

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, SEPTEMBER 22nd, 1916

No. 38

A Powerful Bovril Campaign

has now commenced in the leading newspapers throughout the Dominion, and this will be continued all the winter.

For a long time the great body-building power of BOVRIL has been recognized by the Medical Profession, and BIG SPACES will be used in the public press describing the striking results of experiments with BOVRIL upon human beings, as reported by the BRITISH MEDICAL ASSOCIATION.

These experiments proved the Body-Building power of BOVRIL to be in every case from 10 to 20 times the amount taken.

There will be a big demand for

BOVRIL

and Bovril Cordial

Order ample stocks early.

Our new large card in colors, 25" x 37" for your window background shall be sent prepaid on application.

BOVRIL, LIMITED
27 St. Peter Street, Montreal

THIS STAND WILL TREBLE YOUR SALES OF

**O-Cedar
Polish**
(MADE IN CANADA)

With this stand in your store you will sell as much O-Cedar Polish in one week as you formerly sold in three weeks. Everybody will see it and they will remember to order O-Cedar.

This stand is a handsome piece of store furniture—not too large, but large enough to attract attention. It is 45 inches high, 12³/₄ inches deep and 25¹/₂ inches wide, and will hold a good stock of O-Cedar Polish.

Make up an individual order for \$100 (net) of O-Cedar Products; send it to your jobber and he will send you one of these stands absolutely free. Do it now and watch your O-Cedar sales increase.

WRITE YOUR JOBBER TO-DAY

and ask him all about the O-Cedar Display Deals and Profit Deals.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA



S. DAVIS & SONS, LTD.
CIGAR MAKERS
MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
“ New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
“ La Plaza	2 for 25c, equal to most 20c cigars.
“ Promoter Blunts	3 for 25c, equal to most 15c cigars.
“ Perfection	3 for 25c, equal to most 15c cigars.
“ Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
“ Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

There's a selling reputation behind every line we handle

*We have just received a splendid
consignment of high-grade stock,
including:*

TWO cars highest quality HAWAIIAN PINEAPPLE,
including Sliced, Grated and Crushed—all sizes.

ONE Car PRESERVED DRY GINGER in chests,
suitable for preserving and pickling, also a shipment
STEIN GINGER in 1 and 1½-lb. tins.

ONE Car CROSSED FISH SARDINES—the delici-
ous, popular sea food. New season's pack.

ONE Car CEYLON COCOANUT—all cuts; 30-lb.
chests for the Grocery trade. Also a consignment of
EXTRA FINE, FINE, AND MOYEN PEAS.

*The Quality of These Lines Will Make Steady Patrons
of Casual Customers.*

We ship promptly. Send in your order now
and note improvement in resulting sales.

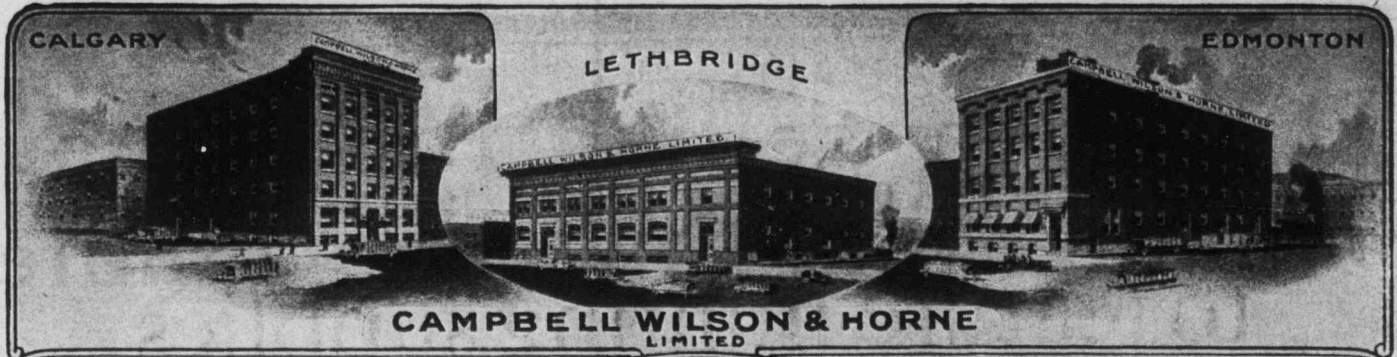
Business Never Better.

W. G. Patrick & Company, Limited

Manufacturers' Agents and Importers

51-53 Wellington St. W., Toronto

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



Try Royal Shield Specialties and you will realize their value in catering to the discriminating purchaser.

Royal Shield Brand Teas, Coffees, Jelly Powder and Baking Powder are the finest goods procurable.

Just arrived—New Sockeye B. C. Salmon, packed under Royal Shield Brand. Finest on the market. Sell them.

Send a trial order to any of the above houses.

CAMPBELL BROS. & WILSON, Limited

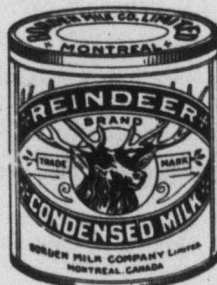
If any advertisement interests you, tear it out now and place with letters to be answered.

Now is the time to feature hunting supplies



OCTOBER — the hunters' season, is almost at hand. Rifles are being cleaned, and kits are being prepared for the trek into the haunts of deer and moose.

Among other things, what would the hunter enjoy more than a cup of delicious hot coffee or cocoa after a hard day's hike. Reindeer Coffee and Cocoa are not only easy to carry, but can be prepared in a moment by simply adding boiling water. No worry, no inconvenience. Just what the hunter will appreciate.



You can get a good profit out of the hunting season if you feature the Reindeer line. Display them now. Sales are certain.

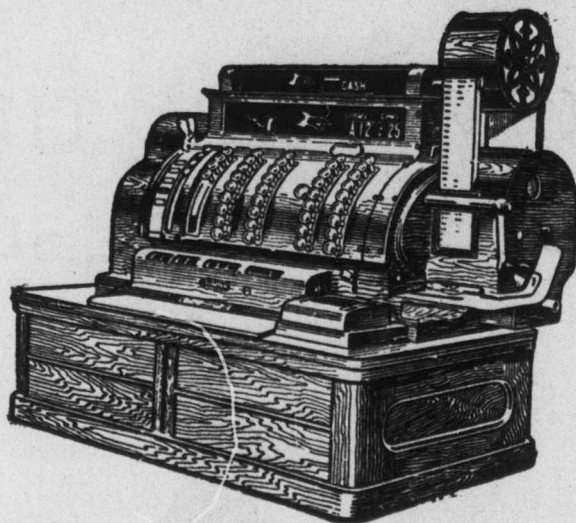
Borden Milk Company, Limited

Leaders of Quality

Montreal

Branch Office: No. 2 Arcade Building, Vancouver

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



The Foundation of Business is Consumer Confidence

A prosperous and growing grocery is built on satisfied customers, gained and held by good service.

High-grade service is impossible without the up-to-date National Cash Register—a business necessity.

Our new model is a great improvement over previous models—the last word in protection to proprietor, customer and clerk.

Some Things Our Complete New Model Does

Records correctly all transactions between clerks and customers.

Furnishes every customer with a receipt or sales slip, with a duplicate for the merchant.

It prints on this the amount paid or charged.

It helps the merchant toward a reputation for good service and square dealing.

It prints a visible list of 14 or 42 of the latest sales, telling the proprietor what has happened during his absence from the store.

It prevents disputes with customers over money and accounts.

It enables the merchant to tell what each clerk is worth to him and how much business each department is doing.

It protects the clerk against errors and the proprietor against loss.

It saves time and worry, attracts trade and increases profits.

Customers have confidence in stores equipped with the National Cash Register.

Sold on small monthly payments or liberal discount for cash.

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

SIGN AND SEND THIS COUPON NOW

To The National Cash Register Company of Canada,
Limited, Toronto, Ontario.

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

.....

Firm name.....

Address

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

Talk Beans to Your Customer— There's Money In It For You—

White Beans to-day cost the consumer almost 12c. per lb.—raw. Soak them over night—drain—par-boil—add pork—sugar—pepper—salt—molasses and place in a pot in the oven and bake for four hours and you have—Baked Beans.

Sell your customer a Can of Aylmer Canning Co. Beans and the process reduces itself to "Heating the Can for a few minutes and serving while Hot." "Every bean done to a turn."



Plain, or with Tomato or Chili Sauce

You will make a sale—you will please a customer—you will boost Canadian Manufactured Goods.

Write for prices, terms, etc.

Dominion Cannery, Limited
Hamilton, Canada

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



The Value of Vacuum Sealing

is too well known to food packers everywhere to need enlarging upon, but not everyone knows that

ANCHOR CAPS

are the most dependable and the most serviceable vacuum seal before the trade to-day. Anchor Caps fulfill all the requirements of a really high-grade vacuum seal—speed, easy handling, economy, and absolute reliability. And besides, Anchor Caps have a mechanical seal as well, so that should a container, for any reason, lose its vacuum the contents are still more effectually and securely sealed than by any other known method.

Anchor Caps are quickly and easily applied, an unskilled operator can seal from twenty to thirty a minute, cheap when compared with results and satisfaction obtained, and are made in a great variety of sizes to fit all styles of tumblers, jars and bottles.

Drop a card for our catalog and price list. It will pay you.

Anchor Cap & Closure Corporation of Canada, Limited
50 DOVERCOURT ROAD TORONTO, CANADA



TEA

Ceylons, Indians, Japans, Chinas, Formosas at First-Hand Costs.

Specially selected for the Canadian Trade.

Large selection from Stock or Afloat Teas.

Import Orders a Specialty.

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

John Duncan & Co., Limited

Established 1866

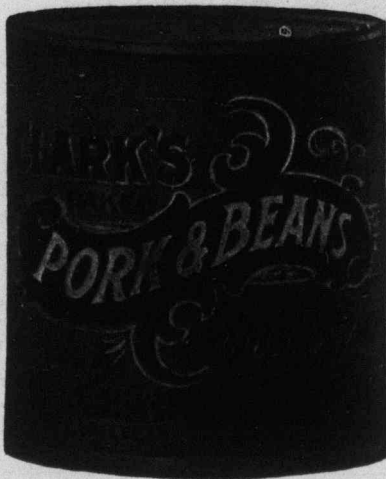
MONTREAL

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

CANADIAN



BRITISH



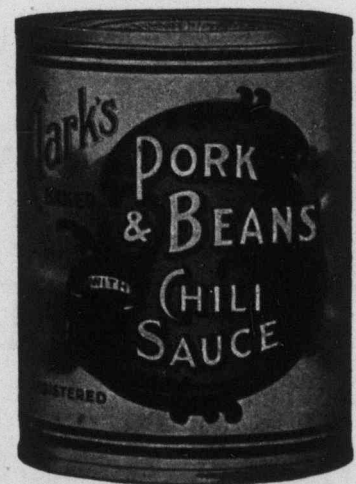
**CLARK'S
PORK and BEANS**

are now as always the
leaders in

QUALITY

This is War Time

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



W. CLARK, LTD.

MONTREAL



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

As a substitute for expensive
potatoes why not suggest

RICE

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO'Y, Agents

Montreal

Have you tried

WETHEY'S ORANGE MARMALADE?

It is making
a hit.

DO
YOU
HANDLE
EGGS
?

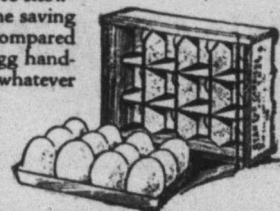
Then in order to secure the greatest profit,
save most in time and trouble, you need

*The Star System for
Safe Egg Handling*

63% of your Brother Grocers unhesitatingly recom-
mend it as the most satisfactory system of egg delivery
ever devised. Why not let us show you the extra
profit it will effect when applied to your business?

FREE—A survey of your store show-
ing you in dollars and cents the saving
the *Star System* will effect as compared
with your present method of egg hand-
ling. There is no obligation whatever
and incidentally it may save
you hundreds of dollars yearly.

STAR EGG CARRIER
& TRAY MFG. CO.
1620 Jay St., Rochester, N.Y.



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

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

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

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

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

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

Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 34-35, Fenchurch Street, London, England. 8 46

There's nothing "cheap"
about

GIPSY
Stove Gloss
— except the price.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
33, FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, O. F. Lightcap, Winnipeg.
For British Columbia and Yukon: Creeden & Avory,
Rooms 5 and 6, Jones Block, 407 Hastings Street,
West Vancouver.

When you sell

**HEINZ
57
VARIETIES**

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. Heinz Company
Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

**Century
SALT**

is pure, clean salt.

To build a business honestly you must sell
purity in food products. Century Salt,
from one year end to the other, is exactly
the same, always pure white crystals, re-
fined with the greatest care.
Excellent for table, cooking or dairy—
you can satisfy every customer with
Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

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

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

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

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

Some special low offerings in new Japan Teas now in transit.

FEATURE FOR THE TRENCHES
**G. Washington's
Refined Coffee**

Canadian Sales Agents:
Edmund Littler,
169 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

If you want the market on
NEW BRUNSWICK POTATOES

Wire or phone
HARRY WEBB, TORONTO
We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded. New Brunswick, Montreal, Toronto, waiting orders.

IF you are interested in
Buying or Selling **FRUIT**
or **PRODUCE** in **CARLOAD**
LOTS communicate with me.

FRED J. WHITE
27-29 Wellington St. East
TORONTO ONTARIO
Twenty years' connection with
the best trade.

WESTERN PROVINCES

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

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

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

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

**W. H. Escott
Co., Limited**

Manufacturers'
Agents
Wholesale
Grocery
Brokers

**Winnipeg
Manitoba**

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

MARITIME PROVINCES.

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

CHAS. H. McDONALD & CO.
Manufacturers' Agents
Post Office Box 727, St. John, N.B.

We have splendid storage facilities and a first class connection with both wholesale and retail trade. Get in touch with us in regard to handling your line.

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

NEWFOUNDLAND

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

When Quality Counts Use

St. Lawrence



Granulated

The Sugar That Satisfies Everyone.

A demand that's built on quality

is, after all, the most dependable, the most lasting kind of demand to cater to. The big sales so characteristic of MINTO TEA have resulted from the sterling good qualities of the tea itself—there is no consumer advertising whatever, hence no “puffed” demand.

High grade quality at a moderate price is the principle embodied in Minto Tea. And added to this is the fact that enclosed in every package is the exact amount of money it would take to advertise it to the consumer. Surely a splendid selling combination—*Real Quality and Real Money in every package.*

Suggest Minto to every customer, but particularly to the discriminating tea drinker. A trial order will convince the most skeptical. Order to-day.

Minto Brothers

284 Church Street

TORONTO

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

To the Trade

WE regret that inconvenience has been caused to our customers owing to delay in shipments, but on account of the extraordinary labour conditions it is impossible for us to avoid it, and we must therefore ask your forbearance.

THE CANADIAN SALT COMPANY, LIMITED
WINDSOR ONTARIO

Babbitts Cleanser at 5c.



is the best value on the market for your customer.

Your PROFIT is GOOD

Best for you. Best for your customer. Why not sell Babbitts?

Sole Distributing Agents

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

Brooms of Quality

may always be had by ordering our brands. We have them at \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.50, \$6.00 per dozen.

FACTORY and MILL Brooms \$4.00, \$4.50, \$5.00 per dozen.

Walter Woods & Co.
HAMILTON and WINNIPEG

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

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

How "The House of Mennen" Is Co-operating with You.

- Shaving Cream
- Dentifrice
- Men's Talcum
- Borated Talcum
- Sen Yang Talcum
- Violet Talcum
- Flesh Tint Talcum
- Unscented Talcum
- Cream Tint Talcum
- Liquid Soap
- Cold Cream
- Tar Shampooing Cream
- Bath Powder



In the leading newspapers and magazines from coast to coast, big, forcible, convincing advertisements are appearing. They are making thousands of new customers and keeping the old ones—they are sending them to *your* store. Everything to help the dealer is vigorously resorted to.

Why not assist us in this effort to increase **your** profits, by putting in a display of the Mennen Products.

Three striking, attention-getting window displays have been prepared for you; one on the Talcum Powder, one on the Shaving Cream, and a combination display of both. Write to

Canadian Agents:
HAROLD F. RITCHIE & CO., LIMITED
 TORONTO, ONTARIO

Mennen's Products are "Made in Canada" by
G. MENNEN CHEMICAL COMPANY
 MONTREAL, QUEBEC

"Excelsior" Brooms!!

And How is YOUR Stock?

OURS is complete, ready for immediate delivery. We make brooms for every use:



- For the Factory and Warehouse.
- For the Carpet.
- The General Purpose House Broom.
- The Railroad Broom.
- The Curling Broom.
- The Toy Broom.
- The Misses' Broom.
- The Ceiling Broom.
- The Whisk Brooms.

For a short time prices range from \$2.90 to \$5.25 per doz. Bamboo and wood handles.


Order your fall stock of "Excelsior" Brooms now.

J. C. SLOANE CO.

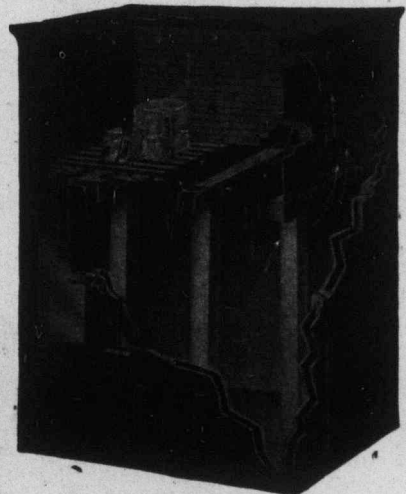
Owen Sound

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View 

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



Price list and catalogue free and mailed to any address.

Manufactured by the
W. A. FREEMAN CO., LIMITED
 HAMILTON, CANADA

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

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

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

Pin your faith to Tartan Brand

and you won't be disappointed, for the quality of Tartan Brand is such as will obtain and retain the confidence of the most particular people.

Handsome tartan labels make eye-catching displays an easy matter. The little effort required to create the first sale will be amply repaid in the profitable repeat orders which are sure to follow.

Select your stock of Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts and Jelly Powder from the Tartan Brand line.

Ask about our complete stock of fancy groceries, foreign and domestic. Prompt attention paid to mail orders.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

Furnivall's FINE FRUIT PURE JAM

AGENTS:

Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg, Man.—W. L. Mackenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co.

Furnivall popularity is founded upon superior quality—the quality which comes from preserving the choicest fresh fruits under the most ideal conditions.

Continuous sales are the invariable rule where Furnivall's Fine Fruit Pure Jam is concerned. And the profits are worth going after.

Is your stock well displayed?

Furnivall-New, Limited
HAMILTON, CANADA

An investment that pays big dividends—

The
Eureka
Refrigerator
Positively
the only
Patented
Refrigerator
made that
can claim
warm air flues
across cooling
room ceiling
and connected
with warm
air flues
around walls.
Patented
1886-1900-
1910-1914.



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

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

MR. CLERK YOUR SPARE TIME

WHAT do you do with it? By that we mean, is it bringing you any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. **Would you be interested?**

We have a plan by which hundreds of clerks throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no obligation, we'll be glad to tell you all about it. Drop us a line **To-Day**.

The MacLean Publishing Co.

Dept. C.G. 143-153 University Ave.

Toronto

Canada

It Costs 2c a Pound To Do Up $\frac{1}{2}$ Lbs. Of Bulk Tea

Time is money. Every good business man knows that.

