

CANADIAN GROCER

Members of the Associated Business Papers---Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIV.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 17, 1920

No. 38



PETER, PETER, PUMPKIN EATER

PETER, Peter, Pumpkin Eater.
Had a wife and couldn't keep her.
Till he found that "Squirrel" Brand
Settled the question out of hand

"Squirrel" Brand Peanut Butter

After all, "Squirrel" Brand Peanut Butter is the Best

KEEPS FRESH—TASTES BETTER—IN ITS OWN SANITARY AIR-TIGHT TIN

This Unique and Carefully Planned Series of Advertisements

now running in a selected list of the big daily newspapers throughout the provinces of Ontario and Quebec, is directed to the children, our biggest consumers, and it also strikes a pleasant and profitable note with all grown-ups who are still but boys and girls at heart.

"Squirrel" Brand Peanut Butter

has won its way to Canadian hearts and homes through sheer merit. Its quality never varies. How is your stock?

Canada Nut Company, Limited
Vancouver, B.C.

Eastern Agents

S. H. Moore & Co., Toronto, Ont.
A. G. Snowdon & Co., Montreal, Que.

Western Agents

Mason & Hickey, Winnipeg, Man.



THE OLD WOMAN WHO LIVED IN A SHOE

THERE was an old woman who lived in a shoe.
She had so many children she didn't know what to do.
Till she found "Squirrel" Brand, well spread on good bread.
Kept them healthy and sent them contented to bed.

"Squirrel" Brand Peanut Butter

After all, "Squirrel" Brand Peanut Butter is the Best

KEEPS FRESH—TASTES BETTER—IN ITS OWN SANITARY AIR-TIGHT TIN

LITTLE JACK HORNER

LITTLE JACK HORNER sat in a corner,
Eating his Christmas Pie.
When he spied "Squirrel" Brand
Which none can withstand,
He cried "Giddy and 'Yansey, Oh My!"

"Squirrel" Brand Peanut Butter

After all, "Squirrel" Brand Peanut Butter is the Best

TASTES BETTER—IN ITS OWN SANITARY AIR-TIGHT TIN



Aladdin has been presented to Canadian women thousands of times through big space advertisements in leading Canadian publications.

Aladdin and the Ladies Are Chummy Now

When Aladdin was properly introduced he became a great favorite with the ladies.

They all liked him.

Women all across Canada are now well-acquainted with Aladdin as the name of a wonderful new Dye Soap; unique in its magic coloring possibilities; and simple and satisfactory to use.

Aladdin Dye Soap is being extensively advertised to women with large space advertisements in leading daily newspapers.

And to make it easy for the dealer to display Aladdin Dye Soap; and the customer to make a careful selection of the color she desires, a handsome revolving display stand is given free with a one-gross order of Aladdin Dye Soap.

Aladdin's popularity with the ladies is making great business for the dealer. Are you getting yours?

Order a gross from your wholesaler and start right in.

Channell Chemical Co.
Limited
Toronto

Distributors of
Aladdin Dye Soap

Makers of
O-Cedar Products



Still Leading

To-day, as in 1857, **Borden's Milk Products** lead both in quality and sales—a fact that thousands of live Canadian grocers have tested and proven to their profit.

Borden leadership is not a matter of luck. It is the result of strict adherence to a high, exacting standard of quality and purity that has been, and is, rigidly followed in every

method of processing from the time the rich creamy milk of inspected cattle is delivered, immediately after milking, to the Borden factories until it is hygienically sealed in attractive containers and labelled under the binding **Borden** guarantee. Specify **Borden's** to your wholesaler next time you order and sell the milk products that lead in sales.

Send for attractive store and window display material. It will surely prove useful in helping along sales.

Borden's Products—
Eagle Brand Milk
St. Charles Milk

The Borden Co., Limited
"Leaders of Quality"
MONTREAL

Reindeer Coffee
Reindeer Cocoa
Malted Milk



ST. CHARLES BRAND
CANADA'S NATIONAL MILK

"Quality



will tell"

Why do so many grocers feature

"Norse Crown"

NORWEGIAN

BRISLING (SARDINES)?

"Quality Will Tell" always—both in sales and satisfaction. That's why so many grocers feature *Norse Crown Sardines*—the most tempting, full-flavored, tasty morsels that the mighty sea affords.

Norse Crown Sardines are packed with the most fastidious care in the purest olive oil from the finest selected catches and every operation in their preparation is conducted under the most strict hygienic surveillance. *Norse Crown Sardines* are guaranteed to give absolute satisfaction and they never fail to repeat. Specify *Norse Crown* next time you order—it pays to sell the best.

The Oversea Export & Import Co., Limited
NORWAY

Sole Agents for Canada and Newfoundland

Stewart Menzies & Company

32 Front St. W. - Toronto

COCOA BEANS

Prompt deliveries corresponding exactly to description.

Economical and reliable service based upon recognized potentiality.

Preferential advantages due to our wide-flung organization.

Prices always on or under the market.

Exceptionally large and varied selections.

J. ARON & COMPANY, Inc. NEW YORK

We can supply your demands in these lines and our following Canadian representatives will gladly quote you upon request:

NICHOLSON-RANKIN, LTD., Winnipeg, Man.	ALEX. F. TYTLER, London, Ont.	HUGHES TRADING CO OF CANADA, LTD., Montreal, Que.
NICHOLSON-RANKIN, LTD., Saskatoon.	J. T. PRICE & CO., Hamilton, Ont.	DASTOUS & CO., REG., Sherbrooke, Que.
NICHOLSON-RANKIN, LTD., Regina.	LIND BROKERAGE CO., LTD., Toronto, Ont.	SCHOFIELD & BEER, St. John, N. B.
NICHOLSON-RANKIN, LTD., Edmonton, Alta.	JAMES KYD, Ottawa, Ont.	O. N. MANN, Sydney, N. S.
NICHOLSON-RANKIN, LTD., Calgary, Alberta.	HENRY M. WYLIE, Halifax, N. S.	A. T. CLEGHORN, Vancouver, B.C.

CLARK'S Prepared Foods

"Ready to Serve"

Pork and Beans
Roast Beef
English Brawn
Veal Loaf
Ox Tongue
Beef Steak and Onions



Devilled Meat
Potted Meats
Sliced Smoked Beef
Cambridge Sausage
Canadian Boiled Dinner
Tongue, Ham and Veal

Spaghetti with Tomato Sauce and Cheese

Soups (13 kinds)
Table Syrup

Irish Stew
Peanut Butter

Corned Beef Hash,
Tomato Ketchup, Etc.

MADE IN CANADA - BY CANADIANS
AND ALL FIRST-RATE SELLERS

W. CLARK, LIMITED
MONTREAL

ARE YOU LOSING SALES ON LILY WHITE SYRUP?

The continued high price of sugar has stimulated the demand for LILY WHITE for use in autumn preserving.

We report a brisk demand from consumers for *Lily White* Recipe Books?

Are you anticipating the demand?

THE ONE OUTSTANDING SYRUP
FOR AUTUMN PRESERVING



THE CANADA STARCH COMPANY, LIMITED
MONTREAL

Makers of *Lily White Syrup*, *Crown Brand Syrup*,
Benson's Corn Starch and *Mazola*

A Simple Way to Cut the Cost of Travelling Salesmen

The salesmen who are compelled to fertilize, plow, sow, harrow and cultivate their fields, can not compete with the salesmen who spend the bulk of their time harvesting.

To keep a good salesman on the road to-day, costs more than ever before, and to deprive him of the advantage of Business Paper advertising is equivalent to demanding that he walk from city to city to save car fare. It's a net loss to both the salesman and the employer.

There is a Business Paper in each field of trade and industry which can do the preparatory work of cultivation more quickly, and at less cost than salesmen, thus multiplying the efficiency of the salesmen by permitting them to confine their efforts to harvesting.

There is no guesswork or theory about this—thousands of concerns are daily demonstrating its truth.

Business Paper advertising calls on the real buyers in your field and **your field only**. It is assured of an audience because it is contained in a paper edited wholly in the buyer's interest, which he needs, wants and pays for.

You who have discovered the benefits of specialization in production and in personal selling, need no argument to appreciate the opportunity for Specialized Advertising afforded by Business Papers.

What "A.B.P." Means to Advertisers.

Only papers subscribing to the Associated Business Papers' Standards of Practice are admitted to membership. These standards are unsurpassed in any field and cover every department of publishing in addition to certified circulation.

Weekly—

Hardware and Metal
Canadian Grocer
Financial Post
Druggists' Weekly
Canadian Machinery

Semi-Monthly—

Maclean's Magazine
Farmers' Magazine
Power House

Maclean Publications All Members

The following is our list of trade and technical publications, all of which are members of the Associated Business Papers:

Monthly—

Dry Goods Review
Men's Wear Review
Bookseller and Stationer
Canadian Foundryman
Marine Engineering
Sanitary Engineer
Printer and Publisher
Canadian Motor, Tractor and
Implement Trade Journal

The MacLean Publishing Company, Limited

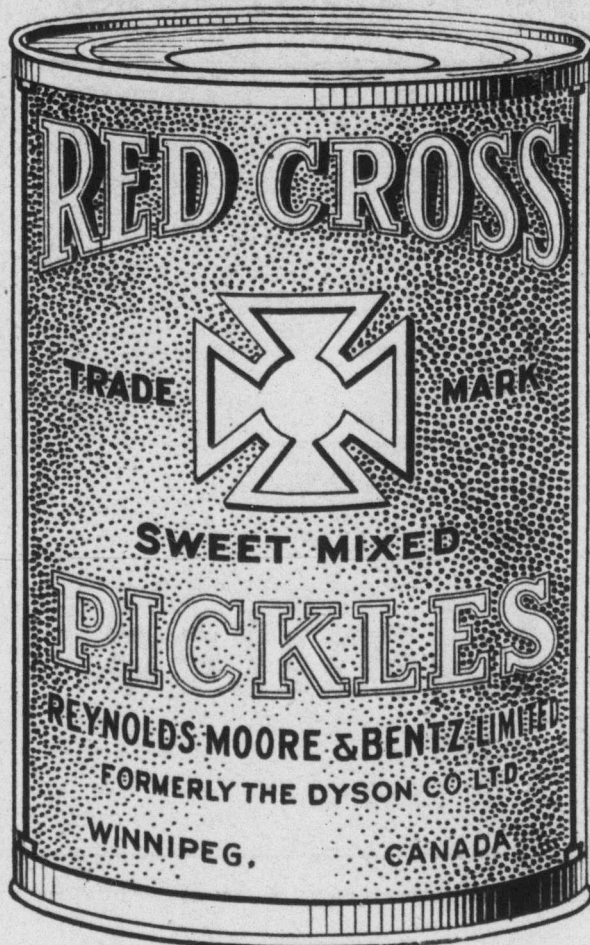
Toronto

Montreal

Winnipeg

Vancouver

London (Eng.)



Exact size of can of Red Cross Pickles

Red Cross Pickles are made of the finest onions, cauliflower and cucumbers grown in the famous Red River Valley. Hitherto the Western demand has made it impossible to handle Eastern custom. But now, with increased factory equipments, they are available for this market.

Red Cross Pickles in Cans Cut Prices in Half

THE dealer who can help reduce the cost of living, will find eager customers.

When you sell Red Cross Pickles in cans, you give customers nearly 20 ounces of pickles for 35 cents, instead of the usual 10 ounces in a bottle.

Further, the tremendous use by the British and American armies and navies during the war, of pickles packed like Red Cross Pickles in gold enameled lined cans, proved that they keep fresher and longer this way than when bottled.

If you have not already stocked Red Cross Pickles then, write for prices.

Reynolds, Moore & Bentz Ltd.

Winnipeg, Man.

E. B. Nettelfield & Co.

50 Front St. E., Toronto
Eastern Sales Agents

Represented by:

J. L. Freeman & Co. for Montreal; J. B. Renaud & Co. for Quebec; W. S. Watts, 124 Bruce St., London, for Western Ontario; J. H. Trowbridge, 256 Albert St., for Ottawa; R. M. Wyman, Yarmouth, N.S., for Newfoundland; Oake & Wyman, Halifax, N.S., for Nova Scotia and Prince Edward Island.

Wagstaffe's

New Season's

Strawberry Jam

1920

When you eat let it be the best



NOW READY FOR DELIVERY

ORDER FROM YOUR WHOLESALERS

Wagstaffe Limited

PURE FRUIT PRESERVERS

Maple & Gage Avenues - - - Hamilton

Are You Getting Your Share of the Eddy Demand?

Remember—it needs no big effort to sell Eddy Products. Just let your customers know you handle Canada's favorite matches and Canada's cleanest, lightest, and most durable fibreware utensils.



In matches alone there are some 30 to 40 different brands of Eddy's—a match for every customer's requirements. And Eddy's Indurated Fibreware include utensils for the factory, the house, the farm—anywhere, everywhere.

A daily display of these Eddy lines will prove worth while. Try it.

The E. B. Eddy Co., Limited
HULL, CANADA

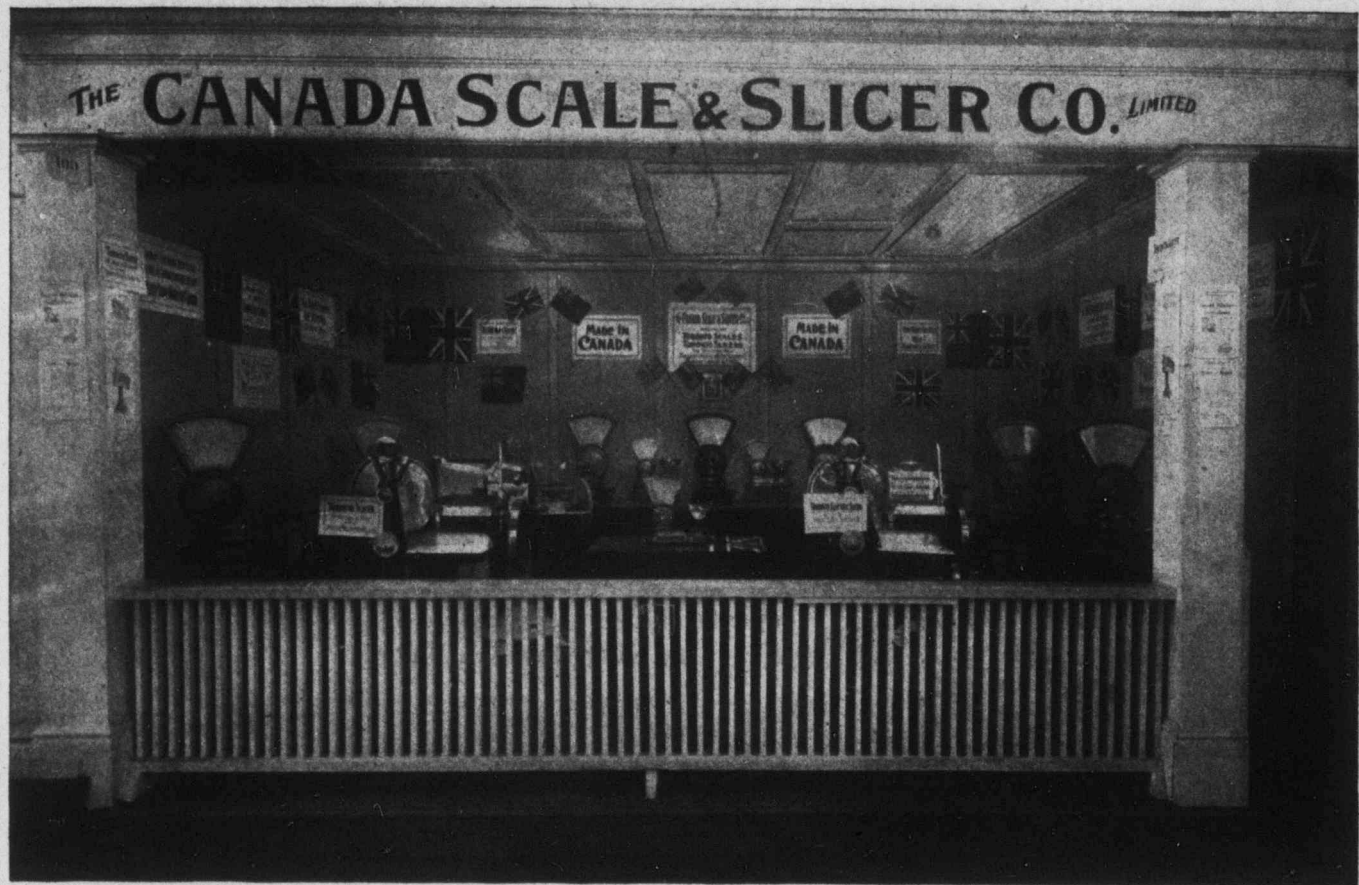


Exhibit at the Canadian National Exhibition of Toronto Scales and Toronto Slicers

We feel that the many flattering remarks and the expression of thorough satisfaction of scores of satisfied users has fully repaid us for all the trouble and expense connected with our exhibit.

We are not afraid to come face to face with our customers for fear of kicks and complaints, we are glad to see them. They are all the same, **SATISFIED**. No doubt this accounts for the exceptionally large business we did at the Fair this year. Never before have we taken so many orders and from big, live Grocers and Butchers after having carefully examined all other lines.

This has all come about by our original determination to make **THE BEST MACHINES ON EARTH**.

If you were not fortunate enough to see our exhibit, write us and get full particulars and prices.

Toronto Office:
482 College St.
THOS. FERGUSON

Ottawa:
223 Sparks St.
GEO. CAMERON

Montreal:
2 Craig St. West
F. H. HUNGERFORD

The Canada Scale & Slicer Co. Limited
Factory at Bowmanville, Ont.

Why You Should Feature

KING GEORGE'S NAVY

wins the confidence of the men

And the confidence of the men is by no means an unimportant factor in successful retailing.

You can get the men coming to your store by showing King George's Navy on your tobacco counter.

And one sale means a steady run of repeats.

Try King George's Navy.



Rock City Tobacco Co., Ltd.

Quebec
and
Winnipeg

COSGRAVE'S PURE Malt Vinegar



Recommend Cosgrave's when your customers want the highest quality in malt vinegar.

Cosgrave's has the purity, strength and flavor that will give them the greatest satisfaction.

Sold in sealed bottles, the full strength is retained. It is also easier, cleaner and more profitable for you to handle.

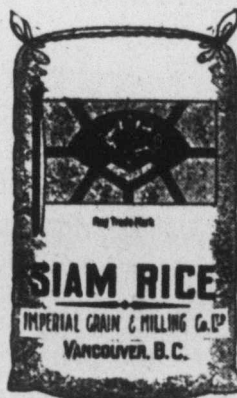
Well advertised as being sold by all good grocers at standard prices, 25c and 15c per bottle.

Ask your Jobber for Cosgrave's.

Toronto Vinegar Works
Toronto

Imperial Grain and Milling Co., Limited

VANCOUVER, B.C.



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

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

Squirrel Brand PEANUT BUTTER

W. H. Edgett Ltd.

Vancouver
Canada

Wholesale Purchasing Brokers
Exporters and Importers

C. T. NELSON

Grocery Broker and Manufacturers' Agent
534 Yates Street, Victoria, B.C.

In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Agent for shippers of Oriental products.

VICTORIA - VANCOUVER

WHEN WRITING TO ADVERTISERS
PLEASE MENTION THIS
PAPER.

JOHN PRITTY, LIMITED

Merchandise Broker and Manufacturers' Agent

HEAD OFFICE: REGINA, SASK.

We invite correspondence from anyone desiring active and energetic representation in Saskatchewan and shall supply them with Bank and other credentials. We guarantee to give fullest results.

B. M. Henderson Brokerage, Ltd.

209 Empire Block, Corner Jasper Ave. and
101st Street, Edmonton, Alta.

(Brokers Exclusively)

Dried Fruits, Nuts, Beans, Jams,
Cereals, Fresh Fruits and
Vegetables

Donaldson Phillips Agencies Limited

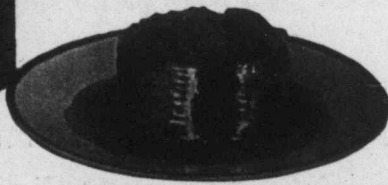
Grocery and Produce Brokers

Open for a few more first-class connections

124 Pacific Bldg. - Vancouver, B.C.



EVERY MORSEL EDIBLE
AND DELICIOUS



The Oil is Clear and Resembles Olive Oil

The clarity is attained by the exacting cleaning
given each fish.

ALBATROSS PILCHARDS

Clayoquot Sound Canning Co., Ltd.
VICTORIA

AGENTS:

Ontario and Quebec:—Alfred Powis & Son, Hamilton, Ontario
Manitoba and Saskatchewan:—H. P. Pennock & Co., Ltd., Winnipeg, Man.
Alberta and British Columbia:—Mason & Hickey
J. L. Beckwith, Victoria, B.C.

IT BEATS THE DUTCH



In fact there is no her-
ring caught that can
surpass the British Col-
umbia Herring—and our
cannery is right on the
fishing grounds.

WALLACE FISHERIES
LIMITED
VANCOUVER

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

FRANK H. WILEYMfrs. Agent and Importer
Groceries and Chemicals

All grades Sugar for immediate shipment

533-537 Henry Ave., Winnipeg

THE McLAY BROKERAGE CO.WHOLESALE GROCERY BROKERS
and MANUFACTURERS AGENTS*Take advantage of our Service*
WINNIPEG MANITOBA**W. L. Mackenzie & Co., Ltd.**

Head Office: Winnipeg

Branches
Regina, Saskatoon, Calgary, Edmonton**A. M. Maclure & Co.**MALTESE CROSS BUILDING
WINNIPEGIMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES**Geo. W. Griffiths & Co., Ltd.**246 Princess Street
Winnipeg, Manitoba
Selling Agents and Brokers
Grocery Specialties, Druggists' Sundries
Pipes, Cigarettes, Tobaccos and
Smokers' Sundries**C. H. GRANT CO.**Wholesale Commission Brokers and
Manufacturers' Agents
810 Confederation Life Bldg., Winnipeg
We have the facilities for giving manufacturers
first-class service.Why Not Build Up Your Trade in the
West by Appointing Us Your Agents?**MOWAT & McGEACHY**(MANITOBA) LIMITED
Agents for MOIR'S Chocolates
Confectionery, Grocery and Drug Trade
91 Albert St., Winnipeg, Man. and at Saskatoon**Richardson Green, Limited**
MANUFACTURERS' AGENTSCalling Upon the Grocery, Hardware and
Drug Trade.Winnipeg Regina
Edmonton
Calgary Saskatoon

We work The Retail Trade

SAY YOU SAW IT IN CANADIAN GROCER,
IT WILL HELP TO IDENTIFY YOU.IN WRITING ADVERTISERS, PLEASE
MENTION THIS PAPER.

Manufacturers and Shippers!

We offer the facilities of an efficient and energetic "chain" organization, long established, with financial stability and the necessary experience and knowledge, to place your goods successfully on the Western Market.

Let us show you.

Donald H. Bain Company

Wholesale Grocery Commission Agents

Head Office: WINNIPEG, MAN.

Branches at
REGINA, SASK. SASKATOON, SASK. CALGARY, ALTA.
EDMONTON, ALTA. VANCOUVER, B.C.
ALSO AT SARACEN'S HEAD, SNOWHILL, LONDON, E.C. 1, ENGLAND

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

H.P. PENNOCK & CO., LTD.
 WHOLESALE COMMISSION BROKERS
 MANITOBA SASKATCHEWAN **HEAD OFFICE** WINNIPEG ALBERTA WESTERN ONT.
 CORRESPONDENCE SOLICITED



The Largest in Western Canada

We are the largest Storage, Distributing and Forwarding House in the Western field. Total Storage space ninety-six thousand square feet of Bonded or Free Storage. Heated warehouse. Excellent Track facilities. The Western House for SERVICE.

Williams Storage Co.
 WINNIPEG
 and
 Winnipeg Warehousing Co.

C. DUNCAN & SON
 Manufs. Agents and Grocery Brokers
 Cor. Princess and Bannatyne
 WINNIPEG Estab. 1899

Say you saw it in Canadian Grocer, it will identify you.

GIBSON-PATERSON-BROWN LIMITED
 Grocery Brokers and Manufacturers' Agents
 WINNIPEG : CALGARY : VANCOUVER

Watson & Truesdale, Winnipeg
 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.
 Wholesale Grocery Brokers and Manufacturers' Agents

TRUCKAGE
STORAGE
DISTRIBUTION

When Writing Advertisers Please
Mention This Paper

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

WESTERN CANADA

DETAIL WORK

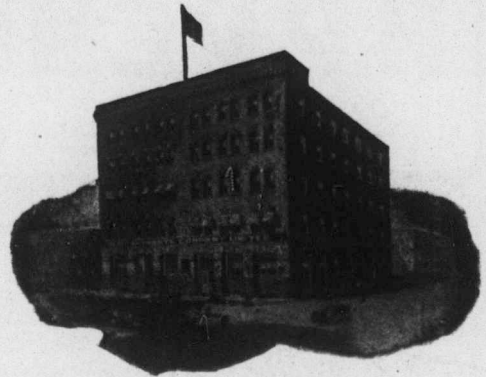
To the manufacturer who is looking for an efficient Western House to represent him, this Company cannot be excelled in efficiency, reliability and result-getting.

Fourteen Salesmen

Ten of our salesmen do retail selling exclusively, and four others work among the wholesale trade.

We can put your line on the market.

Scott-Bathgate Co., Ltd.,
149 Notre Dame Ave. E.
Winnipeg



The Home of the Scott-Bathgate Co., Ltd.

W. H. ESCOTT CO. LIMITED

*Wholesale Grocery Brokers—Manufacturers' Agents—
Commission Merchants*

Manufacturers of Food Products and Specialties of merit seeking increased distribution in Western Canada, are invited to investigate our constructive

SALES FORCE

Your account entrusted to us receives the personal attention of experienced and efficient heads.

We make ourselves your **Business Right Arm** in our territory.

We are more than Brokers, we are **Business Builders**.

WRITE US TO-DAY
HEAD OFFICE
Winnipeg, Man.

Branches with Resident Sales Managers at

Regina, Sask. Saskatoon, Sask.
Fort William, Ont.
Calgary, Alta. Edmonton, Alta.



THOMPSON'S SEALED SALTED PEANUTS

Packed in
Sanitary-Airtight-Drums

Thompson's name on the label stands for the highest grade of Spanish Peanuts. The Spanish variety is the finest flavored peanut in the world.

THE SMALL NUT FULL OF RICH CREAMY FLAVOR FRESH—CRISP—TASTY

Packed in 5 and 10c packages, 20 packages to the carton, 36 cartons to the case.

'NIFTY' Brand Blanched Jumbo Peanuts in 5 lb. and 10 lb. Tins

EACH TIN IN AN INDIVIDUAL FIBRE BOARD CONTAINER—READY TO RE-SHIP.

PACKED IN CANADA BY

A. E. THOMPSON

Box 2015

WINNIPEG

G. B. THOMPSON & CO., Western Distributors, Winnipeg

Say you saw it in Canadian Grocer, it will identify you.

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

ONTARIO

J. K. McLAUHLAN
Manufacturers Agent and
Grocery Broker
Kellogg's Toasted Corn Flakes) London, Ont.
McLauchlan's Biscuits
Waddell's Jam
45 Front St. East, TORONTO.

MACLURE & LANGLEY
LIMITED
Manufacturers' Agents
Grocers, Confectioners and Drug
Specialties
12 FRONT ST. EAST, TORONTO

CHADWICK & COMPANY
COMMISSION BROKERS
34 DUKE ST. TORONTO
"We cover Ontario with Grocers'
Specialties and Confections."

In Writing Advertisers Please
Mention This Paper.

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

John J. O'Donnell & Co.
Commission Brokers
Manufacturers' Agents
Representing J. H. Wethey, Limited; Imperial
Grain and Milling Co., Limited, Vancouver;
Harry Hall & Co., Vancouver, and others. Cor-
respondence solicited.
Heintzman Bldg., Windsor, Ont.

H. C. BRENNAN
Manufacturers Agent and
Grocery Broker
Covering City of Ottawa and District Thoroughly
Booth Bldg. OTTAWA, ONT.

Let T. ASHMORE KIDD
Broker
KINGSTON, ONTARIO
Superintend the successful merchandising of
your lines in Kingston and district.

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

The Norcanner Brand



of "Brisling" Sardines are packed in Quarter Dingley tins from the finest summer caught Brisling with Virgin Olive Oil. You'll find the price right and the profit good.

Bravo Brand Sild Sardines

Another brand of high class sardines. In Quarter Dingley and Eighth Size tins. A real delicacy.



Your jobber can supply you

NORCANNERS, LIMITED
STAVANGER, NORWAY

American Headquarters:
105 Hudson Street, New York

C. B. Hart Reg.
Montreal

Canadian Agents:
A. S. May & Co.
Toronto

Donald H. Bain Co.
Winnipeg

Sell the Best

"BETTER be sure than sorry."
OCEAN Blue is the highest standard attainable in a Laundry Blue.

True, it sells for only a few cents a packet, but nothing has been sacrificed to bring it down to a popular price.

As you want to please ALL your customers sell them

OCEAN BLUE

In Squares and Bags

Order from Your Wholesaler.

HARGREAVES (CANADA) Limited

The Gray Building, 24 and 26 Wellington St. W., Toronto

MANUFACTURERS' AGENTS & BROKERS' DIRECTORY

QUEBEC

ROSE & LAFLAMME LIMITED

*Commission Merchants
Grocers' Specialties*

MONTREAL TORONTO

AGENCIES WANTED

For Food Products, Confectionery, etc.
For the Dominion Best References.

JOYCE CO., LTD.

307 St. James Street, Montreal

TELEPHONE MAIN 7143
ST. ARNAUD FILS CIE.
GROCERY BROKERS

Importateurs & Exportateurs Pois et Feves Produits Alimentaires	Importers & Exporters Peas and Beans Food Products
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ST. NICHOLAS BUILDING, MONTREAL

GAETZ & CO.

MANUFACTURERS' AGENTS AND
GROCERY BROKERS

640 Barrington Street, Halifax, N.S.

Belgo. Canadian Trading Co. "Regd."

Import and Export
General Distributors

We are open to represent Manufacturers or
Growers of Foodstuffs.

103 St. Francois Xavier St., MONTREAL

If you have anything in food line to sell
or want to buy, ask us for prices. We buy
and sell outright, also act as buying and
selling agents and commission merchants.

Canada Produce Co., Limited
171 St. Paul Street E.
Montreal, Que.

ALBERT DUNN

Commission Merchant

QUEBEC, P.Q.

SHEPHERD - MOTT COMPANY

*Manufacturers' Agents
Grocers' and Confectioners' Specialties*
3 St. Nicholas St. - Montreal

K. Smith

Broker and Commission Merchant

1696A Hutchison St.
MONTREAL

MANUFACTURERS

We can get you Business in the
Province of Quebec.

Best References. Special Sales Force.

Address: c.o. Canadian Grocer
Montreal

Potatoes, Oats, Peas, Beans, Hay, Etc.
in Car Lots

A. H. M. HAY

*General Produce & Lumbermen's
Supplies*

Phone 5311
Residence 6383

80 ST. PETER ST.
QUEBEC

The Smith Brokerage Co., Ltd.

*Wholesale Commission Brokers
ST. JOHN, N.B.*

If you require distribution in the Maritime Provinces
we are open to consider your proposition.

Best References

SMITH BROKERAGE CO., LTD.
St. John, N.B. 1-4 South Wharf

TOMATO PASTE

MADE WITH SELECTED FRESH, RIPE
TOMATOES HEAVILY CONCENTRATED,
AND HAS EIGHT TO TEN TIMES THE
STRENGTH OF CANNED TOMATOES.

Packed in 12-ounce tins—100 tins per case.
Samples and quotations submitted upon re-
quest.

P. PASTENE & CO., LIMITED

340 ST. ANTOINE STREET - - - - MONTREAL, QUE.

Sell Your Waste Paper, Cardboard, etc.



Serious shortage of
paper making mater-
ials. Very high prices
now.

Send for catalog of

**"Climax" Steel
Balers**

Made in 12 sizes.

Climax Baler Co.
HAMILTON, ONT.

To get business you must go after it. Others do it through this section
—why not YOU?

We Have the Finest Coffees
OWL BLEND COFFEE
Imported, Roasted and Grown in Our Plant
Finest and Purest Produced

OWL EXTRA FANCY	Per lb. .60
OWL A. 1.	" " .50
OWL No. 10	" " .47
OWL No. 30	" " .45
OWL No. 40 (20% chicory)	" " .42
OWL French style, (black)	" " .38
RIO	" " .35

Freight Paid on 300 lb. Lots

Try them. They are Unequaled. Special Discount to Jobbers.

Just Received a Shipment from England

THE UNITED ALKALI WORKS, LIMITED
LIVERPOOL, ENGLAND

300 cases GREENBANK'S LYE (Solid)	
16 oz. tins, 4 doz. per case	per doz. 1.75
300 " GREENBANK'S POWDERED LYE, "RED HEART"	
12 oz. tins, 4 doz. per case,	per doz. 1.65
300 " GREENBANK'S POWDERED LYE, "RED HEART"	
8 oz. tins, 4 doz. per case	per doz. 1.25
300 " GREENBANK'S CHLORIDE OF LIME	
4 oz. tins, 4 doz. per case	per doz. .65
400 " GREENBANK'S CHLORIDE OF LIME	
8 oz. tins, 4 doz. per case	per doz. 1.10
200 " GREENBANK'S CHLORIDE OF LIME	
16 oz. tins, 4 doz. per case	per doz. 1.90

Special Discount to Jobbers.

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"Le Chat" (Cat) Brand

72% OLIVE OIL

All sizes and style packages

Small and large bars

2 oz., 4 oz., 6 oz., 8 oz bars.

From 21c to 23c per lb.

We carry the finest and largest assortment of staple fancy
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Our Service is excellent.

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Wholesale Grocers, Importers and Manufacturers

Established in 1842

MONTREAL

Three Good Things the Grocer should not miss, yet only One Article to deal in.

- 1.—Grimble's Malt Vinegar is pure.
- 2.—Grimble's Malt Vinegar keeps in any climate.
- 3.—Grimble's Malt Vinegar gives you a good profit and the Customer every satisfaction.

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 11 St. Nicholas Street, Montreal, and 12 Front Street East, Toronto.
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The Insecticide that is known throughout the world:

KEATING'S POWDER

Your profit on the steady demand for Keating's Powder—the universal insecticide—mounts up to a considerable sum when the yearly sales are totalled. Every month in the year—cold weather and warm—its sale is sure. But you can increase this by recommending Keating's to your customers—tell them how quickly it will exterminate

Flies	Ants	Bugs
Fleas	Wasps	Cockroaches
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Good merchandising would be to have an ample stock on your shelves at all times.

Made by THOMAS KEATING, London, England. Established 1788.

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“The Grocer's Encyclopedia”

This book gives concisely the history of all kinds of food-stuffs from A to Z. Well illustrated by half tones, many of them in color.

Contains 478 pages.

Is 11 x 9 inches in dimensions and 2 in. thick and well bound.

Gives you the information you want to know about the growth, origin, harvesting, etc., of all domestic and foreign goods sold in grocery stores.

Will assist you and your clerks in buying and selling.

Price is \$10.50

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a genuine Tonic for

Invalids

Known the World over

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MONTREAL



A Display of "Nobility" Chocolates will speed up your Candy Sales

Nobility Chocolates "Worthy of the Name" or "Glendale" chocolates are just what every customer is looking for, something pure and wholesome, being made and packed in a sanitary plant. Purity always attracts, and when connected with "Nobility" "Glendale" chocolates or our delicious pan candies and creams, it means Profit to you.

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We now Book orders for Xmas Clear Toys.
Packed in wooden boxes 10 lbs. each.

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The Cream of all Chocolates.

