$ 1 05
- 2 oz. bottles, per doz., weight 4 lbs. 2 00
- 2½ oz. bottles, per doz., weight 6 lbs. 2 30
- 4 oz. bottles, per doz., weight 7 lbs. 3 60
- 8 oz. bottles, per doz., weight 14 lbs. 6 50
- 16 oz. bottles, per doz., weight 23 lbs. 12 00
- 32 oz. bottles, per doz., weight 40 lbs. 22 00
- Bulk, per gallon, weight 16 lbs. 10 00

CRESCENT MFG. CO. CRESCENT MAPLEINE

Per doz.

- ½ oz. (4 doz. case), weight 9 lbs., retail each 15c...\$1 35
- 1 oz. (4 doz. case), weight 14 lbs., retail each 30c.... 2 50
- 2 oz. (3 doz. case), weight 15 lbs., retail each 50c... 4 25
- 4 oz. (2 doz. case), weight 17 lbs., retail each 90c.... 7 50
- 8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00.. 13 25
- 1½ qt (1 doz. case), weight 29 lbs., retail each \$3.... 24 50
- Quart (1 doz. case), weight 53 lbs., retail each \$5.50.. 45 00
- Half gallons, each, retail each, \$10 7 50
- Gallons, each, retail each \$18 14 50

GELATINE

- Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 30
- Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. 1 30
- Cox's Instant Powdered Gelatine (2-qt. size), per doz. 1 10

W. CLARK, LIMITED. MONTREAL.

- Compressed Corned Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60.
- Roast Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25.
- Bolled Beef, 1s, 3.50; 2s, \$7.50; 6s, \$25.
- Jellied Veals, ½s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.
- Corned Beef Hash, ½s, \$1.50; 1s, \$2.50; 2s, \$4.50.
- Beefsteak and Onions, ½s, \$2; 1s, \$3.35; 2s, \$6.50.

You sell him satisfaction when you sell him an "Orlando" Invincible

A case full of these popular three-for-a-quarter cigars, well displayed, will prove conclusively the advisability of featuring tobacco lines that the public approve of.

If you are out to get your proper share of the tobacco business that was formerly done by the cafes and saloons, make the ORLANDO line your leader. Featuring it means more men customers for your store, and more money in your cash register.

Begin Now



W. R. Webster & Co., Limited, Sherbrooke, Canada

TEA

Ceylons, Indians, Japans, Chinas, Formosas
AT FIRST-HAND COST

Specially selected for the Canadian trade.
Large selection from Stock or Afloat Teas.

IMPORT ORDERS A SPECIALTY.

Write for samples and quotations, or send us your samples to match. We are Tea Experts with over 40 years' successful trading with Canadian Merchants.

John Duncan & Co., Limited
Established 1866 MONTREAL

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



Sell coffee the Hobart way

Every day that passes without a **HOBART COFFEE MILL** in your store means that your coffee sales are not as big as they should be, and you are losing profits.

The Hobart way is the only common-sense way to sell coffee. It eliminates bother, fuss, and guarantees absolute customer satisfaction -- the kind that brings her back again.

Here is Hobart's latest model chaff extracting mill.

Installing a **HOBART** is not an expense, but rather a profitable investment, an asset. You should at least investigate its merits. We'll gladly send you all particulars and prices. Write us to-day.

The Hobart Mfg. Co.

149 Church St., Toronto

BUY

STAR BRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer

143 University Avenue, Toronto

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.

Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.

Lambs' Tongues, 1/2s,

Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.

Sliced Smoked Beef, glass, 1/2s, ...; 1/2s, \$2.25; 1s, \$3.25.

Tongue, Ham and Veal Pate, 1/2s, \$1.50.

Ham and Veal, 1/2s, \$1.20.

Potted and Devilled Meats, tins -- Beef, Ham, Tongue, Veal, Game, 1/2s, 60c; 1/2s, \$1.

Potted Meats, Glass -- Chicken, Ham, Tongue, 1/2s, ...

Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.

Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.

Mince-meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.

In Pails, 25 lbs., 13c lb.

In 50 lb. Tubs, 13c.

In 85 lb. Tubs, 12 1/2c.

In Glass, 1s, \$2.30.

Clark's Peanut Butter -- Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.

Clark's Peanut Butter -- Pails 24 lbs., 17c per lb.

Clark's Tomato Ketchup, 16 oz., \$2.40.