It takes time for a clerk to get a scoop, take it over to the bulk tea canister, put some tea into it and bring it back to the scales. More time, still, to get a paper bag, put some tea into it, weigh the bag, and put more tea into it or take some out until the scales balance. Then some more time to take the tea remaining in the scoop back to the canister, tie up the bag and hand it to the customer.

If a grocer were to keep a record of the time it takes the average clerk to do this, he would find that it averages two minutes for each $\frac{1}{4}$, $\frac{1}{2}$ or 1 lb. bag of bulk tea.

Figuring this at 25c per hour, almost $\frac{1}{2}$ c a minute, it costs 1c per lb. on 1 lb. bags, 2c per lb. on $\frac{1}{2}$ lb. bags, 4c per lb. on $\frac{1}{4}$ lb. bags.

If the grocer adds to this, the cost of the time it takes to argue bulk tea with his customers, and figures the whole thing out in cold dollars and cents, we believe he will conclude that it costs too much to push bulk tea.

We believe he will decide that it will pay him better to sell Red Rose Tea, and put the time spent doing up and talking bulk tea to pushing the sale of fancy pickles, olives, fancy biscuits and dozens of other high-class lines, the sales of which would be NEW business and NEW profits.

What do you think?

Red Rose Tea

"is good tea"

Already put up in sealed packages. Sells itself.
Saves clerks' time. NET profit guaranteed.

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



KEEN'S OXFORD BLUE

gives that unqualified satisfaction that means steady profit-building repeat orders to the dealer stocking it.

KEEN'S has a world-wide reputation that is a big factor in promoting quick, easy sales.

But little introduction is necessary—a display is sufficient to remind your customers of Keen quality and service.

Get a window display of Keen's working for you. Sales are certain and satisfaction assured.

Agents for the Dominion of Canada

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

**Here are four register
ringers**

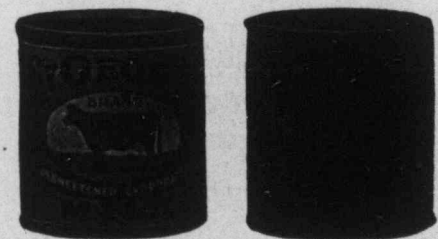
PUT a display in your store window
or on your sales counter to-day
and convince yourself of the fact that

Malcolm Milk Products

are unusually dependable sellers and real "repeaters." There's a quality and a flavor in every one that is simply irresistible, a quality and a flavor that will please even the most particular taste.

ADD to this the fact that the Malcolm lines are entirely Canadian-made, and you will admit that they are well worth featuring.

ORDER a five-case lot to-day, get them before your customers' notice and listen to the cash register ring.



**THE MALCOLM
CONDENSING CO., LTD. ST. GEORGE
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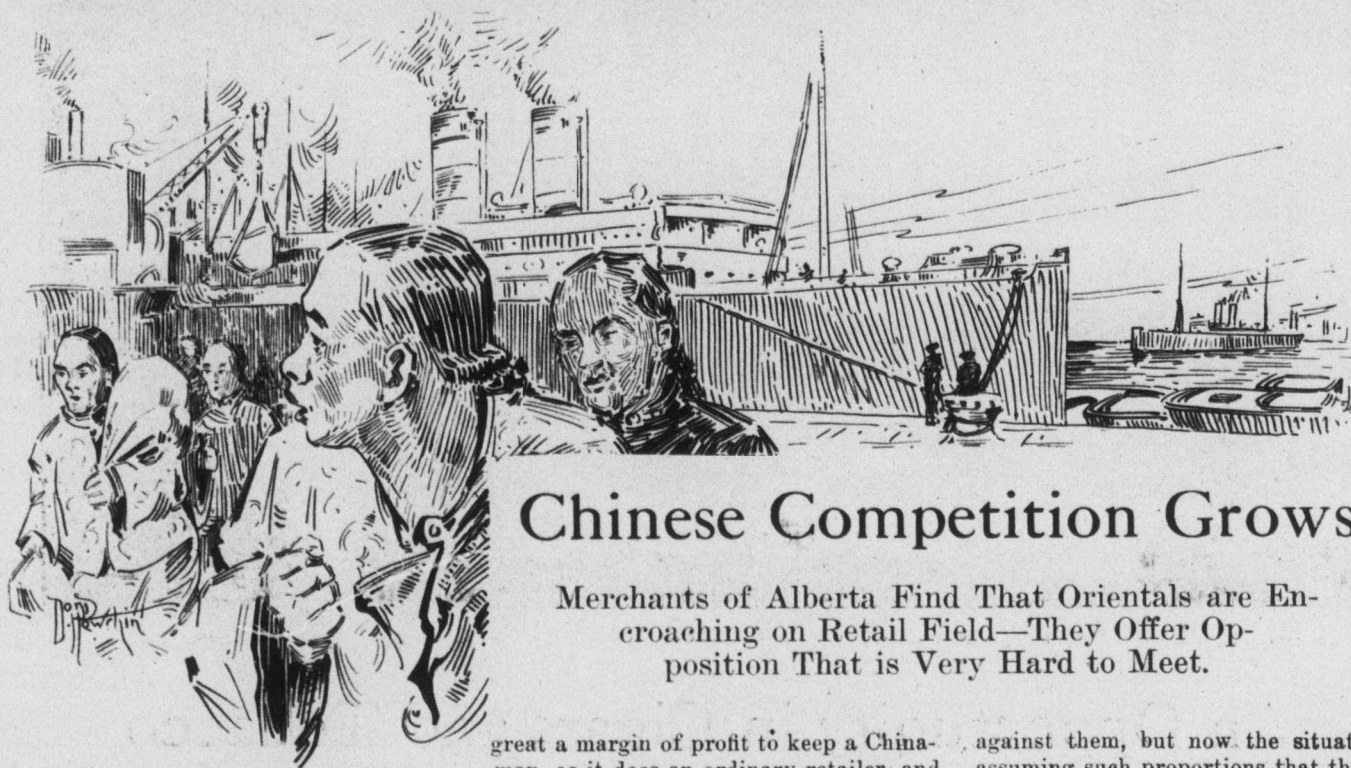
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CANADIAN GROCER

VOL. XXX

TORONTO, SEPTEMBER 22, 1916

No. 38



Chinese Competition Grows

Merchants of Alberta Find That Orientals are Encroaching on Retail Field—They Offer Opposition That is Very Hard to Meet.

EDITOR'S NOTE.—There has been unrest in some sections of the West arising out of the invasion of the retail field by Chinamen. The hard-working Mongolian is feeling that his old fields, the laundry and restaurant lines, are too cramping; he is going into storekeeping. As the question is becoming one of interest to the retailers of the West, the following article from a Western correspondent is reproduced.

IN several districts of Alberta, there has been considerable discussion and agitation of late among the general store owners regarding Chinamen opening up throughout the country, and it is necessary that something be done very soon to cope with the situation, as the Chinese stores are increasing in numbers all the time, while the stores owned by white men are getting less. This matter is on the agenda for the next meeting of the Executive of the Alberta Retail Merchants' Association, and means will be discussed as to the best method of handling it.

It is a matter of common knowledge that a Chinaman can live much more cheaply than a white man in every respect—in food, clothes, and socially. Consequently, it does not require nearly so

great a margin of profit to keep a Chinaman, as it does an ordinary retailer, and therefore he can sell at much lower prices. The public, especially the farmers around country towns, however patriotic, will buy where they can get their articles at the lowest price without regard to other considerations. The white man, therefore, is at a disadvantage, and loses trade. This is the reason given in several cases of assignment.

The situation must be faced squarely—and fairly. The Chinamen pay spot cash for their goods. They are good business men in that respect. But the soundness of their financial methods helps to establish the fact that they make profits. Despite the price cutting they resort to, they always have money to come and go on. Admittedly they make the retail business profitable. The question then, naturally arises, where does the money go? What do they do with their profits? Unquestionably, some of it goes back to China. Thousands of dollars leave Alberta alone, for China every year. This is one phase that must not be lost sight of.

The situation is not entirely a new one. Chinamen have been running stores in the country for years past. They have been treated the same as white men and no voice has been raised

against them, but now the situation is assuming such proportions that the merchants in some districts do not feel that they can tolerate it any longer; and for this reason the R. M. A. is taking the question up. It is a very delicate matter to handle, and whatever is done must not be of a drastic nature but more along the lines of gradual adjustment of the situation. But that whatever is to be done must be started without any delay, is the urgent claim of merchants in some sections. They are feeling the pinch of this very difficult opposition.

As a rule, Chinamen will not conform to any local arrangements among the retailers as to the hours of closing, and so forth, and thereby cause a disruption of business. They keep open all hours of the day and night. This is very disturbing and unsatisfactory.

Their favorite plan of campaign is to open a restaurant, put in a small counter and a few shelves just inside the door for groceries, etc. They then claim that, as a restaurant, they are entitled to keep open until any hour, and as retailers they are entitled to buy goods from the jobbers, and wholesalers. The jobbers and wholesalers claim that they cannot refuse to sell them. From this basis, they soon work more actively into the retail business.



This excellent tobacco and cigar department is right at the front of Michie & Co.'s store, at King and Yonge Streets, Toronto.

An Opportunity in Cigars and Tobacco

The Increasing Momentum of Prohibition Means a Redistribution of This Trade —
Who Will Get That Formerly Done Over the Bar?—The Country Community Centre Must be the Store — How One Grocer Has Made Signal Success in Cigars and Tobaccos

LAST Saturday, the 16th of September, Ontario went "dry." The same morning, despatches came through from British Columbia that the vote for prohibition gave an overwhelming majority therefor. Quebec is now the outstanding province in the matter of prohibition or booze. The rest of Canada has given its mandate and is, or will very soon be, dry. This article, it should be stated here, has nothing to say at all as to the politics involved in the movement.

Among other questions emerging from this new state of affairs is that of the cigar trade, which has formerly been done across the bar. It is computed that this amounted to nearer three million dollars than two, in all provinces. Where will this trade go now that prohibition has established itself in so many of the provinces?

In discussing this, it should be remembered that, so far, the cities have

retained a great percentage of their former hotels. In the country that is not the case. There, in a majority of cases, the hotels losing the bar have decimated their number very materially. Throughout each province hotels of the small town and village kind have been closed. It is easy to see why. Farmers have found that the closing of the bar has taken away an inducement for them to go to town as often as formerly. In a number of cases, therefore, the hotels have closed. In a number of others, they have remained open, but they have closed their bar, not bothering to commence a soft drink trade therein.

In those towns where the bar has been closed, so far as sales of alcoholic drinks are concerned, but kept open for the sale of soft drinks, the customers are many fewer than in other days. Hotels so far, who have tried out hotelkeeping under prohibition rules, have found

that while soft drinks can be sold, neither the aggregate sale or the revenue therefrom come anywhere near those of other non-temperance days. Many hotels still remain in business, but they have done so by raising their prices in other departments, e.g., rooms and cuisine; hardly ever by maintaining their bar trade.

If the customers of the "dry" bar are fewer than those of the alcoholic, there are obviously fewer buyers for cigars and cigarettes. For one thing, hotels have done a big business in days gone by with men who did not drink, but took a cigar. Again, a man would often buy a cigar when buying a drink. But the number of customers of the bar is much lower now than formerly, and by just so much are the chances for revenue from cigars decreasing.

Where is this trade in cigars and cigarettes going? Who is getting it?

In country places particularly, gro-

ery stores, have an exceptionally good chance of getting a good deal of this trade. To begin with, most country grocery and general stores already have a cigar and tobacco department. Those farmers and inhabitants who have formerly bought at the bar are now, many of them, buying at the stores. Moreover, it has been demonstrated that the farmer who, in pre-prohibition days, went to the bar in the country town while his wife went to the general store for groceries, is now disposed, since he can't make the bar his port of call, to go with his wife to the store.

Let us consider the case from all sides. It is true that there are in many towns, even the smaller ones, specific cigar and tobacco stores. Also, drug stores handle these lines. But, even so, those two facts have not frightened country grocers and general store keepers hitherto from handling cigars and tobaccos. Nearly all of this class of store has a silent salesman or two full of these lines, and does a considerable business therein. A Brockville grocer recently told the writer that he did \$75 a week in tobaccos and cigars, and admitted, in saying so, that all he did was merely "let the stuff sell itself." Now, Brockville is a large town. It has several hotels, tobacconists and druggists, all after this trade. Yet one grocer draws in \$75 weekly from it, agreeing that he doesn't particularly push it.

Up in Hamilton there is one case—doubtless one of many all over the country—where a grocer sells cigars by the box. These examples are simply adduced to make the point that already grocers have had, in the aggregate, considerable revenue from cigars and tobaccos.

Now, the bars are indisputably fewer, owing to the onslaughts of prohibition. Who is going to pick up the trade in cigars, and so on, which the bars are dropping. Is the cigar store man? Is the druggist? Or are you?

Undoubtedly, it will be distributed. Cigar stores will benefit. So will drug stores. Are you going to be left out of account. Or are you going to get your share? There is no shadow of a doubt that by getting after it you can. Grocers in all parts of the country have a real opportunity here.

A Broad Line

One broad line along which the grocer should work to get this trade is to make his store more and more a community centre. (I am talking particularly now of the country store). Where the hotel would formerly draw the visiting farmer, see that your store draws him now. Get out and frankly make a bid for him. Do all you can to get him to come and buy his plug or cigar at your store. He's got to go somewhere, if and when the bar is no longer there. Why not to you? If you haven't got

a decent display case for your tobacco and cigars, get one. It will pay. And make it visible and easily accessible.

Here is ground where every grocer, city or country, may get a toe-hold. On opposite page is a picture of a tobacco department in a grocery store, to wit, that of Michie & Co. For twenty-five years this store has sold cigars by the box. For several years there has been a regular department which has sold cigars singly or in quantities; cigarettes the same way, and tobaccos in large and small packages. This tobacco department in a grocery store is probably unique in Canada. It is the largest the writer knows of. It carries what is the very highest class of stock of all domestic and imported lines, and it does, in vulgar parlance, "a whale of a business."

There are two or three reasons for this. One is the reputation of the store. It is established. Each succeeding year makes it surer.

Then there is the location. This is certainly a big factor. This store is practically at the corner of King and Yonge streets, in Toronto, one of the busiest corners in Canada.

But just as important a factor in making a success of this cigar and tobacco department has been the psychology which underlay the way in which it has been conducted. For one thing,

this department has half a window; display, as any grocer knows, helps every line and any line. It has certainly helped this. This half window shows packages of tobacco, cigarettes, and cigars, and is changed often, so that variety is one reason why it should appeal. Notice, too, that the department is right at the front of the store. Thus, the man in the street who wants to buy a cigar can walk in and get it right at the front of the store. He doesn't have to tramp very far to get it. If he had, he probably would not bother. But in this case, he simply opens the street door and there is the department he wants. This means a lot. Not only is it the reason for a lot of chance business, small business if you will; it is also the reason for box trade, trade in good quantities. Many men will walk into Michie's with their wives, who vanish into the grocery department, while their husbands linger round the cigar department.

Briefly, the question of success or otherwise, with a cigar and tobacco department, is a matter of getting the menfolk into the store. The present is an unprecedentedly good opportunity. Someone is going to pick up the trade in cigars which the bars are dropping. Who is getting it in your town?

Are you?

If not, why not?

Pure Food Show a Revelation

An Important Step in the Campaign to Educate the Public
—Exhibitors at the Ottawa Show.

OTTAWA. — Last year the Pure Food Show, at the Central Canada Exhibition, was the outstanding success of the whole fair, and brought the most favorable comments from every part of the country, reflecting great credit on those who had organized it. This year's Pure Food Show, in comparison, promises to be a revelation. Great as was the success of the 1915 show, this year's show is going to be bigger and better. Bigger, not only in dimensions, but for what it stands for. It represents an ideal, it is the embodiment of a principle, it is the realization of an ambition. "Pure Food" may not mean much to the ordinary visitor at the show, but to those who have worked untiringly and unselfishly to organize and prepare this exhibition, it means a great deal.

It is not many years ago that the dealer in food in a retail way was unfairly thought to exercise few scruples in his dealing with the public. The retailers set about to remove this wrong impression by demonstrating its falsity. They organized, and the outcome of their efforts is the Pure Food Show,



A. S. Moreland.

which is not only a symbol of purity, but a guarantee of square dealing and an assurance of honesty of purpose and integrity in business transactions. It

(Continued on page 24.)

CANADIAN GROCER

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

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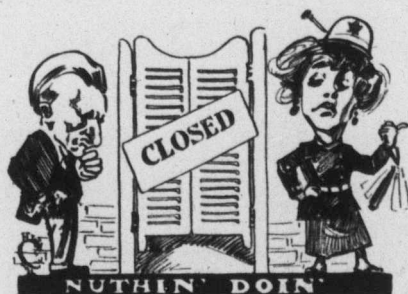
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No. 38



WHAT WILL IT MEAN?

CONVERSATION with a leading grocer recently elicited speculation as to what effect prohibition will have upon people's spending capacity. The question was raised—will some of the money formerly spent for liquor in Canada be spent on groceries? It is a nice point. We have now a country, a very large percentage of which is minus bars and liquor stores. Six out of Canada's eight provinces are "dry." One other will be dry within a few months. Quebec will then be the outstanding province in the matter of temperance legislation. Experience of provinces which have been liquorless for some time, points the statement that in a majority of cases, the home which formerly bought or consumed liquor will not bother to do so if it has to be imported from another province. This will probably be found to be true in a large number of homes. So that, although there are places in Canada whence liquor can still be sent to non-liquor provinces, the tendency for the people of the latter to avail themselves of the former will be less and less marked. There will conceivably be a good deal of money, therefore, for people to spend in other ways. The grocer mentioned gave it as his opinion that, since people always consider groceries necessities and buy what they want, the fact that

they have more money to spend will not mean that they will spend it on groceries; or, at any rate, on ordinary groceries. It is suggested, however, that there will be more spent upon groceries of the luxury class. This latter is probably true. As to the supposition that revenue of grocers will not increase much from temperance legislation, it is a matter which time alone can determine. It is true, that in Canada incomes are generally sufficient to afford what groceries are needed. People in this country, whatever they have to deny themselves, are not living on so close a margin that necessities must be done without, as, for instance, is characteristic of so many homes in England. But there have indubitably been some homes where groceries have been lacking because money has gone for liquor, and to these ampler supplies of groceries will probably come. This will mean more revenue for the grocer. For the rest, this is surely the grocer's opportunity. By serious campaigning for it, he should be able to induce some money hitherto spent on liquor into his own till. Let grocers remember that from now on the people of Canada will have, in the aggregate, millions more to spend in some way. Then let him reason that some of it should be spent at his store, and lay his plans systematically and thoughtfully to that end.

AN EDUCATIONAL BUREAU

THE privilege of the stronger is to help the weaker. The National Wholesale Grocers' Association of the United States is extending the helping hand to its "little brethren" by placing its educational bureau at the service of retailers as well as wholesalers. In a bulletin it points out the menace with which the retailer is confronted, the same being in the chain store, mail order house, trading stamp

company and other agencies of similar make-up. It says: "These various institutions have been the result of a public demand which must be met by the adoption of similar methods or by creating other demands which can be met on a fair and business-like basis." In putting its educational department at the retailer's service, the Association hopes that much may be done to combat the mentioned menace.

The retailer and the jobber have a mutual interest at stake. What hurts the former hurts the latter. Co-operation is not merely desirable; it is needful. Systematically, the question of how best to meet and beat the mail order and trading stamp concerns is to be gone into between wholesalers and retailers by meeting and by mail discussions. Thus the common cause of wholesaler and retailer will be served to some purpose. Two sides of a triangle are together greater than a third. Two branches of the grocery trade should be in the position to administer a series of steady blows at organizations whose conduct means serious hindrance to legitimate retail and therefore wholesale trade.