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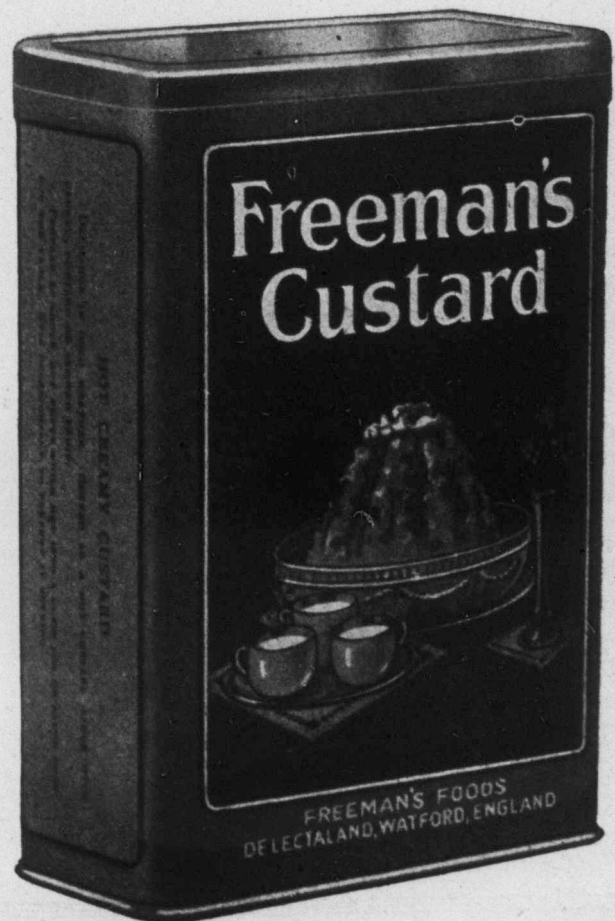
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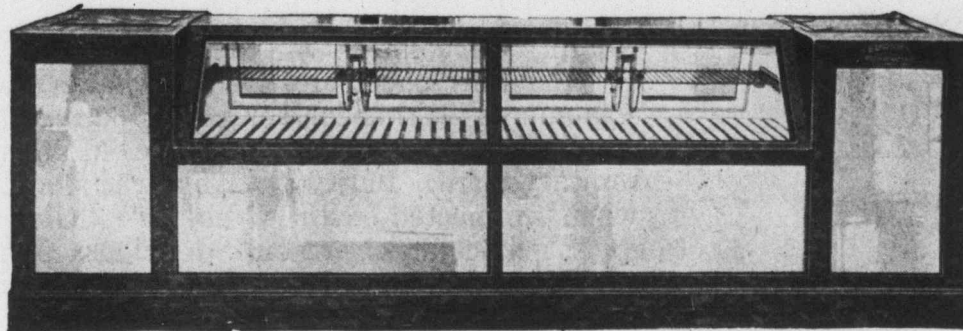
It reaches the Buyers

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TO THE ENTERPRISING MERCHANT



One of our models of Eureka Freezer Counter Case (*Patented*)

Wouldn't you like to make your store the most pleasant and easiest place for your customers to shop in, in your vicinity?

Wouldn't you like to attract customers who now perhaps buy at a store a little further up the street?

People like to shop where sanitary, up-to-date methods are used in displaying the perishable foodstuffs they want to buy.

Why lose this trade when by installing a Eureka Freezer Counter Case or one of our High-Class Eureka Refrigerators, these conditions can be fulfilled?

We guarantee this equipment to do all and more than we claim for it.



One of our popular designs of Eureka Grocers' Refrigerators

Write for our free illustrated literature, it will be willingly sent.

EUREKA REFRIGERATOR CO., LTD.

Head Office and Factories: OWEN SOUND, ONT.

Red Rose Flavor

CUSTOMERS quickly become attached to the rich distinctive flavor of Red Rose Tea. This flavor is attained by blending more than a dozen varieties of fine quality teas.



T. H. Estabrooks Co., Limited

St. John Montreal Toronto Winnipeg Calgary Edmonton

Guaranteed Uniform Quality

How to make all brooms of the same brand absolutely uniform in quality, has been a problem to every manufacturer of brooms.

After years of careful study, we have recently introduced in our factory, a system of sorting and grading corn which enables us now to **absolutely guarantee** a uniformity in quality never before equalled in the making of brooms.

Manufactured by

Stevens-Hepner Company, Limited PORT ELGIN ONTARIO



Clean Throughout No Seeds—No Stems

This is a photograph of a Nugget Broom. See how clean the stock is, not only outside, but right through to the centre. See how carefully the corn has been trimmed and sorted. No seeds, no stems are visible.

Eight Famous Keystone Brands

Because they are so carefully made—of the best materials—Keystone Brooms give superior satisfaction. The following brands are well-known to every Canadian woman:

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| NUGGET | EVANGELINE |
| PATRICIA | JUBILEE |
| KLONDIKE | GREAT WEST |
| ELGIN | STERLING |

If you have never handled the above Keystone lines, order a sample shipment today.





Standard Foods for Infants and Invalids

Your customers will appreciate the quality of Robinson's "Patent" Barley and Robinson's "Patent" Groats—and, of course, you recognize that this quality brings them back for other lines.

MAGOR, SON & CO., LIMITED, 191 St. Paul St. W., Montreal; 30 Church St., Toronto

It's sold!
Keep it moving



*Put Gold Dust packages
where your customers can
see them.*

We make your customers want Gold Dust through our advertising. You can make them buy it by giving it a conspicuous place on your shelves.

You don't have to push Gold Dust. And it yields a good margin, with a quick turnover. "Made in Canada," too.

THE N.K. FAIRBANK COMPANY
LIMITED
MONTREAL

CANADIAN GROCER

VOL. XXXIV

TORONTO, SEPTEMBER 17, 1920

No. 38

How Retailers View Freight Increases

Manager of Grocery Department of Large Toronto Departmental Store Believes that Added Charge Spread Over 100 Pounds of Any Line Will Mean Only Slight Increases to the Consumer.

"IT will probably be a period of six months before any definite idea can be learned as to what the new freight rates will have meant in the cost of food commodities," remarked the head of the grocery department in one of Toronto's largest departmental stores. "While the additional charges must be absorbed in the prices to the consumer, on the whole, in the way of articles of food, I do not think a great deal of difference will be noticed. People will pay the price asked and say nothing about it, and after all, the added charge spread over one hundred pounds of any one line will mean only a trifle difference on the pound. Another fact that will work to the advantage of the grocer in this regard, particularly in the Province of Ontario, is that Ontario is blessed with a lot of local business. The grocer is able to buy a great many things either in the town in which he is doing business, or from some very near point. On the other hand, in the West, where distances are greater, the grocer will be more affected by the increase of thirty-five per cent. But then again, Western Canada towns will benefit on goods coming from the Orient, such as rices and teas. Ocean rates are cheaper and the distances from the ports of entry not as extended."

Barely Noticeable

Citing instances of different foods, this manager remarked that in the case of rolled oats the added charge would be barely noticeable. "On account of the freight charges merchants in the East would be inclined to give the preference to local oats rather than to Western oats, as long as they could be thus obtained. Western oats might not on this account be able to compete with the product manufactured in the East. The same condition might apply to potatoes from New Brunswick, but this is not likely to create much concern as the available quantities of Ontario and Quebec potatoes are likely to be sufficient for all requirements. Of course I am speaking from my own standpoint—that of an Ontario grocer. In the matter of canned goods, freight charges vary to such an extent that it is

very hard to say what difference in prices they might make."

"I suppose the grocer will have to absorb many of the added charges as has been the case before," remarked H. J. Reeve, manager of Michie & Sons, King Street W., Toronto, when asked by Canadian Grocer as to what effect the advanced freight rates will have on prices of foodstuffs. "I really haven't given very much thought to the matter," he added, "but it is more than likely that the higher charges will just be added to the grocer's costs. I don't think the consumer will notice very much difference in prices, however."

Not Much on the Pound

Another man prominent in the retail grocery trade in Ontario expressed the opinion that the increased freight rates, spread over one hundred pounds of sugar, for instance, would not amount to very much on a pound. The extra freight on one hundred pounds of sugar from Montreal to Toronto is nine cents. Spread over, it meant about one-tenth of a cent on a pound. At the present price of sugar, it would mean \$22.30 per hundred, the retailer, having to sell it at an advance of two cents, would get \$24.30. Accepting his privilege to refuse to sell a single pound, he could sell not less than three pounds, getting 73 cents for the same, thereby getting his extra freight cost.

Increase on Canned Goods

All vegetables and fruits packed in 2½ size tins, two dozen to the case, weighing 60 pounds, on the basis of 20 cents freight-rate would be six cents per dozen. The 40 per cent. additional freight will add four cents per dozen. Thus the 2½ size tins that previously cost six cents per dozen freight will cost under the new rate ten cents per dozen. A case containing two dozen number two tins weighing 44 pounds on the same freight basis would cost 4½ cents per dozen, the additional 40 per cent. increase would be four cents, making the present freight rate 8½ cents per dozen. Canned salmon shipped

from the coast was \$1.03 per hundred pounds, with the increase added the new rate is \$1.44 or approximately ten cents per dozen.

The average freight on a bag of potatoes is down in Toronto is 15 cents, the increase in freight rates of 40 per cent. will bring the freight on a bag of potatoes up to 21 cents.

For butter from Toronto to Montreal the old rate per hundred pounds was 50½ cents and the new rate is 70½ cents. The rate for eggs from Toronto to Montreal goes up 17 cents per hundred pounds. On butter and cheese the increase is approximately ¼ cent per pound and on eggs ½ cent per dozen.

The Traveller Who Pities Himself

IT IS a peculiar fact, but nevertheless one that salesmen still believe, that a house likes to fire a man. On the contrary, if there is anything which hurts the sales manager's standing, it is when he has to admit that he picked a poor man, which he does when he must let a man go. It costs money to pick unsatisfactory men. The only difference between the sales manager who succeeds and the one who does not lies in the ability of one man to develop a sales force which can get the business while the latter doesn't do it. So one is a success and the other is a failure. I have in mind one sales manager who was so mild and easy-going that he rarely found fault with his men, yet, when, due to a poor showing, he himself was called to account, he finally did turn upon some salesman who was failing to get the business, and relieved himself of the most brutal tirade imaginable.

"When a salesman falls into a slump and when his sales manager happens to be of the type mentioned, then the trouble is apt to start."

The foregoing is from an article by A. H. Dente in "Printers' Ink" under the caption of "When the Travelling Salesman Feels Sorry For Himself."

The writer went on to tell about George Hall, a star salesman who drifted into a slump and got in bad with his sales manager because Hall, having been a star salesman, went stale just when several of the other road men on the same staff hit the down grade.

The aggregate drop in sales wrought havoc with the relationship of the sales manager to the firm and in turn that worthy let himself loose on poor Hall, who weakened and grew peevish instead of bucking up to show his real class. He nursed a grouch and began to tell his troubles to some of his best friends among the trade. Next he told them to some salesmen on the road.

All this time his record was showing up poorly, but instead of gathering himself together, he began to think up excuses and reasons. When he got his regular monthly letter telling him of his poor showing, he began to write in long letters explaining the lack of business. Being a good salesman, it did not take him long to tell himself the reasons why business was not coming. He began to find fault with the line and that directly injured his sales talk. He began to find fault with the credit department, and as a result he lost confidence in that end of the business.

It was not long before he had men-

tally formulated a series of trials and difficulties to which he was subject. And these troubles and difficulties became so monumental that they overshadowed all the good points he used to see in the line.

As a matter of fact the house kept him much too long for his own good or its own good, but the trouble was that nobody knew what was wrong. Hall was sincere in his own way and was really doing his best, so far as he knew, but he was working against an unconscious handicap. He was coming to feel sorry for himself and having a perfectly good time pitying himself. So while he apparently did his best and really felt he was trying, he was mentally unfit to get the business, and he didn't get it.

On the other hand, the executives of the house thought he was shirking his job and even began to accuse him of disloyalty. To-day they are convinced of it, because after Hall left them he got a job with a competitor and began to do good work.

Now, knowing Hall and having heard him tell of his troubles, and also knowing his house and his former sales manager, it is not hard for a third party, standing at a distance, to see the whole thing from both sides.

It may be possible that the picture which presents itself to us may enable us in our own work at some time or another to recall these facts and apply them.

First of all, we must keep in mind that while both the sales manager and the salesman may have personality and temperament, the fact remains that the sales manager must be able to submerge his own feelings and consider only the other man—the man who is working for him and for whose showing he is largely responsible. The sales manager may be "getting his" from the boss higher up and may be rankling under pretty tough criticism. Yet it is his job to remain calm and sweet and confident and enthusiastic as far as the salesmen are concerned. If a salesman or a group of salesmen get the impression that their sales manager is not in the best of standing, it is the natural thing for them to lose confidence in him, and once they start losing confidence the sales manager's "goose is cooked," because the men look to him for the source of energy which keeps them going.

In the case of Hall, he and his sales manager got out of harmony and out of sympathy. The sales manager let feelings persuade him that Hall was shirking and was not giving him the best that

he had in him. On the other hand, Hall got it into his head that the sales manager "had it in for him" and was not giving him the proper support.

Little things which in themselves meant nothing were taken by each man as personal affronts. While Hall was as much to blame as his sales manager for this childish attitude, nevertheless the sales manager was the man actually responsible for this condition, because he was the man paid to keep personalities out of the running of the sales end of the business.

In falling down, Hall naturally injured himself, but what most concerned the house was that he injured its standing, lost customers which were taken away by other houses, and finally was taken off the job with his territory pretty well demoralized. It was a case of lack of thought and judgment and foresight on the part of the sales manager in letting one thing lead to another and ending up by Hall going stale. And the only thing that really happened to Hall was that he got to pitying himself and feeling abused and imagining a lot of things which were not so.

BIG YEAR IN DRIED FRUIT

"With the low prices which have been named for this year's pack prunes as compared with independent growers' prices, it should be easy for buyers to make this the biggest year in the history of the dried-fruit industry. Many buyers do not realize the immense demand which has been created for prunes during the last few years. In 1916 the United States consumed only 45,000,000 pounds. Last year it is estimated that the domestic market consumed close to 150,000,000 pounds, or three times the quantity it was able to absorb four years ago. The largest crop of California prunes ever grown, approximately 250,000,000 pounds, has been sold since last fall at the highest prices which have ever prevailed, and there is only a comparatively small hold-over on the market to-day. The market would have collapsed if an attempt had been made to sell such a huge crop five years ago."

The clerks and salespeople of Woodstock, Ont., are circulating a petition in an endeavor to have the regular weekly summer half-holiday extended throughout the entire year. It prevails at present throughout June, July and August. The matter will be discussed by the Board of Trade at an early meeting.

What Represents a Fair Business Profit?

A Review of Conditions Which Have Led Up to Present Merchandising Conditions—Cold, Common-sense Leads Back to Conclusions That Are Lost Sight of in Modern Business—By What is Profit-Fixing Governed?—Other Interesting Points Dealt With

By W. R. Basset in "Printers' Ink"

NO QUESTION at all exists as to what is an unfair profit. An unfair profit is the profit which the other fellow makes. The profit which you make cannot be unfair—and you will explain exactly why it is not unfair as long as anyone will listen. In fact, if you are allowed to talk long enough you will make out a case against yourself, even if none in the first place existed.

But what is a fair profit?

And who should determine the profit? Are we really talking about profit or about price? Does a high price mean a high profit, and does a low price mean a low profit? Is there any connection at all between price and profit? Does the buyer or seller make the price, or is the price made by an outside force over which neither has any control?

An endless number of questions arise when one starts to talk about prices and profits. We get into the same morass of trouble as when we talk of wages being high or low without reference to what is being given in return for the wages.

And in addition we have the complications of currency inflation, and on top of that the problem of scarcity, which resolves itself more or less into a discussion of what a crust of bread is worth to a millionaire who is starving.

The word profiteer is a glib and ready one that springs easily from the lips whenever we think we have been overcharged or—what amounts to the same thing—cheated. Our resentment unconsciously leads us to take an entirely unbusinesslike view of the whole situation—a view which we would not ordinarily take.

If, for instance, I sell a suit of clothes to a second-hand dealer, I shall not get what the suit is worth. I hope to get more than it is worth, but expect to get less. Really, I do not know what the garment is worth for resale, because I am without knowledge of the market. The man who buys from me will, on the other hand, know the market, and will refuse to pay me a sum greater than he can easily resell it for at a profit.

Today, both buyers and sellers are in the position of the man selling to the old-clothes man—none of us knows what anything is worth. And that is why I say it is easy for any man to convince himself that whatever prices he charges are fair. For every man who sells also buys, and his sales prices are often but a reflection of the im-

To-day both buyers and sellers are in the position of the man selling to the old clothes man—none of us know what anything is worth.

* * *

The buyer who goes away from us feeling that he has been cheated is the seed of our future bankruptcy.

* * *

It is unnecessarily expensive to put the profiteer in jail.

* * *

In discussion of capital and labor you would imagine that only the laborer worked and never had any work done for him, and that likewise the owner of capital only buys services and never has his own for sale. This is nonsense.

potence that he feels in buying. This all leads to a general looseness of thought and expression and to other short-comings.

The Hard Path of the Profiteer

We are all of us too prone to forget that the buyer who goes away from us feeling that he has been cheated is the seed of our future bankruptcy. The man who declares that he will "get his now while the getting is good" never does get his, for the short-sighted greed that prompts his action never knows where to stop, and the end is financial shipwreck. In pushing forward to get more, he does not see that the conditions which permitted him to make his killing have changed, until all at once he is brought up with a sharp turn and everything is taken away from him.

What punishment shall be meted out to the man who profiteers? If we think of him as a cheat, then it is unnecessarily expensive to put him in jail; the laws of nature will take care of him. Indeed, jailing him may well be a kindness, for not otherwise would he have a chance to conserve his resources!

Take the profiteer as he is today luridly conceived. Let us pursue the animal. We recently had a judicial formula handed down which may be used as a description and prevent dragging in the wrong beast. A Federal judge has said that a just and reasonable retail profit must be determined on the wholesale cost of merchandise at the time of purchase and not at all upon the market value at the time of sale.

This is an interesting thought which prompts one to reflect whether a fair profit means that sellers should not make money or that buyers should secure a low price.

For instance, I might, by the exercise of foresight, have bought in 1915 a stock of some commodity in Japan and have been unable until 1920 to get it

across the ocean on account of the shipping regulations. Let us say that the goods stand me ten dollars a unit in my American warehouse. The man across the street buys his stock in 1920; it stands him thirty dollars a unit, and he offers it at retail at fifty dollars. If I offer mine at forty, I am profiteering—even though the public pays less than it would have had I not had foresight. On the other hand, if I sell my stock at retail at thirty, I am accused of cutting business from under the feet of my competitor, and also I realize so little money that when the old stock is exhausted I shall not, in spite of my profit, have money enough to replenish at the then market price.

If I follow the logical sequence of the rule as laid down, my only course, if I am condemned with a forehanded disposition, is not to make a price but, on the contrary, send all of my stock to auction and let the public make its own price.

Exigencies of Selling

Or again suppose that I have a badly chosen stock that will not move out as a whole. A sudden demand arises for some article which I happen to have had in stock for a long time but which had practically gone off the market. I sell out that one article at a profit of one thousand per cent., but the profit on that single article is not enough to meet the going expenses of my shop and I am forced into bankruptcy. Can I be both a profiteer and a bankrupt?

Or turn to manufacturing. If I have a well-managed plant and planned production, I can surely turn out goods at a lower cost than a competitor who has an ill-managed plant and whose production planning could scarcely be dignified by that name. If I sell at his price then I am a profiteer. If I sell on costs at a low profit in order to get the trade, shortly I shall be so large

that I shall be charged with unfair competition and price-cutting. We have laws to prevent manufacturers sending goods to our shores on almost that identical basis.

Or leave the question of profit per sale and take the year's profit on invested capital. I may keep my capital working through every day of the year, and by frequent turnovers at a low profit per turnover make a very high profit on my invested capital. I shall have performed a high public service, but, according to the governmental notions of business, I shall be a profiteer. I could purge myself of the accusation of impurity only by chucking my knowledge of business out of the window and raising my prices sufficiently to slacken the turnover, and, although making a larger profit per sale, make less on my invested capital.

Or I might increase my capital. Of course I shall, against my will, have to charge the public more for my goods. This is not only business but social lunacy. But unless I try to act like a lunatic I am apt to be put into jail. Witness the case of the Brooklyn haberdasher who was arrested as a profiteer by agents of the Department of Justice because he made (including his salary) a profit of 19 per cent. on sales which happened to be 60 per cent. upon his invested capital. That poor fellow committed suicide in his disgrace.

"But," someone will immediately ask, "would you take the lid off profits and let every man charge exactly what he chooses? How, then, could you curb the greedy? Would not the public then be at the mercy of the profiteers? Should we not soon be paying \$75 for a pair of shoes and \$5 a pound for beefsteak?"

And there unfolds a dreadful picture of a world peopled by only two classes—profiteers and their victims. Here again we have a delightful assumption growing out of the loose thinking of the times. In discussions of capital and labor you would imagine that only the laborer worked and never had any work done for him, and that likewise the owner of capital only buys services and never has his own for sale. This is nonsense.

There are no such abstract entities. This is a world of human beings, and it is impossible, for instance, to conceive of a shoe-dealer whose sole activity in life consists in selling shoes for many times what everyone else thinks he should sell them for. For that shoe-dealer in spite of his bad disposition, cannot get on without buying food,

Strange to say, every business in this country that has attempted a monopoly has found its largest success after it has abandoned all notion of capturing the market other than by giving a large service at a low price.

* * *

An attempt at monopoly usually brings in competitors who evolve substitutes that take the place of the monopolized article and the monopoly breaks of its own weight.

Fixing profits is infinitely more viciously destructive of economic life than fixing prices.

clothing and shelter. Even landlords require food and clothing. And this brings us to the extraordinary belief which now seems to prevail that if a dealer refuses to sell his shoes for less than \$75 a pair, or the butcher refuses to sell his beefsteaks at less than \$5 a pound, there is somewhere some compulsion on the part of the buyer to buy at that price.

Situations can be imagined in which one might have to buy a few commodities at any price in order to preserve life. But such situations are rare. They have no more to do with business than has the salvage of a ship at sea to do with the ordinary routine of the merchant marine. And again it is presupposed that in this dire emergency the buyer has the money with which to pay the so-called exorbitant price.

In other days, when there was not so much money, people did not quarrel about prices. If the prices were too high they did not buy and the seller reduced his prices until he reached a level where he could find buyers. That is precisely what would happen today if prices were to go as high as the popular imagination sends them.

The Buying Power of Money

What we forget is that very frequently we do not know when a price is high or low or how high or low a price is because of the drop in the purchasing power of money. If \$75 has the relative buying power of \$6 or \$7 in 1914, then \$75 is not too much for a pair of shoes. If, on the contrary, \$75 retains the purchasing power of \$75 in 1914 (using 1914 as the last year in which values had relations we can comprehend), then \$75 would be too much for a pair of shoes, which would be demonstrated by the fact that no one would buy them, and the shoe-dealer would not be a seller, but merely an exhibitor of footwear. You would not say that he was a profiteering merchant because he charged so much for shoes.

You would say that a purchaser was a fool for paying so much.

Or take another case: Say that a fair meal may be bought in the dining-cars of a certain railroad for \$2. A train carrying one of these diners becomes stuck in a snowbank, miles away from any habitation. Thereupon the steward of the dining car raises the prices to a point where the \$2 meal costs \$20. Would you prosecute that steward as a profiteer or would you send him to an insane asylum? If you kept your head level, you would send him to an asylum, because his passion for the near dollar would probably go far toward breaking up the passenger traffic of that railroad.

Now we begin to see where lies the difficulty in deciding what is a fair profit. We are, in effect, trying to measure milk with a yard-stick instead of a quatern. We are presupposing that the seller and not the buyer makes the price, and that there is some connection between philanthropy and business.

There is no such connection: philanthropy has no place whatsoever in business, which is not at all a condemnation but rather a praising of business and a lifting it out of the paternalistic mire. Let us get rid of any confusion between benevolence and business practice. Let us strip business of everything approaching cant.

Take the familiar instance of a merchant granting credit to a young man starting in business and who has no tangible assets, which in the card-index theory of credit-granting would warrant an extension of credit. The merchant says:

"This is a nice young man. I think he will do well, and therefore I shall take a chance on his account." And then he smiles benignly in his self-satisfaction.

That merchant has not performed a charitable act—although he thinks he has. He has advanced those goods on the character of the man, and character is the only really first-class asset that is to be considered in the extension of credit.

Or again, take the many manufacturers, among whom Henry Ford is perhaps the most prominent, who have many times said, in effect, "I will send my goods to the market at prices so low as to put them into the possession of every man, woman and child." Ford exhibits himself as a public benefactor and is performing the highest possible

Very frequently we do not know when a price is high or low or how high or low a price is because of the drop in the purchasing power of money.

* * *

We are presupposing that the seller and not the buyer makes the price.

* * *

Any attempt to fix profits or wages or any of the workings of business on a basis that human beings shall not be selfish is bound to fail

service to the public, but also he is making more money than all the people together who think they are charging high prices; for consciously or unconsciously he has hit upon exactly the right way of doing business. If he had, on the contrary, selected a different course and, as the phrase goes, "taken advantage of the public," the immediate effect would have been a reduction of his sales by half, and in consequence a partially idle plant, a disrupted organization, and a red figure on his balance-sheet.

The talk about fair and unfair prices is quite beside the real point. It is not at all necessary to surround the matter of prices with a mist of sentiment. The charging of extraordinarily high prices may or may not be immoral. That, too, is beside the point. Low prices may also be immoral. And if we lug philanthropy into business, what are we going to do with the man who gets perfectly hip on the notion of selling things cheaply to the public, and in his ardor forgets to pay his probably less emotional creditors? Is he an idealist or a crook?

But are we to admit impotence in regulating profits? Shall we allow human greed to run amuck? Running amuck is not a diversion that can long be sustained. Usually one hits a stone wall or otherwise demonstrates the physical phenomenon that two solid bodies cannot occupy precisely the same space at the same time.

Let us go back to our shoe-dealer. Fifty years ago most workmen went barefooted in summer because shoes were considered too expensive to be worn heedlessly. There is abundant evidence to sustain the conclusion that feet were made primarily to stand on rather than to give aid and comfort to shoemakers. But to-day very few people think of going barefooted at any time of the year. We have grown into the habit of wearing shoes and most people have several pairs. We took up the shoe-wearing habit not because our feet had changed, but because shoes became cheaper. Now, if shoes are held at such a price that the ordinary person cannot buy a pair, then he will go barefooted, and although at first going barefooted may roughly use the tender foot, the makers of shoes will suffer more than the owners of feet.

The Moral Issue in Business

We can discuss the morality of prices, and we can shed long, salt tears as we pay our bills, and, if we possess sufficient imagination, we can carry our sorrow into the process of passing the additional cost on to those whom we sell, but really are we getting anywhere with all of this self-deception about prices? Is it not better to recognize right off that good business is founded upon enlightened selfishness and go forward on that principle?

It is not at all necessary to introduce the moral issue into business. A successful business man must have character; he must also meet his financial en-

Price fixing leads through the socialistic state into the communistic state. Profit fixing leads to chaos.

* * *

The only possible method by which lower prices can be achieved is a method which stimulates production—that which gives more to distribute.

* * *

People have gone astray on this whole matter of profits and prices because they forget the yesterday when the producer was beseeching the consumer to buy.

* * *

The seller does not fix the price. The buyer is ordinarily and especially to-day the ultimate price fixer.

agements. Or put it another way: a business man cannot be successful unless he has character. But any attempt to fix profits or wages or any of the workings of business on a basis that human beings shall not be selfish is bound to fail.

It is the fashion these days to predicate reforms upon bringing about a quicker change in human nature. It would seem to the writer to be better to identify service to the public with self-interest; then those who are amused by being self-righteous may take their diversion on the side and not interfere with the orderly conduct of human affairs.

We are witnessing to-day the large changes which the introduction of labor-saving machinery has made in the conduct of industry, especially in the direction of making prohibitive the cost of an idle plant. But a plant will not be idle if its production is put within the reach of almost everybody. The wants of man are infinite. It is up to the man who desires to supply some of those wants to put his articles on the market at such a price that they may be bought in ever-increasing quantities by a constantly growing number of people. That is the best way to serve humanity, but it also happens to be the way to make the largest profit; a particularly fortunate provision of nature, since if in best serving the public one also best serves oneself, one will not become tired of serving the public.

From the owner's standpoint, it is not the percentage of profit per sale that counts, but the annual profit, and it is growing increasingly evident that the business which has a large annual profit on a comparatively small number of sales or turnovers of capital at a large margin per sale is not nearly so stable as the business which gains a larger annual profit by a great number of turnovers at a small profit per turn.

It is always the first thought of monopoly that it will gain the largest profit, first, by shutting out all competitors; second, by charging the largest possible price the public will pay. But, strange to say, every business in this country that has attempted a monopoly has found its largest success after it has abandoned all notion of capturing the market other than by giving a large service at a low price. A monopoly founded on service is a legitimate monopoly.

Take the automobile trade. Under the Selden Patents, it was thought that, by a system of licensing, the number of people permitted to make automobiles could be restricted, and all danger of glutting the market be removed. But the great progress in the automobile industry has been since that patent expired! To-day it never occurs to the owners of an automobile factory to try to monopolize the market. What they try to do is to turn out a good car at a fair margin of profit. All the combinations of companies in the industry, and there are several such, are successful only in the degree that they tend to increase production and at the same time decrease prices.

Monopoly Breaks Its Own Weight

An attempt at monopoly usually brings in competitors who evolve substitutes that take the place of the monopolized article. An interesting illustration of this was lately given by the manufacturers of an automobile horn. In the beginning they thought they were protected by patents and charged a high price for their product, with the idea that they had the market at their mercy. Other men saw the possibilities, were attracted by the field, attacked the patents and broke them and the company. The company which devoted so much of its energy to forming a monopoly has now a heartbreakingly low profit on its capital. A die-casting company gave itself up to the guarding of its secret process and sold a small number of castings at high prices. It was noised about that the process was a regular gold mine. Other companies were formed; they gained a knowledge of the process, and now the original company must fight hard to keep pace with its too many competitors. Camel's-hair cloth was put on the market at a very high price; it became popular, and now so many substitutes, which only an expert can distinguish from the real thing, are offered that the market for the genuine cloth is shattered.

A fair profit, then, to go back to that term, is not a figure which may be settled by any outside authority, and it has nothing at all to do with invested capital. It is fair that a premium should go to the man who can so turn capital as to make the largest possible percentage upon it. The whole trend of sci-

(Continued on page 29.)

Profit-Sharing Increases Business

Unusual Progress and Methods Help This Man—Doubles Annual Business at Six Per Cent. Net Sharing Earnings with Assistants.

IF you think all the opportunities for big success lie in the large cities, or if you think you must be big before you can become bigger, you have other things coming. For this is the tale of a grocer with six years' experience who began with scant capital. He is in a town so small that it is not listed in any schedule of prominent towns. There is nothing prepossessing about it, either. Not likely that you or I would select it as a place that promised any special success.

Nor did this man start with any particular advantages. He did not know the business except by outside observation, and he has plenty of careless, what might be called with justice, cut-throat competition, meaning that kind which is guided by the idea that to beat the other fellow, no matter what the consequence, is worth while. But this man knows better than to follow any such lead, so he prospers where careless, slap-bang men go broke.

Within the limits of a short article I could not begin to tell you of all the schemes this man has thought out for his accounts, collections, pricings. He is a deep student of psychology, self-taught, and observes the effect of every move on his trade. He knows one thing well that it were good if others could learn; that people like to trade where things are good and attractively displayed and where price is not the main attraction. I must therefore give you only a sketch and leave you to fill in the background.

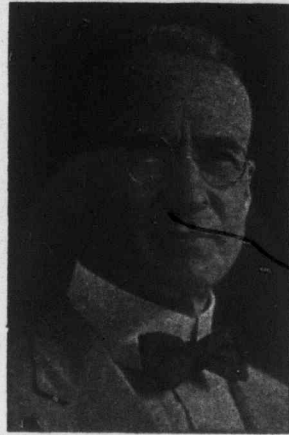
Doubles Annual Business at Six Per Cent. Net

This man's sales last year were \$86,000. This year they are running at about \$165,000, and bid fair to double before the year ends. How is it done in a little town where ordinary advertising methods might be said not to apply?

It is done by rigid care of inside conditions, that the store be clean and attractive; by window displays which are most carefully studied out and executed; by the use of every bit of display material furnished by manufacturers of profitable merchandise—for he knows very well with whom it pays to cooperate, and by the cultivation of personal acquaintance on the right basis. By this last I mean that he belongs to the chamber of commerce, gets out of his store frequently to "mix" with his fellow citizens, and is therefore in on what is doing in a favorable way.

How can he get away from his store at all and yet make such a showing? O that is the greatest secret of all, and I am now going to let you in on it.

In the most conservative way, yet so that it counts big, he shares his earnings with his assistants.



HENRY JOHNSON, Jr.

His business is in three main departments: bakery, meats and groceries. His own time is devoted largely to thinking out new schemes, new methods, new equations from new angles in his business. Hence he gets a fine average gross margin. It runs 26 per cent. His expenses average 18 per cent., and that leaves him 8 per cent. net.

You might think that would do, but he is looking to a bigger future, built on lines that will endure. So he does not stop. In fact I may say in passing, that he could not stop if he tried. His mind is too active; his think-tank seethes too continually with new ideas; he is too nervously enterprising ever to be satisfied.

How the Division is Made

He makes 36 per cent. average in the bakery department; 22 per cent. on meats, and 20 per cent. on groceries. Expenses in the bakery are 23 per cent., in the meats, 14, and groceries 16 per cent. In a typical week he will sell \$800 worth of bakery goods, \$600 meats, and \$1,400 groceries.

With 36 margin and 23 expense in the bakery, his net is 13 per cent. Meats at 22 gross with expense of 14 earn 8 per cent. net. Groceries at 20 with 16 expense earn 4 per cent. net. He gives the manager of each department a quarter of the net profits thereof.

Quarter of 13 is 3.4 to the baker. On sales of \$800 that means \$27.20 bonus to the baker, besides his weekly wages. Quarter of 8 is 2 per cent. to the butcher which, on \$600 is \$12 extra for him. Quarter of 4 is 1 per cent. to the grocer, which, on \$1,400 is \$14 extra. Total \$53.20.

Men who thus work for themselves and whose bonuses depend not on the sales made but on the net earnings real-

ized, can be trusted to work when the chief is away for a while.

I asked him how he provided for a kick from his men on the variation in net earnings. He told me that, first, he treated each confidentially, but that if they got unhappy about any such discrepancy he would have the answer immediately that all they had to do was to increase the business, each in his own department, until the difference should be equalized! See how it works? The boss should worry.

The earnings, gross, this particular week did not equal eight per cent., but only 7.43, omitting a minor fraction. The total earned was \$208. Take \$53.20 from that and we have \$154.80 left. Also the \$53.20 is 1.9 per cent. on sales. That leaves 5.53 per cent. on sales for further allotment.

Next step is to give 5 per cent. of the net earnings to the bookkeeper. That is \$7.74, which equals .272 per cent on sales, and leaves \$147.06.

The General Manager Well Cared For

Of that remainder, one quarter is now given to the man I shall call general manager, though what my friend says of him is that "he is my right hand man on whom I depend for all kinds of things, such as caring for the business when I am away, looking after all details that require a little thinking, and, generally, having the business in his mind."

Quarter of \$147.06 is \$36.76. It is 1.315 per cent. on sales. It leaves \$110.30, which is 3.943 per cent. on sales. And that is absolutely net to the boss. He draws \$50 per week salary and these net earnings show him—even on the basis of this week's business—\$5,735.60. His salary and earnings together make him an income altogether of \$3,335.60. But the average earnings are better than that, running to 8 per cent., so he makes over \$6,500 besides his salary, or over \$9,000 altogether.

Note, now, that the almost 4 per cent. net shown above is far and away better than grocers average without any profit-sharing at all. Maybe this in itself is a voucher for the soundness of this man's plans and methods.

It is certain that here we have an example of how men can be got to pull together. That is what counts. Each man in this business has a salary as liberal as he could get elsewhere, for this man knows that he must pay the best wages or his plans would not work out. On top of that each man can look forward to a definite share of the weekly earnings, and how big those will be will depend largely on how he manages his own department. Can you see how each one is watching all the leaks and being

economical? Why, the stuff is, in effect, his own!

The Lesson in Sugar Declines

Much talk has been evoked by the spectacular decline in sugar values, but there is just one lesson to be drawn from the experience. That is the folly of speculation in groceries.

That is the point constantly overlooked by everybody who writes. For if he abuses the retailer, he does so without knowing what retail problems are, while if he takes the retailers' side, he is apt to do more harm than good to the retailer, though he may soften public feeling towards him. Here is a sample from a recent newspaper comment:

"It is the retailer innocent of any intention to profit abnormally, but using his best judgment in stocking up against possibly still higher prices, who is losing most in the turn of the market. Some of them are holding sugar for which they paid 25 cents a pound or more, and which they must offer for 18 or 19 cents or hold indefinitely. The big sugar supply manipulators higher up have pocketed their profits and made a clean getaway. A jobber here or there and some wholesalers (just what is the distinction between a jobber and a wholesaler?) may be adversely affected, but most of the loss has been passed on to the retailers."

There may be some comfort in that sort of thing for some of us, but the fact remains that the man who either, knew enough not to buy more than a current supply of sugar or was fortunately out of stock when the decline came, was the one man who was on a business basis and so did not suffer. That he was few and far between just shows how badly we are all bitten by the virus of speculation.

For upward of two years I have been warning everybody to keep out of goods as much as possible. Not a day in the interval has come that any man with light stocks was not best off and made most money. But most of my warnings—like those of all others—have fallen on deaf ears. Can we learn or can't we?

WHAT IS A FAIR PROFIT?

(Continued from page 27.)

tific business is to make capital small in proportion to sales, and then make that capital move rapidly. The capital may have to be large—for the best business is done with the best facilities, and these cost money—but, consistent with the sales, the capital should be as small as possible.