Pork and Beans, Plain Tails, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.75; 12s, \$9.50; 2s, flat, \$1.75.

Individuals, 70c doz.

Pork and Beans, Tomato Sauce, Tails, 1s, 90c; 2s, \$1.50; 3s, \$2.15; 6s, \$7; 12s, \$10; 3s, flat, \$1.85; Individuals, 75c doz.

Pork and Beans, Chilli, 1s, 90c; 2s, tall, \$1.50; 3s, flat, \$1.85.

Individuals, 75c doz.

Tomato Sauce, 1 1/2s, \$1.30; Chilli Sauce, 1 1/2s, \$1.20; Plain Sauce, 1 1/2s, \$1.25.

Vegetarian Baked Beans, Tomato Sauce, Tails, \$1.40.

Clark's Chateau Chicken Soup, \$1.10.

Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups, No. 1. Assorted, 95c.

Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 3s, \$2.35 doz.

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

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

THE N. K. FAIRBANKS CO. LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14 1/4 Pails \$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/4c over tierces; 10-lb. tins, 6 to the case, 1/2c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/4c over tierces; half-barrels, 1/4c over tierces; 50-lb. tins, 1/4c over tierces; 20-lb. tins, 1/4c over tierces.

LAPORTE, MARTIN, LIMITED Montreal. Agencies

BASIN DE VICHY WATERS, L'Admirable, 50 btles, litre, cs. 8 00

Neptune 8 50 San Rival 9 00

VICHY LEMONADE La Savoureuse, 50 btles, cs. 11 00

NATURAL MINERAL WATER Evian, Source Cachat, 50 btles, cs. 9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 20

Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 95

Club Soda, Trayders, cs., 6 doz. pts., doz. 1 15

Club Soda, Trayders, cs., 6 doz., splits, doz. 1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 37

Princess Blend, 50 and 30-lb. tins, lb. 0 34

JAPAN TEAS

H. L. ch. 90 lbs., lb. 0 25

Victoria, ch. 90 lbs., lb. 0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2

Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32

Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins D. S. F., 1/4-lb. \$ 1 00

D. S. F., 1/2-lb. 2 00

D. S. F., 1-lb. 5 75

F. D., 1/4-lb. 0 90

Per Jar

Durham, 4-lb. jar 0 93

Durham, 1-lb. jar 0 31

JELL-O.

GENESSEE PURE FOOD CO. Assorted case, 4 dozen \$3 00

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.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

5c Round Oval lith. litho. dredge, 2 1/2 oz. Per doz. Per doz.

Allspice \$0 45 \$0 90

Arrowroot, 4 oz. tins, 85c 0 45 0 90

Cayenne 0 45 0 90

Celery salt 0 45 0 90

Celery pepper 0 45 0 90

Cinnamon 0 45 0 90

" whole, 5c. pkgs., window front, 45c 0 45 0 90

Cloves, whole, 5c. pkgs., window front, 45c 0 45 0 90

Curry powder 0 45 0 90

Ginger 1 25 0 45 0 90

Mace 0 45 0 90

Nutmegs 0 45 0 90

Nutmegs, whole, 5c pkgs., window front, 45c. 0 45 0 90

Paprika 0 45 0 90

Pepper, black 0 45 0 90

Pepper, white 0 50 0 95

Pastry spice 0 45 0 90

Pickling spice, window front, 90c Shipping weight per case 10 lbs. 15 lbs. Dozens to case... 4 4

Porto Rico Grape Fruit

California Red Emperor Grapes
in Kegs

Almeria Grapes, Crisp,
Long Keepers
in Kegs.

Cape Cod and Jersey Cran-
berries, Long Keepers
All of finest quality.

Also

Spanish Onions, Domestic Onions
Yellow or Red.

HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

Florida Oranges and Grape Fruit

now arriving. Quality exceedingly
good. Also fresh arrivals of

Spanish Onions, Cranberries,
Almeria Grapes, Etc.

FISH AND OYSTERS

We announce arrival of several cars
this week. Qualla Salmon, Cohoe
Salmon, Halibut, Haddies, Kippers,
Bloaters, Labrador Herrings, Pack-
age Codfish.

Try our Oysters and Save Money.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

Branch at Hamilton.

Wholesale
Fruit and
Produce
Merchants

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your
winter supply get in
touch with us.

Georgian Bay Apples
are the kind that sell
quickly and give satis-
faction.