A COURAGEOUS STEP

FROM the Des Moines "*Capital*" comes an example which may well be emulated in Canada and the United States. This paper announces that from this on it will publish no matter known, in newspaper parlance, as "free publicity." It will publish only such items as its editorial and news departments decide are in the interest of the reader. In announcing this, the "*Capital*" says in part:—

"It means a radical departure, particularly in relation to automobiles and movies. It will be difficult in some cases to draw the line, but to the best of our ability we will have only two things in the "*Capital*"—news and advertising, and the two will not be mixed.

"We will make every effort to be 100 per cent. pure. As a matter of fact, the free publicity is a fraud upon the reader, of little value to the advertiser, and absolutely unfair to those advertisers who do not receive it.

"The '*Capital*' will undoubtedly temporarily lose some advertising, but inasmuch as this policy will make it a better newspaper, we feel sure that the temporary advertising losses will be promptly made up from other sources."

This is a courageous step, as well as one in the right direction. Papers are published primarily in the interest of the reader. Their revenue is largely made up from advertising, but were the readers not paying their humble penny or nickel—as the case might be—there would be no large circulation upon which advertising could be sold. CANADIAN GROCER has always stood for this principle. It is the paper by which many of its thousands of subscribers regu-

late their business policies. It helps them in the conduct of their store. It solves their difficulties and suggests their opportunities. It is published for the grocer, first, last and all the time. It therefore is able and glad to congratulate the Des Moines "*Capital*" upon the stand it has taken, and to wish it entire success upon its new basis.

EDITORIAL BRIEFS

EVEN THE armies at the front are delivering attacks by motor delivery now.

* * *

THE CROPS may not be as big as the country had hoped for but the farmer will get big prices for it.

* * *

PAPER IS getting so scarce that even Confederate and Mexican bills may be worth something before long.

* * *

CONSTANTINE, King of Greece, it is suggested, is "beside himself." He must be or he would be beside the Allies.

* * *

SHED a tear; booze has gone. But get up and smile. It means millions devoted to other purposes, maybe purchase of groceries.

* * *

IT IS reported that Stefansson will not return to civilization this winter. He's likely to find more real civilization where he is.

* * *

PAPER higher, ink higher, metal higher, wages higher. No wonder that the gloom around most publishers' sanctums is becoming intense.

* * *

THE UNITED States offered \$25,000,000 for the Danish West Indies—three small islands in the Caribbean. Real estate values are going up again.

* * *

BEANS are to be high in price. That is nothing. We are getting used to the high cost and low value of the bean. It is only worth 69 cents compared with its value ten years ago.

* * *

"EAT up the crumbs." This is the order to the men of the German army. Let us see; what does the Good Book say as to "the dogs eat of the crumbs which fall. . . ." This must have meant the dachshunds.

* * *

BEEF in Vienna is four dollars a pound. If, at the end of this war, there is one Hun left as beefy as most of them used to be, they should put him in the museum that future and lean generations may see their gross prototype.

Moving Window Back and Increasing Fruit Sales

Doubling Front Display of Fruit and Vegetables by Simple Device in Peterborough Store—Trebled Sales of Bananas, While Rest of Grocery Stock Kept Up Its End.

OFTEN a grocer has envied the showing of fruit of a fruit store, especially in the preserving season, as he sees so much trade passing from him to the other. This is natural, in many cases, for the fruit store, dealing only in fruit, can utilize every foot of its windows, its doorway, its shelves outside and its interior to make a brave display, and has the obvious advantages over a grocer of any "specialty" store.

There are cases, however, where by a skilful handling of a portion of the display space available, a grocer has held his own and largely increased his fruit trade, not only in the summer and early fall, eating and preserving season but all through the year—and done this without in any way Jeopardizing his staple trade in groceries.

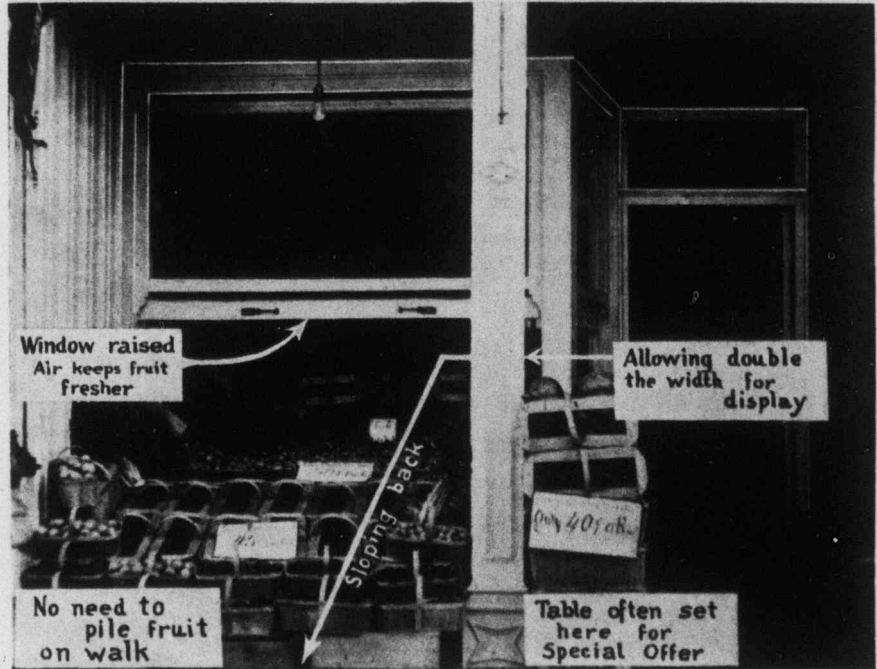
White Enamel Front.

On a visit to Peterborough this month a member of the staff of Canadian Grocer stopped in admiration before the grocery store of Porter S. White. It was new in several respects for Mr. White had moved next door to make way for a bank that occupied his former premises. His new front, however, far excelled the other as a "selling proposition." At first sight it was unusually attractive in its fresh coat of white enamel, cool and clean looking.

But the eye caught at once another feature, a display of fresh fruit running back, in an upward slope, over eight feet. What a variety was possible there in this double space. Everything in fresh fruit that was in, as well as the vegetables that accord with these; bananas, pears, peaches, plums, berries, and potatoes, squashes, beets, tomatoes, gherkins, and so forth. Lots of room for them instead of having to pile up the baskets in front, or obstruct the doorway.

Glass Taken Out; Window at Back.

And how was it done? Simply by removing the glass in the window coming to the edge of the sidewalk and replacing it at the back of the original window with another that slid up, and taking up some four feet of the 'inside of the store with a window platform. There were two advantages in this: Mr. White secured double the space for showing his goods, using the "alcove", if it might be so called where the former window was, and an equal depth inside



DOUBLING SURFACE AREA FOR FRUIT DISPLAY.

This view of the new front of Porter S. White, of Peterborough, illustrates a very effective innovation in store fronts for groceries, the window that was flush with the walk, being removed and set back over four feet. The flooring inside was built up, and thus two "window widths" were available for showing fruit. The window itself slides up, giving a current of fresh air on the fruit, which is not heated by the immovable glass. The use of the alcove and inner window space, while actually doubling the ordinary display space, really give an effect of almost three times. The splendid display facilities have greatly increased Mr. White's sales of fruit, especially with the Saturday night crowds.

the sliding window; and at the same time he removed the inside half from any chance of the sun and dust injuring the fruit.

Current of Air Passing Through

Moreover, the raising of the window allowed a current of air to pass through, which kept the fruit cool and fresh, and the absence of glass on the street level saved the fruit from being heated and becoming decayed in the ordinary "stuffy" window. The whole impression was of a clean, "retiring" nook where the fruit showed up in a tempting way.

The slope to the back, giving the fruit the look of rising in tiers, made it show up better. This was secured simply by the use of boxes, upended, but the flooring itself could be raised permanently to get rid of the flat effect seen in so many windows, and the worse if allowed here owing to the doubled depth.

The manner of display is obvious from the photograph. Mr. Porter is a firm believer in price cards, and uses these liberally. One read, referring to green-gages: "Two quarts for 25 cents."

The table at the side is often used for bananas, piled up, and is an additional seller.

Increased Sales

Now for results. Mr. White values this front more than anything else for a Saturday's business, more particularly in the evening. In Peterborough, as in most towns and medium-sized cities, everyone who can comes down on a Saturday night, and the sales to transients offer wide possibilities. It is here this new front arrangement excels. The display is the store's best salesman, and in a few hours seven bunches of bananas have been sold where a couple were considered big business for a whole Saturday. So with berries, fresh vegetables, etc., and so in the late fall and winter, no doubt, with later fruits and vegetables. And always the accompaniment of price cards, for "There's nothing like them," declares the proprietor.

One point may occur to the merchant here: Did the prominence given to fruit in the front lessen the sale of other lines?

"It has not," asserts Mr. White, and he's the one who knows.

To Meet the Mail Order Menace

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

(Continued from last issue.)

THEY secure as many catalogues as they can, that are published by mail order houses, and place them in a rack fitted up in their store. They not only advertise in the local papers but they place signs up in their stores which read somewhat as follows:—"Instead of sending your money out of the Town to Mail Order Catalogue Houses, and buying something that you have no opportunity of seeing before you buy, purchase your requirements at our store, save money and run no risk. If we have nothing to suit you and you find what you would like in any catalogue, no matter whose catalogue it may be, if the quality is right we will supply you with it, give you a chance to see it and examine it, and sell it to you at a discount off the price quoted."

Again many merchants send to the mail order catalogue houses whose catalogues are distributed in their district, and they purchase some of the well-known lines and keep them as exhibits. They point out the poor quality of the articles, and compare them with better lines that they sell at lower prices than those quoted in the catalogues. This is a most effective way of meeting mail order house competition, and a plan that, in my opinion, we should recommend to our members.

There are other plans that could be adopted and which should be effective and fair in their application.

The trouble is, we have allowed false statements to be made to the public by the mail order catalogue houses, and we have made too little effort to contradict them. They have been made so often that even some retail merchants consider the statements made by these illegitimate houses to be true. Take, for instance the repeated announcement. "We will save you the middleman's profit." "We buy direct from the factory or from the mill"; "We buy in such large quantities that we can buy so much cheaper than the small retailers."

Every retail merchant knows, if he has given the subject any thought, that there are very few lines of goods that can be bought by any retailer direct from the manufacturer. And if they could he would have to pay more for them in order to cover the extra cost caused by the manufacturer having to keep a very much larger selling staff than the regular trade calls for. Every day manufacturers are recognizing that it pays them

better to direct their whole attention to making the product and allowing the wholesalers to distribute it. The manufacturers are also fast recognizing the fact, that by selling their goods through the legitimate channels of trade, that it is the most economic method for them. Not long ago a large mail order house wanted to buy a certain line of goods direct from the manufacturer. They made all sorts of boastful statements, finally they said that they would give them an order for ten carload lots during the year if they placed them on the jobbing list. The manufacturer laughed and said "Why my trade with the jobbing houses in one of our districts amounts to sixty-five car loads a month, and do you think that we would jeopardize that trade for your small order.

POINTS WORTH WHILE

This paper is one of the most thorough and comprehensive ever presented on the mail order question and is deserving of the close attention and interest of every reader. The references to the postal regulations re the carrying of catalogues are particularly to the point.

Oh no, if you want our goods buy them from the jobbers. If you buy them, and cut the price in your catalogues in order to induce the public to buy other goods that you make two or three hundred per cent. on, we will instruct the jobbers to cut you off, and if they do not do so we will cut them off."

The statement, that by buying through mail order houses you are saving the middleman's profit on all you buy, is nothing but a glaring deception, to say nothing whatever about the question of lack of loyalty to your home town. Let us follow the process and see if less labor is required.

A customer in a town possibly a school teacher, a preacher, a Government servant or a railway employee who is depending on the prosperity of the town, receives a catalogue. In order that that catalogue should reach the said person, the following process must take place:

- (1) Some one designs the catalogue.
- (2) Some one prints the catalogue.
- (3) Some one makes the cuts.

- (4) Some one delivers them to the office.
- (5) Some one procures the addresses.
- (6) Some one wraps the catalogue up and addresses it.
- (7) Some one stamps and mails it.
- (8) Some one gathers it up and places it in the mail bag.
- (9) Some one takes the mail bag to the station.
- (10) Some one carries it on the train.
- (11) Some one takes it off the train.
- (12) Some one takes it to the post office.
- (13) Some one delivers it to the customer in the town.
- (14) The customer spends some time reading it over and selecting some article and then writes a letter.
- (15) The customer must then secure a post office order, or enclose the cash, at their own risk, and mail the letter.
- (16) The postmaster then puts it in the mail bag.
- (17) The mail driver takes it to the station.
- (18) The mail clerk in charge of the train delivers it at the other end.
- (19) A post office delivery wagon delivers it to the post office.
- (20) A postal clerk sorts it out ready for the postman.
- (21) The postman delivers it.
- (22) The mail order house clerk opens the letter.
- (23) The bookkeeper credits the cash.
- (24) The order clerk selects the order.
- (25) A stenographer acknowledges the receipt.
- (26) The shipping clerk mails away the order.
- (27) The postal clerk sorts it out for the mail delivery.
- (28) The mail deliverer places it on the train.
- (29) The mail clerk takes it off the train.
- (30) The mail deliverer delivers it at the local post office.
- (31) The underpaid postmaster delivers it either direct to the customer or gives it to a rural mail delivery service that is costing Canada a large sum of money to mostly benefit mail order houses.
- (32) The customer takes possession, and after a careful examination finds that he or she could have bought a better article in the home town, and have had the good-will of the retail merchant, who, if the customer was a preacher might be a member of his

congregation, and one who was helping to pay his salary.

Can any sane person say, that there is any economy in that system of doing business. Positively none. None in price paid, quality considered; and none to the citizens when fourteen steps out of thirty-two are made by the Government at less than cost price. Now compare the simple process through which goods pass when they follow the natural channels from the manufacturer to the wholesaler and from the wholesaler to the retailer. The whole problem therefore resolves itself into this.

(1) Should the Government conduct the parcel post system at a loss, for the benefit of a few mail order houses whose business methods and systems of advertising induce persons, who know very little about the value of merchandise, to believe that they are securing bargains, whereas the said persons are receiving no benefit, and they are sending away the money that should circulate in the locality where it was created, and by so doing they are discouraging the retail merchants from carrying better stocks and building up the municipality, and they are thereby making the locality and the surrounding farming country a less desirable place to live in, and they are thus working to the financial injury of Canada by diminishing her rural revenue producing power.

(2) Every effort should be made by our Association to prosecute every false advertisement which appears in any catalogue or advertisement of any kind so as to protect the public from being deceived, and the retail merchants from having to contend with false and misleading representations.

(3) We should consider the advisability of recommending our members to not only discount the price of any article advertised in any illegitimate and unfair trading mail order catalogue, but in many cases to buy the goods and show their customers the difference in the quality of the goods they carry and the goods offered by illegitimate and unfair trading mail order houses.

(4) We should make provision to have every action that is taken against these concerns, or any other unfair trading concern, in the police court, made public, through the press and in pamphlet form for public distribution.

(5) We should inaugurate, through our Association, an intelligent public campaign pointing out the necessity of the retail merchant in the community and the importance of having trade conducted through legitimate channels.

In order to do these things and to protect ourselves as retail merchants who occupy and do business on the most highly assessed property in every city, town and village in Canada, and who carry mil-

lions of dollars' worth of merchandise for the convenience of the public, we require the aid and assistance of every retail merchant who has his own and his customers best interests, as well as the best interest of Canada, at heart. If the retail trade of Canada is to be preserved and improved and placed upon a higher and better plane, it can only be improved by and through the united effort of every retail merchant in Canada who desires it, as no other class understands the requirements of the retailer, only the retailer himself, and no other class should be expected to do for us what we should do ourselves. Let me therefore in closing urge upon every retail merchant, who has not already united with his fellow retail merchants, to do so now and become enrolled under the banner of "The Retail Merchants' Association of Canada" incorporated, an Association of honest, earnest retail men who have banded themselves together to preserve all that is highest and best in the distribution of merchandise at retail, and to give to the public, upon whom they rely for support, the best possible service at the lowest possible cost. If the mail order houses or any other concern of this country are not doing their business on the square, let us not sit down and fold our hands and wonder what we can do, but let us be up and doing and make them play the game fair and square. If we want the right to prevail in trade we must fight to make it prevail, and by following the old "golden rule," which is the only safe rule for any merchant to follow, the retail merchandising of Canada can be placed upon the highest possible plane and where, I am sure, every honest retail merchant desires it to be.

Mr. president and fellow members for your kind and patient attention, I desire to thank you.

E. M. TROWERN, Secretary,
Dominion Board

The Retail Merchants' Association
of Canada, Incorporated.
16 Citizen Building, Ottawa, Canada.

PURE FOOD SHOW A REVELATION

(Continued from page 19.)

is a splendid tribute to the Ottawa Retail Grocers' Association, which is the mainspring of the whole affair.

The Pure Food Show occupied the whole of Howick Hall. Last year it occupied the inside booths only. There were exhibited commodities made by all the best known firms in Canada. The goods shown are goods which have stood the test, and may be purchased with the sure conviction that they are good, wholesome, and pure.

Not only in the number of exhibits has the show improved over last year, but in the general appearance and splen-

dor of the exhibition. The milling firms of the Dominion were well represented with handsome exhibits, and the sugar refining companies had very attractive booths. Local merchants, wholesale and retail, had booths that compare favorably with Canada's greatest business houses. Jam manufacturing firms and biscuit companies had wide representation. Tea and coffee dealers vied with preserve and candy makers in the attractiveness of their exhibits.

Among the firms having space were: Red Rose Tea Co., George Weston & Co., Matthews-Blackwell Co., Ltd., Borden's Condensed Milk, Robin Hood Milling Co., T. A. Lytle Co., Harris Abattoir Co., H. N. Bate & Co., Bowron Bros., Welch Grape Juice Co., Shredded Wheat, Fry's Cocoa, Bovril Ltd., Linden's Ltd., J. A. Aird Co., Cowan & Co., Allan & Cochran Candy Co., Small's Maple Confections, Gates & Hodgson, Montreal Biscuit Co., Lake of the Woods Milling Co., Ottawa Dairy Co., Ltd., George Cameron, Parker Brown Co., Lipton's Ltd., Christie's Biscuits, Armour Co., Lee Bros., Glasseo Jam Co., W. A. Freeman, Canadian Chicle Co., C. H. Cochrane, Bassman's Orangeade, St. Lawrence Sugar Co., D. S. Perrin, Ltd., Pure Gold Co., Ltd., Maples, Ltd., W. D. MacLaren Co., S. J. Major, Ltd., The Stuart Co., Ltd., Egg-O Baking Powder, Swift Canadian Co., Ltd., Glenn-Shouldis Co., Ltd., Oxo, Ltd., Wagstaffe, Ltd., Geo. Washington Coffee, E. M. Lerner & Sons, Atlantic Sugar Co., Canadian Cereal Co., The C. H. Catelli Co., The Ingersoll Packing Co., Waddell's Jams, H. J. Heintz, Ltd., Provost & Allard, Salada Tea Co., Sultana, Ltd., O-Cedar Company, A. H. Shouldis, Imperial Extract Co., Western Canada Flour Mills, MacLaren's Imperial Cheese Co., Ltd., Canadian Postum Cereal Co., J. Friedman Co., Gunns Ltd., Dusthorne Ltd., Clark's Ltd..

