

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, DECEMBER 7th, 1917

No. 49

Make Every Dollar Count

Successful buying means placing your orders where you will get the best value for every dollar.



WHITE STAR FINEST QUALITY

1 lb. Jars, per doz. - \$2.50
Quart Sealers, per doz. - \$5.25
4 lb. Tins, per tin - .75
Less 3%.

Macdonald-Chapman, Limited and their connections, have eleven Wholesale Grocery Houses covering the territory from the Great Lakes to the Pacific Coast, each one carrying a complete, up-to-date stock, and in a position to give you quick service, at carload prices, no matter where you are located. In four years, we have built up one of the largest Wholesale Grocery businesses in the Dominion of Canada, on "QUALITY GOODS AT RIGHT PRICES".

Our price lists and circulars reach you direct through the mails at the cost of a postage stamp to us. When you mail us your order, we save you traveller's expenses, which are, at least, 3% on your order.

Our price lists and circulars quote you rock-bottom prices for quality goods, and in addition, we allow you at least 4% discount (off non-combine lines) for prompt 30 day payment. The fact that nearly 90% of our customers are taking advantage of this discount, shows they appreciate the big saving it means to them.

Read our price lists and circulars. They quote you money-saving prices. Mail us your orders. You will get quality goods, quick service, and your business will be appreciated.

MACDONALD-CHAPMAN, LIMITED Wholesale Grocers Winnipeg

Connections: Macdonald-Cooper, Ltd., Edmonton and Calgary. Macdonald-Crawford, Ltd.,
Moose Jaw, Saskatoon, Swift Current and Battleford. A. Macdonald & Co.,
Vancouver, Nelson, Fernie and Fort William.

KING GEORGE'S NAVY

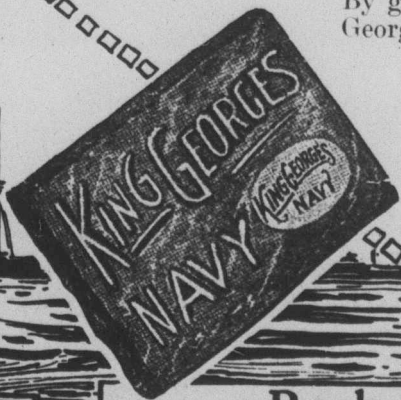
CHEWING
TOBACCO

Will win you increased
business prestige

By getting you the good-will of the men, King
George's Navy will increase your prestige and
your profits, too.

Get a man coming to your store
for this delightful chew and
you'll hold his custom right
along.

Show King George's
Navy now.



Rock City Tobacco Co., Ltd.

PROHIBITION BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



Bigger Sales and Better Good-will

are the direct results of *Borden Milk* displays.

You don't need to "talk up" Borden's. Borden consumer advertising has already sold your stock. All you need is a display—just to remind your customers that you've got Borden Milk Products on hand continually.

Show your Borden stock regularly from now on. Every sale makes a satisfied customer.

Borden Milk Company, Limited

"Leaders of Quality"

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver





For Nutritious Meals

Your customers will find Simcoe Pork and Beans an excellent substitute for meat on Tuesdays and Fridays. A serving contains as much food value as most meats. Make this suggestion to them and boost your sales of

SIMCOE BRAND PORK and BEANS

(WITH TOMATO SAUCE)

Every Can, Sells Another.



FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

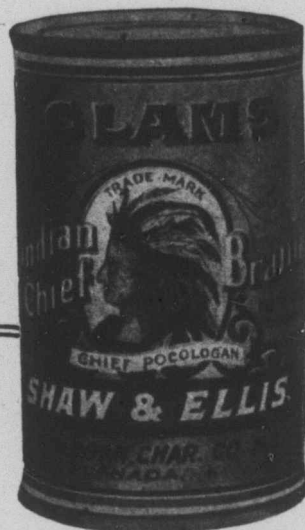
BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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



Every customer
will like
Indian Chief
Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.

Your Customers

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



Don't hesitate to tell them that

CLARK'S PORK & BEANS

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

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



and for you they are the quickest sellers.

W. CLARK LTD.

MONTREAL

Clark's

JAPAN TEA

Japan has demonstrated to the world that she is capable of great things in world politics, economics and industry. One of her greatest industrial accomplishments has been the development of tea growing. The tea business is now one of the greatest industries of that land.

Japan Tea occupies a unique position in the Tea Marts of the world. It is unequalled for delicacy of flavor, exquisite bouquet and stimulating qualities—hence it is preferred by connoisseurs.

YOUR dealer sells it.
Ask HIM.



The Japanese Government prohibits adulteration and coloring of Tea.

Feature Advertised Quality

Make your tea department a better paying proposition by pushing the delicious, wholesome, customer-pleasing JAPAN TEA.

Take advantage of our consumer publicity campaign which is attracting new business to grocers featuring this popular product of Japan.

Your wholesaler can supply you. Call him up to-day—now, while you remember it.

A Satisfied Customer

The greatest asset a retail merchant can have is a satisfied customer.

There are three ways by which a customer can be really satisfied,—

- (1) Good goods at the right prices.
- (2) Courteous treatment.
- (3) Prompt service.

Good goods at the right prices can be supplied by turning your stock over as frequently as possible and by figuring on a fair margin of profit.

Courteous treatment is due all your customers. Your clerks should treat your customers with the greatest civility and respect.

Prompt service can be given customers by employing the most efficient methods of handling sales.

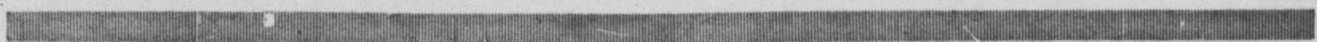
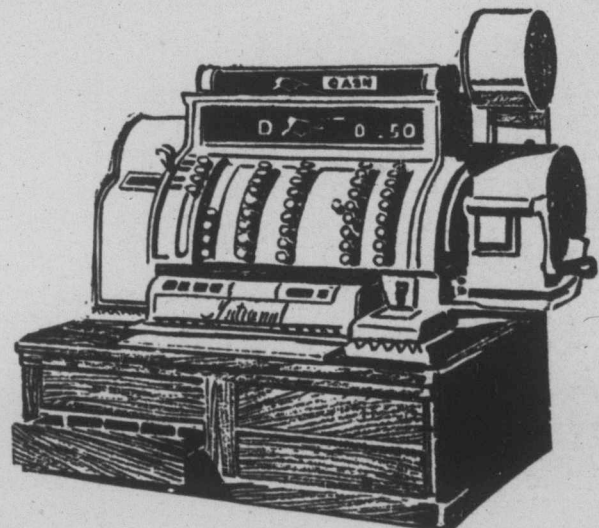
A National Cash Register System is the most improved method in the world. It eliminates delays, disputes, errors, and creates a friendly rivalry among your clerks. It conserves your profits and keeps down overhead cost.

Write us for further information. This will place you under no obligation.

**The National Cash Register
Company of Canada, Limited**

350 Christie Street

Toronto, Ont.





Are you pushing these three trade-getters

Three Condensed Milk and Coffee lines that have proven their selling merits wherever displayed.

Malcolm Made-in-Canada Milk Products are good lines to feature at any time but particularly during the social season when their wonderful convenience and utility are additional points in their favor.

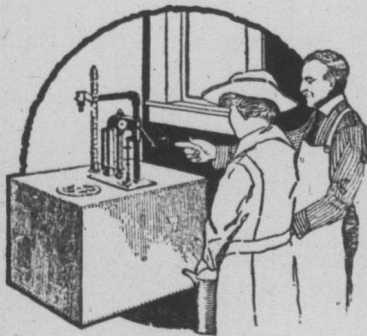
Keep your stock well up.

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

The MALCOLM CONDENSING CO., LTD.

St. George, Ontario

The only all Canadian Condensed Milk Co. in Canada



Point With Pride To Your Oil Room

you like to enter and have your customers observe.

With the Bowser, the oil room is no longer a place to be avoided; oil sales increase and the wants of your customers are attended to quickly and accurately.

The Bowser keeps oil in perfect condition; discharges an accurate gallon, half-gallon or quart at a stroke, direct to customer's can; no spilling, dripping, splashing or waste. Is built for any capacity.

BOWSER Oil Storage Systems

Contrast the shabby, ill-smelling oil room with the room equipped with the Bowser Oil Storage System, where all is cleanliness and order; a place

S. F. Bowser & Co., Inc. TORONTO ONTARIO
Sales Offices in All Centres Representatives Everywhere

Do you need a good man?

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

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

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

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

Send along your ad. to-day.

The Canadian Grocer
143-153 University Ave., Toronto

The Timely Lesson in Thrift
 Death has children thrift. Practice it yourself. It's the best lesson in a war-time economy. Use Canadian wheat flour to make the best, right in your own kitchen. Mrs. W. J. Hanna, the Dominion Food Controller, urges you to economize the greatest economy and to eliminate all waste. With Eggo Baking Powder you can get your winter's supply now your home cooking.

Use EGG-O Baking Powder and fewer eggs
 Your cakes will be light and delicious. There is one of the new Eggo-O recipes that will help you to keep your old high standard with less of the expensive ingredients.

Canada's War Cakes
 Here, for instance, is one of the new Eggo War-Time recipes that will help you to keep up your old high standard with less of the expensive ingredients.

Canada's War Cake
 Eggs, Butterless, Milkless

EGGO Baking Powder
 1 lb. makes 10 cakes. 2 cakes require 1 egg. 3 cakes require 2 eggs. 4 cakes require 3 eggs. 5 cakes require 4 eggs. 6 cakes require 5 eggs. 7 cakes require 6 eggs. 8 cakes require 7 eggs. 9 cakes require 8 eggs. 10 cakes require 9 eggs.

EGGO Baking Powder Co., Limited
 HAMILTON, CANADA

The First Line of Defense
 The Canadian Housewives are the First Line of Defense in the war against waste.

Women of Canada cannot control food prices, but they can help to prevent food waste. Food saving is important. You can get into the war economy with your home cooking with

EGGO
 The New Cookery

Use Eggo Baking Powder and fewer eggs—your cakes will be light and delicious.

Your Grocer's Name
 Use a tin of Eggo Baking Powder from your grocer today, send to the nearest store, the one you will call your friend, a tin of the Best Brand of Reliable Baking which contains every more famous recipe for just the dishes you would like to make at this time.

If your grocer does not sell Eggo, send us 10 cents and your grocery name and we will send you a tin of the Best Brand of Eggo Baking Powder and the Best Brand of Reliable Baking.

Conditions and quantity in baking call for Eggo Baking Powder. Eggo will delight you and will save you the cost of the best things you like to give your family.

EGGO BAKING POWDER CO. LIMITED
 HAMILTON ONTARIO

EGGO Baking Powder
 The Food Controller urges the use of baking powder brands made of eggs and other natural ingredients instead of white flour based. Best results are made by using the best quality of eggs and other natural ingredients. The use of eggs and other natural ingredients is the only way to get the most out of your baking powder.

CORNMEAL GIRDLE CAKES
 1 cup corn meal, 1/2 cup sugar, 1/2 cup butter, 1/2 cup milk, 1/2 cup flour, 1/2 cup water, 1/2 cup Eggo Baking Powder.

CORN BREAD
 1 cup corn meal, 1/2 cup sugar, 1/2 cup butter, 1/2 cup milk, 1/2 cup flour, 1/2 cup water, 1/2 cup Eggo Baking Powder.

EGGO Recipe Book
 Send 10 cents to the nearest store and we will send you a copy of the Eggo Recipe Book. It contains 100 recipes for all the dishes you would like to make at this time.

EGGO Baking Powder Co., Limited
 HAMILTON, CANADA

These Are Really Your Advertisements

Above are represented three of a series of standard magazine page advertisements now appearing for

EGGO BAKING POWDER

In current issues of
MacLean's Magazine
and other leading National Mediums.

Don't miss *your* share of the sales this advertising is creating. It is really *your* advertising provided *you* link up your store with it by stocking Eggo Baking Powder and featuring it prominently in your window and counter displays.

Canadian Women Are Asking For EGGO

Through our extensive campaign of advertising in these nationally-read mediums covering every corner of Canada, the women in your community are learning of the advantages of using Eggo Baking Powder. They are learning what it is—what it does—and they are going forth to buy. But whether they go into your store or not depends

upon what you are doing while the advertising is being read.

Now that the demand for Eggo is fully established it is purely to your advantage to let your customers know that you have it. Eggo advertising, backed by Eggo quality, is your guarantee of satisfactory sales; and they all mean extra profits for you.

Order from your Jobber or from our Salesman.

EGGO BAKING POWDER CO., LIMITED

HAMILTON, ONTARIO

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

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

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

F. D. COCKBURN CO.

Grocery Brokers
Manufacturers' Agents **WINNIPEG**

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

**This Space is Yours
For \$2.50
On Yearly Order**

C. & J. JONES
WINNIPEG - VANCOUVER

*Wholesale Commission Brokers
and Importers*

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

**205 CURRY BUILDING
WINNIPEG**

There's big money in the Western Market

And you can secure your proper share by having your product represented by a firm of established reputation.

We've got a splendid selling organization and twelve of our men are continually calling on the wholesale and retail trade throughout the West. Nine of them are doing retail work.

If you're looking for good results, connect with us now.

Scott-Bathgate Co., Limited

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES.

MANUFACTURERS:

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

G. B. Thompson & Co.

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

THE Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG
 IMPORTERS, BROKERS,
 MANFS. AGENTS,
 GROCERY, DRUG AND
 CONFECTIONERY
 SPECIALTIES

WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
 Commission Merchants*

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

Est. 1907. Write us.
 Correspondence Solicited.

WATSON & TRUESDALE

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

Trackage
 Storage
 Distribution

C.H. GRANT CO.

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

Have you any
POTATOES, BEANS
to offer? If so, forward me full particulars.
FRED J. WHITE, Broker
Board of Trade Bldg. - Toronto, Ontario

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

**Loggie, Parsons
& Co.**

Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confectionery Specialties.

"We cover Canada 3 times a year."

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

GOODMAN, JAFFEY & CO.
Kent Bldg., Yonge St., Toronto
MANUFACTURERS' AGENTS
AND BROKERS
DISTRIBUTION AND SERVICE
FROM COAST TO COAST.

OFFER
2 cars Tomatoes, 2½s
1 car Gallon Apples
Attractive Prices.

**W. H. Millman
& Sons**
Wholesale Grocery Brokers
TORONTO

WANT ADS.

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

TRY IT OUT

When writing to advertisers kindly mention this paper.

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

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

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

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

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

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

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

**EL ROI-TAN PERFECT
CIGAR**

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

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. Montreal
Phone Main 2628

The **FOOD CONTROLLER**
advocates

ECONOMY

We interpret this as meaning,
Buy from

C. B. HART, Reg.

Wholesale Grocery and Merchandise
Brokers
489 St. Paul St. W. - Montreal

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.

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

Buyers and Sellers of

All Kinds of Grains and
Seeds

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

The Best Asset of a
Grocery Business is
Satisfied Customers

**Baker's Cocoa
and Chocolate**



Registered
Trade-Mark

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

ALWAYS SATISFACTORY

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

There is an Information blank on page 28. Use it

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

This service is for *YOU* and will only be of benefit when you use it.

Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer

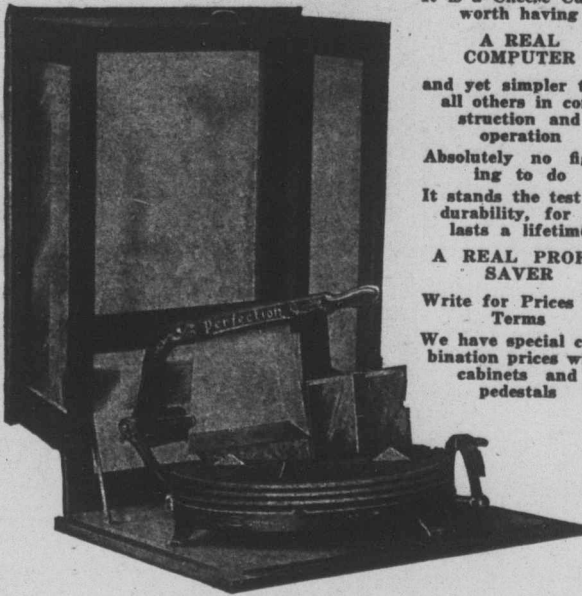
ENQUIRY DEPT.

143-153 UNIVERSITY AVE. :: TORONTO

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

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)



It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

A REAL PROFIT SAVER

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

Keep Your Eye on Raisins

SUN-MAID Raisins are being advertised more than ever before. More people are buying raisins. Our compelling arguments on the high food value of delicious Sun-Maid Raisins are getting big results. In these days of high prices of other foods, people are learning that raisins help them save on butter, wheat, sugar and meat.



Always something [new to help you sell more Sun-Maid Raisins

Keep up your stock of all varieties of Sun-Maid Raisins. More and more women are using them because of our wide advertising. Keep your eye on Sun-Maid Raisins. Three varieties: *Seeded*—seeds removed; *Seedless*—grown without seeds; *Clusters*—on the stem.

Your Own Advertising Tie-up

Send for dates of our magazine advertising so you can put in Sun-Maid Raisin displays and get direct results from our ads.

California Associated Raisin Co.
8,000 Growers
FRESNO, CAL.



ARE YOU SELLING IT?

MECHANICS HAND CLEANER is really a leader. Big profits for you and sells for 10c. Write for prices and information on our full line of Toilet Soaps.

THE FRENCH SOAP CO.

1613 NOTRE DAME ST. EAST - - MONTREAL, P.Q.

Furnivall's

FINE FRUIT
PURE JAM

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

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

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

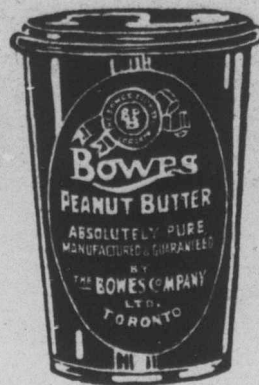
FURNIVALL-NEW, Limited
Hamilton, Canada

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

BOWERS

TRADE MARK

PEANUT BUTTER



A PRODUCT THAT YOUR CUSTOMERS KNOW AND LIKE.

A FOOD OF PROVEN VALUE AND ECONOMY.

SELL IT.



Everywhere in Canada They are Using More Keating's

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

Within the past eighteen months the sales of Keating's Powder to the Canadian public has increased five fold. While some of this increase is traceable to the purchases made by soldiers in camp, for their bodily comfort, there has also been a general increase for household purposes.

Keep your stock of Keating's well filled. You will find it in steady and growing demand.

Sole Agents for Canada
Harold F. Ritchie & Co., Limited
 10-12-14 McCaul Street
 Toronto

KEATING'S
KILLS BUGS, MOTHS ROACHES AND OTHER HOUSE INSECTS
POWDER

Send Your Order To-day For Populaire's Egg Powder

Ten cents for a dozen eggs—that is what it means to your customers.

Populaire's Egg Powder is guaranteed to give as good results as fresh eggs for all cakes, puddings, etc., and it will keep for any length of time. Full directions on each package.

WRITE US NOW

THE IMPERIAL COMPANY, REG'D.
 645 St. Valier St., Quebec, P.Q.

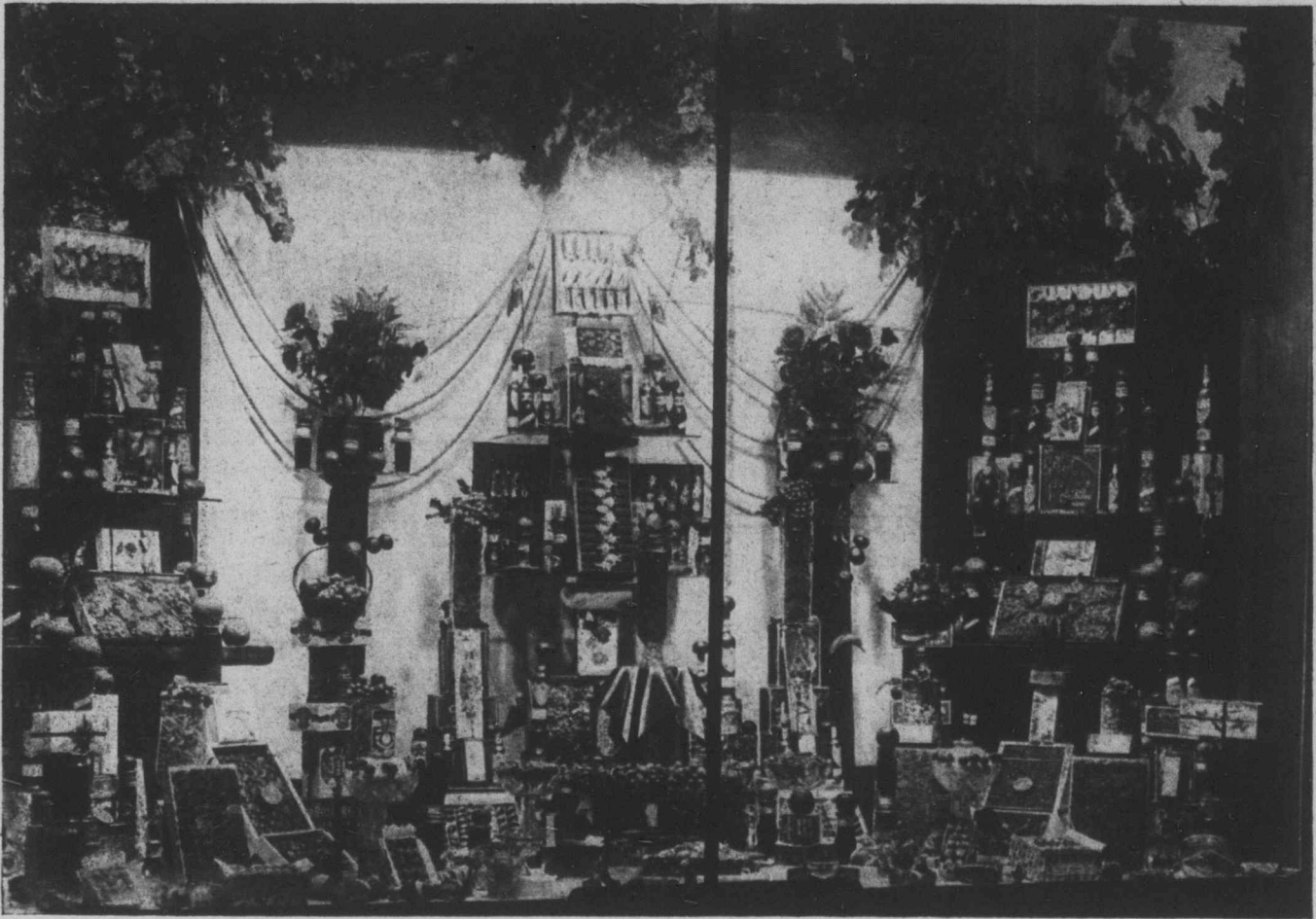
Try the "Want Ad" Page

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

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

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

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



AN EFFECTIVE HANDLING OF CHRISTMAS GOODS.

The Christmas Window Contest

NOW is the time to be considering the matter of this Christmas window display. You will be decorating these windows anyway, why not put a little extra effort into it and enter them in this Christmas contest. That little extra effort will mean extra sales anyway, and so the effort is not wasted.

YOUR store windows are, bar none, the best selling agent that you have. You can sell the people who enter your store, but your windows sell the hundreds of people who merely pass by. That is, they sell them if the windows are a selling force.

THAT then is the idea of these contests, to bring out the best that there is in your window dressers. The contest is judged on a basis of selling power, attractiveness and novelty. It closes Jan. 4, 1918. Get your photo in promptly.

THE PRIZES

Towns and Cities Over 10,000 Population

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

Centres Under 10,000 Population

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

Send photograph with description to

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

It grows—and grows—and grows—does the demand for
H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

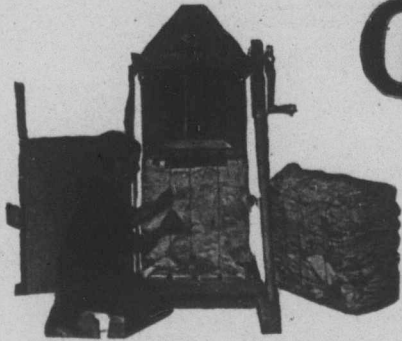
The moral is very simple—and very sound

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

H.P.

SAUCE

STOP THE WASTE!



ALL STEEL
CLIMAX
FIREPROOF

Baling Press

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

Climax Baler Co.
Hamilton, Ont.

W. C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS

MELROSE'S TEAS

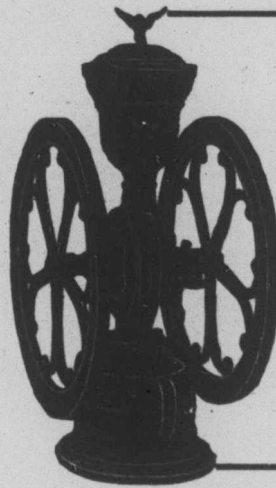
The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea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

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

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



Prices May Advance

as

Labor and Material are getting scarcer.

NOW

is the time to buy your **ELGIN NATIONAL COFFEE MILL**. Ask your jobber for Catalogue No. 24-C, or write us direct.

WOODRUFF & EDWARDS CO.
ELGIN, ILLINOIS

Have No Hesitation

in choosing

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.



Don't Spill the Beans!

All of us once in a while "spill the beans." But an old-fashioned grocer "spills the beans"—and other commodities—nearly as often as he waits on a customer.

This is because his goods are so located that he has to travel back and forth from boxes, barrels and bags to his scale, and there is consequently, **spillage and waste.**

Then there's the "spillage" of clerks. They are even worse than the "boss." They "spill" extra profits into the scale—rather than go to the trouble of crossing the floor to return "extra weight" to its place.

But why any spillage when it all can be stopped by installing a spill preventer—a Sherer up-to-date counter?

A

SHERER COUNTER

has all its goods handy. It saves waste on 31 articles. Each article is in close-to-the-scale, tight-fitting, glass-front drawers. The Sherer is a wonderful saver!

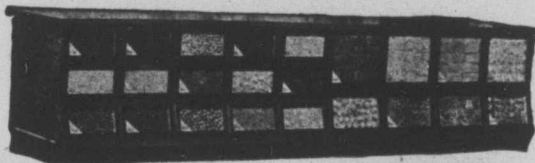
It's not only a saver of waste and of spillage, but of time and of money! It's also a saver of health, for it keeps things clean, pure, and fresh.

Ask grocers who own them. Then ask us for details. Send for our Booklet AC. Test out a counter. Then you will KNOW.

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario



PATENTED

DON'T FORGET THE CHRISTMAS WINDOW CONTEST

Send All Your Photos NOW

THE Hospital for Sick Children College St., Toronto ITS CHRISTMAS MESSAGE

Dear Mr. Editor:—

Thanks for your kindness in allowing me the privilege of appealing to your readers this Christmas time on behalf of the Hospital for Sick Children, the "Sweetest of all Charities," which has as its mission the care of the helpless, the sick, the crippled and the deformed.

There never was a year in the history of the Hospital when funds to carry on the work were more needed than now.