The profit upon capital as evidenced, say, by dividends is a matter of circumstances. In a growing business with large profits it may be unwise to declare any dividend at all, and wise to put all of the earnings back into future equipment; or it may be good policy to establish reserves against a fall in prices or hard times, and thus by bookkeeping take away any profit on capital. Profit on capital is never to be reckoned as the whole sum left after subtracting outgo from income. This would jeo-

pardize capital for the sake of profit—which is hardly business. Profit is money that can be safely taken out of the business—it is not a surplus to be gained only by liquidation.

The moment we attempt to limit the amount which may be earned by the capital invested in business we put a premium upon waste and inefficiency and tend to lessen the production of goods.

There are, to be sure, usury laws which say that a man may not lend money for more than a certain per cent.—in the Eastern States usually 6 per cent., and in some of the Western and Southern States as high as 12 per cent. These laws have obtained for many years, but if you will examine economic conditions you will discover that these laws are only declaratory of the common practice in lending long-time money. That is why they are higher in some States than in others. They were passed in the high-limit States at times when money could not have been obtained at a lower figure.

Kansas might well have passed a law declaring that the rate for money loaned on mortgages should not exceed 3 per cent., but then Kansas would not have been able to borrow money to develop her farms. The people with money could have loaned it elsewhere at 3 per cent. with safer collateral. And in spite of all the laws, the man who needs money pays the price that the lender asks up to the point where he knows that he will lose by borrowing—that he will not be able to make money on the money borrowed. Money used in security transactions on the New York Stock Exchange is in a somewhat different position.

The result is the same, whether we try to fix a price or a profit. Taking the fixing of prices, if the constituted authorities fix a price based upon the average cost of production, the consumer will have to pay too much and a premium will be put upon inefficient manufacturing and selling. If the price is fixed on the basis of the most efficient production, those who are least efficient will be forced to go out of business, the market will become short of that particular commodity, and it will not be obtainable at the Government price. That is what always happens when prices are fixed too low.

Suppose a fair and equitable price could be fixed. That price could be maintained on a fair basis only by fixing the price of every factor which entered into the fixed price, and these in their ramifications would include the price of nearly every article used by humanity. That is not all. A necessary corollary to price fixing is the fixing of demand. The next step is rationing, and the next communism. For when you say that an article must be sold at a certain price and ordain that each individual can buy only a certain amount of that article, and by necessity extend that process to all articles, you have communism in fact if not in name, for the State and not the individual will

then be controlling consumption, distribution and expenditure.

Profit Fixing and Where It Leads

But if we cannot fix a price, can we not fix a profit?

It is very easy to talk about fixing profits, and, at first glance, it seems quite logical to regulate profits in manufacturing on a basis whereby the money invested in an enterprise can be considered and the profit held down to an agreed percentage. This is the method favored by law-makers chiefly because it is the mode of first impression and requires no knowledge of business for its application.

But fixing profits is infinitely more viciously destructive of economic life than fixing prices. Price fixing leads through the socialistic state into the communistic state. Profit fixing leads to chaos.

It would seem that the experiences during the war should provide a lesson for those who unthinkingly talk of fixing profits. You can fix profits only by a broad extension of the cost-plus system, or by an excess profits tax, or, if you want to make absolutely certain of confusion, you can combine both methods as they were combined during the war. Or there may be some who would also advocate profit regulation on the basis of invested capital.

Take the three methods. The cost-plus system does not lower prices to the community, which is presumably the end sought. On the contrary, it raises these prices because the less efficient the manufacturer the more money he will make. The excess profits tax, by which it was ingenuously thought that a man who made too high a profit would be required to turn the excess back into the coffers of the State, also helps prices to soar, because the man who finds himself making so large a profit as to incur a heavy tax will wastefully increase his cost of doing business. It is not human nature cheerfully to turn over a large part of what one earns to someone else, and extravagance tends always to limit production.

The third method—that by which profits are limited according to capital invested—is again a deterrent to production, penalizing as it does the most vigorous use of capital by encouraging waste of capital. The regulation of prices or profits does not result in lower prices. On the contrary, it restricts production and raises prices.

You cannot animate by law; you can only restrain. And every restraint lessens and limits production.

The only possible method by which lower prices can be achieved is a method which stimulates production—that which gives more to distribute. The more you have to distribute, the lower will be the price. If some form of tax could be devised which would be practically confiscatory to the man who is inefficient in business, then we should stimulate production and thus lower prices. But that is a thought which has not as yet been developed.

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DISPLAY OF FOODSTUFFS

WITH this issue of Canadian Grocer, the feature to the trade is the illustrated section, telling about exhibits of foodstuffs, at Canadian National Exhibition at Toronto. The grocer will do well to read them carefully, to learn further of the lines that manufacturers were showing at the Exhibition, and to profit by the advertising and publicity that were given these various foods during the two weeks of the Canadian National Exhibition. The list of exhibitors, as shown in this issue, represents a wide range of articles that the grocer is now or will be handling in the immediate future. The wide awake retailer will endeavor to learn all he can about them, that will help in his selling effort, and with this end in view Canadian Grocer recommends a careful perusal of the section.

GETTING BACK TO NORMAL

ONE of the most encouraging signs that has been seen of late is contained in the replies of 23 manufacturers to a questionnaire recently sent out by the Merchants' Association of New York. These replies show that slowly but steadily the output of labor is reaching a higher percentage of its possible maximum, and that, man

for man, the worker is working more steadily, and producing more during his working time, than he has been doing for some time past. If this tendency persists, and a higher plane of efficiency ensues and remains, then a long step has been made towards the reduction in the cost of living. It is a fact that there has been, pretty well throughout the world, a tendency on the part of the average worker to hold back, so as to make the work in hand last as long as possible, and thereby, in his opinion, preserve the era of plentiful employment and high wages. This tendency was perhaps not so much in evidence on this continent as it was in other countries, Great Britain especially suffering from this viewpoint of labor. Over there they had a regular name for it, thus giving it the dignity of a policy. It was known as "ca' canny," which is a Scotch colloquialism for "take it easy," and for which the French use the expression "laissez faire."

Conscientiously carried out, this policy results in bringing the production costs of every article it is applied to up to an ever-increasing figure, a figure which represents far more than the real value of the finished article. Brought to bear over a wide range of articles, it naturally affects the pockets of the men themselves who are responsible for it, and forces them to demand a correspondingly higher rate of pay. So the thing goes on. The surest way to obtain better living conditions and a reasonable wage, which will allow the worker to obtain the comforts of life, is for him to work while he is at it, without skimping and holding anything in reserve. An article produced by maximum efficiency, at lowest cost, will be in greater demand than when the same article is produced at a price which puts it out of the reach of many who would otherwise use it. The workman can receive a higher wage, the manufacturer can realize his profit, and a far larger demand is created. High wages in themselves are not an objectionable feature to any manufacturer. Where he loses money is in training men to supply a constant turnover, and in having machines standing idle or operating at low efficiency through the unwillingness of a man to give his best when he is receiving the wages he has demanded. If this condition is passing away, there is much to hope for. It would seem that the common-sense of the worker was at last asserting itself, to the detriment of those who have so long been trying to lead him along what looked like the flowery paths of ease. This return to a normal viewpoint will be no doubt viewed with alarm by some of these erstwhile friends of the people.

CURRENT NEWS OF THE WEEK

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

QUEBEC

The Verdun Cash Grocer, 244 Church St., Verdun, has been sold to Ernest Ballie.

Brown and Pugh, grocers, Montreal, have dissolved. W. J. Brown is carrying on the business.

Joseph Montpetit has bought out the grocer business of N. Archambault, 230 Centre St., Montreal.

J. A. Chalifaux, 2910 St. Dominic St., Montreal, has sold out his grocer store and business to O. Ranger.

The grocer business belonging to H. Cousineau, 309 Chambard St., Montreal, has been sold to T. Paquette.

The Dominion Sales Co., of Montreal, has been incorporated with an issued capital of \$50,000, paid up to \$15,000, and will be known as the Dominion Confectioners, Limited. The directors of the company are G. Stratigos, J. G. Charos and J. P. Charos. The new headquarters of the company will be at 229 Notre Dame St., West, Montreal.

MERCHANTS WILL PROSECUTE FRAUDULENT BANKRUPTS

Montreal, Sept. — The work of the Merchants' Association of Montreal was brought under review in a report submitted by E. E. Wallace, the president, at the annual meeting held here. It was stated that only \$800 is required to complete the fund of \$10,000 organized by the association for the prosecution of those who fail fraudulently either in Montreal or in Quebec province.

SALMON PACK INCREASES

Ottawa, Sept.—The Fisheries Department has been advised that the pack of salmon on the Fraser River will likely exceed that of 1916, which was the hatching year of this year's run. Up to and including August 6 the pack was approximately 36,000 cases, which was considerably ahead of the 1916 pack at the corresponding date.

RAISIN TRUST PROSECUTED

The Department of Justice made public a bill of complaint filed in United States District Court at Los Angeles, California, seeking an injunction against the California Associated Raisin Company and its officers on the ground that they have "monopolized trade and commerce in raisin grapes and raisins." An injunction was asked, which, if granted, will bring about an open market, causing the cancellation of contracts with jobbers and wholesalers. A hearing of the application for a preliminary injunction was set for Sept. 20.

BUSINESS CHANGES

H. G. Russel, grocer, Hamilton, has sold to F. McCusker.

Guy and Hoffman, grocers, Toronto, have sold to Albert J. Riches.

Thomas Hanken, Toronto, has sold to E. A. McComb.

R. Jones has opened a grocery store at 748 Danforth Ave., Toronto.

W. J. Radburn, grocer, Weston, Ont., has sold to Lee Bros.

Kerr Bros., Fort William, have sold to W. Sutherland.

ONTARIO

Judge A. F. Taylor, of the Sarnia police commission, scores the using of boys to secure or attempt to secure evidence against grocers and butchers in connection with the new early closing by-law. In hearing a case against A. White, a butcher, the judge, during the evidence, learned that the patrolman had sent a newsboy into the butcher shop after hours for meat. According to the butcher's version he made the boy a present of some meat, but did not take any money. Following this action, he was summoned to court by Patrolman Esson. Judgment was reserved.

GLYCERINE INSTEAD OF ALCOHOL IN EXTRACTS

Chicago, Sept. — Members of the American Chemical Society, which is holding its annual meeting here, heard that the "kick" is to be taken from lemon and vanilla extracts. This is sad news for the parched rum hound, who no longer will be able to evade the 18th amendment by mixing a lemon extract cocktail and acquiring a perfumed jag.

Dr. M. De Grote of the University of Pittsburgh, told of the new "kickless" extract in a talk before the society. "By substituting glycerine for alcohol we not only get a better flavoring extract, but a cheaper one," he said. "The high percentage of alcohol in those extracts made them a convenient, but dangerous substitute for whiskey. While some will deplore this discovery, and possibly not approve of the glycerine content, they will have to yield to the advance of chemical science."

WILL NOT INTERFERE WITH SALE OF BEER

That Toronto will not take any notice of the act whereby municipalities can prohibit the sale of light beer in all but standard hotels was the definite announcement of Mayor Church. "We don't intend to pay any attention to it," he said. "Grocery stores and restaurants have as much right to sell to the public as the standard hotels, and the city will not interfere."

United Farmers Co. Sues Wholesale Grocer

Farmers' Co-operative Company Ask for Damages on Alleged Non-fulfillment of Contract

The action between the United Farmers' Co-operative Company, Limited, and Medland Bros., Limited, has been set down for trial. The U. F. C. C. says that in March, 1920, it ordered 13 carloads of Dominion sugar at \$16.50 a hundred-weight less two per cent. f.o.b. Chatham or Wallaceburg, and that the order was acknowledged by Medland Bros. The sugar, it claims, had to be purchased later in the open market at \$21 a hundred-weight, and in consequence \$17,550 damages are asked. Medland Bros. deny that they ever made any contract or agreement or received any consideration from the U. F. Co-operative Company.

STORM IN NIAGARA DOES MUCH DAMAGE

Niagara Falls, Sept. — The summer of 1920 has been notable for several severe electric storms, but the worst one of the season came last Saturday, leaving devastation and damage in its wake. The storm broke almost without warning and was a combination of torrential rains, hail, wind and lightning. The factory of the Niagara Falls Canning Company, a branch of the Dominion Canning Co., was struck by lightning and unroofed, and the upper story wrecked. Pieces of the roof 12 feet square were carried by the wind many hundreds of feet. The property damage alone will amount to \$20,000. Added to that is the damage to thousands of cans, full and empty.

GRAPE GROWERS FORM A CO-OPERATIVE CO.

Hamilton, Sept. — The Ontario Grape Growers' Association, a co-operative company, has been formed by the growers, and E. J. Montgomery, of Beamsville, has been appointed manager.

Until to-day it was feared that much of the crop from the 4,500 acres of grapes in the Niagara district would be lost through lack of baskets. The company claims that it has overcome this difficulty, and is now assured of a supply of baskets. The crop is a record one, especially in the point of quality, and the bulk of it has been sold to U.S. buyers at \$110 a ton.

Although the growers have solved the basket problem for grapes, their action came too late to save plums, many of which rotted on the trees for lack of baskets. One grower alone lost 30,000 baskets of plums from that cause.

NEWS FROM WESTERN CANADA

WESTERN

Howard Hay has opened a grocery store at Yellow Grass, Sask.

D. Mahoney, Saskatoon, has purchased the grocery and butcher business of Pike and Son.

C. B. Hutton, grocer, of McKay Station, B.C., lost his truck and garage by fire. There was no insurance.

T. Edward Clark is the trustee of the Western Grocery Co., of Victoria, and creditors' meeting has been duly held.

From Port Haney comes news that the Haney Meat Market has dissolved partnership. Geo. W. Highmoor is now sole proprietor.

The staff picnic of Malpass & Wilson, of Nanaimo was held on Mr. Malpass Senior's farm up Nanaimo river, and was a big success.

A partnership has been registered in connection with the White Grocery & Meat Market, Geo. E. Putnam, W. W. Sult, North Vancouver.

R. P. King, of the King-Beach Mfg. Co., Ltd., Mission City, B.C., was a visitor in Winnipeg this week and called on the Canadian representatives, Mason & Hickey.

J. Witcomb, of the Corn Broom Company, of Vancouver, B.C., was in Winnipeg this week on an extended business trip, and while in town called on their western representatives, Mason & Hickey.

There are several grocery stores in Vancouver that have recently taken in with them a retail butcher. It has got to be acknowledged, too, that in every case the advent of the butcher has made a cleaner and neater looking store. This is a matter of frequent comment.

James Coombes has bought out T. Parke, in the Broadway grocery, Vancouver. Mr. Parke is one of the oldest grocers in the Fairview district, and it is said this will be the first holiday he has taken in fifteen years.

The Wetaskiwin meat market and the Wetaskiwin grocery, Wetaskiwin, Alta., has discontinued business. The stock of groceries was taken over by Mr. Taylor, of Spruce Grove, Alta.

The Vancouver travellers have had the Saturday closing day of the Annual Vancouver Exhibition set aside for them. They are having as their guests all the children from the orphanages, and other children's asylums, and also disabled veterans from the military hospitals.

A "Kangaroo Court" was a feature session of some of the prairie exhibitions and was very amusing. Of course there were "sore-heads" among those arrested, but that must have been before crop returns were in.

So, unless a friend at court is found a fine of 50 cents or a dollar toward the expenses is apt to be levied.

Winnipeg Manager of W. G. Patrick & Co.

William Murray has been appointed manager of the Winnipeg branch of the W. G. Patrick Co., Ltd., with supervision



of the territory from the head of the lakes to Victoria, B.C. Mr. Murray has been with the firm for the last ten years. The first two years he was connected with the Toronto office, after which he came West as assistant manager to R. C. Blackburn, who unfortunately has had to return East owing to ill-health.

Potatoes Decline 50 Cents Per Bus. in Saskatoon

Saskatoon, Sept. 12.—A slump of 50 cents a bushel has been registered in the price of potatoes at the city market. The best grades were being bought by dealers from farmers for \$1.25 per bushel, as compared with \$1.75 of a few days ago.

Increasing supply from outside points where people have them to sell and the fact that city residents are commencing to dig their own vacant plots thus cutting down on the demand, is given as the reason for the drop.

E. J. Johnston, of the Oceanic Oyster Company, has returned from a business trip to the United States in connection with the oyster business. Reports from the oyster districts are that the season will be a good one, but conditions are somewhat hampering the business on account of labour and high rates of exchange.

New Co-operative Store is Opened in Vancouver

A new co-operative store has been opened in Vancouver at 152 Hastings West, under the title, Veteran and Civilian Co-operative Association, of Vancouver, Ltd. Owing to the B. C. Co-operative Association Act, 1911, and amending acts, the society will proceed along the lines of all other B.C. co-operative lines laid down for any society using the word "co-operation" by the act—as to distribution of profits, etc.

Cash bonuses are returned to patrons according to their purchases, states the circular. Mr. Jones owns one share of stock at \$20.00 fully paid. This stock at 7 per cent. (current rate of interest) gives \$1.40 a year. His trade with the society was, say, \$600.00 for the year. After deducting other funds regularly set aside by co-operative societies as above, the surplus savings amount to, say, 10 per cent. of the merchandise sold.

The members of the society having agreed that the surplus saving shall be distributed on the basis of 10 per cent. of their patronage, Mr. Jones receives a cash bonus of 10 per cent. of \$600.00, namely, \$60.00, and that, in addition to the \$1.40 interest on his share of stock.

This extract from the prospectus will be interesting to the grocer closely in touch with cost of doing business, and net profits possible.

RICHARDSON, GREEN, LTD., NOW IN NEW QUARTERS

Richardson, Green, Ltd., have moved their head office in Winnipeg from temporary Princess Street, to permanent quarters on the third floor of the Wood building, corner of Market and Louise. The third floor of this building is being occupied by the head office, storage space being adjacent in the rear of the offices.

The personnel of the firm has been changed by the addition of C. L. Comings, who takes over the office of secretary-treasurer of the organization. Mr. Comings has just returned from a year's absence in California, where he was acting as sales manager of White Bros. & Crown Co. of San Francisco, fruit and vegetable shippers. He was for two years manager of the Rogers Fruit Co., Ltd., of Winnipeg, and for ten years prior, manager of the Pioneer Fruit Co., Ltd., at Brandon, Man.

Pure Food Building is Now Likely

Present Indications at Close of Canadian National Exhibition Are That Exclusive Building for Display of Foodstuffs is Most Probable

THERE appears to be every indication at the close of the 1920 Canadian National Exhibition, that a building for the sole purpose of exhibiting foodstuffs will be under way before the time rolls round for another Exhibition. Two meetings were recently held by representative manufacturers of foodstuffs and the matter was thoroughly discussed. The likelihood of the proposition being pursued to a definite conclusion seems now assured. The Food Products' Association that has been formed is enthusiastic over the prospect of having a building of its own and is leaving no stone unturned to see their plans carried out. H. N. Cowan, of the Cowan Co., Ltd., Toronto, is the chairman of the new organization and associated with him are men keenly interested in the manufacture of foodstuffs, who are anxious to see increased facilities for the display of their various lines at the Canadian National Exhibition.

As referred to in last week's issue of Canadian Grocer, W. G. Irving, vice-president of the Exhibition, stated in answer to a query, that the charge to the exhibitors would be based on in-

terest, sinking fund and maintenance, and that the Exhibition directors considered the Transportation Building the best laid out on the grounds. It contains about 30,000 square feet of exhibition space and 10,645 square feet of aisle space. The Transportation Building, when erected ten or twelve years ago, cost \$95,760. He calculated that a similar structure to-day would cost in the neighborhood of \$150,000 and in order that it be self-supporting it would mean a rental to exhibitors of 50c per sq. foot more or less. A guarantee would have to be made by the Food Products' Association to take space for a term of years and if sixty per cent. of the space is guaranteed by the Association, the Exhibition could go ahead and erect the building. The present Manufacturers' Building contains 41,000 square feet of exhibit space. The class of firms in the new building will be chiefly, if not altogether, food manufacturers. Nothing definite has been considered in regard to the location of the new building. In answer to another question, it was stated that each individual exhibitor will have to erect his own booth.



Crowds watching the motor boat races at the Canadian National Exhibition.



The model kitchen in the Manufacturers' Building—where Swift's new brand of Nut Margarine and Swift's Oleo-margarine were demonstrated. The merits of Cotosuet as a shortening were also shown.

Swift Canadian Co., Ltd., Attractive Displays

WITH their usual endeavor to show something novel in the way of an attractive display at the Canadian National Exhibition, the Swift Canadian Company have again this year excelled all predecessors. Many were the interested and admiring spectators who viewed this wonderful display in the Dairy Building during the two weeks of the Exhibition. Representing the refrigerator cars that the Swift Canadian Company use in sending their fresh meats all over the country, one section of the exhibit showed a constantly moving freight train. The interior of a modern refrigerator car, such as used by this company, occupied the centre of the display. Hung with porkers, as well as sides of beef, it gave to the public a clear and definite idea of the care that is taken by this packing concern in sending its fresh meats to all the principal towns and cities throughout Canada. Cleanliness and sanitation to the highest degree are first in importance and these Government inspected meats reach the dealer unsurpassed in any way. It was an interesting as well as novel display and had considerable of educational value for the average person, particularly for the dealer who is selling these meats from day to day.

In another section of the exhibit the company attracted the people with its daily contest, estimating the weight in ounces of a Swift Premium ham. The idea was to impress the public with the economic benefit to be derived from buying the ham whole, rather than a piece at a time. The ham was cut up in three portions and cards on each receptacle containing the three parts of the ham advised as follows:—"Bake the butt"—"Boil or fry the centre slices"—"Boil the shank." Thousands of people daily put in their estimate each day and the winner of the ham was announced each night.

This is an incentive for the dealers throughout the country to push the sale of hams whole and to impress upon their customers the economic value of so doing. The injunction of the company in this display shows just what can be done in utilizing the whole ham.

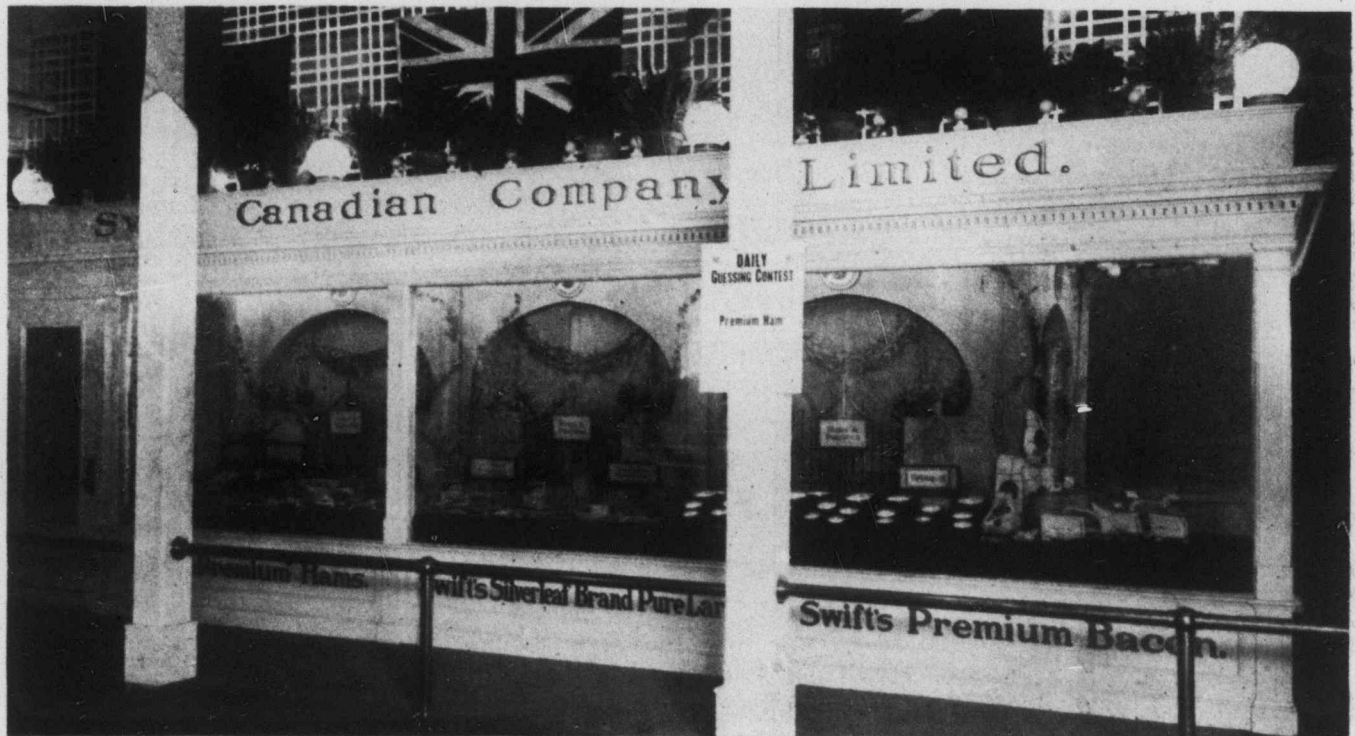
Swift's Brookfield sausages were well to the front in the exhibit and the neat, attractive way in which they are done up was the subject of much favorable comment. Swift's fancy and miscellaneous meats drew much attention and recipe booklets on the preparation of such products as calf livers, ox tails, kidneys and sweet-breads were given to all visitors. A splendid display of

butter and eggs, cheese and poultry also figured prominently in the display, impressing all with the high standard of Swift Canadian products.

The Swift Canadian Company was also represented in the Manufacturers' Building at the Canadian National Exhibition, where Swift's Premium Oleo-margarine, and Swift's Cotosuet Shortening, as well as a new brand of nut margarine called "Gem Nut" was shown. The growing popularity of nut margarines is something that this enterprising company has witnessed, with the result that among the other high-class lines manufactured by them they are now making a new nut margarine, and calling the same Gem Nut. It is made of nut oils—cocoanut oil, from 60 to 70 per cent., and peanut oil, churned in milk. It is the first and only nut margarine made in Canada, and has already won a high place in the estimation of Canadian housewives. It promises to be a popular seller and in view of the high prices that are asked for butter, it at once recommends itself to the public. It is nutritious as well as pleasing to the taste, and a trial is bound to mean repeat orders.



A novel display showing the manner in which the Swift Canadian Co. ship their fresh meats to all parts of Canada.



The attractive display of the Swift Canadian Company in the Dairy Building drew much attention to the well-known "Premium" products.



Where Dominion chocolates were shown to thousands at the Canadian National Exhibition.

Dominion Chocolate Exhibits Attractive

THE attractive exhibits of the Dominion Chocolate Company, Limited, successors of the Hooton Chocolate Company, Ltd., located in their usual stand in the Manufacturers' Building, also under the Grand Stand at the Canadian National Exhibition proved to be a centre of interest to the thousands of visitors who were attracted to the tastefully arranged display of chocolate tulip buds and chocolate bars of various sizes. All were anxious to taste the delectable chocolate and were firmly convinced that it was the finest they ever tasted. No better evidence of the popularity of Hooton's Solid Chocolate confections could be imagined than the fact that many thousands of dollars' worth were taken away by the people—after being duly paid for. Hooton's chocolate has a smooth, appe-

tizing flavor that pleases the most discriminating taste, and the nut bars are chuck full of fresh nuts.

That Hooton's chocolate has become one of the most popular on the market is evidenced by the large number of grocers and confectioners who daily visited the booth. Many of them expressed their appreciation of the company's products, and the way in which they are co-operating with the retailer in building sales. Indeed, from the expressions of opinion heard about the booth, there could be no doubt of the very strong hold the various products of the company are obtaining over the buying public. So strong is this feeling becoming that the merchant may well pin his faith to these quality products.

The Dominion Chocolate Company's slogan is quality, service and business

courtesy—a slogan which is practised as well as preached.

While the delightful qualities of Hooton's solid chocolate confections stand out pre-eminently, the company has not failed to lay stress on the importance of their products as a food, and as such they have a universal appeal. Unquestionably the two weeks' exhibit will be a large factor in still further stimulating the sale of Hooton's chocolates.

The Dominion Chocolate Co., Ltd., is composed of representative Canadian business people who have taken over all the formulas of the Hooton Chocolate Company which, as you may know, was largely financed by American capital. Consequently the Dominion Chocolate Co., Limited, is a genuine Canadian Company whose products are a real credit to the Canadian trade.



Domestic Shortening, one of the popular H.A. lines, was demonstrated successfully to thousands of women at the Canadian National Exhibition.



H.A. Brand products' exhibit in the Dairy Building. The pasture scene was a distinctive attraction. Thousands of visitors entered the guessing contest of the weight of the prize heifer.



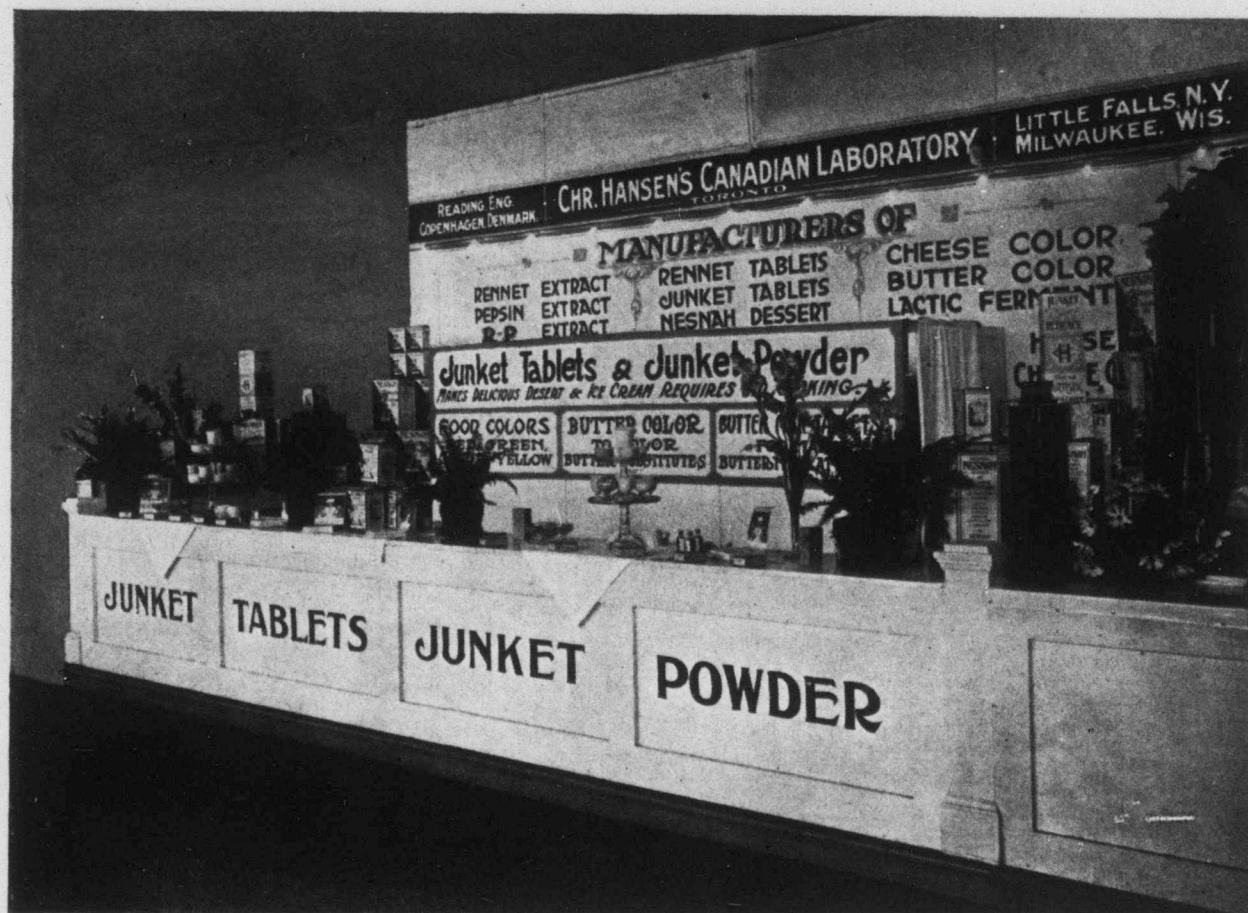
Thousands of people partook of tea at the Red Rose quarters in the Women's Building, after viewing the display in the Manufacturers' Building.

Where "Good Tea" Was Exhibited

THOUSANDS of cups of Red Rose Tea were served to visitors during the two weeks of the Canadian National Exhibition. The main booth of the T. H. Estabrooks Company was located in a central position in the Manufacturers' Building. As the Exhibition authorities had ruled that no beverages were to be served in the main building, a supplementary booth was maintained in the Arcade leading to the Women's Building. Here a staff of girls, under the experienced supervision of Mr. F. Leech, of the Red Rose staff, were stationed to serve tea at ten cents per cup. Red Rose Orange Pekoe Tea was used exclusively for this year's demonstration.

The feature of the booth, however, was the coupon handed to each purchaser of a cup of tea. This coupon entitled the holder to a credit of ten cents on a package of Red Rose Orange Pekoe Tea when presented at any grocery store, being redeemable by the T. H. Estabrooks Company either at their office or through the travelers.

Retail grocers all over the country will be having Red Rose Tea coupons handed in to them shortly, and a great deal of very helpful advertising and sales promotion work has undoubtedly been accomplished in this way. You will find a few packages displayed on the counter will be a big help in boosting your sales of this line.



The Chris. Hansen junket tablets and junket powder were popular at the Canadian National Exhibition—two exhibits were shown, one in the Manufacturers' Building and the other under the Grand Stand.

Junket Powder Makes Delicious Ice Cream

"HAVE you tasted the delicious ice cream made from Junket Powder?" one woman was heard to remark to a friend, in the Manufacturers' Building at the Canadian National Exhibition. When invited to do so by one of the ladies in the booth, great praise was heard. "I didn't know Junket could be used for ice cream," the lady replied, and forthwith she was handed one of the little recipe books telling all about Junket.

Grocers will find it profitable to push Junket either in the tablets or in powder. The retailer can recommend it because of its nourishing qualities, ideal for the sick and used extensively in hospitals, not only for its economic value, but because it can be quickly prepared.

From an economic standpoint in these days of high costs, apart altogether

from the fact that it is a delicious as well as a most nourishing dessert, grocers can "push" the sale of Junket in their stores. The exhibits in the Manufacturing Building, and under the grandstand at the Canadian National Exhibition, convinced many hundreds of people of the appetizing desserts that can be made both from Junket Tablets and Junket Powder.

Junket Tablets—ten in a package—each one representing a quart of dessert, recommends itself as an easily prepared dish at any meal. In a dry place the tablets will keep indefinitely. To the tablets, flavoring and sweetening have to be added. On the other hand Junket Powder contains all the ingredients for a dessert. It is already flavored and sweetened, and it is only necessary to add one pint of luke-warm milk. No cooking is necessary, and it takes only

ten minutes to set. It is put up in four flavors, Raspberry, Vanilla, Chocolate and Lemon.

Junket is now manufactured in Canada, at the Chr. Hansen Laboratory, Toronto. This concern also makes food coloring, used extensively for ice cream, junket, candy, etc., put up in four colors, Red, Yellow, Gold and Green. These colors are absolutely pure and harmless, and may be used in any quantity in perfect safety. Buttermilk Tablets, and Butter Color for butter or butter substitutes, made from vegetable color, are also manufactured by The Chr. Hansen Co. These were all shown at the Exhibition.

Loggie, Sons & Co., 32 Front St. West, Toronto, are the Canadian selling agents for the Chr. Hansen products.



The showing of Wagstaffe's Jams was again an attractive display in the Manufacturers' Building at the Canadian National Exhibition.

Wagstaffe's Jams an Economic Value

WAGSTAFFE'S LTD., manufacturers of jams, marmalade, and candied peels, Hamilton, Ontario, were again represented in an attractive exhibit at the Canadian National Exhibition. The tins, with the newly designed labels in bright colors of red and green, formed the walls of the booth, and many were the remarks of commendation made in regard to the new labels that have just been issued for the Wagstaffe containers. Two handsome silent salesmen stood out to the front, and an attendant dispensed to the crowds that gathered at the booth samples of the delectable jams and marmalade that are made by this firm.

"I don't know why any woman would concern herself with the worry of putting down fruit in these days, when she can buy jam like that," remarked one woman to a friend, as she tasted some of the raspberry jam, spread on a dainty biscuit. "With the high cost of sugar, it isn't worth while," she added, "and I do think that it is just as economical to buy jam already prepared. Wagstaffe's jams are just like the English article," she continued to her friend. "You can absolutely rely on them, as to purity, and genuine wholesomeness."

Wagstaffe's jams are manufactured from fresh fruits and pure cane sugar. They are made under ideal conditions, and represent the last word in a high-class foodstuff. Grocers all over the country are going to be asked for Wagstaffe's jams and marmalade, in the coming months, and a stock on hand is advisable. The retailer can get behind Wagstaffe goods, with the utmost confidence in recommending them to his trade, and with a good profit to himself.