HONOR ROLL

Sidney Preston, the son of J. H. Preston, of Montreal, grocer, is at Shorncliffe with the C.A.M.C.

DIED OF WOUNDS

Mrs. Margaret Livens, of 257 Talbot street, London, has received official word that her son, Sergt. J. A. Livens, died of wounds somewhere in France. Prior to enlisting he was employed by the Borden Condensed Milk Co., at Ingersoll, Ont. He joined the 71st Batt. at Ingersoll, and was made a sergeant. He went overseas with that unit, but was transferred to the machine gun section of a British Columbia battalion. At the time of the Boer war he enlisted with the Royal Canadian Regiment, and was sent to Halifax for garrison duty.



CURRENT NEWS OF WEEK

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



Maritime Provinces

The Aroostook farmers are putting out more potatoes for this time of the season this year than in several years. The prices are an incentive to shipping and the growers are taking advantage of the high prices by shipping large quantities now.

Ontario

Thos. Stevens, a grocer of Hamilton, Ont., died on September 14.

Jacob Hill has sold his grocery business, Toronto, to G. E. Boyd.

J. L. Page has succeeded S. J. Davidson in his grocery business, Ottawa.

Mrs. Mary Mansfield, Kinmount, Ont., has gone out of the grocery business.

Mrs. Sarah Roden has succeeded E. E. Fligg in his grocery business, Toronto.

J. B. Cherry has succeeded G. J. Young, Ottawa, in his grocery business.

F. E. Hammond has succeeded W. M. Veitch in his grocery business, Brockville, Ont.

J. L. Page, Ottawa, has recently purchased the grocery business of Agnes Davidson.

Bannerman Bros., Hamilton, has recently purchased the grocery business of Mrs. Margaret Gibson.

S. Bruegtman, of Chesley, Ont., and W. Darki, of Mitchell, Ont., were visitors to the Western Fair, London.

McKinnon & Davidson have been succeeded in their grocery business, Sudbury, Ont., by J. S. Davidson.

Page Le Boeuf Co., Tecumseh, Ont., have gone out of the grocery business, and in future will deal only in hardware.

Capt. Frank Shaw, son of Thos. Shaw, grocer, London, Ont., has been gazetted Major. He is the head of the Dental Corps.

The grocery store of T. Bowman, Jr., Woodroffe, Ont., was badly burned on September 14. The loss was covered by insurance.

A. Sutherland, Bradford, Ont., had a large tarantula exhibited in his grocery window last week. Mr. Sutherland discovered it in a bunch of bananas, and made the capture by chloroforming it.

Hargreave's (Canada), Limited, 33 Front street E., Toronto, are moving to larger premises, and will be situated in part of the Gray Building, 24-26 Wellington street W., on and from October 1.

J. A. Stanley, formerly in business at Ballymote, has purchased the grocery

business of W. J. Reid, at the corner of Worthey road and Briscoe street, South London. Mr. Reid has disposed of the real estate also.

The Toronto Milk and Cream Producers' Association at the annual meeting held in the Foresters' Hall on Saturday, Sept. 16, decided by a large majority of members present to raise the winter price of milk from \$1.65 to \$2 per eight-gallon can.

W. Y. Colclough, Toronto, representative of Richard When & Sons, Ltd., soap manufacturers, London, Eng., has returned from a business trip to the Old Country. Mr. Colclough left Canada about July 12 for England.

Fire broke out in the boiler-rooms of the huge Sarnia plant of the Ontario Cannery Association, in the southern section of the city. It spread rapidly and consumed the whole plant, swept through a fire wall to these premises.

H. L. Cressey, who was formerly in the retail business with Preston's Ltd., Sudbury, and F. R. McKinnon & Sons, Copper Cliff, Ont., is now on the road for Brown and Gosling, manufacturers' agents and importers, Winnipeg, covering northern Saskatchewan and Manitoba.

J. R. Jamieson, formerly proprietor of the Boston Confectionery, St. Thomas, was in that city Sunday after an absence of five years. Mr. Jamieson is now in partnership with his brother, George Jamieson, in an extensive grocery business in Sarnia.

At a meeting of shareholders of the Quinte Produce Co., at the City Hall, Belleville, presided over by Reeve Ketcheson, of Sidney, a by-law was read and ratified, changing the number of directors from three to seven; also a by-law making the head office of the company at Belleville, Ont.

Findlay A. Robson, manager, Cranbrook Jobbers, Cranbrook, B.C., is in the East on a pleasure trip. Mr. Robson's old home is at Fenelon Falls, Ontario, so that the fishing grounds in the Kawartha Lakes—the scenes of many pleasant hours in former days—have been revisited. He states that the lumbering and mining business in the Cranbrook district is very prosperous this year, and that the grocery business is good. Western crops are splendid, so far as his observation went, and with the high prices for grains this year the business is bound to be good. While in Toronto on a special trip, he called at

the office there of THE CANADIAN GROCER.

John Diprose, who for many years had three grocery stores in London, and afterward went on the road for S. H. Estabrook, and more recently manager for Johnston Bros.' Bakery, London, Ont., has gone back in the grocery business in South London. He bought out Alfred Cane, on the corner of Bruce street and Worthey road. Mr. Cane has gone into the office of the Canadian Express Co.

The incorporation is announced of the Canada Cleanser Company, the capital of the company to be one hundred thousand dollars, divided into one hundred thousand shares of one dollar each, of which ninety thousand shares shall be preferred shares, the head office of the company to be Toronto, and the provisional directors of the company to be Lena Adams, W. J. L. McKay, G. H. Gray, Vera M. Gray, and David Lowrey.

At its last meeting, the Windsor City Council, by unanimous vote, adopted a resolution requesting the Dominion Government to send investigators to that city to make a thorough inquiry into the recent advances in the price of foodstuffs. The resolution is directed particularly toward a combine, which is said to exist, between milk and bread dealers, and which the Government are asked to investigate. Milk, at present, is selling at twelve cents a quart, while the standard size loaf of white bread brings eight cents.

Western Provinces

T. F. Higginbotham, Victoria, B.C., has sold his grocery business.

The hotel at St. Malo, Man., has been purchased by Edmond Malo, who will, early in the fall, open a general store.

The Traders Grocery and Provision Stores, 308-310 Notre Dame street, Winnipeg, have opened for business.

Robert Black is now travelling in Manitoba for Watson and Truesdale, manufacturers' agents, Winnipeg.

J. O. Campbell has been appointed manager of the new branch recently opened at Dauphin, Man., by the Cameron-Heap Co., Ltd.

At midnight on Sunday, Sept. 9, the general store of J. A. Gagnon, of La Broquerie, Man., was entirely destroyed by fire. Absolutely no salvage was made on account of the suddenness of the occurrence. The store and goods were worth about \$5,000 or over, with an insurance of \$2,000.

Currants Keep Importers Guessing

Cannot Get Cables Through From Troubled Greece—Sicily Filbert in Much the Same Plight—Raws Are Higher Again in New York — Coffees Show Slight Decline—Carraway Seed Sales Upward Turn—Frost Damages Tomato Crop.

Office of Publication, Toronto, September 21, 1916.

IMPORTATIONS of all goods from Greece and Sicily have been seriously affected by recent developments. There promises to be a scarcity of currants, nuts, etc., during the coming winter. Last year's performance may be repeated unless grocers secure stocks of Christmas supplies well in advance. It is a certainty that all ingredients which will be used in making the Christmas puddings this year will be unusually high in price.

Canned goods situation is still unsatisfactory, owing to a continued shortage of supplies. Crop failures in many sections are responsible for the shortages. The canned salmon situation is very similar to that of canned fruit and vegetables. There is a good demand for sugar at present. There are some hints of firming prices, but the market is quiet following the recent decline in price. Potatoes are slightly easier in Quebec, but on account of the short crops it is expected that the price will rally. Nuts continue firm, on account of difficulty in securing supplies from Europe. The slight easing in freight rates on coffee from Brazil is a hopeful sign of better shipping facilities. Molasses show an upward tendency but there appears to be plenty of supplies. Teas are generally unchanged, but low grade teas will probably be a little easier in price. Market for pork products remains steady, owing to the continued high price of hogs. Lobsters have gone up to a record price, and there have been several advances in sea and lake fish. Flour prices remain firm. There is an unprecedented demand for all mill-feeds. Further advances are expected on some lines of package goods made from wheat.

Reports from Western Canada are encouraging, and the business outlook is brighter now than it was a month ago. Collections are good. Toronto bakers have again advanced their prices on bread and are now selling a 1½-lb. loaf at 8c from the wagon to the consumer.

Quebec Markets

Montreal, September 19.—There is a good demand for all general lines of commodities, much improved collections, and a generally satisfactory tone characterise the Quebec market conditions this week. The canned goods situation is the least satisfactory owing to shortage of supplies. Holding companies, it is said, are very far behind owing to crop failures, and the salmon canning situation is in similar case with that of the canned fruit and vegetables. Prices firm up steadily on these supplies. Sugar has been quiet with some hint of firming prices dependent on New York doings. Sugar is in very brisk retail demand at present. Potatoes are showing a slightly easier price tendency at \$1.65 per bag of 98 lbs., but with crop failure reports on every hand in Quebec the price will rally no doubt in market opinion. Molasses shows an upward

tendency again, but no shortage is so far reported. There was a sluggishness in demand for cheese this week following a very lively state of affairs last week. Big supplies came forward, and jobbers could buy at 19 cents. Butter was different. Thirty-five and three quarter cents was jobbers buying price, to sell to the retailer at 37¾ to 38 cents. Nuts are very firm, owing not so much to crop scarcity as to difficulty of obtaining the supply from Europe. A slight easing of freight rates on coffee from Brazil is noticed, a hopeful sign of better shipping facilities by sea in other directions also it may be.

SUGAR.—The week's opening found the sugar market stronger again, and strengthening. Raw Cubas which had rallied last week from 4⅛ to 4¼ took a firmer turn still. Refiners were bidding 4½ for them on the market, and holders were asking 4¾. The market was likely to go firmer at that, but moderate buying was anticipated even on the firming market especially in view of the fact that reports of a brisk retail

MARKETS IN BRIEF

QUEBEC MARKETS.

FRUIT AND VEGETABLES—

Apples declined in price.
Bananas have advanced.
Oranges becoming scarce.
Potatoes down slightly.

PRODUCE AND PROVISIONS—

Lard advances in price.
Pork products remain steady.
Butter is firmer.
Eggs up again.
Cheese prices irregular.
Export demand light.
Butter held in storage.

FISH AND OYSTERS—

Lobsters reach record price.
Supplies of fish scarce.
Advance in sea and lake fish.
Whitefish scarce and higher.

GENERAL MARKETS—

Potatoes slightly easier.
Molasses shows upward tendency.
Nuts firm and scarce.
Freight rates easier on coffee.
Scarcity of canned goods.
Sugar market firmer.
Low grade teas to be easier in price.
Split peas lower.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Bakers buying flour heavily.
Rolled oats higher.
Corn products up.
Choice middlings, \$32.

FRUIT AND CEREALS—

Oranges up again.
Peaches sell well.
Potatoes slightly down.
Turnips appearing.

FISH AND OYSTERS—

All fish to be high.
Halibut up a cent.
Whitefish higher.

PRODUCE AND PROVISIONS—

Hogs up again.
Shortening up a cent.
Storage eggs selling.
Creamery up a cent.

GENERAL GROCERIES—

Carraway seed up.
Currants way up.
Filberts to be high.
Canned goods scarce.
Frost hit tomatoes.
Raws up in New York.

MANITOBA MARKETS.

FLOUR AND CEREALS—

First patents still at 8.50.
Wheat likely to decline.
Rolled oats steady at 2.60.
Both bulk and packages selling.
Corn market still very firm.
Feeds continue to advance.

PRODUCE AND PROVISIONS—

Live hogs bring 11.50-11.85.
Butter continues to go up.
No. 1 creamery 36; No. 1 dairy 29-30c.
Higher eggs locked for.

FISH AND POULTRY—

Halibut advances to 12c.
Fresh steak cod now 12¼c.
Whitefish in good supply.
Smoked gold eyes plentiful.
Poultry coming in better.

FRUIT AND VEGETABLES—

Lemons decline to 9.50 case.
Duchess apples 5.00-4.50.
Peaches at 1.35 crate.

GENERAL GROCERIES—

Sugar market very uncertain.
Molasses likely to advance.
Dried peaches will be higher.
Prunes still hold very firm.
Manchurian dried beans expected.
Cheaper tapioca on the market.

demand were circulating, and retailers stocks are believed to be low. There is some probability in the minds of wholesalers that sugar prices in Montreal may follow New York and go higher, but for the present, quotations remain as last week's. Although an increase in the prices of sugar is anticipated in some quarters, the impression is that this will not maintain for very long, but will probably be followed by a decline in prices. It is known that there are large quantities of raw sugar still to be moved from Cuba, but the supplies are in strong hands, and not likely to be released prematurely.

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

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

MOLASSES.—The market for molasses is very firm. Prices show a distinct upward tendency although supplies are not as yet showing any serious sign of shortage. While the prices quoted last week are still available, some dealers were quoting slightly higher prices. Corn syrups were being asked for also, and the market tendency throughout was firm.

TEA.—The market for the black teas continues as last week with prices for the principal teas unchanged. Demand is good, and the market looks forward with confidence to the future conditions. In Japan teas which do not show any principal quotable lines, and the prices of which vary from as low as 13 cents to as high as \$1. per lb. to the retailer there is a hint of scarcity of the higher qualities. Low grade teas will be a little easier in price. In China teas no siftings or fannings are now obtainable at any price. Latest cable advices from Shanghai state that both blacks and greens are to be higher this year.

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

COFFEE.—A slight easier shading on coffee prices at the ports of export in Brazil was due at the beginning of the week to the fact that freight rates dropped slightly but appreciably, there being a better offering of bottoms to take care of cargoes from Brazil to

New York. The shading was not sufficient to affect prices in Montreal but renewed the feeling that coffee need not be higher priced in Canada this winter. With a good crop and fine quality, plus more reasonable freight rates, there should be abundance of good reasonably priced coffee on the market, and consumption of coffee may very well increase throughout the Dominion. Montreal opinion, by the way, is that Brazil coffees were higher priced four years ago than they are to-day by about four cents per pound, which differs from opinions in Toronto last week.

NUTS.—A very marked firming up is noticeable in the market for nuts this week. Shelled walnuts both the fresh cracked Bordeaux halves, and the cold storage nuts are in demand and scarce. Higher prices are predicted still for the cold storage product later on according to one large wholesale firm, and all agree that prices are firming. Filberts at the ports of export are as high as has ever been known. Walnuts in the shell though the crop is good are high priced also. In general with shortage of supplies from Europe and good demand prices are responding. The California crop of almonds is being quoted to the jobber from shipping points at from 10 cents to 19½ cents per lb. f.o.b. with firmer prices in prospect owing to conditions affecting the European nut supply. Shelled peanuts are in brisk demand at prices quoted.

Almonds, Tara, new	0 19	0 20
Grenobles	0 18	0 19
Marbots	0 15½	0 14
Shelled walnuts, fresh cracked, lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 40	0 42
Sticky filberts	0 18	0 19
Filberts, shelled	0 18	0 40
Pecans, large	0 19	0 20
Pecans (Texas shelled)	0 15	0 60
Brazils, new	0 15	0 16
Brazils (shelled)	0 15	0 65
Peanuts, American, roasted	0 09	0 12½
Peanuts, No. 1 Spanish, shelled	0 10	0 10
Peanuts, No. 1 Virginia, shelled	0 09½	0 10

FRIED FRUITS.—With the growers holding supplies at their own prices, and jobbers inclined to let them hold for a while, there have been few transactions in dried fruits on the Montreal markets this week, and little buying according to report, in the East generally. Prunes show no advance, but new apricots and peaches show prices in advance of last week's quotations for old crop. There is a general tendency to firmer prices for dried fruits at present quotations to jobbers at California Coast rates showing this tendency. Seedless oil-bleached raisins are firmer. The unbleached raisins are of the market. Currants are scarce and high priced.

DRIED VEGETABLES.—Owing to the arrival on the market of the new crop, split peas are now quoted at \$5.75 in place of \$6.50 last week's highest quotation. Old crop are still obtainable. Canadian beans are not yet on the market and not quoted yet for new crop,

but next week may see some new crop quotations. The crop is said to be light but of good quality. Quotations (coast) of California Lima beans to the jobbers indicate a firming tendency of prices, but easier prices are expected as the season goes on.

Beans—		
Canadian, 3-lb. pickers, per bushel	6 00
Canadian, hand-picked	5 90
Canadian, 5-lb. pickers	5 60
Yellow eyes, per bushel	5 70
Lima, per lb.	0 08
Peas, white soup, per bushel	3 25
Peas, split, bag 98 lbs., new crop	3 25
Barley, pot, per bag	3 40
Barley, pearl, per bag	4 65

RICE AND TAPIOCA.—With an uneventful market condition prices of rice and tapioca showed no particular development in Montreal as compared with last week. Rice shows a 5 cent variation upwards on the lower quotation, but this is the only movement recorded. The market for these goods is steady.

SPICES.—With the market still awaiting its revival of activity due in a week or so now, there has been no alteration in conditions as they were found in regard to spices last week. Pepper keeps in brisker demand with a firming tendency in the market.

CANNED GOODS.—On all sides the market is concerned about canned goods for there are not enough of these to go round this season, as far as the new pack is concerned. Those merchants who have laid in supplies of last season's pack are fortunate. They can set the pace in persuasive prices, and still make profits. They can ask higher prices, and still not sell dear as compared with others. In salmon for instance the new season's pack is disappointing. Chums only show 100 per cent. filled orders. The canners can fill only about 50 per cent. of orders in pinks, 25 per cent. in red cohoes, none at all in red springs, 30 per cent. talls in red sockeye, 50 per cent. half flats, and no flats at all. Prices will be high, ruled somewhat by demand which promises to be brisk. Tomatoes, corn and peas in the can will all be higher priced this season, declare canners and wholesalers alike. The holding companies are reported to be away behind average crop expectations, and the crops generally are poor from the point of view of the canners. What with the advanced cost of canning materials, labor, etc. and the situation generally some wholesalers incline to the opinion that a 15 to 20 per cent. increase in prices may be experienced. Already this week's prices for tomatoes (canned 3 lbs.) are \$1.40 per doz. as against \$1.35 last week, and for corn (2 lbs.) \$1.15 per doz. as against last week's \$1.10. Norwegian sardines are up also \$1.50 per case, being now \$16.50 per case. English

sprats on the other hand being in better supply than had been expected, dropped in price from \$12 quoted last week, to \$10 this week per case. So far the new season's pack of salmon has not come in. The rise in price of canned peas is so far 5 cents per doz., \$1.20 per doz. being quoted.

Ontario Markets

Toronto, Sept. 21.—The chief event of importance this week in market circles is really the weatherman's concern—the advent of colder weather. It has had many results. It has meant the introduction of storage eggs, which usually come a little later. Also it has put up the price of new-laid a couple of cents, and made them still more difficult to secure. Creamery butter is also higher by a cent, while the range of price for dairy butter has been more closely drawn together.

The cold weather, too, did some damage to crops, which come to the consumer in the form of canned goods. Monday's frost played all kinds of havoc with tomatoes, though some sections luckily escaped. Corn, too, has been held back some. All canned fish is mighty scarce, and very high prices will be paid this winter for pinks, cohoes and sockeyes.

Beans are higher than ever, and a crop as late as November is now practically a certainty. Several other cereals have taken an upward turn, notably cornmeal and rolled oats. The colder weather makes a big demand for breakfast goods, which are manufactured from such cereals.