Your purse is the Hospital's Hope. Your money lights the candles of mercy on the Christmas trees of health that the Hospital plants along the troubled roadway of many a little life.

So I am asking you for aid, for the open purse of the Hospital's friend is the hope of the Hospital at Christmas, just as the open door of the Hospital's mercy is the hope of the little children throughout the year.

Calls on generous hearts are many in these times. Calls on the Hospital are many at all times, and especially when food and fuel and drugs and service costs are soaring high. YOU know the high cost of living. Do you know the high cost of healing—of helping the helpless to happiness? What you do to assist is the best investment you will ever make.

Do you realize what this charity is doing for sick children, not only of Toronto, but for all Ontario, for out of a total of 3,740 in-patients last year 646 came from 254 places outside of Toronto. The field of the Hospital's service covers the entire Province—from the Ottawa to the far-off Kenora—from the borders of the Great Lakes to the farthest northerly district.

The Hospital is doing a marvellous work. If you could see the children with crippled limbs, club feet, and other deformities, who have left the Hospital with straightened limbs and perfect correction, your response to our appeal would be instant. In the Orthopedic Departments last year a total of 330 in-patients were treated; and in the Out-Patient Department there were 1,946 attendances.

Let your money and the Hospital's mercy lift the burden of misery that curses the lives, cripples the limbs and saddens the mothers of the suffering little children.

Money mobilizes the powers of help and healing for the Hospital's drive day and night against the trenches where disease and pain and death assail the lives of the little ones.

Remember that every dollar given to the Hospital is a dollar subscribed to the Liberty Loan that opens the prisons of pain and the Bastilles of disease, and sets little children free to breathe the pure air, and to rejoice in the mercy of God's sunlight.

Will you send a dollar, or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees.

You can guarantee it

Every leaf in the Red Rose Tea package is—

**Pure,
fresh,
clean,
full flavor,
full strength.**

We guarantee it. You, in turn, can guarantee it to your customers.

When offered a *bargain* in tea get a sample of it first and test it, as owing to the scarcity of tea a lot of stuff is going around that is very poor, and

China Congous are being mixed in with other teas to cheapen them.

The honest opinion of any tea expert will be that the quality of Red Rose has been strictly maintained through all these market changes. Surely a safe tea to hand out to your customers.



"Out of sight" sometimes means out of mind.

Are you showing

OCEAN BLUE?

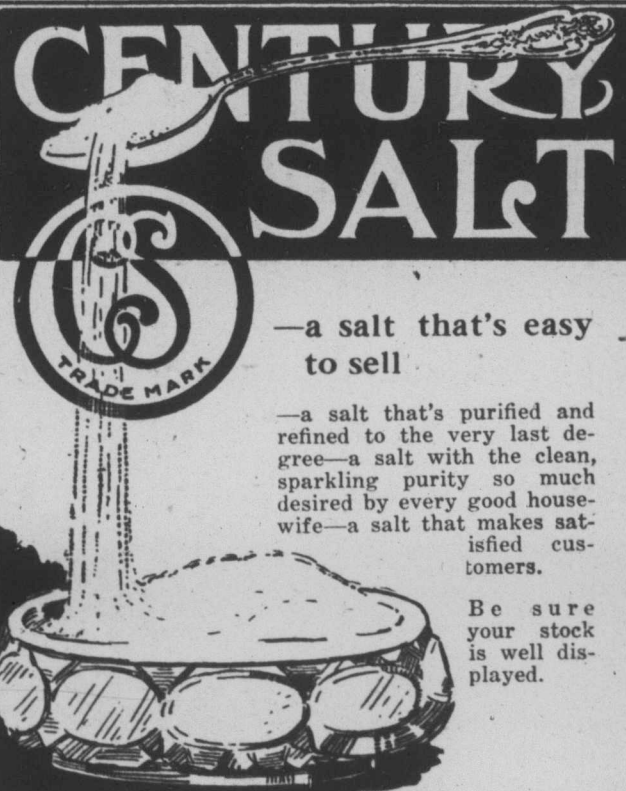
It is surprising how much trade is attracted by the bright 5c. packets of Ocean Blue. Put it in your window and

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 24-26 Wellington St. W., Toronto.
WESTERN AGENTS:—For Manitoba, Saskatchewan, and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avery, Rooms 5 & 6, Jones Block, 407 Hastings Street.



CENTURY SALT



—a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

THE DOMINION SALT CO. LIMITED
SARNIA. ONT.

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



Keen's Oxford —BLUE!

A Keen's Blue display on your counter, window or shelf will be the connecting link between your store and the wide demand for this "Blue of Blues."

Everybody knows Keen's Oxford Blue. Good grocers everywhere are selling it and winning good profit and better customer satisfaction thereby.

Never be without a display of Keen's. Begin featuring it to-day and keep it up. Write us for a special display show card.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

Sunsweet Prunes and Apricots—

the advertised BRAND
that sells.

Let the people know
you sell

Sunsweet

California's "Nature Flavored"

Prunes and Apricots
—the quality brand
that is being popul-
arized by wide-
spread advertising
and publicity.



In addition to being the quality brand, the inspected brand and the guaranteed brand, SUNSWEET Prunes and Apricots are the national brand.

Link your store to SUNSWEET and get a bigger and better business.

SUNSWEET Prunes and Apricots are a wonderful fruit food—and a cheap food. They are packed in all desirable sizes. The price to the trade is guaranteed.

Get in touch with your jobber now. Order SUNSWEET. If he hasn't them, write us. Valuable dealer helps and other advertising matter sent on request.

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

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

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

CANADIAN GROCER

Vol. XXI.

TORONTO, DECEMBER 7, 1917

No. 49

Package Embargo Will Go by the Board

Some Licenses Already Granted—Licensing Committee Advises That Licenses be Granted to all Applicants to Manufacture and Pack in Such Forms as They See Fit—Prices Must be Subject to Approval of the Food Controller.

AFTER some weeks of uncertainty it becomes comparatively certain that the package goods embargo, at least in the stringent form in which it was first introduced, will never become effective.

The practically unbroken wave of opposition that has burst upon the Food Controller from every imaginable source appears to have convinced him that he is not voicing the opinion of the public in doing away with the package article. When a CANADIAN GROCER representative interviewed one of the chiefs of the Food Department staff early this week, he was informed that the Food Department had nothing to say with regard to the matter beyond the fact that the report of the licensing committee was in the hands of the Food Controller and was being carefully considered.

Suggestion of Licensing Committee

CANADIAN GROCER, however, has been able to get authoritative information as to actual findings of the licensing committee. The committee recommends the licensing of all manufacturers, the said manufacturers to be permitted to put up their products in any size that they may desire, the only restrictions suggested being that the name and address of the manufacturer, the quantity of the cereal in the package and the date at which it was packed be marked plainly on the package.

The price from manufacturer to wholesaler to retailer of any product must be satisfactory to the Food Controller. There is no suggestion of a set price in this regard, but merely an indication that the Food Controller will see to it that the prices of any commodity are not exorbitant.

These in rough form are the suggestions of the Food Controller's committee on licensing cereal food manufacturers.

There is nothing in these suggestions at which there is likely to be any great division of opinion. The question of putting the weight on packages is generally opposed by the trade, as is also the dating of packages, but these are minor matters and are not at all likely to cause any discussion.

It has been known for some time past

NO TRUTH IN THIS STATEMENT

It has been brought to the attention of CANADIAN GROCER that a man reporting himself to be authorized by the Food Department at Ottawa has been visiting some stores in Toronto, and urging them to dispose of all package goods, not only cereals, but teas, coffees, and a variety of other goods, stating that the Food Controller was going to definitely ban all package foods within a very short time. Just what the object of this party may be it is impossible to say. It is sufficient to state, however, that there is absolutely not a shadow of truth in this contention.

FOOD CONTROLLER'S DENIAL

From Our Special Correspondent

Ottawa, Dec. 5.—The Food Controller vigorously denies that there is any person authorized to advise against stocking package goods or tea. He is anxious to have the party so representing himself located and reported to the authorities.

that the licensing committee had sent a report to the Food Controller, and that its general terms were favorable to the trade. This is the first indication, however, as to the actual terms of this report. There has been some uncertainty too as to whether the Food Controller would look with a favorable eye upon this report. As a matter of fact, however, there is every reason to believe that the conditions suggested in the report will go through without a hitch. As CANADIAN GROCER goes to press there is corroborative evidence available. The White Swan Spices & Cereals, Ltd., Toronto, have received a reply to a communication from them, stating that their application for license has been approved. CANADIAN GROCER is also able to state that the Battle Creek Toasted Corn Flake Co. of London, and the Kellogg Cereals Co., Toronto, have also been granted licenses to operate on basis existing prior to passage of package goods order in council. Granting of these licenses adds color to probability that licenses will be generally granted.

Every indication points to the fact

that the Food Controller is coming to a more reasonable attitude in the matter of food legislation; where formerly he showed an inclination to ignore the trade entirely in any suggested legislation, he has of late shown an inclination to get on a better footing of understanding with the trade interests, and to take advantage of their experience in formulating any legislation relative to food matters.

Committee of Retailers Appointed

In response to an appeal that the retail merchants of Canada should be heard before any drastic regulations were imposed the Food Controller has appointed an advisory committee of retailers who may be called on for advice on any point. In the nature of the case such a committee must be within call of the Food Control Department, and as a result of this fact this committee has been chosen from the ranks of the Ottawa grocers.

Another indication that the Food Controller is adopting a more reasonable attitude is that he has called to his assistance a committee of wholesalers to assist him.

Wholesalers' Committee Assists Food Controller

This committee is representative of the trade from coast to coast and is composed of Z. Hebert, Montreal; Hugh Blain, Toronto; H. C. Beckett, Hamilton; H. Bruce Gordon, Winnipeg; R. Kelly, Vancouver, and P. B. Tustin of Winnipeg, of the Food Controller's staff.

Just what the duties of this committee are to be is not known at the moment though it is believed that they have been called to meet in Ottawa on Thursday of this week, to discuss some matters arising out of the licensing of the different manufacturers, and very possibly to go into the matter of the conditions of marking and dating suggested by the licensing committee as well as possibly taking up the matter of price regulations on these goods. Whatever the duties of these committees may be it is an encouraging fact that the Food Controller is turning to the members of the grocery trade in considering legislation bearing on food and food distribution.

FOR SOLDIERS' BOXES

THIS is a window featured by the McLean Grocery Co., Moose Jaw. It was dressed and photographed by Harold Crone of that store. The central attraction of the window was a Ferris wheel. This wheel was driven by a motor out of sight, and at a slow pace so that the card suggestions displayed on the wheel would have their full effect. Among the goods suggested were meat-extract cubes, shaving soap, cigarettes, toffee, boxes of gum, canned coffee and milk, boxes of biscuits and chocolates and similar lines.

The two large cards were headed "Suggestions for Soldiers' Parcels" and "The Boys are Looking for their Parcels from McLeans'." The window was timed to catch the trade for overseas presents, and proved wonderfully effective in stimulating this trade.



Million and a Half Boxes of Tin Needed

Canada's Requirements Will Reach This Great Total to Meet Minimum Requirements—It is Hoped That Present Shortage May Shortly be Relieved—Extensive Regulation Likely.

So much has been said regarding the tin plate troubles of late that there is a general wearying among the trade as well as among manufacturers. That we may keep our readers well informed, however, the following summary of recent developments may be interesting.

The Food Controller's office has recently issued a set of questions asking the manufacturers of food and other containers to state what their consumption of tin plates has been for the past years of 1914-15, '16 and 1917, part of the latter year being of course only estimated. This questionnaire was sent out that facts might be obtained as to the exact purposes for which tin was used for containers, and specific information was to be submitted showing how much tin was used for making tobacco, grease, chemical, drug, oil, paint, varnish and any other canned goods containers.

On Nov. 13, in accordance with arrangements previously made, a meeting was convened in the Food Controller's office, Ottawa, when representatives of the various paint, packing and other can and packing companies met and discussed with Deputy Minister F. C. T. O'Hara the situation as it stood, from various angles. This committee appointed at an adjourned meeting a smaller committee, composed of T. N. Anderson, of the American Can Co., Hamilton; Fred R. Whittall, of the A. R. Whittall Can Co., Montreal, and F. S. Corrigan of Sheet Metal Products Co. of Toronto, with instructions to proceed to Washington where

it was proposed to interview the department there with reference to supplies wanted for Canada.

Mr. O'Hara was present when these men discussed the matters left with them for consideration and dissuaded them from their intention to visit Washington, relating his own experiences and from these he felt that they would be as well to communicate with Washington by wire. This they agreed to do. The minimum requirements for Canada in 1918 were estimated to be 1,500,000 boxes. In the messages sent to Washington the United States department was asked as

MARGARINE AT LAST

After waiting since the first of November, when the initial law permitting the introduction and sale of margarine in Canada was passed, the law has at last been made effective by the granting of licenses to some 300 applicants. The licenses issued by the Veterinary Director-General become effective on Monday, Dec. 10. This delay is to provide a uniform license date throughout the whole country, so that no one section will have any advantage over another. As many firms have had shipments arranged for as far as a month back, and these are at present awaiting their order, there is every reason to believe that the product will be on sale practically on the heels of the new licensing order.

to the definite method to be followed in submitting applications for tin plate, as all plates coming to Canada, of course, come from there.

It is clearly defined that manufacturers in estimating their needs are to state them clearly and conservatively, as any attempt to over-estimate will be detrimental. The department at Washington is using great care that all supplies are sent out carefully and are also well distributed. A joint form of questionnaire has been agreed upon as between the Canadian and United States food control departments. It is confidently hoped now that in a comparatively short time the present serious shortage may be at least somewhat relieved.

NO CHRISTMAS PARCELS FOR CIVILIANS

No Parcels for Civilians Will Be Given Entry. Parcels Addressed to Soldiers of C.E.F. Will However Be Delivered if of Regulation Size

There is a good deal of doubt as to what kind of parcels are permitted entry into Britain under the food legislation existing there. Much uncertainty has been prevalent as to whether such articles—sugar, tea, coffee, boots, wearing apparel and other articles would be admitted into the United Kingdom. A recent cable from the Canadian High Commissioner makes this matter quite plain. It is to the effect that no parcels addressed to civilians in the United Kingdom will be permitted to enter. Parcels to the soldiers of the Canadian Expeditionary Force will, however, be permitted, providing they do not exceed the regulation weight and size. There is no regulation as to the contents of these packages.

Saving Billions for Uncle Sam

How Committees of Business Men Have Made Great Savings in the Purchase of War Supplies for the U.S. Government—All Contracts Supervised by Experts.

By a Staff Representative at Washington.

WASHINGTON, D.C.—At the corner of 18th and D Streets is a long, low building, with innumerable wings and a general air of intense activity. At any hour of the day the curb is crowded with motor cars of all descriptions, and there is a constant flood of people pouring in and out the main entrance. It stands on a corner of the extensive park system, behind the White House, and the activity which prevails appears a little strange in this usually quiet corner of the capital city.

This is the headquarters of the Advisory Commission of the Council of National Defence. The building is a temporary one, erected in 50 days (as already told) in order to save on office rent. When the war is over it will be torn down and the park around will regain its wonted air of calm composure. In the meantime this building is about the most interesting corner of Washington. Certainly it houses one of the most extraordinary organizations the continent of America has ever seen.

When you get inside, an elderly gentleman takes your card and courteously turns you over to a messenger. He is affable, efficient and extremely busy, and it is interesting to know that he is a retired wholesaler of comfortable means. He has found a way of "doing his bit," and he works steadily from 9 to 5. At various parts of the building are found barricades with ante-rooms for waiting visitors, and other affable old gentlemen are there to see that you are attended to promptly. They may have been bank presidents in their active business days. They also are doing their bit.

The building is made up of small offices with beaver board partitions, and in each office sits a man hard at work on some phase of national organization. All these men have fitted themselves as units in the organization and are cheerfully accepting the unusual conditions entailed. In their own businesses they sit behind mahogany desks, with batteries of secretaries to protect and assist them, for practically every one is or has been the head of some well known business concern. Some of them are giving their whole time at Washington. Others come down for three or four hours a day. All work without a cent of remuneration, and in order to do this many have given up \$50,000 salaries.

There are several thousand connected with the organization altogether and only 80 are paid, practically all of the salaried employees being stenographers and clerks.

The most astonishing feature is the discipline that prevails. Bear in mind that each of these men has been the head of some big concern or other, and possesses the matured judgment necessary

to perform executive work. Break in on any one of them, however, with a request for information and he will refer you politely to the head of his committee and the chairman in turn will refer you to Grosvenor Clarkson, the secretary of the Commission. Mr. Clarkson is a young man who typifies accurately the popular conception of the American super-business man. He is quick at decisions, dynamic, has his work at his finger tips, knows everything that is going on. Generally he will tell you what you want to know, for the haze of mystery that most Government officials like to wrap about them has been discarded here. Business men are accustomed to working in the open.

The Germ of the Idea

It is impossible to definitely fix the credit for the formation of this extraordinarily useful body. That the idea originated long before the United States entered the war is certain, however. The Chamber of Commerce of the U. S. A. had long been agitating for this. The Chamber is a national organization made up of Boards of Trade and Chambers of Commerce and trade organizations of all kinds—manufacturers, wholesalers and retailers. Its membership runs close to the half million mark, and it, therefore, represents in a national way, and a very thorough way, the business men of the country. The Chamber of Commerce was early in the field with an agitation for national defence measures and for the co-ordination of Government with business. On April 8, 1916, a questionnaire was sent out to all members on several vital points and very decided verdicts were secured. The vote, by organizations, went 911 to 45 in favor of National Preparedness and 924 to 46 in favor of the formation of an Advisory Commission of business men.

Unquestionably the unanimity with which the business men of the United States demanded national preparedness had much to do with the legislation which shortly afterward came before Congress. In June, 1916, the Army Appropriation Bill contained a provision for the formation of the Council of National Defence, made up of six members of the Wilson Cabinet, and for an Advisory Commission to be made up of seven prominent business men. It was not until early in 1917, however, that the organization was actually completed and the work started. It needed the impetus of American participation to start the wheels turning.

About one thousand business men in all were brought into service. Committees and sub-committees were appointed, until it was felt that each essential branch of industry had been covered.

The work of these committees was, briefly, to organize the industries, to gather complete information, to advise the Government in the matter of war orders, to improve specifications, to assist in releasing men for service.

The Results Achieved

A summary of what the committees actually accomplished is shown elsewhere. This summary is, after all, a colorless statement to cover the tremendous work that was done, the miracles of organization that were consummated. It indicates, however, that the achievements of this voluntary body were considerable.

Perhaps the most tangible result was the economy effected in the purchase of war materials. It has been an accepted principle always and everywhere that any private person or corporation selling anything to a government is entitled to gouge that government unmercifully. The tendency has been aggravated by our system of party government and the accompanying evil of party patronage. Where government orders go to party supporters there is redoubled chance for profiteering. Certainly governments have always had to pay twice over and the people have footed the bills generally without a murmur.

The Advisory Commission decided that the time had come to stop all this. Instead of paying fancy prices for everything, the government was going to insist on rock bottom prices. Profits enhanced by war conditions were going to be squeezed out.

They met one day to get this principle imbedded and to decide on a line of campaign. The Commission is composed as follows: Daniel Willard, transportation and communication (president Baltimore & Ohio Railroad), chairman.

Howard E. Coffin, munitions and manufacturing, including standardization and industrial relations; vice-president Hudson Motor Co.

Julius Rosenwald, supplies (including clothing), etc.; president Sears, Roebuck & Co.

Bernard M. Baruch, raw materials, minerals, and metals; banker.

Dr. Hollis Godfrey, engineering and education; president Drexel Institute.

Samuel Gompers, labor, including conservation of health and welfare of workers; president American Federation of Labor.

Dr. Franklin Martin, medicine and surgery, including general sanitation; secretary General American College of Surgeons, Chicago.

A Precedent Needed

They got around a long table in a small temporary office in Washington

and "Dan" Willard—big, forceful, sparing of words—laid down the principle on which they would need to work.

"A precedent," he said. "That's what we need. If we can get one deal over on the right lines, it will drive the fact home that war orders are to be put on a new basis."

They talked it over carefully. One can imagine them as they sat around the table, "Dan" Willard at the head; "Barney" Baruch, equally massive and affable, but efficient to the last degree; Julius Rosenwald, keen, incisive, with a mind that is razor-sharp; Samuel Gompers, quiet, impressive, almost infallible on matters he understood. These men were engaged on the task of saving billions for Uncle Sam.

The need for a coup was unanimously accepted and the rest looked to "Barney" Baruch, as Chairman of Raw Materials, for the word as to where the effort should be made. He turned it over in his mind carefully.

"Copper," he announced, finally.

So copper was decided upon. The government needed an almost unlimited supply and copper was both scarce and high. It was an ideal place to strike—but a difficult one. However, the big copper men responded to an invitation to meet at Washington and there went into session with the Advisory Commission.

What transpired at that meeting will probably never be known but when the conference broke up the Government had put through a deal for 45,000,000 pounds of copper at less than half the market price. A saving had been made of \$10,000,000.

The copper deal had exactly the effect that had been hoped for. The news penetrated business circles like an electric shock. Here was something entirely new—profits being shorn away from war orders, business putting patriotic motives ahead of profits! Men started to think, to revamp their ideas of what constituted patriotic duty. It is safe to say that men engaged in filling war orders have approached the price problem in a different frame of mind ever since that magnificent deal in copper was made. Ship plates selling at \$160 a ton have been purchased by the government at \$58. That is just one sample of what has occurred. Dozens of others could be quoted.

The Cantonments

The great test of the usefulness of the committees came when the cantonment question arose. Uncle Sam had a million or more troops to go into camp, and the securing of the multiplicity of supplies needed was a gigantic task. Practically every contract for cantonment equipment was let on the advice and recommendation of advisory committees. It would be impossible to compute the time and money saved through the work of the experts who guided the inexperienced hand of the Government in creating the cantonments.

Just for Instance—Take Duck

The point can best be driven home by

WHAT THE BUSINESS COMMITTEES ACCOMPLISHED FOR UNCLE SAM.

The very general acceptance by labor and capital of the suggestion of the Council that existing labor standards should not be changed until the need for such action had been determined by the Council, with the steady influence on industry growing out of such action.

The procurement of raw materials for the use of the military and naval forces of the United States at prices greatly below the current market price, this being made possible by enlisting the patriotic co-operation of industrial leaders.

The completion of the inventory, for military purposes, of American manufacturing plants.

The saving to the Government of millions of dollars by the proper co-ordination of purchases through the agency of the General Munitions Board of the Council of National Defence, this board being later absorbed by the War Industries Board.

The organization of the agricultural newspapers to work in conjunction with the Secretary of Agriculture for greater and more efficient production.

The mobilization of the 262,000 miles of railroads of the country for the Government's defence.

The close-knit organization of the telephone and telegraph companies of America to insure to the Government the most rapid and efficient wire communications.

The creation, under the Medical Section of the Council, of a General Medical Board, consisting of many of the most highly qualified surgeons and physicians of the country.

The selection by the same section of thousands of doctors specifically qualified for membership in the Medical Officers' Reserve Corps, and the standardization, far on its way to completion, of surgical instruments and supplies.

The creation by the Council of the Aircraft Production Board, which developed the Liberty motor, and which, in co-operation with the U.S. Signal Corps, is setting out to establish a great American air service at the earliest possible moment.

The results obtained by the Council's Committee on Coal Production in the procurement and expeditious shipment of coal, both in the civilian and federal interests.

The saving to the Government of millions of dollars through the application by the Committee on Supplies of the Council of the most modern business methods in the purchase of supplies for the War and Navy Departments, largely through the elimination of middlemen.

The work performed by the Council's Committee on Emergency Construction and Contracts in enlisting the best building and architectural experts of the country for the erection of the cantonments for the national army. In this they were greatly assisted by Canadian experience.

The successful initiation of a movement to co-ordinate activities on the part of the states of the Union for the national defence, brought to a clear and workable focus by a conference of states held in Washington, at the call and under the auspices of the Council, which movement has reached a high point of organization under a special section.

The organization of a railroad committee which was sent to Russia.

The enlistment of reserve engineer regiments to aid in rehabilitating the railroads of France.

The creation by the Council of the War Industries Board to assume the duties formerly discharged by the General Munitions Board, and to act in addition as a clearing house for the war industry needs of the Government. Under this board are handled vital war matters having to do with raw materials, finished products, and priority. A commission of this board is authorized to arrange purchases in accordance with general policies formulated and approved. The board recently made the arrangements with the copper and steel producers to fix the price for their commodities, announcement thereof having been made by the President.

The carrying on by the Commercial Economy Board of the Council, with the co-operation of the business press, merchants, manufacturers, and consumers at all points, of successful campaigns for conserving wheat, wool, and other commodities in which there have been shortages and for reducing the amount of labor employed on non-essential services in trade.

The creation by the President, at the request of the Council, of a labor commission to aid in the adjustment of social and labor disturbances throughout the country, particularly in the Western States.

The creation by the Council of a Woman's Committee, which is enlisting the woman power of America for the prosecution of the war.

The pronouncement by the Council through the Secretary of War, its chairman, of a policy to the effect that all effort should be centered to help win the war, this pronouncement having been made in response to queries as to the attitude which should be taken relative to improvements, public and otherwise, involving large construction work.

The creation, in little more than 30 days, through the Automobile Products Section of the Council and the Society of Automotive Engineers, in co-operating with the Quartermaster's Department of the army, of the standardized U.S. heavy-duty war truck.

The mobilization, in short, of the industrial forces of the country for war, the act of Congress creating the Council having made it mandatory upon the latter to bring about "the creation of relations which will render possible in time of need the immediate concentration and utilization of the resources of the nation."

telling of a single instance. Take duck for tentage.

It was necessary, of course, to have tents for the men, and the matter of duck for tentage was a very important one. What was the dismay of the Government purchasing agents when they found that they could obtain practically no duck at all! In the first place, the manufacturers of the various varieties of duck were literally suffocated with orders and could not see how they could produce another square inch. In the second place, none of the duck being turned out was quite suitable for the Government specifications for tentage. Here was a hot potato for the purchasing agents to handle! They promptly turned it over to the Advisory Commission. It gradually sifted down to a special committee.

The personnel of this committee was

a particularly fortunate one. At the head was A. L. Scott, president of Lockwood, Greene Co., who knows just about everything there is to know about cotton. He might almost be termed an architect of the cotton industry. A manufacturer aiming to start a new cotton mill can leave everything connected with the matter in Mr. Scott's hands—selection of site, purchase of plant, installation of same, planning of sales policy, everything in fact connected with that new business, even to the raising of capital. So it follows that Chairman Scott knew considerable about duck.

With him was the retired president of a large cotton mill, who was relied upon for expert information on matters pertaining to waterproofing—an important feature of duck for tentage. There has always been a great deal of mystery about waterproofing. Each manufac-

turer has had his own special processes and devices, and he has guarded them with the jealousy of a Midas. Well, this man knew as much about waterproofing as any man in the Union. Then there were several buying experts—men of long experience and tried probity.

So it was a compact and shrewd committee that took up the problem of finding tents for the new army.