The candied peels, put up by Wagstaffe in the fancy one-pound boxes made a ready appeal to visiting grocers at the Exhibition, as a good line to handle for the coming holiday trade. The best imported peels in orange, lemon, and citron, are candied in the factory at Hamilton. Packed in these dainty boxes tied with red ribbon, they were an attractive feature in the exhibit. They promise to be big sellers during the Christmas season. It is up to the dealer to get after them, and place his orders early. He can sell them, and with a good margin of profit. The peels in caps, too, are also put up in twelve pound cartons, and should recommend themselves to the trade as an ideal way to make purchases.



It was here that Borden's Condensed and Evaporated Milks were exhibited and where hundreds of mothers brought their babies to be weighed.

Borden's—the Centre of Interest

WHEN the Borden Company do a thing—they do it big.
That's the spirit behind all Borden advertising.

The constant stream of humanity thronging the aisles of the Manufacturers' Building at the Canadian National Exhibition was held back for many hours each day in front of both Borden's Baby Welfare Booth and Borden's Reindeer Coffee Booth. When such crowds are catered to it is safe to conclude that either something very interesting is being shown, or something given away. In this case both were true.

The solution to all-weather milk problems in Borden's St. Charles Milk was effectively demonstrated. The practical application of Borden's St. Charles Milk to every day kitchen problems was convincingly proved, and the number of mothers with their babies in their arms who called to consult the Borden Baby Specialist—Dr. Kirk—clearly proved the confidence of the public in Borden Eagle Brand Condensed Milk, also the service which the Borden Company supplies gratis. Over 100 babies were weighed each day of the Exhibition on the special Borden Baby Scale.

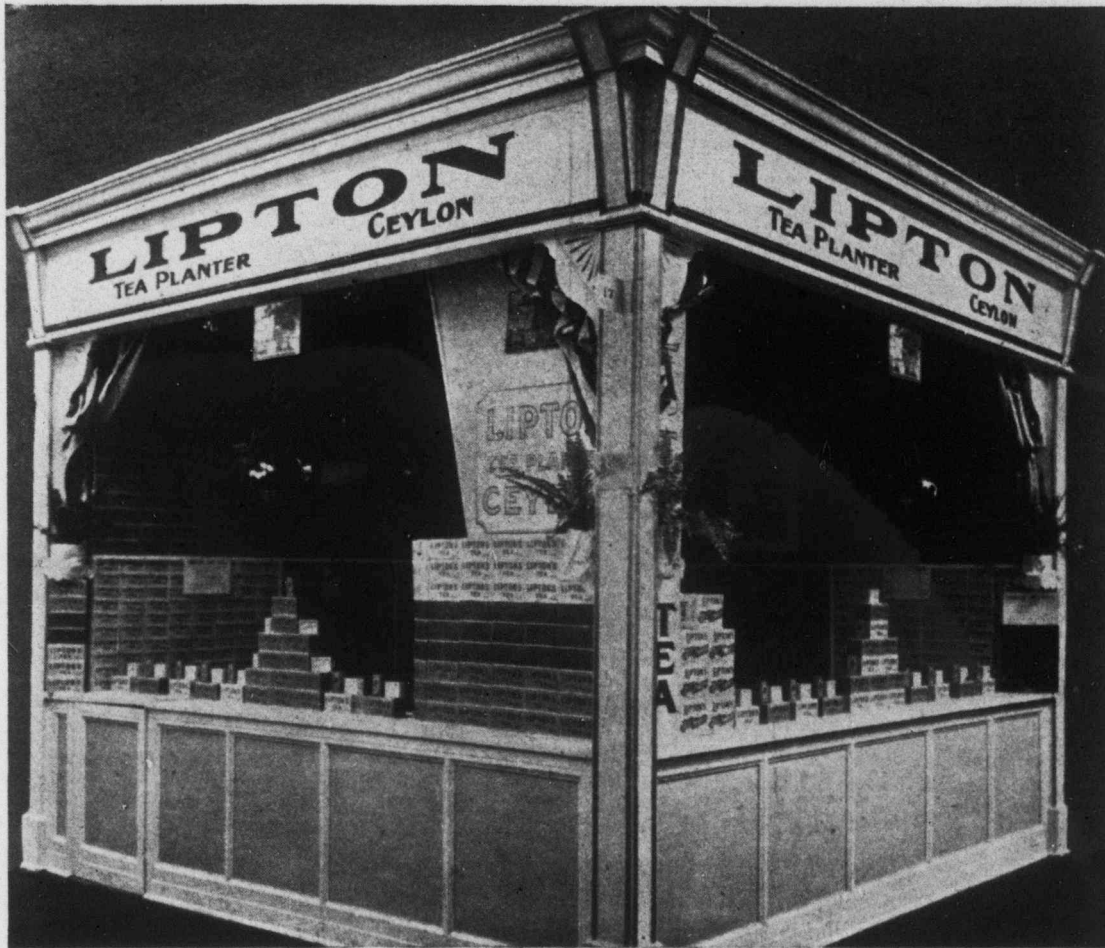
It was also shown how Borden's Eagle Brand Condensed Milk is economical and serviceable in every kitchen, which fact was forcibly brought home to every woman there.

While watching these interesting demonstrations at the Reindeer Coffee Booth many thousands of women, and men, too, had the opportunity of tasting the delicious flavor of Borden's Reindeer Coffee and Reindeer Cocoa, and were agreeably surprised to know that such splendid coffee and cocoa could be prepared simply by adding a teaspoonful of either product to a cupful of boiling water. Women particularly are going to keep faith with themselves and try Borden's Reindeer Coffee and Borden's Reindeer Cocoa, Eagle Brand Condensed Milk and St. Charles Milk.

Visitors who attended the Borden Booths were given specially constructed bags with the Borden name printed on them, a silent appeal to many tending towards increased popularity of the Borden Products. From all this publicity many dealers will increase their business. Will you be one of them?

The grocer should remember that thousands of women only need the slightest suggestion to recall their memory to Borden's Milk Products, and their resolution to have them in their own kitchen. A Borden window will prove how many women in your town witnessed these demonstrations. Just a word to each customer about the Borden exhibits at the Toronto Exhibition will be sufficient.

The Borden Company Limited, at 180 St. Paul Street West, Montreal, will be glad to send gratis to dealers window and store display material on application.



A view of the Lipton booth that was more popular than ever this year on account of Sir Thomas Lipton's visit to the Canadian National Exhibition.

Lipton's Booth as Popular as Ever

LIPTON'S teas, coffees and cocoa were again as popular as ever at the Canadian National Exhibition this year. The presence of Sir Thomas Lipton, the head of the company, during the first days of the exhibition, added to the popularity of the Lipton booth, and the gallant showing of the veteran sailor in his recent endeavor to lift the cup from America made his attendance all the more popular with the throngs that visited the Exhibition. Lipton's teas were a feature of the exhibit and were prominently displayed.

Tea drinkers all over the world have long since discovered something of the merits of Lipton's teas. Direct from the

tea garden to the teapot, they represent a uniform blend, a standard of excellence that is hard to beat. Thomas J. Lipton is the only tea man who grows his own teas on his own plantations. He blends and packs his teas in such a manner as to guarantee the highest quality obtainable, and because he grows and blends the teas he sells, he is able to dispose of them at the very lowest cost. The Thomas J. Lipton tea and cocoa estates in Ceylon are among the finest in the world, and include thousands of acres. These teas are splendidly packed in cardboard containers, a fact that is appreciated by the retail trade, and which greatly facilitates handling.

Lipton's coffees are everywhere in demand, and grocers who are not already stocking them will do well to do so, as for a really delicious drink Lipton's coffee is unbeatable. The grocer who is pushing this brand is not only recommending a coffee of a high-grade quality but also a coffee that nets him a very good profit. There are two blends of Lipton's coffee and they are put up in airtight tins.

Lipton's cocoa also made new friends at the Canadian National Exhibition. Lipton's instant cocoa is well known for its purity and its economical value. It is also quickly prepared, a fact rendering its trade name most applicable.



Thousands of people were invited to partake of "Old City Pure Jams" at the exhibit in the Manufacturers' Building of the Canadian National Exhibition.

RED CROSS PICKLES

A NEW idea in the packing of pickles was demonstrated at the exhibit of Red Cross pickles, manufactured by Reynolds, Moore & Bentz, Winnipeg, Man. Red Cross pickles are now packed in sanitary cans which, being gold lacquered on the inside, makes them a perfect food container and are in every respect equal to the glass containers. In these sanitary cans the goodness and flavor of Red Cross pickles is fully retained besides the keeping qualities of the new lacquered cans, even after the can is opened, are quite equal to the glass container.

Another point is that the cost to the consumer is about 35 per cent. less than the same amount in a glass container, a selling feature that is well worth considering when backed up with Red Cross quality. There are four varieties of Red Cross pickles packed in cans. Sweet mixed, sour mixed, sweet mustard and chow.

The exhibit was in charge of E. B. Nettelfield & Co., Toronto, who are the general sales agents for Red Cross pickles. Judging by the many comments on the fine quality of the goods and the large number of orders that were received, to be later delivered by the customer's grocer, the popularity of Red Cross pickles in

cans is assured. The grocer would do well to have sufficient stock on hand to meet the demand that is sure to follow the exhibit at the Canadian National Exhibition.

OLD CITY JAMS

"THAT is the finest raspberry jam I ever tasted," was an expression frequently heard around the exhibit of Old City jams in the Manufacturers' Annex at the Canadian National Exhibition. Old City raspberry jam is made from the wild raspberries grown on the banks of the St. Lawrence River, and has a flavor that is unlike that of any other brand—a flavor that brings customers back for more.

Other varieties of Old City jams are just as rich and delicious as evidenced by the murmurs of delight from the people who daily thronged around the exhibit, and the hundreds of orders that were received.

The exhibit was tastefully arranged and was easily the centre of attraction. Huge pyramids of jams in clear glass jars completely encircled the rear of the booth. These jars were of various sizes, from the individual up to the four pound size. The two and four pound jars are new packages for jam, containing two and four ounces more respectively than the number two and four tins. They are splendid packages and are sure to have a ready sale.

E. B. Nettelfield & Co., Toronto, are the general sales agents for Old City jams and will gladly send price list and display cards to any merchant who applies.



The display of Red Cross Pickles was an attractive exhibit in the Manufacturers' Building at the Canadian National Exhibition.



"Easifirst" was again popular with the women at the Exhibition. Many placed orders for the same, after viewing the demonstrations.

Gunns "Easifirst" Wins Fresh Laurels

ANOTHER attractive exhibit of the products of Gunns, Limited, was in the Manufacturers' Building at the Canadian National Exhibition. This exhibit was devoted wholly to the demonstration of "Easifirst," the popular shortening produced by this firm. Judging by the interest that the thousands of visitors who daily passed through the Manufacturers' Building manifested in "Easifirst," its popularity is increasing by leaps and bounds. That it is easily the most favored of all shortening products was evidenced by the number of visitors who stated to the ladies in charge of the booth that they were using "Easifirst" with the best results possible.

Words of commendation and praise were heard on all sides on the delicious flavor of the flaky pie crust, the scrumptious fried cakes, layer and other cakes

that were made in full view of the visitors with no other shortening than "Easifirst." The demonstrators explained that "Easifirst" was more economical than either butter or lard, that three-quarters of a pound of Easifirst was equal to a pound of butter or lard, and giving the baking a more tasty, appetizing flavor.

One point brought out, which was greatly appreciated by the visitors to the booth, was the fact that Easifirst made the finest quality of fruit cake, many people apparently being under the impression that fruit cake must have butter. This is not the case. Fruit cake made with Easifirst has a better flavor, and here is an important point—it will retain its moisture for a longer period and will not turn rancid in the cake, such being the case when butter is used.

The amount of business transacted at the booth this year far overtopped that of other years. The orders received this year run into large figures, again emphasizing the phenomenal demand from the consuming public for Easifirst. Many of these orders were for the twenty pound pails and many others for ten pounds. It might be of interest to note that few orders were received for less than five pounds. The greater demand for the larger sized packages is sufficient guarantee of the reliability of Easifirst.

These orders as in the past will be delivered by the customers' own grocers, and merchants will therefore do well to have ample stocks of Easifirst to meet the demand that is sure to follow this year's demonstration at the Toronto Exhibition.



The Gunns, Ltd., booth in the Dairy Building at the Canadian National Exhibition—a display that won great favor with the crowds.

“Gunns Good Food” a Fine Display

“**G**UNNS Good Food” was a sign that greeted the eye from one corner of the dairy building at the Canadian National Exhibition occupied by Gunns Limited, and commanded inspection of an exceptionally fine display of prime sides of beef, poultry, cooked meats, and other products of this firm. The rear walls of the exhibit were composed entirely of heavy sides of beef, bred and fed on a Western Ontario farm. This beef on display is just a sample of the splendid and high grade cuts obtainable from this firm, and represents the highest point of perfection. The assortment in their coolers will satisfy every branch of the trade, and here the retailer is assured of good service with the quality of goods he requires.

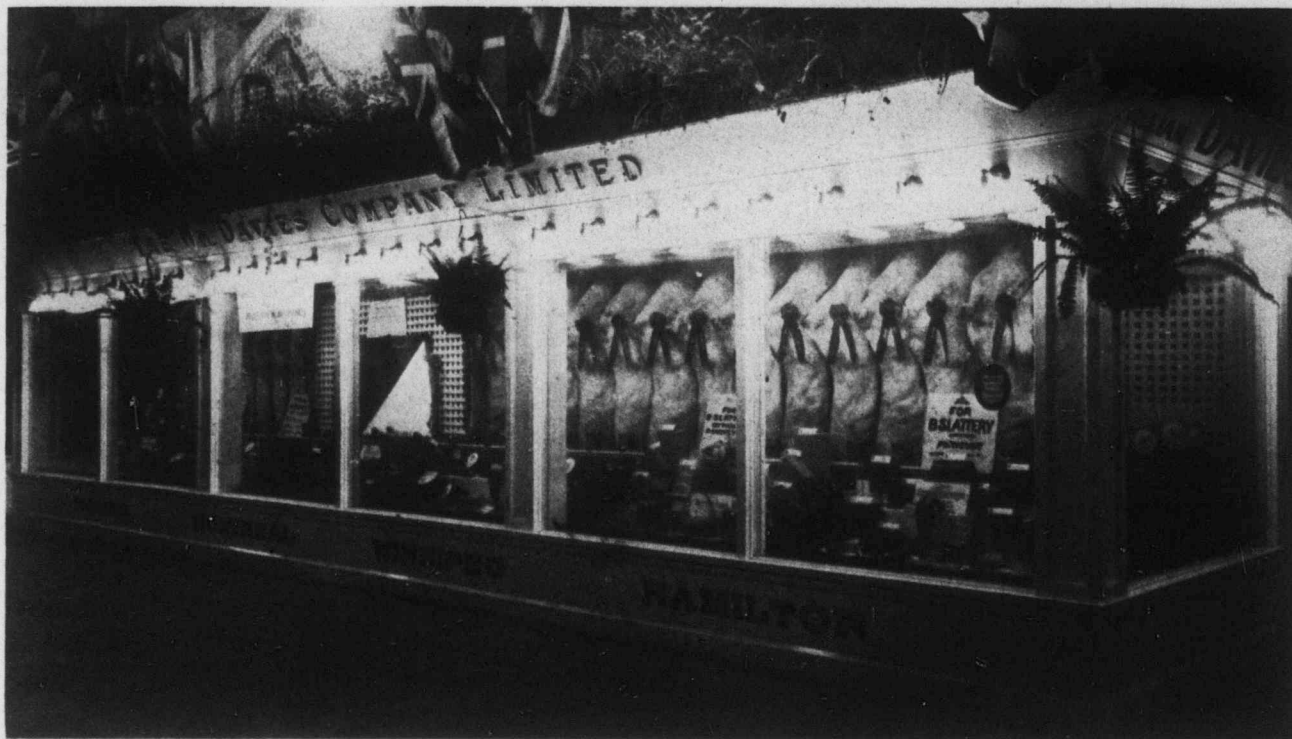
Tempting displays of cooked meats, dressed poultry, butter, eggs, cheese, mincemeat and other products were

tastefully arranged. Maple Leaf Brand Ham and Bacon came in for special notice and the “Gunnsback” did not fail to draw very favorable comments. Of the cooked meats probably the Maple Leaf Brand Sandwich Boiled Ham received the most attention. This ham is pressed in square shape which evenly distributes the fat and ensures the retailer a minimum of waste. Jellied tongues and pressed meats also made a tempting and appetizing display.

Gunns Mincemeat was displayed in glass jars so arranged as to attract special attention, and many were the remarks of favorable comment that were heard on every side. Mincemeat is an article that many retail merchants are of the opinion can only be sold in the winter months, particularly around the Christmas season. The quality of Gunns Mincemeat is superb, manufactured as

it is from the very choicest of Grecian currants, plump raisins, candied peels and other good things, delicately flavored with the spiciest of East India sweet spices, and has won an enviable place in the hearts of Canadian housewives as an all year round dessert. Grocers and other retail merchants who are selling this line throughout the year are building up a profitable business twelve months in the year.

Blue and yellow was the color scheme of decoration adopted throughout the display and was the subject of unstinted praise. Gunns Limited are carrying out this combination of colors on all their packages and labels. It is a color scheme that is striking yet dignified; one that appeals to merchants who take a pride in their window and interior displays.



This display of beef in the Wm. Davies' exhibit at the Canadian National Exhibition was bought by B. Slattery, of Ottawa, who operates a chain of provision stores and caters to the best trade in the capital city.

Wm. Davies' Exhibit Attracts Thousands

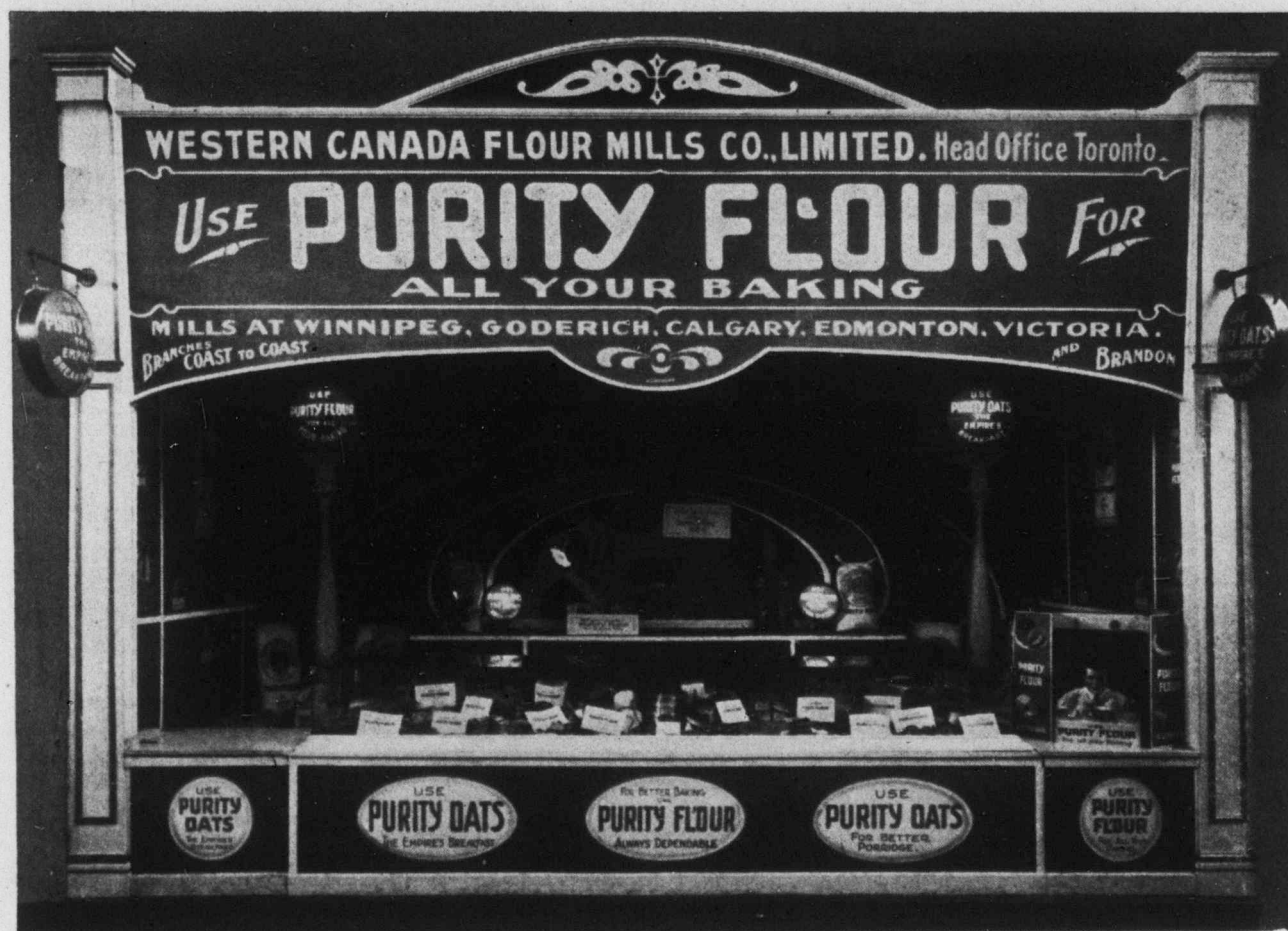
THE exhibit of packing house products shown by The William Davies Company, Limited, in their refrigerated showcase in the "Dairy and Inspected Meats" Building at the Canadian National Exhibition is always characterized by a freshness and attractiveness which appeal very forcibly both to the dealer and the consumer. This year's display was no exception to the rule, and drew forth expressions of admiration from visitors, many thousands of whom thronged the building during the two weeks of the exhibition.

Every line carried by the firm was arranged to the best advantage, the display of dressed carcass beef which formed the background of the exhibit being particularly worthy of comment. In a tasteful setting of flowers was arranged a series of white-clothed tables, each table featuring some particular line,

such as smoked meats, cooked and jellied meats, pure lard, "Peerless" Shortening and choice dairy produce. These products were most effectively grouped, and impressed the visitor with the exceptionally high quality of the company's lines. Tempting pies and pastries made with Davies' Pure Lard and Davies' "Peerless" Shortening, gave practical proof, if such were necessary, of the splendid results obtainable from the use of these products. A novel feature of the exhibit was an immense pyramid of Davies' Pure Lard, of which visitors were invited to estimate the weight, special prizes being offered to those who could estimate most correctly. This contest met with great success and drew large crowds to the company's exhibit.

In the Manufacturers' Building The William Davies Co. also had an attractive exhibit in the shape of a model

store front, two special showcases being devoted to the display of wrapped meats, pure lard, "Peerless" Shortening, canned meats and pickles. A demonstrator at this booth invited visitors to taste dainty samples of Davies' Pork and Beans, served hot, and needless to say the response was continuous. Many dealers and visitors to the booth expressed themselves as highly pleased with this popular line, and there is no doubt the firm will find such a demonstration productive of excellent results in acquainting both the trade and the public with so attractive a product, for which there is always a growing demand. The entire exhibit could not fail to impress the visiting merchant favorably, and at the same time afford him a host of practical ideas for the display of goods in his own store windows in such a way as to invite sales and bring new custom.



The Purity Flour booth, where the merits of Purity Flour and Purity Oats were tellingly demonstrated.

An Interesting Display of Purity Flour

THIS is an especially interesting display in blue, with white trimmings and special lighting effects and was located in the main aisle of the Manufacturers' Building.

The central part of the booth illustrates the wonderful progress in flour milling from Ancient Egyptian times round 4,800 B.C., pictured on a mysterious miniature stage showing the woman of early Egypt laboriously producing flour with the ancient Saddle Stones. Progress in milling to 500 B.C. is shown on the same stage in a scene of early Roman Milling in which the donkey-driven quern is shown producing flour.

The Purity Maid directs attention to the great progress in Flour Milling as exemplified in the handsome reproduction of several of the company's massive modern mills, with a total daily capacity of 10,000 barrels of flour. The

deep blue of the booth lends itself to the display of the company's extensive advertising signs and hangers of all kinds.

One of the most interesting features to the ladies is the fine display of home baking, which includes the work of several of this year's prize winners in the baking competitions of the Exhibition. A very handsome and useful little collection of recipes for special holidays and occasions is distributed to all visitors and altogether the booth is well worth a visit from those interested in food products of the highest quality.

Purity Flour customers from all over Canada are making the booth their headquarters and are welcomed by the company's many salesmen who report at the booth at regular intervals to entertain their customers for **PURITY FLOUR** and **PURITY OATS**.



The attractive arrangement of maple products at Small's, Ltd., booth in the Manufacturers' Building.

Small's Maple Products are Popular

ONE of the most attractive exhibits at the Canadian National Exhibition, and one that left a pleasing impression on the many thousands of visitors, was the display of Small's Maple Products in the Manufacturers Annex under the Grand Stand. This display was especially noted for its immaculately clean and artistic arrangement. Rich maple syrup in bottles of various sizes was temptingly displayed. Small's Standard Pure Maple Syrup is made from the purest of sap, gathered from the maple trees in the forests of Quebec, which are known the world over as producing the finest flavored syrup on the North American continent. Creamy maple sugar in cakes and bricks, also maple fudges were displayed in such tempting manner, that brought many an exclamation of delight from the visitors who thronged the building from morning till night.

Three young women clad in white were kept busy demonstrating the merits of Small's Forest Cream Butters with tasting samples and many hundreds of requests to purchase were received. All Small's Butters are processed from the original exclusive formulas and have a texture as smooth as dairy butter and will not harden or grain. They are made in four flavors and

colors, maple, chocolate, honey and cocoanut and make a splendid icing for cakes and a delightful spread for bread: put up in tins from one pound in weight, which is the popular household size, to the larger sizes up to thirty pounds for bakers' use and also for selling in bulk by the retail trade.

Another product of the company that brought favorable comments was the appetizing display of clover honey in glass jars that flanked the artistic piles of maple products.

These are but a few of the dainties in display, which include Pure Cane Molasses and other exclusive bakers' supplements.

All the products on exhibit bear that highest of trade marks—Made in Canada. The purity and merits are amply vouched in the framed diplomas which adorn the walls of the display and which were awarded at Osaka, Japan, Paris, France, and other national exhibitions.

George Small, one of the directors of the company, has been connected with the production of Maple Products for a good many years and knows the requirements of the Canadian people. The exhibit was in charge of H. Harris, Ontario Representative.



Thousands of packets of Aromints were sold from the booth of "Aromints" at the Canadian National Exhibition. A new cough candy was also shown.

Sales of Aromints Again a Record

THE favorite after dinner tidbit—Aromints—was again shown at the Canadian National Exhibition this year. Sales made from the booth under the Grand Stand showed that this popular confection had not lost any of its widespread popularity.

A new product—a cough candy—manufactured by the Aromint Company, and done up in small packets similar to the mints, was shown for the first time. Like Aromints the new candy is a high-class product, and since coming on the market has made a name for itself. It promises in fact to be one of the largest sellers of the year and grocers who have been profiting by the sales of Aromints would do well to stock the new cough candy. For the fall and winter months with the prevalence of coughs and colds due to the changeable weather, the new cough tablets

are going to be constantly in demand. They ease the tickling in the throat and soothe the irritation that makes sleepless nights.

Now is the time to display this new cough lozenge. It will pay the grocer to keep it constantly before his customers in the months to come.

Aromints—the real after dinner mint—can be made a big seller the year round. They come in five popular flavors, Cinnamon, Peppermint, Cloves, Licorice and Wintergreen. Both Aromints and the cough tablets are Canadian made products. They are manufactured at 107-109 Duke Street, Toronto, and can be had through your Jobber. All orders from Jobbers will be filled promptly, by the Canadian distributing agency, Oliver-Lee, Limited, 95-97 King Street East, Toronto.



The booth of the Teco Company, where Teco pancake flour was demonstrated to thousands at the Canadian National Exhibition.

T-E-C-O Pancake Flour Attracts

TECO pancakes are made from TECO flour and cold water. TECO pancake flour is self-rising. Just add cold water to TECO flour and bake. Always ready. The buttermilk does it. It is in the flour.

Your customers will soon discover that there is a vast difference in pancake flours. True, pancake flours are nearly all made from the same cereals, but TECO has one unique ingredient of its own, quite aside from the high quality of the grains selected. That unusual element is buttermilk—powdered malted buttermilk.

That is the secret of that tempting, savory, different taste which brought hosts of women back to get another taste and more information.

One lady explained her several visits to the TECO booth by remarking: "It's just like going to some homes you love to visit. How delightful are even their simplest meals. Their pancake breakfasts—how the golden brown cakes just melt in your mouth!" Such discriminat-

ing women are quick to recognize the superiority of TECO flour. They catch on at once to the difference between old fashioned pancake flour and TECO.

Yet TECO costs no more than other pancake flours.

Those who prefer buckwheat cakes can have their choice by asking for TECO buckwheat flour with that real old-fashioned buckwheat taste plus the powdered malted buttermilk flavor.

TECO flour was primarily intended for pancakes, but hundreds of satisfied users have found that by mixing a portion of TECO flour with a portion of standard flour they get vastly superior and more delicious gems, muffins, cookies, and biscuits than is possible from any standard flour alone.

In order to get the best recipes possible for making cakes other than those on the carton or Mrs. Bailey-Allen's Buttermilk Book, the TECO Company is offering as first prize a Sellers kitchen cabinet or its equivalent in cash, and twenty-nine other prizes.

Here is an opportunity for grocers to co-operate in building up an all-year-round commodity.

Those who wish to compete for these prizes must get the blanks on which to write recipes or to attach to the recipe, from the local grocer.

Every recipe submitted must be written on or attached to this coupon. No others will be considered. There is no fee for entry or limit to the number of recipes sent in other than that each must have a separate coupon.

An equal chance is guaranteed to every competitor. The judges will be of nation-wide reputation.

Mr. Burkhardt, general manager, says the grocers who have visited the booth are giving this competition their hearty support and it is assured of co-operation all along the line.

All recipes and enquiries for information or blank forms should be sent direct to TECO Company, Limited, Belleville, Ont.



The demonstrations of Catelli's Macaroni and Domino and Jack Frost packaged rice attracted thousands at the Canadian National Exhibition.

Catelli's Macaroni and Domino Rice

HUNDREDS of visitors at the Canadian National Exhibition viewed with considerable pleasure the exhibit of Catelli's Macaroni, and likewise for the first time in Canada the showing of package rice, Domino and Jack Frost brands. People were invited to partake of these products, deliciously prepared in the booth. An invitation was extended to visitors to leave their names and addresses, recipe books telling how to prepare macaroni and rice in various ways being mailed to them.

Catelli's Macaroni is standard on this market. It is strictly a Canadian made product and the Catelli Co., in Montreal, has the largest and most scientific equipment in the British Empire. They use the finest quality of Seminola wheat which is standard for the best macaroni. They manufacture Macaroni, Spaghetti, Noodles, Vermicelli, Stars, Alphabets and Ready Cuts, which practically every jobber in Canada is handling. Until

the war it was not supposed that macaroni could be produced of the same quality in Canada as in Italy, on account of climatic conditions in Italy. It was dried in the open air by hanging the moist macaroni on racks and letting it dry beneath the rays of the bright Italian sun. In this country the temperature varies so that it is practically impossible to get the same results in drying macaroni in the old fashioned way. The Catelli Co. has installed a modern humidifier apparatus so that their goods can be dried scientifically. A hermetically sealed room is filled with purified, filtered air which has been raised to a certain degree of moisture which is regulated by electric gauges. Then heat is applied by hot steam pipes and the temperature and moisture are made to reproduce Italian atmospheric conditions. No other plant in Canada approaches this degree of efficiency which accounts for the quality of Catelli products, which are well known by trade all

over Canada by the Catelli Girl Figure.

Buying rice in packages has advantages. Economically, it is claimed to be just as reasonable, and there can be no dirt—absolute cleanliness, and from the grocer's standpoint much easier to handle. "The two best body builders—Macaroni and Rice." The grocer can have the utmost confidence in recommending these high grade lines of the Catelli Co. Domino and Jack Frost package rices are new lines on the Canadian market. Grocers are going to be asked for them, judging from their popularity at the exhibition. These rices are packed by the Ralph Goldsmith Co., of New Orleans, who are the largest exporters in that city. This company is also the largest packer of rice in the United States. Jack Frost rice is the finest quality of Blue Rose rice. The Domino brand is especially fine Honduras, Carolina style. These rices are now being distributed to the Canadian jobbers, and already large orders have been booked for the same.



The old familiar brand of Peek, Frean Biscuits was shown at this exhibit, and thousands expressed satisfaction at being able to secure them again.

PEEK, FREAN'S BISCUITS

“WELL, well, here is a beautiful display of Peek, Frean's good old English Biscuits,” was a remark that was heard very frequently by many people who had the pleasure of seeing the attractive display of Peek, Frean's Biscuits in the Manufacturers' Building.

Peek, Frean's Shortcake and Pat-A-Cake were very prominently displayed, as well as the other specialties for which Peek, Frean & Co. are famous. Thirty thousand tasting samples of the best varieties were freely distributed to those interested in high-class biscuits, and in addition to this several thousand small packages were sold.

The entire exhibit was arranged and conducted by The Harry Horne Co., Limited. Mr. Horne advised the writer that his firm is now carrying a complete line of the best selling varieties on spot at Toronto, and will be very pleased to mail price-lists and catalogues to any grocer who may be interested, and who has not already got one on hand.

It is a splendid demonstration to note that there are over 1,000 stores in the city of Toronto which sell Peak, Frean's celebrated Shortcake, and many of these stores also sell numerous other lines.

Those wishing price-lists and catalogue will receive same immediately by dropping a post card of inquiry to The Harry Horne Co., Limited, Toronto, agents for the Province of Ontario for Peek, Frean's celebrated English Biscuits.



The attractive exhibit where John Taylor & Co.'s "Infants' Delight" and other soaps and perfumes were shown to crowds every day at the Exhibition.



Where Double Cream Custard was demonstrated to thousands during the two weeks of the Canadian National Exhibition.

Harry Horne's Double Cream Custard

ONE of the outstanding exhibits and attractions at the Canadian National Exhibition was that of the exhibit of Harry Horne's "Double Cream" Custard, and other "Double Cream" Products.

One would certainly readily appreciate the fact that the public in general has been more than pleased and delighted with the satisfaction they have received from this "Double Cream" Custard, for nearly every second person who reviewed the exhibit passed the remark that they used the Custard regularly, and found it very delicious in flavor and very nourishing, as it enables them to prepare many fancy dishes which are very tasty and appetizing for the mid-day or evening meal.

The public has come to realize the fact that this Custard, to-day, is one of the most economical desserts and articles of food which it is possible for them to obtain.

At the exhibit there were daily displayed attractive dishes, which were prepared from the "Double Cream" Custard, and this is indeed instructive to the housewife.

Thousands of recipe books were also given free to users of "Double Cream" Custard, in all parts of the country, and over ten thousand souvenirs and hand bags and other novelties advertising the "Double Cream" Custard were freely distributed to those visiting the exhibit.

Each and every grocer in Canada must surely appreciate the fact that, from the publicity and advertising in connection with "Double Cream" Custard they should receive an increased demand for this particular article, and those who are not stocking this Custard at the present time will in the future find that it is one of the superior selling articles in the grocery trade of to-day.

From the demonstrations made, it is easily conceived that "Double Cream" Custard is quite different to ordinary Custards, and superior in flavor and in nourishment, and carries with it that smoothness and creamy effect which is much looked for in a dessert of this class.

The firm is represented in Montreal—by Shepherd-Mott Co., 3 St. Nicholas St.; The Maritime Provinces by Supplies Limited, Kentville, N.S.; and in Western Canada by A. M. Maclure & Company, Limited, Maltese Cross Building, Winnipeg, Man.

All merchants throughout Ontario will be able to receive supplies through any Toronto or Hamilton house, and where your wholesaler is unable to supply you, it will be best for you to forward your order direct to

The Harry Horne Co., Limited,
1297 Queen St. West,
Toronto, Ont.



Reckitt's Overseas, Ltd., was again represented at the Canadian National Exhibition after an absence of four years.

Reckitt's Goods Are Again Shown

FOR the first time in four years, Reckitt's Overseas Co. were showing their popular lines at the Canadian National Exhibition. The inability to secure the goods from England was the reason for their absence during the years of the war, and more than one merchant personally expressed delight, to see them back again, and to know that their goods are again obtainable in Canada. Located in the Manufacturers' Building, Reckitt's Blue was prominent in the display, and the other two lines, Reckitt's Brasso Metal Polish and Reckitt's Zebra Stove Paste, came in for a good deal of attention on the part of the public.