Nuts are again higher. The situation in them and dried fruits in primary markets is exceedingly tight, and already Christmas buying looms up as a difficult proposition.

SUGARS.—Locally there is a firmness which comes partially from a steady demand and partially in sympathy with the American situation. There is a good consumer demand for sugar for preserving purposes. Peach season is in full swing, and is having due effect. The housewife is apparently not scared by the heavy prices. New York has advanced on raws again, and is quoted at writing at 5.64. It went up 1/8th on Monday and 1/4th on Tuesday. Some indication of the feeling there may be gained from the fact that the Federal, which declined 1/4 last week, has totally recovered that on a purchase for export account of 5,000 bags at 4 5/8. Federal advanced to 6.60, and there stands pat, refusing anything under. It is doing good business apparently and can afford to take a firm stand. Can-

adian refined basis is still on 4c raw basis, though latest developments in New York, allowing for duty of 1.02, makes our price lower than New York's raw basis by the difference between 4 and 4.62, or 62 a hundred less. Situation is regarded as sufficiently strong for possible advance, though no sugar man predicts this. It is not likely to occur immediately. Recent decline evidently got a lot of business from retail trade, who saw in it something so unusual that they hailed it with open arms. Situation is distinctly a waiting market. Predictions would be foolish, since American activity may turn out to be of the flash-in-the-pan variety.

MOLASSES.—Development this week was that molasses sold at slightly easier price to wholesalers, possibly to encourage business, which has been needing a stimulant. This has been provided by a colder weather demand, and trade is fairly healthy for this, a centre which does little in molasses at the best of times. The fall demand may now be said to have started, however. This is the buying time. No new feature shows up as to supplies. Stocks are adequate for the amount of business likely to be passing.

Corn syrups are also in better month. Cold weather—what a fillip it gives to trade!—is again responsible.

TEA.—As a slight set-back to the general expectations of the trade, teas this week were reported "irregular." Monday saw a cable to one importer to that effect; Indians were referred to. No cable information is to hand before we go to press on the Ceylon situation, which was firmer and up a halfpenny last week. One feature is developing: the trend towards better quality teas again. This is a welcome sign. Quality for a long time has been poor, and high grades have been at a premium, while for low grades too high prices have, perforce, been paid.

It is still too early to discuss, with any certitude, the effect of prohibition upon consumer buying. As Mr. Asquith would say: "Wait and see." Meanwhile tea men confidently anticipate much more tea being sold as has been the case in all other provinces where the alcoholic bar has disappeared.

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

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

COFFEE.—The "anticipated increase," referred to as the view of some coffee men, has not materialized. Indeed, on the contrary, decreases are recorded in some Brazilians, while a perceptibly easier tone characterizes most coffees. Hence Santos are down to 22-24c. Bourbons, declining a cent from last week's

level also, are at 23-25c. Prices, it will be remembered, were recently advanced, but have now receded again to quoted levels. Nevertheless nearly all Brazilians are up a cent and a half from those of, say, four months ago. They are quoted higher in the primary market than has been the case for years. Stocks in Brazil for export continue to show a decrease.

Locally this last week has seen a much improved demand. Exhibition over, people are pretty well through with cold drinks, reverting again to hot ones. Hence the call for coffee. Maracaibos remain quite firm. Javas and Mochas show no change.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 25	0 28
Java, lb.	0 33	0 38
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Santos, lb.	0 23	0 25
Chicory, lb.	0 13	0 15
Santos, lb.	0 23	0 25
Chicory, lb.	0 13	0 15

BEANS.—It is now pretty certain that the crop will be very late, and early November will be reached before it comes in. Such beans as are now available are being sold by the farmer as high as \$4 and \$4.25. Extraordinary levels when compared with former years. At that very poor grade stuff is all that can be gotten. Hand-picked beans are all of inferior quality. Poor weather all through the last few months, and now a touch of frost, are bound to have a bad effect, which will result in very high levels. Nine cents a pound is quoted to the retail trade, and confidence is felt that even that price will be bettered shortly.

A report comes from Michigan to the effect that the Michigan Bean Jobbers' Association, through its president, A. B. Cook, of Maple River, circulated an agreement recently among the bean jobbers of Kent County, the signing of which obligates the jobbers not to patronize in any way any dealer or jobber who buys beans at a price lower than the scale established last week by the Michigan Bean Growers' Association. The association fixed its price for beans for October delivery at \$5 a bushel, with an advance every month until the price shall reach \$5.50 by January 1.

This does not influence Canadian jobbers at all, but is simply a straw which shows that Canadians are not alone in their difficulty with crops.

SPICES.—Caraway seeds continue to jump in price, and a full cent advance is recorded this week. Some are selling as high as 32c to 33c. Last week's firmness has thus crystallized into a definite upward movement. Caraway is jumping in New York, which simply reflects the state of affairs in Holland. There, there is a talk of export duty. Holland, hit by international complications, needs the money, and it is regarded

as altogether likely that such a duty will be imposed. This will certainly mean higher levels. Caraway at present prices is a good buy. Celery seed has shown vagaries: it receded and then came up again. Present quoting of 45c is general. There is an excellent demand for peppers and allspice. Cream of tartar remains strong, with small stocks on spot.

DRIED FRUITS.—Once more the interest of the trade centres on currants. To begin with, there are mighty few in the country. "Tell me where I can buy currants and I'll be obliged to you," said one prominent importer. Trade will do well to buy any currants they can. The upset last Christmas should be a signpost for them and a lesson on preparedness, for unless some drastic change occurs in present conditions we shall have the same trouble this coming December. Cables on Wednesday of this week were the highest in ten days. Note that all prices are raised one cent to the trade. Further advances are forecast. The trouble is first that cables are exceedingly hard to get through. Nobody knows what is happening in Greece, and many messages take a week to transmit. For example, a Greek exporter cables his price here. It takes three or four days to get over. Replies are sent making a counter offer, and they frequently take a week to get over. In that time price in the primary market is 'way up. So the merry game goes on. Let grocers remember how the "Frixas" arrived about 'steen months after she was due last year, and buy all they can now. One wholesaler-importer is confident that there won't be enough currants in Canada for Christmas puddings. Those that are here, he thinks, will be so high that the trade will have trouble in selling them. Any currants, at present levels, are a good buy.

Apples, evaporated, per lb.	0 08%	0 09
Apricots—		
Choice, 25's, faced	0 14	0 15
Extra choice, 25's, faced	0 16%	0 17%
Fancy, 25's, faced	0 17%	0 18%
Candied Peels—		
Lemon	0 19%	0 20
Orange	0 19%	0 20
Citron	0 25	0 26
Currants—		
Filiatras, per lb.	0 15%	0 16%
Patras, per lb.	0 16%	0 17%
Vostizzas, choice	0 17	0 18%

New citron peel is in this week, and we quote 25c to 26c therefor. No new lemon or orange is here yet. There is an increase of half a cent in price for old peels; 20c is price to trade.

Prunes remain firm at high prices with good active demand.

RICE AND TAPIOCA.—There is little new in price or conditions, though colder weather means better demand for puddings, which is reflected in this week's increased buying by the trade. This applies to both rice and tapioca.

NUTS.—Tarragones almonds are a trifle easier this week, and sell at 19-20c,

which is down a cent. This is general price, though not all sellers are down. Grenobles are up a full cent, and some are getting up to 19c. Demand is unexpectedly heavy. The high spot is filberts. Nobody can get any cables and nobody knows what they are doing in Sicily. If any filberts come direct, which is unlikely, they will be higher as Christmas approaches. It is most likely that we will get New York supplies, if they are sufficiently well stocked there to part with any. Lack of space on boats and the general difficulty of getting the stuff out of Sicily is proving their difficulty as it is ours this side the border.

Tarragones, lb.	0 19	0 20
Marbots, French, in shell	0 15	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 40	0 40
Almonds, shelled	0 40	0 40

CANNED GOODS.—Tomatoes are going higher, and this winter, it is asserted, they will be the highest in years. Stocks are very low now, and if the frost on Monday night was at all general the crop won't be 25 per cent. of what was hoped. It seems to have been fairly general at that. Corn has not started coming in yet. It will be scarce and high, and export demand is going to be more than ever, from present indications.

All grades of salmon, not only sock-eyes but cohoes and pinks, are to be very high. The pack is exceptionally light. It looks like high prices for all canned goods.

Manitoba Markets

Winnipeg, Sept. 21.—There is considerable uncertainty here as to what sugar is going to do next. The situation is summed up well by a local house, who advise their customers in these words: "Your guess is as good as anybody's, and you must decide yourself on the best course. To buy or not to buy, that is the question." It is a question, the answer to which would be worth thousands of dollars.

There is a feeling here that the wheat market is likely to decline if deliveries of wheat are of greater volume this week. Deliveries were small last week on account of the wet weather, but even at that the market had a downward tendency.

SUGAR.—The market for refined here still stands at 8.10. Since the decline two weeks ago, New York refined has gone up fifteen points. Sales here have been much larger during the past two weeks. In a message to their customers, a firm of wholesale grocers say: "Most

people are wondering how Canadian sugar refiners came to reduce prices 40c per 100 lbs. right in the middle of the preserving season, when we are accustomed to have a steady market, when, indeed, the market usually has an upward tendency. Canadian refiners are governed by identically the same conditions that govern the New York market, and fluctuations there are usually reflected here. So in this case. Before the 40c decline the Canadian refiners were considerably below the usual price equivalent of the two markets. However, when New York refined made a sensational drop of 75c per 100 lbs., it was inevitable that Canadian refined prices had to decline also. The 40c drop now places the two markets on about the usual parity. Undoubtedly, the high prices of sugar that have been ruling have affected the consumption. Further, merchants, and everyone, in fact, have been buying their requirements from hand to mouth, and it is felt that there cannot be very large supplies in the country. There is no means of checking this up until the demand commences to develop. Here you have the facts on both sides. Your guess is as good as anybody's, and you must decide for yourself on your best course. To buy, or not to buy, that is the question."

SYRUPS.—Quotations on all syrups remain the same. The molasses market is very firm, and there might be an advance on account of high freights. Corn syrup continues firm in sympathy with the corn market.

DRIED FRUITS.—Brokers feel that evaporated apples are likely to be firmer in the near future, and would not be surprised to see higher prices on account of the fact that the apple crop will likely be short. Pears are a little easier, but apricots and peaches remain very firm. The trade can almost bank on a local advance in peaches, as many jobbers are selling at what they are costing, in fact, at less than they are costing. Currants are still high. There is a certain volume carried by local jobbers, but not nearly as much as there would be if prices were lower. The tendency just now is for people to buy raisins in preference to currants. On account of the growers in California holding out for higher prices, and because they are very independent, the prune market continues very firm.

DRIED VEGETABLES.—The Manchurian beans, referred to last week, have not arrived in Winnipeg yet, but are expected this week. It is stated that these should sell to the trade at about \$4.65 per bushel.

RICE.—Jobbers locally have protected themselves to the end of the year, and there is hardly likely to be a drop

or advance in rice before that time, even though Japans are said to be easier. The retailer may probably expect lower quotations on tapioca, as several cars at lower figures have reached Winnipeg during the past week.

Dried Fruits—		
Evaporated apples, choice, 50's	0 07%	
Evaporated apples, choice, 25's	0 08%	
Evaporated apples, 3-lb. cartons	0 30	
Pears, choice, 25's	0 12%	
Apricots, choice, 25's	0 14%	
Apricots, choice, 10's	0 15%	
Peaches—		
Choice, 25-lb. boxes	0 08	
Choice, 10-lb. boxes	0 09	
Currants—		
Filiatras, wet, fresh cleaned	0 15½	0 16½
1 lb. package Amalias	0 16½	
2 lb. package	0 33	
Dates—		
Hallowee, loose, per lb.	0 09	
Hallowee, 12-oz. pkgs.	0 08½	
Raisins, California—		
16 oz. fancy, seeded	0 10	0 10½
16 oz. choice, seeded		0 10½
12 oz. fancy, seeded	0 06	0 08½
12 oz. choice, seeded		0 07½
Raisins, Muscatels—		
3 crown, loose, 25's	0 08½	
3 crown, loose, 50's	0 08½	
Raisins, Cal. Valencias—		
25-lb. boxes	0 09	
50-lb. boxes	0 09½	
Prunes—		
50 to 100, 25s	0 07½	
80 to 90, 25s	0 07½	
70 to 80, 25s	0 08½	
60 to 70, 25s	0 09	
50 to 60, 25s	0 09½	
40 to 50, 25s	0 10%	
Peels—		
Orange, lb.	0 17%	0 18½
Lemon, lb.		0 18
Citron, lb.		0 21%

COFFEE.—Coffees are going to be high because of a frost in Brazil, because of a scarcity of freights, and also on account of high insurance rates. An old type of vessel is being used to ship coffee from Brazil, which some insurance companies will not touch at all. The frost will effect next year's crop only, but this will tend to boost prices this year. Advances have been made locally amounting to about a cent per lb., but this applies mostly to the cheaper grades. The following prices are being asked by one house here: Choice green, No. 7 Rio, 15-15¼c; choice green, No. 5 Rio, 16¾c; green Santos, 17-17½c; roasted Rios, bbls., 19½c; roasted Santos, bbls., 22½-24c.

Coffee—		
Green, choice, No. 7 Rio	0 15	0 15½
Green, choice, No. 5 Rio		0 15½
Green, Santos	0 17	0 17½
Roasted Rio, in bulk, bbls.		0 19½
Roasted Santos	0 22½	0 24
Maraicabo, green	0 19	0 20
Chicory, lb., Canadian, 14-lb. tins.		0 10%

SPICES.—The only feature to this market is a strong tendency for peppers to advance. Prices asked by Winnipeg jobbers vary very widely.

Allspice, ground	0 11½	0 14½
Cassia, ground	0 19	0 22
Cream of tartar, 98% guaranteed	0 56	0 58
Cloves, whole	0 23½	0 26
Cloves, ground	0 30	0 33
Ginger, Jamaica, ground	0 29	0 32
Nutmegs, ground	0 28	0 30
Pepper—		
Ground, black, 10-lb. boxes	0 27	
Ground, white, 10-lb. boxes	0 28	
Whole, white		0 29½

TEA.—Brokers in close touch with the Indian market state that if it were not for the high freights being charged, the price of tea would be very reasonable. Freights are more than double what they were before the war.

CANNED GOODS.—Fair stocks of tomatoes are carried here, but they are

not heavy. In a normal year, the prices being asked for tomatoes to-day would kill the sale, but there is nothing to take its place, everything else being high. No further new prices have been named on fruits or vegetables, but the trade are confidently expecting that they will be high. Owing to difficulty in securing supplies, packers of meats are not guaranteeing prices or prompt shipment. One packer advises: "All orders will be booked subject to material being available for same, and provided that the goods will be invoiced at prices ruling at the date of shipment."

ALBERTA MARKETS (GALGARY)

By Wire

Calgary, Sept. 20.—A slightly firmer tone is noticeable in sugar, following the recent decline in price. There were some who expected further declines but opinions have changed during the past week.

Dairy butter has advanced locally 2c per pound. Tomatoes (3's) are now quoted at \$3.60. Evaporated apricots (choice) have advanced and are now quoted at twenty cents. Cream of wheat has advanced 25c per case. Macaroni has also advanced. All other wheat products are expected to advance further. Large cheese for October delivery are quoted at 22c. Lamp glasses are stated to go higher and are said to be good buys at present prices. New honey in comb has arrived and is quoted at \$5 crate of 24 sections. American orange and lemon peels for fall delivery are quoted at twenty cents. Citron at 26c.

General—	
Beans, small white Japan, lb.	0 08
Flour, No. 1 patent, 98's	4 20
Molasses, extra fancy, gal.	0 77
Rolled oats, ball	3 00
Rolled oats, 80's	2 90
Rice, Siam, cwt.	3 90
Potatoes, local, per bush	0 55
Sago and tapioca, lb.	0 09
Shelled walnuts, finest halves, lb.	0 38
Shelled walnuts, broken, lb.	0 28

Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 22
Butter, creamery, lb.	0 32
Butter, No. 1, dairy, lb.	0 27
Butter, No. 2, dairy, lb.	0 23½
Lard, pure, 5s, per case	10 15
Bacon, smoked backs, per lb.	0 23½
Bacon, smoked bellies, per lb.	0 22
Lard, pure, 3s, per case	10 20
Lard, 5s, per case	9 83
Eggs, new laid, per doz.	0 35
Eggs, case	9 00

ALBERTA MARKETS (EDMONTON)

By Wire

Edmonton, Sept. 20.—Market conditions remain steady, and business continues good. Wholesalers report that collections are excellent. It is expected that prices for eggs during the coming winter will go sky-high. New laid are quoted at 35c, while No. 1 are quoted at 30c. Butter No. 1 is quoted at 25c and No. 2 at 24c.

General—	
Beans, small white Japan, lb.	0 08½
Flour, No. 1 patent, 98's	3 85
Molasses, extra fancy, gal.	0 75
Rolled oats, ball	3 30
Rolled oats, 80s	2 90
Rice, Siam, cwt.	4 90
Sago and tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	8 55

Produce and Provisions—	
Cheese, No. 1 Ontario, large, per lb.	0 23
Butter, creamery, lb.	0 34
Butter, No. 1 dairy, lb.	0 25
Butter, No. 2 dairy, lb.	0 24
Lard, pure, 5s, per case	10 15
Bacon, smoked backs, per lb.	0 23½
Bacon, smoked bellies, per lb.	0 22½
Lard, pure, 3s, per case	10 00
Eggs, new laid	0 35
Eggs, No. 1	0 30
Canned Goods—	
Tomatoes, 3s, standard, case	3 70
Corn, 2s, standard, case	2 65
Peas, 2s, standard, case	2 65
Tomatoes, gals., case	2 50
Tomatoes, 2s	3 25
Tomatoes, 2½s	3 25
Tomatoes, 3s	3 45
Apples, gals., Ontario, case	2 00
Strawberries, 2s, Ontario, case	5 10
Raspberries, 2s, Ontario, case	5 10
Salmon, finest sockeye, tails, 48x1s, cs.	10 50
Salmon, pink, tails, 48x1s, per case	4 40
Lobster, ¼s, per doz.	3 00

SASKATCHEWAN MARKETS

By Wire.

Regina, Sept. 20.—Crop reports from all parts of the province indicate that the wheat yield will be heavier than was believed possible some weeks ago. Heavy rains interfered with threshing operations, but the weather has cleared and threshing is again in full swing. Fresh eggs are becoming harder to obtain, and strictly fresh eggs are now being quoted at 30c. Dairy butter has advanced to 27c. Staple lines remain unchanged.

NEW BRUNSWICK MARKETS

St. John, Sept. 20.—Markets are steady with comparatively few changes, but the upward tendency continues. American pork is now \$36.25 to \$36.75. Dairy butter is quoted from 30 to 32c. Creamery ranges from 34c to 37c. Eggs (case) range from 29 to 30c; hennery, 36c to 38c. Cheese is quoted locally from 21 to 22c. Yellow eyed beans from \$5.75 to \$5.85. The shortage of potatoes in other markets is affecting the markets here. Prices locally range from \$2 to \$2.25 with higher prices expected.

Browns Ltd., have purchased the stock and business of Spence-Todd, Ltd., department store, Medicine Hat. The floor space will be increased two and a half times the present size. The new members of the firm are H. H. Brown, M. A. Brown, and J. A. Huntley.

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FRUIT AND VEGETABLES



Apples Went Low; Bananas Soared

Plentiful Supply, Small Demand for Canadian Apples Temporary Scarcity of Bananas.