The first thing they did was to get complete information as to the number and capacity of the looms in the country. Then they summoned, first, the tire duck manufacturers to Washington to talk the situation over. The tire men, six in number, came down.

"How much can you give us?" asked Scott.

The six in concert voiced the impossibility of doing anything. They were loaded up with orders as it was and the tire people were pressing them hard. Their plants were running at top capacity as it was. However, it developed that the spring—this was in early spring—was the rush season. There was a certain amount of relief toward fall and through the winter.

"Well," said Scott, "we'll let you off with 25 per cent. of your output. We've got to have that. You can make it up by continuing your spring rush right through the year."

"But we can't make the duck according to your specifications," they protested. "You need it in 30¼ in. widths. We can make only 60½ in. and 90¼ in. widths."

"That is our problem," replied the committee. "You give us a quarter of what you make and we'll find ways and means of adapting it."

The tire men promised and departed. Next came the carpet manufacturers, and the committee met them with a stiffer proposition still. Carpets are not so essential in war times as tires, so 40 per cent. of output was demanded. The carpet men finally consented to this. Mind you, the committee was acting without any power of compulsion whatever. They had to do everything by persuasion.

Then they got together and studied the specifications for army tents to see how 60½ and 90¼ duck could be made to fill in where 30¼ was needed. Certain changes in the specifications were finally evolved which made this possible, and to which the War Office consented. When the duck began to arrive from the manufacturers it was thus found possible to make use of it.

And in due course tents were provided for 500,000 soldiers!

What Lack of Co-operation Meant

This incident is typical of the kind of work the committees were doing all along the line. As a further evidence of their usefulness cases might be quoted where the Government proceeded without consulting the committees. Trouble of a serious kind often ensued.

Take the case of steel distribution. Steel is the great bone of contention between Government and Business to-day. There is isn't nearly enough steel to go around. The scarcity can best be illustrated by showing how things are going

in the matter of steel plates. In a recent issue the "Saturday Evening Post" stated that the total output of steel plates would be 1,800,000 tons in 1918 and that the Government would need 1,600,000. These figures are not correct, and they err on the side of optimism. The figures conceded by Government officials at Washington show that the total production cannot exceed 1,650,000 and that the Government will need 1,800,000 tons!

It will readily be seen that the Government is finding it necessary to watch steel production and to absolutely control it. About a month ago a peremptory order was issued to the United States Steel Corporation not to give another pound of steel to the automobile manufacturers for use in making pleasure and business cars. No one had been consulted, and when the word got out there was consternation and indignation. It meant that the automobile industry and all the allied industries, except for the manufacture of war trucks and cars, would stop. The effect of such a stoppage can be imagined.

After proper representations had been made to those higher up, the order was

rescinded, and a committee of three to represent the manufacturers was invited to go to Washington to consult with the Government and find some means of equitable adjustment. It is interesting to note how the three were selected. One was chosen by the association of automobile manufacturers, one by the accessory people, and one by Henry Ford! The Ford concern does not belong to the association.

This committee came to Washington and had a long series of conferences with the authorities. An agreement was reached, which apparently meets the views of both sides to some extent at least. The terms are being very carefully guarded.

Contrast what occurred in this instance—the dissension, worry and trouble caused by the Government acting first without consulting the industry concerned—with the cases where the two act in harmony! The necessity for co-operation is then very apparent.

EDITOR'S NOTE.—The next article will deal with the steps which are now being taken to strengthen the organization of advisory committees and put them on a better basis still.

Proposed Amendments to the Fraudulent Advertising Act

New Legislation Proposed to Meet the Conditions Presented by the Difficulties of Getting Conviction Under the Old Act.

THE question of fraudulent advertising has been a vexed question for some time past. Many parties have been accused of advertising in such a way, but owing to the loopholes existing in the present law many cases that seemed to present fraudulent methods have been allowed to escape through technical difficulties in its enforcement.

To meet these difficulties, amendments of the Criminal Code have been suggested and will come up for consideration in the near future. The original Act passed on June 12, 1914, is reproduced herewith, the parts in capitals being the proposed amendments.

"His Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:

"1. The Criminal Code, chapter 146 of the Revised Statutes, 1906, is amended by inserting the following section immediately after the section 406 thereof:

"a. Every person who EITHER HIMSELF OR BY HIS AGENT, SERVANT, EMPLOYEE, OR ANYONE ON HIS BEHALF, knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal, movable or immovable property, or any interest therein, containing false or MISLEADING statement, or false representation which is of a character likely to or is intended to enhance the price or value of such property or any interest therein, or to promote the sale

or disposal thereof, OR IS LIABLE TO MISLEAD ANYONE AS TO THE TRUE VALUE OF SUCH PROPERTY, shall be liable upon summary conviction to a fine not exceeding two hundred dollars, or to six months' imprisonment, or to both fine and imprisonment, OR IN THE CASE OF A CORPORATION TO A FINE NOT EXCEEDING FIVE HUNDRED DOLLARS.

"THE PRODUCTION BY THE INFORMANT OR ANY ADVERTISEMENTS CONTAINING ANY STATEMENT ALLEGED TO BE FALSE OR MISLEADING SHALL BE PRIMA FACIE EVIDENCE THAT THE SAME WAS KNOWINGLY PUBLISHED BY THE PERSON WHOSE NAME SHALL BE MENTIONED THEREIN. AS THE ADVERTISER, OR PROPRIETOR, OWNER, AGENT, MANAGER, AS THE CASE MAY BE. OF THE BUSINESS REFERRED TO IN SAID ADVERTISEMENT. THE WORD PERSON SHALL INCLUDE AN INDIVIDUAL OR PARTNERSHIP CO. OR CORPORATION."

Fort William Association Meets

A meeting of the Fort William Association was held recently in which the retiring president R. E. Walker delivered a stirring address. The new president of the association is E. E. Nurent. That the association is in a healthy state is evidenced by the fact that at the last meeting 33 new members were enrolled.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - President

H. T. HUNTER - - - - Vice-President

H. V. TYRRELL - - - - General Manager

THE MACLEAN PUBLISHING COMPANY, Limited

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

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7824. Winnipeg—1207 Union Trust Bldg.; Phone, Main 3449.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson St., Phone Harrison 1147. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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

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

PUBLISHED EVERY FRIDAY

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

Vol. XXXI. TORONTO, DECEMBER 7, 1917 No. 49

EDITORIAL BRIEFS

MARGARINE is at last apparently an actual fact for Canada. By next Monday licenses will be in the hands of 300 applicants in all parts of Canada. By Tuesday next it is expected that this product will actually be on the Canadian market.

* * *

THE Food Controller is busily engaged at present in quoting figures to prove that bacon and bread are no dearer here than they are in Britain and the United States. This being the case why all the fuss and flurry about bacon prices that were a nine days' horror a week or so ago?

THE VICTORY LOAN

THE result of the Victory Loan comes as a surprise to even the most optimistic. It was hardly believed possible to reach the three hundred million mark. But the results show that there has been subscribed practically four hundred and eight million, more than fifty dollars per head for every man, woman and child in the Dominion. It is a sign of the prosperity of the country. It is also a sign that Canadians have faith in that country, and are willing and glad to take a stake in its future.

MARKET SERVICE USED BY GOVERNMENT

IN the report on wholesale prices just published by the Department of Labor at Ottawa, it is with pardonable pride that we note that in the departments that come under the scope of a grocer trade newspaper, that CANADIAN GROCER in fifty different cases is quoted as the authority for the tabulated re-

turns given. It is interesting also to note that our nearest competitor was a Toronto newspaper which is used as an authority eighteen times, and that the next is a trade paper that is mentioned only ten times. The other authorities quoted cover a very wide range. We consider this a rather striking compliment to CANADIAN GROCER's market service.

CANADA'S BILLION DOLLAR CROP.

CANADA is essentially a farming nation. Of all her resources the farm is her great asset. On the prosperity of the farmer depends the prosperity of the country. Therefore there is ground for congratulation in the fact that this year Canada touched the high water mark in the value of the output of her farms. For the first time in her history she has passed the billion mark. In the fourth year of war it is an encouraging thing to know that behind all our activities is this solid basis of actual production.

According to the preliminary estimates the total value of all field crops for 1917 is \$1,089,687,000 as compared with \$886,494,900 in 1916 and \$825,370,600 in 1915.

Here surely is a reason for confidence.

KEEP YOUR WINDOWS PULLING

THE owner of a large chain of stores recently remarked that he would rather have a manager who would keep his windows always pulling trade than one who could make an exceptional effort every once in a while and make a really artistic display. The bigger the store the more the emphasis is laid on the value of window display. It has been proved time and again to be the big selling force of the store. Yet some merchants neglect their windows entirely, or spend only a few moments in filling them full of an uninviting list of goods. No merchant can afford to save time on his windows; to do so is to lose money.

THE HYSTERICAL PRESS

FROM across the line comes another protest of the way the politicians and the hysterical public press are complicating the food situation, simply showing that these two agencies are tarred with the same stick the world over. The *Fishing Gazette* of New York has this to say:

"There is no doubt the Food Administrators mean well in suggesting the conservation of food. Unfortunately the press has become hysterical over the possibility of the people suffering in the near future for want of food with starvation to follow. The natural result is a scarcity of food and consequent high prices from hoarding, all of which is or should be unnecessary if the matter was handled in a sane manner. We have too many hungry politicians playing to the gallery who keep the people in a state of hysteria."

PARCELS TO IMPRISONED OFFICERS

New Regulations Affecting Such Parcels Go Into Operation at the New Year. The Following are the Conditions Outlined by P. O. Authorities

In co-ordination with the new scheme instituted by the British Government all parcels from Canada to officer prisoners of war interned in Germany or Austria-Hungary containing foodstuffs, on and after January 1, 1918, can only be accepted for onward transmission by the postal service if they bear a "coupon" issued by the Prisoners of War Department, Canadian Red Cross Society, London, England.

Under the new arrangement the amount of foodstuffs which may be sent to an officer prisoner of war during four weeks must not exceed one hundred pounds. Of this total the Prisoners of War Department of the Canadian Red Cross will send to each interned Canadian officer including those attached to other than Canadian units not less than six ten pound parcels each four weeks. The remaining forty pounds of foodstuffs per four weeks may be sent personally by relatives in Canada, but each parcel must bear a coupon which can be obtained on application from the Prisoners of War Department, Canadian Red Cross Society, London, England.

Right to Send Parcels With Next of Kin, But May Be Delegated

The right to send food parcels to an officer prisoner of war rests with the next of kin, but may be transferred by the latter or by the prisoner of war himself to any person. It is advisable that application should be made to the Prisoners of War Department, Canadian Red Cross Society, London, England, for the necessary coupons for parcels packed personally at the earliest possible moment.

These coupons are to be used on food parcels only and no coupons can be issued for amounts under ten pounds. If, therefore, it is desired to despatch a parcel weighing less than ten pounds an ordinary coupon must be used and the parcel counts as one of the four permissible in four weeks.

Must Not be Enclosed in Parcels Shipped Under Red Cross Label

Articles may not be sent to any society for enclosure in any despatched under the Red Cross label. The importance of guarding against any misuse of the label cannot be too strongly emphasized. Such action would not only harm the prisoner to whom the parcel was addressed but would react on other prisoners and might endanger the whole system of despatching the food supplies to officers and men who have fallen into the hands of the enemy.

Parcels for officers interned in Bulgaria and Turkey come under the new scheme. Owing, however, to the difficulties of postal communication, it is not advisable to send many parcels to officers in Turkish camps. Supplies can be purchased in Asia Minor and it is better

to remit money to the prisoners rather than send many parcels.

The new scheme relates only to parcels containing foodstuffs for officer prisoners of war interned in enemy countries and does not affect in any way the present regulations governing the transmission of parcels to prisoners of war other than officers, which regulations remain unchanged.

FLOUR BUYERS APPOINTED

George H. Kelly has just been appointed as flour buyer for the British Government in Western Canada, operating through the Wheat Export Co. He will be located in the offices of the Wheat Export Company in Winnipeg, and will do all the buying of flour for Britain and her allies from the Great Lakes west to the Pacific coast.

Mr. Kelly has been in the flour business all his life. He first started as an employee of the Ogilvie Milling Company in Winnipeg, but for twenty years was connected with the Lake of the Woods Milling Company. He left the latter firm to superintend the erection of Ogilvie's mills at Medicine Hat, and of late has carried on a successful mill supply business in Winnipeg.

The Eastern Canada buying of flour will be done by J. L. Grant, who will be located in the Montreal offices of the Wheat Export Company.

WANT MORE FOR CHEESE

A committee of salesmen was recently appointed by the Cheese Board of Brockville, Ont., to represent the organization in any action that may be taken to secure a higher fixed price for cheese before the opening of next season's operations. Producers claim that the price fixed by the British Board of Trade has not been in keeping with the cost of production.

Sugar Will Be Cheaper

With the Advent of the New Crop There Will be a Decline of a Cent on Raw Sugar—Will Have Decided Effect on Sugar Prices.

THERE is a very material brightening in sugar prospects at the moment. The price on the coming crop of raws has been set at \$4.90 or \$4.60 f.o.b. Cuba; this price is dependent upon the possibility of being able to arrange a freight rate at 30 cents. At present producers on the island are standing out for considerably higher figures, the figures asked being 39 cents for the north of the island and 47 cents for the southern section. There is little doubt, however, that this matter will be satisfactorily arranged. This means a decline of 1 cent on next season's crop. The Cuban crop promises better with every passing day, and present indications are that the crop will be far in

SUGAR SHIPMENT ASHORE

A recent West Indian despatch to a Canadian Atlantic port stated that a large Royal Mail steamer with a cargo of sugar for Canada is ashore. It is expected considerable refinery machinery may be idle in consequence of the delay.

WILL SUPPLY FISH ALL WINTER

A steady supply of lake herring has been guaranteed the people of Ontario all winter by the arranging of contracts by the Ontario Fisheries Department. It is estimated that under the contracts made there will be a weekly supply of from seven to ten tons of herring which will be supplemented by such whitefish and trout as can be caught by ice fishing operations in the northern lakes. While ice fishing is being encouraged, it is difficult to estimate the quantity of fish that will be received in this way.

In addition to the daily catch in Lakes Ontario and Erie, the Fisheries Branch will be able to fill orders from the reserve now being put into cold storage. It is estimated that over 300 tons will be available from this source and that it will be possible to sell herring through the winter at a retail price of two pounds for a quarter.

CASTOR OIL

While a price is still being quoted on castor oil none seems to be obtainable in the trade excepting limited quantities in the small sealed bottles. The commercial grade is in demand by all the allied governments and has been placed with so many other lines in the embargoed list. Its non-freezing qualities make it particularly suitable as a lubricant for aeroplane engines, and, with the increased activity in this development in all belligerent countries, it is not to be wondered at that we have a serious shortage.

advance of other record crop. This crop will be available from the refiners early in January and then the effect will be felt on the market situation. The United States price has been set at \$7.40 less 2 per cent., which is a substantial decline on present prices. Canadian prices are dependent largely on American quotations, and as a result similar declines are to be expected in Canada early in the year. There is at present of course a comparative scarcity, but stocks are quite equal to ordinary demands. Large buying at the present moment is not only going to complicate the situation, but is unwisely putting the merchant in the condition of buying against a market that is bound to decline.

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

J. E. Gamache, grocer, St. Johns, suffered loss by fire.

Joseph Semple, previously with the Willett Fruit Co., Ltd., St. John, recently reported missing, is now officially reported killed in action.

John Frederick Strange, who died at his home in West St. John this week at the age of seventy-five years, had been actively engaged in the retail grocery business in Guilford Street until a year ago, when he retired on account of failing health.

Notwithstanding the lack of shipping facilities, accentuated by the withdrawal of the steamer service to Boston, the quantity of potatoes entered for shipment to Cuba during November again established a record. Records of the Cuban consul, St. John, show a total of 8,831 barrels, valued at \$52,729, an increase of \$12,000 over October's figures.

A wedding of much interest took place in Trinity Church, St. John, N.B., on November 28, when G. Ernest Barbour, president and general manager of Geo. E. Barbour Co., Ltd., wholesale grocers, etc., was united in marriage to Miss Margaret Hare. The bride only lately returned from the front where she saw nearly three years of active service, winning the award of the order of the Royal Red Cross and also winning special mention on two occasions.

A meeting of the grocery section of the Retail Merchants' Association of St. John this week was addressed by C. M. Trowern, secretary of the Dominion Board of the Canadian Association. After hearing his address, the meeting adopted a resolution expressing the opinion that no good purpose would be served, so far as reducing the cost of living is concerned, by discontinuing the selling of cereals in packages and that it would require more time and loss as far as both the wholesale and retail trade was concerned. It was also resolved that the retail merchants of New Brunswick join with a joint committee consisting of wholesalers, retailers and manufacturers appointed by all the other provinces, in placing their views before the controller at Ottawa.

Other matters dealt with at the meeting included a discussion of the advantages of fixed prices for trade-mark goods, co-operative delivery and short credits for slow-paying customers. The latter subjects stood over for further discussion.

There was a rather different result at the meeting later on the same day when Mr. Trowern met the wholesale grocers of St. John. Mr. Trowern asked the wholesalers to adopt a resolution similar

to that passed by the retailers, but A. P. Patterson, of Baird & Peters, Ltd., and A. H. Wetmore, of Puddington, Wetmore & Morrison, Ltd., spoke in opposition. They pointed out that the apparent intent of the Food Controller was not the elimination of package sales but the licensing of such sales. It was contended that the licensing system was in the interests of the consumer as it would give the Government the right to investigate the manufacturers' profits and so regulate them. When the meeting heard this side of the case the feeling was expressed that the merchants should endeavor to assist rather than hamper the Food Controller, and the resolution was not adopted.

Quebec

N. Richard, grocer, Quebec, has sold out.

C. C. Rand, general store, Lennoxville, has sold his stock.

Jos. Jean, grocer, Montreal, has disposed of his stock.

J. Viau, grocer, Montpelier, has been succeeded by O. Lavigne.

J. A. Ogilvie & Son, Ltd., department store, Montreal, has changed name to James A. Ogilvy's Ltd.

Fred Lytle, representing the T. A. Lytle Co., Limited, manufacturers of pickles at Toronto, called on the Montreal trade last week in the interests of his firm.

Private Alexander Robert Cowan, who left Montreal with the 27th Battery, has been wounded by gunshot in the left arm and thigh. Before joining the colors he was employed at S. J. Carter's wholesale grocery.

J. D. Hutchins, of the John Duncan Co., tea importers, Montreal, is at his desk again after a month's absence on a trip to the Western Provinces. Conditions in the West as found by Mr. Hutchins are very encouraging and at the coast there is a real revival of business and industrial conditions. This is due in large measure to the large program of ship-building, calling for the construction of many wooden ships. The Prairie Provinces are also enjoying a good healthy trade.

Flight Lieutenant Norman A. Magor, who is expected home on leave shortly, has been awarded the Distinguished Service Cross by H.M. The King. A cable congratulating him, signed by his Flight Commander, has just been received. Flight Lieutenants Norman and Gerald Magor (the latter was mentioned in despatches for work done in the Eastern Mediterranean, and returned home wounded some months ago) received their training at Dayton, O., and Augusta, Ga., in the fall of 1915, and have been

on active service since February, 1916. Before taking up this work the elder brother was engaged in mercantile work being Vice-President of Magor Son & Co., Ltd., St. Paul Street West, Montreal. The younger brother was in his third year in McGill University.

Ontario

J. Morley, grocer, Hamilton, has sold out.

C. Schaefer, grocer, New Hamburg, is dead.

V. Heric, general store merchant, St. Clements, is dead.

J. Stevenson, grocer, Hamilton, has sold to F. W. Holden.

Einarson Bros., grocers, Toronto, have been succeeded by J. McKinley.

Wm. Sutherland, grocer, Wyoming, has sold stock to W. C. Stinson.

Wm. J. McGrogan, general store merchant, for a number of years in Belmore, Ont., died recently in his 62nd year.

Northway Rush Company, Ltd., have been incorporated as general store merchants at Toronto with a capital of \$80,000.

The Canada Scale & Slicer Co., Ltd., has been incorporated at Brantford with a capital of \$150,000 to manufacture scales, meat slicers, etc.

Thermokept, Ltd., has been incorporated with a capital of \$1,000,000 at Hamilton to manufacture and produce canned, pickled and preserved fruits, etc.

Bowes Creamery Co., Ltd., has been incorporated at Toronto with a capital of \$40,000 to carry on business as dairymen, manufacturers of cheese, butter and general provision merchants.

R. B. Hill, Ltd., has been incorporated at Hamilton, Ont., with a capital of \$75,000 to manufacture bread, cereals, flour, biscuits, cake, confectionery and candy. F. B. and M. J. Hill are the incorporators.

Western Provinces

J. H. Crowe, general store, Gilbert Plains, Man., has sold out.

S. Love, general store, Melville, Sask., sold to Lercher & Kanee.

Kologie & Co., general store, Ethelbert, Man., sold to J. Polowy.

M. Kirk, general store, Waldeck, Sask., succeeded by Sladen & Teulon.

H. Lucow, general store, Erickson, Man., has sold stock to R. Doer.

H. A. Davidson, grocer, Pilot Butte, Sask., has sold to J. N. Graham.

Swan River Creamery Co., Swan River, Man., succeeded by Dauphin Milling & Creamery Co.

Charles Pike, of Vancouver, B.C., has moved from 598 Broadway East to 1902 Stephens Street.

Bagnal & Raggett, general store, Girvin, Sask., have dissolved partnership.

Pitchks Trading Co., general store, Krydor, Sask., has sold out.

J. E. Macfarlane, general manager of the Western Canada Flour Mills Co., Ltd., left last week for their Calgary branch, but this week is on his way east to Toronto.

Regarding British Columbia trade, he said that trade was booming there, and that he looked upon British Columbia as becoming one of the best business provinces in Canada.

David Brown, well known in Winnipeg as a manufacturer's agent, and who lately moved to the Pacific Coast, is now representing the Robert Gillespie Co., Winnipeg, in British Columbia.

Robert Gillespie, President of the Robert Gillespie Co., Winnipeg, has just returned from an extensive trip throughout Western Canada, calling on the retail and wholesale trade. Speaking of confectionery, Mr. Gillespie stated that everybody seemed to have been looking ahead, as they were well stocked, but that they were placing orders to-day just as far ahead into the future.

WINNIPEG MANAGER OF W. G. PATRICK & CO. GOES OVERSEAS

R. C. Blackburn, Winnipeg manager for W. G. Patrick & Co., Ltd., wholesale importers and grocery brokers, has joined the 10th Forestry and Railway Construction Depot as a lieutenant under Major Kirby. Lieut. Blackburn has been manager of the interests of the above company from Port Arthur to the coast, for some years past, and is succeeded by Edmund Thomas, who has had charge of Alberta and British Columbia. While Mr. Thomas will make his headquarters in Winnipeg, he will still look after the business in other centres as well as generally take care of their western interests. Assisting Mr. Thomas will be A. S. Nisbet, who will still continue to call upon the trade in Manitoba and Saskatchewan.

NEW MACARONI COMPANY

Le Berger & Co., Ltd., have been organized in Montreal to manufacture macaroni under a new drying process. The authorized capital of the company is \$199,000. The directors are J. L. Patenaude, president; R. Carignan, vice-president; both of Patenaude & Carignan, wholesale grocers; Alfred La Croix, secretary-treasurer and general manager; A. Leger, director, both of the firm and La Croix & Leger, hardware merchants, Montreal; and Q. B. R. Carignan, director. The new firm has bought out the business formerly conducted by Spinelli & Co., of Christopher Columbus St., Montreal, and will operate a new factory with 30,000 feet of floor space on St. Lawrence Blvd., Nos. 2018, 2020, 2022. The new building is now being got ready and new machinery is being installed they expect to begin operations two weeks or a month's time.

The machinery to be used by this concern was manufactured by the Pfaffman Egg Noodle Co., of Cleveland.

HARRIS ABATTOIR SUBSCRIPTIONS TO WAR LOAN

Acting solely through their own organization, with plant captains and teams, the employees of the Harris Abattoir Company, West Toronto, have carried on a "Victory Loan" campaign.

The subscriptions have been large and, according to the company, constitute a record for the city, and probably for the whole Dominion, as far as total of one plant is concerned, as well as per employee.

The employees of this company, including Toronto plants, branch houses, and car route salesmen, number 1,250. Of these, 1,200 have subscribed. The total subscriptions amount to \$275,000. The average subscribed is, therefore, \$220 per employee.

An analysis of the subscriptions shows the following:—Plant employees, \$91,-

350; officers' subscriptions, \$70,000; head office staff, \$53,750; branches, \$38,450; car route salesmen, \$13,550; public cold storage, \$7,900—making a total of \$275,000.

In addition to the above, the company's subscription is \$100,000.

ACTIVITIES OF THE R.M.A. Ottawa Grocers Will Amalgamate With the Retail Merchants' Association.

The Ottawa Grocers' Association will formally unite with the Retail Merchants' Association on April 1 at the expiration of their own business year. This decision was reached at a recent meeting of the Ottawa Association. This matter has been under discussion for a long time past, but it has only now been possible to get a united voice in favor of this affiliation.

The Pure Food Show Committee, that is responsible for the largest activity of the Ottawa association, was appointed as follows: A. S. Morland, J. A. Kelly, C. Cummings, T. W. Collins, C. G. Crabtree, Geo. Stoate, Thos. Bowman, Frank Burgess.

Owen Sound Association Meets

There was a meeting of the Owen Sound Association recently with the president D. R. Duncan in the chair. The meeting was addressed by W. C. Miller, Provincial Secretary, and T. J. Maher. T. M. Humble also gave a very inspiring address in urging the adoption of the buy at home movement. He stated that it was estimated that not less than \$100,000 had gone from that section to the mail order houses during the course of the past year. It was decided to start an energetic campaign to combat these conditions.

Hebert & Guertin, of St. Madaleine, were presented this week by Mr. Guertin, who came to Montreal on business for his firm.

HAVE YOU A SUGGESTION FOR THE FOOD CONTROLLER?

This paper, and the merchants throughout the country, through its columns, have been handing out some pretty severe criticism to the Food Controller, in regard to some of his activities directed as he believed toward the lowering of the cost of living. That is all destructive criticism, now we need something constructive. There have been strong objections to the course pursued, but few suggestions as to what would be a better course. **HOW WOULD YOU LOWER THE COST OF LIVING?** Every merchant must have some idea on this important matter. For instance, here is a suggestion. Are your customers asking for delivery on small parcels that they could easily carry?.....Would this needless delivery amount to any great amount in your delivery expenses?..... How much?..... This is a possible way of saving. Tell us about this and of others as well. Let us have some definite mode of saving to suggest.

CANADIAN GROCER,
153 University Avenue,
Toronto.

..... Name.