We can supply you with
high quality Bananas,
Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

"St. Nicholas"

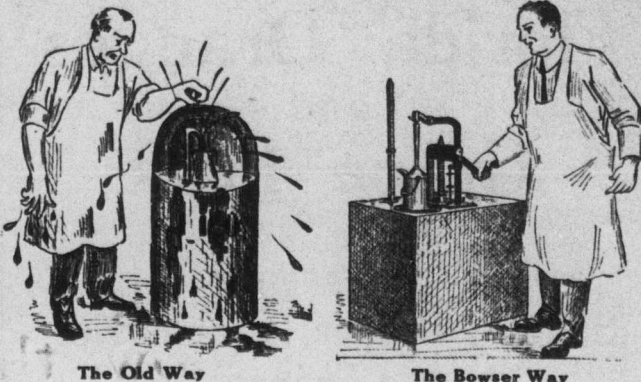
"Queen City"

"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe

Agent
TORONTO



"I didn't like it—

Neither did anybody else working in my grocery store—in fact, the handling of kerosene was just a necessary evil. You know how it was—an old-style tank reeking with oil, contaminating whatever merchandise was near it and a jigger pump that flooded the oil measures. For obvious reasons, it was necessary for me to keep the tank in the back of my store, causing me to lose a great deal of valuable time drawing oil for a customer and then washing my hands so as to avoid having my groceries taste of coal oil.

"These things, together with evaporation, certainly made a hole in my kerosene profits. But now I use a



Self-Measuring Outfit

and the kerosene end of my business is one of the most profitable lines I carry."

The Bowser Outfit cuts off the flow of oil as soon as you stop pumping; it does not drip; it positively prevents evaporation; you save the oil and the foods; there's no oily smell; no dirty, oil-soaked floors; no odor—you get all your profit. The Bowser Outfit does away with the nasty oily measure and funnel—no necessity for washing your hands after every sale. You hang the customer's can on a clean nozzle and pump any predetermined quantity.

We make outfits for floor use or you can have the tank installed in the basement and place the pump any place you want it upstairs.

There's money in handling kerosene if you handle it right—and the right way to handle it is with a Bowser Outfit.

Remember, you can easily pay for a Bowser with what it's costing you to do without it.

S. F. BOWSER & COMPANY, Inc.
TORONTO, ONTARIO

Sales Offices in all Centres and Representatives Everywhere

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

Laundry Starches—	Cents
Boxes	
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss07 1/2
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons08
100 lbs. kegs, No. 1 White.	.07 1/2
200 lbs., bbls., No. 1 White	.07 1/2
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08 1/2
48 lbs., Silver Gloss, in 6 lb. tin canisters10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes10
100 lbs., kegs, Silver Gloss large crystals08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07 1/2
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

10 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08 1/2
40 lbs. Canada Pure Corn (20 lb. boxes 1/4c higher)	.07 1/2

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06 1/2
First Quality White Laundry—	
3-lb. canisters, ca. of 48 lbs.	.07 1/2
Barrels, 200 lbs.06 1/2
Kegs, 100 lbs.06 1/2
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.07 1/2
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08 1/2
Kegs, extra large crystals, 100 lbs.07 1/2
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3.00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3.60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.06 1/2
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.07 1/2
"Crystal Matze" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.07 1/2
(20-lb. boxes 1/4c higher than 40's)	

COW BRAND BAKING SODA
In boxes only.

Packed as follows:

5c packages (96)	\$ 3.20
1 lb. packages (60)	3.20
1/2 lb. packages (120)	3.40
1/4 lb. 60 } Packages Mixed	3.30
1 lb. 30 }	

SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$3.25
2 lb. tins, 2 doz. in case..	3.25
5 lb. tins, 1 doz. in case ..	3.65
10 lb. tins, 1/2 doz. in case.	3.55
20 lb. tins, 1/4 doz. in case.	3.50
Barrels, about 700 lbs.04 1/2
Half bbls., about 350 lbs.04 1/2
1/4 bbls., about 175 lbs.05
2 gal. wooden pails, 25 lbs.	1.70
3 gal. wooden pails, 38 1/2 lbs.	2.40
5 gal. wooden pails, 65 lbs.	3.70

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case	\$3.75
5 lb. tins, 1 doz. in case	4.15
10 lb. tins, 1/2 doz. in case...	4.05
20 lb. tins, 1/4 doz. in case...	4.00