Montreal

FRUIT AND VEGETABLES.—Fruit, as becomes the fall season is in better demand than vegetables at present, but vegetables are in fair demand with prices low. The most famous 'Fall' fruit of all, the apple is according to some dealers almost going at the original Garden of Eden give-away figure. A fair average price for Canadian apples is \$1.25 to \$2.50 per barrel. Oranges are vanishing from the market and priced accordingly at \$5.25-\$5.75 per box. North West U.S.A. pears (Oregon and Washington fruit) are selling at from \$1.25 to \$2.50 per box. Canadian Bartletts packed in barrels are selling at \$4, \$5 and \$6 per barrel of 160 lbs. or so, according to quality. The quality of these Canadian pears is excellent, quite as good as the United States product, but the United States package helps the foreigner considerably. The St. Lawrence apple is expected on the market pretty soon now. Bananas are up this week to \$3. and \$3.25 per bunch. They are scarce this week, and the price will probably come down again as supplies come in. Lake St. John Blueberries are over for the season. Vegetable supplies and prices are varied only slightly from last week.

Beets, per doz. bunches	0 50
Beets, per bag	0 90
Beans, wax and green, per bag	1 00
Carrots, new, per doz. bunches	0 40
Carrots, per bag	0 90
Cabbage, per doz.	0 75
Cucumbers, per doz.	0 15
Cucumbers, pickling, per box	1 00
Celery, per doz.	0 75
Lettuce, head, per doz.	0 65
Lettuce, curly, per doz.	0 25
Lettuce, Romaine, doz.	1 00
Onions, per doz. bunches	0 50
Onions, per bag 75 lbs.	1 50
Onions, pickling, per pail 20 lbs.	1 00
Turnips, per bag	0 75
Vegetable marrow, per doz.	1 00
Tomatoes, per box	0 50
Tomatoes, yellow, preserving, box.	0 75
Squash, per doz.	2 00
Egg plant, Montreal, doz.	1 00
Cauliflower, per doz.	2 00
Sweet potatoes, per hamper 60 lbs.	1 75
Watercress, per doz. bunches	0 40
Parsley, per doz. bunches	0 15
Mint, per doz. bunches	0 25
Corn, per doz.	0 15
Pumpkin, per doz.	0 10
Radishes, per doz.	0 10
Potatoes, Montreal, per bag 75 lbs.	1 75
California Tokay grapes	2 75 3 25
California Malagas	2 00 2 25
Pears	1 25 2 50
Colorado peaches	1 40
Alexander apples	No. 1 3 20 No. 2 2 50
Duchess apples	2 50 2 00

Yellow transparent apples	2 50	2 00
Peach apples	2 50	2 00

Canadian apples were also obtainable at as low as \$1.25, supply being plentiful, and demand not active.

Apple Prices Up Peaches Decline

Green Gage Plums Higher Again—Valencia Oranges Up—Blueberries Decline

Toronto

FRUIT.—Interest centres a good deal around peaches, and there has been a slight break in prices. Crawford's are quoted 50 to 75 cents for 11 qt. baskets and 25c to 40c for 6 qt. Demand is healthy, but there is a fair abundance, and two or three fruit men are expecting more declines. Pears are lower by a quarter a box. Blueberries, too, are down; demand is slight. Grapes are up a trifle, with top notch at \$3. Plums are not now being shipped so heavily and there is a healthy demand for what stocks come forward. Lawton berries are still coming in small lots. Melons and cantaloupes are now shipping only lightly, and there is no great demand for them. Colder weather has hit on the head slightly trade in what may be referred to as hot weather fruit. Duchess apples sold up half a dollar this week. It looks like a season of high prices for apples.

Apples, yellow harv't and astrach'n, 11 qt.	0 30	0 50
Duchess, barrel	3 00	3 50
Bananas, bunch	1 75	2 25
Blueberries, 11 qt.	1 00	1 50
Oranges—		
Late Valencia's, case	4 00	5 75
Grapes, Cal. case	2 25	3 00
Ontario, 6 qt.	0 17 1/2	0 25
Lemons, Verdill, case	7 50	
California, 420's	7 50	
300's-300's	7 50	
Limes, per 100	1 25	1 75
Pears, boxes	2 50	2 75
Canadian, 6-qt. bkt.	0 25	0 35
11-qt. bkt.	0 40	0 60
Peaches, Elbertas, case	1 25	1 30
Peaches, Crawford's, late	1 30	1 50
Peaches, St. John freestone, 11-qt.	0 35	0 85
Crawford's, 11-qt.	0 50	0 75
Crawford's, 6-qt.	0 25	0 40
Plums—		
Bradshaws, Lombards, 11-qt.	0 30	0 50
Green Gage, 11-qt.	0 40	0 85
Plums, 4 baskets	2 75	3 00
Melons, sugar, Canadian, 11-qt.	0 35	0 75
Cantaloupes, 16-qt.	0 75	1 00
Alderberries, 11-qt.	0 25	0 35

POTATOES SHOW SLIGHT DECLINE; CABBAGE DOWN

Toronto

VEGETABLES.—There has been a slight declining tendency evinced in potatoes. This is particularly noticeable in Ontario's, while Delawares have fairly well maintained levels. No reason is urged: stocks are good, however, and cold weather does not seem to have had

expected effect in speeding up demand much. Corn is now coming down in easy steps, and is fetching round 15 and 25 cents a dozen; lots is going at former figure. Stocks are decently heavy. Celery is lower again. Turnips are beginning to come in, and are selling at 40 to 50 cents per 11-quart basket. Cucumbers sold recently at 20 to 25 cents for an 11-quart basket. Gherkins, of course, are much higher. There is a good all round demand for vegetables, but stocks, on the whole, are none too heavy.

Cabbage, Canada, doz.	0 90	1 00
Beets, basket	0 40	
Beans, green	0 50	
Beans, wax	0 75	
Carrots, basket	0 40	0 50
Carrots, bag 75 lbs.	1 35	
Celery, Canadian, dozen	0 30	0 35
Corn, doz.	0 15	0 25
Cucumbers, basket	0 40	0 50
Gherkins, small, 11-qt.	0 75	1 50
Eggplant, 11-qt.	0 50	0 75
Onions—		
Spanish, crate 120 lbs.	4 50	4 75
Silver skin, pickling, 11-qt.	1 25	2 00
Peppers, green, basket	0 75	1 00
Red, 11-qt.	1 00	1 50
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	2 10	2 25
Sweet, New Jersey, hamper	2 25	
Ontario, 90-lb. bag	2 10	2 30
Squash, summer, basket	0 50	0 50
Cress, water, basket	0 50	0 75
Tomatoes, Canadian, 11-qt. basket	0 30	0 50
6-qt. basket	0 15	0 20

LEMONS LOWER IN PRICE.

Winnipeg

FRUIT AND VEGETABLES.—There has been a decline in California lemons, which are now bringing \$9.50—a decline of 50c per case. Duchess apples continue to bring \$5 for No. 1's, and \$4.50 for No. 2's. Peaches are selling for \$1.35 per crate.

Fresh Fruits—

Apples, Washington, box	3 00	2 50
Apples, Duchess, No. 1	5 00	
Apples, Duchess, No. 2	4 00	
Bananas, lb.	0 04 1/2	
Cantaloupes, crate	4 50	
Grapefruit, case	6 50	
Grapes, California, crate, Malagas	2 50	
Grapes, Tokays	2 25	
Valencia oranges, case	5 25	6 00
California lemons	9 50	
Peaches, crate	1 35	1 50
Pears, Bartlett's	2 75	
Crab apples, box	1 35	
Plums, blue, 6's	0 40	
Plums, red	0 30	
Plums, Green Gage	0 50	
Prunes, Italian, 4 basket	2 00	
Prunes, Italian, peach boxes	1 35	
Vegetables—		
Peppers, per basket	0 75	
Mushrooms	0 90	
Carrots, dozen bunches	0 20	
R.C. potatoes, new, lb.	0 01 1/2	
Garlic, per lb.	0 25	
R.C. onions, 100-lb. crates	3 50	
Spanish onions, case	1 50	
Tomatoes, R.C., crate, 4 baskets	1 00	
Tomatoes, Ontario, 11-qt. basket	1 00	

Mr. J. A. Byrne and Mr. G. A. Beaulieu have joined partnership in the grain business in Montreal, occupying offices in the Board of Trade Building. Mr. Byrne was for years with Chaolin Bros., and Mr. Beaulieu is very well known in Toronto and Montreal in grain trade circles.



FLOUR AND CEREALS



Flour Steadies At The Firm Prices

Winter Wheat is Scarce and Shows Advances in Price While Flour Is As Last Week

Montreal—
FLOUR.—Flour prices remained firm but went no higher in Montreal at the opening of this week. The grade of milling wheat available has been low, and a big cash premium is exacted on it, particularly on No. 2 Northern which is very hard to obtain. No.'s 4 and 5 are easier to get but are deficient in milling quality. The whole situation points to firm-priced flour. Even the prospect of an early opening of the Dardanelles releasing Russia's crops of the past three years may not in the opinion of many merchants bring prices very far down, as the quality of this Russian wheat is very problematical. There is further regret expressed amongst wheat men regarding the adverse report on the Manitoba crop. New wheat will supersede last season's wheat in milling much sooner than was the impression last week. Within a week from now some of the largest millers will be milling new wheat. The opinion is expressed in some quarters that flour prices will remain high for a considerable time. Even an eight cents drop in wheat, say some merchants, would not affect the price of flour. Winter wheat shows increase of price this week, the reason being scarcity, and the effect of the Manitoba report. Ontario winter wheat is very scarce and light in quality. It will go five bushels to a barrel this season instead of the accustomed four and a half.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	5 70
Second patents	5 20
Strong bakers	5 00

Winter Wheat Flour—	Car lots	Small lots
Fancy patents	7 50	7 75
90 per cent. in wood	6 75	7 00
90 per cent. in bags	3 40	3 50

HUGE DEMAND FOR ALL MILL FEEDS.

FEEDS.—The demand for feeds continues absolutely unprecedented, and it is all Canadian. The millers are in a position to exact a large percentage of flour order to ensure a supply of feed, and the exaction is being made. But the prices of feeds are being held as low as possible considering demand and scarcity, and because of the far-spread

effect on milk, butter and cheese prices of a rise in the prices of feeds, the millers are not anxious to see the price go higher. No miller is to-day selling straight earloads of feed owing to the huge demand experienced.

Mill Feeds—	
Bran, per ton	26 00
Shorts	28 00
Special middlings	33 00
Feed flour	42 00
Feed oats, per bushel	0 62

Flour Market Remains Firm

Bakers' Demand Is a Big Factor—Think Little Likelihood of Decline—Ontario and Manitoba Both Very Strong.

Toronto—
FLOUR.—There is a very good domestic demand for flour. Manitoba though not actually higher are quoted firmly, and little expectancy is felt of any drop in prices. At track, bay ports, No. 1 Northern has declined a couple of cents during the week, and wheat generally has evinced a steady tendency, though fundamentally the tone is quite strong. Flour is unaffected however. Credence is evidently placed in rumors of higher bread prices, and bakers are buying heavily. It is said that they held off for some time thinking that possibly high prices were not to be permanent. They seem satisfied on this point now however, and all millers report healthy business in this regard. It is figured that the vagaries of wheat are apt to be on the upward side and that last week's net decline of two points is nothing startling. There is a feeling on all hands of sureness with regard to flour levels. No suggestion is heard of immediate weakness. In Ontario winter wheat flour there is good buying. Pastry-makers have been in evidence and are stocking up feeling no diffidence on the ground of looking towards a decline. There have also been bought quantities for bread-making purposes. Export trade is quiet still, but this is made up for by domestic business.

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

BARLEY HAS AGAIN ADVANCED—ROLLED OATS UP.

Toronto
CEREALS.—There has been further

strength displayed in both pot and pearl barley, with the result that the former is now \$3.60 and the latter \$4.80. There is a healthy demand, but it is rather the lack of supplies which makes for this strength. Rolled oats is up to \$3.12½, and it is thought it may go higher. There are two or three reasons for this. First, a return if colder weather has started people thinking more of breakfast foods again, which they drop in the summer, and demand at stores is heavy. Hence the trade seeks to stock up. Then again, the crops will not be up to much. Reports are that Manitoba and Alberta oats are so poor that only about ten per cent. is fit for milling. The rise in wheat values which culminated a week ago also had a sympathetic effect. The firmness in the corn market keeps corn meal high and firm. There is a report that corn in some of the States has shown a tendency to re-sprout, which is not a healthy sign. Crop, it is thought, will be poor.

Barley, pearl, 96 lbs.	4 50	4 75
Barley, pot, 96-lbs.	3 60	3 60
Buckwheat grits, 96 lbs.	4 60	4 60
Corn flour, 96 lbs.	3 00	3 25
Gornmeal, yellow, 96 lbs.	2 85	2 85
Graham flour, 96 lbs.	4 05	4 15
Hominy, granulated, 96 lbs.	3 00	3 00
Hominy, pearl, 96 lbs.	3 00	3 00
Oatmeal standard, 96 lbs.	3 40	3 40
Oatmeal, granulated, 96 lbs.	3 40	3 40
Peas, Canadian, boiling, bush.	3 00	3 00
Rolled oats, 90-lb. bags	3 12	3 12
Rolled wheat, 100-lb. bbls.	3 50	3 50
Rye flour, 96 lbs.	3 20	3 20
Whole wheat flour, 96 lbs.	3 90	4 15
Wheatlets, 96 lbs.	4 20	4 40

FARMERS SHORT OF FEED—HENCE PRICES FIRM

Toronto
FEEDS.—While there has been no upward trend this last week, all levels remain exceedingly firm. Thus the cereal market is reacting on the feed market. Barley and oats crops are poor, and farmers find themselves in the market for bran and shorts. The feed market has not been well supplied either. Mills have not been running full tilt, and thus the enhanced demand comes at a time when stocks are light. Consequently all lines are strong. Choice middlings are now quoted at \$32. General middlings in quotation list below are given as \$30 to \$32. There is some disparity in quoting, but none are lower, at any rate, than \$30.

Mill Feeds—	per ton
Bran	26 00
Shorts	28 00
Special middlings	30 00
Feed flour, per bag	37 00

Oats—	per ton
No. 3, Ontario, outside points	6 55

(Continued on page 37.)

AUTUMN BAKING CALLS FOR GOOD, RELIABLE FLOURS



Rainbow Flour for Bread Baking

is made from the best wheat produced by Canada's Golden West. Our scientific manufacturing process brings out all the most nutritious qualities of the wheat, hence Rainbow Flour is a prime favorite with the Canadian housewife.

Gold Seal Flour for Pastry Baking

combines all the essential qualities of a perfect pastry flour. A stock of Gold Seal displayed on your sales counter will attract the attention of the housewife who knows.

How about your order for Autumn Selling?



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

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



FISH AND OYSTERS

Lobsters Go Up To Record Price

Larger Demand for Fish Foods Anticipated Owing to Religious Fast Days

Montreal

FISH AND OYSTERS.—A large demand is expected for fish this week owing to the arrival of the Fall Ember Days (Wednesday, Friday and Saturday). Towards the end of the week large quantities of fish will undoubtedly be consumed. Supplies taken altogether are not very plentiful, and prices in general are in sympathy with this condition. Fish prices, in line with prices of every other food product, show a tendency to stiffen. Of the sea varieties, halibut and salmon have advanced a little. Lake fish, which were reported to be plentiful and at low prices last week, are not in such plentiful supply as had been expected. Lake trout are on the scarce side. Recent storms have made the fishing poor. Lobsters have advanced, and are now selling at the highest level of the season, 45c to 50c per lb. A few inquiries have been coming in for pickled, prepared, and salt fish, but holders of stock are not very anxious to sell at present prices, expecting a rise to take place in time. Salmon and trout are offered, but at about 20 to 25 per cent. higher than this time last year. A few oysters in bulk and in the shell are finding sales at normal prices.

SMOKED FISH

Haddies, per lb., new cured	0 09
Haddies, fillets, per lb.	0 12
Digby herring, per bundle of 5 boxes.....	0 70
Smoked boneless herring, 10-lb. box.....	1 30

PRAWNS, SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.....	0 45	0 50
Prawns, imperial gal.	2 35	
Shrimps, imperial gal.	2 25	
Scallops	2 00	

FRESH SEA FISH

Halibut	14
Haddock, fancy, express, lb.....	7
Mackerel, per lb.	15
Steak, cod, fancy, express, lb.	68
Flounders	6
Flounders, New York	9
Salmon, Western	16-18
Salmon, Gaspe	20

FRESH LAKE FISH

Carp, lb.	0 10
Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 13
Lake Erie whitefish	0 08
Herrings, each	0 05
Herrings, lb.	0 05
Lake trout	0 13
Eels, lb.	0 08
Dore	0 13
Brook trout	0 25
Swordfish	0 15
Smelts	0 12

Oysters—

Selected, gal.	1 50	2 00
Ordinary, gal.	1 50	
Malpeque shell oysters, per bbl.....	12 00	
Cape Cod shell oysters, per bbl.....	12 00	

MANY ADVANCES IN SEA AND LAKE.

Toronto—

FISH.—It looks as though prices for all kinds of fish were to be high this winter. "Fish is lining up" said one fish man, "with everything else, determined to boost the high cost of living." It now becomes evident that there will certainly be a general scarcity of western products. There has been a dearth of labor out at the Coast. Enlistment has taken many. Also the strike of fishermen was at the very worst time, and the production neglected then can not be made up, it is thought. This is particularly the case with halibut which, it is predicted, will be high this winter. It is now up to 14 and 14½ cents. Haddock is again higher, at 8 cents, with heavy demand. Steak cod is quoted as high as ten cents though some houses are still selling for 9c. Some shipments of lobster are due in this week, and price is figured at 50 cents. This is a nickel higher than recent quoting. Whitefish is very scarce and higher at 16 cents.

SMOKED FISH.

Haddies, per lb., new cured	0 09
Haddies, fillets, per lb.	0 12
Digby herring, box	0 16
Smoked boneless herring, 10-lb. box	1 25

SHRIMPS, LOBSTERS.

Lobsters, medium and large, per lb.....	0 50
Shrimps—	
1 gallon	1 25
2 gallons	2 40
4 gallons	4 60

FRESH SEA FISH.

Halibut	14-14½
Haddock, fancy, express, lb.....	0 08
Steak, cod, fancy, express, lb.	0 10
Flounders	0 07
Flounders, New York	0 07
Salmon, Western	0 16

FRESH LAKE FISH.

Pike, lb.	0 08
Whitefish, lb.	0 16
Herrings, lb.	0 07
Lake trout	0 12

FISH SCARCE AND HIGHER.

Winnipeg—

FISH AND POULTRY.—There has been an advance in halibut at the Coast, and local dealers are now asking 12c from the grocer. Fresh steak cod is now 12½c, and is hard to get. Frozen whitefish is bringing 9½c, and fresh 10c; the supply is good. Plenty of lake trout come in now, and pickerel is more plentiful at 10c. Smoked gold eyes are also coming in well, and are bringing 10c; they are not likely to be lower. Poultry is more plentiful; fowl brings 21-22c, and roasting chickens, 28c.

Fish—

Fresh salmon	0 16	
Fresh halibut	0 12	
Steak, cod, per lb.	0 12½	
Lake Winnipeg whitefish	0 10½	
Frozen whitefish	0 09½	
Fresh finnan haddie	0 11	
Kippers, per box	2 00	
Fresh lake trout, per lb.....	0 12	0 12½

Bloaters, per box	2 00	
Salt mackerel, 20-lb. kit	3 00	
Pickrel, lb.	0 10	
Smoked gold-eyes, doz.	0 50	
Poultry, Live—		
Fowl	0 21	0 22
Roasting chickens, lb.	0 28	

THE BREAD PRICE PROBLEM.