..... Address.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

TWO incidents of interest to the grocery and commission trade during the week were the issuance of licenses to sell margarine on and after December 10, and the intimation from the Dominion Food Controller to the effect that the United States will shortly raise the embargo on cottonseed oil. Permission to again bring cottonseed oil into the Canadian market will relieve an acute situation in shortening. The entrance of margarine as a competitor in the butter market has had the effect of causing an easier condition in dairy butter. With one exception quotations on all lines of laundry soap were withdrawn by the manufacturers, but they restored them on Tuesday and were again quoting on same basis for December delivery. The line that has not been withdrawn has been advanced in price, which is taken as an indication that a general advance on the part of all manufacturers is highly probable in the near future. Tobacco, egg carriers, stove polish, gravy, salt, jams and rolled oats are some of the other lines to show increases.

Negotiations over the price at which the International Sugar Commission will purchase the new Cuban crop have practically been settled on a basis that should mean approximately a 1c decline per pound in the price of Canadian refined. Grinding on new Cuban crop is proceeding and it is expected first shipments will leave the island in the near future. Some canned tomatoes and corn are being brought into the Canadian market from the United States. Recent declines in that market have placed the goods in a favorable situation for import. Wholesale grocers are now making heavy shipments to their customers on account of the anticipated holiday trade.

QUEBEC MARKETS

MONTREAL, Dec. 4.—Normal conditions prevail among the jobbers this week and they are all reasonably well occupied with orders. These are not large, as a rule, but sorting business is such as to keep staffs engaged. Prices are firmly maintained in staple lines, with few changes, while special lines have maintained a firm tone. The United States governmental regulations have served to tie up many goods destined for here, and no little hardship is being experienced in some quarters. Shipments will come to hand, eventually, but in the meantime the delays are great and no guarantees of definite deliveries are available. A circular has been issued by the California fruit growers stating that they are using every effort to expedite the shipment of orders placed with them. Flour prices are maintained and owing to the increased costs of jute twines and containers there is some uneasiness expressed with regard to immediate future prices. Demand for mill feeds is exceeding all bounds and millers are refusing to commit themselves to definite delivery dates or to supply quantities asked for. Oats are up again from three to four cents per bushel and rolled oats

are in very firm market. The better grades of oats are increasingly short and it is doubtful if there will be a lowering of prices in the immediate future in view of this and of the transportation troubles. One large jobber has received 5,000 cases of prunes. He also has taken delivery of three carloads of raisins, which are being distributed as fast as they come to hand. Table raisins are quickly bought up in anticipation of the usual Christmas demand. Tara almonds and Sicily filberts are also received by one of the larger houses. Boats are still expected with large lots of currants at United States ports. Licenses are being taken by some dealers in view of their intention to sell margarine as soon as the same may be handled and when the product is procurable from the manufacturers. Corn brooms are up 10 per cent. and one line of tobaccos is reduced from 1 to 2 cents per pound.

Cloves are now quoted at 70 cents. Hogs, live, are weaker in tone from 50 to 75 cents per 100 lbs. A weakening tendency has characterized butter with a lower quotation of one cent per lb. on creamery. Skinless codfish is up \$1 per bbl.

Brooms Advance 10%; Tobaccos Decline 1 To 2c

Montreal.

VARIOUS LINES.—An advance has been recorded this week in corn brooms which have gone up ten per cent. This is due, in part, to the uncertainty of procuring future supplies and the increased costs of raw materials are assigned as a factor in this advance. One line of tobacco is reduced one to two cents per pound. Manufacturers of laundry soaps have withdrawn their prices as from Dec. 1st. This is explained as necessary owing to their difficulties in securing some essential ingredients, due to transportation troubles.

Sugar Deliveries Are Still Very Limited

Montreal.

SUGAR.—Those retailing sugar have their wants supplied these days only partially. If an order is placed this is usually cut down and only a portion of the amount asked for supplied. Thus, a dealer asking for five sacks would probably receive two, or at most three, and this would have to suffice for the time being. When it becomes recognized that consumers must buy only for a few days ahead, there will be little likelihood of real inconvenience. No changes are made this week and conditions are as stated for the past few weeks with prices held firmly.

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

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

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

Small Movement Here For Canned Goods

Montreal.

CANNED GOODS.—Little interest attaches to the canned goods trade this

week. Deliveries of orders are being made which had previously been placed, but these deliveries are rather small. There are no changes reported in price and with a limited pack for distribution, conditions are quite unchanged. It is interesting to note the very unsettled condition of the United States market, but the fluctuations there will be unlikely to affect the Canadian situation.

Salmon Sockeye—	
"Clover Leaf," ½-lb. flats.....	2 45
1 lb. flat	4 00
1 lb. talls, cases 4 doz., per doz.	3 75
½ flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	1 80
Pinks, 1-lb. talls	2 40
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case).....	6 75
Norwegian sardines, per case of 100 "¼s"	20 00
Canned Vegetables—	
Tomatoes, 3s	2 67½
Tomatoes, U.S. pack (2s).....	2 12½
Tomatoes, 2½s	2 50
Peas, standards	1 75
Peas, Early June	1 90
Beans, golden wax	1 85
Beans, Refugees	1 85
Corn, 2s. doz.	2 35
Spinach (U.S.), 3s	3 00
Do., (U.S.), gallons	10 00
Corn (on cob, gal. cans), doz.	8 50
Red raspberries, 2s	2 90
Simcoes	2 75
Red cherries, 2s	2 60
Strawberries, 2s	3 00
Blueberries, 2s, doz.	1 35
Pumpkins, 2½s	1 60
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Carrots, sliced, 2s	1 45
Apples (gallons)	5 00
Peaches, 2s (heavy syrup).....	2 00
Pears, 3s (heavy syrup).....	2 45
Pineapples, 1½s	2 25
Greengage plums (light syrup) ..	1 90
Lombard plums (heavy syrup), 2s	1 70

New Raisins To Hand; Shipments Very Slow

Montreal.
DRIED FRUITS.—Some jobbers have been able to secure an occasional car of raisins and other dried fruits. For the most part, the deliveries are very slow, indeed, and much anxiety is expressed as to the immediate future outlook. Santa Clara prunes will be very late in arriving, while some cars of the regular varieties are to hand. New crop of evaporated apples has appeared and they are being marketed at 23c per pound. Table raisins are being picked up by the retailers for the holiday trade. Dates are particularly scarce, and deliveries are being made of what stocks are in hand. A large importer is hopeful of securing some supplies of currants soon, but the uncertainties which have prevailed for some time still remain regarding delivery. Drained peels are being sold at from 27½c to 35c as given in the accompanying list.

Drained Peels—	
Citron	0 35
Lemon	0 27½
Orange	0 28½
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown	4 00
Muscatsels, loose, 2 crown	0 11
Muscatsels, loose, 3-crown, lb.	0 11½
Muscatsels, 4-crown, lb.	0 12
Cal. seedless, 16 oz.	0 14
Fancy seeded, 16 oz. pkgs.	0 13
Choice seeded, 16 oz. pkgs.	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

Currants, old 0 24
 Do., new 0 32
 Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Holds Firmly; Supplies Are Limited

Montreal.
MOLASSES.—Small movement of molasses is reported here and the suggestion is made that retailers are probably very well supplied for their present needs. Stocks in jobbers' hands here are stated as being very limited and will be so until the new crop moves, which will not be for some time. Even at the high prices prevailing, molasses may be considered a commodity with high food value and this will come to be more generally realized when the consumer gives the attention to food values that will develop as a result of present high costs. Corn and cane syrups are in normal demand at unchanged prices.

Corn Syrup—	
Barrels, about 700 lbs.	0 07½
Half bbls. or quarter bbls., ¼c per lb. over bbls.	5 15
2-lb. tins, 2 doz. in case, case	5 50
5-lb. tins, 1 doz. in case, case	5 25
10-lb. tins, ½ doz. in case, case	5 20
20-lb. tins, ¼ doz. in case, case	5 20
Prices for	
Fancy, Choice, Island of Montreal	
Barbadoes Molasses—	
Puncheons	0 86
Barrels	0 89
Half barrels	0 91
For outside territories prices range about 3c lower.	
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal) Diamond—	
2-lb. tins, 2 doz. in case, per case	5 20
Barrels, per 100 lbs.	5 20
Half barrels, per 100 lbs.	5 20

New Filberts Received; Shelled Peanuts Coming

Montreal.
NUTS.—Holiday trade is beginning to manifest itself some and there is a fair demand for nuts. Some kinds cannot be had of new stock and there will be few, if any, offerings of new walnuts for Christmas. Some supplies are held, of last season's stock, and these are in good condition and will find ready sale. New peanuts of the shelled varieties are en route and will be to hand in due course. The accentuated freight congestion will be a factor requiring consideration, however, and all deliveries are likely to be long delayed. Some are anxiously hoping that new supplies of almonds will be to hand ere long.

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

Supplies Of Honey Light; Prices Firm, Unchanged

Montreal.
HONEY.—Jobbers report that little honey is to be obtained with small promise of more being available. Not a great deal is asked for and in view of the short supply there is a firmness of tone to the market and this will hold undoubtedly. Maple products are rather limited and in these the usual amount of business is being done.

Honey—	
Buckwheat, 5-10 lb. tins, lb.	0 17
Buckwheat, 60-lb. tins, lb.	0 16½
Clover, 5-10 lb. tins, per lb.	0 19½
Clover, 60-lb. tins	0 19
Comb, per section	0 21
Maple Product—	
Syrup, 13 lbs. Imp. meas., gal.	1 70
11-lb. tins	1 35
Sugar, in blocks, per lb.	0 19

Bean Sales Are Normal; Mostly Quebec Grown

Montreal.
BEANS.—Sales of beans are somewhat limited and confined in large measure to the Quebec varieties. Ontario beans are being carefully treated to eliminate the moisture, which has affected a portion of the crop grown on low land. The beans grown on high ground have not been injured to the same extent, and altogether there is a fairly good report as to the results from such plantings. In other cases, the low ground plantings have not been reaped at all, so that these conditions will explain, to an extent at least, the scarcity of Ontario beans in the Quebec market. Jobbers are able to meet the demand here for beans with supplies of Quebec grown and the quality is reported as excellent.

Beans—	
Canadian, hand-picked	10 50
Ontario, new crop, 3 to 4 lbs.	8 15
British Columbias	8 16
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40
Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.	7 50
Lima, per lb.	0 20
Chilean beans, per lb.	0 14½
Manchurian white beans, lb.	0 15
South American	5 20
Peas, white soup, per bush.	5 00
Peas, split, new crop, bag 98 lbs.	11 00
Barley (pot), per bag 98 lbs.	6 25
Barley, pearl, per bag 98 lbs.	7 50

Demand For Rice Small; Prices Hold Unchanged

Montreal.
RICE.—Little business is being done in rice. There is the usual business of small sorting nature, but beyond this there is little interest. Prices are firm and unchanged and these will probably continue so for the next few weeks, as stocks are ample, and the small trading will continue for a time. Tapioca trading is light, and the high prices prevailing have something to do with the limited request for this, no doubt. It is assumed that retailers have fair quantities on hand to meet the usual demand.

Carolina	10 00	11 00
"Texas," per 100 lbs.	9 50	9 50
Patna (good)	9 40	9 40
Siam, No. 3	8 00	8 50

Siam (fancy)	8 75
Rangoon "B"	7 80
Rangoon "B," 200-lb. lots	7 70
Rangoon CC	7 60
Packing rice	7 70
Tapioca, per lb.	0 15 0 16
Tapioca (Pearl)	0 15 0 16

Teas Hold Firmly, And With Demand Very Good

Montreal.
TEAS.—All jobbers and importers are well satisfied with the condition of trade. For most grades of tea a good demand exists. Orders are not large but there is a good repeat business and this is generally preferable to orders of larger bulk, which, of course, come less frequently than those of a sorting character. For many weeks certain business elements, particularly in Quebec, were inclined not to buy teas at all. This was the result of a nervous anxiety regarding the effects of conscription and it characterized the attitude even of large jobbers in some sections. This condition is now dissipated and orders from all points in Ontario and Quebec, served from here, are frequent and steady. There is a firm tendency to the market, particularly for Japans. Packages continue to arrive in bad order, necessitating many claims being made, and this is accounted for by one importer because of the increased re-shipping methods which have had to be followed of late.

Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50

Normal Demand For Coffee; Roasters Busy

Montreal.
COFFEE.—A steady, satisfactory demand for coffee is reported by jobbers and roasters alike, and they are confident of a fair business continuing. The amount of coffee in stock here is fair, but not excessive. The New York markets have been rather unsettled with some speculative trading for the past few days and an upward and lower tendency following one another in quick succession, but leaving conditions as to price much as they were. Cocoa is in good demand as the cold weather continues and makes an appeal to the pedestrian public, particularly.

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

Cloves Quoted At 70c; Spice Demand Brisk

Montreal.
SPICES.—A brisk demand continues for spices and those selling both ground and whole are well pleased with conditions for the season of the year. This is true of outside markets as well and it

would seem that the probabilities of a shortage through difficulties already outlined regarding shipping have spurred all to make their stocks as complete as possible. Supplies are fairly good, and those requiring to complete their usual stocks might bear the transportation difficulties in mind when estimating their future needs, as some spices will likely be hard to secure. Cream of tartar is very scarce, so much so that there is little to be had. This is very high and is selling at 70c to 80c.

5 and 10-lb. boxes		
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 70	
Cream of tartar	0 70	0 80
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 40	0 45
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Carraway, Dutch, nominal		0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocconut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

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

Light Trading Reported In Vegetables And Fruits

Montreal.
FRUITS AND VEGETABLES.—Trading in fruits and vegetables is somewhat quieter. The tendency is to sort in small amounts and dealers expect that quiet will prevail for another week or ten days, when the Christmas demand should begin to manifest itself. There are a few minor changes, mostly of a lower tendency. Eating pears are quoted at \$4 a box. Montreal cabbage is selling for 50c a dozen. California celery is \$6.50 a crate. Spanish onions can be bought

for \$3.50 in the small crates and for \$5.00 in the large,—much lower than the prices of three weeks ago. Curly lettuce is \$1.75 per box of 4 dozen heads. Parsley is 35c per dozen. Other lines remain unchanged.

Bananas (fancy large), bunch... ..	2 75	3 50
Oranges, Valencia (lates).....	4 75	5 50
Oranges, Porto Ricos	3 25	3 75
Oranges, Calif. (Sunkist).....		5 25
Grape fruit	3 50	5 00
Lemons (fancy new Messina)....	6 50	7 00
Pineapples, Cuban, grate		5 00
Tokay grapes, crate		2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	7 00	7 50
St. Lawrence		8 00
Fameuse	8 00	8 50
McIntosh Red		8 00
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Pears (eating)		4 00
Cauliflower, per doz.	1 25	2 25
Cabbage, Montreal, per bbl.		2 00
Cabbage, Montreal, doz.		0 50
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz. (Ontario) ..		5 00
Celery, California, per crate		6 50
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag		3 50
Spanish onions, large crate.....		5 50
Spanish onions, small crate.....		3 50
Potatoes, bag	2 00	2 25
Potatoes (sweet), per hamper....		2 25
Carrots, bag	0 90	1 00
Beets, bag		1 00
Parsnips		1 25
Turnips (Quebec), bag		1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, curly, box (4 doz. box) ..		1 75
Lettuce, Boston, head, doz. (box) ..		2 00
Lettuce, Boston, hothouse	0 30	0 35
Lettuce, curly (4 doz.), box		1 75
Tomatoes, pound		0 30
Horse radish, per lb.		0 25
Beans, wax, bag, U.S.		7 00
Beans, green, bag, U.S.		7 00
Leeks, per doz. bunches	1 50	2 50
Parsley, doz.		0 35
Mint, doz.	0 20	0 25
Watercress, doz.		0 40
Spinach (Canadian), box		1 00
Eggplant, per doz.		1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.		0 25
Dried thyme		
Dried Savory box.....		1 00
Dried marjoram		
Cucumbers, Boston, doz.		2 25
Pears, basket		1 25
Peppers, per bkt.	0 50	0 60
Marrows, per doz.		1 25
Hauber squash, doz.		2 50
Cranberries, per bbl.	15 50	16 00
Evergreen (for decorating), dull, per bundle		1 75

ONTARIO MARKETS

TORONTO, Dec. 5.—Interest during the week centred around the amount of business coming forward for the Christmas trade. Wholesalers are busy taking care of the trade, which is reported fully up to that of last year. There are shortages in numerous lines, and this constitutes the greatest difficulty at present. Dried fruit supplies will in all probability be very short for the Christmas trade. Advances have been recorded in stove polish, egg carriers, salmon, tobacco, laundry soap, gravy salt. There is a scarcity of rolled oats and prices are higher during the week. Licenses have now been issued for the importation of margarine.

Progress Made With New Crop Cuban Sugar

Toronto.
SUGAR.—Interest now largely centres in doings on the Island of Cuba. One

additional central, the Palmarito, has started grinding during the week, which makes three centrals in all in operation on the island. Other districts are getting the centrals in shape for commencement of operations, and conditions on the Island of Cuba are of the most active sort. The condition of the weather has been favorable for cane all over the island, although the field work has been suspended in some Eastern sections owing to excessive rains. The reports that the Cuban planters have agreed to accept the price of 4.60c f.o.b. Cuba for new crop raw sugar has not yet been confirmed by the International Sugar Commission. The Cuban delegates are to return to New York shortly after having conferred with their principals on the island and take up the matter of price. It is possible that a definite agreement as to price may be the outcome when the International Sugar Commission and the representatives of the

planters get together. Grinding of new Porto Rican crop has also started, one central opening there on November 26. Some 3,500 tons of this Porto Rican crop will be shipped during the early part of this month. The price was left open, as it will largely depend upon the price established by the International Sugar Commission for the Cuban crop. In the Canadian market there was quietness during the week. Refiners continue to make light shipments on old contracts, and this is sufficient to meet the needs of the consumers for immediate requirements. There are no doubt some sugar supplies stored away on the part of consumers which will be drawn upon when they come to the realization that there is not going to be a famine.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated	9 14
Can. Sugar Refinery, extra granulated	9 14
Dom. Sugar Refinery, extra granulated	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

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

Laundry Soaps Withdrawn; One Line Goes Higher

Toronto.
SOAP, STOVE POLISH, EGG CARRIERS.—With one exception prices on all lines of laundry soaps have been withdrawn. Procter & Gamble continue to quote at an advance in price. Gold soap is now quoted at \$6.15 per box, Ivory, 6-oz., at \$6 per box, Lennox at \$5.20 per box, and white naphtha at \$6.15 box. This move seems to indicate generally higher prices. Tobaccos have also been advanced in price, Briar now being quoted at 94c per pound, Napoleon at 94c per pound, Index at 92c per pound, and Prince of Wales at 94c per pound. Carburet of iron stove polish has been advanced to 90c per dozen. Star egg carriers have also been advanced, No. 1 now being quoted at \$6 per dozen and No. 2 at \$12 per dozen. Bisto gravy salt has been advanced to \$1.40 per dozen. St. Williams pure raspberry jam in 30-lb. pails has been advanced to 18½c per pound. Graham's Lily brand, bakers' special blended jam, has been advanced to 16c per pound in 30-lb. pails.

Molasses Market Maintains Firmness

Toronto.
MOLASSES, SYRUP.—A firm situation was maintained in molasses during the week, with brokers reporting they are experiencing difficulty in getting supplies of bulk molasses shipped from the producing districts. Spot stocks of tinned molasses are fairly good, although one brand in 2-lb. tins was reported withdrawn during the week. Cane syrups

and corn syrups held unchanged, with a fair demand reported.

Corn Syrup—		
Barrels, per lb.	0 07½	
Cases, 2-lb. tins, 2 doz. in case	5 15	
Cases, 5-lb. tins, 1 doz. in case	5 50	
Cases, 10-lb. tins, ½ doz. to cs.	5 25	
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	0 06½	
Barrels and half barrels, second grade, lb.	0 06	
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	0 90	0 92
West India, ½ bbls., gal.	0 52	0 55
West India, 10-gal. kegs.	0 65	0 65
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25	
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65	
Tins, 2-lb., baking grade, case 2 doz.	3 00	
West Indies, 1½, 48s.	5 00	
West Indies, 2s, 36s	4 00	4 25

American Tomatoes And Corn Coming Now

Toronto.
CANNED GOODS.—Lower prices for tomatoes and corn in the United States have placed them in a favorable position for bringing into Canada and importations have been arranged. Corn has been purchased on a basis, so that it will probably go to the retail in the neighborhood of \$2 per dozen for 2's. Tomatoes 2's will probably sell to the retail trade around \$1.90 per dozen. The presence of these stocks will have a retarding effect on further advances in Canadian goods. Stocks of these latter are light, and will probably not be affected in the downward direction. Prices on gallon apples have been announced by the canners, price quotations being in the neighborhood of \$6.50 for Ontario and \$6.25 per dozen cans for Nova Scotia canned apples. Sockeye salmon showed a decided movement upward in some quarters, prices for new sales being quoted in some quarters at \$4.25 per dozen for 1-lb. talls and \$2.35 per dozen for ½-lb. flats.

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

Salmon—		
Sockeye, 1s, doz.	3 75	4 25
Sockeye, ½s, doz.	2 25	2 35
Chums, 1-lb. talls	2 25	2 25
Do., ½s, doz.	1 35	1 35
Pinks, 1-lb. talls	2 40	2 50
Do., ½s, doz.	1 35	1 50
Cohoos, ½-lb. tins	1 75	1 90
Cohoos, 1-lb. tins	3 75	3 75
Red springs, 1-lb. talls	3 15	3 15
White springs, ½s, dozen	2 25	2 35
Lobsters, ½-lb. doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 80	2 02½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	2 45	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 40	2 50
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	1 75	1 75
Plums, Green Gage	1 80	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83

Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 25
Black currants, doz.	3 45	3 45
Red currants, doz.	3 45	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

Reported That Prunes Have Been Oversold

Toronto.
DRIED FRUITS.—An interesting development in the dried fruit situation in California has come about during the week as a result of litigation that is now under way between the manager of the California Prune and Apricot Association and the president of the Affiliated Packers' Association. It is intimated that as a result of this lawsuit some important developments are likely to take place, and that one of the things likely to be divulged is the fact that the prune crop has been greatly oversold in spite of an enormous crop. One association is reported to be so badly oversold that it cannot fill its contracts, let alone take further orders. Some interesting things may be brought to light as a result of this lawsuit. It is not apparent as yet that it will have any bearing on the Canadian dried fruit shipments. If it turns out that the sellers at the coast are unable to make deliveries of goods sold the Canadian buyers will no doubt have to take short delivery along with United States buyers. The car situation has shown no improvement during the week. The first steamer with Greek currants is now long overdue, and there are fears that she has been lost. This steamer has been out two months and her cargo of currants would be greatly missed on this continent. In the local market candied lemon peel advanced 1c per pound, and orange peel was also quoted higher. In some quarters Excelsior package dates were quoted as low as \$4.50 per case. Some new-crop dried peaches came in and were quoted at 15¼c for standards and 16½c for choice. Seedless screened raisins were in firmer market, and were quoted from 1c to 2c per pound higher at a range of 14½c to 15½c. Some dried apricots arrived in the market during the week.

Apples, evaporated	0 24½	
Apricots, unpitted	0 16¾	
Do., standard, 25s	0 26	
Do., choice, 25s	0 28	
Do., fancy, 25s	0 30	
Candied Peels, American—		
Lemon	0 30	0 35
Orange	0 33	0 33
Citron	0 35	0 40
Currants—		
Filiatras, per lb.		
Australians, lb.	0 36	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 40	4 95
Dromedary dates, 3 doz. in case		6 00
Figs—		
Taps, lb.		
Malagas, lb.		
Cal., 6 oz., doz.		0 85
Cal., 10 oz., doz.		1 35
Prunes—		
30-40s, per lb., 25's, faced	0 17	
40-50s, per lb., 25's, faced	0 15½	0 17
50-60s, per lb., 25's, faced	0 14	0 14½
60-70s, per lb., 25's, faced	0 12¾	0 14
70-80s, per lb., 25's, faced	0 12¾	0 13¾
80-90s, per lb., 25's, unfaced	0 11¾	0 12¾
90-100s, per lb., 25's, faced	0 10¾	0 11¾

Help the Union Government Conserve the Needed Foodstuffs



SIR ROBERT BORDEN
Prime Minister



HON. W. J. HANNA,
Food Controller.



SIR THOMAS WHITE
Minister of Finance



BRIG GEN S. C. MEWBURN
Minister of Militia



HON. N. W. ROWELL
President of the Privy Council



SIR EDWARD KEMP
Minister of Overseas Service



HON. A. L. SIFTON
Minister of Customs



HON. C. J. DOHERTY
Minister of Justice



HON. F. B. CARVELL
Minister of Public Works



HON. P. E. BLUNDIN
Postmaster-General



HON. C. C. BALLANTYNE
Minister of Marine Service

Here are pictured the members of the Win-the-War committee of the new Union Government, along with the Food Administrator, who are urging upon the people of Canada the need of using at home the foods which can be spared and saving for our fighting men and our allies abroad the beef, bacon and white flour which they must have to win the war.

The Food Controller's orders are simply bringing into proper prominence some of the nation's most nourishing and economical foods such as

Wethey's Orange Marmalade

which in itself is a delightful, appetizing and healthful food, and when eaten with oat cakes, cornmeal muffins or whole-wheat bread gives them a particularly satisfying flavor, making a combination that is at once

delicious, nourishing, economical, patriotic

Made in Canada's premier "daylight" food factory at St. Catharines.



If your grocer does not carry Wethey's he will get it for you.

Insist on Wethey's

Every package guaranteed

"One Try Satisfies"

Makers also of Wethey's Famous Mince Meats. Just like mother's.

J. H. Wethey, Limited
ST. CATHARINES, ONT.

Serve Wethey's Marmalade with fowl or game. It is delicious.

100,000 People Have Read The Ad On The Opposite Page

It is a consumer ad reproduced here just as it appeared in the December issue of MACLEAN'S MAGAZINE.

MACLEAN'S is an influential medium with a circulation of something like 55,000 a month. Assuming two readers per copy (a very conservative estimate) we may safely say that well over 100,000 people have read this ad setting forth the many reasons for using WETHEY'S ORANGE MARMALADE in these days of food conservation and war economy.

These people are ready to buy Wethey's. They are influenced by this publicity. They cannot help but be. Perhaps most of them already know how good Wethey's is and this will serve as a memory jogger.

**Make your store the connecting link
between these people and
Wethey's Orange
Marmalade**

Show Wethey's in your displays every day. Plan to get your share of the bigger demand that this consumer publicity campaign is producing. Let the public know you sell Wethey's and good results are certain. For Wethey's Orange Marmalade is a good customer-pleaser and a sure money-maker.

J. H. WETHEY, LIMITED
ST. CATHARINES, ONT.

Peaches—		
Standard, 25-lb. box		0 15 3/4
Choice, 25-lb. boxes	0 16 1/2	0 18
Fancy, 25-lb. boxes		
Raisins—		
California bleached, lb.	0 12	0 15 1/4
Valencia, Cal.	0 07 1/2	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets		0 12 1/2
Seedless, 12-oz. packets	0 12	0 12 1/2
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 14 1/2	0 15 1/2

Tendency Of Tea Market Toward Firmness

Toronto.
 TEA.—There was a tendency to a firm position on teas on this continent during the week as a result of heavy purchases of Indias and Ceylons that were made on the New York market. Java teas were in active demand in that market. There is a feeling in the local market that with the possibility of curtailment of further arrivals for some time, due to the high freight rates and difficulty of obtaining space, the teas held in the local market will be good property as time advances. Prices ruled steady during the week. The Government was reported to be in the market for a fairly good consignment of tea. Second pickings of Japans are expected to arrive, and are quoted from 30c to 35c per pound, for delivery about the middle of December. All quotations on teas for import are higher than the present local selling basis, and the trend of the market locally is one of firmness.