Practical demonstrations of Brasso were a feature, and just what this line will do in the way of polishing and brightening articles of brass, zinc, copper and steel, could be viewed by everyone. With Brasso it recommends itself for the reason that it is a lasting polish. You can clean an article to-day and it is not necessary to do so again to-morrow, merely brush it up. Many grocers were convinced of its qualities as a number one polish at the Exhibition and will be pushing it in their stores in the

months to come. Let the people see what it will do by having some article of brass, copper or zinc before and after an application of Brasso. It is the best selling argument—a demonstration of what it will do, and the same can be carried out with very little extra trouble or expense. Brasso is a big seller and is constantly growing in popularity.

Zebra stove paste is easily applied and is declared by most people to be the finest stove polish available. It can be applied with a cloth and polished with a brush. The average grocer will find it profitable to talk it up with his customers this fall, when his trade is at the housecleaning period and is busy getting pipes ready for the winter months. They will find Zebra will do the work quicker and entirely to their satisfaction.

Reckitt's Silvo is not available in this market at the present time, but the Canadian management is hoping that before many months shipments of the same will begin to come forward.

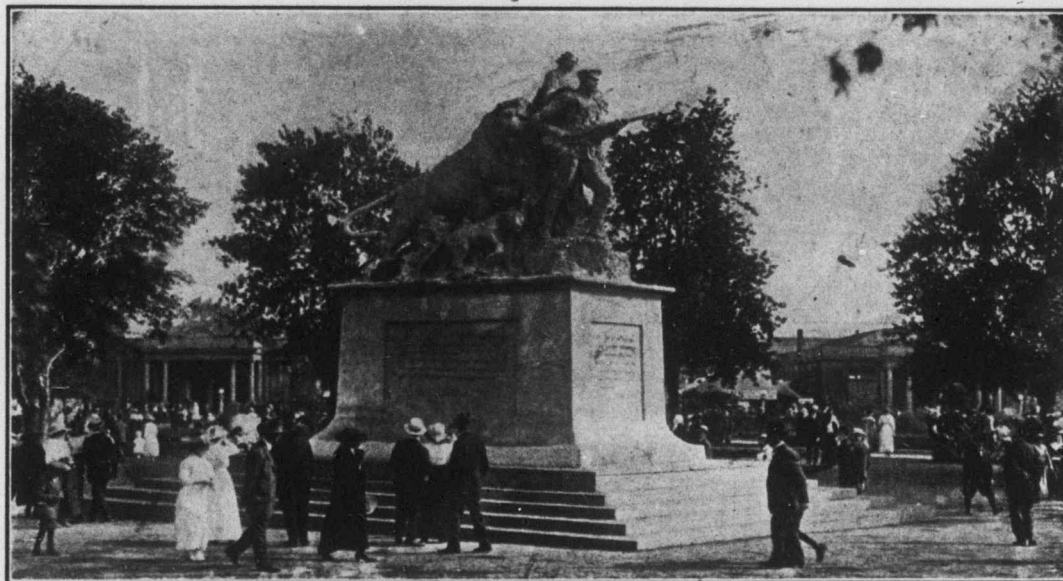
Canadian National Exhibition Again Over Million

FOR the third time in its history the Canadian National Exhibition exceeded the million mark in attendance, the grand total for 1920 standing at 1,152,000. While this is not quite to the record of the Peace Exhibition,

ment of all the departments of the Exhibition is a matter for congratulation, and serious consideration is being given by the directors to the question of providing more accommodation for exhibits.

While the Exhibition of 1920, perhaps,

The carnival features of the Exhibition were as popular as ever, and the special arrangements devised for the entertainment of the throngs were much appreciated. The motor boat races, the stunting aeroplanes, the performance

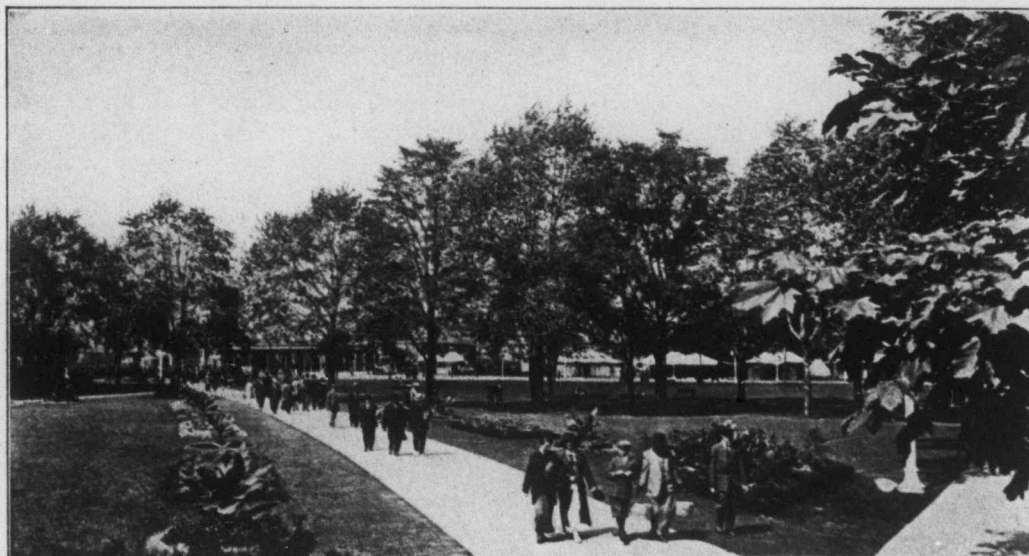


the year previous, the decline is accounted for in two very good reasons. The first one lies in the fact that there was no stellar attraction as in 1919, when the presence of His Royal Highness the Prince of Wales drew thousands to the Exhibition. The other reason is accounted for in the weather on the concluding day. When it was thought that the record of last year might have been reached, a deluge of rain on the concluding Saturday kept many hundreds

was not as spectacular, in some ways, as in certain previous years, yet from many standpoints it stood very high in the opinion of representative men in close touch with the progress of this annual event. The exhibits were all of a high order, showing as they did the position of Canada industrially and commercially, as well as showing the goods of American and Old Country manufacturers. In fact the exhibits would have been on a much greater scale had the

daily in front of the Grand Stand and the display of fireworks, to say nothing of the diversion of the Midway, all provided unlimited amusement. Then again for the lovers of art the beautiful showing of paintings, and likewise of photography were an attraction in themselves that made the visit to the Exhibition well worth the money and time spent.

The rain on the last Saturday interfered somewhat with the athletic events that were a special feature this year,



away, that otherwise would have swelled the grand aggregate.

In spite of the fact that the Exhibition was behind in numbers attending, it continues to grow in size and in importance. It outrivals anything of its kind held annually anywhere. The steady develop-

space been available for them, and many were unable to be represented owing to this lack of space. Already plans are under way for increasing facilities, and it is not unlikely that before another year, more buildings will have been erected in the Exhibition grounds.

but a number of them were run off, creating a great deal of interest.

The Exhibition closed with much justification for pleasure at its success, and looking to another year, when this great annual Exhibition will be on a larger scale than ever before attempted.

Making the Windows a Separate Department; Keeping Tab on Displays and their Sales Value

Making Each Department Pay For Window Space Used—Helps to Pay For Window Expenses
And Turns in a Profit to the Firm—Results in Better Displays and Promotes Sales.

TIME was ten or fifteen years ago when windows and window-dressing were secondary considerations in the management and economy of store life. If the stock room was overcrowded and new consignments of goods arrived for which there was no room they could be dumped in the window and a rough and ready display made of them. Window dressing didn't matter much anyway; it was, at that time one of the undeveloped sciences of modern merchandising. Advertising—and window dressing is a form of advertising—itsself was an insignificant part of store life. Such a thing as an advertising manager was unthought of and the coffers of the present-day newspaper were little augmented by departmental stores', grocers', haberdashers' and other mercantile prices.

But Things Have Changed

But things have changed since that day. Some of the brightest men in the business world are now engaged in daily bringing to the attention of the consuming public values, bargains, reasons for purchasing at this, that and the other store. Live-wire men today are described as men who do a deal of advertising and who give an air of bustle and push to their businesses. They use big space in the daily newspapers and promulgate novel advertising schemes of one kind and another that bring results. But all the advertising they do is not done on paper. Windows are advertisers; they are sellers of merchandise. They are on duty twenty-four hours of the day and thousands of dollars are spent to beautify them so that the eye of the passer-by may be attracted either during the busy hours of the day or the quieter hours of the night. Men believe in these salesmen to such an extent that they are kept ablaze all night and elaborate electric signs are constructed as a beacon light to the window and the store.

Making a Department of Windows

System in store management and economy is likewise a rapid development of modern merchandising. There are many stores whose proprietors know at the end of the day the amount of stock sold, amount on hand, gross profit, net profit, loss, the number and value of sales made by each clerk in his employ. They say it all makes for better business, helps them to conduct it more scientifically and, with changeable markets, enables them to steer clear of financial pitfalls.

Canadian Grocer has also heard of departmental stores where windows constitute one of the regular profit-

bearing departments in that store. It is figured out that these windows have to be paid for, they represent so much floor space which is a part of the entire store floor space on which taxes have to be paid. Moreover, there is considerable expense in connection with their upkeep. But the heart of the whole matter is that they are salesmen, occupying the best position in the whole store. Like salesmen inside the store, some window spaces in a store front are better than others; therefore, they are of more value to the firm.

Window Space Paid For by Departments

But the "firm" in this case is only an abstract entity looking for dividends on stocks. The inside selling departments must pay these dividends. Each of these departments, in turn, is given space in the daily store advertisements which helps them sell more goods and turn out these dividends. Window displays also help sell goods. In departmental stores each department is given an objective which must be reached and all honor and more money to the manager who exceeds the objective. He figures out that a window display is of so much value to his department that it will enable him to sell so many more goods. The windows are already organized into a department charged with the task of paying for themselves and turning over a profit at the end of the year.

How It Works Out

In these departmental stores, therefore, each department pays the manager of window displays so much for window space. There are, of course, some positions in the windows better than others. There are many merchants who have both front and side windows and the value of window space varies accordingly. Window display managers by renting space pay for alterations and improvements in the windows, make up their own salaries and meet the expense connected with the amount of floor space they occupy in the whole store.

While such a system might seem elaborate for the smaller stores, yet a modified system could be made to be of real benefit. Merchants realize the relative value of window display to sales. Perhaps there are lines of groceries carried which are not displayed enough. If a charge were made against each department—even though it be but a nominal charge—it could be ascertained what lines given window display were bringing the best results. It would likewise be a test of the work of the window display man. "Goods will displayed are goods half sold" is a tru-

ism of modern merchandising. If there is not an immediate return for your window displays, there is probably something wrong with the display. If window displays had to be paid for by the departments inside the store it would be an incentive to the display man to make them pay, and to the managers of the departments paying for the display to take full benefit of these displays by pushing sales.

MORISON AND JONES, LIMITED, TAKE OVER BUSINESS

Morison & Jones (Brokers), Ltd., London, Eng., have taken over from the first of August, 1920, the rapidly developing business hitherto carried on by J. L. Morison, Son & Jones. The business will continue to be conducted by A. Ernest Jones as Managing Director and the existing staff, and O. J. Parker and T. J. Booth (partners in the firm of O. J. Parker & Co., 80, Bishopsgate, E.C.), will be associated as directors. The old established business of Manufacturers' Export Agents is not affected by above change and will be continued under the style of J. L. Morison, Son & Jones.

AFRICAN COCOA PLANTERS ARE MAKING FORTUNES

Cape Town, Sept.—The Gold Coast of West Africa is getting rich from cocoa. In pre-war times it was bought at \$50 a ton. It is now bringing \$300 a ton. Two hundred planters own automobiles. Colored shippers are flourishing and talk of forming a cocoa trust. Fashionable women are acting as brokers and have adopted tailored suits and derby hats as business dress.

ONE OF THE MOST INSTRUCTIVE

Editor Canadian Grocer—I had the pleasure of renewing six subscriptions to Canadian Grocer while manager of the Dome Mines Store, South Porcupine, Ont., and would now appreciate a late sample copy and be advised of the U.S. subscription rate.

It is my opinion that you offer the merchant one of the most instructive grocery papers published.

P. J. MILLER,
Mgr. Skaggs United Stores
Pocatello, Idaho, U.S.A.
Aug. 28, 1920.

Number of Orientals in B.C. Selling Foodstuffs Increasing

Licensed White Retailers in Vancouver Are Now Just a Bare Majority—Out of Thirteen Retailers in a Country Town in B.C., Nine Are Orientals

By Staff Correspondent.

VANCOUVER.—Recently, for the purpose of securing amendments to the Early Closing by-law it was necessary for the Retail Merchants' Association to canvas the entire city retail trade with a petition. It was required to get 50 per cent. of the licensed retailers to sign before action would be taken by the council. Those doing this work state that it was almost necessary to get 100 per cent. of the white retailers, in order to secure the necessary 50 per cent. of the licensed dealers.

It is of course known to the trade that a great and increasing number of Orientals are engaging in various retail businesses, but it comes as a shock to Vancouver white retailers to find that in a very short time, judging by the past few months, the retail merchandising of the various necessities of life will be controlled by those who cannot obtain citizenship in Canada, and have no vote in the conduct of the government, but who can obstruct the enactment of such laws as the white retailers may deem in the best interest of the business community.

Either that, or the government must exclude from its requirements the consent of non-citizens, when considering the enactment of laws affecting this country. The secretary of the Japanese Retail Merchants' Association claim that the Japanese retailers are organized 100 per cent. When the city council demanded that the Chinese vegetable pedlars pay up their full license fees, all wagons were taken off the runs by next morning—not one exception to this organized action. It must be apparent then that the Orientals are organized to act in concert. Can as much be said for the white retailers—who are speedily drifting into the minority?

Majority are Orientals

In one up-country town in B.C. there are 13 retailers selling groceries. Nine of them are Orientals. One is an Italian and three are white. If it comes to a majority vote in that town over closing at a white man's hour, the white retailers have little chance.

In another B. C. interior town are thirteen purveyors of foodstuffs. They line up like this: 4 Italian merchants; 5 British citizens; 4 Chinese.

It is understood that the Italian merchants co-operate with the other white retailers so probably the situation is not so bad there.

What Does "Shop" Mean

In Vancouver the Retail Merchants'

Association is at present endeavoring to have a correct interpretation of the word "shop" which appears in the various local by-laws, as also in the Provincial Shops Regulation Act, and other acts. They are endeavoring to have the word interpreted to mean that any vegetable, fruit or confectionery store that carries any grocery line is a "shop" within the meaning of the early closing by-laws, etc.

The Vancouver City prosecutor, Mr. McKay, stated recently that it was impossible to deal with these early closing infractions of the by-law because he had his "hands full of more important matters." The Retail Merchants' Association contends that the license fee that the retailers pay entitles them to protection to the extent of standing by-laws. Failing this they have been put to the expense of hiring a lawyer and a detective and are cleaning up the local condition.

Following the spirit of fellowship that was displayed between the retailers of the East, the Middle West and the Pacific Coast at the recent Dominion convention, the merchants here feel that the problems of the British Columbia, the Alberta and Saskatchewan retailers are of great interest and concern to their fellow retailers throughout the Dominion.

PRIZES IN BUTTER CONTEST

Winnipeg.—The Crescent Creamery Co., Ltd., of Winnipeg, won first prize for unsalted butter, also fourth prize for 14 lb. box June make, and fifth prize for 65 lb. box August make, in competition with creameries of Canada at the National Exhibition at Toronto. Two other Manitoba creameries also won prizes, the Crescent Creamery, of Brandon, won fourth prize for creamery prints, and the Shoal Lake Creamery fifth prize for creamery prints and sixth prize for unsalted butter.

Salts of Copper For Coloring Peas

An inquiry in regard to the law as to coloring peas has been received by Canadian Grocer. According to information received from the Department of Health, at Ottawa, salts of copper are used for this purpose, usually the sulphate. Regulations permit the use of salts of copper, provided that the amount of copper does not exceed 80 parts per million. The presence of copper must be stated on the label.

British Chamber of Commerce in Paris Has Can. Section

AMONGST British Chambers of Commerce established abroad, that of Paris is conspicuous for its enterprise in serving the requirements of British trade and industry, and, furthermore, possesses an active Canadian Section

The committee of this section is composed of persons themselves interested in trade with Canada, and consequently is in a position to supply all the requirements of Canadian members. The membership of the Chamber is restricted to firms of British nationality. It receives no subsidy from the Canadian or British Governments, and carries on its most necessary work entirely through the subscription of its members. To enable the Chamber to take up a firm position and thus sufficiently combat foreign competition, it very naturally deserves to continue to add to its membership.

Among other things it puts its members into touch with suitable agents in France, obtains information on the commercial standing of French firms, supplies exact Customs classification of goods, notifies changes in French Customs duties and proposed commercial legislation, communicates enquiries from French buyers of British goods and, furthermore, publishes a very useful bulletin of information.

Applications for membership should be made to the secretary of the Canadian Section, British Chamber of Commerce, Incorporated, 6, rue Halevy, Paris.

New Goods

RICE IN PACKAGES

A new line that has recently come on the Canadian market is Domino rice in packages, put up by Ralph Goldsmith Co., New Orleans, La. This is the first package rice that has appeared on the Canadian market. It is a Honduras head rice. The carton is green with a wax wrapper, making it airtight. Domino rice is packed 50 to the case. The Ralph Goldsmith Co. also pack two or three other brands of rice in packages. This firm's products were shown at the Canadian National Exhibition this year, also for the first time. C. C. Mann, Toronto, has been appointed agent.

WEEKLY GROCERY MARKET REPORTS

Statements from Buying Centres

THE MARKETS AT A GLANCE

SOME declines and some advances are noted in the market reports from Montreal, and in Toronto prices are for the most part steady with a slightly easier tendency in some directions. The sugar situation is still unchanged, but some second-hand lots are being offered below refiners' prices.

MONTREAL—Prices in some instances are lower in Montreal this week. Quotations on nuts have taken a decided slump, and dealers are anticipating a lower market in coffee. The black tea market is weaker and prices are inclined to be dull. Higher prices have been named on canned salmon, and dried fruits, particularly raisins and currants, are stronger. In Montreal the new freight rates have affected the price of sugar somewhat, and dealers are figuring the added charges in the quotations. Potatoes and vegetables are all inclined to be easier.

TORONTO—The markets are generally steady with a slight shading on some lines. The sugar situation is unchanged, second-hand sugar is offered at several cents per pound less than refiners' prices and the fact that American sugar can be laid down at a lower figure than quoted by Canadian refiners may have a tendency to force down Canadian prices. The syrup and molasses markets are quiet and unchanged. The tendency in the cereal market is downward in view of the easier condition of the grain market. Number one and two breakfast food has declined during the week. Shipments of new pack canned tomatoes have been made but prices remain open. One line of strawberry jam is reduced, also prepared coffee, marmalade and beef cordial. The spice market is ruling easy with a slight decline on celery seed. Shipments of new crop Spanish raisins are on the way but definite quotations are not yet named. The currant market is strong and the crop estimate has been considerably reduced, this coupled with the increased demand in the United States for wine purposes tend to make prices higher. Opening prices on new crop Tarragona almonds and filberts in the shell are quoted materially lower than last year while new crop shelled almonds and walnuts

are five to six cents per pound higher than last year. Nothing of interest has developed in the tea market during the week, the market is steady to firm. The condition in the primary markets for coffees is weak with lower prices on futures; these lower prices will not affect this market until the end of October. The new crop Honduras and Blue Rose Texas rice opened at fully three cents per pound under last year's opening quotation. The first car of Jersey sweet potatoes have arrived. Other vegetables are in abundance and prices are fairly maintained with the exception of potatoes which are in a weak market. Peaches are arriving in large quantities and are moving freely, Elbertas will begin about the latter part of next week. Plums are in heavy receipt and prices are lower. Oranges are holding firm and likely to remain so for the balance of the season. Coinciding with the increased freight rates flour advanced 25 cents per barrel and millfeeds \$2.50 per ton.

Fresh meats are easier with lower quotations on beef cuts and spring lamb. Barrel pork is a shade higher while smoked meats are unchanged. The butter market is steady with a large demand for the better grade which is rather scarce; lower grades are not in demand, with prices of the same uncertain. Shortening remains easy. Eggs, lard and cheese are firm.

WINNIPEG—There are not many changes in the markets this week. The demand for sugar has improved due particularly to the large demand for home preserving. The sugar market is weak and an early decline is not unlikely. Opening prices have been named on the new pack golden wax and refugee beans which are higher than last year's quotations. Eddy's matches have advanced during the week. There is a heavy demand for strawberry and raspberry jams and it is the general opinion that prices on these lines cannot be lower in view of the fact that these goods were packed with high price sugar. Spot stocks of rice are quoted lower than the quotations at the mills which would indicate that when spot stocks are reduced these also will be higher. Fresh fruits and vegetables are in abundance and quotations are steady.

QUEBEC MARKETS

MONTREAL, Sept. 14.—Several feed lines show changes this week. Nuts are lower, and coffee it is expected will soon show a decline. Higher prices have been named on canned salmon, and little change is reported in the sugar situation.

Peanut Prices Are Lower

Montreal.

NUTS.—The peanut market has felt a decided slump. The crop in both the United States and in Java has been excellent. The Javas are being sent in at prices which are demanding a market in competition with the American crop. The prices are slightly lower already than they have been. The walnut market is very strong and Canadian Grocer is informed that stocks cannot possibly be replaced at a figure comparative to the present quotations. At the same time one of the brokers stated that for as far on as the Christmas trade the old stocks are of just as good quality as the new ones. Filberts and Brazils will also be higher. Almonds are practically unchanged.

Almonds, Tarragona, per lb.	0 26	0 32
Do., shelled	0 60	0 63
Do., Jordan	0 75	
Brazil nuts (new)	0 32	
Chestnuts (Canadian)	0 27	
Filberts (Sicily), per lb.	0 20	0 22
Do., Barcelona	0 25	0 26
Hickory nuts (large and small), lb.	0 10	0 15
Pecans, No. 4, Jumbo	0 35	
Peanuts, Jumbo	0 23	0 24
Do., extra	0 20	0 21
Do., shelled, No. 1 Spanish....	0 24	0 26
Do., Java No. 1	0 19½	
Do., salted, Java, per lb.	0 29	0 30
Do., shelled, No. 1 Virginia..	0 16½	0 18
Do., No. 1 Virginia	0 14	
Peanuts (salted)—		
Fancy, wholes, per lb.	0 45	
Fancy splits, per lb.	0 40	
Pecans, new Jumbo, per lb.	0 32	0 35
Do., large, No. 2, polished....	0 32	0 35
Do., Orleans, No. 2	0 21	0 24
Do., Jumbo	0 60	
Pecans, shelled	1 00	1 50
Walnuts	0 29	0 35
Do., new Naples	0 28	
Do., shelled	0 50	
Do., Bordeaux	0 63	
Do., Chilean, bags, per lb.	0 33	

Note—Jobbers sometimes make an added charge to above prices for broken lots.

Lower Prices on Coffee

Montreal.

COFFEE AND COCOA.—There has been a change in the primary coffee market. Quotations on the raw coffee reaching here are lower and within the next three weeks a change in the retail price will be announced. It is only a matter of time until the present stocks are used up. The supply of coffee produced this year is very good. The cocoa market is unchanged with a very good demand.

Black Tea Market Weaker

Montreal.

TEA.—The Japan teas seem to be holding very firm at the high levels first quoted. The supplies are not large and the market is naturally strong. The medium grades which have just reached this market are being sold at from 65c to 68c per pound. There is a different feeling with regard to the Indian and Ceylon teas. The market is not so firm. Still large supplies of black tea are reaching this country from England which have been held in bond by the Government. They are now being offered at a very low figure and are finding a market. The atmosphere of economy prevailing lately has created a demand for these cheaper teas, which is having a noticeable effect on the tea market. There are no definite price changes, however.

Ceylons and Indians—

Pekoe Souchongs	0 44	0 43
Pekoes	0 49	0 55
Broken Pekoes	0 50	0 65
Broken Orange Pekoes	0 58	0 66
Javas—		
Broken Orange Pekoes	0 58	0 65
Broken Pekoes	0 45	0 50
Japans and Chinas—		
Early pickings, Japans	0 63	0 65
Do., seconds	0 50	0 55
Hyson thirds	0 45	0 50
Do., pts.	0 58	0 67
Do., sifted	0 67	0 72

Above prices give range of quotations to the retail trade.

JAPAN TEAS (new crop)—

Choice (to medium)	0 65	0 68
Early picking	0 75	0 90
Finest grades	0 90	1 40

Javas—

Pekoes	0 44	0 45
Orange Pekoes	0 45	0 48
Broken Orange Pekoes	0 45	0 48

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Rice Market Quiet

Montreal.

RICE.—The rice market is unchanged with the trade very quiet. The market prices continue steady with no change recorded.

RICE—

Carolina, ex. fancy	19 00	21 00
Do. (fancy)	18 00	
Rangoon "B"	14 00	
Rangoon "CC"	18 75	
Broken rice, fine	10 00	
Bell Rice, fine	16 00	
Bell broken rice	10 00	
Tapioca, per lb. (seed)	0 11½	0 12
Do. (pearl)	0 11½	0 12
Do. (flake)	0 11	0 12½
Honduras, fancy	0 20	
Siam	0 14½	

NOTE.—The rice market is subject to frequent change and the price basis is quite nominal.

Canned Salmon Expensive

Montreal.

CANNED GOODS.—The latest addition to quotations on the new pack of canned goods is an advance announced on Refugee Green Beans and on the golden wax beans which are both quoted at \$2.15 and \$2.20. This is an advance of fifteen cents per doz. on last year's prices. Importers of canned goods and eastern brokers of the Pacific canners state that although there is an average pack of the best salmon prices will be from two to three dollars per case higher. There is a big demand for the red salmon and while the other salmon is cheaper it is very good in quality, only lacking the color. It is felt that some effort should be made to promote the sale of the cheaper brands since there is such a shortage of the preferential grades which are more than expensive.

CANNED VEGETABLES

Asparagus (Amer.) mammoth green tips	6 35	
Asparagus, imported (2½s)	6 65	
Beans, golden wax	2 15	2 20
Beans, Refugee	2 15	2 20
Corn (2s)	1 75	1 60
Carrots (sliced), 2s	1 45	1 75
Corn (on cob), gallons	7 00	7 60
Spinach, 3s	2 85	2 90
Squash, 2½-lb., doz.	1 50	
Succotash, 2 lb., doz.	1 80	
Do., Can. (2s)	1 80	
Do., California, 2s	3 15	3 50
Do. (wine gals.)	8 00	10 00
Sauerkraut, 2½-lb. tins	1 60	
Tomatoes, 1s	1 45	1 50
Do., 2s	1 50	1 55
Do., 2½s	1 82½	1 97½
Do., 3s	1 90	2 15
Do., gallons	6 50	7 00
Pumpkins, 2½s (doz.)	1 50	1 55
Do., gallons (doz.)	4 00	
Peas, standards	1 95	
Do., Early June	1 92½	2 05
Do., extra fine, 2s	3 00	
Do., Sweet Wrinkle	2 00	
Do., fancy, 20 oz.	1 57½	
Do., 2-lb. tins	2 75	
Peas, New Pack—		
Standard, 2-lb.	1 82½	
Choice, 2-lb.	1 87½	
Early June, choice	2 05	
Do., standard	2 00	
Fine French, 2-lb.	2 30	
Asparagus Tips	4 10	

CANNED FRUITS

Apricots, 2½-lb. tins	6 25	6 50
Apples, 2½s, doz.	1 40	1 65
Do., new pack, doz.	2 20	
Do., 3s, doz.	1 80	1 95
Do., new pack	6 75	
Do., gallons, doz.	5 25	5 75
Currants, black, 2s, doz.	4 00	4 05
Do., gals., doz.	16 00	
Cherries, red, pitted, heavy syrup, doz.	4 75	4 80
Do., No. 2½	4 80	5 15
Do., No. 2	20 00	
Do., white, pitted	4 50	4 75
Gooseberries, 2s, heavy syrup, doz.	2 75	
Peaches, heavy syrup—		
No. 2	3 65	4 00
Do., gal., "Pie," doz.	9 50	
Do., gal., table	10 00	
Pears, 2s	4 25	4 50
Do., 2s (light syrup)	1 99	
Do., 2½s	5 25	
Pineapples (grated and sliced), 1-lb. flat, doz.	1 90	
New Pack Strawberries—		
Standard No. 2, per doz.	4 60	

Choice grade	4 70
Fancy Preserved	5 60
New Pack Cherries, choice	4 00
Rhubarb, preserved	2 80
Canadian Pineapple (sliced)	4 80
New Blueberries, 2 lbs.	2 25

Raisins and Currants Dearer

Montreal.
DRIED FRUIT.—The market for raisins and currents in particular is very strong. One Montreal broker has informed Canadian Grocer that they have not been able to secure any supplies of dried fruit from California this year at all. Most of the raisins on the market this winter will be Turkish. These are reported to be of excellent quality, but will mean higher prices this winter. Spot stocks cannot be replaced at anywhere near present quotations. Lower prices are expected on evaporated apples, present prices are slightly easier but even lower quotations are expected. It is reported that higher prices on candied fruit and peel may be expected.

Apricots, fancy	0 38
Do., choice	0 34
Do., slabs	0 30
Apples (evaporated)	0 19
Peaches (fancy)	0 28
Do., choice, lb.	0 23
Pears, choice	0 30
Peels—	
Choice	0 26
Ex. fancy	0 39
Lemon new pack	0 46
New pack—	
Orange	0 48
Citron	0 75
Choice, bulk, 25-lb. boxes, lb.	0 22
Pears (cut mixed), doz.	3 25
Raisins (seeded)—	
Muscatsels, 2 Crown	0 23
Do., 1 Crown	0 25
Do., 3 Crown	0 24
Do., 4 Crown	0 19 1/2
Turkish Sultana, 5 crown	0 27
Fancy seeded (bulk)	0 25
Do., 16 oz.	0 24
Cal. seedless, cartons, 12 ounces	0 21
Do., 16 ounces	0 26
Currants, loose	0 20
Do., Greek (16 oz.)	0 24
Dates, Excelsior (36-10s), pkg.	0 15 1/2
Fard, 12-lb. boxes	3 25
Packages only	0 19
Dromedary (36-10 oz.)	0 19
Packages only, Excelsior	0 20
Loose	0 17
Figs (layer), 10-lb. boxes, 2s, lb.	0 40
Do., 2 1/2s, lb.	0 45
Do., 2 1/2s, lb.	0 48
Do., 2 1/2s, lb.	0 50
Figs, white (70 4-oz. boxes)	5 40
Do., Spanish (cooking), 22-lb. boxes, each	0 11
Do., Turkish, 8 crown, lb.	0 44
Do., 5 Crown, lb.	0 46
Do., 10-lb. box	2 75
Do., mats	3 00
Do., 22-lb. box	1 90
Do. (12 10-oz. boxes)	2 20
Prunes (25-lb. boxes)—	
20-30s	0 33
30-40s	0 30
40-50s	0 27
50-60s	0 23
60-70s	0 22
70-80s	0 20
80-90s	0 19
90-100s	0 17 1/2
100-120s	0 16

Catsup and Pickles Higher

Montreal.
TOMATO CATSUP.—There is a general advance announced this week on tomato catsup and on some brands of pickles. The advance which applies to the new pack amounts to from five to twenty per cent, according to the brand. The reason advanced for this change in price is the increased cost of this year's crop and the higher cost of manufacture.

Freight Rates Affect Sugar

Montreal.
SUGAR.—The wholesalers in Montreal are quoting an addition to the price of sugar to cover the increased freight rates. This only applies to deliveries outside of the city. Montreal city prices are unchanged. The increase is only six cents per hundred which makes quotations of sugar delivered \$22.26 per cwt. On the other hand there are many variations in sugar prices. Some large holders, anxious to unload, are cutting quotations. In view of the new sugar crop, which is looked for in December, this may have a significance. The sugar market to all outward appearances seems to be holding firm with a steadier market on raw sugar.

Atlantic Sugar Co., extra granulated sugar, 100 lbs.	22 00
Acadia Sugar Refinery, extra granulated ..	22 00
Canada Sugar Refinery	22 00
Dominion Sugar Co., Ltd., crystal granu.	22 00
St. Lawrence Sugar Refineries	22 00
Iceing, barrels	22 20
Do., 25-lb. boxes	22 60
Do., 50-lb. boxes	22 40
Do., 50 1-lb. boxes	23 70
Yellow, No. 1, bags	21 60
Do., barrels	21 65
Dark Brown	21 40

Potatoes Very Cheap

Montreal.
VEGETABLES.—Dealers report that not in years has there been such splendid showing in market gardening. As a result prices are very low. Bonsecour market is flooded with vegetables which are being sold at almost any price. Potatoes are selling as low as \$1.40 per 80lb. bag, which is a sharp contrast to prices demanded six months ago. The country around Montreal is in a healthy condition.

Beets, per doz.	0 25
Beans, wax (20-lb. bags)	1 00
Do., new string (imp.) hamper	0 20
Cucumbers, Montreal, per doz.	0 20
Cabbage, Montreal, doz.	0 50
Chicory, doz.	0 50
Carrots, doz.	0 25
Corn, cob, per doz.	0 15
Garlic, lb.	0 50
Horseradish, lb.	0 60
Lettuce (Montreal), head, per doz.	0 75
Leeks, doz.	4 00
Mint	0 60
Mushrooms, lb.	1 00
Parsley (Canadian)	0 20
Peppers, green, doz.	0 50
Potatoes, Montreal (90-lb. bag.)	1 40
Do., sweet, hamper	3 50
Canadian Radishes, doz.	0 40
Spinach, box	0 75
Turnips, per doz.	0 40
Watercress (per doz.)	0 75
Lettuce (curly), 3 doz. in box	1 00
Montreal Tomatoes, per box	0 50
Cauliflower, per doz.	1 50
Spanish Onions, per case	5 75

Plums at Thirty Cents

Montreal.
FRUIT.—The Montreal market seems to be flooded with western fruit this week. The fruit dealers complain that owing to the Jewish holidays this week there is considerable difficulty in finding a market for the fruit which demands quick handling. Prices are very low indeed. Plums are selling as low as 30 and 40c for 11 qt. baskets. Apples are also a little cheaper this week and there is a very good supply of pears on the market. Oranges, which had a sharp

advance last week, are just a shade easier this week.

Apples, early, basket	0 80	1 00
Do., Duchess, per barrel	5 00	5 50
Bananas (as to grade), bunch	6 00	7 00
Cherries, basket	1 25	2 00
Grapefruit, Jamaican, 64, 80, 96	5 00	6 00
Do., Florida, 54, 64, 80, 96	6 00	7 00
Lemons, Messina	4 25	5 00
Oranges, Cal., Valencia	10 50	12 00
Do., 100s and 150s	10 00	11 00
Do., 176s and 200s	10 50	12 00
Cal. Navels—		
80s, 100s	10 00	11 00
126s	10 00	11 00
150s	10 50	11 50
176s, 250s	10 50	11 50
Florida, case	9 75	10 50
Pineapples, crate	8 60	9 50
Watermelons, each	1 00	1 25
Canadian Peaches, 11 qts.	0 30	0 40
Plums, 11 qts.	0 30	0 40
Pears, 11 qt. basket	1 75	2 00
Cantaloupes, crate (45)	9 00	10 00
Blueberries, box (Lake St. John)	4 50	5 00

May Affect Corn Syrups

Montreal.
MOLASSES.—The molasses market follows the trend of the sugar market pretty closely and no change is evident at the present time. Raw sugar has been fairly steady and the molasses market remains the same. Corn syrups are unchanged, but Canadian Grocer is informed that the increased freight rates will play an important part in this market and manufacturers are debating at the present time the increased cost of production resultant.

Corn Syrup—		
Barrels, about 700 lbs.	0 10	0 10 1/2
Half barrels, about 350 lbs.	0 10 1/2	0 10 3/4
Quarter barrels, about 175 lbs.	0 10 3/4	0 11
2 gal., 25-lb. pails, each	3 10	3 10
3 gal. 38 1/2-lb. pails, each	4 65	4 65
5 gal. 65-lb. pails, each	4 45	4 45
White Corn Syrup—		
2-lb. tins, 2 doz. in case, case	7 05	7 05
5-lb. tins, 1 doz. in case, case	8 05	8 05
10-lb. tins, 1/2 doz. in case, case	7 75	7 75
Cane Sprup (Crystal) Diamond—		
case (2-lb. cans)	8 50	8 50
Barrels, per 100 lbs.	12 25	12 25
Half barrels, per 100 lbs.	12 50	12 50
Barbadoes Molasses—		
Puncheons	1 50	1 50
Barrels	1 53	1 53
Half barrels	1 55	1 55
Puncheons, outside city	1 45	1 45
Fancy Molasses (in tins)—		
2-lb. tins, 2 doz. in case, case	6 00	6 00
3-lb. tins, 2 doz. in case, case	8 25	8 25
5-lb. tins, 1 doz. in case, case	6 80	6 80
10-lb. tins, 1/2 doz. in case, case	6 65	6 65

Package Cereals Holding Up

Montreal.
PACKAGE GOODS.—While there is no definite change this week on any of the package goods listed, there is controversy as to the effect of the increased freight rates on many of these lines. In some cases the decrease in the cost of the raw material is balancing up the increased freight rates. This is true especially in cereals.