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4.80
Barrels, per 100 lbs.	5.25
1/2 barrels, per 100 lbs.	5.50

DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$ 1.20
1/2 Pts., Red Seal, screw tops	1.00
1/2 Pts., Red Seal, crown tops	1.00
Pts., Delhi Epicure	1.90
Pts., Red Seal	1.40
Pts., Tiger	1.15
Qts., Delhi Epicure	2.45
Qts., Red Seal	1.85
Qts., Lynn Valley	1.85

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam. Large Med.
2 1/2 Can.	\$ 4.75 \$ 3.75 \$2.50
No. 1 Tall Can	2.75 2.25 1.60
No. 16 Jar	3.00 2.25 1.80
No. 4 Jar	1.50 1.25 1.15
No. 10 Can ...	14.00 12.00 9.00

YUBA BRAND

2 1/2 Can	\$3.00 \$2.25
No. 1 Tall Can	1.50 1.20
No. 10 Can	9.00 8.00
Picnic Can90

INFANTS' FOOD

MAGOR SONS & CO., LTD.
Robinson's patent barley, 1/2-lb. tins,; 1-lb. tins,; Robinson's patent groats, 1/2-lb. tins,; 1-lb. tins,

STOP-ON POLISHES Doz.

Polish, Black, Tan, Ox-blood and Nut-brown	0.85
Dressing, White, 4-oz. bottle	2.00

NUGGET POLISHES Doz.

Polish, Black and Tan	0.85
Metal Outfits, Black and Tan	3.80
Card Outfits, Black and Tan	3.40
Creams and White Cleanser	1.10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1.20
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IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	\$ 0.60
Bobs, 6s and 12s, 12 and 6 lbs.	0.46
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs.	0.46
Currency, 6s, 1/2 butts, 9 lbs.	0.46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs.	0.48
Walnut Bars, 8 1/2s, boxes 7 lbs.	0.64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes	0.68
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes	0.68
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies	0.68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs.	0.51
Great West, pouches, 9c.	0.72
Forest and Stream, tins, 11s, 2 lb. cartons	0.80
Forest and Stream, 1/4s, 1/2s and 1-lb. tins	0.80
Forest and Stream, 1-lb. glass humidors	1.00

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.

QUEBEC.

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

To-The-Trade:
Buyers and sellers of
Hay and Potatoes

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. **BEANS AND CORN A SPECIALTY.**

ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

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

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

MARITIME PROVINCES.

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

McVitie & Price's BISCUITS "IMPORTED"

Fresh Supplies for Xmas Trade have arrived at the following points:

NOVA SCOTIA	C. E. Choat & Co., Halifax.
NEW BRUNSWICK QUEBEC & ONTARIO	McVitie & Price of Canada, Limited, Montreal.
MANITOBA	Richards & Brown, Winnipeg.
SASKATCHEWAN	Campbell, Wilson & Strathdee Limited, Regina.
ALBERTA	Campbell, Wilson & Horne Limited, Lethbridge, Calgary, Red Deer, Edmonton.

For prices and stock lists write your nearest agent, or

**McVITIE & PRICE of Canada
Limited
MONTREAL**

Importers of McVitie's "DIGESTIVE," the "Premier Biscuits of Britain."

**WHEN
BUYING
MINCE MEAT
INSIST
ON**

WETHEY'S

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

*A Reminder from the Old
Country*

Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.
Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/4, 42/6, 52/6, 63/6, 81/6 per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

YOUR MOST VALUABLE ASSET

is a satisfied customer, and satisfied customers are the rule where **WONDERFUL SOAP** is displayed.
For years this truly wonderful cleaner has given unqualified satisfaction to housewives everywhere. It is made to clean thoroughly without injuring the most sensitive skin or the most delicate fabric.

Write now for trial supply.

GUELPH SOAP CO., Guelph, Ont.



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Have No Hesitation

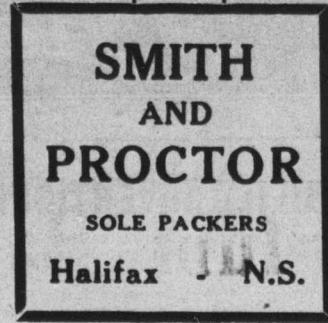
in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



You Can Save Money by Installing an ELGIN NATIONAL COFFEE MILL

There is no overhead or current expense involved in operating the Elgin. First cost is the only cost, and even in this there is a saving over the price of many other makes. The Elgin is guaranteed to steel cut Coffee faster than any other mill of corresponding size. It may be regulated while running to grind as coarse or as fine as required.

Send a Card for the Elgin booklet No. 24C, and learn full particulars of this big money maker. A postal will bring catalog and name of jobber nearest you.



WOODRUFF & EDWARDS CO.
ELGIN, ILL., U.S.A.

Say You Saw It
in
Canadian Grocer

MR. CLERK YOUR SPARE TIME

WHAT do you do with it? By that we mean, is it bringing you any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. Would you be interested?

We have a plan by which hundreds of clerks throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no obligation, we'll be glad to tell you all about it. Drop us a line **To-Day**.

The MacLean Publishing Co.

Dept. C.G. 143-153 University Ave.

Toronto

Canada

How many women customers come into your store daily?

Now, just think, if you had a little display of the

New All-Canadian All-Wooden Washboards

(retailing at 20c) in your store, what a number of profitable and easy sales would result.

The prevailing prices of zinc and aluminum have put those materials out of the question for washboard purposes.

The "New All-Canadian" fills the want thus created, and for all-round serviceability and wearing qualities it equals the zinc or aluminum line.

The "New All-Canadian" will be the washboard of the future. Try the selling merits of a trial order.

WM. CANE & SONS CO.
LIMITED

NEWMARKET, ONT.

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

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

AGENTS WANTED

FOR NEW BEER EXTRACT HOP-MALT—within prohibition law, no license required, sells everywhere, good commission. HOP-Malt Company, Beamsville, Ont.

WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

RARE OPPORTUNITY.

FOR SALE—IN LARGE ONTARIO LEADING town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

GROCCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.


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

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15% Toronto St., Toronto
52 Can. Life Bldg., Mont.

OAKLEY'S KNIFE POLISH

20102-7712



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

Price Quality Service

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

The man with money

In Canada, if you are a man with money, or called upon to advise others in regard to money matters, you will find it to your advantage to read a sanely edited, broadly informed and clear-visioned financial newspaper, such as "The Financial Post of Canada." The Financial Post is, beyond question, Canada's most authoritative newspaper serving investors and those concerned with the money market. The wide organization and many papers of The MacLean Publishing Co., together with the experience and ability of the Editors, make this pre-eminence possible.

THE Financial Post OF CANADA

The Canadian Newspaper for Investors
\$3.00 PER YEAR

One advantage which subscribers have is the service of the Investor's Information Bureau of "The Post," where special information and advice are provided, without any fee, by personal letter. This service is very valuable to investors.

We suggest that you buy a copy of the current issue from your newsdealer, and make a careful examination of it. Ask your banker or broker about "The Post." Get independent opinions regarding it from the professional classes who handle money. Sample copy on request.

Published by

The MacLean Publishing Co., Ltd.
143-153 University Ave., Toronto Canada

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

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

Still Another Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the contest.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR CANADIAN GROCER

143-153 University Avenue
TORONTO

RESULT ?

At the time of writing this copy it is impossible for us to say to what extent OYSTER WEEK has been a success.

We do know that the trade took hold of the proposition very enthusiastically, and this of itself should ensure success.

The results to be obtained from OYSTER WEEK, however, are greater than those already secured, and are dependent on the intelligence with which the good beginning is followed up.

If you have adhered strictly to quality and sold dry measure you probably have met with some arguments, but kindly note that your trade was not dissatisfied with the oysters when eaten. Unfortunately the mental attitude of the consuming public toward the oyster as a whole, is that it is a pretty sloppy proposition, and until the consumer is brought to regard the oyster as a food worthy of prominence in their regular diet there is going to be no substantial increase in the consumption.

While oysters are an economical food we must reconcile ourselves to the fact that the housewife does not regard them in that light, and it is well to suggest at times that the expense of serving oysters is confined to the oysters, a few crackers and the milk necessary. When a comparison is made with the expense of serving other foods, the oyster will be found to be an economy, as well as enjoyable.

Follow up strongly the good work that has been done. Oysters handled on a quality basis adds to your prestige.

Connecticut Oyster Company, Limited

“Canada’s Exclusive Oyster House”

50 Jarvis Street

Toronto, Canada