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

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

Activity In Coffee Not Marked During Week

Toronto.
 COFFEE.—There was very little interest in coffee in primary markets during the week. Prices held steady during the week, with very little inclination to buy. The demand for coffee in the local market is keeping up well, the winter season naturally being the heavier consuming season. Prices locally held unchanged. Chicory was also in steady but firm tone. Cocoa held steady and unchanged.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cream Of Tartar And Herbs Very Scarce

Toronto.
 SPICES.—Supplies of bulk cream of tartar are at a very low point in the local market and prices are ruling uniformly high. Herbs, such as savory, parsley, thyme, mint and sage, are becoming scarce, and some of the dealers look forward to a real dearth in these lines within the next three or four months. These commodities are quoted at 40c to 50c. Spice demand is more quiet owing to the passing of the pickling season.

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

Good Crop Of Filberts Makes Prices Easier

Toronto.
 NUTS.—Owing to a good crop of filberts this year prices have been inclining easier for some time past. There is another big shipment of 100,000 bags on the way, which is expected to reach the New York market in the near future. A carload of new Sorrento walnuts reached the local market during the week. Almond prices are firmly held. Peanuts showed an upward tendency during the week, roasted in the shell being quoted at 17c to 18c. Demand for nuts is good for the Christmas trade.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.		0 22
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 17	0 18
Brazil nuts, lb.	0 13 1/2	0 17
Shelled—		
Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 58	0 63
Walnuts, California		
Peanuts, Spanish, lb.	0 17	
Do., Chinese, Japanese, lb.	0 15	0 16

Heavy Purchases Of Rice In United States

Toronto.
 RICE, TAPIOCA.—It is reported in the United States, although definite announcement has not been made to that effect, that the Government had placed or was about to place orders for some 10,000,000 pounds of rice. At an average price of 7c per pound this purchase would represent close to three-quarters

of a million dollars. It was reported that the deal would be handled through Armour & Co., which would probably mean that the rice would be used for preparation for rations in tins. This indicates the use to which rice is being put for an army ration and accounts for the firm position and high prices now prevailing. In the local market there was a steadiness, with prices unchanged.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 50	12 50
Honduras, fancy, per 100 lbs.		0 12 1/2
Siam, fancy, per 100 lbs.	9 50	11 00
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	9 50	11 50
Japans, second, per 100 lbs.		
Chinese XX, per 100 lbs.	9 00	10 00
Tapioca, per lb.	0 14	0 15

New Lima Beans Expected Shortly

Toronto.
 BEANS.—Shipments of California lima beans, over which there was more or less worry for a time on account of the stand taken by the Food Controller, are expected to reach the local market in the very near future. They have been rolling for some time now. These beans are being quoted to the retail trade from 17c to 17 1/2c per lb. Ontario beans are still a very scarce commodity, very few being offered. Indian beans are in good supply, and are meeting consumptive needs at present. In some quarters slight concessions were made in order to induce buying. Where quotations were formerly made at \$6.60 per bushel, they were being quoted at \$6.40.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 40
Can. white kidney beans, bush.	
Indians, per bush.	5 75 6 60
Yellow eyes, per bushel.	
Japanese, per bush.	6 60
Limas, per pound	0 17 0 17 1/2

Expect Licenses To Be Issued For Cereals

Toronto.
 PACKAGE GOODS.—There is general expectation that some form of license will be granted to the manufacturers of package cereals, and that business will go along much the same as it has in the past after the expiration of the time limit for the sale of small packages. One of the concerns affected thereby have been carrying on a sampling campaign in the city, and it would seem from this that they have not much fear that their goods will be debarred. Package goods held unchanged.

Cornflakes, per case	3 40
Rolled oats, round, family size, 20s	4 90 5 00
Rolled oats, round, regular 18s, case	1 75
Rolled oats, square, 20s	4 80 5 00
Shredded wheat, case	4 25
Cornstarch, No. 1, pound cartons	0 12
No. 2, pound cartons	0 11
Starch, in 1-lb. cartons	0 12
Do., in 4-lb. tins	0 18 1/2
Do., in 6-lb. papers	0 09 1/2

Honey Market Is Nearly Cleaned Out

Toronto.
 HONEY, MAPLE SYRUP.—The local honey market is getting pretty well cleaned out. Comb honey is almost en-

tirely gone, with the exception of a few squares of No. 1, which were quoted at \$3.60 per dozen. Honey in jars was also in very light supply. Supplies will in all probability be entirely exhausted long before new crop comes in.

Honey—

Clover, 5 and 10-lb. tins.....	0 20	0 23
60-lb. tins	0 19	0 20
Buckwheat, 60-lb. tins	0 17	0 18½
Comb, No. 1, doz.		3 60
Do., No. 2, doz.		
Do., No. 3, doz.		
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.		2 50
Do., 16 oz.		3 25

Maple Syrup—

No. 1, gallon tins, 6 to case....		11 70
No. 2, half gal. tins, 12 to case		12 25
No. 3, quart tins, 24 to case....		12 25
No. 3, quart bottles, 12 to case		5 50
No. 4, pint tins, 24 to case....		7 20
No. 4, pint bottles, 24 to case....		6 40
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case		13 50
5-gallon tins, Imperial, per tin	9 25	10 50
Barrels, 25 or 40 Imp. gals., gal.		2 00

**Grapefruit Plentiful
And Quotations Lower**

Toronto.
FRUIT.—There are now good supplies of grapefruit in the local market, as good shipments have been coming forward. Florida grapefruit showed a lower range at \$4 to \$4.50 for 36's and 46's and \$4.75 to \$5 for 54's to 96's. Late Valencias were also slightly easier in price. Mexican oranges were quoted from \$3.25 to \$3.50 per case. A car of Florida navel oranges was expected to reach the local market on Wednesday and Thursday of this week, quotations ranging from \$4.50 to \$5 per case. Lemons are a scarce article, but a car of new Messina lemons was expected early this week to sell around \$7.50 per box. Box apples are in good supply, and there is a fair quantity of barrel apples.

Apples—

California, boxes	2 25	2 75
B.C., boxes	2 25	2 75

Ontario—

Baldwins, No. 1, bbl.		7 00
Greenings, No. 1, bbl.		7 00
Kings, No. 1, bbl.		7 00
Northern Spys, tree runs....		6 00
Mann, No. 1, bbl.		6 00
Do., No. 2, bbl.		5 00
Pewaukee, No. 1, bbl.		6 00
Do., No. 2		5 00
Starks, No. 1, bbl.	5 50	6 00
Do., No. 2		5 00
Ben Davis, No. 1, bbl.		5 00
Do., No. 2, bbl.		4 50
Winter varieties, straight, No. 3		5 00
N.S. Blenheim, No. 1.....		5 50
Do., No. 2		5 00

Bananas, yellow, bunch 2 50 | 3 00 |

Cranberries, Cane Cod, bbl. 15 00 | 16 00 |

Do., 50-lb. box 7 00 | 7 50 |

Do., late Howes 18 00 | 20 00 |

Grapefruit—

Jamaica, 46s, case		3 50
Do., 54s, case		3 75
Do., 64s, 96s, case		4 00
Do., 80s		4 25
Florida, 36s, 46s, case	4 00	4 50
Do., 54s, 64s, 80s, 96s....	4 75	5 00
Porto Rico, 36s, 46s		3 50
Do., 54s, 96s		4 50

Oranges—

96s, 100s, case	4 00	4 25
-----------------------	------	------

California Late Valencias—

96s, 100s case		4 25
126s to 250s	4 50	4 75
288s, 300s	3 75	4 00
Mexican oranges, 26s. to 250s....	3 25	3 50

Florida Oranges—

96s, 126s, 288s, case	4 50	4 75
Tangerines, 144s-168s		3 50
Tangerines, 196s-250s		3 25
Navels, 96s to 126s	4 50	5 00
Lemons, Verdills, case		
Pears, Cal., box	3 50	4 00

Pineapples, Porto Rican, cs. 30-36s		
Pomegranates, per box	3 50	3 75
Almeria grapes, keg	8 00	10 00
Emperor grapes, keg	5 00	5 50
Do., clusters, in crates	2 60	3 00

**Carrots Plentiful
But Sale Is Slow**

Toronto.
VEGETABLES.—There are good supplies of carrots in the local market, but wholesalers state there is very little movement in this commodity at the present time. Prices are very reasonable, ranging from 65c to 70c per bag. Spanish onions are also plentiful, as this is the time of year when heavy shipments come in. Quotations were 50c per large case lower in some quarters. Some commission men assert that some of the samples have shown a tendency to sprout. In half cases they were quoted at \$3. New Brunswick Delaware potatoes were quoted from \$2.40 to \$2.50 per bag, while

Ontario stock was quoted from \$2.10 to \$2.25 per bag. Turnips are in good supply, quotations being made from 60c to 65c per bag. Movement of vegetables is only fair. Cabbage are getting somewhat scarce and are expected to be higher in price.

Beets, bag	0 85	0 90
Brussel sprouts, quart		0 15
Cauliflower, doz.	1 25	1 65
Cabbage, Canadian, barrel		2 00
Carrots, bag	0 65	0 70
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	5 00
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, crate....		3 00
Mushrooms, 4-lb. basket	2 50	3 00

Onions—

Spanish, crates	5 50	6 00
Spanish, half crates		3 00
Do., Canadian, 75-lb.	2 50	2 75
B.C. onions, 100-lb. bag....		3 50

Potatoes—

New Ontario, bag	2 10	2 25
N.B. Delawares	2 40	2 50
Sweet, hamper	2 50	2 75
Spinach, box	0 60	0 75

Tomatoes—

Hothouse, lb.		0 30
Parsnips, bag		1 25
Turnips, new, bag	0 60	0 65

MANITOBA MARKETS

WINNIPEG, Dec. 5.—The difficulty in getting stuff from California is beginning to be serious as far as dried fruits are concerned. A broker in Winnipeg states that not more than fifty per cent. of California raisins will arrive in time for Xmas trade, and not forty per cent. of the figs; he adds that there have been a number of orders cancelled on this account, and that the market might be affected adversely by the delay. A Winnipeg jobber states that he does not expect any California cluster raisins, and that those which have come in from the Mediterranean were cleaned up long ago.

There is still a question in the minds of the jobbing trade here as to whether margarine is going to be a success. Some say that if the government insist on this product being put on the market without coloring matter the public will not buy. A broker was saying last week that he had tasted margarine with his eyes closed, and that he did not know it from the best butter; when he opened his eyes he was surprised to find it perfectly white. A wholesaler who heard this story remarked that the public did not as a rule buy butter with their eyes closed.

**Sugar Still
Difficult To Procure**

Winnipeg.
SUGAR.—Retailers are buying all the sugar they can get hold of and there is still a great shortage. While some of the refiners are shipping better than they have been, others who have been shipping right along have stopped shipping altogether. A local house writes their customers as follows:

The difficulty of getting supplies of sugar for immediate use continues to be a question of live interest both to the wholesale and retail trade. During the last few days one of the largest Eastern

refineries has refused to accept further business until they are caught up with their shipments. This leaves only one refinery accepting orders and that only for late December shipment. They also insist that all orders shall be at least half yellow sugar.

There has been no change in prices and the prospect is for a lower market as the time for new crop Cuba sugars approaches. It will be necessary to strictly limit the quantities of all shipments in order that the widest and fairest distribution be made of available supplies.

**Buying Syrup Instead
Of Higher Priced Lines**

Winnipeg.
SYRUP.—Jobbers report an excellent demand for both corn and cane syrups, and do not look for a decline on either of these until after the first of the year. They state that corn syrup manufacturers are away behind with their orders, some orders placed in October not being shipped yet. There is not the same difficulty getting cane syrup, although the demand is excellent. Jobbers state that the reason for such a good demand for syrup is that people are buying it to take the place of similar lines that have gone up much higher in price. There is no material change in the molasses situation, but the market remains very firm.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.....	5 28
5-lb. tins, 1 doz. case, per case.....	5 68
10-lb. tins, ½ doz. case, per case.....	6 41
20-lb. tins, ¼ doz. case, per case.....	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case.....	5 78
5-lb. tins, 1 doz. case, per case.....	6 18
10-lb. tins, ½ doz. case, per case.....	5 91
20-lb. tins, ¼ doz. case, per case.....	5 92

Barbadoes Molasses—	
In half barrels, per gal.	85-95
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	50-52

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Cal. Cluster Raisins
Missing For Xmas

Winnipeg.

DRIED FRUIT.—Jobbers state they do not expect cluster raisins to arrive on this market from California in time for Xmas. All the Mediterranean cluster raisins that came in were quickly cleaned up. A Winnipeg broker has assured us that not more than fifty per cent. of California raisins will arrive on this market before Xmas, and not more than forty per cent. of the figs; he states that some jobbers have cancelled orders for brick and layer figs because of this delay. He added that his personal opinion was that this would have the effect of weakening the dried fruit market in California; if they are unable to get fruit out it would naturally have that tendency. Cars are to-day taking five weeks to make the trip instead of three weeks as formerly. Jobbers state that they expect figs to be very scarce. They are not sure yet what will happen to Portuguese figs; the feeling is that they will not arrive. Peels continue very high, both for spot and in the primary market. Dates are so scarce that the price has advanced two cents per package from what they were a month ago. Evaporated apples—Manufacturers are quoting 20c F.O.B., East, so that the retailer can gather that the market is very high. There is quite a lot of evaporated apples being brought in from the United States at a slightly lower figure, but the quality is not as good as Canadian stock.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.	0 10
80-90s, 25-lb. boxes, per lb.	0 10½
50-60s, 25-lb. boxes, per lb.	0 12½
Apples—	
Cal. fcy., faced, 50-lb. boxes, lb.	0 23
Pears, choice, 10-lb. boxes, faced	0 16½
Apricots—	
New, choice, 25's	0 23½ 0 25
New, choice, 10's, per box	2 48
Peaches—	
Choice, 25-lb. boxes	0 13 0 13½
Choice, 10-lb. boxes	0 14
Currants—	
Fresh cleaned, bulk, lb., Australian	0 23
Dates—	
Hallowee, 68-lb. boxes	0 20
Fards, box, 12 lbs.	2 30
Raisins, California—	
16 oz. fancy, seeded	0 11½
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09¼
12 oz. choice, seeded	0 08¾
Raisins, Muscatels—	
3 crown, loose, 25's	0 11¼
3 crown, loose, 50's	0 10¾
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes	0 10½
3 crown, loose, 10-lb. boxes	0 11
Figs—	
Mediterranean, 33-lb. mats	0 08¼
Peel—	
Candied lemon, boxes, lb.	0 23¼
Candied orange, boxes, lb.	0 25 0 26½

Candied citron, boxes, lb.	0 30	0 30¼
Cut mixed, 7-lb. boxes	0 00	0 31¼

Siam, 100-lb. bags	0 07½
Tapioca, lb.	0 13¼ 0 14
Sago, lb.	0 12½ 0 13

New Split Peas Open
Around \$10.85 For 98's

Winnipeg.

BEANS.—White beans can be bought at a slightly lower figure this week; one house is quoting \$5.90 for fancy white, and it is unnecessary to state that these are splendid value at this figure. Other quotations range from \$6.00 to \$7.00 per bushel. Jobbers state that they cannot buy to-day to sell at \$6.00. New split peas are not on the market yet, but are expected in about ten days, and should open around \$10.85 for 98's. There is no price yet on whole peas, but they are not important, as the demand is not heavy in the West.

Barley—	
Pearl, 98-lb. bags, per bag	7 75
Pearl, 49-lb. bags, per bag	3 90
Pot, 98-lb. bags, per bag	5 50
Pot, 49-lb. bags, per bag	2 80
Pot, 24-lb. bags, per bag	1 45
Beans—	
Lima, large, about 80-lb. bags, per lb.	0 17¼
Lima, small, 100-lb. bags, per lb.	0 14
Fancy white, bushel	5 90 7 00
Peas—	
Split, 98-lb. bags, per bag	10 85
Whole, yellow, soup, 2 bu. bags, bu.	5 00

Surprisingly Good
Demand For Nuts

Winnipeg.

NUTS.—There is a surprisingly good demand for all kinds of nuts; jobbers say the demand is surprisingly good because people are not supposed to buy such things in war time, yet it should not be forgotten that Western people have a lot of money this year. Jobbers state that with everything so high one would think that people would let up on things like nuts, but they state they are buying in large quantities both of nuts and candies, and in fact all lines of luxuries.

Whole Nuts—		Per lb.
Almonds, Tarragona, sacks about 110 lbs.	0 20¾	
Brazils, washed, sacks of about 150 lbs.	0 17	
Filberts, Sicily, sacks of about 220 lbs.	0 21	
Mixed, sacks of about 100 lbs.	0 18	
Peanuts, fancy roasted, sack of about 90 lbs.	0 16¼	
Peanuts, special Jumbo, roasted, sack of about 90 lbs.	0 18	
Walnuts, Grenobles, sacks of about 110 lbs.	0 19¾	
Finest Shelled Nuts—		
Almonds, Valencias, 28-lb. boxes	0 42	
Almonds, Jordan, 25-lb. boxes	0 50	
Walnuts, halves, 55-lb. cases	0 58	

Rice Will Soon
Advance ½c-¾c Per Lb.

Winnipeg.

RICE.—The market is still very strong, and we are told that prices will likely advance ½c to ¾c per lb. Contracts being placed now will justify jobbers in selling at the above advance for several months.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08¼
Choice Japan, 100-lb. bags	0 07¾

Gallon Apples
Bring \$3.90 For 2½'s

Winnipeg.

CANNED GOODS.—Canadian gallon apples are being offered to the trade. A rather low price is being quoted by one house of \$2.75 per case of half-dozen. Pumpkins are being offered to the retail trade at \$3.80-3.90 for 2½'s Canadian pack, which is considered a fairly low price; in fact, the same price as last year. The demand for canned goods is not heavy, the high price having interfered considerably with the consumption. When canned fruit is offering at 30c-35c retail it is not likely to sell in very large quantities.

IMPORTANT AMALGAMATION

As a result of an important industrial amalgamation recently effected, the International Business Machines Company has been launched with a capital of \$2,000,000. The new concern will take over the plants and stocks of the International Time Recording Co. and the Computing Scale Company of Toronto, and the Canadian Tabulating Machine Co. of Montreal. The operations of this latter concern will be transferred to Toronto. A great saving in the cost of management and operation is aimed at by bringing together these three companies. Thomas J. Watson will be the president of the new combination and F. E. Mutton the vice-president and general manager. J. S. Ogsbury is the secretary. L. A. Davidson has been appointed sales manager for the scales division and S. G. Bond, of Montreal, will have charge of the tabulating section. The company has \$100,000 available for immediate expansion and will employ 500 men at the outset.

R. M. A. ACTIVITIES

Mr. Newton, the organizer of the district, is in Welland and has stirred up renewed enthusiasm in the Welland association, which has always been one of the strongest of the local bodies.

J. M. Brayley is working at present in the Petrolia, Strathroy and Wyoming district and reports very favorably of the conditions in those places.

Port Arthur Association Reorganizes

There was a meeting of the Port Arthur Association for the purposes of reorganization. The meeting was well attended and the members displayed great enthusiasm.

Jos, Ostiguay, of Adamsville, was a visitor to Montreal during the week.

Robert Gillespie, of Winnipeg, was a visitor at the Montreal office of CANADIAN GROCER this week. Mr. Gillespie is here in the interests of his firm, the

FLOUR AND CEREALS

Will Flour Prices Be Higher Soon

Montreal.

FLOUR AND FEEDS.—The firm tone of the flour market, as reported for some weeks, continues. Difficulties are not decreased, and the millers are sometimes at a loss to know just how to meet the wishes of their customers. We are in a position to say that there is reason to anticipate a higher price for flours in the immediate future. Elevator costs are likely to be higher in the immediate future. Jute, used for tying, is higher, and bags are costing more money. Altogether, with the suggested minimum margin of 25c net profit per barrel on flours, it is evident that the miller will have to count his costs carefully, as this is a close profit indeed. Doubtless, the trade will look at the situation as it exists to-day, and be governed accordingly in the matter of their immediate future wants. If anything, the demand is still greater for mill feeds, and while prices for these are unchanged, the market is decidedly firm. Scarcity has demanded that the quantities given dealers buying mixed cars be less than heretofore, and as one large miller put the matter, "we are simply overwhelmed with requests for mill feeds." Feed oats are again higher, with prices increased to 93c to 95c per bushel. In this connection it is interesting to note that oats were 67½c on November 3rd, and that within 30 days they have risen over 14c, and since the end of August nearly 20c per bushel. This applies to the 2 C.W. grade on a cash basis at Fort William. With a short supply of the better grades it would seem there can be little likelihood of a decrease in quotations. As an indication of the situation on mill feeds one large miller is accepting orders only on the understanding that shipment will be made as soon as possible, no definite conditions being agreed to.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25
90% in wood	10 50	10 75
90% in bags	5 20	5 30
Bran, per ton	35 00	38 50
Shorts	40 00	44 00
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	0 93	0 95

Rolled Oats Still High With Firming Tendencies

Montreal.

CEREALS.—The cereal market is in firm condition and in no direction is there any lowering tendency. In rolled oats

there is a very firm tone, and prices are very uncertain from day to day. As a matter of fact there is a firmer tendency with some jobbers, who are asking \$5.25 for the 90-lb. sacks. In the absence of assurances for future deliveries of the better grade oats there will be a probable firmness to the market and possible higher prices may result in the very near future. The continuous upward trend of oats, if this condition does not change, can have but one effect eventually—that of a higher price for the milled products.

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 50	7 00
Cornmeal, yellow, 98 lbs.	5 00	6 60
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 20	5 75
Oatmeal, granulated, 98 lbs.	5 50	5 75
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 70	5 25
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 60
Wheatlets, 98 lbs.	5 80

Higher Tax On Wheat May Come

Toronto.

FLOUR.—Intimations have been made in some quarters that an additional tax of 3½c per bushel on wheat is probable. It is stated this may be put on by way of additional carrying charges for wheat. Should this tax be placed on wheat there would then be a total tax of 6c per bushel and this would probably mean that prices would rule firmer. With such a development there is a possibility that lower prices might not be announced by the Food Controller when the price of flour is fixed. In some quarters the opinion is expressed that there will not be any announcement with respect to flour prices but that they will be permitted to drift along as they have been going. There is a continued good demand for flour and mills are again complaining that they are unable to get sufficient cars to move their products.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	\$10.30-\$10.35	\$10.50-\$10.55
Second patents	10.15	10.35

Rolled Oats Were On Upward Trend

Toronto.

CEREALS.—There was a very firm market for rolled oats during the week and prices quite generally were in the upward direction. Reports were current

that the Western oat crop will not be up to expectation, which coupled with the heavy export demand made a strong position. Wholesalers quite generally advanced their prices, quotations ranging from \$4.60 to \$4.85 per bag. Some wholesalers are finding it difficult to place orders for immediate delivery on rolled oats, the best delivery the mills are able to promise being some later in December or in January. Corn products were in firm market owing to the light arrivals of corn.

	Five Bag Lots F.o.b. Mills	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s.	\$6.50-\$7.00	\$ 7.75-\$ 8.00
Barley, pot, 98s.	4.85- 5.00	5.50- 6.00
Cornmeal, yellow, 98s.	6.25- 6.35	6.50- 6.75
Hominy, 98s.	6.90- 7.00
Farina, 98s.	5.75- 6.00	6.25- 6.80
Graham flour, 98s.	5.40- 5.40	5.40- 5.80
Hominy grits, 98s.	6.90- 7.00
Hominy, pearl, 98s.	6.90- 7.00
Rolled oats, 90s.	4.70- 4.85	4.60- 4.85
Oatmeal, 98s.	5.35- 5.40	6.00- 6.25
Rolled wheat, 100-lb. bbl.	5.50- 6.00	6.00- 6.25
Wheatlets, 98s.	5.75- 6.00	6.25- 6.50
Peas, yellow, spit.	9.50- 10.00	10.00- 11.00
Blue peas, lb.	0.10- 0.13½

Above prices give range of quotations to the retail trade.

United States Buyers Were After Millfeeds

Toronto.

MILLFEEDS.—Reports were current during the week that buyers from the United States were in the Canadian market looking for bran and that offers as high as \$39 per ton had been made. At the time of writing it is not apparent that any business was taken on this basis. Local mills have been booked to capacity for some time past with the local demand and they are unable to take orders for a time exceeding thirty days in the future. While the general run of quotations remained unchanged for mixed cars premiums were being asked on straight cars of feed and prices ranged as high as \$37 and \$38 for bran, \$43 and \$44 for shorts.

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

Rolled Oats Jump To \$4.30

Winnipeg.

FLOUR AND CEREALS.—The demand for flour continues as good as ever, domestic business holding up splendidly. Eastern domestic business is exceptionally brisk, and with Government orders the mills will be kept running to capacity for the next eight or ten

(Continued on page 38.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Dec. 4.—Domestic sardines are gradually mounting towards the old time price on imported sardines; quotations are now \$7 and \$7.25 per case. New canned tomatoes are here this week and are quoted at \$4.75 to \$5.50. Shredded cocoanut is now quoted at 32c per lb. Choice evaporated apricots are 26½c. Evaporated apples, fifties are 23½c. Gallon apples are \$3.50 per case. Mostly all groceries are higher with some changes in sizes. Lea & Perrins Sauce, Crisco and package currants are all higher this week. Lemon candied peel is quoted at 30c and is reported scarce. New navel oranges have arrived and are quoted at \$6.25 per case.

CALGARY:

Beans, small Burmah, lb.	0 11
Flour, No. 1 patents, 98s, per bbl.	11 00
Molasses, extra fancy, gal.	0 95
Rolled oats, 80s	4 35
Rice, Siam, cwt.	7 00
Tapioca, lb.	0 14½
Sago, lb.	0 14½
Sugar, pure cane, granulated, cwt.	10 50
Cheese, No. 1 Ontario, large	0 25
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case	16 20
Eggs, No. 1 storage, case	12 50
Candied peel, lemon, lb.	0 30
Tomatoes, 2½s, standard case	4 75
Corn, 2s, standard case	5 15
Peas, 2s, standard case	4 00
Apples, gals., Ontario, case	3 50
Strawberries, 2s, Ontario, case	6 20
Raspberries, 2s, Ontario, case	6 20
Apples, evaporated, 50s, lb.	0 23½
Apricots, evaporated, lb.	0 26½
Peaches, evaporated, lb.	0 15½
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 50
Salmon, pink, tall, case	8 75
Salmon, Sockeye, tall, case	16 00
Do., halves	18 00
Potatoes, per ton	35 00
Navel oranges, case	6 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Dec. 4.—Christmas trade is opening up well. Cranberries are on the market for Christmas trade at about \$15 per barrel. Nearly all lines of Imperial tobacco have advanced in price. Shelled walnuts are quoted at 56c and shelled almonds at 44c per pound. Rolled oats, bails, are up \$4.30. Siam rice has advanced to \$8.40 per cwt. Tomatoes, three's, standard, are down to \$5.25 per case. Corn, two's, are also down, the present quotation being \$4.60 per standard case. Finest sockeye salmon is

now quoted at \$15.50 per case; salmon, pink, is also up being now quoted at \$9 per case. In the city here milk advanced to 14c per quart.

REGINA—

Beans, small white Japan, bu.	6 75
Beans, Lima, per lb.	0 19½
Flour, No. 1 pats., 98s, per bbl.	11 20
Molasses, extra fancy, gal.	0 70
Rolled oats, bails	4 30
Rice, Siam, cwt.	8 40
Sago and tapioca, lb.	0 15½
Sugar, pure cane, gran., cwt.	10 19
Cheese, No. 1 Ontario, large	0 24½
Butter, creamery, lb.	0 43
Lard, pure, 3s, per case	16 30
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 46
Pineapples, case	5 75
Tomatoes, 3s, standard case	5 25
Corn, 2s, standard case	4 60
Peas, 2s, standard case	4 20
Apples, gal., Ontario	2 75
Apples, evaporated, per lb.	0 19½
Strawberries, 2s, Ont., case	6 30
Raspberries, 2s, Ont., case	6 30
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case	15 50
Salmon, pink, tall, case	9 00
Pork, American clear, per bbl.	40 75
Bacon, breakfast	0 27
Bacon, roll	0 22
Potatoes, per bush.	1 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 4.—With the holiday season approaching Christmas goods are still scarce and several lines show an advance. Raisins, choice, are 12½c to 12¾c per pound and raisins, fancy, 12¾ to 13c. Candied peel has also advanced; citron is now 39c to 40c and orange and lemon 32c to 33c. Prunes are lower at 11c to 11¼c per lb. Rolled oats have advanced to \$10.75. Pure lard is firmer at 31c to 31½c per lb. Canned peas are up to \$4 per case. Canned apples advanced from \$4 to \$4.50. Cream of tartar is firmer at 75c to 76c per lb. Evaporated apricots are now off the market.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.	13 75
Cornmeal, ordinary, bags	4 75
Molasses, extra fancy, gal.	0 78
Rolled oats, bbl.	10 75
Beans, yellow-eyed	10 00
Rice, Siam, cwt.	8 50
Sago and tapioca, lb.	0 17
Sugar—	
Standard granulated	9 15
No. 1 yellow	8 65
Paris lumps	10 50
Cheese, N.B., twins	0 24
Eggs, new-laid	0 50
Eggs, case	0 46
Breakfast bacon	0 34
Butter, creamery, per lb.	0 45
Butter, dairy, per lb.	0 44
Butter, tub	0 40
Lard, pure, lb.	0 31
Lard, compound	0 24

American clear pork	64 00	70 00
Beef, corned, ls	4 25	
Tomatoes, 3s, standard, case	5 10	
Raspberries, 2s, Ont., case	5 40	
Peaches, 2s, Ontario, case	4 30	
Corn, 2s, standard case	4 80	
Peas, standard, case	4 00	
Apples, gals., N.B., doz.	4 00	4 50
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	6 75	
Cream tartar	0 75	0 76
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12½	0 12½
Raisins, fancy, lb.	0 12¾	0 13
Raisins, seedless, lb.	0 15	
Prunes, 90-100, lb.	0 11	0 11½
Candied peel, citron	0 39	0 40
Candied peel, orange and lemon	0 32	0 33
Apples, N.S., bbl.	2 50	5 50

Potatoes—	
New, native, barrel	4 00
Onions, Canadian, 75 lbs.	2 90
Lemons, Cal. Messina, case	8 00
Oranges, California, case	5 00
Grapefruit, case	5 00

FLOUR AND CEREAL

(Continued from page 37.)

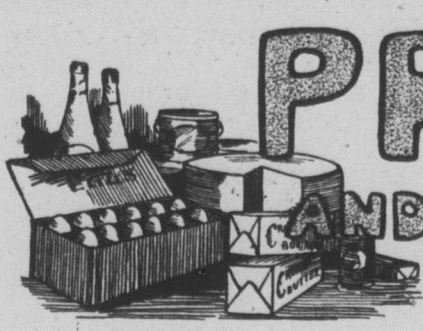
months. All mills of over 100 bbls. capacity must take out a license after December 1, according to the ruling of the Food Controller. Rolled Oats—The market last week advanced to \$4.30 for 98's, this being the second advance in a week. The reason given for the advance was the scarcity of good milling oats. However, when the \$4.30 level was reached, the market weakened somewhat, and at the time of writing there was a possibility that it would decline again. Feeds—There is a good demand still for brans and shorts, and prices are holding at \$34 and \$38. Cornmeal is the same price, but lower levels are expected towards the end of the year when the new crop comes in.

Flour—	
Best patents	11 00
Bakers	10 50
Clears	9 90
XXXX	8 90
Cereals—	
Rolled oats, 80's	4 30
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	6 15
Oatmeal, 98's	4 15

Feeds—	
Bran, per ton	34 00
Shorts, per ton	38 00

MORE ONTARIO FISH

Delegates from the fishermen operating on the western end of Lake Ontario recently waited upon the Hon. Finlay Macdairmid, Minister of Public Works for Ontario, to offer to sell their whole catch. This would add a new source of supply and would materially increase the quantity available for distribution in the neighborhood of Toronto. These fish Mr. Macdairmid stated could not be sold at less than 10 cents a pound.



PRODUCE AND PROVISIONS

Meat Dept. Adds 25 p.c. to Turnover

The Park Provision Co., Montreal, Have Found the Addition of a Fresh Meat, Poultry and Fish Department a Very Satisfactory Experiment — Without Greatly Adding to Their Cost of Doing Business — Seventy-five to Ninety Per Cent. of Orders Come Over the Telephone.

SHALL the grocer turn his attention to handling fresh and salt meats, fish, bacon, poultry and other kindred lines? Why not? The field is his neighborhood and beyond, including his own large list of customers, who ordinarily call for their needs daily, or secure their wants by using the telephone. And he would doubtless draw many others not on his lists.

Meat and Provision Department

It is now a little over a year since the Park Provision Co., realizing the possibilities of the situation, decided to add to their grocery department another one for which they felt there was an opening, that of fresh and cured meats, fish, poultry, etc. For this they were well situated, and were fortunate in being able to procure a nice bright store adjoining, which was a duplicate of the grocery department in size, design and appointment. In fact it was a part of their own premises, but had formerly been rented to a butcher.

The management of the firm felt that the line would work in well with that of

groceries and the results attending their experiment have been of the most encouraging nature.

Fine Bright Space Allotted

The store of the Park Provision Co. has a frontage of 90 feet. This is divided into three sections, each having a depth of 50 feet. The centre store is used for the display of groceries, and this department is very neat, very complete and convenient, and reflects credit on the firm and its grocery manager. There is neatness in every corner and order on every shelf. This is an appreciated condition upon the part of the women who do, perhaps, 95 per cent. of the buying and there is not one in a hundred, scarcely, who will fail to value neatness and order in this class of merchandising.

The fresh meat department occupying its store, 30 by 50 feet, is fitted with conveniences such as are required for the preservation of newly butchered meats in prime condition, and ample space also is afforded for the care and display of cured meats, poultry, fish, etc. In addi-

tion a large stock of pickles and other specialties is carried and these serve to complete the display and to add effectively to the appearance of the interior. Access to the meat department is easy and inviting, there being a large amount of clear glass space between the two stores. Thus, a customer purchasing groceries can see the display of meats, vegetables and other lines carried and is thus invited to step through and make his or her purchase.

A large refrigerator is used for the preservation of meats in their best condition and this is fitted with a partial front of glass. Being built in with a view to neatness as well as utility, it adds rather than detracts from the appearance of the department generally.

Buy Meat From the Abattoir

In making a decision as to whether it was better to slaughter its own meat, the Park Provision Co. decided upon buying its requirements from the abattoir, and for the following reasons. In the first place, the better class of trade, of which this firm had a large following,



The fine frontage of the Park Provision Co., St. Viateur Street, Montreal. Note the fine display windows of both grocery and meat department.

wanted the better meat and it was possible therefore to order from the large killing concerns just what parts were wanted—and it transpires in this instance, that the hind quarters of all butchered meats are bought almost entirely. This method also eliminates the increased burden of overhead charges and it therefore requires less capital to conduct this department. Altogether, it has been found most satisfactory to buy meat rather than slaughter it for themselves.

Direct Effects of Selling Meats

It has been stated that the meat department has been in operation about a year. In this time the firm has done a very nice business, and it is a notable fact that the increased business, attributable to the addition of the meat department, has boosted the grocery turnover to the extent of at least 25%. In the short period, during which the department has been operating, this increase is indeed encouraging and in itself it constitutes a real argument in favor of the combination, with groceries, of a meat department.

The Large Bulk of Business by Telephone

Another point of much interest is that of the volume of business secured over the telephone. "This," said Mr. Bouthillier, the store manager, "is very large. Particularly is this the case on days of the week, other than Saturdays." Once a housewife can depend upon the reliability

of her butcher to give service and to supply a uniform quality of meats, she is content to use the telephone and to spare herself the time and labor of making a personal call. The amount of business given over the telephone will run from 75 to 90%, of the total turnover.

Department Run Separately

It is interesting to know that the meat department is conducted separately, and that all receipts and expenditures are thus accounted for so that the net results of each month's business may readily be known. It is really the best way, and when a proper start is made with this end in view, there is little trouble. Two clerks are ample to handle the work, and owing to the large percentage of telephone orders, there is a great saving of time, and orders received can be worked on between calls.

At most seasons of the year there is a certain demand for poultry, while at others there is a good request. Chickens and roosters sell well, while at special seasons there is a reasonably good call for geese, ducks and turkeys. Where one is so located that he may call upon the large dealer for supplies a small quantity of this line may be carried.

Quick Turnover—Small Overhead

There is one feature connected with the handling of meat that is interesting—that of quick turnover. It is not neces-

sary to carry a big stock and even if this were essential, the turn is made very quickly, and may be done on a small margin, although the Park Provision Co. report that the net profits are very satisfactory. The delivery service of the grocery takes care of the meat department deliveries and in this way it may be seen how this part of the regular grocer's service may be used with little added expense to the meat department.

Amount Required to Start

The initial capital required to make an average beginning for the grocer in a town of up to 5,000 population is reasonably small, according to Mr. Bouthillier. A certain outlay would have to be made for some needed fixtures, and these would run from around \$500 to \$1,500. In many instances these would not cost this amount. It would depend upon the size and style of the various fixtures desired, and these would be comprised of the refrigerator, tools, counters and racks.

The stock necessary would depend upon one's connection, and the extent of trade which one might hope to develop in his district. On an average it is estimated that with an added capital of from \$1,500 to \$2,000 one might expect to make a satisfactory showing and this amount would cover both fixtures and stock.



The meat department of the Park Provision Company, giving some idea of the ample space devoted to this business.



The attractive interior of the grocery department. Note the effective use of glass display cases.

Making a Meat Dept. Pay Its Way

Some of the Difficulties to be Met—Careful Supervision the Crux of the Situation—
An Added Service That Means Business.

CAN the grocery and fresh meat business be satisfactorily combined so that they will prove an aggressive, forceful, paying combination, gaining in strength in proportion to their increased activities? Scott Brothers, Dupont Street, Toronto, have tried this matter out and have unquestionably succeeded in developing a satisfactory business with the two departments combined, and from their experience they state that the crux of the whole question lies in the management of the meat department.

There is no question in their minds that the co-relation of the two departments is a natural one. By this relation they are able to cater to every need of the housewife, and in so doing are unquestionably giving an added service.

But as the store is not a philanthropic institution, and as all its activities and all its services, too, must in the end simmer down to a matter of the ability of these activities and services to get results in profits, the question of the agencies that shall assure these profits is a vital one.

It is here that Mr. Scott notes the danger of the combination of these two elements. This butcher department may not prove a money maker. May even prove a drag on the business, unless there is some capable management. Such management is essential first of all in the buying. There must be a knowledge of the needs of the patrons of the store. There must however in addition be a nice balancing of these needs with the conditions of purchasing that are imposed on the buyer. There must be an ability to sell that will take care of the whole stock purchased. It is in some of these elements where the dangers of a precipitous jump into any activity of this nature without a careful consideration of the conditions are to be found.

Competent Management the Vital Point
Competent management of this de-

partment is essential. It is not only that goods should be properly bought, but also that they should be properly sold. There must be no loss in cutting or in waste, or the department will become a drag on the store rather than an asset. For that reason a management that is financially interested in the success of the venture is suggested by Mr. Scott as one of the best ways of achieving this result. It is difficult he argues to get a competent butcher, no matter how honest he is, to take the same interest in the financial end of the business as if he were himself financially responsible.

Therefore where it becomes necessary to turn over the management of such a department to an employee who has not this personal interest it behooves the merchant to be unusually careful. He can only safeguard himself by the strictest attention to this end of the business.

Developing from the Grocery Business

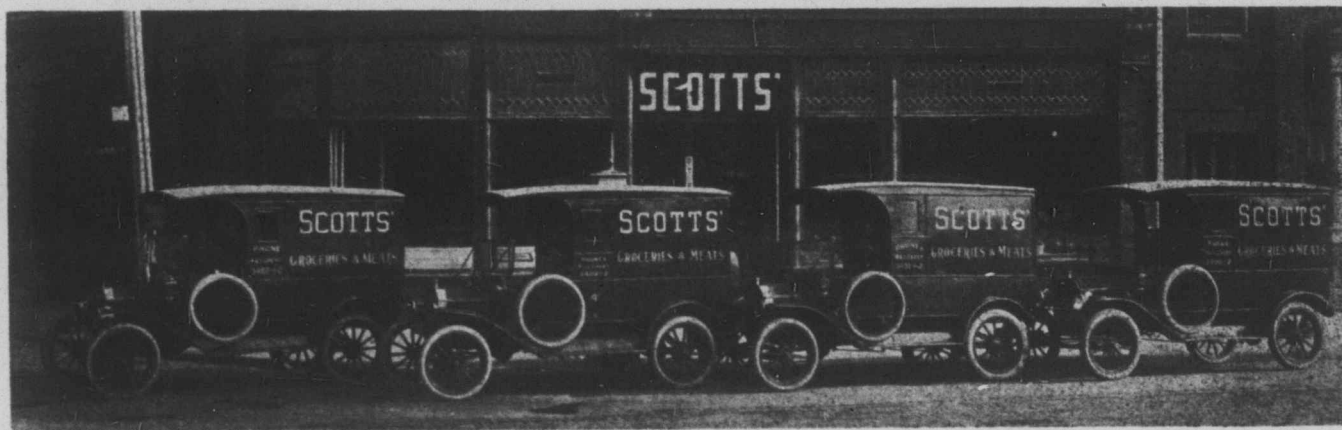
The Scott Brothers started first in the grocery business in a growing section toward the north end of the city. It very soon crossed their minds that there were other possibilities in this direction, that they were serving a wide range of customers who were being compelled to go elsewhere for about half their needs.

This looked to them like a wasted opportunity, and a waste that they promptly decided to remedy. They were fortunately situated, in that while both of the brothers had been trained in the grocery business, one of them had also a thorough grounding in the meat and provision business, therefore when the move was finally decided on, a division of management was arranged whereby one brother took the buying and the general supervision over the grocery department and the other devoted his attention more particularly to buying for and managing the meat department. This arrangement gave abundant satisfac-

tion, because it put an interested party in control in each instance.

Since that time the store has had a number of changes, as the development of the business outgrew its original quarters. At present there is a wide faced glass front, that can be seen in the photo that accompanies this article. On the left is the meat department with a door opening immediately into that department. There is also a door opening directly into the grocery department; for all practical purposes they are two individual stores, save that toward the front of each store is a glass door that opens between the two departments, so that the customer does not have to go outside in going from one to the other. In the meat department is handled only fresh and cooked meats and fish, butter, cheese and eggs that are so often sold in connection with the butcher store come under the grocery department.

While the different departments are under to a certain extent different management, the general machinery is the same for both departments. The stock is not kept separate. For that reason Mr. Scott stated that it was impossible for him to give evidence to prove that the meat end to the business had been a profitable venture. They were quite convinced that it was, because buying and selling were carefully supervised to see that there was no element of wastage, and certainly the general combination had proved a success. As to the question as to whether it had added to their business Mr. Scott also stated that he was unable to give a definite answer. From the time that the meat business was started there had been a noticeable improvement in business. They had however been in a growing section of the city and development in the business was rapid, but whether it was due to any change in the business, or to merely the natural development of the section they were unable to state definitely. Here



The fine frontage of the Scott Brothers Grocery and Provision Store, on Dupont Street, showing the substantial array of delivery trucks that look after the business. The large window to the right is that of the Grocery Department, while that to the extreme left lights the meat and provision end.

also however there was an impression that this addition to their business had unquestionably had its effect. For one thing, there is the volume of practically two businesses, born by an overhead cost not by any means doubled. The room required was a little more extensive they admitted, that added a little to the item of rent. Delivery costs were only slightly increased, if they were increased at all, and the office staff with possibly the addition of another girl in the office was capable of handling that department of the business. Thus the activities of the store were practically doubled with comparatively little extra expense. It would seem on the face of it that this could not but be a good thing. Once again however comes the warning that it is not necessarily good. To double a business and get no profit on the added business means an actual loss, therefore the matter needs careful handling. The grocer who contemplates enlarging his business in this way should first make himself thoroughly conversant with the conditions. He must then of course secure the services of a competent butcher, and the best man will probably be the cheapest in the end. In addition to that he must be prepared to devote a good deal of his own time and attention to this matter. Only so can he assure himself that the development actually means profit to him.

Curbing the Increase in Credits

Quite aside from the incidental difficulties of the business, there is the fact that there will be a considerable increase in credits. This is a point that must be carefully guarded. Mr. Scott states that in their case they had taken a great deal of care in this matter. The time was past he stated when a retailer had to grant credit wherever it was requested. In their case they made absolutely sure that credit was good before it was granted, as a matter of fact the development of their business had not involved a proportionate increase in credits. A good deal of the meat business was done for cash, and the additional credit involved did not mount up to very large proportions.

With this firm each department as has been stated stands on its own feet. There is no effort to make one element of the business bolster up the other. Every effort is made to have the grocery end as complete in every department as it can possibly be made, and the same is true of the meat end. There is no effort to induce buyers to patronize the other department. The two departments are simply presented on their merits as an added service. It is safe to say however that the customers of the store have come to appreciate the convenience of the arrangement, and the addition has beyond doubt been an effective building factor for the business.

Prompt deliveries have been found to be one of the most effective services that the firm can offer. To meet this need they have trucks. These trucks serve both the grocery and meat market end and provide the acme of service in this department.

"In spite of present high prices, Bacon is Still an Economical Food"

This is a quotation from the government pamphlet "How to Live in War Time." How? Because it contains to a much greater extent than any other meat the fuel energy needful to keep the physical system in good condition.

Economy alone is not enough. Satisfaction is equally important. There is no genuine economy unless satisfaction follows. To obtain these results buy your Bacon from

James Reid
559 Granville
One Address Only

This Bacon invigorates and sustains. Here is another quotation from the same source, printed in italics:

"All nutrition and disease are too often the results of unskilled marketing."

When you buy Reid's Bacon you are buying a product that is produced and handled only by skilled craftsmen.

Telling the customer what he wants to know a fine type of advertisement from a Vancouver store.

Despite the difficulties that this firm outlines, their own case is an instance of the fact that with proper care this added department may be the means of adding a great element of strength to the business of the store.

A. N. Bourassa & Son, general store, LaFleche, Sask., have discontinued business.

FISHERMAN'S ASSOCIATION HOLDS CONVENTION

The Fisherman's Protective Association of Newfoundland held its ninth annual convention at Catalina. From the point of attendance and enthusiasm this gathering was easily first in the history of the union. There were 200 delegates present representing councils extending from Placentia Bay in the south to Green Bay in the north. On the evening of the second day's session there was an open meeting at which the Hon. W. Lloyd, acting Prime Minister; Hon. J. R. Bennett, Minister of Militia, and Geo. Grimes of the Food Control Board, were present as invited guests of the union and delivered addresses outlining the good that was being done through its activities. At a meeting held earlier in the day the president and founder, the Hon. W. F. Croaker, was made the recipient of a handsome gift, accompanied by many congratulatory words. The headquarters of the union were changed from St. John to Catalina which will from now on be the collecting centre of the organization.

It is expected that during the coming season the union will export to foreign markets 150,000 quintals of fish.

Stocks to the extent of \$1,000,000 will have to be carried next year in stores for the convenience of the members.

The Hon. W. F. Croaker was again chosen president of the association.



WET EGGS ARE BAD EGGS TO HANDLE

Approximately 5,016,000 dozen eggs spoil needlessly every year in cold storage in the United States simply because some one has let clean eggs get wet or has washed dirty eggs before sending them to market, according to the specialists of the United States Department of Agriculture. Careful investigations of large quantities of stored eggs show that from 17 to 22 per cent. of washed eggs become worthless in storage, whereas only 4 to 8 per cent. of dirty eggs stored unwashed spoil. The explanation is simple. Water removes from the shell of the egg a gelatinous covering which helps to keep air and germs out of the inside of the egg. Once this covering is removed by washing or rain, which gets to eggs in the nest, germs and molds find ready access to the contents and spoil the eggs. This enormous loss in storage eggs largely can be prevented if producers and egg handlers, especially during March, April and May, will refrain from washing eggs destined for the storage markets and take pains to reduce the number of dirty eggs by providing plenty of clean, sheltered nests for their hens. In view of this great loss of valuable food, the Department urges country storekeepers and hucksters not to accept washed eggs for shipment in case lots. Shiny eggs, especially in the early spring, probably have been washed. All washed eggs purchased should be sold locally for immediate consumption.

Some Information About Hams

How the Regular Hams and Shoulders Differ, and How They Vary in Their Commercial Value—Some of the Cheaper Cuts Just as Healthful and as Profitable as the Better Grade Hams—The Wisdom of Buying Hams of Good Weight.

THERE are many merchants to whom a ham is a ham, and they just let it go at that, they all look identically alike to them, or at least they have never attempted to figure out the difference. There is, however, a very vast difference in hams. There are many different varieties, and several different methods of cure, and the merchant who is going to handle these products successfully would do well to cultivate a better understanding of this important matter. Hams might be broadly divided into three classes; regular hams which are the only variety that have an absolute right to the name and "picnics" and "Bostons" which are not strictly speaking hams at all but represent the cuts from the fore shoulder of the hog.

As far as general food qualities go, and as far as actual taste is concerned, there is no word to be said against the picnic and Boston grades. They are eminently healthful, and just as eminently palatable and vary not so greatly in quality. The taste of the nation, however, has declared for the hind quarter ham, and because there are only two of these per hog the price of these cuts have naturally increased. That is where the provisioner may come in; there are plenty of his customers who would find the picnic and Boston grades every bit as well suited to their needs as the regular ham, and by distributing the demand over the whole hog so to speak, they get the advantage of those who demand a certain part and are willing to pay for it.

Generally speaking, hams to the trade represent "short cut hams." They are made from comparatively plump fat carcasses trimmed round and short at the butt and the shank cut off at the hock joint. The difference in quality and the difference in price is the result of the grading of the animals and the cuts shown indicate how the selections are made. The preferred cuts are also given preference in treatment, and the product is of a finer quality as a result.

Why Hogs Are Graded

Packers' hogs will run all the way



Ham which has been pickled, boned, rolled and boiled for the retail trade.

from 70 pounds to 400 pounds and from this fact it will be evident that the grading of the carcass is an important item, that bears directly on the finished product. The high grade bacon carcasses are from 125 to 145 pounds with 140 pounds as the packer's ideal although for hams heavier hogs ranging as high as 200 pounds are also good.

The better hams are handled in lots of uniform weight so as to get evenness in the curing, and as a rule go to the trade either smoked or boiled.

The ideal ham is twelve to fourteen pounds in weight though as high as sixteen pounds will grade in this fancy quality. That does not of necessity mean that it is the best grade for the merchant to buy, probably the hams ranging from 16 to 20 pounds will be found the best value for the average merchant when he

can get uniform quality, for there is naturally less waste on the larger hams in proportion to their gross weight.

First grade hams are selected for thickness and firmness of their lean meat, their plump, well rounded shape, their solid white fat of medium thickness, for their smooth, soft skin and also for their bright color, small shank and absence of bruises. The second grade are deficient in one or more of the qualities named but they must be reasonably good in general quality, a little excess fat is often the cause of putting an otherwise first grade ham in the second class. The third grade covers thin light hams and others lacking in shape and quality, also hams that have been slightly bruised. There is, generally speaking, a strong demand for these among the restaurant trade.

Boneless rolled hams usually go to the trade as boiled meat. They are made from the short cuts by lifting the skin, removing the surplus fat and the bone and pressing or tying in the form of a roll as shown in one of the accompanying cuts.

The Shoulder Hams

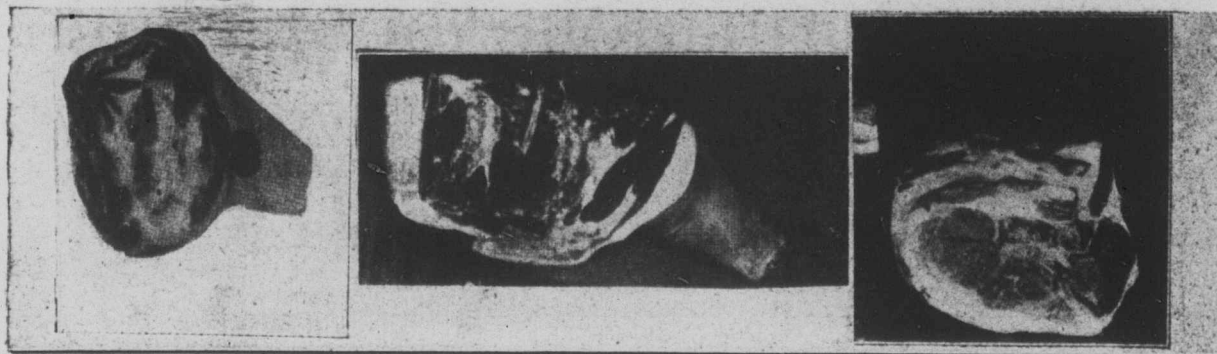
The shoulder from the prime carcass will provide several choice cuts which are treated much the same as the hams. The shoulder is usually cut between the first and second rib with the jowl trimmed off square.

The picnic ham, now known simply as "picnic," on account of government regulations is cut two and a half ribs wide with the shank cut off above the knee joint, trimmed as full on the face as possible and well rounded at the butt in the shape of a ham. They usually average about twelve pounds and are sold as sweet pickled, smoked and boiled meats; the lighter cuts are sometimes known as Boston shoulders or hams, skinned picnics are usually made from heavier shoulders and are sold as boiled meats.