Breakfast food, case 18	3 50
Cocunut, 2 oz. pkgs., doz.	0 78 1/2
Do., 20-lb. cartons, lb.	0 36
Corn Flakes, 3-doz. case 3 50 3 65 3 50 ..	4 25
Corn Flakes, 26s	4 15
Oat Flakes, 20s	5 40
Rolled oats, 20s	6 50
Do., 18s	2 42 1/2
Do., large, doz.	3 00
Oatmeal, fine cut, pkgs., case	6 75
Puffed rice	5 70
Puffed wheat	4 25
Farina, case	2 35
Hominy, pearl or granu., 3 doz.	3 65
Health bran (20 pkgs.), case	2 50
Scotch Pearl Barley, case	2 60

Pancake Flour, case	3 60
Do., self-raising, doz.	1 50
Wheat Food, 18-1½s	3 25
Wheat flakes, case of 2 doz.	2 95
Oatmeal, fine cut, 20 pkgs.	6 75
Porridge wheat, 36s, case	7 30
Do., 20s, case	7 50
Self-raising Flour (3-lb. pack.)	
doz.	3 30
Do. (6-lb. pack.), doz.	6 40
Corn Starch (prepared)	0 14
Potato flour	0 15½
Starch (laundry)	0 12½
Flour, Tapioca	0 15
Shredded Krumbles, 36s	4 35
Cooked bran, 12s	2 25
Enamel Laundry Starch, 40 pks.	
case	4 30
Celluloid Starch, 45 pkgs. case	5 50
Chinese Starch	7 00
Package Cornmeal	4 25
Malt Breakfast Food (36 pkgs.)	12 50

New Flour Prices

Montreal.

FLOUR.—As a result of the increased freight rates flour has been advanced twenty-five cents a barrel. Spot stocks are unchanged in price. One firm is quoting \$13.90 per barrel for the new pre-war flour. This will be ready in October. While this price is lower than quotations earlier in the summer it is not as low as was anticipated or as was quoted a few weeks ago. The wheat market is holding fairly strong and flour as a result seems to be very firm at these quotations.

Spice Market Still Quiet

Montreal.

SPICES.—There is no change as yet in the spice market. While there is a little better trade, conditions in general are the same and the market remains quiet.

Allspice	0 22
Cassia (pure)	0 33
Cocoanut, pails, 20 lbs., unsweetened, lb.	0 46
Do., sweetened, lb.	0 36
Chicory (Canadian), lb.	0 30
Cinnamon—	
Rolls	0 35
Pure, ground	0 35
Cloves	0 85
Cream of tartar (French, pure)	0 75
Do., American high test	0 80
Ginger (Jamaica)	0 40
Ginger (Cochin)	0 35
Mace, pure, 1-lb. tins	0 95
Mixed spice	0 30
Do., 2½ shaker tins, doz.	1 15
Nutmegs, whole—	
Do., 64, lb.	0 45
Do., 80, lb.	0 43
Do., 100, lb.	0 40
Do., ground, 1-lb. tins	0 65
Pepper, black	0 39
Do., white	0 50
Pepper (Cayenne)	0 35
Pickling spice	0 25
Do., package, 2 oz., doz.	0 40
Do., package, 4 oz., doz.	0 75
Paprika	0 70
Tumeric	0 28
Tartaric acid, per lb. (crystals or powdered)	0 95
Cardamon seed, per lb., bulk, nominal	2 00
Caraway (nominal)	0 25
Mustard seed, bulk	0 35
Celery seed, bulk (nominal)	0 75
Pimento, whole	0 15

Higher Prices on Millfeeds

Montreal.

MILL FEEDS AND GRAIN.—While the grain market has been considerably easier the new freight rates have added a new item to the cost of feed. The

addition is \$2.50 per ton. Besides this there is a shortage of feed in the larger centers caused by a congestion of traffic on the railroads and a shortage of rolling stock.

Montreal prices are: bran, \$55.50; shorts, \$59.60.

Matches Dearer

Montreal.

MATCHES.—The already high cost of matches has been increased by twenty cents a case owing to the increased freight rates. The new price on matches now is \$11.45 per case.

ONTARIO MARKETS

TORONTO, Sept. 17.—The sugar situation continues in an unsettled condition, second hand sugars are offered at various prices below refiners' quotations. The movement from refiners is practically nil as there still appears to be plenty of sugar offered elsewhere. Syrups and molasses are quiet and unchanged. No. 1 and 2 breakfast food has declined 50 cents per bag; other cereals are likely to follow due to the easy condition in the grain market. Celery seed has been reduced. Other spices are ruling easy at unchanged quotations. New crop shelled almonds and walnuts are quoted in primary markets five to six cents per pound higher than last year. Teas and coffees have shown no change during the week. New southern rices have opened three cents below last year's quotations and the tendency is that these prices will be maintained. The first car of Jersey sweet potatoes has arrived. Other vegetables are holding at steady prices with the exception of potatoes which have declined in an easy market. Peaches and plums are in heavy receipt and prices are low. Flour and millfeeds have shown a slight advance to take care of the increase in freight rates.

Second-Hand Sugar Lower

Toronto.

SUGAR.—In so far as the refineries are concerned the sugar market is unchanged. There are still quantities of second-hand sugar offered at prices below refiners. These prices vary from 18½ to 21 cents per pound for granulated, and 17½ cents for No. 1 yellow. There is also about the same spread between retailers prices, some stores are offering at 20 cents, and other prices vary up to 23 cents per pound. There is no uniform price, either wholesale or retail, apparently it is just a matter of who is the better buyer, and getting or making an offer to the person who has the most sugar to dispose of and who is most anxious to sell.

It was rumored that some wholesalers have purchased American sugar at a cost laid down in Toronto of 18½ cents, but this could not be confirmed. However, the fact is that American sugar can be laid down at that figure, which no doubt will tend to force down Canadian refiners prices. The raw sugar market continues quiet and weak. Quotations are around 8½ cents, New York, with practically no buyers.

St. Lawrence, extra granulated, cwt.	\$22 21
Atlantic, extra granulated	22 21
Acadia Sugar Refinery, extra granulated	22 21
Canada Sugar Refinery, granulated	22 21
Dom. Sugar Refinery, extra granulated	22 21

Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis: 60-lb. sacks, 25c; barrels, 5c; gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, 60c; cartons, 50/2s, 75c.

Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c.

Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, cartons, 50/2s, 70c. Yellows same as above.

Syrups and Molasses Quiet

Toronto.

SYRUPS.—Syrups, both cane and corn, are in limited demand, and quotations are unchanged. The extremely large American corn crop and the weak condition of the corn market, tend to make an uncertain feeling in corn syrups and a further decline is not unlikely. On the other hand, manufacturers claim that to offset this depression in the corn market there are other factors that enter into the situation: the higher cost of packages, labor and the increase in freight rates, have a tendency to keep prices at the present level.

MOLASSES.—The molasses market is quiet and unchanged.

Corn Syrups—

Barrels about 700 lbs., yellow	0 10
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cases, 2-lb. tins, white, 2 doz. in case	7 05
Cases, 5-lb. tins, white, 1 doz. in case	8 05
Cases, 10-lb. tins, white, ½ doz. in case	7 75
Cases, 2-lb. tins, yellow, 2 doz. in case	6 45
Cases, 5-lb. tins, yellow, 1 doz. in case	7 45
Cases, 10-lb. tins, yellow, ½ doz. in case	7 15

Cane Syrups—

Barrels and half barrels, lb.	
Half barrels, ¼c over bbls.; ¼ bbls., ½c over	
Cases, 2-lb. tins, 2 doz. in case	7 00

Molasses—

Fancy, Barbadoes, barrels, gal.	1 55
Choice Barbadoes, barrels	
New Orleans, bbls., gal.	0 56
Tins, 2-lb., table grade, case 2 doz., Barbadoes	7 75
Tins, 3-lb. table grade, case 2 doz., Barbadoes	10 75
Tins, 5-lb., 1 doz. to case, Barbadoes	8 95
Tins, 10-lb., ½ doz. to case, Barbadoes	8 60

Tins, No. 2, baking grade, case 2 doz.	4 20
Tins, No. 3, baking grade, case of 2 doz.	5 50
Tins, No. 5, baking grade, case of 1 doz.	4 60
Tins, No. 10, baking grade, case of 1 1/2 doz.	4 25
West Indies, 1 1/2s, 48s	4 60 6 95

Package Cereals Uncertain

Toronto.

PACKAGE GOODS. — Package cereals are in a quiet demand. The tendency of the market is downward, in view of the fact that grains are lower, and in anticipation of the increased grain crop. Some manufacturers state that the higher cost of containers tend to keep prices as at present, but there are others who are of the opinion that lower prices will prevail on some lines in the near future. However, prices can hardly be expected to be higher, and the merchant would do well to carefully watch his stock at this time.

PACKAGE GOODS

Rollod Oats, 20s, round, case....	5 60	6 50
Do., 20s, square, case		6 50
Do., 36s, case		4 85
Do., 18s, case		2 42 1/2
Corn Flakes, 36s, case	4 00	4 25
Porridge Wheat, 36s, regular, case		6 00
Do., 20s, family, case		6 80
Cooker Package Peas, 36s, case..		4 35
Cornstarch, No. 1, lb. cartons...	0 13 1/2	0 12
Do., No. 2, lb. cartons		0 11 3/4
Laundry Starch		0 12 1/4
Do., in 1-lb. cartons		0 16
Do., in 6-lb. tin canisters		0 15 1/4
Do., in 6-lb. wood boxes		5 30
Celluloid Starch, case		0 16
Potato Flour, in 1-lb. pkgs.		6 75
Fine oatmeal, 20s		4 25
Cornmeal, 24s		3 50
Farina, 24s		3 60
Barley, 24s		5 40
Wheat flakes, 24s		4 10
Wheat kernels, 24s		4 10
Self-rising pancake flour, 24s...		3 75
Buckwheat flour, 24s		4 60
Two-minute Oat Food, 24s.....		5 70
Puffed Wheat, case		2 60
Puffed Rice, case		4 25
Health Bran, case		4 25
F.S. Hominy, gran., case.....		3 50
Do., pearl, case		4 20
Scotch Pearl Barley, case.....		4 20
Self-rising Pancake Flour, 30 to case		7 15
Do., Buckwheat Flour, 30 to case		4 10
Self-rising Pancake Flour, 36 to to case		7 15
Do., Buckwheat Flour, 18 to case		4 10

Breakfast Food Lower

Toronto.

CEREALS. — The cereal market is generally unchanged. Rolled oats are ruling steady at \$5.50 per 90 pound bag. No. 1 and 2 breakfast food has declined 50 cents per bag, bringing the price down to \$8.50 per bag. The tendency in this market is downward rather than upward.

	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	9 00
Barley, pot, 98s	7 50
Barley Flour, 98s	6 25
Buckwheat Flour, 98s	6 25
Cornmeal, Golden, 98s	6 00
Do., fancy yellow, 98s	6 75
Oatmeal, 98s	7 25
Oat Flour	6 75
Corn Flour, 98s	6 25
Rye Flour, 98s	5 50
Rollod Oats, 90s	8 90
Cracked Wheat, 100-lb. bbl.	6 75
Cracked wheat, bag	8 50
Breakfast food, No. 1	8 50
Do., No. 2	10 00
Rice flour, 100 lbs.	6 75
Linseed meal, 98s	0 85 3/4
Peas, split, 98s	0 10
Blue peas, lb.	0 11 1/4
Marrowfat green peas	7 65
Graham Flour, 98s	6 20
Farina, 98s	6 20

Soups Quoted Low

Toronto.

CANNED GOODS. — Shipments of new pack tomatoes have been made but prices remain open. Campbell's tomato soup is quoted at \$1.60 per dozen to arrive in one quarter. This is not the regular price, as there is more or less competition amongst jobbers on the Campbell line, and jobbers state that the price should be \$1.85. Old City strawberry jam in two pound jars has been reduced to \$10.35 per dozen.

Salmon—		
Sockeye, 1s, doz.	5 80	5 95
Sockeye, 1/2s, doz.		3 20
Alaska reds, 1s, doz.	4 25	4 50
Do., 1/2s		2 50
Lobsters, 1/2-lb., doz.	5 90	6 50
Do., 1/4-lb. tins	3 25	3 75
Whale Steak, 1s, flat, doz.....	1 75	1 90
Pilchards, 1-lb. talls, doz.....	1 75	2 10
Canned Vegetables—		
Tomatoes, 2 1/2s, doz.	1 95	2 00
Peas, Standard, doz.*	1 72 1/2	1 90
Do., Early June, doz.		
Do., Sweet Wrinkle, doz.		
Beets, 2s, doz.	1 45	1 45
Do., extra sifted, doz.	2 77 1/2	2 82 1/2
Beans, golden wax, doz.		2 00
Asparagus tips, doz.	4 25	4 75
Asparagus butts, 2 1/2s, doz....		2 50
Canadian corn	1 75	2 00
Pumpkins, 2 1/2s, doz.		1 85
Spinach, 2s, doz.		1 95
Pineapples, sliced, 2s, doz.	4 90	5 25
Do., shredded, 2s, doz.	4 75	5 25
Rhubarb, preserved, 2s, doz.	2 07 1/2	2 10
Do., preserved, 2 1/2s, doz.	2 65	4 52 1/2
Do., standard, 10s, doz.		5 00
Apples, gal., doz.		6 25
Peaches, 2s, doz.		4 15
Pears, 2s, doz.	3 00	4 25
Plums, Lombard, 2s, doz.	3 10	3 25
Do., Green Gage	3 25	3 40
Cherries, pitted, H.S.		4 25
Blueberries, 2s	2 25	2 40
Strawberries, 2s, H. S.	5 25	5 25
Blueberries, 2s	2 35	2 45
Jams—		
Apricots, 4s, each	1 43	1 50
Black Currants, 16 oz., doz....	5 65	5 65
Do., 4s, each	1 50	1 43
Gooseberry, 4s, each	5 35	5 35
Do., 16 oz., doz.	1 25	1 25
Peach, 4s, each	4 80	4 80
Do., 16 oz., doz.	5 50	5 50
Red Currants, 16 oz., doz.....	5 65	5 65
Raspberries, 16 oz., doz.	1 50	1 50
Do., 4s, each	5 65	5 65
Strawberries, 16 oz., doz.	1 50	1 50
Do., 4s, each		

Celery Seed Lower

Toronto.

SPICES. — The spice market is ruling easy with a tendency for lower quotations on most lines. The only price change noted is five cents per pound decline on celery seed. New peppers are expected to arrive shortly, and lower prices are anticipated.

Allspice	0 21	0 23
Cassia	0 35	0 40
Cinnamon	0 65	0 65
Cloves	0 80	0 80
Cayenne	0 35	0 37
Ginger, Cochin	0 35	0 50
Do., Jamaica	0 50	0 55
Mustard, pure	0 55	0 55
Herbs — sage, thyme, parsley, mint, savory, Marjoram	0 40	0 70
Pastry	0 35	0 38
Pickling spices	0 30	0 30
Mace	0 80	0 90
Peppers, black	0 35	0 45
Do., white	0 80	0 85
Paprika, lb.	0 60	0 60
Chillies, lb.	0 55	0 55
Nutmegs, selecta, whole 100s....	0 60	0 60
Do., 80s	0 70	0 70
Do., 64s	0 40	0 50
Do., ground	0 20	0 40
Mustard seed, whole	0 65	0 65
Celery seed, whole	0 25	0 25
Coriander seed	0 30	0 30
Carraway seed, whole	0 28	0 28
Tumeric	0 40	0 45
Curry Powder	0 75	0 80
Cream of Tartar—		
French, pure	0 75	0 80

American high-test, bulk	0 85	0 90
2-oz. packages, doz.		1 75
4-oz. packages, doz.	2 75	3 00
8-oz. tins, doz.		6 00

The above quotations are for the best quality. Cheaper grades can be purchased for less.

Currants Ruling Strong

Toronto.

DRIED FRUITS. — Spot stocks of dried fruits are unchanged. Shipments of new crop Spanish Valencia raisins are on the way, but definite quotations are not yet named. The currant market is strong and the crop estimate has been considerably reduced. The demand for currants in the United States for wine purposes is steadily increasing, which tends to make prices higher.

Evaporated apples	0 21
Candied Peels, American—	
Apricots, cartons, 11 oz., 48s....	4 55
Lemon	0 48
Orange	0 60
Citron	0 80
Currants—	
Greek Filiatras, cases	0 16 3/4
Do., Amalias	0 18 1/2
Do., Patras	0 22
Do., Vostizza	0 23 1/2
Australians, 3 Crown, lb.	0 18
Dates—	
Excelsior, pkgs., 3 doz. in case	5 70
Dromedary, 9 doz. in case....	7 25
Fard, per box, 12 to 13 lbs.....	3 50
Hallowee dates, per lb.	0 13
0 23	
Prunes—	
30-40s, 25s	0 31
40-50s, 25s	0 25
50-60c, 25s	0 23 1/2
60-70s, 25s	0 21 1/2
70-80s, 25s	0 18 1/2
80-90s, 25s	0 16 1/2
90-100s, 25s	0 15 1/2
Sunset prunes in 5-lb. cartons, each	1 15
Peaches—	
Standard, 25-lb. box, peeled ...	0 26 1/2
Choice, 25-lb. box, peeled....	0 27
Fancy, 25-lb. boxes	0 29
0 30	
Raisins—	
California bleached, lb.	0 27 1/2
Seedless, 15-oz. packets	0 29
Seeded, 15-oz. packets	0 29
Crown Muscatels, No. 1, 25s....	0 26
Turkish Sultanas	0 26
Thompsons, Seedless	0 27 1/2

Teas Ruling Firm

Toronto.

TEAS. — The tea market continues to rule fairly steady for Ceylons and Indians. Nothing of note has developed during the past week and quotations are unchanged. Japans, especially seconds, are easy and lower prices than at first anticipated will be manifest.

Ceylons and Indians—		
Pekoe Souchongs	\$0 40	\$0 54
Pekoes	0 52	0 60
Broken Pekoes	0 56	0 64
Broken Orange Pekoes	0 58	0 66
Javas—		
Broken Orange Pekoes	0 58	0 65
Broken Pekoes	0 50	0 60
Japans and Chinas—		
Early pickings, Japans	0 90	1 00
Do., seconds	0 55	0 58
Hyson thirds	0 45	0 50
Do., pts.	0 58	0 67
Do., sifted	0 67	0 72

Above prices give range of quotations to the retail trade.

New Almonds to be Lower

Toronto.

NUTS. — Opening prices on Tarragona almonds and filberts in the shell are quoted materially lower than last year. Definite prices have not as yet been named on account of the fluctuation in the exchange. Walnuts are expected to compare favorably with last year. New crop shelled almonds, walnuts and fil-

berts are quoted 5 to 6 cents per pound higher than last year's prices. Spanish peanuts continue to rule easy at 21 cents per pound.

Almonds, Tarragonas, lb.	0 31	0 33
Walnuts, Cal., bags, 100 lbs.	0 40	0 45
Walnuts, Bordeaux, lb.	0 29	0 30
Walnuts, Grenobles, lb.	0 34	0 34
Do., Marbot	0 30	0 30
Filberts, lb.	0 28	0 28
Pecans, lb.	0 30	0 32
Cocoanuts, Jamaica, sack	10 00	10 00
Cocoanut, unsweetened, lb.	0 35	0 35
Do., sweetened, lb.	0 42	0 42
Do., shred	0 30	0 30
Peanuts, Spanish, lb.	0 26 1/2	0 26 1/2
Brazil nuts, large, lb.	0 32	0 33
Mixed nuts, bags 50 lbs.	0 32	0 32
Shelled—		
Almonds, lb.	0 60	0 65
Filberts, lb.	0 38	0 38
Walnuts, Bordeaux, lb.	0 63	0 65
Peanuts, Spanish, lb.	0 21	0 21
Do., Chinese, 30-32 to oz.	0 17	0 17
Brazil nuts, lb.	1 00	1 00
Pecans, lb.	1 15	1 15

Spot Coffees Unchanged

Toronto.

COFFEES. — The condition in the primary markets for coffees is weak with lower quotations on futures. These lower prices will not affect this market until about the end of October, when the lower priced coffees will reach this market.

Java, Private Estate	0 51	0 53
Java, Old Government, lb.
Bogotas, lb.	0 49	0 50
Guatemala, lb.	0 48	0 52
Mexican, lb.	0 55
Maracaibo, lb.	0 47	0 48
Jamaica, lb.	0 45	0 46
Blue Mountain Jamaica	0 53
Mocha, lb.	0 55
Rio, lb.	0 35	0 37
Santo	0 42

New Rice Opened Lower

Toronto.

RICE. — The new crop Honduras and fancy Blue Rose Texas rice opened up at fully three cents per pound under last year's opening quotation. The first car of Domino brand rice (Honduras) has arrived in Toronto, this rice is packed in one pound packages, and quoted at 18 cents per package. Jack Frost (Blue Rose) is another brand that has arrived and quoted at 16 1/2 cents per one pound package. The rice market is fairly steady with unchanged prices on spot stocks.

Honduras, fancy, per 100 lbs.
Blue Rose, lb.	0 20	0 20 1/2
Siam, fancy, per 100 lbs.
Siam, second, per 100 lbs.	15 00	15 00
Do., broken, 100 lbs.	11 00	11 00
Japans, fancy, per 100 lbs.	0 18 1/2	0 18 1/2
Fancy Patna	17 00	17 00
Chinese, XX., per 100 lbs.
Do., Simlu
Do., Mujin, No. 1
Tapioca, pearl, per lb.	0 11	0 12
White Sago	0 11	0 12

Sweet Potatoes Arrive

Toronto.

VEGETABLES. — The first car of is quoted at \$4.00 per hamper. Yellow onions are down to \$3.25 per 100 pound sack. Spanish onions have been reduced to \$5.75 per large crate. Potatoes are arriving freely and quotations are as low as \$1.65 per bag. Beets and carrots are now selling at \$1.25 per bag of 75 pounds, turnips at \$1.00 per bag. Other vegetables are in abundance and prices are maintained.

Lettuce, Can., head, 2 to 3 doz.	1 00	1 50
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Do., leaf, doz.	0 30	0 40
Cabbage, Can., per doz.	0 50	0 75
Green Onions, doz. bunches	0 30	0 40
Parsley, domestic, per 11-qt. bask.	1 00	1 00
Cucumbers, per 11-qt. basket	0 40	0 50
Carrots, per 75-lb. bag	1 25	1 25
Beets, per 75-lb. bag	1 25	1 25
Turnips, per 75-lb. bag	1 00	1 00
Wax Beans, home grown, bskt.	0 40	0 60
Onions, 100-lb. sack	3 25	3 25
Do., Spanish, large crate	5 75	5 75
Do., small crate	3 25	3 25
Tomatoes, Ontario, 11-qt. bskt.	0 50	0 50
Green Peppers, hot, 11-qt. basket	0 50	0 50
Do., sweet, 11-qt. basket	0 65	0 65
Vegetable Marrow, doz.	0 50	0 50
Celery	1 00	1 00
Egg plant, 11-qt. bskt.	1 00	1 00
Potatoes, per bag	1 65	1 85
Corn, per doz.	0 12	0 15
Sweet Potatoes, hampers	4 00	4 00

Peaches Moving Freely

Toronto.

FRUIT. — Peaches are arriving in large quantities, and are moving freely. Elbertas will begin about the latter part of next week. Crawford's are selling at 85c to \$1.15 per large basket. Plums are in heavy receipt, and prices are low, 60 to 85 cents per large basket. The first lot of Moore's early grapes have arrived at \$1.25 per 11 quart basket, and 50 to 60 cents for 6 quart basket. Oranges are holding firm and likely to remain so for the balance of the season. Duchess and Alexander apples are selling at \$4.00 to \$6.00 per barrel.

Oranges, Valencias—		
126s	8 00	8 00
150s	9 00	9 00
176s, 200s, 216s, 250s	10 00	10 00
Bananas, Port Limons	0 12	0 12
Lemons, Cal., 240s	5 00	5 00
Do., Messinas, 300s	5 50	5 50
Grapefruit, Cal., 80s, 96s	4 25	4 50
Cantaloupes, Canadian, basket	0 50	0 75
Blueberries, basket	3 00	3 50
Pears, Bartlett, box	5 75	5 75
Do., Canadian Bartlett, bskt.	0 75	0 85
Grapes—		
California Tokay	5 25	5 50
Moore's Early, 11-qt. basket	1 25	1 25
Do., 6-qt. basket	0 50	0 65
Apples, Duchess, box	1 50	1 50
Do., per barrel	4 00	6 00
Plums, 6-qt. basket	0 30	0 50
Do., 11-qt. basket	0 50	0 75
Peaches, 6-qt. basket	0 40	0 50
Do., 11-qt. basket	1 00	1 15

Flour Advances 25 Cents

Toronto.

FLOUR. — First and second patent flour has advanced 25 cents per barrel. This advance is due to the increased freight rates which went into effect last Monday morning.

Flour—

Old Crop Government Standard, in jute bags, per barrel	14 25
Patent Firsts, in jute bags, per barrel	14 00
Do., Seconds, in jute bags, per barrel	13 50

Millfeeds Are Higher

Toronto.

MILL FEEDS. — Coinciding with the increased freight rates, bran and shorts have advanced \$2.50 per ton, bringing the price on shorts to \$59.75, and bran \$54.75 per ton. Mill feeds are still scarce and will remain so until the new wheat arrives freely.

MILLFEEDS—

Shorts, per ton	59 75
Bran, per ton	54 75

Some Lines Reduced

Toronto.

MISCELLANEOUS. — Bovril Cordial, large size, has been reduced to \$12.00 per dozen. Barrington Hall coffee has been reduced, standard outing tins, 51 cents; medium jars, 51 cents; hotel tins, \$3.75 each. Shirriff's marmalade is quoted lower, as follows; 7 1/2 ounce jars \$2.35 per dozen; 10 ounce jars, \$2.95; 12 ounce jars, \$3.55; 16 ounce, \$4.35; 32 ounce, \$5.80; 2 pound jars, \$7.90; 4 pound tins, \$13.20; 7 pound tins, \$22.80.

Lamp Burners Higher

Toronto.

LAMP BURNERS. — Lamp burners have advanced, now quoted as follows: size A, \$1.65 per dozen; size B, \$1.85 per dozen.

WINNIPEG MARKETS

WINNIPEG, Sept. 17—The feature this week was the advance in freight rates of 35 per cent., which went into effect on Monday, Sept. 13, 1920. This will tend to cause an increase in the price of grocery commodities. It has been figured out that the extra cost on canned goods to the retailer will be 15 to 21 cents per case higher. The sugar market is weak and every indication points to a decline at any moment. Rice is being offered by the local jobbers at lower prices than the millers' present prices. Matches advanced during the week. All other grocery commodities remain the same as last reported.

Sugar Market Weak

Winnipeg.

SUGAR.—Sugar sales are improving and are getting back to normal sales, due largely to the large quantities of fresh fruit being put down by the householder. The sugar market is very weak and a further decline is looked forward to at an early date.

Redpath, granulated, 100-lb. bag	21 30
St. Lawrence, gran., 100-lb. bag	21 30
Atlantic, granulated, 100-lb. bag	21 30

Dominion, granulated, 100-lb. bag.	21 30
Acadia, granulated, 100-lb. bag.	21 30
Yellow Sugar, No. 2, 100-lb. bag	20 80
Powdered Sugar, 50-lb. boxes, per cwt.	21 85
Iceing Sugar, 50-lb. boxes, per cwt.	21 95
Lump Sugar, soft, 100-lb. boxes.	22 25
Do., hard, 100-lb. boxes, per box	22 45
Cubes, 100-lb. boxes, per box	21 95

Canned Tomatoes Short Pack

Winnipeg.

CANNED GOODS.—A special feature in the past week has been reports from the Ontario canning districts stating

that tomatoes will not be as large a pack as anticipated owing to the late bosoms not setting. The pack is now estimated not over 60 per cent. Tomatoes is one of the lines which the canners expect to reduce their overhead expenses on, but with the short pack will no doubt mean higher prices on canned corn and other vegetables as well as the late fruits. Opening prices have been named by the eastern manufacturers on new pack golden wax and refugee beans. They are quoted at 17½ cents higher than last year's opening prices.

CANNED FISH

Shrimps, 1s, 4 doz. case, doz.	2 70	2 75
Finnan Hattie, 1s, 4 doz. case.	9 35	12 00
Do., ½s, 8 doz. case, case.	10 50	13 00
Herring (Can.), 1s, 4 doz. case, cs	7 25	9 00
Do., imported, ½s, 100 doz. case	30 00	32 50
Lobsters, ¼s, 8 doz. case, doz.	3 35	
Do., ½s, 4 doz. case, doz.	6 00	
Oyster, 1s, 4 oz., 4 doz. case, cs.	8 60	
Do., 2s, 8 oz., 2 doz. case, case	7 60	
Pilchards, 1s, tall, 4 doz. case, case	7 50	
Do., ½s, flat, 8 doz. case, case	10 00	
Salmon—		per case
Sockeye, 1s, tall, 4 doz. case.	21 75	
Do., ½s, flat, 8 doz. in case.	23 50	
Red Spring, 1s, tall, 4 doz. case	15 75	
Do., ½s, flat, 8 doz. case.	17 75	
Cohoec, 1s, tall, 4 doz. case.	14 50	
Do., ½s, flat, 8 doz. case.	16 50	
Pink, 1s, tall, 4 doz. case.	10 40	
Do., ½s, flat, 8 doz. case.	12 25	
Humpback, 1s, tall, 4 doz. case	8 60	

CANNED FRUIT (Canadian)

Apples, 6 tins in case, per case.	3 40	3 85
Blueberries, 2s, 2 doz. case.		9 00
Cherries, 1s, 4 doz. case.		11 00
Gooseberries, 2s, 2 doz. case.		9 60
Lawtonberries, 2s, 2 doz. case.		9 50
Peaches, 2s, 2 doz. case.		8 50
Pears, 2s, 2 doz. case.	6 50	8 30
Plums, Green Gage, 2s, 2 doz. case		6 15
Light Syrup—		
Plums, Lombard, 2s, 2 doz. case		5 75
Raspberries, 2s, 2 doz. case.	9 50	9 60
Strawberries, 2s, 2 doz. case.		10 50

CANNED FRUITS (American)

Apricots, 1s, 4 doz. case.		13 00
Peaches, 2½s, 2 doz. case.		13 20
Peaches, sliced, 1s, 4 doz. case.		14 00
Do., halved, 1s, 4 doz. case.		13 85
Do., 2s, 2 doz. case.		3 60
Pears, 1s, 4 doz. case.		16 00
Pineapple, sliced, 2s, 2 doz. case.		

CANNED VEGETABLES

Asparagus Tips, 1s, tins, 4 doz		Per case
case, per doz.	2 75	
Beans, Golden Wax, 2s, 2 doz. case		4 75
Beans, Refugee, 2s, 2 doz. case.	4 50	
Corn, 2s, 2 doz. case.	4 20	
Peas, Standard, 2s, 2 doz. case.	4 10	
Peas, Early June, 2s, 2 doz. case	4 70	
Sweet Potatoes, 2½s, 2 doz. case	6 40	
Pumpkin, 2½s, 2 doz. case.	3 00	
Sauer Kraut, 2½s, 2 doz. case.	4 90	
Spaghetti, 2½s, 2 doz. case.	5 40	
Tomatoes, 2½s, 2 doz. case.	4 20	4 50
Spinach, 2½s, 2 doz. case.		5 70

Matches Advance

Winnipeg.
MATCHES.—Eddy's matches have advanced during the week, some varieties advancing 15 cents to 40 cents per case.

Jam Sales Heavy

Winnipeg.
JAMS.—Jam sales are reported heavy. The merchant and general public are realizing that the popular lines such as strawberry and raspberry having been packed, while sugar was at the high prices, there will be no possibility of lower prices. In fact other lines of jams cannot be sold at any lower prices than are being quoted to-day.

Rice May Be Higher

Winnipeg.
RICE.—The present prices quoted on rice by the local jobbers are lower than to-day's prices at the mills. Apparently this is being noticed by the country merchants who are taking advantage and are laying in good supplies of rice at these prices. No doubt freight rates will affect this commodity.

RICE—

No. 1 Japan, 100-lb. sacks, lb.	0 14¾
Do., 50-lb. sacks, lb.	0 14¾
Siam, Elephant, 100-lb. bags.	0 11½
Do., 50-lb. bags, lb.	0 11½
Sago, sack lots, 130 to 150 lbs., per lb.	0 09½
Do., in less quantities, lb.	0 10
Tapioca, pearl, per lb.	0 09½

Nuts Unchanged

Winnipeg.
NUTS.—There is no change in the nut market since last week. Shelled almonds are in a strong position and higher prices are not unlikely. Quotations on spot stocks are unchanged.

NUTS, Shelled—

Almonds, per lb.	0 68	0 66
Spanish Peanuts, No. 1, per lb.	0 24½	
Pecans, per lb.	1 15	
Walnuts, per lb.	0 64	0 65
Nuts in shell—		
Peanuts, roasted, Jumbo, per lb.	0 25	
Almonds, per lb.	0 35	
Filberts, per lb.	0 30	
Walnuts, per lb.	0 25	0 35
Pecans, per lb.		0 32

Fresh Fruits Steady

Winnipeg.
FRUITS.—Fresh fruits are arriving freely and quotations are firmly maintained. Oranges and bananas continue scarce at the higher prices quoted last week.

FRUITS—

Lemons, Cal., per case.	6 00	7 00
Bananas, per lb.		0 14
Peaches.		3 00
Plums, per case.		3 50
Cantaloupe, Stand., per case.		5 00
Do., Flats, 12s to 15s, per case		3 00
Cocoanuts, per doz.		1 75
Dates, 36 pkgs. to case.		7 25
Figs, per case.		4 00
Do., 10-lb. boxes.		3 50
Oranges—		
200s and smaller.		12 00
176s.		11 00
150s.		10 00
126s.		9 00
New Apples, per box.		4 00
Pears, per case.		6 00
Raspberries, per case.		7 50

Potatoes \$1.65 Per Bushel

Winnipeg.
VEGETABLES.—There are abundant supplies of vegetables on the market and prices are low. Potatoes are quoted at \$1.65 per bushel. Beets and turnips are selling at 2 cents per pound. Other varieties are as follows:

VEGETABLES

Carrots, new, per lb.	0 03
Beets, new, per lb.	0 02
Turnips, new, per lb.	0 02
Leaf Lettuce, per doz.	0 40
Radish, per doz.	0 50
Green Onions, per doz.	0 30
Cucumbers (hothouse), per doz.	2 25
Cabbage (new), per lb.	0 02
New Potatoes, per bushels.	1 65
Onions (Cal. Bermuda sack), per sack.	3 50
Peas, per lb.	0 15
Cauliflower, per doz.	1 50
Cauliflower, per doz.	1 50
Celery (B.C.), per doz.	0 11
Rhubarb, per lb.	0 08½
Tomatoes, per basket.	1 25
Head Lettuce, per doz.	1 75

VANCOUVER

Vancouver, B. C., Sept. 16.—Rolled oats are weak and a decline is expected. Crisco has dropped from 35 to 32½ cents per pound. Rogers golden syrup has been reduced 85 cents per case. Pork is expected higher. Fresh eggs are selling at 77 cents. Butter 64 cents. Beef steer, \$20.00 and cow, \$15.00 to \$18.00. Lamb 28 cents per pound. Mutton 25 cents and veal 23 cents. Smoked hams are 50 cents pound and bacon 54 cents. Onions are quoted at \$2.25 per sack. Sweet potatoes, \$12.00. Gravenstein apples, \$4.00. Jonathans, \$4.50. Duchess, \$2.50; grapefruit \$6.00 per case; lemons \$5.50 per case; oranges, \$9.00 per case; peaches, \$2.50; local pears, \$2.75.

Has People Looking For Mutilated Coins

A grocer in a Western town took three new silver coins—a ten-cent piece, a quarter and a half-dollar—and stamped his initials on each one. He then put these in circulation through separate channels. After a week he took liberal space in the daily papers and advertised to give ten dollars in gold for the return of each one of the coins. The consequence was that he had everybody for miles around examining their money. He claimed that every time a man, woman or child in his territory came into possession of coins of this denomination they at once looked for his initials, and while doing so unconsciously thought of the store. The rather strange part of it is that although this offer has been made for nearly a year, not one of the coins has been returned.

Advantage in Using Dark Show Cards

Showcards and tickets must be clean and orderly if the force of them is to be felt. But the expense of buying clean cards is no trifle. The following plan, used by a Western Ontario grocer, especially during the summer season, not alone always insure clean tickets and cards, but save money as well:—
Instead of the usual white cards, which easily become soiled and fly-specked, a dark card with white letters was used, thus a better ticket and one which will last almost indefinitely. The black board lasts much longer and can be used on both sides, due to the fact it is not glazed on one side only like the usual white cardboard.

WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

New Brunswick Markets FROM ST. JOHN, BY WIRE.

St. John, Sept. 15.—Few changes have taken place in the local market. Dealers are busy adjusting prices to the new freight rates. A slight drop is expected in Ontario flour. American pork is higher at from 48 to 50 cents per pound. Fresh eggs are becoming scarcer, but prices are holding about the same. Large quantities of potatoes are being received. Lemons are easier at from \$6.50 to \$7.00. Bananas have advanced a fraction, 12 to 13 cents. Plums, Ontario, are from 90 cents to \$1. Peaches, \$1.50, \$1.75 and pears the same.

Flour, No. 1 patents, bbls., Man.	16 40
Cornmeal, gran., bags	6 75
Cornmeal, ordinary	4 50
Rolled oats	12 75
Rice, Siam, per 100 lbs.	14 25
Tapioca, 100 lbs.	16 00
Molasses	1 60
Sugar—	
Standard, granulated	22 10
No. 1 yellow	21 60
Cheese, N.B.	0 30
Eggs, fresh, doz.	0 72
Do., case	0 68
Lard, pure, lb.	0 28 1/4
Do., compound	0 24 1/4
American clear pork	48 50
Tomatoes, 2 1/2s, standard, case	4 35
Beef, corned, 1s	4 00
Breakfast bacon	0 43
Butter, creamery, per lb.	0 60
Do., dairy, per lb.	0 55
Do., tub	0 50
Peaches, 2s, standard, case	7 45
Corn, 2s, standard, case	3 95
Peas, standard, case	4 00
Apples, gal., N.B., doz.	5 00
Strawberries, 2s, Ont., case	11 00
Salmon, Red Spring, flats, cases	22 50
Do., Pinks	15 00
Do., Cohoes	15 50
Do., Chums	7 50
Evaporated Apples, per lb.	0 21
Do., Peaches, per lb.	0 27 1/2
Potatoes, Natives, per barrel	4 50
Lemons, Cal., case	6 50
Grapefruit, Cal., case	8 00
Bananas, per lb.	0 12
Oranges, case	9 00
Plums, Ont.	0 90
Peaches, Ont.	1 50
Pears	1 50

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Sept. 14.—Flour has advanced thirty cents per barrel. Matches are from fifteen to thirty-five cents a case higher. Creamery butter is up three cents per pound. Rolled oats are down seventy cents. Roger syrup is down thirty-five cents case. B. C.

sugar is down sixty-five cents a hundred. One line corn flakes has dropped from \$4.40 to \$4.25. Table salt in cartons has advanced seventy cents a case. Potatoes are forty dollars a ton. Lard is \$17.40 and firm. Storage eggs are from \$18.50 to \$19. Shortening is a cent and a half lower. New pack Hawaiian sliced pineapples, two and halves, are \$11.80. Twos are \$9.60; Grated twos are \$8.90 a case, the best grades.

Flour, Government Standard, 96s, per barrel	13 35
Flour Patents, 96s, per barrel	13 60
Flour, 96s, per bbl.	14 60
Beans, B.C.	8 00
Rolled oats, 80s	4 60
Rice, Siam	12 60
Japan, No. 1	14 50
Tapioca, lb.	0 09
Sago, lb.	0 09
Sugar, pure cane, granulated, cwt.	21 97
Cheese No. 1, Ont., large	0 32 1/2
Alberta cheese, twins	0 29
Do., large	0 31
Butter, creamery, lb.	0 63
Do., dairy, lb.	0 45
Lard, pure, 3s	17 10
Eggs, new laid, local case	19 00
Do., storage, case	18 50
Tomatoes, 2 1/2s, standard, case	4 60
Wax and Green Beans, 2s, case	4 60
Corn, 2s, case	4 25
Peas, 2s, standard, case	4 50
New early June peas, case	4 50
Strawberries, 2s, Ontario, case	9 75
Raspberries, 2s, Ontario, case	10 60
Gooseberries, 2s	11 30
Cherries, 2s, red, pitted	9 00
Apples, evaporated, 50s	0 19
Do., 25s, lb.	0 23 1/2
Peaches, evaporated, lb.	0 25
Do., canned, 2s	8 50
Prunes, 90-100s	0 17
Do., 70-80s	0 18 1/2
Potatoes, local, ton	40 00

Nova Scotia Markets

FROM HALIFAX BY WIRE

Halifax, N. S., Sept. 15.—Some dealers are expecting a drop in flour prices next week, but it is stated that the new wheat cannot be used to make good flour until December and as the new freight rates have caused flour to advance 35 cents per barrel, there is little hope that flour will be cheaper for some time.

Brokers here are selling sugar below the price of refiners. It is believed the refiners will work down to brokers' prices, and it is believed a drop will be announced by the end of the week. Shipments of native Gravenstein apples started to arrive this week, number ones selling at \$6.

Cornmeal is \$5, rolled oats, \$6.25,

molasses, \$1.55, sugar standard granulated, \$22.10; No. 1 yellow, \$19.50; cheese, 31-32; eggs, 70; lard compound, 24-25 1/2; American clear pork, \$46; breakfast bacon, 52; butter, creamery prints, 66-67; solids, 62-63; dairy prints, 55-56; tubs, \$52-53; raspberries, \$5.40; peas, \$2.05; potatoes, 90 lb. bag, \$2.50; hams, 9-12, 46; 12-18, 46; 18-25, 44; native cabbage, bbl., \$2.50.

Cornmeal, bags	5 00
Rolled oats, per bag	6 25
Rice, Siam, per 100 lbs.	15 50
Tapioca, 100 lbs.	17 00
Molasses (extra fancy Barbadoes)	1 55
Sugar, standard, granulated	22 10
Do., No. 1, yellow	19 50
Cheese, Ont., twins	0 31
Eggs, fresh, doz.	0 70
Lard, compound	0 24
Lard, pure, lb.	0 29
American clear pork, per bbl.	46 00
Tomatoes, 2 1/2s, standard, doz.	2 20
Breakfast bacon	52
Hams, aver. 9-12 lbs.	43
Do., aver. 12-18 lbs.	43
Do., aver. 18-25 lbs.	41
Roll bacon	35
Butter, creamery, per lb.	66
Do., creamery solids	61
Do., dairy, per lb.	55
Do., tubs	52
Raspberries, 2s, Ont., doz.	5 40
Peaches, 2s, standard, doz.	4 50
Corn, 2s, standard, doz.	2 00
Peas, standard, doz.	2 05
Apples, gal., N.S., doz.	5 25
Strawberries, 2s, Ont., doz.	5 10
Salmon, Red Spring, flats, cases	22 50
Do., Pinks	15 00
Do., Cohoes	15 00
Do., Chums	8 00
Evaporated Apples, per lb.	0 21
Dried Peaches, per lb.	0 29
Potatoes, Natives, per 90-lb. bag	2 50

Balance of Valencia Orange Crop Lighter

Only 1,790 Cars Will be Shipped After Sept. 1, According to Fruit Growers' Estimate

The California Fruit Growers' Exchange estimate the balance of the Valencia orange crop to be shipped after Sept. 1, 1920, at 1,790 cars of Valencias, containing 462 boxes each as compared with about 5,700 cars during the same shipping period last year. Lemon shipments will be much heavier from this time on than they were last year. The exchange percentage of the balance of the crop of both oranges and lemons is about 90 per cent., so that 10 per cent. added to the above figures should give accurate shipments of the citrus fruit crop after Sept. 1st this year.

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, Sept. 17.—The feature of the produce market this week is the sharp advance in the price of eggs. Strictly new laid eggs are selling at seventy-five cents. There seems to be an improvement in the number of beef cattle reaching the packers. Western hogs are dearer. There is no change in the price of butter or cheese. Lard and shortening remain firm. Doree and whitefish are scarce but there is a good supply of pike, trout and a better supply of Cohoe salmon.

Improvement in Fresh Meats

Montreal.

FRESH MEATS.—There is no change in the condition of the fresh meat market this week. Supplies of beef cattle are coming more freely during the last few days but no change in price is noted. Fresh hogs are also scarce and Western prices have advanced a cent and a fraction a pound. It is expected, however, that the condition of the market will change shortly and a freer supply of cattle and hogs will be offered on the market.

FRESH MEATS			
Hogs, live (selects)	0 19½	0 20	
Hogs dressed—			
Abattoir killed, 65-90 lbs.	0 30	0 31	
Fresh Pork—			
Legs of pork (foot on)		0 35	
Loins (trimmed)		0 42	
Bone trimmings		0 33	
Trimmed shoulders	0 28	0 32	
Untrimmed		0 27	
Pork sausage (pure)		0 25	
Farmer Sausage		0 20	
Spring lamb, carcass	0 25	0 31	
Fresh sheep, carcass	0 18	0 21	
Fresh Beef—			
	(Cows)	(Steers)	
\$0 20	\$0 31	..Hind quarters..	\$0 28 \$0 35
0 10	0 15	..Front quarters..	0 14 0 19
0 30	0 42	Loins	0 36 0 46
0 20	0 30	Ribs	0 30 0 38
0 12	0 16	Chucks	0 14 0 20
0 30	0 34	Hips	0 32 0 36
Calves (as to grade)			0 15 0 26

Cooked Meats Strong

Montreal.

COOKED MEAT.—The demand for cooked meats continues very good with no change in price. Quotations at the present time are very firm.

Jellied pork tongues	0 49
Jellied pressed beef, lb.	0 35
Ham and tongue, lb.	0 42
Veal	0 30
Hams, cooked	0 63 0 67
Shoulders, roast	0 50
Shoulders, boiled	0 43
Pork pies (doz.)	0 80
Mince meat, lb.	0 19 0 20
Sausage, pure pork	0 25
Bologna, lb.	0 18
Ox tongue, tins	0 65

Bacon Market Strong

Montreal.

BACON.—Market for bacon is steadily improving. The outlook for export has been much brighter since the control on importation and prices in Great Britain has been withdrawn. On the other hand packers seem to be little interested in the export market at the present time on account of the lowering of the sterling exchange. The prices

here continue very strong. There is no change, however, in quotations this week.

BACON—		
Breakfast, best	0 37	0 46
Smoked Breakfast	0 28	0 44
Cottage Rolls		0 40
Picnic Hams		0 30
Wiltshire	0 36	0 44
MEDIUM SMOKED HAMS—		
Weight, 8-14, long cut		0 40
Do., 14-20		0 40
Do., 20-25		0 36
Do., 25-35		0 32
Over 35 lbs.		0 30

Barrelled Meats Unchanged

Montreal.

BARREL MEATS.—The market for barrel meats remains very quiet with a small demand. There is no change in price.

BARRELLED MEATS		
Barrel Pork—		
Canadian short cut (bbl.), 30-40 pieces		54 00
Clear fat backs (bbl.), 40-50 pieces		52 00
Heavy mess pork (bbl.)		46 00
Plate Beef		28 00
Mess Beef		25 00

Eggs Are 75 Cents

Montreal.

EGGS.—Higher prices are quoted this week on new laid eggs. A shortage still exists but not as severely as it has been. The supply of eggs reaching the market is reported to be sufficient to meet immediate demands but the cold storage supplies are not being replenished. Selects are selling at 68 cents, No. 1 at 60 cents and the strictly new laid at 75 cents. This price list shows a wide margin in the quotations. There is little or no exportation of eggs at the present time.

Butter Quotations Firm

Montreal.

BUTTER.—There is a slight improvement in the supply of butter on the market this week, but prices remain firm. The export business is handicapped by the weakening sterling exchange. It is expected, however, that there will be a marked improvement in the market before the winter months set in. Prices on dairy butter remain unchanged.

BUTTER—		
Creamery prints, qual., new	0 61	
Do., solids, quality, new	0 60	
Dairy, in tubs, choice	0 52	
Dairy, prints	0 53	

Cheese Market Improved

Montreal.

CHEESE.—There is no change in the prices on cheese this week, but a more healthy market appears. Receipts for the week in Montreal have greatly improved and a stronger market is looked for. The export trade is rather unsettled due to the weakening of sterling exchange. An improvement is expected, however, and the outlook from the Montreal market is much improved.

New, large, per lb.	0 28
Twins, per lb.	0 28
Triplets, per lb.	0 28
Stilton, per lb.	0 37
Fancy old cheese, per lb.	0 34 0 35
Quebec	0 28 0 29

Lard Market Holds Firm

Montreal.

LARD.—There is no change in the lard market this week. The market has been rather weak lately, but prices remain unchanged. The market is in a more normal condition than it has been during the last few weeks, and quotations are again very firm. There is a much freer movement of supplies which results in a stronger price basis.

LARD—		
Tierces, 360 lbs.	0 26½	
Tubs, 60 lbs.	0 27	
Pails, 20 lbs.	0 27¼	
Bricks	0 29	

Margarine Unchanged

Montreal.

MARGARINE.—No change in the quotations for margarine is noted this week. The market continues quiet and sales are limited.

MARGARINE—		
Prints, according to quality, lb.	0 35	0 40
Tubs, according to quality, lb.	0 31	0 34

Shortening Prices Steady

Montreal.

SHORTENING.—The shortening market has been rather weak lately, but no change in price has occurred since the decline of a few weeks ago. Market quotations continue steady.

SHORTENING—		
Tierces, 400 lbs., per lb.	0 25¼	
Tubs, 50 lbs., per lb.	0 25¼	
Pails, 20 lbs., per lb.	0 26	
Bricks, 1 lb., per lb.	0 27	

White Fish Scarce

Montreal.

FRESH FISH.—Trout and pike are in fairly good supply among the lake fish, but doree and white fish are scarce. A good supply of fresh halibut is arriving on the market from time to time from the Pacific coast, and fresh dressed Cohoe salmon is again offered in very fair supply. There are no price changes on the fish market this week. The fish merchants are looking for a big business next week since there are three fish days during next week. Advantage can be taken of this in the sale of fish by the merchants throughout the country.

FRESH FISH		
Haddock	0 08	
Steak cod	0 10	0 11
Market cod	0 07	

Mackerel	0 16
Flounders	0 08
Prawns	0 50
Live Lobsters	0 60
Skate	0 12
Shrimps	0 50
Salmon, Cohoes	0 25
Shad	0 18
Gaspé salmon	0 40
Halibut	0 25
Gaspereaux, each	0 05
Whitefish	0 20
Lake trout	0 23
Brook trout	0 50
Pike (dressed)	0 15
Perch	0 13
Fresh eels, per lb.	0 13
Fresh herrings, each	0 03 0 05
Doree	0 27
FROZEN FISH	
Halibut, large and chicken	0 17 0 18
Halibut, Western, medium	0 23
Haddock	0 07 0 08
Mackerel	0 15 0 16
Smelts, No. 1, per lb.	0 17 0 18
Smelts, extra large	0 25

Smelts (small)	0 09	0 10
Pike, headless and dressed	0 13	0 13
Market Cod	0 06	0 06 1/2
Whitefish, small	0 12	0 13
Sea Herrings	0 06	0 07
Steak Cod	0 08 1/2	0 09
Salmon, Cohoes, round	0 23	0 23
Salmon, Qualla, hd. and dd.	0 12	0 12
Whitefish	0 15	0 16
Lake Trout	0 19	0 20
Lake Herrings	0 06	0 07
B.C. Red Salmon	0 23	0 23
SALTED FISH		
Codfish, large, bbls., 200 lbs.	16 00	16 00
Sardines, half barrel	5 00	5 00
Salted Trout, half barrel	12 00	12 00
Salted Salmon, barrel	27 50	27 50
Boneless cod (20), per lb.	0 16	0 20
SMOKED		
Finnan Haddies, 15-lb. box	0 13	0 13
Fillets, 15-lb. box	0 19	0 19
Smoked Herrings	0 24	0 24
Kippers, new, per box	2 15	2 15
Bloaters, new, per box	2 00	2 00
Smoker Salmon	0 35	0 35

Spice beef, lb. 0 32
Above prices subject to daily fluctuations of the market.

Eggs Hold Firm

Toronto.
EGGS.—The egg market is holding firm with extra selects at 65 to 66 cents and firsts at 61 to 62 cents per dozen. Receipts are fairly heavy but some dealers continue to buy in American eggs to meet the large demand at the present time.

EGGS—		
Fresh, selects	0 65	0 66
Fresh	0 61	0 62
Fresh selects in cartons	0 66	0 72

Prices shown are subject to daily fluctuations of the market.

Best Grade Butter Scarce

Toronto.
BUTTER.—The butter market is steady with a good demand, especially for the higher grade which is reported scarce. Quotations for the best grade is 63 cents per pound. The second grade is quoted at 60 cents per pound at one cent advance over last week's quotations.

BUTTER—		
Creamery, prints	0 60	0 63
Dairy prints, fresh, lb.	0 53	0 58

Cheese Ruling Steady

Toronto.
CHEESE.—The cheese market is ruling steady with unchanged quotations. There is a large demand for twins reported at the present time. Large cheese is quoted at 29 to 30 cents per pound and twins one cent higher.

CHEESE—		
Large, per pound	0 29	0 30
Stilton	0 35	0 36
Twins, 1c higher than large cheese.		Triplets 1 1/2c higher than large cheese.

Lard Prints Higher

Toronto.
LARD.—Lard is holding firm with one pound prints marked one cent per pound higher. Quotations on the tierce basis are unchanged.

LARD—		
1-lb. prints	0 29	0 30
Tierces, 400 lbs.		0 27
In 60-lb. tubs, 1/2 cent higher than tierces, pails 3/4 cent higher than tierces, and 1-lb. prints 2c higher than tierces.		

Shortening Continues Easy

Toronto.
SHORTENING.—The shortening market continues with an easy tone. Quotations are holding at 21 1/2 cents per pound tierce basis and one pound prints at 25 cents.

SHORTENING—		
1-lb. prints	0 25	
Tierces, 400 lbs.		0 21 1/2
In 60-lb. tubs 1/2 cent higher than tierces, and in 20-lb. pails 3/4 cent higher than tierces.		

Fish Prices Maintained

Toronto.
FISH.—There is a brisk demand for fish and prices are well maintained.

FRESH SEA FISH.		
Cod Steak, lb.	0 12	0 12
Do., market, lb.	0 04 1/2	0 07
Haddock, heads off, lb.		
Do., heads on, lb.	0 10	0 11
Halibut, chicken	0 18	0 19
Do., medium	0 23	0 24
Fresh Whitefish	0 18	0 19
Fresh Herring	0 10	0 11

ONTARIO MARKETS

TORONTO, September 17—There are few changes in the produce and provision markets. The run of cattle at the stockyards has shown improvement during the week, both as to quality and quantity. Spring lamb and beef cuts are down one to two cents per pound. Barrel pork has advanced one dollar per barrel. Eggs and cheese are steady. There is a big demand for higher grade butter which is reported scarce; quotations are unchanged. Lard is holding firm, while shortening continues easy.

Spring Lamb Lower

Toronto.
FRESH MEATS.—Spring lamb has declined 2 cents per pound bringing the price down to 24 and 26 cents per pound. Yearling lamb is also quoted lower. Fresh beef cuts are quoted one cent per pound lower. Pork, mutton and calves are steady. The run of cattle at the stock yards has greatly improved both as to quality and quantity.

FRESH MEATS

Hogs—		
Dressed, 70-100 lbs., per cwt.	26 00	28 00
Live, off cars, per cwt.	20 75	21 25
Live, fed and watered, per cwt.	20 50	21 00
Live, f.o.b., per cwt.	19 50	19 75
Fresh Pork—		
Legs of pork, up to 18 lbs.	0 39	
Loins of pork, lb.	0 45	
Fresh hams, lb.	0 40	
Tenderloins, lb.	0 61	
Spare ribs	0 17	
Picnics, lb.	0 28	
New York shoulders, lb.	0 32 1/2	
Boston butts, lb.	0 38	
Montreal shoulders, lb.	0 33	
Fresh Beef—from Steers and Heifers—		
Hind quarters, lb.	0 25	0 27
Front quarters, lb.	0 15	0 17
Ribs, lb.	0 28	0 34
Chucks, lb.	0 14	0 16
Loins, whole, lb.	0 30	0 36
Hips, lb.	0 22	0 25
Cow beef quotations about 2c per pound below above quotations.		
Calves, lb.	0 26	0 80
Spring lamb, lb.	0 24	0 26
Yearling, lamb, lb.	0 19	0 23
Sheep, whole, lb.	0 10	0 15

Above prices subject to daily fluctuations of the market.

Barrel Pork Higher

Toronto.
PROVISIONS.—Smoked meats are unchanged. Hams are quoted at 35 1/2 to 48 1/2 cents per pound according to the weight. Breakfast bacon, ordinary,

is quoted at 46 cents and fancy trimmed at 53 to 60 cents.

BARREL PORK.—Mess pork, short cut backs and pickled rolls have advanced \$1.00 per barrel.

Hams—		
Small, 6 to 12 lbs.	0 48 1/2	0 50
Medium, 12 to 20 lbs.	0 47 1/2	0 48 1/2
Large, 20 to 35 lbs., each lb.	0 43 1/2	0 43 1/2
Heavy, 25 to 35 lbs.	0 38 1/2	0 38 1/2
Heavy, 35 lbs. and upwards	0 35 1/2	0 35 1/2
Backs—		
Skinned, rib, lb.	0 52	0 54
Boneless, per lb.	0 60	0 64
Rolled	0 67	0 67
Bacon—		
Breakfast, ordinary, per lb.	0 46	0 48
Breakfast, fancy, per lb.	0 49	0 53
Breakfast, special trim.	0 60	0 60
Roll, per lb.	0 35	0 38
Wiltshire (smoked sides), lb.	0 41	0 41
Wiltshire, three-quarter cut.	0 45	0 45
Wiltshire, middle	0 47	0 47

Dry Salt Meats—
Long clear bacon, av., 50-70 lbs. 0 28
Do., av. 80-90 lbs. 0 27
Clear bellies, 15-30 lbs. 0 30 1/2
Fat backs, 10 to 12 lbs. 0 25
Out of pickle prices range about 2c per pound below corresponding cuts above.

Barrel Pork—		
Mess pork, 200 lbs.	39 00	
Short cut backs, bbl. 200 lbs.	55 00	
Pickled rolls, bbl. 200 lbs.—		
Lightweight	67 00	
Heavy	61 00	

Above prices subject to daily fluctuations of the market.

Cooked Meats Steady

Toronto.
COOKED MEATS.—The market for cooked meats is steady and unchanged. The demand is fully maintained on all lines.

Boiled hams, lb.	0 65	0 68
Hams, roast, without dressing, lb.	0 63	0 65
Roiled shoulders	0 54	0 54
Head cheese, 6s, lb.	0 17	0 17
Choice jellied ox tongue, lb.	0 66	0 66
Jellied calves tongue	0 52	0 52
Ham bologna, lb.	0 20	0 20
Large bologna, lb.	0 17	0 18

Flounders, lb.	0 09	0 10
Fresh Trout, lb.	0 19	0 20
Fresh Salmon, Red Spring...		0 30
Do., Rainbow	0 15	0 16
FROZEN FISH		
Halibut, medium	0 20	0 21
Do., Qualla		0 10 1/2
Flounders	0 10	0 11
Pike, round		0 08
Do., headless and dressed		0 09
SMOKED FISH		
Haddies, lb.		0 13
Fillets, lb.		0 18
Kippers, box	2 25	2 50

Fat Hens in Demand

Toronto.

POULTRY. — There is a big demand for live fat hens due to the Jewish Festivals having commenced. The market however, is unchanged except for spring chickens which have declined three to four cents per pound.

	Prices paid by commission men at Toronto:	
	Live	Dressed
Turkeys	\$0 35	\$0 40
Roosters	0 25	0 25
Fowl, over 5 lbs.	0 32	0 32
Fowl, 4 to 5 lbs.	0 30	0 30
Fowl, under 4 lbs.	0 28	0 28
Ducklings	0 25	0 35
Guinea hens, pair	1 25	1 50
Spring chickens, live	0 30	0 36
Prices quoted to retail trade—		
	Dressed	
Heans, heavy	0 32	0 38
Do., light	0 30	0 35
Chickens, spring		0 45
Ducklings		0 40

Strict Legislation in Regard to Sale of Ripe Olives

Following an investigation by the State Board of Health in California, legislation has been enacted declaring ripe olives to be adulterated within the meaning of the California Pure Foods Act, unless, before being offered for sale or consumption, all pickling, handling, cooking and other preparation of the product shall have been carried on in strict conformity with the Foods Sanitation Act. Ripe olives shall be deemed adulterated unless the same have been sterilized at a temperature of 240 degrees Fahrenheit for a period not less than 40 minutes by means of a retort or autoclave which shall be controlled by an automatic self-recording thermometer or heat-measuring device in proper working order, and that the temperature records shall be available at all times to representatives of the State Board of Health.

This legislation has been necessary in view of the number of deaths that have occurred from botulism contracted from eating ripe olives.

White Rubber Aprons Instead of Linen

A grocer in Western Canada, with a distinctive meat and provision department in connection with his grocery store, had the man in charge wear a white rubber-coated apron in preference to the white linen ones so generally worn. This enabled the man to look perfectly clean all the time. It tended altogether to cleanliness, and proved much more attractive to the average housewife shopping in the store, as the linen so easily became soiled, and in such a condition created a natural repugnance.

Gives Samples Away With a Purchase

A grocer in London, Ont., had a very novel idea to stimulate trade on a Wednesday morning. He wrote to large number of manufacturers for samples of their products, also



Illustrating the provision section in Groceria No. 1 of H. O. Kirkham Ltd. stores, Victoria, B.C. Note the attractive display of meats and vegetables.

DON'TS TO SALES CLERKS

Don't say: "Is that all?" The customer feels that you are anxious to get him off the premises.

Don't chew gum. The reason is sufficiently evident.

Don't hum while the customer is deciding. If your reason for doing this is to hurry up a purchase you will find it has the opposite effect.

Don't gaze out the window while making a sale. Customers like to think that they are a little more important than a passing street car.

COST OF BUILDING

It will cost the Hudson's Bay Company 25 per cent. more to complete their big store at Victoria, B.C., which was held

up during the war, than if the work had been completed at the time it was first undertaken. The company has let a contract to a Winnipeg contractor to complete the building.

GETS ADVANCE INFORMATION Walkerville, Ont. MacLean Publishing Co.

I have taken Canadian Grocer for the last ten years and find it a valuable asset to my business. The market quotations are always correct and the information much in advance of the wholesalers' information.

Aug. 24, 1920.

Albert W. Webb.

cook books, etc. He then purchased 200 ordinary six-quart fruit baskets and filled them with the samples. He then dressed one window with these baskets which made an attractive display and something out of the ordinary. A large show card was placed in the window stating that a basket of samples containing at least 75 cents' worth of merchandise would be given to every purchaser of one pound of their special blend of tea, on Wednesday morning only from ten to twelve o'clock. By noon every one of the 200 baskets were disposed of and a few people were disappointed.



Wonderful! — Delicious!

These are the words which express the sentiment of thousands of housewives all over Canada, after they have tried Davies' Pork and Beans.

This satisfaction means repeat business for every dealer who features this brand, as when once Davies' products are taken into the home, they will be asked for again.

If you haven't already placed your order for Davies' Pork and Beans, do so at once. Either mail to us direct, or give same to our salesman.

You should also feature Davies' Lunch Tongue, Corned Beef, Tomato Soup, Ox Tongue, etc.

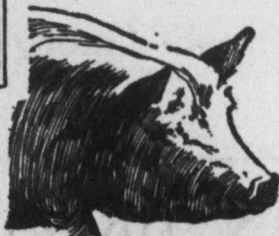
Drop us a postcard for current prices if our traveller is not calling regularly.

THE **DAVIES** COMPANY
WILLIAM LIMITED

TORONTO

Montreal

Hamilton



M
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M
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“The Greatest Seller of Its Kind in the World”

MORRIS & COMPANY, Chicago, U.S.A.

CANADIAN DISTRIBUTORS:

THE BOWES COMPANY, LTD.
Toronto and Ontario
Winnipeg and Manitoba

JAS. DALRYMPLE & SON
Montreal and
Province of Quebec



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.



**OAKEY'S
“WELLINGTON”
KNIFE POLISH**

The original and only reliable preparation for Cleaning and Polishing Cutlery, etc.

John Oakey & Sons, Ltd.

Manufacturers of

Emery, Black Lead, Emery Glass and
Flint Cloths and Papers, etc.

Wellington Mills, London, S.E.1., Eng.

Agents:

F. Manley, 343 Garry Street,
Winnipeg

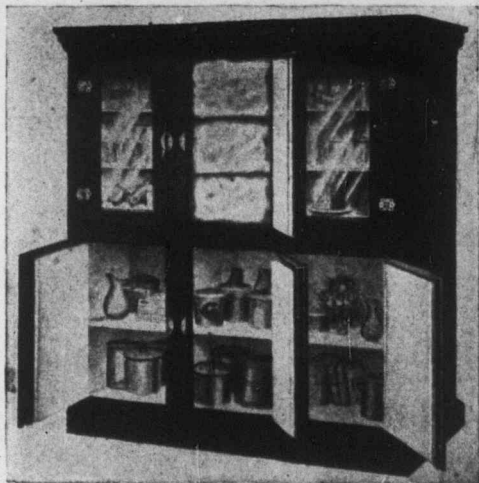
Sankey & Mason, 839 Beatty Street
Vancouver.

All foreign and domestic
fruits, also fresh Georgian
Bay trout.

LEMON BROS.

OWEN SOUND - - ONTARIO

HANSON'S
GROCER OR INSTITUTION REFRIGERATORS



Perfect Refrigeration

and excellent display features make Hanson's the ideal refrigerators for grocers. They are made from the finest materials with a style for every requirement. Write us for particulars. Prompt deliveries

The J. H. Hanson Co., Ltd.
244 St. Paul St. West **MONTREAL**

Century

A firm favorite with Canadian housewives because of its proven purity, its snowy whiteness and its economy. Well advertised. More and more people are asking for "Century."



SIFTO SALT

Here's the nicest thing in table salt—SIFTO, "it flows." Comes in a handsome dust-proof carton, and "as welcome as the flowers in May" to the table where clogged salt shakers are a bugbear. Your customers want it.



DOMINION SALT CO LIMITED
SARNIA ONT

If your jobber cannot supply you we invite your inquiry, when price lists and full information will be promptly sent you
DOMINION SALT CO., Limited, SARNIA, Canada
Manufacturers and Shippers



TRADE MARK

Appetizing!

Schneider's Pure Meat Sausage is not only appetizing but clean, wholesome and nourishing. The best meat is used and they are of the delightful flavor that brings entire satisfaction.

Schneider's
Guaranteed Bacon

is of the best quality which is something everybody is looking for these days. Guaranteed pure and tasty and certain to satisfy those customers who prefer a wholesome breakfast dish.

Reliable provisions such as these are bound to bring continuous sales.

Drop us a Card for Sausage and Smoked Meat Quotations.
Satisfaction guaranteed on all mail orders.

J. M. Schneider & Son, Ltd.

KITCHENER, ONTARIO

"SALTESEA" OYSTERS

*Sell
Saltesea
Oysters
in the
Glass Jars*

Read a leading grocer's opinion

"The 'SALTESEA' glass package has proven to be a real factor in assisting the retailer to make a better profit from his oyster department." remarked Mr. Reeve of Michie & Co., Toronto, to a Canadian Grocer representative recently. "I know the exact cost and the profit derived from every sale. There is no overflowing of measure, no leakage, no waste of any description that eats up the profit, and the customer gets his oysters in a clean, sanitary manner with all the natural salt sea flavor retained."

Can we add your name to our already large list of satisfied retailers?

THE OCEANIC OYSTER CO. OF CANADA LIMITED
MONTREAL

BRUNSWICK BRAND

Sea Foods



... the popular
and profitable sellers



These canned fish foods sell well wherever they are introduced. Being cooked they are ready to serve at once, and their great convenience and tempting flavor, coupled with their most reasonable price, offer a selling appeal that few women can resist, and the best part of it is that *Brunswick Brand* sea foods invariably win steady repeat orders.



Grocers featuring these choice canned sea foods are assured not only of rapid turnovers, but also of a profit margin on each sale that is exceptionally good. Get ready for a bigger fall fish business this year by stocking up with *Brunswick Brand*—the line that never fails to make good.

Connors Bros., Limited

Black's Harbor, N.B.

Winnipeg Representative: Chas. Duncan & Son, Winnipeg, Man.



A Real Relief

Both for yourself and customers. You will be relieved of any anxious moments—because they sell well. The purchaser will find them an

instant relief for Headaches, Neuralgia, Nervousness, Fevers, etc.

An order to-day will bring satisfaction to-morrow.

J. L. MATHIEU CO.

PROPRIETORS

SHERBROOKE

QUEBEC

Do You Sell Mellow



Looms Large
in the Housewife's Estimation
for Lemon Pies

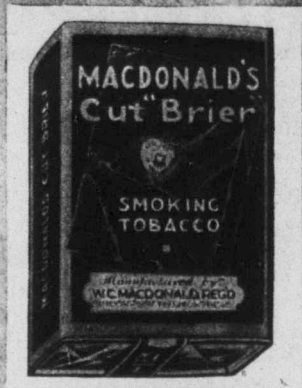


Makes Delicious
Lemon Pies

Order Now
From Any Wholesaler

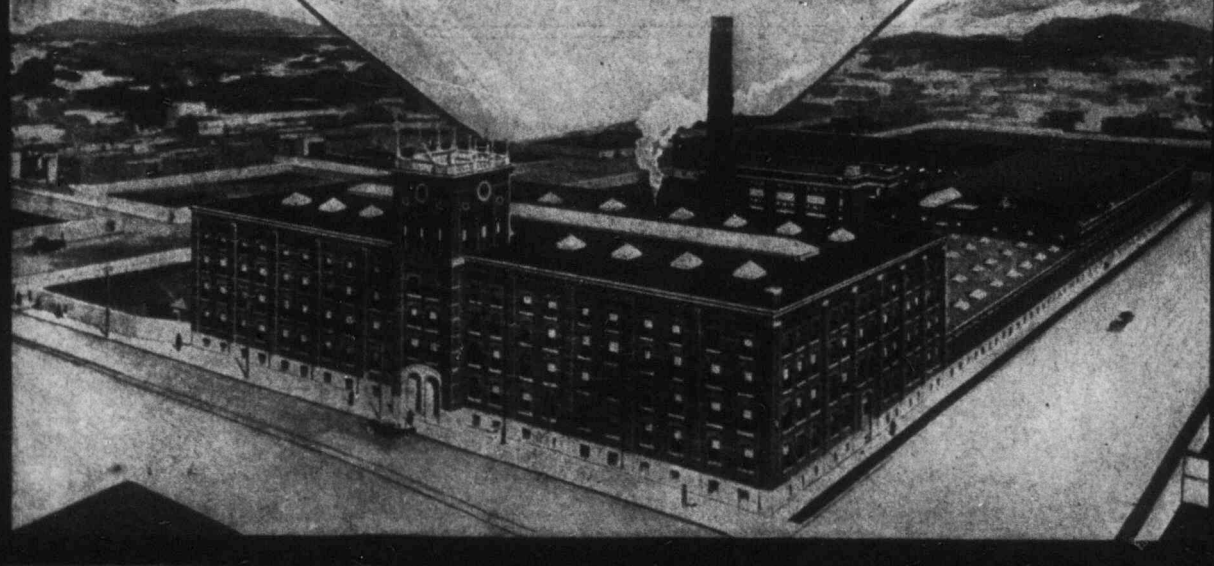
Mellow Food Products
146 Garnier Street
MONTREAL

*The Tobac
with a heart*

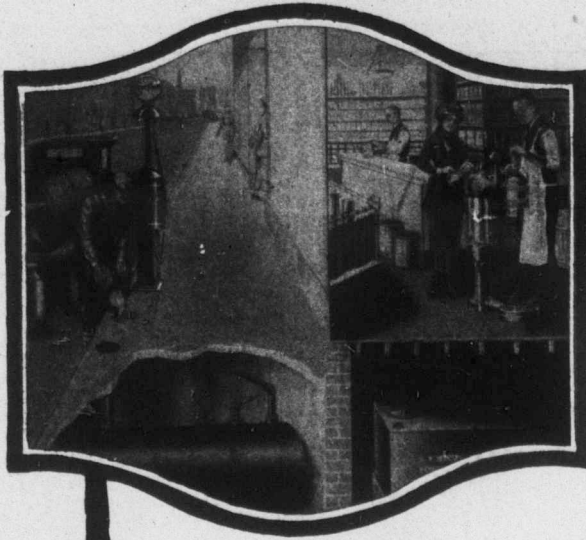


Quality was the foundation of Macdonald's in 1858.
And that same old quality is still to be found in Cut "Brier" and "British Consols".

Manufactured by
W. C. MACDONALD, REGD.,
INCORPORATED
MONTREAL



W. C. MACDONALD REGD.
INCORPORATED
MONTREAL



Make Your Street Pay

Can you see the possibilities for profitable business in the automobiles passing your store?