Toronto, September 20.—A special meeting of Toronto Grocers' was held in the R. M. A. Rooms last night to discuss the profits to the retail dealer on bread. Chairman, F. C. Higgins presided. A large number of grocers were present, and from their enthusiasm in the discussion showed that they were very much interested in the question of profit on bread.

The point discussed was this—Bread now costs the grocer 14c for a large loaf, the bakers are selling it to the consumer at 16 cents the large loaf which means that the grocers have to do the same. This makes 2c profit on 16c, or a little more than 12 per cent. gross margin. Not long ago they sold bread for 10c a large loaf, which cost them 8c. Thus, they are only making the same number of cents profit, although their outlay is almost double.

Several suggestions were made as to how to meet this condition of affairs. While the grocers generally feel that the increased price of flour warrants the baker getting more money for his bread, yet they did not appreciate their profit being cut down so low.

It was suggested that a committee be appointed to wait on the bakers to discuss the entire problem. This was eventually decided upon, and a committee consisting of Neil Carmichael, Donald Nicolson, F. C. Higgins and Donald McLean, was appointed in this connection.

R.M.A. BOARD MEETS.

A meeting of the Provincial Board of the Retail Merchants' Association, Ontario Branch, was held in the R.M.A. Rooms, Toronto, on Tuesday evening last, to discuss the welfare of the Association, and additional service to its members. The same point was discussed with Association officials from other Provinces, including Manitoba and Québec. Horace Chevrier, and J. A. Beaudry, of Winnipeg, and Montreal, respectively, were present. It will likely be that the conclusions arrived at will be presented to the Association in the near future.

To Keep Up Provision Sales in High Price Days

Hints From the Experience of a Provision Department Which Has Quadrupled Its Business and More During the Period of Increasing Cost of Living.

HOW to maintain, encourage, meet and increase the public demand for provisions in the midst of a condition of steadily rising prices for articles of everyday consumption is a problem before the properly enterprising provision merchant of Canada to-day. The fact that the continual story of increase in price eternally reiterated across the counter has a depressing effect on the customer, and tends eventually to drive away instead of encouraging business is admitted by every merchant, wholesale or retail, but most particularly does this fact impress itself on the retailer. Some goods the public must have, and will buy even at enhanced prices, doing without some other things to meet the increased cost of their requirements. These goods are the staples upon which at best the retailer seldom makes any very useful profit. In fact some staples barely pay for their handling even at the higher than usual prices of to-day. It is only by doing this service to the public on a large and on an increasing scale that a provision merchant can see his business satisfactorily presented on the right side of the ledger. Nevertheless the opinion of the customer is always inclining towards the idea that increased prices of goods mean increased profits for the retailer of those goods, and it is becoming to-day something of a fine art for the provision merchant to present his case in such manner to the public that customers will maintain their confidence in his efforts to meet their demands in the most reasonable manner possible as regards price, and keep on being satisfied customers, giving to their friends the good word for the store which brings bigger business even in times of high cost of living.

In conversation with the manager of one of Montreal's biggest provision departments, that of Goodwin's, a provision department which has in the past four years far more than quadrupled its business, and which is at the present time steadily increasing still, in spite of higher prices all round, some ideas on the subject of making a provision business popular in spite of rising cost of living were gained by CANADIAN GROCER.

It takes a few minutes to realize the extent of the provision department of Goodwin's, but a tour of its floor space soon reveals to the visitor that this department is designed to handle a very large business. A peep behind the scenes very soon also reveals the fact that the space occupied is none too large

for the volume of business being handled, and the impression gained on the busy days of the week, Friday and Saturday, is one of immense activity.

First of all, however, there is paramountly the impression of scrupulous cleanliness, neatness, and daintiness of goods and the manner in which they are served. Herein lies one of the great secrets of keeping the demand up, and customers in the satisfied "coming-again-for-more" frame of mind, which makes business grow. For while price rules markets of many kinds, the provision market is less ruled perhaps by price in the public mind than by quality and cleanliness. People do not always want to buy the cheapest goods offered in the provision market. More and more in these days of higher prices, as a matter of fact, people are inclining to demand qualities worthy of the higher prices asked, and service in keeping with the better-priced business they bring. To fear a competitor who is endeavoring to stampede the public into buying inferior goods at cheaper prices is not wisdom. That business will not prove staying business. Customers do not come back eager-banded for more of any inferior goods, even if they are offered at cheap prices in the day of increased cost of living. That at least has been the experience of many leading men in the provision supply business. That has been the experience of Goodwin's. Nevertheless there is no use charging only the top price for provisions, however appetizingly served, and however perfect in quality, and then expecting to capture large and increasing business. It is necessary, of course, to sell the best, in the best way, and at the most moderate prices in keeping with the service given, in order to retain and increase business. Behind that, of course, are the big principles and the little "wrinkles" of the great business of buying, and the art of buying is, of course, rather different from that of selling, with which this article is chiefly concerned.

In making sales so as to retain customers, and to bring more of them to your store, one great principle is outstanding. That principle is simply this: Take care of your regular customers first, last and all the time. This may seem to be a strange way to induce new business, but it is a sure way and a strong way all the same. The good word of a satisfied customer is the best advertisement your store can have. One satisfied customer brings others not in single spies, but in battalions. Naturally

you look after new customers as they come in. Before long they are your regular customers, and as such entitled to first consideration. But beware of letting your concern for new business interfere with care of older trade.

In taking care of customers, delivery is fully as important as service across the counter, probably even more so. See that your delivery system is swift, prompt, and reliable. This is a branch that requires scrupulous supervision, and the provision merchant who can find time to give personal attention to the affairs of his delivery department will never find the time wasted. Remember how a customer must feel if supplied at the last moment with something unsatisfactory when far away from the store which could set it right.

The matter of display is very important in times of high prices. The methods used in Goodwin's provision department are interesting. The system here is one of departments within departments. For instance, there is a special sauce department, a department for canned provisions, a department for jellied meats, for pork products, for all the various lines. By this method the customer passes from memory refresher to memory refresher in making the round of the whole provision department, and does her shopping with infinitely more ease than when confronted by the whole stock, more or less, all before her eyes at once. Even the smallest provision store can devote segregated spaces to specialized departments in this manner, and the effect will be found stimulating to business in all branches. One thing Goodwin's do not do in this line—that is, in connection with staples such as soap or sugar, etc. Goodwin's do not display staples which take up space, and possess no special appeal to customers who will order them in any case because they are staples which cannot be done without.

It pays a provision merchant to have several lines of his very own; but they must be of such quality that he can be proud of them, both as regards price and quality. Mere personal knowledge counts for buying wholesale, and for supplying the customer with qualities to please, and which customers will recommend. It pays particularly in times like the present, to let the people know that you know how to give your customers value and quality in your special lines. Cultivate the confidence of your customers at all times, and never betray it by reducing quality of your own lines.



PRODUCE AND PROVISIONS



Lard Advances as Hogs Keep High

Half a Cent Per Lb. is Rise Recorded for the Week in Provision Market

Montreal—
PROVISIONS.—Owing to the continued high prices of live hogs, the market for pork products remains steady, but the demand for all lines continues good. The market for shortening has advanced half a cent. per lb. owing to higher prices of oil. Supplies of poultry continue very heavy; in some cases dealers have reported that they were swamped with poultry last week. But the Jewish holidays will be on in a few days, and with these there should be a large demand for live poultry, particularly for fat fowls. An urgent demand of the market now is for properly fattened fowls, and farmers are being asked continually to crate feed their fowls, and not bring scrawny, scraggy birds to market, as these prove absolutely unsaleable.

Hams—			
Light, epr lb.	0 25	0 25½	
Medium, per lb.	0 25	0 25½	
Large, per lb.	0 23	0 23½	
Backs—			
Plain	0 25	0 26	
Boneless, per lb.	0 27	0 30	
Bacon—			
Breakfast, per lb.	0 25	0 29	
Roll, per lb.	0 20	0 21	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, ton lots	0 18	0 19	
Long clear bacon, small lots	0 18½	0 19½	
Fat backs, lb.	0 17	0 18	
Cooked Meats—			
Hams, boiled, per lb.	0 36	0 37	
Hams, roast, per lb.	0 36	0 37	
Shoulders, boiled, per lb.	0 30½	0 31½	
Shoulders, roast, per lb.	0 31	0 31½	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 17	0 17½	
Tubs, 60 lbs.	0 17½	0 17½	
Pails, 30 lbs.	0 17½	0 18	
Bricks, 1 lb., per lb.	0 18½	0 19	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 14	0 14½	
Tubs, 50 lbs.	0 15½	0 15½	
Pails, 30 lbs., per lb.	0 14½	0 14½	
Bricks, 1 lb., per lb.	0 15½	0 15½	
Hogs—			
Dressed, abattoir killed	17 50		
Live, fed and watered	11 65	11 75	
Live, off cars	11 90	12 00	
Live, f.o.b.	11 30	11 40	
Fowl—			
Chickens, milk-fed, crate fattened, lb.	0 18		
Live fowls	0 12	0 15	
Old roosters	0 12	0 12	
Broilers	0 15	0 16	
Roasting chickens	0 17		
Live ducks, old	0 11		
Young ducks	0 12		
Squabs, live per pair	0 25		
Pigeons, live, per pair	0 25		
Rabbits, per pair	0 25		
Turkeys (old toms, dressed), lb.	0 23		

Butter Firmer; Eggs Up Again

Farmers Increasing Production But Demand Keeps Steadily Increasing Also.

Montreal
BUTTER AND EGGS.—Receipts of

butter in Montreal during the past week were 24,745 boxes, which is an increase over the quantity last week, and also over the quantity for the same period last year, showing that the farmers are lending every effort to increase production on account of the extremely high prices offering. Butter sales at Cowansville were steady at 36½¢, and at St. Hyacinthe 35½¢. A considerable quantity of butter is being held in storage at Montreal, but if reports are true, a large proportion of this is already sold for export for shipment between now and the close of navigation, so that it is hinted that the quantity of butter available for local trade will be very much less than at this time last year in spite of heavier production. Egg receipts in Montreal during the past week were 14,477 cases. This figure not only includes eggs for local consumption, but also eggs which are now being shipped for export. Local consumption is good, particularly for new-laid. There is also some export inquiry, but very few sales are being made, as most dealers have already disposed of their surplus eggs for fall shipment. Cheese receipts in Montreal for the past week were 77,085 boxes, which is practically the same as for the previous week. Country buying prices have been rather irregular, ranging from 20c to 20¾c. Export demand is quiet, as high prices seem to have cut off inquiry somewhat. Local trade for cheese is very good, and prices are unchanged.

Eggs—			
New laid, cartons	0 40	0 45	
New laid, ex-cartons	0 40	0 42	
Extras	0 36	0 38	
Butter—			
No. 1	0 33	0 34	
Creamery, prints	0 37½	0 38½	
Creamery, solids	0 37	0 38	
Dairy prints, choice, lb.	0 28	0 30	
Dairy prints, lbs., in tubs	0 30	0 31	
Finest, 56-lb. box	0 35½		
Pasteurized, 56-lb. box	0 35½		
No. 2, 56-lb. box	0 35½		

GOOD OFFERING OF NEW SEASON HONEY

Montreal—
HONEY.—Offerings of both clover and buckwheat honey are large particularly in regard to clover honey. In some districts buckwheat honey has been practically a failure, whereas in other districts the crop is a very full one. Following are wholesale selling prices.

Honey—			
White clover, in tins, per lb.	0 10	0 11	
Buckwheat, per lb.	0 08	0 09	
White clover, in comb	0 14	0 15	
Brown clover, in comb	0 10	0 11	

Live Hogs Are Up Once More

Dressed Hogs Also Firmer and Slightly Higher—Edge Off Export Demand.

Toronto—
PROVISIONS.—A complex situation exists in the hog market. No one seems able to explain just why hogs are higher in price, but higher in price they are. Dressed are now up to \$18, and all live are higher by varying amounts. Fed and watered are as high as \$12.60. Off cars they sell at \$12.75 and \$12.85 and f.o.b. \$11.60. A firmness exists which is not easy to understand. Export situation is weaker, since the edge is off old country demand. All meats are firmer. There has been a decidedly better demand for bacons, with the coming of the cold weather again. Compound lard is higher by half a cent.

Hams—			
Light, per lb.	0 25	0 25½	
Medium, per lb.	0 25	0 25½	
Large, per lb.	0 23	0 23½	
Backs—			
Plain	0 25	0 26	
Boneless, per lb.	0 27	0 29	
Bacon—			
Breakfast, per lb.	0 25	0 29	
Roll, per lb.	0 20	0 21	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, ton lots	0 17½	0 18	
Long clear bacon, small lots	0 18½	0 19	
Fat backs, lb.	0 17	0 18	
Cooked Meats—			
Hams, boiled, per lb.	0 36	0 37	
Hams, roast, per lb.	0 36	0 37	
Shoulders, boiled, per lb.	0 30½	0 31½	
Shoulders, roast, per lb.	0 31	0 31½	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 17	0 17½	
Tubs, 60 lbs.	0 17½	0 17½	
Pails, 30 lbs.	0 17½	0 18	
Bricks, 1 lb., per lb.	0 18	0 18½	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 14½	0 14	
Tubs, 50 lbs.	0 14	0 14½	
Pails, 30 lbs., per lb.	0 14½	0 14½	
Bricks, 1 lb., per lb.	0 15½	0 15½	
Hogs—			
Dressed, abattoir killed	18 00		
Live, fed and watered	12 59	12 60	
Live, off cars	12 75	12 85	
Live, f.o.b.	11 60		

BUTTER PRICES ARE CLIMBING UP AGAIN

Toronto—
BUTTER.—There has been a shortening of the range of prices of creamery butter, which is tantamount to a rise in price. Creamery prints are now worth 37 to 38 cents, whereas last week's quotation was 35 to 38. The big demand for cheese is alleged as the reason, "It would be no surprise to us" agreed two or three butter men, "to see much higher prices in butter." Cold weather, responsible for the upward movement in many commodities, has touched butter the same way, and there is a distinctly good demand this week. Make is aver-

age. Farmers' wives know when they are well off, and figure that cream heading for the cheese vat is less trouble than when it has to be turned into butter. Dairy prints also took a spurt, and price recorded at writing is a full cent up from last week's level, and firm at that.

Creamery, prints	0 37	0 38
Creamery, solids	0 36	0 36
Dairy prints, choice, lb.	0 30	0 32
Dairy prints, lb.	0 27	0 29
Bakers	0 26	0 27

CHEESE PRICES ARE A TRIFLE EASIER.

Toronto—**CHEESE**.—There has been a slight easing up in the price of cheese during the week, though no perceptible lower movement in prices for the trade. Boards everywhere show a trifling decline. Export buying has slackened a little; not much, but some, and this is said to be responsible for such easiness as appears. Domestic demand is fair to middling. Old cheese is practically done with. New twins are now 21¼ to 22¼.

Cheese		
Cheese, large, per lb.	0 21	0 22
New, twins, per lb.	0 21¼	0 22¼
Sept., large, per lb.	0 22	0 22
Sept., twins, per lb.	0 22	0 22¼
Sept., triplets, per lb.	0 23	

NEW-LAIDS VERY SLOW STORAGE ARE SELLING

Toronto—**EGGS**.—Storage eggs have come out of hiding this week. Their being used so early is somewhat unusual. It is generally a couple of weeks or more later than this. No. 1 storage sell for 34 to 35 cents, and there is a big demand. The cold weather has created an excellent demand for eggs; hence this resort to storage. Cold weather, too, has made it possible to bring them out. New-laid are exceedingly short in supply. Very few are getting to Front Street, and the market is 'way up. In cartons, 40 and 42 cents is easily gotten, and ex-cartons, 38 to 40. It was thought recently that the hens moulting might be a reason for the shortage. If this was so, there is little chance of them speeding up their efforts now that the cold weather is upon them. Demand is healthy enough, but it is thought we shall see very high prices indeed for eggs this winter.

Eggs		
New laid, ex-cartons	0 38	0 40
No. 1 storage, ex-cartons	0 34	0 35
New laid, cartons	0 40	0 42

DEMAND FOR POULTRY PUTS PRICES UP

Toronto—**POULTRY**.—Spring broilers took a forward step this week, and price is now up a cent from last quoting, i.e., 19 to 20 cents. This is for live. Old fowl is also slightly higher, and range of prices tighter. There has been a better demand for live poultry, which, coupled with slight supplies, speaking comparatively,

has created firmness. Dressed stuff has also started to move again, and in most cases, prices are slightly ahead of recent quoting.

	Live.	Dressed.
Spring broilers, 1½ to 2 lbs.	0 19-0 20	0 26-0 28
Old fowl	0 15-0 16	0 18-0 20
Ducks, old	0 11	0 14
Ducks, young	0 13	0 18-0 20
Turkeys, old Toms	0 20	0 25

COMB HONEY IS SOMEWHAT LOWER AGAIN

Toronto—**HONEY**.—The only change made in honey prices this week applies to comb No. 1; a dozen now sells for \$2.40 to \$2.75, a decrease upon recent prices. No. 2 is unchanged. Commission men are finding good business in clover, and supplies thus far are sufficiently light to ensure fairly firm prices. As stocks get heavier, unless demand keeps pace, there may be some easing off, though none is really predicted.

Honey		
Clover, 5 and 10-lb. tins	0 11¼	0 12
50-lb. tins	0 11	0 11¼
Comb, No. 1, doz.	2 40	2 75

Winnipeg—**PRODUCE AND PROVISIONS**.—The price of hogs last week did not change materially, ranging from 11.50 to 11.85. Receipts were very light, and hardly supplied the local demand. Butter continued to advance on all grades, quotations to-day being: No. 1 creamery, 36c; No. 2, 34c; best dairy, 29-30c; No. 2 dairy, 28c. The egg market is very firm, and higher levels are looked for. Cheese has also firmed up in sympathy with butter, and quotations locally are 22-22½c for Ontario.

Hams		
Light, per lb.	0 24	0 25
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.	0 24	0 27¼
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats		
Long clear bacon, light		0 16¼
Cooked Meats		
Hams, boiled, per lb.	0 32¼	0 33
Shoulders, boiled, per lb.	0 24	0 25
Roast hams, lb.	0 36	0 37
Barrelled Pork		
Mess pork, bbl.		34 00
Lard, Pure		
Tierces		0 16
Pails		3 32¼
Cases, 10		10 05
Cases, 5		10 13
Cases, 3		10 20
Cartons		0 17¼
Lard, Compound		
Tierces		0 13¼
Tubs, 50s, net		6 74
Pails, 20s, net		2 80
Butter		
Fresh made creamery, No. 1 cartons		0 36
Creamery, No. 2		0 34
Best dairy		0 30
Regular dairy, in tubs		0 28
Cooking		0 26
Fresh Eggs		
Extras, in cartons		0 34
No. 1's, cases		0 29
Cheese		
Ontario, large		0 22
Ontario, twins		0 22¼

Sarnia, Ont.—Fire broke out in the canning factory here, Sept. 14, about 11 o'clock p.m., burning the factory and storehouse, and spreading to the lumber yards, where the planing mill and several piles of lumber were destroyed. Several houses caught fire, but were extinguished before much damage was done. The aggregate loss is \$30,000.