The top pieces cut from heavy shoulders in the making of picnics are known as Boston butts and when cooked and rolled get the name of cottage rolls, being prepared in the same manner as the



On the left, a newly skinned ham; the others, reading from left to right, are: First, second and third selection hams. A comparison will give some idea of how the selection is made.



Shoulder hams, showing the rough shoulder in centre; on the left the picnic ham, and on the right the Boston butt that when cooked goes to the trade as the cottage roll.

cooked hams. There are a number of other butts and plates but they are not usually known to the provision trade and except from the prime animals usually go through as pickled pork.

Hams are usually sweet pickled, the treatment usually taking from 60 to 90

days, the hams going through in batches and in uniform size to assure evenness in curing. The bulk of these pickled or sugar cured hams are smoked before they go to the trade and with the picnics and other shoulder cuts which are similarly cured are often boiled after

being boned and rolled. The illustrations which appear in connection with this article will serve to illustrate the different cuts referred to, these are the main varieties of hams that will be part of the stock of the average provision department.

Menace to Canada's Salmon Fisheries

Unwise Activities Are Proving a Drain Upon the Fisheries That They Are Not Able to Bear—The Run of the Lean Years Becoming Lighter, Because the Necessary Fish Are Not Permitted to Escape to Seed the Beds

THE need for careful governmental consideration of the Pacific coast salmon industry, particularly in the Fraser River district, is emphasized in the annual report of the Fisheries Department of the Province of British Columbia. It is indicated that during the past fourteen years there has been a record of depletion—of excessive catches in the lean years; a record, too, of the failure on the part of the authorities of the State of Washington to realize the necessity of conserving a great industry, while on the other hand Canadian authorities have evidenced in unmistakable manner their willingness to deal adequately with the problem. Undoubtedly the prompt action of the authorities on both sides of the international line is now required if the great salmon industry is to be preserved to future generations.

The pack of the Fraser district in 1916 was the smallest ever recorded there, notwithstanding a notable increase in the pack of chum salmon, a species but little used in former years. The total pack on sockeye in the district was about 110,000 cases of which about 70 per cent. went to the canners in the State of Washington.

Regarding the whole situation, the report goes extensively into the pack of salmon caught in the Fraser River District of British Columbia, and the waters of the State of Washington. This report covers a period of eight years, and as a result its figures should give an illuminating view of the situation. It draws particular attention to the vast difference between the catch of the big and of the lean years and also the great difference in the proportion of

the catch in the Canadian and American waters.

The pack for the years given includes the last two big years (1909 and 1913) and the last six lean years (1910, 1911, 1912 and 1914, 1915, and 1916). Together they constitute the last two four-year cycles of the run to the Fraser. The grand total for the eight years is 5,775,397 cases, of which 1,939,488 cases, or 33.9 per cent. were packed in the Province and 3,815,909 cases or 66.0 per cent. in Washington. In every recent year, except that of 1915, the catch of sockeye in the State waters of the district has exceeded the catch in Provincial waters. The pack in the State in the two big years exceeded the pack from Provincial waters by 2,671,003 cases, or more than 100 per cent. The pack in the State in 1909 exceeded the combined pack in Provincial waters of the last two big years (1909 and 1913). The sockeye pack in the State in the six lean years exceeded the pack in Provincial waters in those years by 1,038,745 cases, or 157 per cent. The decline in the catch in the lean years is pronounced. The catch in Provincial waters in 1916 was 91,733 cases less than that of the previous fourth year, a decline of close to three hundred per cent. The pack in the State in 1916 was 105,420 cases, or 42.4 per cent. less than in the previous fourth year.

All Fraser River Salmon

This surplus of the American over the Canadian pack has a serious side, in that all the fish packed are of Canadian origin. The finding of two international commissions as well as former Governmental reports unquestionably proves the fact that the salmon taken in the

Fraser River district were the four year fish spawned in the Fraser watershed and when taken were attempting to return to these grounds to spawn and die. The catch of both the big and lean years are the product of the same spawning beds, that of the big years showing the maximum productiveness of these spawning beds under the most favorable conditions of seeding, and the failure to seed these beds fully naturally results in the lean years.

The Big Year Can Meet Large Demands

One significant feature noted in the report was the fact that the danger period is in the lean years not in the big years. 1909 and 1913 the last two big years showed the maximum output of beds that had been well seeded. Though the catch of 1909 reached enormous proportions, yet this catch was not made at the expense of the fish necessary to properly seed the beds. This was proved by the fact that the 1913 run set a record for quantity. The fact was, however, established that despite this fact a sufficient number of fish escaped to abundantly seed the beds. The catches of these two big years were not made at the expense of the capital stock.

The danger point comes in the lean years, when the efforts to obtain a sufficient pack proves a drain on the resources, so that not sufficient fish find their way up the river to properly seed the beds. As a result the run of these lean years is yearly growing less because the catch is made at the expense of the supply of fish that are absolutely necessary to seed the beds. They are discounting the future, and under these existing conditions the runs of the lean years must of necessity grow less.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

COMMISSION men were greatly relieved over the advice from the Food Controller at Ottawa to the effect that arrangements are proceeding with the United States Government looking to the admission of cottonseed oil into the Canadian market. Commission men take this as intimation that licenses will probably be issued for the import of this commodity some time during the present week. On the strength of this intimation quotations are again being made by some concerns who were out of the market for delivery after December 15. Live hogs were lower in price during the week and this affected the price of dressed hogs in a movement toward lower levels. Pure lard was slightly easier in tone on this account, with fairly heavy sales reported. Demand for meats is somewhat quiet at present, with the exception of fresh dressed hogs, which are moving freely. Dairy butter was in weaker tone with lower quotations made in certain quarters. The sale of oleomargarine is expected to have a more decided effect on the market for dairy butter than on the sale of creamery butter. Licenses for the sale of oleomargarine have been issued by the Food Controller's department permitting the importation on and after December 10. Storage eggs are still in weak market, but new-laid eggs are in continued firm market with the probability of still higher prices. Turkeys are arriving in fairly good numbers and prices were somewhat easier. Business in produce and provisions is fairly good.

Live Hogs Weaker; Receipts Lighter

Montreal.

LIVE AND DRESSED HOGS.—The receipts of live hogs here are lighter with some improvement in the quality, but this is not yet improved as it might be. There is not the active inquiry of a week ago and price tendency has been downward with a decline over last week of from 50c to 75c per 100 lbs. Dressed hogs are likewise lower and these can be bought at \$24 per hundred weight for the heavies and at \$24.50 for those weighing up to 90 pounds. Abattoir-killed are slightly higher, some asking as high as \$26 for the light weights and \$25 for the heavier. Steady prices prevail on the smoked and cured meats with no changes recorded.

Hogs, dressed	24 00	26 00
Do., 60-90 lbs.	25 50	26 00
Do., over 90 lbs.	24 00	25 00
Do., live	17 75	18 75
Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots.	0 26	0 27
Long clear bacon, small lots.	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Pure Lard Is Scarce And Prices Very Firm

Montreal.

LARD.—There is a firm tone to the

lard market, and prices are steady but unchanged. Supplies are stated to be not heavy, although there is an ample supply as yet for the demand that exists, which is fairly good. Receipts for the past week were light and if these are not improved there will be a tendency to firming of prices.

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 28	0 28¾
Tubs, 60 lbs.	0 28¼	0 29
Pails, 20 lbs.	0 28½	0 29¼
Bricks, 1 lb., per lb.	0 29¼	0 30

Shortening Prices Firm; Cottonseed Oil Held Up

Montreal.

SHORTENING.—Owing to the United States government's regulations regarding licenses, several shipments of cottonseed oil were held up in transit. This has been a factor in affecting stocks of shortening here which are reported as only fair. However, the cottonseed oil shipments will soon be released and there will be some relief soon and stocks will improve. Prices are firmly held, though unchanged.

Shortening—		
Tierces, 400 lbs., per lb.	0 24½	0 25½
Tubs, 50 lbs.	0 24¾	0 25¼
Pails, 20 lbs., per lb.	0 23¾	0 25
Bricks, 1 lb., per lb.	0 25½	0 26¾

Receipts Dressed Poultry Better; Prices Are Firm

Montreal.

POULTRY.—With colder weather conditions general in the country, the farmers have been killing and sending forward better supplies of dressed poultry. In some cases the quality might be better, but this is gradually improving. The dressed varieties are preferred by the dealers and from now on there will be more of these. There is a good demand among the jobbers and

this will be active throughout the coming holiday season. Chickens, turkeys and geese are selling well and all prices are firmly maintained. A few poultry fairs are still to be held and buyers from here will attend these.

Poultry—		Dressed
Old fowls	0 18	0 19
Chickens, crate fattened	0 23	0 28
Old roosters	0 18	0 19
Roasting chickens	0 21	0 28
Young ducks	0 17	0 21
Turkeys (old toms), lb.	0 24	0 27
Turkeys (young)	0 24	0 27
Geese	0 14	0 17

Scarcity Fresh Eggs; Storage Stock Weak

Montreal.

EGGS.—As the season advances there seems to be an increasing scarcity of new-laid eggs, with very little prospect of improvement. These are naturally very high in price and while quotations are unchanged, those who can afford to pay the price will have them at even higher prices than obtain through the trade. Storage eggs are moving some, but so long as any anxiety remains as to stocks in hand, and the probability of these remaining large for a while, the market is inclined to be weak. Some are offering selects and lower grades at more favorable quotations than last week. Others state that there is a likelihood of shipping space being available for export during December, and feel that prices will be fairly well maintained.

Eggs—		
New-laid (specials)	0 60	0 65
Selects	0 42	0 47
No. 1's	0 41	0 43
No. 2's	0 38	0 40

Receipts Of Cheese Fair; Arg'tine Cheese For States

Montreal.

CHEESE.—For this season of the year, there has been a fair movement of cheese, and while the amount received here is of decreased proportions as compared with a week ago, there is a favorable comparison with the receipts of one year ago. Prices are firmly maintained and some business is being done. During the past summer, some large shipments of cheese came to the United States from the Argentine. This is a new development owing to the unsettled conditions in Europe, as no cheese whatever came from this quarter even in 1916. The receipts of cheese here for the past several months have been much below the corresponding period a year ago.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Butter Trading Light; Solid Creamery Down 1c

Montreal.

BUTTER.—There is a weaker tone to the butter market this week. Trading is lighter and while some grades have held

at prices previously quoted, creamery prints are half a cent lower and creamery solids one cent less at 44c per lb. Fresh made creamery is scarcer, and owing to this condition there has been a slightly better movement of storage stocks. The quietness is due, presumably, to a general condition prevailing with the staple lines at this season, when trade favors the more fancy or holiday lines, with a noticeable effect on the every day commodities. Prices are as follows:

Butter—		
Creamery prints (fresh made)	0 44½	0 45
Creamery solids (fresh made)		0 44
Dairy prints, choice, lb.	0 42	0 43
Dairy, in tubs (choice)		0 40
Creamery, storage, solids		0 45
Do., storage, prints		0 45½

Skinless Codfish Up \$1; Frozen Fish Is Active

Montreal.—Fewer changes are noted in the fish market this week. There is an advance of \$1 per barrel in the price of skinless codfish making the price \$12. Tour cod and smelts will be on the market this week, shipments now being on the way. Lobsters are 5c lower at 40c. Scallops are also a little weaker and are selling at \$3.50. Owing to a misunderstanding last week, many shipments of oysters were held up and this caused some scarcity here. This was through a confusion at United States points in misinterpreting an order from the food controller, regarding an embargo on certain lines of fish. It was subsequently rectified and from now there will be an ample supply to meet the demand here. Frozen fish trade is good, but the demand for salt varieties is less. The "Advent" abstinence, having been removed this year, has served to maintain a considerably increased demand in several sections of the country for frozen fish and some other varieties. The lobsters supply here is good. Shell oyster trade is fairly active and stocks held in first hands are large, but there will need to be an increased demand or prices will be lower.

SMOKED FISH.		
Haddies	0 15	0 16
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box		0 18
Bloaters, per box 60/100		1 75
Kippers, per box 40/50		2 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.	\$12 00	
Salmon (Labrador), per bbl.	23 00	
Salmon (B.C. Red)	25 00	
Sea Trout, red and pale, per bbl.	18 00	
Green Cod, No. 1, per bbl.	15 00	16 00
Green Cod (large bbl.)	16 00	17 00
Mackerel No. 1 per bbl.	21 00	
Codfish (Skinless), 100-lb. box	12 00	
Codfish, 2-lb. blocks (24-lb. case)		0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, Shredded, 12-lb. box		2 25
SHRIMPS LOBSTERS		
Lobsters, medium and large, lb.	0 40	
Prawns, lb.	0 30	
Shrimms, lb.	0 28	
Scallops		3 50
FRESH FROZEN SEA FISH		
Halibut	22	23
Haddock, lb.	07½	8
Mackerel		12
Cod steak, fancy, lb.	09½	10
Salmon, Red	19	20
Salmon, pale	14½	15
Salmon, Game		25
FRESH FROZEN LAKE FISH		
Pike, lb.	0 11½	0 12
Perch		0 13
Whitefish, lb.		0 15
Lake trout	0 15	0 16

Eels, lb.	0 12	
Dore	0 15	0 16
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20
Oysters—		
Ordinary, gal.		2 25
Malpeque oysters, choice, bbl.		11 00
Malpeque oysters (med.) bbl.		10 00
Cape Cod shell oysters, bbl.		11 00
Clams (med.), per bbl.		9 00

FRESH FISH		
Haddock	0 07½	0 08
Steak Cod	0 09½	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each		0 07
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders		0 10
Perch		0 09
Bullheads		0 13
Whitefish	0 15	0 16
Eels		0 10
Mackerel (large), each		0 20
Mackerel (medium), each		0 18

Live Hogs Down \$1 Per Hundred

Toronto.—There were fairly good arrivals of live hogs in the local market during the week and this fact, coupled with the lack of buying on the part of the British Commission, assisted the movement toward lower levels. Fed and watered hogs were quoted down to \$17, a decline of \$1 per hundred over the figures of last week. In some quarters there was a slightly higher tendency on medium hams, the range being from 30c to 32c. The demand for smoked meats is not heavy at the present time, but fresh killed meats are moving freely. Trade from the lumber camps continues very quiet, as their needs are apparently taken care of for the winter.

HAMS—		
Medium	0 30	0 32
Large, per lb.	0 26	0 29
BACKS—		
Plain	0 37	0 41
Boneless, per lb.	0 44	0 46
BACON—		
Breakfast, per lb.	0 36	0 38
Roll, per lb.	0 28	0 29
Wiltshire (smoked), per lb.	0 34	0 34½
DRY SALT MEATS—		
Long clear bacon, lb.	0 27	0 28
Fat backs		
COOKED MEATS—		
Ham, boiled, per lb.	0 42	0 43
Hams, roast, per lb.	0 43	0 45
Shoulders, roast, per lb.	0 38	0 40
BARREL PORK—		
Mess pork, 200 lbs.	52 00	53 00
Short cut backs, bbl., 200 lbs.	56 00	58 00
Pickled rolls, bbl., 200 lbs.	52 00	54 00
HOGS—		
Dressed, abattoir killed	24 50	25 00
Live, off cars		17 25
Live, fed and watered		17 00
Live, f.o.b.		16 25

Relief For Shortening Situation Expected Soon

Toronto.—SHORTENING.—Manufacturers of shortening were relieved during the week on obtaining the information from the Department of the Food Controller that arrangements were proceeding for the licensing of shipment of cottonseed oil into Canada. Already the United States has granted permits for the shipment to her own possessions, and the Food Controller intimated that it would only be

a question of time until licenses were issued for export to Canada. On the receipt of this news on Monday some of the manufacturers again started to quote on the basis of delivery after December 15. Quotations are being made on the basis of 24c to 24½c per pound tierces.

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

Heavy Sales Of Lard Reported

Toronto.—LARD.—Due to the situation in shortening there has been an active demand for lard from manufacturers. There was a slightly easier tone in the American lard market during the week as a result of lower prices being quoted for hogs in that market. Quotations were made in the local market on the basis of 28c to 28½c per pound tierces. This shows a slight sag from the quotations of last week. Hogs in the local market were down in price, and this had its effect on the lard market.

Lard—
Pure tierces, 400 lbs., per lb. 0 28½
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Licenses Have Been Issued To Sell Margarine

Toronto.—BUTTER.—Licenses were received from the Department of the Food Controller at Ottawa on Monday of the present week by the various commission houses who had made application to sell oleomargarine. Stipulation was made that the licenses were not to become operative until December 10, and that margarine was not to be brought into the country until on and after that date. A point that has been giving commission men some concern is whether or not the embargo on cottonseed oil coming out of the United States will affect the movement of oleomargarine, since there is cottonseed oil contained in margarine. Dairy butter was in easier tone as a result of the near approach of this commodity. It is the opinion of commission men that the sale of dairy butter will be affected more than creamery butter. There was an easier tone to the market for dairy butter and prices were quoted 1c per pound lower at 42c to 44c per pound for choice dairy prints. There is an easy feeling throughout the butter market.

Creamery prints, fresh made	0 45	0 48
Creamery solids, fresh made	0 43	0 44
Dairy prints, choice, lb.	0 42	0 44
Dairy, prints, lb.	0 35	0 40

Storage Eggs Steady; New-Lays In Demand

Toronto.—EGGS.—There was a steadiness to the egg market during the week, with prices unchanged. Commission houses show an evident desire to press the sale of eggs.

In the Chicago market there was a slightly better tone during the week, where an advance of ½c per dozen was recorded on storage varieties. In that market it is asserted that storage eggs are now selling below cost. There is a continued strong feeling in the market for new-laid eggs. Prices were firmly maintained at 60c to 65c per dozen, and intimations were made that they would likely go higher before the winter is very far advanced.

Eggs—		
New-laid, in cartons	0 60	0 65
Storage selects, ex-cartons.....	0 44	0 47
Storage, No. 1, ex-cartons.....	0 42	0 44

Buying Of Cheese Not Heavy At Present

Toronto.

CHEESE.—The movement of cheese is light at present owing to the comparatively light local demand. Some commission houses were inclined to give concessions of three-quarters of a cent per pound on September cheese in order to start more of a movement. Quotations were accordingly made on the basis of 22½c by one concern formerly quoting on the basis of 23½c per pound for new large cheese. June cheese prices were firmly maintained at 24c per pound for large cheese. Prices being paid by the Cheese Purchasing Commission were still unchanged.

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

Turkeys Arriving In Larger Numbers

Toronto.

POULTRY.—There was a heavier movement of turkeys to this market from the producing districts, and some commission houses were inclined to reduce their purchasing prices by 1c per pound. Prices quoted by commission men to purchase live turkeys ranged from 20c for old turkeys to 24c per pound for prime young turkeys. Price of dressed turkeys was from 25c for old birds to 28c for young birds. There was a fairly good movement of chickens, ducks and geese from country points. The consuming demand for turkeys and chickens is still quite light and commission men are chilling the birds. Commission men are inclined to go slow on purchase of turkeys for the coming holiday trade, as some were left with considerable numbers on their hands last year.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	\$0 13-0 17	\$0 16-0 21
Geese	0 15-0 19	0 18-0 23
Turkeys	0 20-0 24	0 25-0 28
Roosters	0 17-0 18	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	0 18-0 22
Hens under 5 lbs.	0 18-0 19	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.	0 15-0 17	0 21-0 22
Squabs, dozen	4 50	

Prices quoted to retail trade:

Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 25
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 20-0 24	0 30-0 35
Geese	0 17-0 19	0 20-0 23

Finnan Haddie Goes Up 2c Pound In Week

Toronto.

FISH, OYSTERS.—There was a decidedly firm trend to the market for finnan haddie during the week, prices having advanced 2c per pound, making the quotation 14c per pound. There were some chicken haddies for sale at 12c per pound, however. Fresh caught trout and whitefish were quoted at 14c to 15c per pound; dressed fresh herring at 8c to 10c per pound. Steak cod for slicing was quoted at 10c to 11c per pound. Fresh frozen lake herring were quoted from 5½c to 7c per pound. Pickled lake herring are being quoted by dealers for delivery in the near future at \$4.85 to \$5 per keg. The market for pickled lake herring is firm, with every indication of higher prices, as buyers from the United States have been in the market and are offering higher prices than those quoted locally. Smelts are expected to reach the local market in the near future, and in 15-lb. boxes will probably be quoted at 16c per pound. Shrimps are in the market, No. 1 cans being quoted at \$1.60, No. 2 cans at \$3.10, and No. 4 cans at \$6. Oysters in the shell were quoted as low as \$10 per barrel.

SMOKED FISH.

Haddies, per lb., new cured.....	0 14	
Chicken haddies, lb.	0 12	
Haddies, fillets, per lb.	0 15	0 18
Ciscoes, per lb.	0 17	0 17
Kippered herring, per box	2 00	
Digby herring, skinless, 10-lb.	1 85	2 00

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks.....	3 00	3 40
Acadia cod, 2-lb. blocks	4 00	4 50
Strip cod, lb.		0 12
Halifax shredded cod, 24s.	2 00	2 20
Salt mackerel, kits 15 lbs.	2 25	2 50
Labrador salt herring, barrels.	10 00	
Do., half barrels	5 00	5 50

FRESH SEA FISH.

Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 14	0 15
Do., red spring		0 23
Do., Cohoe		0 20
Haddock, fancy, lb.	0 09	0 10
Herrings, frozen	0 04	0 06
Steak, cod, fancy, lb.	0 10	0 11
Haddock, heads on, lb.	0 08	0 10
Cod, market, heads on, lb.		
Mackerel, frozen, lb.	0 12	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.		

FRESH LAKE FISH.

Herring, frozen, lb.	0 07	0 08
Pike, lb.		0 12
Whitefish, lb.	0 13	0 15
Do., frozen, lb.	0 12½	0 13
Trout, lb., frozen	0 14	0 15
Trout, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	2 80
Blue points, bbl.		11 00
Malbecque, bbl.	12 00	15 00
Shell oysters, bbl.		10 00
Shrimps—		
No. 1, cans		1 60
No. 2, cans		3 10
No. 4, cans		6 00

Expect Hogs To Decline Further

Winnipeg.

PRODUCE AND PROVISIONS.—The run of hogs has been gradually increasing and the quality improving. Last week the market on live hogs declined under pressure of heavy runs, the price falling from 17c to 16½c, with every indication at time of writing of another decline of ¼c or ½c. Eastern buyers are off the market. Provision prices

are firm, likewise lard and compound. Butter—Creamery prices are unchanged, and the volume of local trade is good. There is no outside jobbing trade for the time being. The dairy market has declined in anticipation of the effective importation of margarine. Eggs—Packers and dealers are practically cleaned out of hot weather eggs, and with April quality going into consumption, the volume of business should increase, especially as there have been heavy shipments of early eggs to Eastern Canada during the past week for exportation. The Allied buying commission in New York are taking an active interest in shipment of Canadian eggs. The cheese market is unchanged.

Hams—		
Light, lb.		0 32
Medium, per lb.		0 30
Heavy, per lb.		0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.		0 39
Backs, regular		0 38
Backs, select		0 45
Dry Salt Meats—		
Long clear bacon, light.....	0 27	
Backs		0 31
Barrelled Pork—		
Mess pork, bbl.		48 00
Lard, Pure—		
Tierces		0 27
20s		5 80
Cases, 5s		17 03
Cases, 3s		17 10
Lard, Compound—		
Tierces		0 23
Tubs, 50s; net		11 63
Pails, 20s, net		4 90
Fresh Eggs—		
No. 1 candled ..	0 40	0 42
Select	0 45	0 47
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh		0 23½
Butter—		
Fresh made creamery, No. 1 ..		0 45
cartons		0 44
Fresh made creamery, No. 2... ..		0 40
Dairy, prints	0 38	0 39
Dairy, tubs		0 39

Embargo Makes Shortening Situation Acute

Winnipeg.

LARD AND SHORTENING.—The market is firm on all edible fats—in fact, on all fats. The shortening situation is rather acute because of the embargo placed on the importation from the United States on cottonseed oil. Canadian stocks are, therefore, light, and are becoming still lighter. Unless the embargo is lifted by Washington, it will mean the withdrawal of shortening from the market. It is expected, however, that some action will be taken.

Would Rather Have Yellow Margarine

Winnipeg.

MARGARINE.—A Winnipeg jobber said this week: "I do not want for a minute to knock margarine, but my opinion is that it is not going to sell. The law is that it shall contain no foreign coloring matter, which means that margarine will be white. The public are not going to buy anything for butter that looks like lard."

Most jobbers expect to be in a position to handle margarine by December 10, and all of them expect to have permits to import it.

BRANTFORD SCALES.

*mean quick
accurate service*



*This Scale
is 5 lb.
Capacity.*

*The
Scales
you
need
for
the
Xmas
Trade*

EVERY keen, go-ahead grocer should investigate the many merits of Brantford Scales. The Brantford principle of construction is simple and efficient—it is built to give service and satisfaction and it gives both in good measure.

Put a 2-lb. or a 5-lb. Brantford Computing Scale on your Confectionery Counter now and see how it will help your Christmas Candy Sales. Our catalog explains all about the various Brantford models, including the Brantford New Cylinder Scale—a dandy looking and thoroughly reliable scale for bulk goods selling.

Send for the catalog now and we'll tell you about our easy payment plan and our liberal guarantee.

**Brantford Computing Scale
Company, Limited
BRANTFORD, ONTARIO**



*The
Brantford
New Cylinder
Scale*

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

All ready for the word from Ottawa!

All our plans are prepared—everything's lined up for the word from Ottawa. We're expecting big business—we're *ready* for big business—as soon as ever the Dominion Government issues the necessary license giving us permission to sell—

OLEOMARGARINE

We have made arrangements to handle the product of one of the foremost and best known manufacturers of oleomargarine in the United States—Wilson & Co., Chicago. We intend selling *three grades*, as follows:—

“MAJESTIC” BRAND

Absolutely the *best*. Churned from the finest materials, to which is added a large percentage of extra quality creamery butter. In color, flavor and texture you can hardly tell this from creamery butter.

“LAUREL” BRAND

A little lower in price, but exceptionally good in quality. You will find this a splendid seller—especially in districts where there is a demand for dairy butter. A high-grade product in every sense.

“DIAMOND A” BRAND

Our cheapest line—but quality excellent. Contains a little more cottonseed oil than the other brands and is far superior to the average low-priced oleomargarine. Makes first-class pie crust and pastry, when used as shortening.

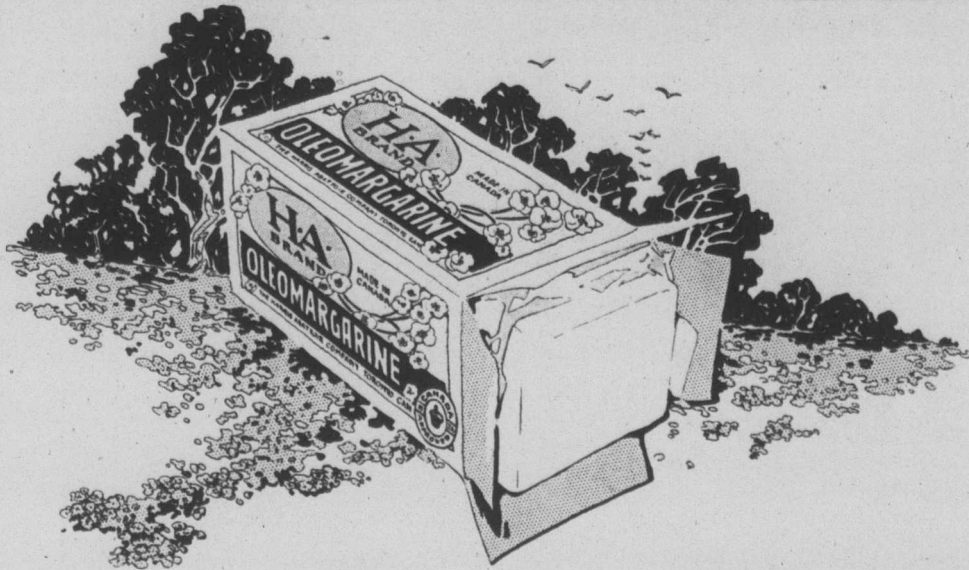
Our Travellers will be pleased to accept your order NOW, for shipment as soon as the necessary license is issued.

THE **WILLIAM DAVIES** COMPANY
LIMITED

TORONTO

MONTREAL

WINNIPEG



**Why You
Should be
Ready to Sell
This Brand on
December
10th.**

H. A. BRAND OLEOMARGARINE—

THIS is the first Oleomargarine made in Canada. It is manufactured in one of the best equipped and most modern Oleomargarine factories on the continent, under the eyes of the Government inspectors. The housewife couldn't be more particular about it if she were making it herself.

H. A. Brand Oleomargarine comes to you fresh and inviting and sweet as a nut—a fine, nutritious food of rare quality.

Put up in unusually dainty one-pound packages, the difference in price between it and the cheapest butter is more than enough to tempt the most reluctant housewife.

Compared to butter, H. A. Brand Oleomargarine represents a smaller investment and will give you a larger percentage of profit.

Get ready to give your customers the best—start them right—or you will lose the Oleomargarine trade forever.

Send in your order to-day.

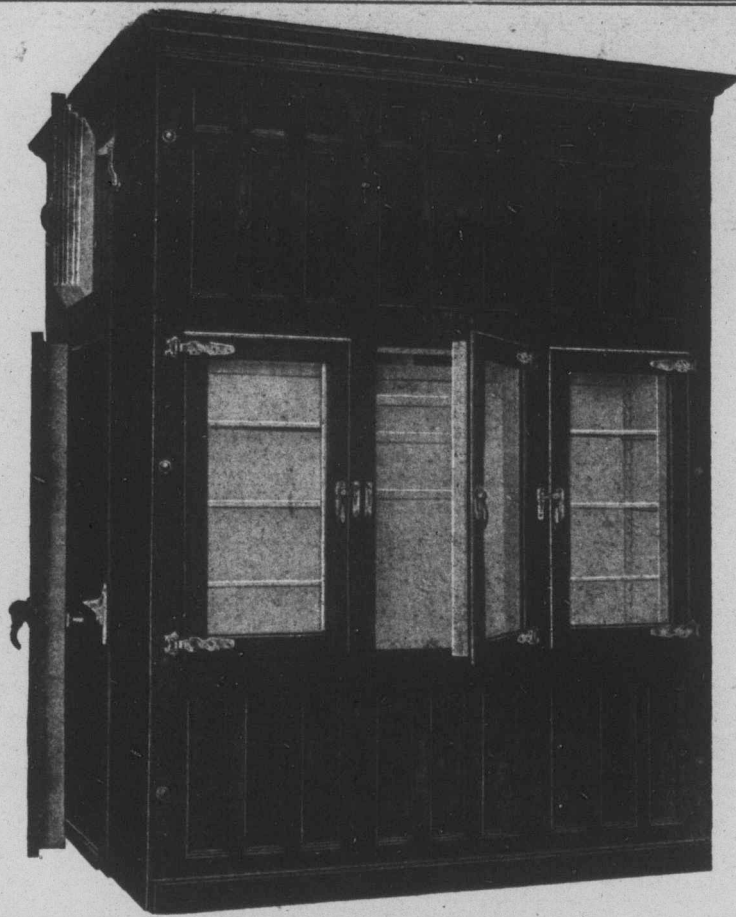
The Harris Abattoir Company, Ltd.
Toronto, Canada

Announcement

Robin Hood Porridge Oats will be licensed by the Food Controller and marketed in the same convenient sanitary packages as heretofore.

The quality of the contents will continue to be our standard, which is unsurpassed.

ROBIN HOOD MILLS, Limited



Let this be your (Perishable) Food Controller

The proper preservation of your perishable food supplies is a subject worthy your most serious consideration.

After 30 years' practical experience we can safely assert that the

Eureka

to-day represents the very utmost in Scientific Refrigeration.

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

Our catalog will describe each model in detail. We have one that would just suit you.

Write us. No obligation at all.

Eureka Refrigerator Co.

LIMITED

Toronto, Canada

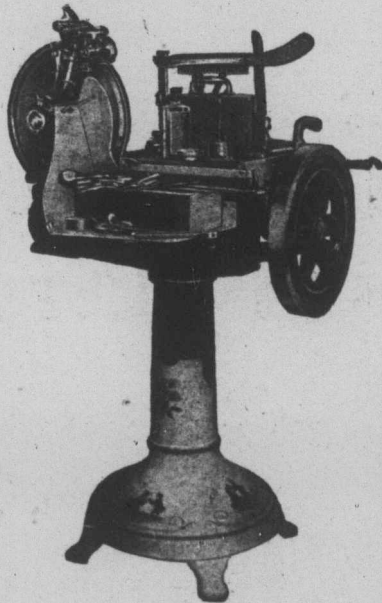
11 Colborne St. Phone, Main 556

VAN BERKEL SLICING MACHINE

"Made in the
Empire,
London, Eng."

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

Send for illus-
trated cata-
logue giving
full particulars.



The **W. A. Freeman Company, Ltd.**
HAMILTON, CANADA

Mince Meat

WE are putting up a line of fine *Old English Mince Meat* in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kits
40-lb. "
20-lb. "
5-lb. Tins

And 1 Quart Sealed Jars.

F. W. FEARMAN CO.

LIMITED

HAMILTON



Get your
Arctic Fish Case
Now!



Specially reduced prices during the month of December!

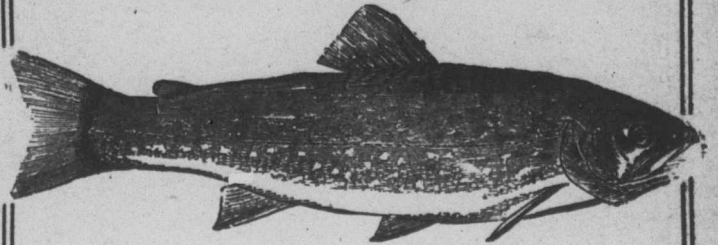
The special offer of the Fish Committee having recently terminated, we have decided, for a limited time, to supply the following attractive bargains:

height 30". Regular price \$22.50; special \$18.00.
height 36". Regular price \$28.00; special \$22.00.

Write to-day for full particulars and a detailed description of these two Fish Show Cases.

JOHN HILLOCK & COMPANY
154 George Street Toronto

December, 1917
—a big fish-eating month



The month of December will usher in the season of Advent—a season when many of your customers will cut down still more on their meat menu.

This, together with the Food Controller's efforts to conserve the country's food supplies, will boost the demand for good fish in every community.

**Brunswick
Brand
Sea Foods**

have established a reputation for better quality that places them in the forefront of "best sellers" everywhere.

Plan now to feature Brunswick Brand constantly during the big fish month—December. Show your stock in window and interior displays and your sales will never lag.

Note the list:

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

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

**"RETAIL
ADVERTISING—
COMPLETE"**

By
Frank Farrington

Here's the book that you have been looking for to help you solve your advertising problems. No retailer should be without a copy.

It contains lively and instructive chapters on window dressing, sample advertisements, interior advertising, outdoor advertising, business making propositions, advertising special sales, newspaper advertising and many other ideas and suggestions that you can turn into money.

"Retail Advertising—Complete" contains much information and many ideas.

Start to-day to solve your advertising problems by sending \$1.00 for your copy of this book.

MacLean Publishing Co., Ltd.
(Technical Book Dept.)
143-153 University Ave. - Toronto, Ont.

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

Licensed

Food Controller



We are pleased to be able to advise the trade that the *Food Controller* has granted a license for

White Swan Pancake Flour
and
White Swan Buckwheat Flour
(Self-rising)

Ready for instant use and requires the addition of nothing to make the most delicious pancakes, muffins and gems; and they will be tasty, healthful and uniformly raised. Both lines listed:

Per Case of 2 doz. Packages, \$3.00

You are authorized to refund the purchase price of any White Swan goods that are not found entirely satisfactory.

ORDER THROUGH YOUR JOBBER.

WHITE SWAN SPICES & CEREALS, LIMITED
TORONTO, ONTARIO

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



Knox Sparkling Gelatine Captures Profits for You

Knox Sparkling Gelatine has always been a good profit-maker for the grocer. At the new retail price of 20 cents you make more profit per package than ever, and it will be easy for you to capture more sales by calling your customers' attention to its economy — each package makes four pints of delicious, wholesome jelly—only 5 cents per pint.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

Branch Factory: **Montreal, Canada**

Sell these two

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

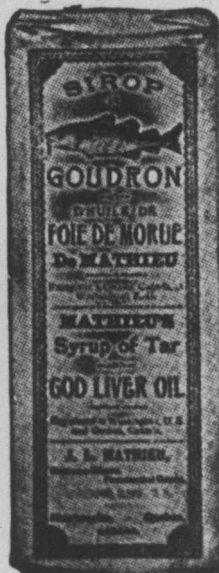


Mathieu's "Nervine Powders" and "Syrup of Tar"

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

J. L. Mathieu Co.
Proprietors

Sherbrooke Quebec



Increase your profits

by displaying and recommending the original Concord Grape Juice,

Marsh's

Marsh's always satisfies. Five-case lots or more prepaid to any point in Ontario or Quebec.

The Marsh Grape Juice Company

Niagara Falls - Ontario

Agents—
MacLaren Imperial Cheese Co., Ltd.
Toronto, Ontario
Rose & Laflamme, Ltd.
Montreal, Que.



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

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end
ENVELOPES
for mailing Catalogues

- Confectionery Bags
- Spice Bags
- Peanut Bags
- Jelly Bags
- Lard Bags



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

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

KLIM

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

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

Laundry Starches—		Cents
Boxes		
40 lbs. Canada Laundry10½
40 lbs., 1 lb. pkg., White Gloss11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons11½
100-lb. kegs, No. 1 White...		.11
200-lb. bbls., No. 1 White...		.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs..		.12
48 lbs., Silver Gloss, in 6-lb. tin canisters13½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes13½
100 lbs., kegs, Silver Gloss, large crystals11½
40 lbs., Benson's Enamel, (cold water), per case...		3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.15
Celluloid, 45 cartons, case..		4.80
Culinary Starch.		
40 lbs., W. T. Benson & Co.'s Celebrated Prepared12
40 lbs. Canada Pure Corn..		.11
(20 lb. boxes ¼c higher).		

BRANTFORD STARCH
Ontario and Quebec.

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

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.	
Perfect Seal Jars, 3 lbs., 1 doz. in case	\$4.75

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

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

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

LILY WHITE CORN SYRUP

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

ST. LAWRENCE SUGAR REFINING CO.

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

INFANTS' FOOD

MAGOR, SON & CO., LTD.

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

NUGGET POLISHES

Polish, Black, Tan, Toney	Doz.
Red and Dark Brown.....	.90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan.	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED
EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.	
8½s, 14 lb. cads, per lb..	\$ 0.65
Bobs, 7s and 14s	0.55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.....	0.54
Stag Bar, 7½s, boxes 6 lbs.	0.57
Pay Roll, thick bars, 9s, 5½ lb. boxes	0.70
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies	0.70
Shamrock 8½s, ½ cads., 10½ lbs., boxes 3½	0.65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes..	0.72
Forest and Stream, tins, 12s, 2 lb. cartons	0.98
Forest and Stream, ¼s, ½s and 1-lb. tins	0.95
Forest and Stream, 1-lb. glass humidors	1.15
Master Workman, 10s, 2 lb. cartons	0.80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes	0.74
Derby 8s, ½ butts, 8 lb. boxes	0.65
Golden Rod, 8s.....	0.64
Ivy, 8s, ½ butts, 9 lb. boxes	0.64
Old Virginia, 10s.....	0.87
Empire, Navy (bars), 9s....	0.70
Fig Leaf, 8s.....	0.64
Old Kentucky (bars), 6s....	0.72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes....	0.58
Walnut, 9s	0.70



8 Styles to choose from

We build the Keystone Metal Case Broom with a thorough knowledge of what is required in factories, railways, foundries, etc.

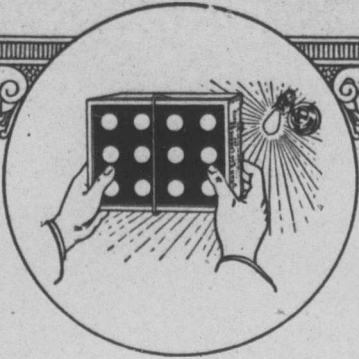
Keystone Brand

Made in various weights, all corn, or corn and bamboo. Cannot be pulled or broken from the heavy Maple handle.

Write for prices, etc., to

STEVENS]-HEPNER CO., LIMITED
Port Elgin, Ontario

The "Metal Case" Broom is only one of the famous Keystone Brand Brooms and Brushes.



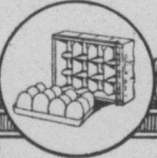
The Star System

For Safe Egg Handling

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

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

STAR EGG CARRIER & TRAY M'FG COMPANY



JAY STREET ROCHESTER NEW YORK



Bull Dog Cleaners are worth featuring constantly

There are 19 of them all told—dependable, rapid-selling, customer-pleasing cleaning mediums that bring good profits to the grocer.

Get Bull Dog quality, known to every housewife, and you can count on steady selling.

The John B. Paine Co., Limited

Factories at Toronto and Winnipeg

Agents: Mowat & McGeachy, Saskatoon: Oppenheimer Bros., Vancouver

Charbonneau

*The name that stands for
 Purity and Quality in
 biscuits
 and
 Confectionery*

Are you displaying
IMPERIAL
 Maple Cream
 Butter?

CHARBONNEAU LIMITED
 330 Nicolet Street - MONTREAL

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

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

"Thank you very much for parcel No. 908, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

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

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

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

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

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

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

Delicious without milk—relieves fatigue and tired nerves.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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



Give Little Miss Vi a Welcome.

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

beverage is springing up all over the Dominion.

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

Vi-Cocoa

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

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

409

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

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

YUBA BRAND

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

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

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

EVAPORATED MILK

- St. Charles Brand, Hotel, each 24 cans\$6 40
- Jersey Brand, Hotel, each 24 cans 6 40
- Peerless Brand, Hotel, each 24 cans 6 40
- St. Charles Brand, Tall, each 48 cans 6 50
- Jersey Brand, Tall, each 48 cans 6 50
- Peerless Brand, Tall, each 48 cans 6 50
- St. Charles Brand, Family, each, 48 cans..... 5 50
- Jersey Brand, Family, each 48 cans 5 50
- Peerless Brand, Family, each 48 cans 5 50
- St. Charles Brand, small, each 48 cans 2 60
- Jersey Brand, small, each 48 cans 2 60
- Peerless Brand, small, each 48 cans 2 60

CONDENSED COFFEE

- Reindeer Brand, "Large," each 24 cans 5 75
- Reindeer Brand, "Small," each 48 cans 6 00
- Regal Brand, each 24 cans... 5 40
- Cocoa, Reindeer Brand, large, each 24 cans 5 75
- Reindeer Brand, small, 48 cans 6 00

GELATINE

- Knox Plain Sparkling Gelatine (2-qt. size), per doz..... 1 75
- Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. 1 85
- Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 35

W. CLARK, LIMITED MONTREAL

- Assorted meats, 1s, *\$4.25.
- Compressed Corn Beef—½s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.
- Lunch Ham—1s, *\$4.25; 2s, \$8.
- Ready Lunch Beef—1s, *\$4.25; 2s, \$9.
- English Brawn—2s, \$8.50.
- Boneless Pigs' Feet—1s, \$3.50.
- Roast Beef—½s, \$2.90; 1s, \$4; 2s, *\$8.85; 6s, \$34.75.
- Boiled Beef—1s, \$4; 2s, \$8.85; 6s, \$34.75.
- Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.
- Corned Beef Hash—½s, \$2; 1s, \$3.50; 2s, \$5.50.
- Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$8.50.

Cambridge Sausage, 1s, \$4; 2s, \$8. Boneless Pigs' Feet, ½s, \$2.50; 1s, \$3.50; 2s, \$8.50.

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

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

Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s, \$2.

Ox Tongues, tins, ½s, \$3.75; 1s, \$7.50; 1½s, \$12; 2s, \$15.50.

Ox Tongues, glass, 1½s, \$14; 2s, \$17.

Mincedmeat, in tins, 1s, \$2.70; 2s, \$3.80; 5s, \$12.

In Pails, 25 lbs., 17c lb. In 50-lb. Tubs, 17c lb. In 85-lb. Tubs, 16½c lb. In Glass, 1s, \$3.25.

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

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

Clark's Tomato Ketchup, 16 oz., 12 oz., 8 oz.

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

Individuals, 85c doz.

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

Individuals, 95c doz.

Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90. Individuals, 95c.

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

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

Clark's Chateau Chicken Soup, \$1.75.

Clark's Chateau Concentrated Soups, 13 kinds, \$1.25. No. 1 assorted, \$1.30; No. 2 assorted, \$1.30.

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

Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at \$10 per doz.

Canadian Boiled Dinner, 1s, \$2.50.

English Plum Puddings, ½s, \$2.45.

MUSTARD.

COLMAN'S OR KEEN'S

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

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

JELL-O

GENESEE PURE FOOD CO.

- Assorted case, 4 dozen.....\$ 3 60
- Lemon, 2 dozen 1 80
- Orange, 2 dozen 1 80
- Raspberry, 2 dozen 1 80
- Strawberry, 2 dozen 1 80
- Chocolate, 2 dozen 1 80
- Peach, 2 dozen 1 80
- Cherry, 2 dozen 1 80
- Vanilla, 2 dozen 1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

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

XMAS FRUITS

The time is near for deliveries. Our offerings will comprise

Navel, Valencia, and Florida Oranges

Grapes Figs Dates Nuts

California Cauliflower and Head Lettuce, Fancy Boxed

Apples — Pears, Tangarines, Pomegranates.

Celery Bananas Holly and Wreaths

A large assortment and best goods to fill your orders.

YOUR BUSINESS SOLICITED.

WHITE & CO., LIMITED

The Wholesale Fruit and Fish

Toronto

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

“How to Hire, Train and Supervise Men”

“Getting Better Results From Salesmen”

Learn how successful business men handle these important problems by reading

Management and Salesmanship

By

Hugh Chalmers, Pres. Chalmers Motor Car Co.
John Lee Mahin, Pres. Mahin Advertising Agency

This book is written in a clear, concise style easily understood, every paragraph a mine of good solid facts prepared by these two thinkers and workers. You cannot afford to be without this book if you have management and salesmanship problems to solve.

The price is only 50 cents. Send for your copy to-day; the supply is limited.

MacLean Publishing Co., Ltd.

Technical Book Dept.

143-153 University Ave. - Toronto

LICORICE

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

National Licorice Company
MONTREAL, CAN.

SUN-KIST
REG. U. S. PAT. OFF. SEEDLESS RAISINS

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

Packed—and backed—by 50 years' experience.

Wholesale distributors in every territory. ASK THEM

INDEX TO ADVERTISERS

A	
Ackerman, H. W.	10
American Computing Co.	
Appleford Counter Check Book Co.	Back cover
B	
Bain, Donald H., Co.	9
Baker, Walter, & Co.	11
Benedict, F. L.	64
Betts & Co.	Inside front cover
Borden Milk Co.	1
Bowes Co.	13
Bowser, S. F., & Co.	6
Brantford Computing Scale Co.	48
C	
California Assoc. Raisin Co.	12
California Packing Corp.	61
California Prune & Apricot Cannery, Inc.	18
Canadian Milk Products, Ltd.	64
Cane, Wm., & Sons	60
Charbonneau, Ltd.	57
Clark, W., Ltd.	3
Climax Baler Co.	15
Cockburn, F. D.	8
Connors Bros.	53
D	
Davies, Wm., Co., Ltd.	49
Denault Grain & Prov. Co.	11
Dominion Cannery, Ltd.	2
Dominion Salt Co.	17
Duncan Co.	60
E	
Eckardt, H. P.	59
Edwards, W. C., & Co., Ltd.	15
Egg-O Baking Powder Co., Ltd.	7
Elliot, W. F.	10
El Roi-Tan, Ltd.	8
Escott, W. H., Co.	9
Eureka Refrigerator	52
F	
Fearman, F. W., Co.	52
Freeman, The W. A., Co.	52
French Soap Co.	12
Furnivall-New, Ltd.	12
G	
Genest, J. R.	11
Gillespie, Robert, & Co.	9
Goodman & Jaffrey	10
Grant, C. H.	9
Griffiths, Geo. W., & Co., Ltd.	9
H	
Hamblin-Brereton Co., Ltd.	10
Hargreaves, Canada, Ltd.	17
Harris Abattoir Co.	50
Hart, C. B.	11
Hillock, John, & Co.	53
Ho-Mayde Prod.	64
I	
Imperial Co., Regd.	13
Imperial Rice Milling Co.	58
Independent Metal Co.	64
J	
Japan Tea Co.	4
Jarvis, F. S., & Co.	2
Jones, C. & J.	8
K	
Keating, Thos.	13
Knox, Chas. B., Co.	55
L	
Lalonde, A.	10
M	
MacDonald, Chapman, Ltd.	Front cover
MacLure & Langley	10
Magor, Son & Co., Ltd.	18
Malcolm Condensing Co.	6
Mann, C. A., & Co.	64
Marsh's Grape Juice	55
Marshall, H. D., & Co.	11
Mathieu, J. L., Co.	55
McCabe, J. J.	61
Melrose, Andrew	15
Midland Vinegar	15
Millman, W. H., & Sons	10
N	
National Cash Register Co.	5
National Licorice Co.	62
O	
Oakeys	64
Oury, Millar & Co.	4
P	
Paine, J. B., Co.	57
Patrick, W. G., Co.	10
Pennock, H. P., & Co.	8
Perry, H. L., & Co.	8
Pullan, E.	64
R	
Red Rose Tea Co.	17
Rock City Tobacco Co.	Inside front cover
Rose & Laflamme, Ltd.	11
S	
Sarnia Barrel Works	64
Scott-Bathgate Co., Ltd.	8
Shaw & Ellis	2
Sherer Gillett Co.	16
Sick Children's Hospital	16
Smith & Proctor	15
Specialty Paper Bag Co.	56
Spratts	Inside back cover
Star Egg Carrier & Tray Mfg. Co.	57
Stevens-Hepner Co., Ltd.	56
T	
Thompson, B. & S. H.	49
Thompson, G. B., & Co.	9
Toronto Salt Works	64
Trent Mfg. Co.	64
Turton, J. E.	11
W	
Walker, Hugh, & Son	60
Washington, G., Coffee	57
Watford Mfg. Co.	58
Watson & Truesdale	9
Western Canada Flour Co.	Inside back cover
Wetheys, J. H., Ltd.	22, 23, 60
White & Co.	61
Woods, Walter, Co.	Inside back cover
Woodruff & Edwards	15

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESSES FOR SALE

A WELL-ESTABLISHED GENERAL BUSINESS, stock and fixtures for sale, in splendid farming district in Oxford County. Good reasons for selling. Apply George Dennis, Woodstock, Ont.

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

AGENTS WANTED

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

GOODS FOR SALE

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

POSITION WANTED

YOUNG MARRIED MAN, THOROUGHLY EXPERIENCED in all lines of the grocery trade, wants position as travelling salesman with reliable firm; free first of year. Best of references. Apply Box 263, Canadian Grocer.

AGENCIES WANTED FOR IRELAND

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

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

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

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

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

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

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

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

POSITION WANTED

MR. MERCHANT, ARE YOU IN NEED OF an A1 salesman with years of experience in the grocery business, both in east and west? Not eligible for military service. If you want a man who will work for you and your business as well as for his salary, apply Box 264, Canadian Grocer.

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

POSITION VACANT

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

To Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness.

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

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

Canadian Grocer
143-153 University Ave.
TORONTO

Buyers' Guide

FOR SALE

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

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

BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM

READ IT BACKWARD

PURE SEPARATED
MILK IN
POWDER FORM
FOR ALL COOKING
WHERE MILK IS
NEEDED.

CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET TORONTO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers: **Ho-Mayde Products Co.** TORONTO
Western Agents: **C. & J. Jones** WINNIPEG

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

SPOT CASH

FOR
Tea LEAD


SHIP AT ONCE
INDEPENDENT METAL
COMPANY, Limited

175 King St. East
TORONTO

Long Distance Phone, Main 2378

OAKLEY'S KNIFE POLISH

20-102-TIME



JOHN OAKLEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:

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

Kindly mention this paper when writing
advertiser

LARGEST CANADIAN DEALER

ADEL
760

WASTE PAPER

E. PULLAN TORONTO

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

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.
Agents Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

Why you should advertise on Buyers' Guide Page

Many dealers are sometimes in doubt as to where they can buy supplies of various kinds. The Buyers' Guide gives it to them in condensed form, easily located.

Advertise in the Buyers' Guide page and reach nearly all the aggressive Canadian dealers.

CANADIAN GROCER

143-153 University Ave.
TORONTO, ONT.

Yesterday, To-day, To-morrow—

PURITY FLOUR

is Absolutely Uniform in Quality

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

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

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



Western Canada Flour Mills Co., Limited

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

The Submarine Menace

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

SPRATT'S

DOG CAKES

*Poultry Foods, Canary
and Parrot Mixtures*

pending the removal of
the embargo, can be ob-
tained from

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

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

Twines
and
Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

*Quality Goods
may always
be had by order-
ing our brands.*

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware
Willow Ware
Brushes



APPLEFORD'S **SANI-WRAPPERS**

It's Service That Counts

Why should people patronize your store? Your competitors probably have about the same quality of meats, vegetables and staples. Package goods are, of course, identical.



It's service that counts—the little attentions, cares and courtesies. Wrapping parcels in Appleford's Sani-Wrappers is one of the important things that invite favorable attention and comment. People will pass other stores to come to yours if you give them the Appleford kind of service.

ASK YOUR JOBBER FOR SANI-WRAPPERS

Appleford Counter Check Book Co., Limited
HAMILTON, CANADA

OFFICES AND WAREHOUSES AT TORONTO, MONTREAL, WINNIPEG AND VANCOUVER