Put in a **BOWSER**
ESTABLISHED 1903
Gasoline Pump

Our literature explains how and why Bowser Gasoline and Oil Storage Systems are popular with automobile drivers and profitable to store owners. It will be sent to anyone interested.



S. F. BOWSER Company, Limited

66 to 68 Fraser Ave.,

Toronto, Ontario, Can.

Representatives
Everywhere

Sales Offices in
all Centres

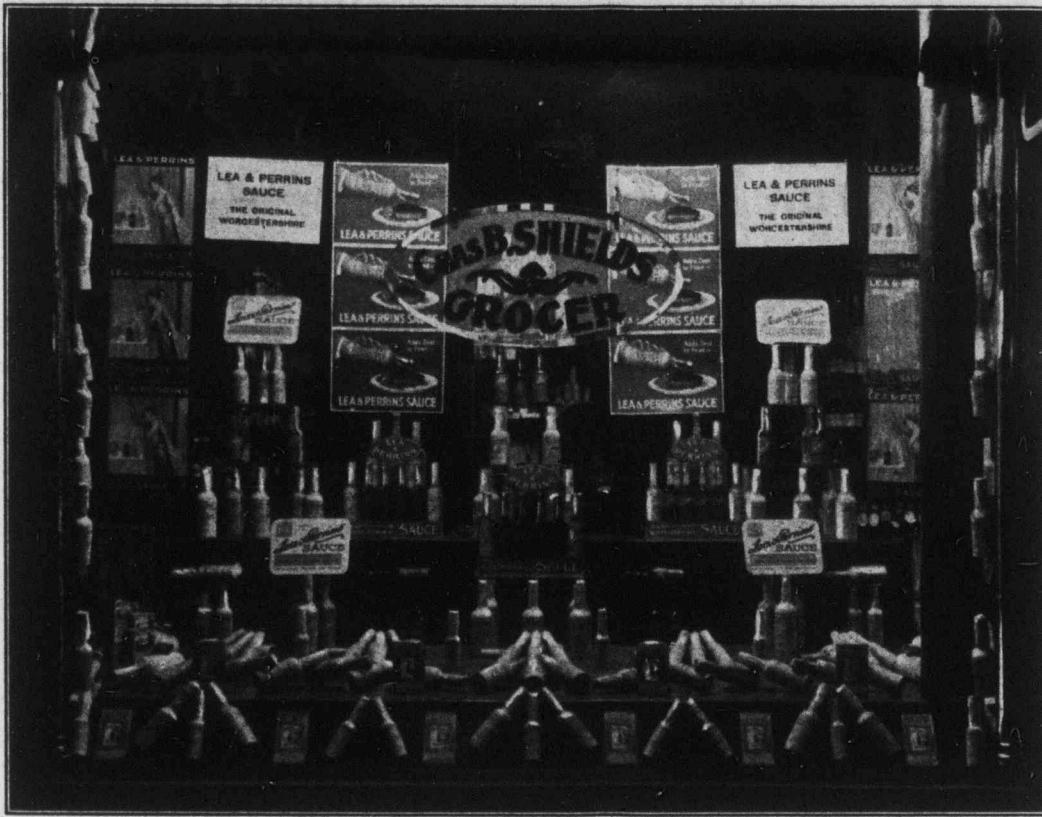
DEL MONTE Products are the kind of steady, active profit-makers that make business a pleasure



They're moving all the time - turning over your investment quickly and easily - and building up consumer good will that means better business for all time to come.

CALIFORNIA PACKING CORPORATION
SAN FRANCISCO, CAL.

Over a hundred delicious varieties



Here's the Window that Sold \$40.00 Worth of Sauce in a Week



THERE is a steady demand for Lea & Perrins' Sauce. Its reputation is such it sells itself. But you will treble your sales if you display this brand. Mr. Charles Shields, of Toronto, finds the price no detriment. Let your customers *see you have it.*

Lea & Perrins' Sauce is a sure repeater; it satisfies customers and is a great asset in building a permanent business.

IT just seemed as though people were waiting for this line to come back," he remarked to Canadian Grocer recently. "Many people, after viewing the window, came in and asked for a bottle, expressing their delight at the fact that it is again available in this market. The price, although higher, has not affected the sales. My opinion is that a merchant can sell anything of quality, provided effort is put behind it."

HAROLD SEDDON

137 McGill St., Montreal, Canadian Agent.

Lea & Perrins
Sauce

This is Peach Time! Plum Time! Pear Time!

Let us fill your requirements.

Fresh Shipments

Spanish Onions

— Cases and 1/2 Cases

Malaga Grapes Bartlett Pears

WHITE & CO., LTD.

High Class Fruits

TORONTO

Main 6243

FRESH ARRIVALS DAILY

OF ALL VARIETIES OF

Domestic Fruits and Vegetables

Best Varieties of

FREESTONE PEACHES

NOW COMING

ORANGES, BANANAS, LEMONS CALIFORNIA BARTLETT PEARS AND MALAGA GRAPES

THE HOUSE OF QUALITY

Hugh Walker & Son, LIMITED

GUELPH Established 1861 ONTARIO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$2.20
PER INCH EACH INSERTION PER YEAR

JAMS

DOMINION CANNERS, LTD.
Hamilton, Ont.

"Aylmer" Pure Jams and Jellies,
Guaranteed Fresh Fruit and
Pure sugar only.

Screw Vac. Top Glass Jars, 16 oz.	
Strawberry	\$5 15
Currant, Black	5 05
Pear	4 40
Peach	4 40
Plum	4 20
Apricot	4 50
Cherry	4 35
Gooseberry	4 50

"AYLMER" PURE ORANGE

MARMALADE

	Per doz.
12 oz. Glass, Screw Top, 2	
doz. in case	3 25
16 oz. Glass, Screw Top, 2	
doz. in case	3 95
16 oz. Glass, Tall, Vacuum,	
2 doz. in case	3 95
2's Tin, 2 doz. per case	6 15
4's Tin, 12 pails in crate,	
per pall	1 00
5's Tin, 8 pails in crate, per	
crate	1 25
7's Tin or Wood, 6 pails in	
crate	1 74
30's Tin or Wood, one pall in	
crate, per lb.	0 24

PORK AND BEANS "DOMINION BRAND"

	Per doz.
Individual Pork and Beans,	
Plain, 75c. or with Sauce,	
4 doz. to case	\$0 85
1s Pork and Beans, Flat,	
Plain, 4 doz. to case	0 92 1/2
1s Pork and Beans, Flat,	
Tom. Sauce, 4 doz. to case	0 95
1s Pork and Beans, Tall,	
Plain, 4 doz. to case	0 95
1s Pork and Beans, Tall,	
Tomato or Chili Sauce, 4	
doz. to case	0 97 1/2
1 1/2s (20 oz.), Plain, per doz.	1 25
Tomato or Chili Sauce	1 27 1/2
2s Pork and Beans, Plain,	
2 doz. to the case	1 50
2s Pork and Beans, Tomato	
or Chili Sauce, Tall, 2	
doz. to case	1 52 1/2
2 1/2s Tall, Plain, per doz.	2 00
Tomato or Chili Sauce	2 35
Family, Plain, \$1.75 doz.; Family,	
Tomato Sauce, \$1.95 doz.; Family,	
Chili Sauce, \$1.95 doz. The above	
2 doz. to the case.	

CATSUPS—In Glass Bottles.

	Per doz.
1/4 Pts., Aylmer Quality	1 80
12 oz., Aylmer Quality	2 55

Per jug
Gallon jugs, Aylmer Quality, \$1 65

	Per doz.
Pints, Delhi Epicure	\$2 75
1/2 pints, Red Seal	1 25
Pints, Red Seal	1 90
Quarts, Red Seal	2 40
Gallons, Red Seal	6 45

BORDEN MILK CO., LTD.,

180 St. Paul St. West,
Montreal, Can.

CONDENSED MILK

Terms—Net 30 days.

Eagle Brand, each 48 cans	\$12 50
Reindeer Brand, each 48 cans	12 00
Silver Cow, each 48 cans	11 50
Gold Seal, Purity, ea. 48 cans	11 35
Mayflower Brand, each 48 cans	11 85
Challenge Clover Brand, each	
48 cans	10 60

EVAPORATED MILK

St. Charles Brand, Hotel, each	
24 cans	\$7 90
Jersey Brand, Hotel, each 48	
cans	7 90
St. Charles Brand, tall, each 48	

cans	8 00
Jersey Brand, tall, each 48	
cans	8 00
Peerless Brand, tall, each 48	
cans	8 00
St. Charles Brand, Family, 48	
cans	7 00
Jersey Brand, Family, each 48	
cans	7 00
Peerless Brand, Family, each 48	
cans	7 00
St. Charles Brand, small, each	
48 cans	3 70
Jersey Brand, small, each 48	
cans	3 70
Peerless Brand, small, each 48	
cans	3 70

CONDENSED COFFEE

Reindeer Brand, large, each 24	
cans	\$7 50
Reindeer Brand, small, each 48	
cans	8 00
Cocoa, Reindeer Brand, large,	
each 24 cans	6 25
Reindeer Brand, small, 48 cans	
6 50	

W. B. BROWNE & CO.

Toronto, Ontario

Wheatgold Breakfast Cereal	
Packages, 28-oz., 2 doz. to	
case, per case	\$6 00
98-lb. jute bags, per bag	8 00
98-lb. jute bags, with 25	
3 1/2-lb. printed paper bags	
enclosed, per bag	8 50
5-lb. tins, 1 doz. in case	7 15

HARRY HORNE & CO.

Toronto, Ont.

	Per case
Cooker Brand Peas (3 doz.	
in case)	4 20
Cooker Brand Popping Corn	
(3 doz. in case)	4 20

COLMAN'S OR KEEN'S

MUSTARD

	Per doz. tins
D.S.K., 1/4-lb.	
D.S.F., 1/4-lb.	
D.C.F., 1-lb.	
F.D., 1/4-lb.	

Per jar
Durham, 1-lb. jar, each
Durham, 4-lb. jar, each

CANADIAN MILK PRODUCTS,

LIMITED

Toronto and Montreal

KLIM

8 oz. tins, 4 dozen per case	\$12.50
16 oz. tins, 2 doz. per case	11.50
10 lb. tins, 6 tins per case	25.00

Prices f.o.b. Toronto.

THE CANADA STARCH CO., LTD.

Manufacturers of the

Edwardsburg Brands Starches

Laundry Starches—

Boxes

40-lb. Canada Laundry	\$0 12
100-lb. kegs, No. 1 white	0 12 1/2
200-lb. bbls., No. 1 white	0 12 1/2
40-lb. Edwardsburg Silver	
Gloss, 1-lb. chrome pkgs.	0 13 1/2
40 lbs., Benson's Enamel	
(cold water), per case	4 10
Celluloid, 45 cartons, case	5 30

Culinary Starch

4 lbs., W. T. Benson & Co's	
(Prices in Maritime Provinces 10c	
per case higher.)	
Challenge Corn	0 12
20 lbs. Casco Refined Potato	
Flour, 1-lb. pkgs.	0 15 1/2
(20-lb. boxes 1/2c higher, except	
potato flour.)	
LILY WHITE CORN SYRUP	
2-lb. tins, 2 doz. in case	\$7 05
5-lb. tins, 1 doz. in case	8 05
10-lb. tins, 1/2 doz. in case	7 75
20-lb. tins, 1/4 doz. in case	
Celebrated Prepared	0 13 1/2
40-lb. Canada Pure or	
Barrels, about 700 lbs.	0 10
Half barrels, about 350 lbs.	0 10 1/2
CROWN BRAND CORN SYRUP	
2-lb. tins, 1 doz. in case	6 45
5-lb. tins, 1 doz. in case	7 45



☐ Postum Cereal and Instant Postum are products that fill a specific need; that are supported by consistent and heavy national advertising; and that provide a generous profit for grocers.

☐ Both forms of Postum require but little shelf-space and small investment; turn over quickly and show no waste.

☐ Merit and advertising have established a strong, steady demand—

Sale Guaranteed!

Canadian Postum Cereal Co., Limited, Windsor, Ont.



'O.K.' SAUCE

FINALITY IN
FRUIT SAUCE

as palate pleasure
and true digestive



Sole Proprietors:-
GEORGE MASON & CO. LTD., LONDON, ENGLAND.

Sales Agents:
Vancouver Winnipeg St. John's, Nfld. Halifax N.S.
David Brown F. Manley Bowring Bros. J.W. Gorham
167 Cordova St. W. 147 Bannatyne Ave. & Co. & Co.



Sell Marsh's Grape Juice—

A Drink that
Satisfies

Prepared from
sound Concord
grapes — the pick
of the vines, by
up-to-date methods
into a delicious,
all-the-year-'round
drink, that sells
well.

The Marsh Grape
Juice Company
NIAGARA FALLS, ONT.

Agents for Ontario, Quebec
and Maritime Provinces

The MacLaren Imperial
Cheese Co., Limited
Toronto, Ont.

ESTABLISHED 150 YEARS

1770.



1920.

By Royal Appointment.

DAY & MARTIN, LTD.

The House with a History.

In recommending Day & Martin's Wax Shoe Polish, in the Tin with the "Tab," you may be sure that you are offering a polish which has just the points that give satisfaction to your customers, and make them regular users.

1. It responds instantly to the polishing brush.
2. The shine is bright and dense.
3. The DAY & MARTIN shine remains bright beneath the day's dust, so that a flick and rub with a cloth restores the brightness, without any further immediate application.
4. It is waterproof, and throws off the rain-drops like a "duck's back."
5. Only the highest grade Waxes and Pure Turpentine are used in its manufacture.
6. It is so thoroughly British.
7. The "temper-saving" Tin, can be opened at once by means of the simple "Tab" device.

Here is the Tin.
The Tin with the "Tab."



Sell your customers Day & Martin's Wax Shoe Polish, and you will still further add to your reputation for always supplying the Right goods.

Prices and samples on application to :—
DAY & MARTIN'S Agents throughout the Dominion,

HARGREAVES (CANADA) LTD.,
24, Wellington Street West,
TORONTO.

Winnipeg

Vancouver

10-lb. tins, 1/2 doz. in case.. 6 85
20-lb. tins, 1/4 doz. in case... 7 60
(5, 10, and 20-lb. tin have wire handles.)

GELATIN
Cox's Instant Powdered Gelatine (2-qt. size), per doz... \$1 80

INFANTS' FOOD
MAGOR, SON & CO., LTD.
Robinson's Patent Barley— Doz.
1-lb.
1 lb.
Robinson's Patent Groats—
1-lb.
1/2-lb.

BLUE
Kein's Oxford, per lb. 0 27
In cases, 12 12-lb. bxs. to case 0 27

NUGGET POLISHES
Polish, Black, Tan, Toney Red, Dark Brown, White Dressing. ach\$1 25

White Cleaner (liquid)Doz. \$2 00
Card Outfits — Black, Tan, Toney Red, Dark Brown .. 4 80
Metal Outfits — Black, Tan, Toney Red, Dark Brown... 5 60

IMPERIAL TOBACCO CO. OF CANADA, LIMITED

Black Watch, 10s, lb. \$1 24
Bobs, 12s 1 13
Currency, 12s 1 13
Stag Bar, 9s, boxes, 6 lb. 1 08
Pay Roll, thick bars 1 30
Pay Roll, plugs, 10s, 6-lb. 1/4 caddies 1 25
Shamrock, 9s, 1/2 cads., 12 lbs., 1/4 cads., 6 lbs. 1 25
Great West Pouches, 9s, 3-lb. boxes, 1/2 and 1-lb. lunch boxes 1 34
Forest and Stream, tins, 9s, 2-lb. cartons 1 44
Forest and Stream, 1/4s, 1/2s, and 1-lb. tins 1 60
Master Workman, 2 lbs. 1 25
Master Workman, 4 lbs. 1 25
Derby, 9s, 4-lb. boxes 1 30
Old Virginia, 12s 1 70
Old Kentucky (bars), 8s, boxes, 5 lbs. 1 35

THE COWAN CO., LTD.
Sterling Road, Toronto, Ont.
COCOA AND CHOCOLATE

COCOA
Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz. \$6 25
Perfection, 1/2-lb. tins, doz. 7 70
Perfection, 1/2-lb. tins, doz. 3 25
Perfection, 10s size, doz. 1 25
Perfection, 5-lb. tins, per lb. 0 45
Empire Breakfast Cocoa, 1/2-lb. jars, 1 and 2 doz. in box doz. 3 50
Soluble Cocoa Mixture (sweetened), 5 and 10-lb. tins, per lb. 0 30

UNSWEETENED CHOCOLATE
Supreme Chocolate, 12-lb. boxes, per lb. 0 47
Supreme Chocolate, 10c size, 2 doz. in box, per box 2 35
Perfection Chocolate, 10c size, 2 doz. in box, per box 2 00

SWEET CHOCOLATE
Per lb.
Eagle Chocolate, 1/4s, 6-lb. boxes 0 38
Eagle Chocolate, 1/2s, 6-lb. boxes, 28 boxes in case... 0 38
Diamond Chocolate, 1/4s, 6 and 12-lb. boxes, 144 lbs. in case
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case
Diamond Crown Chocolate, 28 cakes in box 1 30

CHOCOLATE CONFECTIONS
Maple Buds, 5-lb. boxes, 30 boxes in case, per lb. \$0 45
Milk Medallions, 5-lb. boxes, 30 boxes in case, per lb. 0 49
Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb. 0 49
Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb. 0 49
Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb. 0 49
Milk Croquettes, 5-lb. boxes, 30 boxes in case, per lb. 0 49
No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 49
Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb. 0 45
Chocolate Emblems, 5-lb. boxes, 30 boxes in case, per lb. 0 45
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 45
No. 1 Vanilla Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 45
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 42
Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb. 0 45

Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb. 0 60
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb. 0 60
NUT MILK CHOCOLATE, ETC.

Nut Milk Chocolate, 1/4s, wrapped, 4-lb. box, 36 boxes in case, per box 2 35
Nut Milk Chocolate, 1/2s, wrapped, 4-lb. box, 36 boxes in case, per box 2 35
Fruit and Nut or Nut Milk Chocolate, lbs., unwrapped, 6-lb. box, 5 div. to cake, 24 boxes to case, lb. 0 47
Nut Milk Chocolates, 5s, squares, 20 squares to cake, packed 3 cakes to box, 24 boxes to case, per box 2 45
Fruit and Nut Milk Chocolate, 2-lb. cakes, 3 cakes to box, 32 boxes to case, per lb. 0 47
Fruit and Nut Milk Chocolate Slabs, per lb. 0 47
Milk Chocolate, Slabs, with Assorted Nuts, per lb. 0 47
Plain Milk Chocolate Slabs, per lb. 0 47

MISCELLANEOUS
Maple Buds, fancy, 1 lb., 1/2 doz. in box, per doz. 6 25
Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz. 3 35
Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz. 6 25
Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz. 3 35
Chocolate Ginger, 1/2 lb., 1 doz. in box, per doz. 4 50
Crystallized Ginger, full 1/2 lb., 1 doz. in box, per doz. 4 50
Active Service Chocolate, 1/2s, 4-lb. box, 24 boxes in case, per box 2 06
Triumph Chocolate, 1/4s, 4-lb. boxes, 36 boxes in case, per box 2 05
Triumph Chocolate, 1/2-lb. cakes, 4 lbs., 36 boxes in case, per box 2 05
Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross 1 15
20-1c Milk Chocolate Sticks, 60 boxes in case 0 80

6c LINES
Filbert Nut Bars, 24 in box, 60 boxes in case, per box... \$0 95
Almond Nut Bars, 24 in box, 50 boxes in case, per box... 0 95
Ginger Bars, 24 in box, 60 boxes in case, per box... 0 95
Fruit Bars, 24 in box, 60 boxes in case, per box... 0 95
Active Service Bars, 24 in box, 60 boxes in case, per box... 0 95
Victory Bars, 24 in box, 60 boxes in case, per box... 0 95
Queen's Desert Bars, 24 in box, 60 boxes in case, box... 0 95
Regal Milk Chocolate Bars, 24 in box, 60 boxes in case, per box 0 95
Royal Milk Cakes, 24 in box, 60 boxes in case, per box... 1 00
Cream Bars, 24 in box, 50 boxes in case, per box 0 95
We pack an assorted case of 60 boxes of bars.

Maple Buds—
6c display boxes
6c pyramid packages, 4 doz. in box
6c glassine envelopes, per box 1 00
Queen's Desert, 10c cakes, 24 cakes in box, per box 2 00
W. K. KELLOGG CEREAL CO.,
Battle Creek, Mich.
Toronto, Canada.
The Waxtite Line
Kellogg's Toasted Corn Flakes 4 15
Kellogg's Toasted Corn Flakes Ind. 2 00
Kellogg's Shredded Krumbles 4 35
Kellogg's Shredded Krumbles, Ind. 2 00
Kellogg's Krumbled Bran ... 2 25
Kellogg's Krumbled Bran, Ind. 2 00
BRODIE & HARVIE, LTD.
14 Bleury St., Montreal.
XXX Self-Rising Flour, 6 lbs. packages, doz. \$6 40
Do., 3 lbs. 3 24
Superb Self-Rising Flour, 6 lbs. 6 20
Do., 3 lbs. 3 15
Crescent Self-Rising Flour, 6 lbs. 6 30
Do., 3 lbs. 3 20
Perfection Rolled Oats (55 oz) 6 00
Brodie's Self-Rising Pancake Flour, 1 1/2 lb. pkgs., doz. 1 60

Raisins

What is left of last year's crop is moving out rapidly at quite high prices — but there does not seem to be any help for it so long as the Americans continue to use so many for beverage-making purposes. Almost any thing that looks like a raisin is in big demand in the States at present, when the market is practically bare and while awaiting the fruit from the new crop.

The stocks here are quite small, in fact the smallest we can ever recall.

We quote for prompt

Griffin Seedless	15 oz.	30
Thompson Seedless	25s	30
Griffin Seeded	15 oz.	27½
Sunmaid Seeded	15 oz.	27½
Griffin Staple Seeded	15 oz.	26½
Choice Staple Seeded	11 oz.	19

All from Cold Storage

Send Us an Order

H. P. ECKARDT & CO
WHOLESALE GROCERS
 CHURCH STREET & ESPLANADE TORONTO

BEAVER BRAND BLUEBERRIES

We are now making deliveries of our new pack—**BEAVER BRAND BLUEBERRIES**, Standard No. 2 cans. The quality is guaranteed. Order your season's requirements at once before we are all sold up. Price and samples gladly furnished on application.

J. W. WINDSOR, LIMITED
MONTREAL

N. B. Egg Carriers

The never-break Egg Carrier is the Dealers' Friend and Money Saver.

Prompt Shipment.

WALTER WOODS & CO.
HAMILTON AND WINNIPEG



Salt Plant, Windsor, Ontario

THE BEST SALT

For years, the Canadian Salt Company products have been leaders. Quality and purity characterize—

Windsor Table Salt

(For general household use)

Regal Table Salt

(Free running—Sold in cartons)

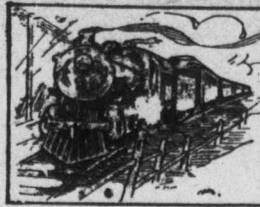
Windsor Dairy Salt

Windsor Cheese Salt

The best equipped plant in the Dominion and scientific skill have combined in making our salts famous throughout Canada, for household, farm and dairy purposes.

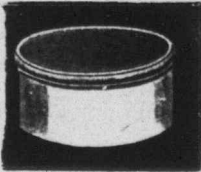
Made in Canada

The Canadian Salt Co., Limited
Windsor, Ontario



BUYERS' MARKET GUIDE

Latest Editorial Market News



STONEWARE JARS

as Food Protectors
are needed in every
home.
Place your order
early.

The Toronto Pottery Co.
Limited
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Toronto, Canada

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

60-62 JARVIS STREET
TORONTO SALT WORKS

GEO. J. CLIFF

WHITE-COTTELL'S

Best English Malt Vinegar

QUALITY VINEGAR

White, Cottell & Co., Camberwell, London, Eng.

Agents:

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J. E. TURTON, Board of Trade Building,
Montreal

OPPENHEIMER BROS., LTD.
Vancouver, B.C.

BAIRD & CO., Merchants, St. John's, Nfld.

Order from your jobber to-day.

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the dustless sweeping compound.

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Manufacturers TORONTO, Ontario

THE CHARLES MUELLER COMPANY

Limited

Barrels and Kegs
Oak, Ash and Gum
From 5 Gals. to 50 Gals.

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ANTWERP (BELGIUM)

The oldest Corsican Candied Peel and Fruit Manufacturers

CITRON - LEMON - ORANGE
CHERRIES - ANGELICA
ASSORTED FRUITS, Etc.

Say You Saw It In
Canadian Grocer,
It Will Help To
Identify You.

BUYERS' MARKET GUIDE

New crop Honduras rice—
— Carolina style --- and
fancy Blue Rose Texas
opened at three cents per
pound under last year's
opening price. The opin-
ion amongst importers is
that these prices will hold
for some time in view of
the fact that the farmers
in New Orleans and
Louisiana have agreed to
hold opening prices and
for the present rice is fig-
ured on that basis.

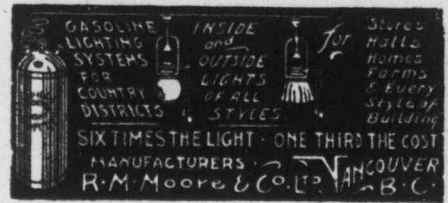
These one-inch spaces
only \$2.20 per insertion
if used each issue in the
year.

GROCERS

Will secure the very best selected eggs,
creamery butter and fancy dressed poultry
by getting their supplies from

C. A. MANN & CO.
LONDON, ONT.

Phone 1577



The SARNIA PAPER BOX CO., Ltd.

SARNIA, ONT.

Manufacturers of:

Ice Cream Cartons, Parafined.
Butter Cartons, Parafined.
Egg Cartons: Special Egg Fillers.
Folding Candy Boxes; also handy
Parafine boxes for bulk pickles,
Mince meat, etc.

BEANS

Handpicked or Screened

Ask for quotations

Geo. T. Mickle, Ridgetown, Ont.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

The TRENT MFG. CO., LTD.
TRENTON - - - ONTARIO

Sugar

We still have some Sugar to
sell, at the twenty-one cent
(21c) Montreal basis for bags,
Granulated.

Write for prices on Yellow.

JOHN GARVEY & SONS

Wholesale Grocers

LONDON - - - ONTARIO

In Grandmother's Day



Cow Brand Baking Soda was a trade satisfier and a business producer.

To-day, it stands the same old reliable, always the best, a stock of which will mean repeat orders and satisfied customers.

Ask your wholesaler for Cow Brand Baking Soda, the quality goods.

CHURCH and DWIGHT

MONTREAL

Limited



CROWN BRAND
NORWEGIAN
SARDINES
IN OLIVE OIL

These sardines sell at a moderate price—they possess a tempting flavor and will suit your customers who are looking for a fish that is not too expensive. They will make good luncheons and quickly, too.

Fished from the waters of Norway.

**Order a stock from your
wholesaler to-day**

Canadian Agents:

John W. Bickle & Greening
Hamilton, Ontario



A Dependable Sugar For Preserving

If you please the average housewife you can depend on further sales. This season is a particularly good time to suggest Royal Acadia Sugar. It will give satisfactory results when preserving and cooking—and will also yield profit to you.

“Royal Acadia” comes in 2 and 5 lb. cartons, 10, 20, 100 lb. bags, half-barrels and barrels.

Say your next order will be “Royal Acadia” and write us to-day.

The
Acadia Sugar Refining Co., Ltd.
HALIFAX, CANADA

JAMS MARMALADES PEELS

John Gray & Co., Ltd., Glasgow

Established over a Century

Cable: Lamberton, Glasgow
Codes: A.B.C. 4th and 5th Edition

CONFECTIONERY MARZIPAN CHOCOLATE

Agents:

Wm. H. Dunn, Limited, Montreal
Maritime Provinces and Western Canada

Lind Brokerage Co., Ltd. Toronto



When you suggest *Brodie's* it means Satisfaction



It stands for Quality. A counter or window display of Brodie's XXX Self-Raising Flour will repay you.

Your customers will find it just the thing when desiring best results in making Pancakes, Muffins, Biscuits, etc.

Order from your Wholesaler or Jobber.

Brodie & Harvie, Limited

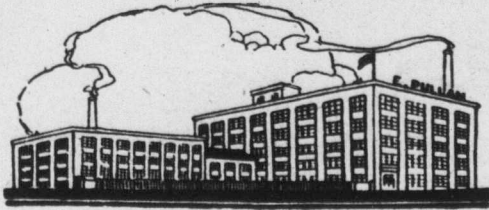
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MONTREAL

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Quebec Representatives:
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AND COTTON LINERS



The Highest Prices Paid

for Jute Sugar Bags and Cotton Liners
—in large or small quantities. Just
gather them together to-day before you
forget—and send to us.

Scientific Reclamation of Commercial Waste

E-PULLAN

6 Maud Street, Toronto

SPRATT'S

Meat-Fibrine Dog Cakes and
Puppy Biscuits are the daily
menu of millions of dogs the
world over.

Why not be "The Canine Cater-
er" for your town? Ask your job-
ber or write for samples, prices
and supplies to:—

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OR
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DOG MEAT FIBRINE CAKES

Spratt's Patent Limited

24-5Fenchurch Street, London, E. C. 3, England

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KKOVAH



CUSTARD

.... a steady, profitable seller

Kkovah Custard powder makes a rich, creamy custard without the **use of eggs**—a feature that, combined with its delicious wholesome flavor, has made it an extremely popular line and one that grocers can always depend on for satisfaction and a real good profit margin.

Every one of the **Kkovah Products** listed below are time-tested, proven sellers and satisfaction winners of the highest degree. They are manufactured from the purest ingredients and their quality is worthy of your highest recommendation.

The “Kkovah” Products

Kkovah Health Salt	-	-	-	-	-	\$1.80 per Doz.
Kkovah Custard	-	-	-	-	-	\$1.70 per Doz.
Kkovah Egg Substitute	-	-	-	-	-	\$1.50 per Doz.
Kkovah Lemon Pie Filler	-	-	-	-	-	\$2.00 per Doz.
Kkovah Chocolate Pie Filler	-	-	-	-	-	\$2.00 per Doz.

Sole Agents for Canada

MACLURE & LANGLEY

MONTREAL

TORONTO

WINNIPEG

Wanted

Rates For Classified Advertising

Advertisements under this heading 3c per word for first insertion; 2c for each subsequent insertion.

Where answers come to Box number in our care to be forwarded 5 cents per insertion must be added to cover postage, etc.

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

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

SITUATIONS VACANT

GROCERY CLERK, FULLY EXPERIENCED, for country grocery store. Good advertiser and ticket writer. State wages and experience. No booze artist need apply. Apply to Frank Vickers, Lomond, Alberta.

WANTED—GROCERY CLERK, MUST BE thoroughly experienced and energetic. Apply giving references and wages required to Minburn Farmers' Co-Operative Association, Ltd., Alta.

FOR SALE

GROCERY, FLOUR AND FEED FOR SALE IN town of 3500 population, situated on Georgian Bay. Good going business and money maker for right party. For information apply to Box 252, Canadian Grocer, 153 University Ave., Toronto, Ont.

FOR SALE—GROCERS' COMPUTING SCALE, new, capacity 100 pounds. Price \$85 F.o.b. Penetanguishene. M. A. Gendron, Penetanguishene, Ont.

FOR SALE—GROCERY, BOOT AND SHOE business for sale in live Northern town. Turn-over last year \$70,000 (seventy thousand). Will sell or rent building. Ill health reason for selling. Apply Box 270, Canadian Grocer, 153 University Ave., Toronto.

FOR SALE—TWO HUNDRED ACCOUNT CRE-dit File. National Cash Register make. Box 437, Dundas, Ont.

FOR SALE—GENERAL MERCHANT'S BUSI-ness with branch store, Post Office. Store, \$5,000; branch, \$1,500. Total stock about \$6,000, or would take in partner, \$6,000 capital. Vancouver Island. Apply Box 262, Canadian Grocer, Toronto.

FOR SALE—GROCERY BUSINESS WITH POST Office, large eight-roomed house and garage. Good district Toronto, doing \$1,000 weekly. Stock and fixtures about \$4,000. Genuine money-maker. Box 264, Canadian Grocer, 153 University Ave., Toronto.

COLLECTIONS

MANUFACTURERS, WHOLESALE AND Jobbers can reduce their "Collection expenses" to a minimum by using Nagle One-Per-Cent Draft-Service. Don't pay 10% or 15% on accounts you can have collected at 1%! Investigate this system. Thoroughly reliable. Established 1909. Send for supply of 1% Drafts to-day. Nagle Mercantile Agency, La Prairie (Montreal), Que.

AGENCIES WANTED

BAHAMA ISLANDS — BUILD UP YOUR trade in the Bahamas by appointing, as your agent, Arthur H. Sands, Manufacturers' Agent, Nassau, N.P., Bahamas.

To get business
you must go after
it. Others do it
through this section
—why not YOU?

OPPORTUNITIES ARE BEING
OFFERED EVERY WEEK
ON THIS PAGE. ARE
YOU MAKING
USE OF
THEM

MANY opportunities are offered through the advertising columns of CANADIAN GROCER. Every week some original ideas are contained in the advertisements that may open the way to you for bigger profits.

Read them over



You can tell an Arnettized Store as soon as you enter it, because its arrangement and display are the utmost in store efficiency. Write us for illustrated catalog, and details of Arnett Service for your store.

Thomas Lewis Arnett,
(Souris, Man.)



RID-OF-RATS
Warm Weather is the Breeding
Time for Rats
and Mice

RID-OF-RATS prevents raising of new supply. If you have used it, use more! If not, start now! Non Poisonous and sold under Money-Back Guarantee. If your Dealer can't supply you, write to us. Price, small box—15 cents. \$1.00 per lb. in bulk. We also manufacture a very effective Gopher Exterminator. **BERG & BEARD MFG. CO., Inc.,** 100 Emerson Place, Brooklyn, N.Y.



The best selling proprietary in Canada

ENO'S FRUIT SALT

Can now be had in pre-war quantities



Like other successful products Eno's Fruit Salt pays the price of success by being imitated in would-be substitutes which cost less and do less.

During the last three or four years of war-forced shortage many dealers—in an honest effort to satisfy their customers—were foolish enough to try to sell these substitutes, which hurt their trade and reputation for quality.

Now, those who know the value of Eno's ; regulating the system and keeping it pure, will not accept substitutes.

The wise wholesalers appreciated this fact and when they could get the genuine Eno's they pushed its sale.

We are glad to announce that all live wholesalers and 90 per cent. of the retailers are well stocked to-day.

A word of warning—Keep a large stock on hand, for Eno's Fruit Salt is the best selling proprietary in Canada.

Prepared only by
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England

Sole Agents
HAROLD F. RITCHIE & CO., Limited
New York TORONTO Sydney

304





By Staff Correspondent
HALIFAX, Aug. 4.—A good example of merchandising progress in the Maritime Provinces, is afforded by the new store of Hopgood & Sons, Spring Garden Road, Halifax, which in appearance, arrangement and equipment is one of the most modern grocery stores to be found in Canada. Counters, display cases, scales, lights, refrigerator, shelving, cash register, and accounting system, are all of the most up-to-the-minute models, and the careful arrangement of stock and equipment gives the store an enviable appearance of modernized prosperity. The big feature

From the Canadian Grocer, Aug. 6th, 1920. Reprinted by permission.

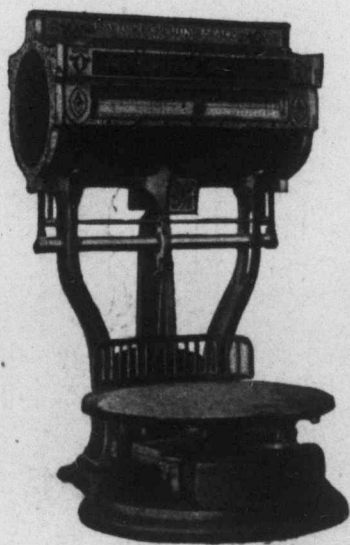
No Waits for Weights Here

Hopgoods' trade is growing. Quite naturally too, for Halifax people like to deal in up-to-date, progressive stores. The complete equipment at Hopgoods insures quick service to customers. And Halifax people know that they get honest weight at Hopgoods, for

Dayton Computing Scales

are used. Enough of them to make "waiting for weight" unnecessary. Such service pleases customers and draws customers. Dayton Scales save time for Hopgoods, too—employees' time—which Hopgoods pay for—and the accurate weight prevents loss through overweight.

Let us tell you about Dayton Computing Scales. Write to our nearest office for descriptions and prices.



Dayton
Computing
Scale
Model 148.
Electric

International Business Machines Co., Limited

F. E. MUTTON, Vice-President and General Manager

Head Office and Factory, 300-350 Campbell Avenue, Toronto

Offices in Principal Cities.