FLOUR AND CEREAL
(Continued from page 32)

Winnipeg—**FLOUR AND CEREALS**.—First patents stand at \$8.30. The wheat market has been fluctuating slightly, with a downward tendency, no doubt due to the delivery of new wheat in the country. Deliveries of wheat would have been in greater volume if weather conditions had been more favorable. There is a feeling that wheat prices will fall off as soon as wheat deliveries increase. Rolled oats are steady at \$2.60, with the demand considerably in excess of supply for bulk stuff. Millers are still experiencing difficulty getting good milling oats. Package oats are firm at \$3.90, with a good demand. Corn is still tending up. Feeds are in big demand, and there is every indication of advances. To-day's prices are: Bran, \$23; shorts and middlings, \$25, and mixed chop, \$36.

Flour		
Best patents		8 30
Bakers		7 80
Clears		7 10
XXXX		6 10
Cereals		
Rolled oats, 80 lbs.		2 60
Rolled oats, pugs, family size		3 30
Oatmeal, standard and gran., 98 lbs.		3 10
Cornmeal, 98 lbs.		3 00
Feeds		
Bran, er ton		23 00
Shorts, ton		25 00
Middlings, ton		25 00
Mixed chop, ton		36 00

A. Cane, grocer, 160 Wortley Road, London, Ont., has sold to John Diprose. Mr. Diprose was formerly in the grocery business in London, having three stores, but disposed of them a few years ago. He was at one time president of the London Retail Grocers' Association.

BREAKFAST FOOD

I've eaten almost everything that stomachs can digest, I've tested all the breakfast foods to see which one is best; I eat them many times a day, and several times at night, But none of these can half appease my growing appetite.

Cracked Milk and Shredded Autumn Wind, Raw Corn, and Cotton Slaw, Professor Simple's Sawdust Paste, and Cream of Buckwheat Straw; And Pre-Digested Cactus Leaves, and Powdered Cotton Balls, Inflated Grit, U-Needa-Brick, and Toasted Auger Holes.

And many other kinds I've tried, and all are very fine, But none have seemed to overcome that appetite of mine; And though I've eaten half a ear of Shredded Force to-day, I'm hungry now, and feel a if I-needa-Bala-Hay.

—Cicero (Ill.) News.



Brunswick Brand will boost your canned sea food sales

You know by experience, of course, that the amount of business you do along any particular line depends entirely on the quality of the goods. That is the very reason why it is to your interest to sell the popular

Brunswick Brand Sea Foods

These delectable, wholesome sea foods make a positive appeal to the most fastidious tastes. The extreme care exercised in selecting, processing and packing is a positive guarantee of "come-back" sales and satisfied customers.

Just try out the selling merits of these Canadian sea foods. Send for a trial supply to-day and note the result of a window display.

Here's the Brunswick Brand list:

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

Connors Bros., Ltd.

Black's Harbor, N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 25 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$0 95	\$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD. JAMS

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

	Per Doz.
Apricot	\$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

CATSUPS—In Glass Bottles

	Per doz.
1/4 Pts. Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/2 Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

BAKED BEANS WITH PORK. Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67 1/2
1's Baked Beans, Plain, 4 doz. to case	0 82 1/2
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

Family, Plain, \$1.40 doz.; Family, Tomato Sauce, \$1.45 doz.; Family, Chili Sauce, \$1.45 doz.; 3's, Plain, Flats, Aylmer only, \$1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Plain, Tall, \$1.95 doz.; 3's, Tomato Sauce, \$2 doz.; 3's, Chili Sauce, \$2 doz. The*above 2 doz. to case, 10's, 1/2 doz. per case, for hotel and restaurant use (gals.), \$5.75 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10 1/2 oz. Glass Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

Keen's Oxford, per lb.
In 10-lb. lots or case.

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 10
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

ROYAL BAKING POWDER

ABSOLUTELY PURE

Advertising that has encircled the globe for generations has taught women everywhere that ROYAL BAKING POWDER is absolutely pure.

Wherever there is a grocery store there are also many women who will buy ROYAL BAKING POWDER more often and use it with more satisfaction than any other brand.

Contains No Alum



ROYAL BAKING POWDER CO.

NEW YORK



Why You Should Feature

KING GEORGE'S

NAVY

The Chew that tastes
"moreish"

Just get the men folk acquainted with the good qualities of King George Navy Chewing Tobacco and you won't have any difficulty in keeping the demand going strong. Every chew of KING GEORGE'S has the "want more" taste, the sweet, palatable flavor that discriminating chewers look for. A trial supply and a window display will prove KING GEORGE'S popularity.



Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

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

Include Sterling in your selling plans for Fall and Winter

Our well-known policy of selecting only the very purest ingredients in the manufacture of *Sterling Products* is still rigidly maintained and is winning still more admirers for these popular household favorites. Remember—when you sell your customers any Sterling line you are selling them the purest and the best obtainable in that line anywhere. Thus it is that Sterling Products always bring repeat sales to the dealer stocking them.



A trial order will demonstrate to you what dependable sellers they really are. Send it in today. Prompt, satisfactory service to our patrons.

T. A Lytle & Co.
LIMITED

Sterling Road

TORONTO

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
 Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
 Lambs' Tongues, 1/2s.
 Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
 Sliced Smoked Beef, glass, 1/2s, \$1.50; 1/2s, \$2.25; 1s, \$3.25.
 Tongue, Ham and Veal Pate, 1/2s, \$1.50.
 Ham and Veal, 1/2s, \$1.20.
 Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.
 Potted Meats, Glass—Chicken, Ham, Tongue, 1/2s, \$1.50.
 Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.50; 1 1/2s, \$9.50; 2s, \$13.
 Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
 Mincedmeat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
 In Pails, 25 lbs., 12c lb.
 In 50 lb. Tubs, 12c lb.
 In 85 lb. Tubs, 11 1/2c.
 In Glass, 1s, \$2.30.
 Clark's Peanut Butter—Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.
 Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
 Clark's Tomato Ketchup, 8 oz., \$1.25; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
 Pork and Beans, Plain Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 3s, flat, \$1.75. Individuals, 70c doz.
 Pork & Beans, Tomato Sc. Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 2s, flat, \$1.75. Individuals, 70c doz.
 Pork and Beans, Chili, 1s, 85c; 2s, tall, \$1.40; 3s, flat, \$1.75. Individuals, 70c doz.
 Tomato Sauce, 1 1/2s, \$1.15; Chili Sauce, 1 1/2s, \$1.15; Plain Sauce, 1 1/2s, \$1.15.
 Pork and Beans, 1 1/2. Chili Sauce, \$1.15 doz.
 Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.40.
 Clark's Chateau Chicken Soup, \$1.10.
 Clark's Chateau Concentrated Soups, 95c.
 Clark's Chateau Concentrated Soups, No. 1, Assorted, 95c.
 Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 3s, \$2.35 doz.
 Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
 English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

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

Tierces 0 14 1/2
 Pails \$2 93

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

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

Advance over tierce basis for small packages:

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

LAPORTE, MARTIN, LIMITEE
 Montreal. Agencies
BASIN DE VICHY WATERS,
 L'Admirable, 50 btles, litre, cs. 5 30
 Neptune 7 00
 San Rival 8 00
VICHY LEMONADE
 La Savoureuse, 50 btles, cs. 8 00
NATURAL MINERAL WATER
 Evian, Source Cachat, 50 btles, cs. \$9 00
IMPORTED GINGER ALE AND SODA
 Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 15
 Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 95
 Club Soda, Trayders, cs., 6 doz. pts., doz. 1 05
 Club Soda, Trayders, cs., 6 doz., splits, doz. 0 95
BLACK TEAS
 Victoria Blend, 50 and 30-lb. tins, lb. 0 35
 Princess Blend, 50 and 30-lb. tins, lb. 0 35
JAPAN TEAS
 H. L., ch. 90 lbs., lb. 0 35
 Victoria, ch. 90 lbs., lb. 0 35
COFFEES
 Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
 Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
MUSTARD
COLMAN'S OR KEEN'S
 Per doz. tin-
 D. S. F., 1/2-lb. \$ 1 60
 D. S. F., 1/2-lb. 2 90
 D. S. F., 1-lb. 5 75
 F. D., 1/2-lb. 0 90
 Per jar
 Durham, 4-lb. jar 0 93
 Durham, 1-lb. jar 0 31
JELLY POWDERS
WHITE SWAN SPICES AND CEREALS, LTD.
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
 List Price
SPICES
WHITE SWAN SPICES AND CEREALS, TORONTO
 5c 10c
 Round Oval lith litho. dredge.
 SPICES dredge. 2 1/2 oz. Per doz. Per doz.
 Allspice \$0 45 \$0 90
 Arrowroot, 4 oz. tins, 85c
 Cayenne 0 45 0 90
 Celery salt
 Celery pepper
 Cinnamon 0 45 0 90
 " whole, 5c. pkgs., window front, 45c
 Cloves 0 45 0 90
 Cloves, whole, 5c. pkgs., window front, 45c
 Curry powder
 Ginger 0 45 0 90
 Mace 1 25
 Nutmegs 0 45 0 90
 Nutmegs, whole, 5c pkgs., window front, 45c
 Paprika 0 45
 Pepper, black 0 45 0 90
 Pepper, white 0 50 0 95
 Pastry spice 0 45 0 90
 Pickling spice, window front, 90c
 Shipping weight per case 10 lbs. 15 lbs.
 Dozens to case... 4 4

Ribbing up the Liberal Party

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

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

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

MACLEAN'S MAGAZINE for October

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



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

Other Good Things in the October MacLean's

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

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

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

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

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

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

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

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

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



MIKADO

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

Fruit Season Now On

Note These Prices:

- 6 oz. Jelly Tumblers, \$3.50 per gross
- 8 oz. " " 3.75 " "
- 8 oz. Table " Capp'd, 4.00 " "
- 1/2 lb. Screw Top Jelly, 4.25 " "
- 3/4 lb. " " " 4.25 " "
- 1 lb. " " " 5.00 " "

Cases Free F.O.B. Toronto

Wire Stools, - - \$1.50 each

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

Lyons & Marks

38 Yonge Street
Toronto

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

Laundry Starches—

Boxes	Cents
40 lbs., Canada Laundry..	.06 1/2
40 lbs., 1 lb. pkg., White Gloss07
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons07 1/2
100 lbs. kegs, No. 1 White.	.07
200 lbs., bbls., No. 1 white	.07
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08
48 lbs., Silver Gloss, in 6 lb. tin canisters08 1/2
36 lbs., Silver Gloss, in 6 lb. draw lid boxes08 1/2
100 lbs., kegs, Silver Gloss, large crystals07 1/2
28 lbs., Benson's Satin, 1 lb. cartons, chormo label	.07 1/2
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.12 1/2
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.06
40 lbs., Canada Pure Corn (20 lb. boxes 1/4c higher)	.06 1/2

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06 1/2
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07 1/2
Barrels, 200 lbs.06 1/2
Kegs, 100 lbs.06 1/2
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.07 1/2
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08 1/2
Kegs, extra large crystals, 100 lbs.07 1/2
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3.00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3.60

Culinary Starches—

Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06 1/2
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07 1/2
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes 1/4c higher than 40's)	.07 1/2

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	\$ 3.20
1 lb. packages (60)	3.20
1/2 lb. packages (120)	3.40
1/2 lb. 60 } Packages Mixed	3.30
1 lb. 30 }	

SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$ 3.00
2 lb. tins, 2 doz. in case...	3.00
5 lb. tins, 1 doz. in case...	3.40
10 lb. tins, 1/2 doz. in case.	3.30
20 lb. tins, 1/4 doz. in case.	3.25
Barrels, about 700 lbs....	.04 1/2
Half bbls., about 350 lbs....	.04 1/2
1/4 bbls., about 175 lbs....	.04 1/2
2 gal. wooden pails, 25 lbs.	1.60
3 gal. wooden pails, 35 1/2 lbs.	2.25
5 gal. wooden pail, 65 lbs.	3.50

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case....	\$ 3.50
5 lb. tins, 1 doz. in case....	3.90
10 lb. tins, 1/2 doz. in case.	3.80
20 lb. tins, 1/4 doz. in case.	3.75

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4.80
Barrels, per 100 lbs.....	5.25
1/4-barrels, per 100 lbs....	5.50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case....	\$4.05
5 lb. tins, 1 doz. in case....	4.75
10 lb. tins, 1/2 doz. in case...	4.45
20 lb. tins, 1/4 doz. in case...	4.35

Delivered in Winnipeg in carload lots.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2 1/2 Can.	\$ 4.75	\$ 3.75	\$ 2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can ...	14.00	12.00	9.00

YUBA BRAND

2 1/2 Can	\$3.00	\$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can90	

INFANTS' FOOD

MAGOR SONS & CO., LTD.

Robinson's patent barley, 1/2-lb. tins,; 1-lb. tins,; Robinson's patent groats, 1/2-lb. tins,; 1-lb. tins,

STOP-ON POLISHES Doz.

Polish, Black, Tan, Ox-blood and Nut-brown

0.85

Dressing, White, 4-oz. bottle

2.00

NUGGET POLISHES Doz.

Polish, Black and Tan ...

0.85

Metal Outfits, Black and Tan

3.85

Card Outfits, Black and Tan

3.25

Creams and White Cleanser

1.10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..

1.20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	\$ 0.60
Bobs, 6s and 12s, 12 and 6 lbs.	0.46
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs.	0.46
Currency, 6s, 1/2 butts, 9 lbs.	0.46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs.	0.48
Walnut Bars, 8 1/2s, boxes 7 lbs.	0.64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes	0.68
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes	0.68
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies	0.68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs.	0.51
Great West, pouches, 9c.....	0.72
Forest and Stream, tins, 11s, 2 lb. cartons	0.88
Forest and Stream, 1/4s, 1/2s and 1-lb. tins	0.80
Forest and Stream, 1-lb. glass humidors	1.00

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

CANADIAN PEACHES

ST. JOHNS and
EARLY CRAWFORDS
YELLOW FLESH
FREESTONES

FINE QUALITY

ARRIVING IN LIBERAL QUANTITIES
DAILY.

Send your orders
to

The House of Quality
HUGH WALKER & SON
GUELPH, ONTARIO Established 1861

Canadian Crawford Peaches

Now in Their Prime

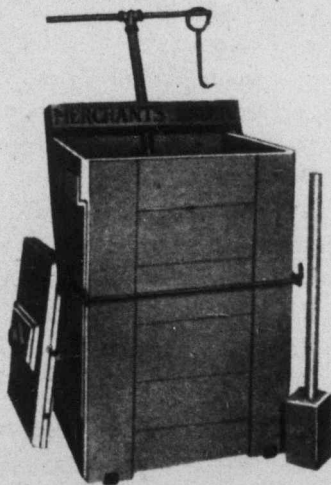
We are handling the entire output of the leading growers and can supply the trade with the best peaches coming to the market.

If interested in car lots
we can interest you.

WHITE & CO., LIMITED
Toronto

Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

Fruits

Bananas

Lemons

Oranges

and also

All Early

Vegetables

Lemon Bros.

OWEN SOUND, ONT.

Lemons

When all is said and done —when all the hearsay and gossip is over—in the final analysis

St. Nicholas

is THE brand of Lemons —the old Reliable brand that makes you money and gives you a sense of Pride and Pleasure in the handling. Ask for

"St. Nicholas"

J. J. McCabe

Agent
TORONTO

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



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By **GEO. J. COWAN**

Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only \$1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.	Period Decorations in
White Goods Windows.	backgrounds, showing
St. Valentine's Day Windows.	examples of
Spring Opening Windows.	<i>Greek, Moorish,</i>
Easter Windows.	<i>Roman, Italian,</i>
Summer Windows.	<i>Gothic, French,</i>
Horse Show Windows.	<i>German, Empire,</i>
Fall Opening Windows.	<i>Japanese, Colonial,</i>
Carnival Windows.	<i>Egyptian, Mission, etc.</i>
Hallowe'en Windows.	Sale Windows,
Thanksgiving Windows.	Bas Relief Backgrounds,
Christmas Windows.	Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt at \$1.70.

The MacLean Publishing Company, Ltd.
143-153 University Avenue, Toronto

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Suits When Others Disappoint



"VICTORIA" COFFEE

The most democratic of all coffees because of its ability to please all sorts and conditions of men and women—who find satisfaction in its exquisite and particular flavour.

Why not get acquainted with it? It is so easy to do so, and it may mean so much more profits for you and greater service to your customers.

Just ask for a liberal sample; it will be sent to you free with all particulars.



Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul Street West

MONTREAL

Our Service Department is always at your disposal for any information you may require on Coffee.



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

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

"TRENT LOCK" EGG FILLERS

For 30 dozen cases.
For one dozen Cartons.

THE TRENT MFG. CO., LIMITED
Trenton, Ontario, Canada

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered
Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited

Established 1780

Montreal, Can.

Dorchester, Mass.

OAKLEY'S **KNIFE**
20-102-5755

POLISH
JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH

FOR NEXT WEEK

Halibut, Cod, Haddock, Trout,
Whitefish

Price
Quality
Service

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

United States Manufacturers

Have your goods made for you in Canada until your trade here is large enough to warrant your putting up your own plant. An old established manufacturer, now busy on munitions work, with one of the largest and most up-to-date machines and metal-working plants in Canada, would like to undertake the manufacture of hardware, machinery or other metal specialty for the Canadian, British Empire and Allied markets with which preferential trade arrangements are now being planned.

Address in the first instance:

MANUFACTURER

c/o

CANADIAN GROCER

TORONTO

Want Ads.

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

Try it out

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St., Toronto
52 Can. Life Bldg., Mont.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

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

Used right around the world—
Sold by grocers everywhere

Every civilized country in the world knows **Eno's "Fruit Salt"** and its health-giving effects on the human system.

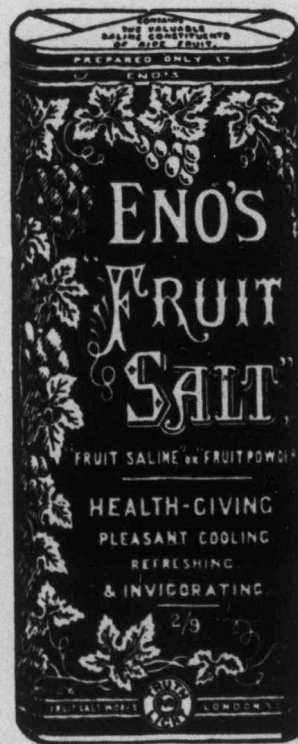
Even Alaska has had shipments from us. In cold or warm countries, summer or winter, all agree that Eno's is unbeatable and is never unseasonable. Grocers everywhere are making good profits selling this mild yet effective, invigorating aperient.

**Stock up to-day—sell your customers
the original and only "Fruit Salt."**

J. C. Eno, Limited, "Fruit Salt" Works

LONDON, ENGLAND

*Agents for Canada: Harold F. Ritchie & Company, Limited
10-14 McCaul St., Toronto*

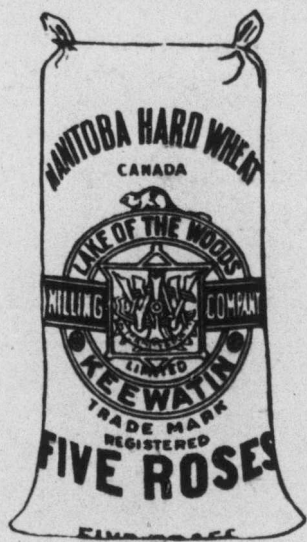


IN EVERY SECOND ENGLISH-SPEAKING HOME in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIÈRE FIVE ROSES is even now exerting an ever-widening sales influence.



What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL

"The House of Character"

WINNIPEG

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

FREE Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER.