

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 28th, 1917

No. 39



A Good Line To Feature

The active sales and quick profits on Tobacco make it a profitable line to push.

The country-wide popularity of the Chewing Tobacco bearing the Brand *King George's Navy*, makes it a particularly good paying line for you to feature.

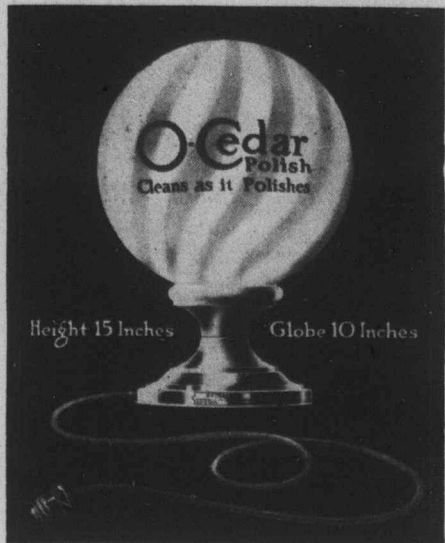
Keep a good stock on hand, and display it where the men can see it quickly.

Order from your jobber.

Rock City Tobacco Co., Ltd.



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



Attention!!

You want the passersby to notice your window and merchandise displayed. This O-Cedar Electric Sign will get their attention and suggest not only O-Cedar but other articles about it.

O-Cedar Polish

You Get This Sign FREE

with either of the following orders. Prices are subject to usual discount.

DISPLAY DEAL No. 63.

	Sells for
3½ Doz., 4-Oz. O-Cedar Polish	\$10.50
7 Doz., 12-Oz. O-Cedar Polish	42.00
½ Doz. Quarts O-Cedar Polish	7.50
O-Cedar Electric Sign	Free
	\$60.00

DISPLAY DEAL No. 64.

	Sells for
10½ Doz., 4-Oz. O-Cedar Polish	\$32.25
4 Doz., 12-Oz. O-Cedar Polish	24.00
¼ Doz. Quarts of O-Cedar Polish	3.75
O-Cedar Electric Sign	Free
	\$60.00

Order from your jobber.

CHANNELL CHEMICAL COMPANY, LIMITED, 369 Spadina Ave. TORONTO



PROHIBITION BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

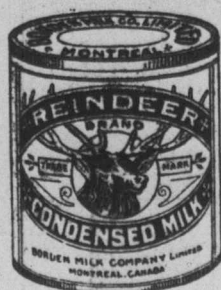
BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



The big selling points of Borden's Milk Products



are their Purity, Utility and Delicious Wholesomeness.

And every time you sell a customer any of the Borden lines you are backed by a Fifty-nine year record of satisfaction-giving.

Borden Milk Products are always brisk sellers—the demand is apparent everywhere. In season and out our extensive consumer advertising is creating and building up the Borden demand by getting more and more people acquainted with Borden quality.

Get up a Borden display to-day and get a big slice of this profitable trade.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

The Real Sellers

Put your selling effort behind the line of cocoas and chocolates that will back up your best recommendation—

COWAN'S COCOA Products

Consistent quality and forceful publicity have made Cowan's the easiest line to sell. Prove this to your own lasting profit.

The Cowan Company
Limited
TORONTO

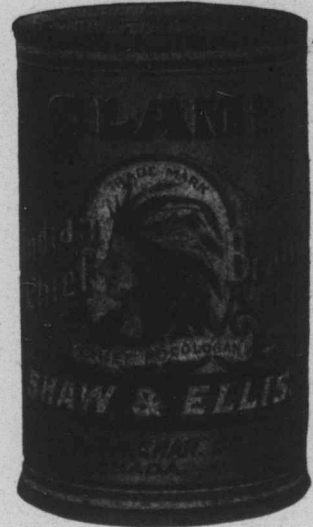
There's a certain guarantee of customer-satisfaction in every can of

Indian Chief Brand'Clams

The extreme precautions used in this selection and preparation eliminate every possibility of anything but tip-top quality.

Indian Chief Brand Clams are put up the same day they are taken from the clam beds and sealed without solder or acid.

Recommend them to every customer.



SHAW & ELLIS

POCOLOGAN, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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



Pork and Beans



Leaders in Quality
Leaders in Popularity
Leaders in Sales

Economical
Appetizing
Nutritious
Satisfying



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

What more do you want? — Stock Clark's

W. CLARK LTD.

MONTREAL



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

Mince Meat

The 1917 prices upon our well-known brands are now in the hands of the jobbing trade and you will be wise in placing your order early.

We have five brands—

Wethey's Condensed in Cartons

Also the following bulk lines:

**Standard
Ready-to-Use**

**Extra Standard
Home Made**

These represent the best food values upon the market to-day. Apples are short. This is your opportunity to sell more mince meat, and be sure you buy Wethey brands. They have been giving absolute satisfaction for close upon forty years.

Our goods are sold by every jobber.

Order Early.

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

The Meal That Counts

In These Meatless Days

Simcoe Baked Beans

(With Tomato Sauce)

Contain more nutrition
than most meats and can
be purchased at a greater
SAVING OF MONEY

Right Now!

**Dominion Cannery
Limited**



**Hamilton, Ontario,
Canada**

“The Seal of Quality”

A Supply of Store Cards with this Advertisement will be Sent You on Request.

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



SALESMAN WANTED

TERRITORY—Ontario, West of Toronto. (Does not refer to Mr. U. E. Clark, who has been with us for more than 15 years.)

QUALIFICATIONS—The man we are looking for has a good position now or a good reason for not having it.

REQUIREMENTS—Must be able to explain economy of high-class, high-priced goods to Dealers. WHITE SWAN Goods are sold on a basis of quality and satisfaction to the consumer rather than price.

Quality Counts — Costs More — Worth It!

INFORMATION — (Confidential)—Let your first letter tell us all we should know: Age, Married, Present Position — (what and how long), amount you expect to earn, and whether salary or commission, or both, preferred.

REFERENCES—Your record and the position you now hold.

NOTE—If you don't know enough about our methods or our goods, don't answer this until you have spoken to some grocers who do.

WHITE SWAN Goods are the highest priced goods on the market, and worth it.

We never consider a sale complete until the customer is entirely satisfied, and our money-back guarantee permits the Dealer to return at any time any WHITE SWAN Goods that are not found exactly as represented, or which may prove unsatisfactory in any way.

We know our goods and want none but satisfied customers.

P.S.—Our interpretation of salesman is "A man who sells goods."

Apply Immediately to

WHITE SWAN SPICES & CEREALS

LIMITED

MANUFACTURERS AND MILLERS OF
HIGH CLASS FOOD PRODUCTS

Toronto, Ont.

*Good Grocers everywhere
are selling*

E. D. SMITH'S

100% Pure Products

Because they find it profitable to do so. Because they find that the constant consumer advertising in conjunction with the peerless E.D.S. Quality is creating and maintaining a big ever-increasing demand for E.D.S. products. They find too that every E.D.S. customer is a satisfied customer—always.

You too should keep an E.D.S. display working for you constantly.

Is your stock complete?

E. D. Smith and Son, Limited
WINONA, ONTARIO

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

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



Western Representation

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

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

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES.

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

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

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

W. H. Escott Co. Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES:
Regina
Calgary
Saskatoon
Edmonton
ESTABLISHED 1907

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

Trackage
Storage
Distri-
bution

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

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

APPLES BEANS
ONIONS HONEY

DRIED OR
EVAPORATED APPLES

FRED J. WHITE

Fruit and Vegetable Broker
309-10 Board of Trade Building
TORONTO, ONTARIO

Maclure & Langley, Limited

Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

W. F. ELLIOT

Importer & Manufacturers' Agent

(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department.
143-153 University Avenue, Toronto.

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

W. G. PATRICK & CO.

Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA

Satisfaction Guaranteed.

Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

W. G. A. LAMBE & CO.

TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

More Lines Wanted

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

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

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

QUEBEC

**ROSE & LAFLAMME
LIMITED**

Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

**OPEN FOR AGENCY FOR THE
CITY OF MONTREAL**

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

ALFRED T. TANGUAY & CO.

17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

OATS, PEAS, BEANS, ETC.

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

Buyers and Sellers of
All Kinds of Grains and
Seeds

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

Results Furnished

C. B. HART, Reg.

Wholesale Grocery & Merchandise
Brokers

489 St. Paul Street W., Montreal

Efficiency Guaranteed

**COUNTER CHECK BOOKS OR
SALES PADS**

If you want better sales pads or counter check books, write us. Our facilities and modern equipment for the manufacture of carbon leaf and carbon-coated sales books—in duplicate and triplicate—enable us to give unequalled service on these articles. Send us a sample of your sales book or pad, showing the size and style desired, and we will submit a quotation.

McCaskey Systems Limited
TORONTO, CANADA

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.

The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in THE FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.50 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

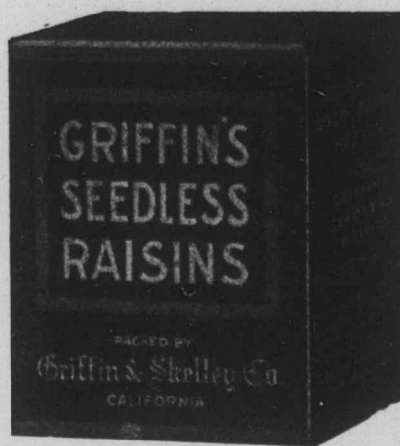
Published by
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

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

Extract From Trade Paper

Stocks of Greek Currants are practically cleaned up. Advice indicates that there are not nearly as many Australian Currants for export this year as last and price will be high.

Recommend



Griffin's Seedless Raisins

SELL THEM BY THE DOZEN

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid \$10.50.

Technical Book Dept.— MacLean Publishing Company
143-153 University Ave. - Toronto

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

JAPAN TEA



WEIGHING TEA

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.

The Japanese Government prohibits adulteration and coloring of Tea.

ON SALE AT ALL GROCERS

The present big demand for Japan Tea is a natural result of its own splendid goodness, made known in every community through our well placed consumer advertising.

Share in the good profits arising out of this growing demand by pushing the old reliable natural green leaf—Japan Tea.



SELL PRESNAIL'S PATHFINDER CIGARS

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end
ENVELOPES
for mailing Catalogues

Confection-
ery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



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

Heavy Kraft Bags with
Centre Seam

We make Bags to line any
size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

GROCERS! You can make
good profits selling
Melita Talcum Powder

This is a delicately perfumed and highly sanitary talcum powder that wins favor from the very first.

It is just ideal for the dressing table or the nursery, and the attractively labelled 25c containers make displays attractive and sales easy.

To buy Melita Talcum Powder once is to buy it constantly. Stock now. Two tints — Pink and White.



FRENCH SOAP COMPANY

1613a Notre Dame East
MONTREAL

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

A neat little seller for your window and counter displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO



Give Little Miss Vi a Welcome.

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

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

Vi-Cocoa

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

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

408



Williamson's Lightning Healing
Powders are wanted in every community

Farmers and horse-owners appreciate the curative properties of Williamson's. We want you to profit by this.

One of our trial supplies will show you what this line offers you. We will send you one dozen free of charge, express prepaid, you to make remittance when goods are sold.

Every sale gives satisfaction and leaves you a profit of \$2 per dozen.

Harness dealers should order through jobber.

The Williamson Mfg. Co.
GUELPH, ONT.



Whittemore's
Shoe Polishes

IT'S an old story—that's why it's so often forgotten. So we want to remind you again that the best known goods are the easiest to sell. The best known dressings are Whittemore's, made by the Oldest and Largest Manufacturers of Shoe Polishes in the World.

The World's Standard Dressings


OIL PASTE
High grade paste polish, large tin boxes, easy cover remover attached. Black or Tan, 10c size.
GILT EDGE
Self Shining Dressing, 25c size.

FRENCH GLOSS
Self Shining Dressing, 10c size.

BOSTONIAN CREAM
will be a big seller in any color this coming season. 25c size.

WHITTEMORE BROS. CORP.
CAMBRIDGE, MASS.

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



CENTURY SALT

Your customers will like Century Salt

They cannot help but like its clean, sparkling purity and perfect seasoning qualities.

Century Salt is a good, brisk selling line—one worth featuring every day the year round.

Are you supplied?

THE DOMINION SALT CO. LIMITED
SARNIA, ONT.

A BOWES PRODUCT

The Line for You



Bigger Profits

Better Patronage

The Bowes Co. Ltd.
Toronto, Can.
Branches: St. John, N.B. and Winnipeg, Man.



KEYSTONE BRAND

"KEYSTONE" Household Brushes


Extra fine quality—moderate price—good profit

Floor Brushes
Shoe Brushes
Table Brushes
Whisks
Scrub Brushes
Stove Brushes, Etc.

Write for Prices, Etc.

STEVENS-HEPNER CO. LIMITED
Port Elgin, Ont.

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



A Common Scene in the Down-to-Date Grocery

Customers stopping in at the store or "phoning" their orders for a dozen or two of those "strictly fresh" eggs. And incidentally including also an attractive sized grocery order.

They have come to know, first of all, that the quality of eggs at "Smith's" store is right and further that every egg will reach them sound and unbroken, and in a clean, sanitary *Star Egg Tray*.

Do you need a business stimulator? Try eggs according to the *Star System*. We'll tell you how.

Write us.

Star Egg Carrier & Tray Mfg. Co.
1620 Jay Street
Rochester, N. Y.

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



CHANGE OF PRICES

*Special Notice to
Wholesale and Retail Trade*

Now that the price of wheat has been fixed we have decided to make a guaranteed price on our PURINA checkerboard products.

NEW PRICES TAKE EFFECT MONDAY, SEPTEMBER 24th.

RALSTON WHEAT FOOD, 18s.....	\$2.90
RALSTON WHEAT FOOD, 9s.....	1.50
PURINA WHOLE WHEAT FLOUR, 10s.....	3.60

Also in 24-lb. and 98-lb. bags.

This is the opportune time to make an attractive display in your windows and on your counter. Cash in on our big advertising campaign. We prepay the freight on 5-case lots in Ontario and Quebec. The 5 cases may be assorted as you choose.

Order through your jobber. If he won't supply you, write us direct.

We are also millers of gold dust, corn meal, rolled oats, oatmeals, pearl hominy, hominy grits, white corn flour and all cereals.

Buy these bulk cereals direct from our mill and be sure of pure, fresh goods.

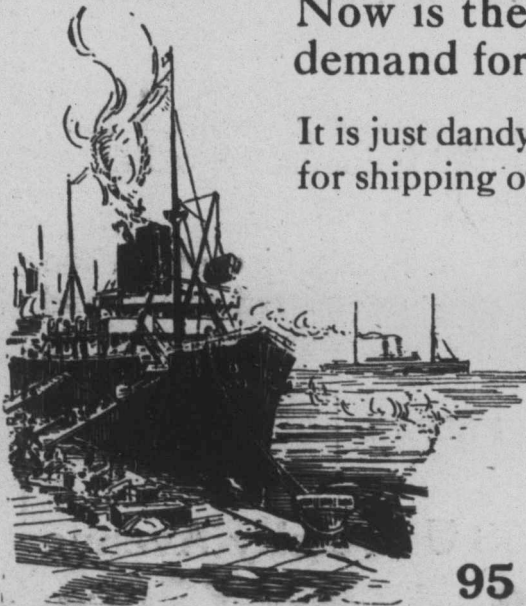
Phone, wire or write us when in the market.

The Chisholm Milling Co., Limited
TORONTO

Make Bodley's Overseas Cake a leader in your display

Now is the time to get in on the profit-making demand for Bodley's Overseas Cake.

It is just dandy—put up in 1-lb. and 1½-lb. tins—the right idea for shipping overseas.



Our consumer advertising is creating the demand. Get your supply to-day.

You will find Bodley's Xmas Puddings in 1-lb. tins a live seller. Suggest these to your customers for overseas parcels.

C. J. Bodley
95 Ontario Street - Toronto

If interested, tear out this page and keep with letters to be answered.

Display prominently a few samples of Stone Butter Crocks



Every woman likes to stow away an ample supply of eggs, fruits, butter, vegetables, etc., when prices are reasonably low.

Our high-grade sanitary pottery is just what she requires for this work. A little display—a little suggestion on your part and the sale is completed, giving you a neat extra profit.

Get a stock of this pottery now. Note our prices:

OUR PRICES ON BUTTER CROCKS

Half gallon to 6 gallons, inclusive, 12 cents per gallon.
Eight, ten and twelve gallons, 15 cents per gallon.
Fifteen and twenty gallons, 18 cents per gallon.
Twenty-five and thirty, 20 cents per gallon.
Thirty-five, forty and fifty gallons, 24 cents per gallon.

The Toronto Pottery Co., Limited

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

It is the superior quality that continually brings *new* buyers, and holds the trade of *old* customers if you stock

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED

The Gray Bldg., 14-26 Wellington St. W., Toronto

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg; Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



SUCCESS COMES THROUGH KNOWLEDGE

Know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

Full information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost \$50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY \$10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., ^{Book} _{Dept.,} **143-153 University Avenue**
Toronto, Canada

If what you need is not advertised, consult our Buyers' Directory and write advertisers listed under proper heading.

Confess

If you are pushing the sale of "cheap" teas don't you sometimes feel that it is a risky thing to do.

If your customers like good tea the only thing that will please them in the "cheap" tea is the price—and you know how quickly we forget the price if we dislike the article.

Then if by any chance some of those who buy cheap tea are satisfied with it haven't you started them on a habit that will likely be bad for you. Just now perhaps you can get an extra profit out of a cheap tea; but usually a cheap tea sells at a cheap price giving a very small profit and once your customers get started buying tea or anything else because it is "cheap" they will hunt around among other stores trying to find something still cheaper. While on the other hand you are sure of your profit and you are sure of keeping your customers if you sell them Red Rose.

Red Rose Tea

"is good tea"

T. H. ESTABROOKS CO., LIMITED

St. John

Toronto

Winnipeg

Calgary

Boost your
Colman-Keen
Sales with a
handsome
showcard
like this

Keen - Colman Pro-
ducts are known
everywhere and a
little reminder such
as this card provides
is all that is necessary
to keep your Keen-
Colman stocks mov-
ing.

Bigger profits and
more satisfied custo-
mers are assured you.

Send for the card to-
day.



Every package reproduced in facsimile.

Magor, Son & Co., Limited

191 St Paul Street, W., Montreal

30 Church St., Toronto

Niagara Grape Juice

RED and WHITE

Trade Prices

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

Mail us your order. Samples on request.

DROP SHIPMENTS

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

NIAGARA FALLS WINE CO.

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, SEPTEMBER 28, 1917

No. 39

Food Controller Gets Part Truth

Hanna Announces That Attempt to Control Prices and Interfere With Trade Distribution Would Create Havoc in Business, but Indulges in Talk About "Middle Man Inefficiency"—The Whole Truth.

EDITOR'S NOTE.—Food Controller Hanna has issued a statement to the newspaper press regarding his position in the matter of regulating food handling and food prices. It contains a sane summary of certain phases, but unfortunately strays into error in certain essentials, with the probable result that the press will take up these errors as a basis for further attacks on the derided "middle-men"—the wholesalers and retailers. CANADIAN GROCER feels impelled to amplify the sound points that the Food Controller has made and to point out the fallacies into which he has been led. A summary of his statement and a reply are appended.

"I FIND, and the gentlemen so ably, earnestly and disinterestedly assisting me find, that very grave and mischievous misconceptions of the duties and powers of the Food Controller exist in the minds of a number of Canadians. This number is not large, and I had hoped that with the passage of time most of the misconceptions to which I refer might of themselves have been cleared away. Since, however, they persist, and appear at times even to be fostered by writers who have perhaps been too busy to give sufficient thought to the problems they discuss, I deem it necessary to the public to make the following statement:

"Unless the consumers in the cities of Canada signify their willingness to face a complete disruption of all trades, a total breakdown of real estate values, and the utter demoralization of labor conditions in their cities, the Food Controller cannot possibly accede to the demand made in some quarters to 'cut prices down,' to 'sell food at cost,' or, as it is otherwise expressed, 'to do away with the middlemen.'

"I must remind those Canadians who are perhaps unaware of the fact, that seven main factors may be said to govern the present prices of food:

"(1) The disproportion between demand and supply, consumption and production. Food cannot be cheap while there is such a growing disparity between the numbers of producers and the numbers of consumers.

"(2) Unrestrained competition between great foreign buyers of foodstuffs in our markets.

"(3) Unequal distribution of the available supplies, surplus production in

The Food Controller, Hon. W. J. Hanna, caught by the camera, at a happy moment,



one Province being unavailable for Provinces in which shortages exist.

"(4) The food speculator.

"(5) The greedy middleman.

"(6) The supernumerary unnecessary and inefficient middleman, and

"(7) The waster.

"The first of these is a world condition, and can scarcely be affected by the efforts of one Food Controller in a short period of time. The second has been corrected by the creation of central buying offices for the Entente powers. The third is being overcome by close co-operation with the railway companies. The fourth is vigilantly guarded against. The fifth is being checked as rapidly as our committees and staff can gather correct information as to costs and devise remedies and penalties. The seventh we are hoping to eliminate by appeal and by education. But the sixth, the supernumerary, unnecessary and inefficient middleman, whose presence in the community is one of the most serious economic wastes of the day, whose low standards of efficiency set standards of the whole community, is beyond any but the mild-

est powers of the Food Controller. This, one of the most serious aggravations of the high-price situation, cannot be removed without precipitating disaster upon the whole country.

"That there have long been too many city people and too few farmers in this Dominion is common knowledge. But it is not so well known that among our city people there are too many mere distributors, too many shippers, packers, carriers, wholesalers, retailers, advertisers, printers, salesmen, brokers, sub-brokers, deputy-brokers, assistant sub-deputy-brokers, and the whole army of people in the services and professions that wait upon the middlemen. I do not say that the functions of these non-producers could be done away with, but I do say that there were, and there are, too many for each function—too much duplication of effort and equipment. In the city of Toronto in 1910 (the last census year) there were less than thirty thousand actual producers of goods, including a large proportion of those who produced only luxuries. The balance of, say, the one hundred thousand wage-earners in

the city of Toronto must have been either servants, professional men or middlemen. And this inflated staff of non-producers, not only in Toronto, but in every Canadian city and town, was and still is dependent for its wages upon the movement of farm goods to the city and city goods to the farm, and all the over-specialized, over-elaborated processes which a luxurious civilization imagines are necessary to its happiness.

"While the average consumer in our cities is giving vent to his resentment against the middlemen in general, and against the big middlemen (the packing and distributing corporations, for example) in particular, he overlooks two vital facts—first, that he himself is probably a middleman of the least essential and least efficient sort, and dependent for his living upon the continuance of an effete economic condition; and second, that any Government regulation tending by radical means to reduce the middlemen's 'spread or margin of profit,' tends to wipe out the unnecessary and inefficient middleman and to make still richer the big middleman and his corporations. I do not say this is just. I only point out that it is true, and that so long as it is true the Food Controller cannot cut prices, or wipe out the middlemen or sell goods at cost. The Food Controller knows, for example, that cod steaks can be sold at a profit by certain large retail organizations in Toronto at fourteen cents a pound. It would seem to be in the immediate interests of the Toronto householder to direct that fourteen cents be the maximum retail price for cod steaks in Toronto. But, indirectly, such an order would ruin the very man it aimed to benefit. For, such legislation directed against one class of trade, could not consistently be denied against other classes of trade. It would force out of business not only the ordinary dealers in cod steaks, but, to be consistent, all small fish dealers. The small milk dealer must then be asked to operate on as small a 'spread' as the large milk concerns—a thing he cannot do owing to his smaller volume of turnover. The ordinary butcher would then have to give way to the department store butcher, the modest bakery to the large bread factory, and the little grocer to the big one.

"There has not been and there will not be, an instant's hesitation to bring to bear all the powers of the Food Controller against any producer or middleman whom we find in our present investigations to be making an undue charge for his service—an unfair 'spread.' Unquestionably, as I said before, there are too many middlemen. Without a doubt, by fixing maximum prices so that only the big concerns could operate, we could force thousands of middlemen out of their offices and stores, and theoretically, into factories and on to farms. But such a transformation could not be quickly effected without appalling confusion. Shops and offices would be idle. The men who depend for their income on renting shops or selling goods to retail-

ers, or delivering goods or collecting bills or renting telephones, and the armies of people who wait on these in turn would be deprived of their revenue. Rent and taxes would go unpaid. The value of real estate would collapse. The credit structure of the whole community would be violently shaken. A wasteful way of living might thus be corrected—but at what a price.

"The first duty of the Food Controller, let me remind you, is not to cut prices, eliminate middlemen, 'sell goods at cost,' or correct in a day economic evils which an unthrifty and luxurious use has allowed, even encouraged to grow up, but to protect Canada, the Canadian troops, and our share of the war of the Empire against disaster through famine—I use the word without any exaggeration. I can do this only by decreasing consumption, and, as far as possible, increasing production. Against the other price-raising factors, against competitive buying by foreign governments, against unequal distribution of resources, against speculators, greedy middlemen and wasters the public will be vigilantly protected. But with wages better than ever and unemployment unknown, with the purchasing power of a dollar in the food market very little lower than its purchasing power in the labor market, the middle and well-to-do classes of Canadians still buying luxuries, really cheap food would for the present be a disastrous invitation to these classes. The really poor need no exhortation from me to economize, to squander or scant provisions and defeat the very objects for which the Food Controller was appointed."

MR. HANNA'S statement is born of a serious, although a hurried, study of the conditions of trade and of the systems of distribution by which goods reach the ultimate consumer, the public. He has discovered part of the truth—but not all of it.

In showing that any drastic attempt to reduce prices or to eliminate "middle men" would be sure to create havoc, the Food Controller has struck a sensible note. The daily newspapers, impractical as ever and with an eye to circulation, have been clamoring for price control and government supervision of distribution and for other wild and frenzied schemes. Mr. Hanna's summary of what would happen if anything of the kind were attempted is right to the point, but he has drawn the picture mildly. The elimination of "middle men" would not mean merely the forcible closure of certain wholesale houses and brokers' offices. It would mean the complete breaking up of the machinery of business. At a conservative estimate half of the men in the large cities would be thrown out of employment, temporarily at least. The unemployment and poverty which would follow would be widespread and not possible of substantial mitigation by any form of government help.

What would be the advantage of lower prices of food, if a large proportion of

wage earners were thrown out of employment thereby?

The Food Controller is quite justified, therefore, in his assertion that it would be impossible to arbitrarily fix prices and to remodel our system of distribution because of the unemployment that would be created. He might have gone a step further and said that it would be inadvisable under any circumstances *because our present system of distribution is the most economical and the quickest, in fact the most efficient of any system that has so far been devised.*

It is not intended to say that the system as it stands to-day is perfect in all its ramifications and not open to improvement or simplification. Unquestionably, faults have crept in which might be corrected; but the principal, the central idea of distributing goods from manufacturer-to-wholesaler-to-retailer-to-public is the only workable one that has been devised.

Some reformers would eliminate all wholesalers, others, more ardent still, would even look to the weeding out and perhaps the ultimate elimination of the retailers! Any student of trade conditions knows that a radical departure from our present system of distribution would in the long run actually increase the cost of the goods. It may sound somewhat of a paradox but it is true, nevertheless. The man on the street thinks that the "cutting out" of the middle man with his margin of profit would lessen the cost of the goods by just that much. He is wrong! The price would almost certainly go up. And why? Because a new method of distribution would have to be devised and in the long run it would prove more costly.

On the surface it unquestionably seems wrong that an article which costs in the making \$1 should cost, say, \$2 when it reaches the public. But the reason after all is not hard to find and all the theorizing in the world has failed to shake it. On the one hand we have the manufacturer turning out his product by the ton and on the other hand we have millions of homes scattered over thousands of miles buying by the ounce or the half dozen. It would be very simple if the householder could go to a big warehouse maintained by the manufacturer and buy the article and carry it away. Even that system would be very cumbersome and hard on the consumer, for it would mean that, instead of making one call at a nearby store and making the purchase of a dozen articles and *having them delivered*, the householder would have to tramp to a dozen places and carry the goods away. But, unfortunately, the idea is impossible anyway, because it so happens that one factory located, say, in Galt or Sherbrooke, makes all that is needed of one particular article to supply the whole of Canada. So the idea of the buyer going to the maker for the article, is impossible. It has been pretty effectively demonstrated that the mail order idea is an impossible one for the manufacturer. Few manufacturers have followed it out successfully and only in certain lines—goods

(Continued on page 29.)



An Effective Autumn Unit Display

The photograph that appears on this page depicts a very attractive unit display to form the centre of any Thanksgiving window or counter display. Surrounded by a fitting setting of corn sheaves and golden rod, and this display holding the

centre of the window, the merchant would have a display that could not fail to attract the attention of the passerby, and in connection with this might be displayed any timely articles, always remembering that the attractive force of such a unit

display depends entirely on the importance that is given to it. If this is kept in mind a most novel effective and compelling display could be arranged with some such unit as the central figure to add a touch of unusualness to the display.

Fishing Scheme May Increase Prices

Present Supply Will be Directed to United States—Government Supply Insufficient to Meet Deficit—The Government Scheme as Outlined by Minister of Public Works.

FOLLOWING in the footsteps of the Food Controller, and acting in conjunction with him, the Ontario Government is going into the fish business, with the intention of reducing the price of the better varieties of fresh water fish, to within the reach of the general public. This new activity comes under the direction of the Department of Public Works and more definitely still under the mantle of the Hon. Findlay McDiarmid the head of this department, who has himself been arranging the details of the scheme.

As at present outlined the scheme is to go direct to the retailer. Mr. McDiarmid when spoken to stated that there was no definite intention of shutting the wholesaler out of the scheme, but the fact remains that the wholesaler has not been consulted, and his opinion on the matter is not known, while the first consignment of fish is due to arrive in Toronto on Wednesday of this week. Mr. McDiarmid was frank enough to admit, that the idea was to provide the public with fresh fish, and that in order to accomplish this it seemed advisable to make the distribution as direct as possible.

Fish Delivered to Retailer

The fish will be delivered to the retailer to be sold at a set price of 12 cents. As the fish coming from Lake Nipigon the first source to be tapped will be mainly white fish it is readily seen that this is quite a reduction on current prices, or would appear so at first blush.

It is the intention to handle the business direct from the point of landing to the individual customer, by means of the express companies. Agencies are beginning to be developed to handle this type of business, to get orders and to transmit them to the source of supply. Of course, the government being the government can manage to get the fish on the market at a lower figure, if the expenses incident to these agencies referred to are left out of account. It is to be remembered however, in justice to the wholesale trade that the public are actually paying for this service, though possibly in a way that will be less painful to them than the well known established system.

As has been stated 12 cents will be the price that the retailer will be given as a selling price. Mr. McDiarmid stated that it was the intention that this should be the price, but that there would be no interference unless the retailer attempted to exceed this figure. In this connection it might be noted that one of the main objections with Mr. Hanna's efforts in the popularizing of fish was that there was no restriction on any but the high price, and that large depart-

mental stores were permitted to undersell for reasons of their own, their smaller competitors, which considering the very narrow margin permitted proved a great hardship.

To provide a continuous supply of fish cold storage equipment will be established in different centres to provide for any over production, and to ensure as far as possible a continuous supply.

While the scheme is at present in a more or less experimental stage, and is of necessity more or less local in character, it is the idea to have it in due time cover the whole province. In all probability it will be the retailer through whom the sale is conducted, but this it is emphatically stated is dependent entirely upon the retailers' willingness to accept the Government's conditions as to price, where this is not forthcoming it is the intention to empower the municipalities to go into the business.

The set price of 12 cents is made on a basis of white fish which is the chief fish produced in lake Nipigon. As yet it is not known what price the retailer will be compelled to pay for the fish, but the probability is that it will be in the neighborhood of 10 cents. Other government waters will however, be fished to provide a sufficient supply to meet the demand that is expected. Lake Nipissing, is one of the sources contemplated, and as this is a sturgeon lake and sturgeon is considered somewhat more of a delicacy than White fish it is understood that the price for this fish will be somewhat higher than the 12 cent limit. Lake Simcoe will also be fished.

In connection with this scheme also permission has been granted for the commercial fishing of the Trent River. The game fish of this river are to be protected however, and only a variety known as bull trout or mountain trout will be permitted to be taken. These fish too, can be taken only on the understanding that they shall be sold at 6 cents to the inhabitants of the town of Campbellford, or to other places when the supply warrants it.

Mr. McDiarmid stated that the whole idea was to use the natural resources of the province to provide the people with cheap food. He believed that they were quite justified in setting a lower margin of profit to the distribution, because fish were a natural production, and entailed no labor to produce. The fisherman was the chief producing agent, and he did not think it right that the profit of the handler should approach that paid to the fisherman for his catch.

Just in how far this scheme will prove effective, and will actually provide cheaper food for the public remains to be seen. The idea behind Mr. Hanna's first

fish scheme, was to popularize some little used varieties of cheap fish. In so doing it has been found that the supply was not equal to the demand, and as a consequence despite the set price, the figures paid for these fish have been in many instances higher than were originally decided on. The Provincial Government, working in conjunction with the Food Controllers' Fish Committee, has opened two lakes that have been barred to commercial fishing, and consequently have enlarged the supply of these varieties of fish. Even had the Government not decided to take the matter into its own hands, the opening of these virgin waters with the increased supply available might have been expected to decrease the price of fish even without overriding the natural trading channels.

This is the opinion of F. T. James.

The Effect of Measures on the Available Supply

Another phase of the situation that Mr. James points out is the danger of the loss of actual supply. If the Fishermen were compelled to sell to the wholesaler at these prices, they would shortly be out of business. The solution for them will therefore be to seek other markets. Competitive buying between Canadian and American buyers has always been very keen, and Canadian Buyers have only been able to maintain the supply by meeting this competition. They cannot very well go out and contract fish at the usual market price, and then have to meet the competition of the Ontario Government. The result will probably be, if this idea is forced to its legitimate conclusions, to shut the wholesaler out of the market which will force the bulk of Canadian fish to be marketed in the United States.

The Ontario Government will not be able to supply this deficiency. The net result therefore will be to decrease the supply of fish instead of increasing it, a condition that will be very hard to remedy. The wholesale dealers are attempting to get in touch with Mr. McDiarmid with the idea of coming to some more satisfactory arrangement.

Basis of Profit Will Mean Actual Loss

The two cent basis of profit on fish also is open to strong objections from the retailers' standpoint. It is not sufficient margin. The ice required to properly care for fish will do away with a good deal of this profit, while the loss of a few fish, would very soon change this profit into an actual deficit. That at least is the opinion of dealers most directly interested in the sale of fish.

The government it is felt is well intentioned, but is acting without a sufficient understanding of the conditions.

Featuring Condensed and Powdered Milks

Use the Interest Created in the Milk Situation to Further Sales in These Standard Lines—Create a Business That Will Mean Profit and Found Profit to You.

DESPITE the request of the Food Controller that the milk producers supplying the City of Toronto should not advance prices until it had been possible for him to investigate the situation, the price of milk goes up on October 1. This decision was reached on Tuesday evening of this week. That sets aside the possibility of any compromise between producers and distributors, and makes an increase in price assured. This is not only a matter of local interest, for from Montreal, Ottawa, and many other sections come reports of similar activities on the part of the producers of the surrounding section. The reasons given for the increases are the increased costs of feeds and labor, and many producers state that if the increase is not given they will go out of the business and sell their stock for beef.

It may appear that this is of no particular interest to the grocer except as individual members of the community. Comparatively few grocers are handlers of milk, and consequently the loss that such a sharp advance might entail is not likely to be felt.

Most grocers, however, probably all grocers, are handlers of condensed and powdered milks. Unquestionably the increase in price will entail a growing demand for these kinds of milk. It is here that the grocer may very well profit by getting behind these lines and calling them to the public attention when the price of milk is being forcibly brought to the attention of the public. It may be that the business that the grocer has done in these lines has not been of large proportions. Here is a gilt-edged chance to improve it, to build up a real business that will stay with him. For there are a thousand-and-one ways in which these

prepared milks may be advantageously and economically used by people who would not contemplate entirely superseding fresh milk by the prepared varieties.

Whatever business can be built up in these lines is distinctly found business. Every cent of extra money that is made is found money. The grocer, therefore, who does not take advantage of this psychological moment to feature this line, by window display, advertising and personal selling canvas is losing sight of a very good opportunity.

ONTARIO RETAIL MERCHANTS WIN APPEAL

Judgment Against R. Higgins & Son,
Reversed in High Court. Grocer
Had Adopted All Reason-
able Care.

Some time ago the firm of R. Higgins and Son of Yonge Street, Toronto, was sued before Mr. Justice Middleton and jury on the ground that a woman cus-

tomer of the store, had fallen, through what the plaintiff claimed was carelessness on the part of the defendant, and had broken her leg. The sympathy of the Jury favored the plaintiff and awarded her a verdict of \$1500 damages.

While this was a substantial sum, it was felt that there was more in the case than the individual verdict. It set a precedent for other actions of a similar sort, and it was felt that if this judgment were permitted to go unchallenged, that grocers everywhere would constantly be in danger of similar action taken against them by customers who might of their own fault come to some harm or inconvenience while in the store.

This being the case the Retail Merchants' Association decided to appeal the case. The case was heard in the High Court on Tuesday of this week before Chief Justices Meredith, Anglin, Rose and Osler, who reversed the decision of the lower court. The trial judges held that no evidence has been adduced to show that the store had been negligent in any particular, or did not exercise every reasonable precaution for the safety of their customers. On these grounds the action was dismissed and the appeal upheld. Hartley Dewart appeared on behalf of the Retail Merchants Association.

Indication of Trend of Sugar Situation

Steadying Effect of Concerted Action Being Felt—No Sharp Advance Likely, Though Available Stocks Limited.

FIXED sugar prices for Canada and a supply that will be ample for all our needs, are foreshadowed in information that was secured in Montreal this week by CANADIAN GROCER from the sugar refineries. Action in Canada is awaiting the decision of the International Sugar Commission, which

is in consultation with the Food Administration, the refineries of the United States, the beet sugar growers, and the Cuban sugar planters. In the meantime the Food Controller has asked the American refiners not to engage in competition for the remaining portion of the Cuban crop, and as a result one of the large re-



An effective and attention-getting Thanksgiving window trim.

finers, Arbuckle Brothers, have closed down temporarily because of a lack of raw sugar to carry on operations.

The following statement made to CANADIAN GROCER by an official of one of the Montreal refineries will be reassuring to the trade in Canada:

"The International Sugar Commission, formed by the Food Administration in the United States, and the Royal Commission on Sugar Supply of England, who purchase all the requirements of sugar for Great Britain and her Allies, will have complete control of raw sugar supplies for all countries except Java. It is expected that this Commission will fix a maximum price for raw sugars for 1918. As to supplies of sugar available for the balance of this year, the United States beet crop, which will approximate 850,000 tons, will be available for distribution the second half of October. This crop, together with the unsold balance of the Cuban crop, will take care fairly well of American requirements for the balance of this year. It is understood that there will be sufficient sugar available to meet the needs of the country for this fall."

The members of the International Sugar Purchasing and Distribution Committee consist of George M. Rolph, Food Administration, chairman; Sir Joseph White Todd and John Ramsey Drake, both sugar men of England; and as representatives of the United States, Earl D. Babst, of the American Sugar Refining Co., and William A. Jamison, of Arbuckle Brothers.

The United States members also constitute the National Sugar Committee of the Food Administration, and there are in addition the American Refiners Committee and the Beet Distribution Committee.

It is understood that the Canadian refiners have been in communication with the Food Controller for Canada, Hon. W. J. Hanna, but no conference has yet been held. There are sufficient supplies of raw sugar in Canada for some time to come.

A despatch from Washington says: "On Saturday last the sugar industry in the United States by Presidential proclamation was put under the National Food Administration to be conducted under a license system, which will control the manufacture, distribution and importation of sugar. It was announced that the chief aim of the Administration was to stabilize prices.

"It was explained in the trade that the reason why refiners have been asked not to buy more raw sugar in the Cuban market was in the hope that there would be a return of normal prices, the prices having gone to an unwarranted high figure because of the competitive bidding between the British Royal Commission and American manufacturers for the raw product in Cuba.

"The New York City members of the National Association of Brokers in Sugar met and wired the Food Administration deprecating reports that the sugar brokerage trade were bulling the market and unduly exciting the buying trade. They declared that careful inquiries

showed that no such action had been taken by the refined sugar brokers. Outside brokers were urged to act in full cooperation with the Food Administration.

"In the meantime a suggestion from

the Food Administration to the public press to refrain from publishing articles concerning the present shortage in sugar would tend to a great extent to help conserve the present available supplies."



Demonstrating the Community Grocery Store in Washington, D.C.

A Danger Point in High Prices

How the Community Grocery Store Can Undermine Trade by Doing Business Without Meeting Business Conditions.

THE innocent appearing photo that appears on this page is an illustration of one of the newest activities that have sprung up as a result of the war and high prices. Innocent as it appears, it is a real menace to the grocer, not so much in the item of actual business that such concerns can do, which will be relatively small, but in the harvest of discontent and suspicion that are invariably the result of such activities.

The photo represents a demonstration of the operation of the Community store, and as the figures show, the purchases decided on by the demonstrator represent a clear saving of \$2 on every \$5. The stout gentleman in the foreground is Thomas U. Sissons of Mississippi, who is advocating the setting up of a grocery store in every schoolhouse of the country as a means of fighting the high cost of living.

The picture illustrates an American scene, and conditions that have not yet grown acute here, but it is an activity that can well be guarded against. Moreover activities of this nature are not a rarity in Canada. Buying Clubs have sprung up in various parts of the country, purporting to supply necessities at less than the average grocery charges.

Of course it may be possible in certain lines, and at certain times and under certain conditions for such activities to actually show a saving. But the development of any such scheme will not only in the long run not save money, but will be a menace to the life of many of the smaller communities.

The best way that the grocer can combat such activities, is by keeping on

the friendliest terms with his customers, by for one thing, endeavoring to give these customers the best service and the cheapest goods consistent with a reasonable profit. When prices have to be increased, it is wise for the grocer to take the customers into his confidence, and convince them of the justice of the increase. To do otherwise is to encourage suspicion, the father of all such activities as the one noted above.



INCREASED GRAIN YIELD IN CANADA FOR 1917.

A preliminary estimate of this year's wheat crop in Canada as given out by the Census and Statistics Office, is for a total of 249,164,700 bushels from 14,755,800 acres, an average yield per acre of 16.88 bushels as compared with 17 bushels in 1916 and 29 bushels in 1915. The 1917 crop represents an increase of 8 per cent. over that of 1916. The total yield of oats in 1917 is estimated at 399,843,000 or 33.18 bushels per acre as compared with 35.91 bushels in 1916. The rye crop is estimated at 4,194,950 bushels as compared with 2,967,400 bushels in 1916. The crop ran 20 bushels to the acre in both years. Barley yields 59,318,400 bushels as compared with 42,647,000 bushels in 1916 with an average yield per acre of 24.80 and 25 bushels respectively. The total yield of flaxseed is placed at 10,067,500 bushels as compared with 7,316,300 in 1916, the average yield per acre being 8.11 bushels in 1917 and 11.1% bushels in 1916.

Get After Credit Accounts--Now

Present is Most Opportune Time to Settle Long-standing Credit Accounts—Farmers Thriving on Good Crops and High Prices—Loosening of Capital Benefits All Branches of Trade.

WHAT more opportune time could there be than the weeks from now until winter for the hardware dealers throughout the country to get after their credit customers and urge the settling up of old accounts which have been standing on the books for months, and perhaps even years? Throughout the country places the farmer is enjoying a period of prosperity much greater than any in the past. His crops are generally reported as abundant this season, and high prices are secured for all his products, either agricultural or stock. Good crops were predicted early in the summer, but harvests are now being gathered in, the crops are being turned into cash, and what is more logical than that the farmer should first wish to clear himself of long standing debts, and rearrange his credit with his neighbors. The grocer has been long-suffering in many cases, and his generosity has been the basis of much of the success with which the farmer has met. He has indirectly helped the farmer to the success by carrying him along, but now it is up to the farmer to do his part.

There is no doubt whatever that the intentions of the farmer are good, and that he entertains no other idea but to straighten up his credit when he secures the cash, but oftentimes a little reminder brings the desired response and does no injury to trade. In hard cases an explanation of the situation will oftentimes facilitate settlement.

Vigorous Treatment Urged by Expert.

If talking with W. H. Lamont, vice-president of the Canadian Credit Men's Association, a CANADIAN GROCER representative was impressed with the emphasis with which Mr. Lamont indicated that NOW is the time to collect old accounts and to use vigorous treatment in pursuing the work of the collection department. In this connection such slogans as "Get After the Money" or "Now is the Time to Collect" might prove effective stimulants.

Some accounts have been standing on the books of many grocers throughout the country until they have now become an eyesore. Such accounts should be pursued without a moment of delay; the farmer has the money and can make settlement if the matter is put squarely up to him.

Some grocers are inclined to let matters go rather than do the least bit of pushing for settlement, fearing the loss of trade. Has it ever occurred that it might pay to lose some accounts for an immediate settlement of outstanding cash? Are not the benefits accruing to the merchant from having the cash

sufficient to warrant vigorous action in such cases which are suffering from stagnation merely because the dealer does not go after them? These are some of the questions the merchant should ask himself.

Paying Unnecessary Interest

While he has accounts outstanding, the merchant is often paying interest to the banks or wholesalers. The outstanding cash may prevent him from earning his cash discount. The non-collection of cash due may affect very seriously the credit of the grocer at his own bank and with neighboring tradesmen. All these have detrimental effects, the seriousness of which cannot be discounted.

The continuation of such elements as the foregoing in modern business will bring on the inevitable in the space of a very short time, and it is alarming to note the large number of merchants who will follow this road, when a little extra shove would place them where no such dangerous elements would threaten. This little extra shove should be applied between now and winter time in order that the winter season can be commenced with a clean sheet, or at least with a more definite understanding of the position of his credit customers than the merchant has to-day.

In some cases where cash is not yet available, owing to the fact that cash is sometimes slow in being returned to the farmer for his crops, it would pay the grocer to get 30 to 60 day notes for his outstanding accounts, and place them in the bank for collection. Such action not only strengthens his credit with the local bank and other neighboring merchants, but it gives him a credit standing which is a valuable asset to any man.

A Patriotic Duty

Apart from the business element, the merchant should regard as a patriotic duty the bringing of more money into general circulation and preventing the stagnation of capital with its serious effects upon business conditions in general. He and his family may be stinting themselves on everyday living necessities because of the fact that much capital is tied up in outstanding accounts. The bringing in of money from this source will provide the necessary funds through which some items of clothing or furnishings might be secured for the family, and in this manner everyone affected benefits, and the buying power of the public is increased to a similar extent. From this standpoint it is evident that the merchant is benefiting; a great number of people by urging the loosening

up of invested capital and stopping the stagnation of credit accounts once and for all.

Individual credit, that is, the credit extended by the retailer to the consumer, is more rigid in character than any other form of credit and is subject to the greatest risk. Without any intention of hindering business, but rather to build up better business, it is urged that the grantors of commercial credit have the courage of their convictions and counsel with their retail customers to sell merchandise to the consumer on a basis that comports with present conditions, i.e., not tie up capital as freely as under usual conditions in rigid forms of credit.

Encourage Cash Sales

Daily necessities in the home should be sold for cash or practically cash, as far as possible. Ordinary home supplies should be as nearly as possible sold on the basis of semi-monthly payment, and supplies for the person or the extraordinary supplies should be sold on the basis of monthly payment, that is, accounts rendered paid on the first of each month for the supplies of the previous month.

The retailer should be especially cautious at the present time and should work for cash payments or shorter terms. All merchants should awaken to the responsibility which may mean the saving of distress in later days, for beyond question the consumer can be brought to recognize the economy of cash and short term payments, and that long terms mean inevitably higher cost of living. It behooves all merchants to do their part in keeping all forms of credit as liquid as possible.

When credit accounts have all been arranged satisfactorily and some form of settlement has been agreed upon, the merchant should commence a rigid study of those to whom he grants credit, in order that he will not again fall prey to the destructive element of having old credit accounts which are all but chalked up in the list of bad debts. He should endeavor to find out as much as possible regarding the financial position of his credit customers.

Three Classes of Credit Customers

Credit customers can roughly be divided into three classes. The first class consists of the customers whose earning power is not sufficient to grant much in the way of credit. A limit should be placed upon such customers, and they should be watched closely. Should there be any signs of their probable falling off in paying, further credit should not be granted, unless satisfactory reasons can

be made for its continuation. The second class are the least risk. They represent the class which live comfortably, but are not included among the wealthy class. These customers are usually prompt in their payments and require little urging to meet their debts if their accounts are allowed to temporarily lag. Such customers should be watched for any indication of falling off in payment, however, though no drastic action should be taken unless warranted. Such things as any news of the day seriously affecting the business in which the man of the house is engaged would be justification for a closer scrutiny of the credit account book. The third class, generally speaking, consists of the wealthy set who

likewise are little risk. Such accounts are usually let go for longer periods than is the case in the other two classes, but generally are promptly paid when a statement is submitted.

In some cases it has even been urged that a signed statement of the customer's financial worth should be secured by the retail merchant before he grants credit. The principle is that the merchant has a right to know the financial standing of an individual before he entrusts him with his money for any length of time. A bank will not loan money indiscriminately, and why should a merchant do so without any guarantee of the ability of the customer to settle up? Those to whom credit is extended should

appreciate that credit grantors have the undoubted right to ask and to be given a full and accurate report, based on actual figures, realizing that he who loans money or its equivalent is entitled to be shown why confidence can safely be extended.

At the present time healthy business conditions are prevailing throughout the country, both in regard to agricultural and industrial pursuits. No one can foretell what the future may bring forth, and therefore, it behooves the retail merchant to accept the present as the most opportune time to get after his outstanding credit accounts and to thereby benefit not only himself, but the trade in general.

Now Time to Study Business Insurance

Take Time by the Forelock in These Days of Unusually Profitable Conditions.

By Henry Johnson, Jr.

RIGHT now I want to induce you to give serious consideration to the question of Business Insurance.

What is business insurance? At the risk of having you turn the page without reading further, I'll tell you: It is **saving money and putting it away where it will accumulate.**

Now, you'll miss it if you do not read further—take my word for it. So let's get the outline first and tell the why afterwards.

The scheme is to provide for business expenses only, as a starter. Determine what you must keep each month with which to pay your rent, help, heat, light, etc., Then settle on a certain minimum sum which you will take out and put away **before any profits are figured, before you take out any "spending money," before you pay your bills!** Get that last: **BEFORE YOU PAY YOUR BILLS.**

Begin small. Take as little as \$5 per month for a beginning, if you do not feel sure you can take more. But make it \$10 or \$25, or more if possible; and remember that this system is going to make a lot of things possible for you that hitherto have been in the "Can't-be-done" class.

Never Reduce—Never Quit—Never Withdraw

The idea is that the beginning must be modest because the most fundamental point is that money once saved must not be used again—except as I shall indicate later on—and, though you will gradually increase the monthly savings, you must live up to the new schedule whenever you make the sum larger. For the keystone drops out the minute you permit yourself to backslide.

Whatever the sum fixed upon, take it out of the safe first thing on the first business day of each month and deposit it in a separate savings account. So entirely separate must it be from the rest of your funds, that it is well to use

a separate bank for this account. Never mind the interest now—let it be 3%, 3½% — the present point is to accumulate it. And every cent of interest earned must be redeposited to accumulate with the capital.

And note this: It's no matter whether your bills are paid or not. Pay no attention to any other obligation on that first morning of the month. Do nothing, think of nothing, keep your mind free and clear of all other things until this particular money is drawn out and put away.

The benefits are almost beyond computation. Here are a few:

First, there is the accumulation itself, which grows wonderfully. Just how wonderfully may be sensed from the fact that as little as \$25 per month thus put away at an average of 6% compound interest will yield just about \$30,000 in 30 years—a comfortable competence for the merchant 30 years old to look forward to when he's sixty. In other words, **the saving of \$9,000 during those years, at \$25 each month, will produce \$30,000—\$21,000 of it earned for you by somebody else!**

Second, you are kept scratching for funds. You return to your store and every bill you have stares you in the face. The effect is surprisingly sobering. It makes you think seriously and figure closely on every purchase you make. You invest neither in merchandise nor in "improvements" of dubious value or utility. Better have the money in a business-insurance fund than tied up in a lot of fancy fixings which often are merely in the way.

Become Brisk, Insistent Collector

Third, you become a keener collector. You are actually more sincerely in need of funds and therefore more convincing—because you do need the money.

Fourth, you have a constantly growing sense of security, of power, of independence, because your bulwark of financial

fortification is growing higher and more substantial every month.

Fifth, you feel that you are working for yourself. You are making tangible progress. You are gathering real money. You are absorbing the most vital lesson that can get lodgement in any man's consciousness; that the one way to make real money is to take money out of your business steadily.

AND THIS CAN BE DONE BY EVERY BUSINESS MAN NO MATTER HOW HE IS SITUATED, NO MATTER HOW SMALL HIS BUSINESS, NO MATTER HOW MODEST THE SUM ACCUMULATED MAY BE. IT IS THE DUTY OF EVERY BUSINESS MAN TO DO THIS.

Benefits Summarized

To summarize the benefits, we have:

- 1.—The money safely put away.
- 2.—We buy more conservatively.
- 3.—We become more effective collectors.
- 4.—We have SECURITY—Business Insurance.
- 5.—Working now for ourselves we acquire Independence.

And there are any number of collateral advantages. Ask your jobbers. Ask your banker. Take note of the tone of enhanced respect with which each will listen the minute you suggest what you have in mind.

Why, bless your old heart! Financial independence, competence, everything worth working for lie in this direction and only in this direction when all is said and done.

The Next Step

Suppose, now, that you have piled up \$100, \$200, \$300. On the first interest day, draw out what may be needed to buy solid bonds. The first you buy should be the solidest—war loan bonds are ideal at this moment.

Because those are the soundest, safest security that can be found anywhere. Buy 'em. Put them into your safety de-

posit box. Then the bank can "bust" and most other things go to thunder—your money will be secure.

Next, accumulation should go into bonds of second line convertibility. Such will yield $4\frac{1}{2}\%$ to 5% . Buy those until you have, say, \$2,000 to \$10,000, depending on your own circumstances. (You will be able to take care of yourself after you have bought a few bonds with the advice of your banker.)

Third, buy bonds of narrow market, but sound. These will bear $5\frac{1}{2}\%$ to 6% . In some cases bonds bearing even 7% can be bought safely—only be sure of the house from whom you buy.

Then follow small mortgages, which in the west pay 7% and even more; and seasoned stocks which have long record of solid earnings.

In this way your savings eventually will earn you an average of 6% —and that is enough to try for in most cases.

"Can't Spare the Money!"

"But I need all my capital in my growing business," says the business man. "It keeps me scratching to meet my daily needs."

That is precisely why YOU need this plan more than some others. The man who skates on thin ice needs to have a life-line handy. When operating on a narrow margin, one most needs a little surplus on which to draw in case of real necessity.

So this Business Insurance is VITAL to you — that is just why it is called Business Insurance.

For the money is not lost. It is your business to think of it as put away where you cannot get it. But as a fact, the money is there in the bank or invested in securities so sound that they can be hypothecated without a moment's notice in any bank.

If real, pressing need hits you—if illness or misfortune visits you—take your securities to the bank and borrow against them. Then work like a beaver to get them free again!

Compare, if you like, that kind of assets with two or three cars of flour, for example, bought far in advance of need. You can dispose of that flour—how? By taking a heavy loss. But the bonds—why you do not need even to dispose of them!

All times are the right times to begin this system. But right now is the RIGHTEST time that has come for many a long year. For these are days of liberal profits. See that you conserve a lot of yours in Business Insurance. And if you start, you will be safe—you will never be without Business Insurance again.

FOOD CONTROLLER GETS PART TRUTH

(Continued from page 22.)

generally that are sold on time and at high prices to cover interest, shipping expense, damage, bad debts and mail order advertising. It follows, therefore, that the maker has to go to the buyer.

The idea of the manufacturer sending out salesmen to sell to the public is, of

course, absurd. It would mean sales staffs running into the thousands for every manufactured article on the market. Costs would go up entirely out of sight. And anyway the householder could not afford the time to buy each article separately nor the capital to lay in large stocks of goods as would be necessary under such a system. Therefore, arises the need, the absolute, iron-riveted, irrevocable need of the local store—the handy emporium where practically everything is carried in stock and which the householder can visit at any time to buy any article in any quantity, small or great. Only the most blind will attempt to deny that the retail store is absolutely necessary under our present method of living.

With that much established the question comes up as to why the manufacturer cannot go direct and sell his goods to the retailer. The only reason is that the manufacturer cannot do that economically. He would do it if he could. The manufacturer is in business for one purpose only, to make money. If he found he could get his goods to the public cheaper and thus increase his business by selling direct to the retailer he would do so. It would mean that, instead of the few travelers that he needs to call on the wholesalers, he would have to put on a big enough staff to call on all the retailers in all the provinces of the Dominion—perhaps a hundred in all. It would mean that, instead of shipping a carload to the wholesaler, he would make up hundreds of individual shipments in dozens and grosses and consign each one separately to all the quarters of the compass. His warehouse staff would have to be increased a dozen times, a score of times over. The cost of transportation would be doubled and quadrupled. Then the manufacturer would have to look after the collection of payment on thousands of small accounts, increasing his staff, increasing his bad debts and multiplying the amount of credit he would have to carry on his books.

And the crux of the matter is this: Every manufacturer would have to do all this, no matter how small and insignificant he might be. The number of travelers on the road would be almost beyond computation. The retailer would have time for nothing else but seeing travelers. It would be a deluge, a colossal joke!

To cover all this the manufacturer would have to make an adequate price on the article and, mark this, that price would be higher than that which the retailer pays by the wholesale method.

The proof of this is found in the fact that the manufacturers deal through the wholesaler. In comparatively few cases do they sell direct to the retailer, and then only to such merchants as are in a position to buy in large quantity.

On the other hand the method of handling goods through the wholesaler works out this way: The manufacturer sells in large quantities to the wholesaler. The wholesaler sends out travelers who sell perhaps half a hundred different lines to the retailer at once. These various purchases are sent out in one consignment and the wholesaler collects for them in

bulk. The wholesaler is a factor not for the duplication of profit, as the rather ignorant and highly excitable newspapers imagine, but for *simplification of distribution and economy of cost.*

The Food Controller shows some appreciation of all this in his statement to the press as reproduced herewith. He bears heavily and unfairly, however, on the fact that inefficiency has crept in among middle men. Some there is, unquestionably; but a certain degree of inefficiency can be found in any business and always will be found until the day comes when human frailty can be eliminated. Mr. Hanna states, in support of this, that only 30,000 people in Toronto are actual producers and that the rest are engaged in the movement of goods. His figures may be correct, but he is entirely wrong when he asserts that the same percentage would be found in every Canadian city and town. Toronto is a distributing centre. The bulk of the work of distribution for all Ontario is done in Toronto. In a smaller centre, say Galt or Brantford, probably ninety per cent. of the wage earners would be found engaged in productive work. The stress that the Food Controller has placed on this point is unwarranted by the facts. It is a certainty that the inefficiency and "over-elaboration of processes" found in distribution and marketing is no greater than could be found in the manufacturing of the goods.

However, the Food Controller's statement will clear the air to some extent. It establishes one prime fact—a fact that the noisy theorists cannot assail—that drastic interference with marketing processes would bring the whole fabric of trade tumbling down like a house of cards and bury many of the howlers themselves in the landslide.

EASTERN FISHERIES PROFITABLE

Halifax, Sept. 26.—One of the greatest of Nova Scotia industries is the fishery, and this year it is highly prosperous, large catches and big prices. A fisherman is quoted as saying, speaking of the price of flour at \$14 a barrel: "I don't think of flour cost in terms of dollars but in terms of codfish. It used to take two quintals of codfish to buy a barrel of flour, but this year it takes less than one and a half." The summer catch of the banking fleet is 175,000 quintals, which, with 40,000 taken on the spring trip, makes 215,000. There is besides the catch of the Bay fleet, 25,000 quintals; so altogether the total will be about 240,000 quintals, as compared with an average catch of 200,000, and the price will probably be ten per cent. above the average. Large cod ex-vessel is quoted at \$10 a quintal and small at \$9. The lobster pack situation is doubtful. There is a considerable portion of the season's pack remaining on this side, though purchased with the intention of shipping to Europe. Delays in transportation have caused the lobsters to lose the best consuming season in England and France. It may leave a surplus on hand when the next season opens.

Salesmanship---The Personal Element

Secretary of Minneapolis Retail Association Delivers Pointed Address on Salesmanship Emphasizing Essential Qualities of Best Salesmen.

THE following extracts concerning the value of the personal element in modern salesmanship are taken from a recent address delivered by J. S. Taylor, secretary of a Minneapolis Retail Association and instructor in salesmanship at the Y.M.C.A.

"Salesmanship is a mighty interesting subject, more interesting than you might first think. When you learn to apply psychology, then you will have acquired a knowledge of the science of sales. It is singular how many there are who imagine that all that is necessary is to step behind a counter, and, as a lady or gentleman comes in, say "Good morning"; then lean on the counter and ask, "Was there something this morning? Lovely morning, isn't it?"

Now, just imagine that type of salesman behind the counter saying, "Is there anything you want this morning?" He is lazy, mentally and physically. Do you get that? A physical and mental laziness fully demonstrated. On the other hand, the salesman comes into the store and says, "Good morning," or "How do you do?" He has a cigar in his mouth which has been dead for two years and a half and he doesn't know it, and he expects to get right in personal touch with you. He sets his grip down on the counter and expects to attract favorable attention. Of course, he has attracted attention. Has it been favorable? I don't care how much he knows about his line or about your nature, he has got a problem on his hands right now, and that is to change your mind to think as he thinks and do as he wants you to do. That is salesmanship.

The Circus "Salesman"

One of the best types of salesmen dealing with a large number of individuals, changing their minds at the same time to think as he thinks and do as he wants them to do, is the man just outside of the show at the big circus. Did you ever see him, or hear him? He tells you all there is within the great tent, tells you it is just beginning and to go inside and see what there is in there to be seen. He paints a picture and you get a vision of yourself just walking along that tent, and you can see everything that is to be seen in there; then he comes a little bit closer and looks at you with a smile, and there are a few other fellows outside who crowd together, and then somebody buys a ticket and they all begin to buy tickets, and how they rush!

There is another type of salesmanship. We find him standing on the corners playing a mouth organ, or a banjo. He gets the people close, begins to talk about the ills of man and suddenly removes a little box from his bag, announcing that it is a salve put up for the purpose of removing stains from a man's character. Then he takes out of his pocket a little bottle and tells you about

that. By and by you begin to feel pains all over, and then you get so interested you get a little closer, and he will sell you a liquid put up in a bottle for one dollar, and which you can buy from your druggist for twenty-five cents. He has the ability to attract men and to move them. He gets the people to think as he thinks, gives them a vision.

Word Picture of a Man

There is a special type of man necessary in this world. I have here a picture of a man, and if you fail to use this illustration you fail to master the supreme opportunity. **First thing to do is to find the man, the capable man, the trustworthy man, the reliable man, the honest man, and when we have him we keep him at work.** Here is a word picture of a man, and the first thing I shall call your attention to is this word "**CHEERFULNESS.**"

How do you rise in the morning? Feeling good? Do you meet every person with a feeling of good-will as you step out in the day's business? You and I and everybody else love to look into a pleasant face. It is that person's face, that power of personality that draws. It is the thought that you and I radiate in our actions. So let us take cheerfulness as a part of our life.

Then we have "**HOPE.**" Hope is the anchor of the soul.

Next "**AMBITION.**" I don't like that word. Ambition is a splendid word when it is properly directed, but I like the word "**ASPIRATIONS**"—the man who aspires to something, who has a brain full of ideas, and something he wants to accomplish in life.

Then we have "**RELIABILITY.**" The man upon whom we can rely is a splendid type for business success. Here we have that large influence on man's actions, which involves the environment in which you and I live. Some live down in slums where the sun never shines, but the successful man is the man who lives on the mountain tops, where the sun shines all day.

Next we have "**CONFIDENCE.**" A confidence in your corporation, in yourself, in your house, and in your line.

"**TRUTHFULNESS.**" Why truthfulness? Just to tell the truth, because it sells more goods? No, because it is right. Get that first in your mind. It is right. That is why we should tell the truth. Don't ever be carried away by the idea that you have to just cut the corners a little bit in order to accomplish your purpose; it will defeat you in the end. Tell the truth because it is right, even if it hurts.

"**ENTHUSIASM.**" Be on fire about the thing you are doing. Enthusiasm is thought set on fire.

"**REASON.**" Just carry the word "**JUDGMENT**" right up here (indicating

brain). Reason before you act. It is necessary to your success that you do that. How are you going to do that with the different types of men? If you have been studying human nature you may be able to determine from the different lines of face, its shape between the jaw, or by the ears, whether he is sensitive, or whether he is a keen listener whether he has reason or not. Then analyze the individual. When you have studied the science of salesmanship and human nature you are able to do that. When you are from six or eight feet from him you would know the first word to say to him.

"**KNOWLEDGE.**" Have you a knowledge of yourself? What is your present worth?—fifteen cents, half a dollar, or what is your business worth? You and I can never analyze anybody unless we are able to analyze ourselves, therefore the science of dealing with human nature reveals a method by which we may acquire that knowledge of ourselves, and a knowledge of our competitor, his goods, his line and methods of transacting business.

After we have knowledge, we want something better; we want to exercise that knowledge, to put that knowledge to work, and here is another word that comes in at this point. "**GRIT.**" When you find the road hard, when you find that it is almost impossible to accomplish the thing you desire; just sprinkle a little sand on the way and take a new grip; that will pull you across the line.

Six Types of Men

We have six types of individuals. The first one you know. He is the pure white one hundred per cent. man.

Next is the red, the darkness of life. We are subject to fifty-four negative traits of character. There is one that is working in some of you men to-day, and it is going to put you out of business unless you stop it; and that is worry. Don't do it, you can't think, you can't act, you can't sleep, you can't eat, you can't enjoy life. Get it out of your system, or you will be a red man.

The third is blue; the dawning, the breaking, the gentle spirit. Supplant worry with cheerfulness.

When you organize your brain for services, don't you think it makes a strong man? It is the man with an organized brain who has power, physically and mentally.

The fourth is the yellow. Maybe some of you have a yellow streak running up your spinal column. You will find that fellow sitting in the park, a Piccadilly collar, red necktie, his head in his hand, and he says, "Oh, gee, I wish I had a job." The trouble with that fellow is his wishbone is where his backbone ought to be.

Fifth, we have the green. He is the grouch, whose liver is always out of order, who knows more than anybody. You have got that man to contend with.

Sixth is the black. The black man is the fellow who will do anything to accomplish his purpose.

Three Elements in Sale

There are three elements or three (Continued on page 43)

The California Citrus Crop

Largest Fruit Shipments in History, Despite Frost and Heat Damage — California Provided 71 Per Cent. of American Oranges and Lemons Last Year — Coming Orange Crop Will be Light.

THE general prosperity of the United States and Canada has allowed the marketing of the largest crop of all the principal citrus varieties produced by California at satisfactory prices. While the values of citrus fruits did not increase like the prices of the staple foods, the greatly enhanced purchasing power of the people allowed more consumers to buy these fruits regularly, creating a steady demand throughout the season, except for a few weeks following the entry of the U.S. into the war. The shortage in the Florida orange and grapefruit shipments on account of frosts overcame to some extent California's increased crops. No long periods of rain in the producing districts interfered with the steady movement of the crop and decay losses on oranges were less than usual. The weather in the markets was favorable, except for a period of extreme cold just previous to Christmas, which interfered with the distribution and damaged the contents of many cars in transit. An insufficient supply of refrigerator cars during most of the year delayed the clean up of the navel crop and the start of the Valencias in spite of generally heavier loading, and shortage of labor and packing material at times interfered with the movement.

The Navel Orange Crop

Considerable damage was done to the navel crop in the lower lands of the early districts by a frost in November at about the time the first shipments were starting. The car situation prevented the shipment of a great deal of the damaged fruit in which the injury was not clearly apparent until some time later. The first shipments of frosted fruit on a bare market brought good returns but seriously affected the later market as did the immature fruit shipped from some sections where maturity laws were not effective.

The Southern California navel crop was the largest that has ever been marketed. Some damage was done to it by frost in a few sections during the winter but this occasioned no serious difficulty as the shippers were able to segregate the poor fruit from the good by waiting until the damaged fruit commenced to dry out. The sizes ran medium to small which was helpful in the sale, as with other foods so high in price, oranges selling at a low price per dozen were in great demand. The market continued steady until the first week in April, when the United States entered the war. For several weeks following the market was weak and declining owing to the effect on the consumers and the trade of the appeals to economize

and the purchases of unusual quantities of the staples. When confidence was restored the market improved and the average realized on the navel crop as a whole, was higher than in any recent year. Because of the shortage of refrigerator cars, labor and packing materials, the navel movement continued to a much later date than usual.

The navel movement was free from any protracted decay period, which occurs in most seasons, usually following continued rains. The weather was more favorable and handling methods for decay control are constantly improving. Brown rot was not serious, both because of the weather conditions and the control measures adopted in the orchards.

Miscellaneous Varieties

Seedlings, Sweets and St. Michaels, started to move when the market was in a very unsatisfactory condition following the entry of the country into the war but the recovery came in time to make the averages very satisfactory.

The Valencia Crop

The Valencia crop is the largest California has ever produced. Owing to new acreage coming into bearing the shipments of this popular summer orange have been steadily increasing until they now amount to one-half as great as the navel shipments. The non-bearing acreage is large and it may be expected that the Valencia shipments will continue to show an increase each year under normal climatic conditions.

The opening of the Valencia season was very much delayed on account of the late clean-up of navels and the miscellaneous varieties of oranges and like the other varieties the proper movement has been interfered with by the shortage of transportation equipment and packing supplies.

The market is taking this variety in large quantities at good prices. Owing to the late start and interference with the shipments, a larger percentage of the crop will move after September 1st, than usual. With a heavier movement even the smaller trade are handling Valencias in carload lots through the summer and fall, making their orange business an all year round one.

The Lemon Crop

The California lemon shipments have shown a considerable increase over any other year. This was chiefly due to new acreage coming into bearing. California supplied 71 per cent. of the total consumption in the United States and Canada for the Government's fiscal year ending June 30th, compared with

64 per cent. the former year and 53 per cent. five years ago.

The foreign lemon importations were somewhat less than the previous year but California's increased shipments more than overcame this deficiency and the total consumption was greater than ever before.

The distribution has been very wide and many new markets have been opened to California lemons for the first time.

The markets were steady during the winter and spring months with the usual good summer demand and a very high market temporarily in August during the hot spell throughout the Eastern States. There was a steady demand during the season, even when the weather was cool and lemonade not in great demand.

Considerable difficulty with decay has been encountered in the stored fruit, due partly to the cool weather during the winter and spring, lengthening the time the fruit was on the trees, and partly to the shortage of labor to pick the fruit when it should have been harvested. Many shippers, however, were able to handle these conditions successfully and have delivered their fruit in the markets in better shape than ever before. The returns on the crop for the season as a whole were satisfactory, but it is most important that the greatest effort be made in the handling operations so as to maintain with the trade the reputation for keeping quality which has been built up throughout the country on the California lemon.

The Heat Damage to The 1917-18 Crop

In June the citrus districts were visited by several days of extremely hot weather, the temperatures reaching maximum heights for so early in the summer. The weather preceding had been unusually cool and the young fruit of the next crop was small and tender. In the interior districts the heat was accentuated by dry winds. This resulted in a large percentage of the small navels of next year's crop drying up and dropping from the trees. This was true also of the very small lemons and in most districts the large matured lemons on the trees were made unmerchantable. The medium size green lemons were not generally damaged. The Valencia and other seedling varieties were not so severely affected and the bulk of the Valencias are grown in the districts nearer the coast where the heat was not so intense, nor continuous.

At this time it is not possible to obtain an accurate estimate of the crop for next year but it is certain that there

(Continued on page 35.)

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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

THE MACLEAN PUBLISHING COMPANY, Limited

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

OFFICES

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

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

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

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

PUBLISHED EVERY FRIDAY.

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

Vol. XXXI. TORONTO, SEPTEMBER 28, 1917 No. 39

EDITORIAL BRIEFS

ONLY two meatless days a week? Indeed, that sounds like Heaven to a lot of poor folks hereabout who have been having seven.

* * *

THE WESTERN Provinces can once again start munching canned goods, without any let or hindrance from Mr. Hanna. The embargo as far as the Prairie Provinces are concerned, has been definitely raised.

* * *

MR. HANNA announces that he will definitely fix the price of foods or give the reason why. It is to be hoped also that he will forbid the sale of veal and lamb, or give a reason why, and a better reason than has been forthcoming from any source up to the present.

* * *

CALIFORNIA has assumed ownership of all fish in the streams and contiguous waters, and has been given the power to fix the maximum prices that may be charged for the fish by fisherman, wholesaler and retailer, in fact wherever and by whomsoever the fish is sold. This looks like control all right.

* * *

ALL WHOLESALE fruit and vegetable dealers are to be compelled to register with the Food Controller. It is to be hoped that these activities will lead to something, and not merely be a drag on the wheels of business. The registering of all purchases of apples by these firms may result in some good, but it is a little difficult just to see where.

* * *

MR. HANNA announces that his department has

arranged for the distribution of Nova Scotia apples in the West. When he devotes his attention to such activities, he, the Food Controller, is laying his finger on one of the serious problems of the country, that of the distribution of perishable products. It is our humble opinion that more is to be gained in this way than in indiscriminate embargoes.

* * *

A NEW BRUNSWICK member recently urged in Parliament the withdrawal of the duty on potatoes. If such a change were made it might work to the advantage of New Brunswick farmers, were conditions similar to those of last year to prevail, but it would certainly be at the expense of Canada as a whole. While we maintain a tariff barrier, it is just as well that it should serve to benefit Canadians as a mass, and not only the large manufacturer and producer.

* * *

NOW, more than ever before, it is the imperative duty of every retailer to pay strict attention to credits. The retailer should sell on credit only when investigation has proven to him that the debtor is quite able to pay the account at a specified date. A great many grocery firms are to-day doing a strictly cash business, but this is not possible with all merchants. The majority of merchants find it necessary to extend credit in some cases. Where credit is given a time limit for settlement should always be set. And when the date for settlement arrives the merchant should not hesitate to ask for payment.

THE BIG GAME SEASON OPENS

THE opening of the big game season gives an added trade opportunity to those merchants whose place of business taps any of the great hunting districts. This sort of business is mainly found trade. That is, whatever there is done in this business may be considered as extra profit. It is outside the usual business channels, and comes usually from parties outside the locality in which the store is situated. The opportunity only presents itself for a few weeks, so it behooves the merchant to make the best of it, for such business is truly found business.

POPULARIZING FISH

THE Ontario Government, working in conjunction with the Food Controller, is going to still further enlarge the program for popularizing fish as a food. The Food Controller, in conjunction with the wholesale fish merchants, has done much to bring fish to the attention of the public, by arranging for a better system of transportation from the seaboard. The Ontario Government intends, however, to tap the immense natural resources of fish that are in some of the Provincial Lakes, that to the present have been protected by Government regulations. Lake Nipigon will be the main source of supply, and from it will be brought all manner of fresh water fish,

to be sold at reasonable prices. It is understood, too, that this activity will be directed through the regular channels of trade.

A GENERAL FRUIT SHORTAGE

IN the year to come there is likely to be a very considerable shortage in some of the more popular varieties of fruit. Oranges, the most generally popular of all the fruits, have suffered in all quarters. According to recent reports late spring frosts have seriously damaged the Spanish orange crop and Spain ranks next to the United States in her production of citrus fruits. Last winter there was a serious freeze in Florida, that damaged many of the younger trees. The recent heat damage in California caps the climax. The prospect for the coming crop in California is for about half of this year's bumper crop or about two-thirds of a normal production.

With oranges scarce, and bananas scarce and likely to become scarcer, what are we going to nibble at during the winter months?

WHAT IS BEING DONE ABOUT MILK?

WHAT does Mr. Hanna intend to do about milk? The milk producers about Toronto and Montreal and other large cities have made demands for greatly increased prices. These may in a measure be justified by conditions, though wages are no higher than they were last year, and pasturage is plentiful. It would not seem that this was the time to increase the prices of milk by approximately 25 per cent. It is urged that no restraint can be put upon the producer. That he can let the milk go to waste rather than sell it at a price if he so desires. If that is so, it is a condition that in these days might very well be remedied. The Government and the Food Controller have not hesitated to examine into the businesses of merchants, and in some instances to so regulate them that there is little, if any, profit. Surely it is within the powers of the Food Controller, or if not it should be, to enquire into the cost of the production of milk, as he has enquired into the cost of the production of other necessities, and set a fair and equitable price. Milk is one of the commodities that no country can afford to juggle with.

ENFORCE THE CANNED GOODS EMBARGO

THE difficulty with the prohibitions, that carry with them no hard and fast compulsion, is that they, in a measure at least, put a premium on dishonesty. Such is the case with the Canned Goods prohibition. It is true that it was imposed with the serious idea of aiding the country, and that heavy penalties were imposed for its infraction. But while the terms of this embargo are being broken every day, there has been no effort to impose the penalty. The police of our cities and towns, the only power

that could deal with the matter, have had no orders, and consequently do nothing.

Unquestionably, the better class of grocers everywhere are sticking to the letter of the law, and are refusing to sell any of the prohibited articles. When in so doing they are living up to the law, they should be assured of a fair deal. It should not be possible for persons to leave these stores and buy the prohibited goods elsewhere. The fact that it is so, and that it is openly so, and that no effort has been made to stop it, will unquestionably bring this Order-in-Council which should show some slight effect for good, into disrepute.

The Order-in-Council should either be repealed or rigidly enforced.

ANOTHER ARGUMENT ON SUPPLY AND DEMAND

A LOT of well-meaning people are doing their best to remedy all the world's abuses by some simple little scheme of their own. To these simple souls the mention of the law of Supply and Demand is like a red rag to a bull. They don't believe that there is any such thing. They are assured that you can settle anything at a moment's notice by just chopping away everything that happens to stand in the way of the end that they desire to reach. Well, let us take up the cudgels for the good old friend Supply and Demand, by putting the simple question as to why coffee has not advanced. Every grocer knows that it is among the very few articles that despite world conditions has remained normal. Freight rates have increased, costs of production have increased, war insurance has become essential, all added charges, yet coffee remains at the same old figures. What is the reason? The reason is, of course, our old friend the law of Supply and Demand. The world's production for the year 1914-1915 and 1915-1916 was about 19,385,000 bags, and for the year following it is estimated at 19,885,000 bags. In other words, the supply remained fairly steady. But the demand didn't. During the years before the war the United States used about 40 per cent of the world's supply, Germany and Austria about 25 per cent., and other central European countries about 35 per cent. With the outbreak of war, about half of the world's demand was shut off. It is to be presumed that the coffee handlers and producers are not the only disinterested philanthropic workers of the world. It is probable that they would have liked to have shared in some of the profits, or at the worst to have been able to cover some of their losses, but the law of Supply and Demand works as inexorably, one way as the other and because coffee, under present conditions, is in excess of demand, coffee prices, despite the enormously increased costs, have remained at pre-war time prices. How do the gentlemen who deny the existence of such a law explain this circumstance?

CURRENT NEWS OF THE WEEK

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

Quebec

G. Dubois, jr., Montreal, has sold out.
L. P. Gates, grocer, Montreal, has sold out.

A. Paiement, grocer, Montreal, has sold out.

A. Lavigne, general store, Ste. Scholastique, was burnt out.

J. D. Martineau, grocer, Montreal, Que., has sold to A. Pequette.

Wm. Fowler and E. C. Smith, wholesale grocers, have been registered for Smith & Company, Montreal.

An address on "How to Help Business" was given by William C. D'Arcy, President the Associated Advertising Clubs of the World, at the opening meeting of the Montreal Publicity Association on Tuesday, Sept. 25th. Mr. D'Arcy laid special emphasis throughout his address on the growing realisation in all business life of the great principle of service as the soul of success. A stirring patriotic tone was given the address of Herbert S. Houston, vice-president, Doubleday Page Co., New York, and predecessor in office of Mr. D'Arcy who spoke on Business After the War. "After the War is Won" as he preferred to make it. Five hundred business men of Montreal heard the two addresses in the Rose Room of the Windsor Hotel.

Ontario.

F. G. Hill, Ottawa, has sold out.

M. R. Ford, Toronto, has sold out.

A. S. Smith, Toronto, has sold out.

M. Lafortune, grocer, Ottawa, has sold out.

L. C. Vincent, Earls court, sold to W. J. Baillie.

J. Y. Morrison, Laurentian View, has sold out.

P. T. McLaurin, Vankleek Hill, succeeded by F. Durant.

J. Ritchie, general store, Oustic, Ont., was destroyed by fire.

D. M. Brown, grocer and meats, Hamilton, Ont., has sold out.

F. G. Hill, grocer and confectioner, Ottawa, Ont., has sold out.

Harry Massey, of Massey Bros., produce, Chatham, Ont., is dead.

Jas. Stork, general store, Winterbourne, is retiring from business.

W. J. Hunter, general store, Princeton, Ont., succeeded by Starr & Buck.

Niagara Falls Pickles, Ltd., has been incorporated at Niagara Falls, Ont.

F. W. Banford, general store, Hawkesbury, Ont., succeeded by A. S. Leavitt.

W. R. L. McCormack, president Toronto Feed & Produce Co., Ltd., Toronto, is dead.

M. P. O'Connor, grocer, Toronto, succeeded by P. J. Ducie in the branch at 205 Euclid Ave.

Stoddard Bros., general store, North Bay, Ont., was damaged to the extent of \$25,000 recently by fire.

Battle Creek Toasted Corn Flake Company, London, Ont., is constructing a \$50,000 addition to their plant.

C. Jim, grocer and other merchants of Toronto were recently dwindled out of some money through short-changing.

S. G. Morse has disposed of his store stock at Smiths Falls, and taken up business in Leamington as a general store merchant.

Western Provinces.

M. Hopkins, Edmonton South, Alta., is dead.

J. P. Kehler, grocer, Wymark, Sask., has discontinued.

Mrs. E. L. McLean, Elrose, Sask., general store, has sold out.

J. Mathieson, grocer, Brandon, Man., has gone out of business.

A. Aitchison, grocer, Amulet, Sask., has been succeeded by McBrides, Ltd.

Nicholls & Co., Ltd., general store, Shellbrook, Sask., has been incorporated.

Farmers' Supply Company, general store, Wiseton, Sask., succeeded by M. Cox.

Smith & Burton, wholesale and retail grocers, Brandon, Man., have closed out of retail business.

W. D. Ramsay, grocer of Plumas, Man., has installed a new "Sherar" grocery display counter of modern design.

D. Scramsted, late traveler for Alexander Grocery Co. of Camrose, Alta., has taken over Farmers' general store at Galahad, Alta.

Seven thousand sacks of sugar beet seed valued at over \$200,000 has passed through Vancouver, B.C., consigned to California. It was grown in Russia near the Black Sea.

A. M. Maclure, manager of the Robert Gillespie Co., Winnipeg, has left on a trip throughout Eastern Canada and the States. He will call at Chicago, Cleveland, Hamilton, Minneapolis, St. Paul, London, Woodstock, and other points.

A. J. Scrimgeour and R. J. McGowan, were re-elected directors of Strome Milling & Grain Co., Ltd., C. E. Austin formerly in charge of Robin Hood mills at Moose Jaw and latterly manager of Canadian government storage elevators was also elected a director.

THOMAS JACKMAN, PIONEER MERCHANT OF KILLARNEY, ONT., PASSES AWAY

Thomas Jackman, one of the best known merchants of the district adjoining Collingwood, Ontario, passed away at Killarney on Monday of last week, after a long illness.

Mr. Jackman was about fifty-eight years of age. He was born in Eastern Ontario, in the vicinity of the Town of Renfrew. When a young man he came to Collingwood and attended the Collegiate Institute. After graduation, he taught school for a while in Killarney, and from that day until he moved to Collingwood, the little Indian village at the eastern entrance to the North Channel was home to him. While teaching there he became interested in the mercantile business of the late Mr. Thebo, ultimately purchasing it and carrying it on for many years, in fact, retaining a large interest in it until his death, though passing much of the necessary active work of management over to his sons. Under his direction the business steadily expanded until fish and fur dealers, in particular, from many miles away, were brought in contact with it, the fair and square dealings of Mr. Jackman winning for him the entire confidence and respect of all classes of people. Among the fishermen, who made their headquarters at Squaw Island, for so many years, he was deservedly popular, while the Indians along the shore all had a good word for him. With the tourists, so many of whom passed through Killarney, and met him here, he was also well and favorably known, the acquaintances made through business with them extending over all parts of the continent.

The funeral took place in Killarney on Tuesday morning.

AMERICAN SUGAR BUSINESSES REQUIRE LICENSE

Sugar importers, manufacturers and refiners, have in view of the recent proclamation of President Wilson, to register their business and obtain a license to allow them to continue. Such licenses must be obtained prior to Oct. 1. This action is taken in conjunction with Mr. Hoover's Campaign to regulate the price of sugar.

ESTIMATE OF U. S. PRODUCTION OF CANNED VEGETABLES

The United States Department of Agriculture has just made an estimate by states on the probable vegetable pack for 1917. The tomato pack is estimated at 17,815,600 cases, while last year it was 13,143,000. The canned corn pack for 1917, will be 14,155,200 cases compared with 9,130,000 last year. The canned pea pack is placed at 7,356,800 cases, compared with 6,686,000 cases last year.

These figures are careful estimates established by various canning institutions.

"SHOPPING" EXCURSION TRAINS IN THE WEST

The running of special excursion "shopping" trains into western cities from the outlying districts has met with considerable success and is now being extended. In Moose Jaw, the C. P. R. has for some time been running shopping excursions into the city, and these have proven beneficial to the people living in the surrounding country and to the Moose Jaw shopping interests.

Saskatoon is now urging the C. N. R. to operate a special train along the Goose Lake line into the city, for the convenience of shoppers whose homes are distributed throughout the country surrounding Saskatoon. The Retail Merchants' Association is taking the matter up and it has been suggested that the excursion at single fare rate could be run once a week, and give customers a chance to do their shopping and return home in time for supper. The plan has met with the approval of both the public and the retail merchants in all lines of trade.

ENGLISH TEA SITUATION BECOMES INCREASINGLY SERIOUS

From the London, England, Evening News we publish the following extract bearing on the tea situation:

People will have to drink fewer cups of tea or they may find before long that there is no tea to drink.

In London there are now between fifty and sixty million pounds of tea and just over twenty million pounds in the rest of the United Kingdom.

That seems a formidable quantity, but last month, for example, London imported only eight million pounds, while it delivered from bond as much as twenty-one millions.

It is obvious that this cannot continue long, and the merchants are curious to know what the Government are going to do about it.

The Government, it should be said, hold the key to the situation—and, incidentally, control of 90 per cent. of the tea.

What the merchants would like to see the Government do is to release more ships to bring the tea here from India and Ceylon and China and Java. They declared to-day that there is plenty of tea in all those places which is only waiting for transport.

Unless something is done quickly, the consequences, say the dealers, must soon be disastrous.

In the opinion of Mincing-lane experts, it is probable that the Government will before long take entire control of the tea. The Government's future attitude in regard to the fixed prices to the consumers the experts regarded as extremely problematical at present.

NEW CROP SICILY LEMONS SHORT

American consular reports from Sicily indicate that the present crop of verdelli lemons will have been gathered and disposed of by the end of August or early September. It was a very forward crop and shipments began in May. The fruit

still on the trees, consequently, is not abundant. Demand for fine selected verdelli continues brisk, but there is only a very limited demand for standard grade. The crop was a large one and exports were made to the United States, England, Switzerland and France. Exports are hampered by lack of transportation facilities.

The gathering of the new crop of lemons (1917-18) will begin in October and continue until April, 1918. In marked contrast to the verdelli crop, it is small indeed, although exact figures are not yet available. Great damage was caused to the blossoms not only by the weather, but by worms as well. Thus far there is no demand for the new crop.

SIBERIAN BUTTER, CHEESE AND BACON INDUSTRIES

The growth of the butter industry has been one of the most remarkable features in connection with the economic development of Siberia.

The following figures show the growth in the exports of Siberian butter to western Europe during the period 1901 to 1913; 1901, 21,700 short tons; 1902, 29,100 tons; 1903, 31,500 tons; 1904, 36,200 tons; 1905, 36,800 tons; 1906, 53,700 tons; 1907, 61,600 tons; 1908, 59,800 tons; 1909, 60,600 tons; 1910, 70,800 tons; 1911, 78,800 tons; 1912, 80,500 tons; 1913, 72,500 tons.

The United Kingdom and Germany have been the principal markets for Siberian butter. About 80 per cent. of the quantity shipped abroad went to these two countries.

The development of the export trade in Siberian butter was due principally to the enterprise of Danish firms. It was largely as a result of their efforts that Danish dairy methods were introduced, special railway carriages provided and shipping arranged for at foreign ports.

1918 ORANGE DAY ABANDONED

The plans for the observance of California Orange Day, which was scheduled for March 9, 1918, have been tabled on account of the shortage in the coming navel crop.

OPENING OF GREEK CURRANT SEASON SHOWS GOOD STOCK

The Greek currant season opened on August 23. The new crop is now estimated at 140,000 tons; quality good. Old stock available for export amounts to 20,000 tons. The market is unstable.

THE CALIFORNIA CITRUS CROP

(Continued from page 31.)

will be only a small percentage of a navel production. Valencias, seedlings, sweets, grape fruit, etc., will probably be nearly normal. The lemon pickings will be light during the fall and winter, except in districts very near the coast, and the crop will come largely from bloom following the heat damage, which

will produce fruit in the spring and summer.

The coming orange crop in Florida is short because of a severe freeze last winter and the supply of American grown oranges during our navel and the Florida season will be very light the coming year.

The California Crop

Citrus fruit to the extent of 15,492,990 boxes have been shipped through the California Fruit Growers' Exchange during the year ending August 31, 1917. Of these 12,836,848 boxes were oranges, grape fruit, tangerines, etc., and 2,656,142 boxes were lemons, or a total of 36,218 carloads. This is an increase of 28 per cent. over the largest annual shipments in the history of the organization. The returns f.o.b. California, estimating the value of the cars unsold, will be about \$33,611,000, which is the largest amount of money ever received. Based on Exchange results, the return to California for the total crop of 53,830 cars for the year ending August 31st was \$47,675,000 and the delivered value in the markets \$67,600,000.

The crops of oranges and lemons last year were the largest ever shipped and California provided 71 per cent. of the lemons consumed in America. The balance were imported.

New Goods Department

A NEW LINE OF TOFFEE

The Crown Candy Co., 433 Ross Avenue, Winnipeg, have commenced the manufacture of a high-class toffee, which they are putting on the market to take the place of English toffee, which, as everybody knows, is very hard to procure these days on account of the embargo on



confectionery by the British Government. The Crown Candy Co. claim that their product is identical with the toffee made in England, and, therefore, retailers need have no fear of offering it as a substitute. They are putting this up in attractively colored packages to sell at 5c, 10c and 25c. They are also putting it up in bulk. Most of the leading jobbers are handling this product, which is known as Tomlinson's Toffee. The Crown Candy Co. is owned by Tomlinson & O'Brien, the well known manufacturers' agents, Winnipeg.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

IN no line of grocers' supplies has there been any very notable changes during the past week. The season is usually considered a dull one by the trade, and certainly it has given no sensational demonstrations during the past week. Changes there have been, but these have been of a limited character. Rice has shown a stronger feeling, and is showing advances on practically all markets, and tapioca is quoted as very scarce. Peanuts, too, are scarce and have advanced two cents. The report of the canning situation is far from satisfactory. Beans, the latest commodity to be reported, are only a 12½ per cent. pack, which will leave large margins in all orders. Tomato and corn prospects are far from encouraging, while fruits also are not expected to come near a full pack. Coffee shows an easier feeling on the primary markets, but this feeling is more or less offset by increasing freight rates, so that little decline in prices is to be expected. Tea on the other hand is decidedly stronger, and might show an advance at almost any time.

Hogs showed an advance during the week, as did butter; indeed the market for this commodity is extremely strong, though from just what source the demand springs, the trade has not been able to fathom. Eggs have been plentiful during the week, and consequently there has been no change in price. The general feeling, however, is that an advance is probable, and that in the not very distant future. Honey has advanced in price, and the end of the advances is not yet in sight. The supply is exceedingly short and the demand more than ordinarily good.

Potatoes during the week have been in good supply and ranged much lower, and will probably go lower still. Fruit has been plentiful during the week, especially in the softer fruits.

Fish has been scarce with a tendency to stronger prices, though halibut is the only variety that actually shows an advance. Business during the week in all lines has been reported uniformly good.

QUEBEC MARKETS

MONTREAL, Sept. 25.—Butter is causing the most concern in grocery markets generally at present. The advancing prices for this product are unprecedented for the time of year. Diversion of milk to cheese production, which has been more profitable up to now, and cost of feeds for cows producing milk, are factors in the advance. Cheaper grade Japan teas have advanced 2c a pound, and there is no Japan tea except fannings perhaps, which costs less than 28c. Cloves have advanced, and Castile soap (French), though almost off the market, is still available at 20-21c a pound. Gallon apples are up again, and the market notes more U. S. canned tomatoes finding sale. Amongst miscellaneous goods, pressed hops have gone up 7c a pound, and are 28c to 30c now. Yelloweye beans have advanced, due to a special demand, otherwise the bean outlook is easier in view of new crop expected.

Sugar Steady, But A Change Hinted

Montreal.

SUGAR.—With quotations for sugar unaltered this week, as compared to those of last week, the market outlook is by most opinions considered steady. There have, however, been rumors of an alteration upwards in one line of sugar. This has not been definitely announced. Views of refiners are to the effect that raw sugar is increasingly difficult to obtain, but the rush for sugar, which was the feature of the market some weeks ago, has subsided. It is believed that enough sugar stock exists in the country to supply consuming demand for the period between now and the first prospects of new crop, but the exact situation is being studied with interest by those most concerned, and while it is the opinion of several wholesalers that sugar should remain steady for some time yet, the in-

variable rule to avoid predictions in so uncertain a product as sugar is still very applicable. Note that Dominion sugar is on the same basis as the other lines, the 5c delivery charge being applicable to the \$9 base.

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

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

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

Canned Tomatoes From U.S. Help

Montreal.

CANNED GOODS.—The market for canned goods is unsettled still, and, while the effect of the Government regulations concerning the sale of canned foodstuffs has been felt to some extent by the jobbers, there exists a feeling that sale of canned goods has gone on from retailer to consumer in various instances where the effect of the embargo was not appreciated. With the outlook for canned tomatoes (Canadian pack) anything but reassuring, there comes news that United States tomatoes are again figuring on the market more vigorously, though at \$2.40 a dozen. The fact that the U. S. goods are net weight (2 lbs.) is noted by wholesalers. Some Canadian 3-lb. cans are still available at \$3.25 doz. The scarcity of canned salmon is likely to be felt more decidedly later than has been so far noted. Gallon apples have advanced to \$4.90 doz.

CANNED GOODS.—Figures showing

Salmon Sockeye—	
"Clover Leaf," ½-lb. flats	2 45
1 lb. talls, cases 4 doz., per doz.	3 00
½ flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	1 80
Pinks, 1-lb. talls	2 40
Cohoos, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspé, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75
Norwegian sardines, per case of 100 "¼s"	20 00
Canned Vegetables—	
Tomatoes, 3s	2 25

Tomatoes, U.S. pack	2 25	2 25
Tomatoes, 2 1/2s	2 20	2 30
Peas, standards	1 75	1 75
Peas, Early June	1 80	1 80
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s.	2 80	2 80
Do., (U.S.), gallons	10 00	10 00
Corn (on cob, gal. cans), doz.	8 50	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	2 75	2 75
Red cherries, 2s	2 25	2 25
Strawberries, 2s (old pack)	2 75	8 00
Blueberries, 2s, doz.	1 85	1 85
Pumpkins, 2 1/2s	1 60	1 70
Pumpkins, 3s	1 75	1 75
Pumpkins (gallon), doz.	6 00	6 00
Apples (gallon)	4 90	4 90
Peaches, 2s (heavy syrup)	2 00	2 00
Pears, 3s (heavy syrup)	2 45	2 45
Pineapples, 1 1/2s	2 25	2 25
Strawberries (new crop), heavy syrup, 2s	2 95	3 00
Strawberries (new crop), group "B"	2 87 1/2	2 87 1/2

New Crop Greek Currants Coming

Montreal.

DRIED FRUITS.—In spite of small demand, market conditions for dried fruits maintain steady firmness. The market for prunes is holding exceedingly firm. There had been rumors of a possible break should Allied orders and U. S. army needs prove less than growers had anticipated. Firmness, however, is the invariable tone still. Raisins are also firm in primary markets. Evaporated apples are likely to maintain their prices, new crop of apples being none too plentiful. News comes at last of a veritable shipment of Greek new crop currants on the voyage from the Mediterranean for New York. These currants are costing 600 shillings per ton freight, it is reported, and prices of Greek currants may, therefore, be expected to rule high as ever. But the quality of the goods is promising, according to reports.

Raisins—

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

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

Nuts In The Shell Trending Firmer

NUTS.—The advancing trend in the primary market for nuts in the shell continues, and the shelled goods will also be found firmer unless conditions alter greatly before importations coming forward for the season come on sale. Almonds, walnuts, and filberts in the shell are amongst the nuts especially singled out for firmness. These advanced 2c a pound to the importer this week. Shelled walnuts, it is said, will reach 55c to the jobber by November. Importers are being quoted 58 cents for new crop French walnuts. Shelled peanuts are in very firm market, and the outlook for the future depends much on the call for peanut oil. Prices from wholesaler to retail trade have so far remained unaltered.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	0 70	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 16 1/2	0 18
Filberts (Sicily), per lb.	0 20	0 21
Hickory nuts large an small, lb.	0 10	0 15
Peanuts, Bon Ton	0 15 1/2	0 16 1/2
Peanuts, "Diamond G"	0 13 1/2	0 14 1/2
Peanuts (coon), per lb.	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.	0 16	0 17
Pecans (New Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 80	0 80
Walnuts (Grenoble)	0 19	0 20
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags	0 33	0 36
Walnuts (California), No. 1	0 24	0 24
Cocanuts, 100 size, per sack	7 50	7 50

Molasses Market Is Still Unaltered

Montreal.

MOLASSES.—The market for molasses is steady at present, no further advances being recorded this week, although the scarcity of the product is almost bound to bring about higher prices as the fall progresses. In certain special cases where supplies of molasses have not been secured higher prices than those quoted might be charged, though orders are still being filled at lower price levels when the orders were booked early. The cane and corn syrups continue under the conditions noted last week, with firm tendencies as to cane syrups, and corn probabilities less decided.

Barbadoes Molasses—	Prices for Fancy, Choice, Island of Montreal
Puncheons	0 83
Barrels	0 86
Half barrels	0 88
For outside territories prices range about 3c lower.	

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond—
2-lb. tins, 2 doz. in case, per case.....
Barrels, per 100 lbs.....
Half barrels, per 100 lbs.....

Temporary Advance In Yellow Eyes

Montreal.

BEANS.—Bean crop reports incline to the good news that there will be beans enough to bring prices down before long from the present high levels, but curiously enough the only market movement this week in the direction of beans has been an advance in yellow-eyes. These beans are now quoted at from 15 1/2c to 16c a pound. The reason for the advance is a short sharp demand from districts where the stocks have run out, and where new crop is not available for some weeks. While declining markets may be expected in beans with the incoming of new crop, prices have not yet begun to show this tendency very decidedly. Demand is normal, not active yet.

Beans—	
Canadian, hand-picked	10 50
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40
Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.	7 50
Lima, per lb.	0 20
Chilean beans, per lb.	0 14 1/2
Manchurian white beans, lb.	0 15
South American	5 20
Peas, white soup, per bush.	5 00

Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Market Remains On Steady Side

Montreal.

RICE AND TAPIOCA.—Steadiness still characterizes the situation as regards the rice market. There have been hints of firmness forthcoming owing to the difficulties of importation from the Orient, but so far these have not materialized in advanced prices. Southern news is in tone more towards steadiness or even perhaps easier prices if crops come up to expectations. Local prices to retail trade are unaltered. Tapioca keeps firm priced, with scarcity of supplies on a large scale from the primary markets, but with local supplies sufficient to meet demand. The fact that tapioca finds place amongst economical foodstuffs recommended by the Food Controller's department in published recipes is noted by the trade interested.

"Texas" Carolina, per 100 lbs.	9 50	9 90
Patna (good)	9 40	9 40
Siam, No. 3	7 25	9 15
Siam (ancy)	8 40	8 40
Rangoon "B"	7 88	7 88
Rangoon CC	7 60	7 60
Tapioca, per lb.	0 14 1/2	0 15
Tapioca (Pearl)	0 13 1/2	0 15

Cloves Keep On Climbing Trend

Montreal.

SPICES.—As indicated several times recently in CANADIAN GROCER, cloves have been the most exciting feature of the market for spices and spice products during the past few weeks and, following several advances to the importer, whole cloves have now been advanced by wholesalers to 55c per pound. This price leaves small enough margin of profit when cloves are costing 49c and 50c to lay down in Canada before even price to the wholesale trade is considered. Nevertheless where stocks are large, prices of cloves are still being maintained at levels very little advanced. Unless the situation as regards importation soon improves, cloves may be costing a good deal more to the retail trade. Peppers are a shade easier in primary markets, but local conditions are unaffected. Cassias and gingers are advancing steadily.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar	0 60	0 65
Ginger, pure	0 25	0 35
Ginger, Coehin	0 25	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	2 00
Carraway, Dutch, nominal	0 75	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 35	0 35
Mustard seed, bulk	0 25	0 25
Celery seed, bulk	0 45	0 45
Shredded cocconut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3 1/2 cents a lb. and for spices packed in tin containers add 10 cents per lb.

Coffee Market Is Absolutely Steady

Montreal.
COFFEE.—In both primary and local markets coffee is unchanged in any effective detail as compared with last week's report. Prices to the retailer keep as last week's quotations which are of long standing. Nothing however, has happened to produce any fluctuation that is not merely passing, in the whole market situation as to coffee. Retailers are said to be encouraging demand now that colder weather approaches, and wholesale merchants are satisfied with the developments noticed. As regards cocoa the demand is also on the increase, but the market is quiet.

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

Tea Market Is Still Quite Firm

Montreal.
TEA.—The market for tea presents the same aspect as noted last week, and firmness seems likely to be maintained. It is still a matter of doubt, however, in the minds of the merchants most interested, as to how far the firmness may develop. That higher freight rates are bound to bring higher priced teas before the winter is over seems the general opinion, but should something unexpected allow of easier importation then this view may be believed. That such an eventuality is extremely unlikely is of course apparent, still there is no absolute certainty so far except that ships are no more plentiful and freight rates have advanced. It is possible that if package teas were to advance again much firmer prices might be found speedily developing in bulk goods, but with a good deal of tea still in stock Canada is not yet facing a famine of this essential commodity.

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

Considerable Change In Vegetables, Etc.

Montreal.
FRUIT AND VEGETABLES.—A good many changes in prices fall to be recorded in many lines of fruit and vegetable products, as the season is at a turning time from summer to fall, and the products of farm and garden naturally show the stage clearly. No more Canadian peas are on sale in any quantity and the next news of peas is expected from the States. Beans are up, but parsnips are down. Some lines show the variation of price due to two grades or qualities. Tomatoes are in varied quality, and incidentally may be noted the use of the 'gin-box' measure

both for tomatoes and apples. This is a handy and practically uniform size of box which has been used for some years now on Montreal Island and elsewhere, particularly for tomatoes. Lemons are lower again, and apples show higher figures for lower grades. Nova Scotia apples (Gravensteins) are expected in barrels next week at about \$4.00. Wealthies and Alexanders are the local varieties selling so far. Fameuse and McIntosh Reds are soon to be on the market however.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 25	5 00
Grape fruit	2 75	3 50
Lemons	3 00	3 50
Pineapples, Cuban, crate	4 50	4 50
Cantaloupes, crates, 45's	4 50	5 00
Apples, new, Montreal (in bbls.)—		
No. 1	6 00	
No. 2	5 00	
No. 3	4 00	
Apples (peach, per gin box)	1 25	
Cauliflower, per doz. bunches	1 00	2 50
New corn (bag), doz.	0 20	0 25
Celery, Canadian, per doz.	0 50	0 75
Onions, Canadian, bag	2 00	2 25
Spanish onions, large crate	5 75	6 00
Potatoes, new, bag	1 25	1 50
Potatoes (sweet), per hamper	4 00	
Carrots, bag	1 00	
Beets, bag	1 00	
Parsnips	1 50	
Turnips (new), bag	0 90	1 00
Tokay grapes, crate	2 50	
Lettuce, curly, per doz.	0 30	0 30
Lettuce, head, doz.	0 75	1 00
Fall Rose tomatoes, per gin box	1 50	1 75
Tomatoes (Montreal), box	0 75	1 00
Horse radish, per lb.	0 25	
Cabbage (Montreal), doz.	0 30	0 50
Beans, wax, bag (Montreal)	2 50	
Beans, green, bag (Montreal)	2 50	
Leeks, per doz. bunches	0 60	1 00
Parsley, doz.	0 25	
Mint, doz.	0 20	
Watercress, doz.	0 40	
Spinach (Canadian), box	0 75	
Rhubarb, per doz.	0 25	
Eggplant, per doz.	1 00	2 00
Garlic (Canadian), lb.	0 15	0 20
Endive (Canadian), lb.	0 25	
Cucumbers (Montreal), box	0 20	0 25
Cucumbers, preserving, doz.	0 50	0 60
Pickling gherkins, per gin box	3 00	
California plums, box	2 85	3 20
Do., peaches, box	1 75	
Peaches (Can.), basket	1 00	
Montreal melons, bkt., 12's	7 00	
Pears, box	4 25	
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	0 75	1 00

Halibut Scarce And Oyster Demand Quiet

Montreal.
FISH.—The fish market maintains the tone of the past week with just a little tendency towards easier prices in regard to some sea fish. Haddock especially are lower by a cent a pound. Steak and market cod are also lower. Halibut, however, keeps scarce and at very high figures. The season for Lake Fish of all kinds is advancing well, and supplies are coming in plentifully so far from the Lakes now beginning to pro-

duce. Demand for fish is a good deal heavier due to the meatless days which are taking hold on the public, and this demand is likely to increase. A new feature for the season is noticed in regard to oysters in the shell. These were formerly in exceptional demand at this season, but though their season is just opening this year so far sees a reduced demand as compared with previous years. War time economies may be the reason of this though the oyster is an economical food product proportionately to price in many excellent opinions.

SMOKED FISH		
Haddies	0 11	
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes	0 90	
Smoked boneless herring, 10-lb. box	1 50	
Smoked eels	0 12	
Smoked herrings (med.), per box	0 17	
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.	\$10 00	
Salmon (Labrador), per bbl.	21 00	
Salmon (B.C. Red)	20 00	
Sea Trout, red and pale, per bbl.	15 00	
Green Cod, No. 1, per bbl.	14 00	15 00
Mackerel, No. 1, per bbl.	21 00	
Codfish (Skinless), 100-lb. box	10 00	
Codfish (Skinless), bks. "Ivory" Brd., lb.	0 10	
Codfish, Shredded, 12-lb. box	2 00	
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 30	
Prawns, Imperial gal.	3 00	
Shrimps, Imperial gal.	2 50	
Scallops	3 00	

FRESH FROZEN SEA FISH.		
Halibut	19	20
Haddock, lb.	07	08
Mackerel	14	
Cod steak, fancy, lb.	9	
Salmon, Western	16	
Salmon, Gaspe	24	
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 13	0 15
Whitefish, lb.	0 10	0 10
Lake trout	0 14	0 15
Eels, lb.	0 10	0 10
Dore	0 14	0 15
Smelts, No. 1	0 15	
Smelts, No. 1 large	0 20	

OYSTERS—		
Ordinary, gal.	2 00	
Malpeque oysters, choice, bbl.	13 00	
Malpeque oysters (med.), bbl.	12 00	
Cape Cod shell oysters, bbl.	13 00	
Clams (med.), per bbl.	9 00	
FRESH FISH		
Haddock	0 07	0 08
Steak Cod	0 08	
Market Cod	0 06½	0 07
Carp	0 10	0 11
Dore	0 16	
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. Salmon	0 21	0 22
Gaspereaux, each	0 05	
Western Halibut	0 20	0 22
Eastern Halibut	0 20	
Flounders	0 10	
Perch	0 09	
Bullheads	0 12	
Whitefish	0 14	0 15
Eels	0 10	
Brook trout	0 30	
Mackerel (large), each	0 20	
Mackerel (medium), each	0 18	
Sword fish	0 16	

ONTARIO MARKETS

TORONTO, Sept. 26.—The week has shown very little change in any of the staple grocery lines. Sugar, tea and coffee are all in a nervous condition, but there is no change to be noted in any of the three. Of the three, tea seems to be the most likely to change. There is an indication of a consider-

ably stronger feeling that might result in increased prices.

The canned goods situation remains very gloomy. There is no line except cherries where a full pack is reported, and some of the lines have fallen so low, and the prospect for the remaining pack is so dispiriting that it is not expected

that the whole pack will average anywhere approaching a normal output.

Fruit and vegetables are arriving in quantities and there are some declines to be noted in these lines. Potatoes especially are considerably lower and show indications of going lower still.

Sugar Market Dull, Pending U.S. Gov't. Action

Toronto.
SUGAR.—British and Cuban representatives are meeting with American representatives of the sugar trade in Washington, with a view to arriving at some basis in a line with the prices fixed by the Beet sugar refiners. The available supply of raw sugar is rapidly shrinking the melting of last week totalling 55,000 tons against receipts of 14,335 tons. If this condition prevails the supply now in sight will not last for very many weeks to come.

The Java crop too that was expected to be an element in the situation sooner or later is practically ruled out, a practical understanding having been reached that the whole of the crop should go to the supplying of the British and Allied countries.

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

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

Lamp Glasses, Coconut, Crisco, Salad Dressing Up

Toronto
LAMP GLASSES, COCOANUT, ETC.—Prices on lamp glasses have increased owing to advancing glass costs. They are quoted at present size A. rub of furnace 96 case, \$7.50, 48½ case, \$4.00, size 8. 72 case, \$6.25, 36½ case, \$3.25.

Crisco has advanced another 25 cents, making two advances of this figure in two weeks. The price is now \$9.05 a case.

Cocconut is quoted at 15 pound pails, 30 cents, 20 pound pails 29 cents, bulk 27 cents. This represents an increase of about 3 cents all round. Durkees salad dressing has also shown substantial advances the picnic size having increased from \$1.45 to \$1.75, medium from \$4.00 to \$4.25, large from \$6.59 to \$7.00.

Molasses Strong; Higher Figures Possible

Toronto.
MOLASSES AND SYRUP.—There has been no change in these lines during the week though there is a generally strong feeling. Especially is this the case with molasses which has demon-

strated very great strength. The feeling here is however, that the market locally has pretty nearly reached the limit, so holders have made no effort to increase prices despite the strong feeling in other centres, and on the primary markets.

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cane Syrups—	
Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80 5 50
Molasses—	
Fancy Barbadoes, gal.	0 80 0 82
West India, ½ bbls., gal.	0 48 0 50
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00
West Indies, 1½, 48s	4 40
West Indies, 2s, 36s	4 25

Canned Goods Situation Not Promising

Toronto.
CANNED GOODS.—The situation in this department is far from promising. Every line so far reported with the exception of cherries has shown a most pronounced decline from the normal pack. Beans will only reach about 12½ per cent., and fears are expressed that the tomato and corn crop will not more than double that percentage at the best. Salmon prices are firmer. There is an indication however, that in one line that of Cohoes there will be some relief. This will arrive within about a month's time and will probably sell around \$2.75, quite a marked decline.

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

Salmon—		
Sockeye, 1s, doz.	3 60	3 85
Sockeye, ½s, doz.	2 15	2 25
Chums, 1-lb. talls	1 95	2 25
Do., ½s, doz.		1 35
Pinks, 1-lb. talls	2 15	2 25
Do., ½s, doz.	1 25	1 30
Cohoos, ½-lb. tins	1 60	1 75
Cohoos, 1-lb. tins	3 25	
Springs, 1-lb. talls		3 15
Lobsters, ½-lb., doz.	2 85	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s		2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Apples, gallons, doz.		4 75
Pineapples, 2s	2 45	2 95
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Peaches, 20 oz.		1 95
Pears, 2s		1 75
Prunes, 2s	2 45	2 95
Plums, Lombard, 2s		1 75
Plums, Green Gage		1 80
Plums, Green Gage, 1¾s		3 00
Raspberries, 2s, H.S.	3 00	3 25
Raspberries, 2s, H.S.	3 00	3 25
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 90	2 95
Do., strawberry, 16 oz.	3 00	3 05
Peach, 16 oz.		2 35
Do., 12 oz.		2 25
Plum, 16 oz.		2 35
Do., 12 oz.		2 20
Raspberry, 4-lb. tin	0 77	0 78
Black currant, 4-lb. tin	0 73	0 75
Strawberry, 4-lb. tins	0 79	0 80
Peach, Plum, Red Currant, 4-lb. tins		0 60

Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.		2 25
Black currants, doz.		3 45
Red currants, doz.		3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 25

Dried Fruits Increasingly Scarce

Toronto.
DRIED FRUIT.—There have been no notable changes in these lines. Greek currants have not arrived, and it is questionable whether there will be any large importation as at present figures they would cost the jobbers about 22 cents a pound. English peels are practically off the market and American peels have taken their place. Where jobbers have a small supply of English peel still on hand they are quoted from 3 to 4 cents higher than the figures for American stock.

Apples, evaporated, per lb.		
Apricots, choice, 25's, faced		
Candied Peels, American—		
Lemon	0 25	0 26
Orange		0 29
Citron	0 30	0 35
Currants—		
Filiatras, per lb.		
Australians, lb.		0 23
Dates—		
Excelsior, pkgs., 3 doz. in case		3 90
Dromedary dates, 3 doz. in case	4 50	4 75
Figs—		
Taps, lb.	0 05½	0 06
Malgas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced		0 16
40-50s, per lb., 25's, faced		0 15½
50-60s, per lb., 25's, faced		
70-80s, per lb., 25's, faced		
80-90s, per lb., 25's, unfaced		
90-100s, per lb., 25's, faced		0 10½
Peaches—		
Standard, 25-lb. box	0 13	0 15
Choice, 25-lb. boxes	0 14	0 16
Fancy, 25-lb. boxes	0 15	0 16
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.		0 13½

Teas Show Firmness; Advances Not Unlikely

Toronto.
TEAS.—The ever advancing freight and insurance rates are again having their influence on the market, and there is a possibility that there will be still further advances in teas in the near future. Fairly heavy supplies are at present arriving, but there is nothing leaving the ports of shipment at the present, or at least very little, and there is likely to be quite a gap before the next shipment can reach this market. All this adds to the uncertainty of the market.

Ceylon and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans		0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

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

**Coffee Weaker; Higher
Freights Prevent Decline**

Toronto.
COFFEE.—There is an easier feeling in coffee at the moment, but there is no indication that this will be more than a feeling. Freight rates have increased, and this has taken up any little decline that has been noticeable in the primary markets. There is little likelihood of any change in price in the near future.

Coffee—		
Bogotas, lb.	0 28	0 30
Maraicao, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 22
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoas—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

**Spice In Strong Demand;
Closes Very Strong**

Toronto.
SPICES.—There continues to be an unusually keen demand for spices and prices are ranging high. Cloves are exceptionally high and difficult to obtain, the New York price ruling at exceptional figures. Carraway seed too is higher.

Per lb.		
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 60
Cayenne	0 30	0 35
Cloves	0 45	0 65
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	0 45	0 50
Do., 80's	0 45	0 50
Do., 64's	0 45	0 50
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 65	
American high test	0 65	

**Southern Rice Advances;
Tapioca Strong**

Toronto.
RICE AND TAPIOCA.—Quotations on rice from Southern Ports ranged 1/8 to 3/4 cents higher. Advice from New Orleans indicates that rice is selling there at 7 1/2 cents. In Eastern rices no change is to be noted though there is a strong feeling. Tapioca remains strong.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	9 00	10 50
Honduras, fancy, per 100 lbs.	0 00	0 12 1/2
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 25	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 16

**Reports Of Canadian
Beans Not Promising**

Toronto.
BEANS.—The report from private

sources regarding the bean crop in Canada, hardly bear out the optimistic reports published by the Government. Indications are that in some sections at least the crop will be light owing to unfavorable weather, and it is feared that this condition may be more or less permanent.

Rangoon beans are going into consumption well, all the shipments so far have passed the government tests satisfactorily.

Ontario, 1-lb. to 2-lb. pickers, bu.
Can. whole kidney beans, bush.
Rangoons, per bush.	7 50	8 00
Yellow eyes, per bushel
Japanese, per bush.
Limas, per pound	0 16	0 20

**Little Change In Nut
Prices; Supply Limited**

Toronto.
NUTS.—There has been little change in this market during the week. Trade has not been particularly brisk and the supply available is limited.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 19	0 20
Walnuts, Marbots	0 13	0 14 1/2
Filberts, lb.	0 18	0 21
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 17	0 21
Shelled—		
Almonds, lb.	0 45	0 48
Walnuts, lb.	0 60	0 63
Walnuts, California
Peanuts, Spanish, lb.	0 18	0 20
Do., Chinese, Japanese, lb.	0 16	0 18

**Halibut Scarce And
In Strong Demand**

Toronto.
FISH.—Little change has been noted in the fish market during the week. Halibut advanced another cent and was in great demand, with the quantities available not being able to meet the demand. In other lines also there was a general scarcity. This is the season of the year when such shortages usually occur. The probabilities are however, that better supplies will be available the coming week.

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

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

FRESH SEA FISH.		
Halibut, medium, fresh, lb.	0 22	0 24
Halibut, frozen	0 18	0 19
Salmon, B.C., humpback	0 17	0 22
Haddock, express, lb.	0 09	0 09
Herrings, frozen	0 06	0 06 1/2
Steak cod, fancy, express, lb.	0 09	0 09
Cod, market, heads off, lb.	0 08	0 08
Mackerel, lb.	0 13	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.

FRESH LAKE FISH.		
Herring, per lb.	0 09	0 10
Pike, lb.	0 12	0 12
Whitefish, lb., fresh	0 15	0 15
Trout, lb., fresh	0 15	0 15
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 00

**Vegetable Prices Easier;
Potatoes Selling \$1.40**

Toronto.
VEGETABLES.—There was a good supply of vegetables available this week and the general tendency of the market was toward easier prices. Potatoes are arriving in good quantities, and the price is declining accordingly. Quotations are at \$1.40 with indications pointing to the possibility that they would decline to \$1.25 before the end of the week. Red peppers were in great demand and brought fancy prices.

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

**Canadian Barrel Apples
Arriving; Prices Strong**

Toronto.
FRUIT.—Peaches were in great abundance during the week, but met with a good sale, the demand in all cases seeming to be equal to the large supply. The quality and condition was exceptionally fine. Canadian apples in barrels have made their appearance on the market, and are selling at good figures. Oregon pears are scarce and range at high prices.

Apples—		
Hampers, American	2 75
California, boxes	2 50	3 25
Do., boxes	3 00
Do., Ontario, 11-qt.	0 30	0 75
Do., Ontario, bush. hampers	1 25	2 00
Bananas, yellow, bunch	2 25	2 75
Do., Ontario, 16-qt.	0 60	0 85
Blueberries, 11-qt.	1 75	2 00
Grapes, Ont., 6 qt.	0 50
Grapes, Leno, 6 qt. flats	0 25
Lawtonberries, qt.	0 16	0 18
Oranges—		
Cal. late Valencias	3 50	4 25
Lemons, Cal., case	6 00	6 75
Do., Verdillis, case	5 00	6 00
Peaches—		
Ont., Early Crawford, 6-qt.	0 40	0 65
Do., 11-qt.	0 65	1 25
Pears, Col. Bartlett, box	3 25	3 50
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 25
Abundants, 6-qt.	0 35	0 50
Burbanks, 11-qt.	0 75	1 00
Niagaras, 6 qt.	0 50	0 65
Do., 11 qt.	0 75	1 00
Bradshaws, 11 qt.	1 00	1 25
Washingtons, 6 qt.	0 35	0 50
California grapes, Tokays	2 50
Do., Malagas	2 25	2 50
Apples, Duchess, No. 2, bbl.	5 50
Do., No. 3	4 25

MANITOBA MARKETS

WINNIPEG, Sept. 26.—Dealers throughout the three Prairie Provinces would read with pleasure the report that canned goods can now be sold over the counter. The Food Controller came to this decision after receiving requests from almost everywhere in the West that this embargo be lifted, as the supply of fresh vegetables was not sufficient to supply the demand during the threshing season. Retailers have been buying fairly heavily right along, and there is a disposition to buy old pack. New prices have been announced on wax beans, and the delivery promised by packers is only 12 per cent.

Sugar Market Now Much Steadier

Winnipeg.
SUGAR.—Supplies are coming in now more plentifully. Retail merchants who had difficulty getting shipments of what they had bought, have now ceased to buy, and jobbers state that they are now in a position to take care of orders as they come in. Standard granulated in 100-lb. sacks is bringing \$9.75. The market could not be stated to be easy by any means, but it is much steadier.

Supplies Of Blackstrap Hard To Procure

Winnipeg.
SYRUPS.—Quotations on corn syrup and case syrup are unchanged. Blackstrap has been quoted at 50c per gallon in half-barrels, but it is now difficult to get at any price.

NEW ORLEANS MOLASSES.	
24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70
CORN SYRUP.	
Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, 1/2 doz. case, per case	6 41
20-lb. tins, 1/4 doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, 1/2 doz. case, per case	5 91
20-lb. tins, 1/4 doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal.	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50
ROGERS SYRUP.	
24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Brisk Demand For Portuguese Figs

Winnipeg.
DRIED FRUITS.—There has been a brisk demand by wholesalers this week for Portuguese Tapnet figs, which are selling on a basis of about a cent higher than they were last year. These figs are selling several cents lower than Californias delivered Winnipeg, but there is a little uncertainty about them. Scarcity of evaporated apples continues to be more apparent, and some of the jobbers state they do not know where prices are

likely to go, or where they will get their supplies from. Peels—Prices of new peels are comparatively high, and vary considerably for different wholesale houses. One house quotes as follows: Lemon, 24c; orange, 26 1/2c; citron, 32c; cut mixed, 7-lb. boxes, 28 1/2c. Another price, and one that could be classed as medium, is as follows: 10-lb. boxes, lemon, 22c; orange, 25c; citron, 29 3/4c. The following prices are now being asked on new apricots: Choice 25's, 25c; ditto 10's, 26c. Standards—25's, 24c; ditto, 10's, 25c. Bright Slabs—25's, 20c; ditto, 10's, 21c. Figs—There are a few old figs still on the market, and for choice white California, 50-lb. boxes, jobbers are asking 8 3/4c.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.	0 11 1/2
80-90s, 25-lb. boxes, per lb.	0 12
50-60s, 25-lb. boxes, per lb.	0 13
Oregon Prunes—	
100s and over, 25-lb. boxes, per lb.	0 08 1/2
90-100s, 25-lb. boxes, per lb.	0 10 1/4
80-90s, 25-lb. boxes, per lb.	0 10 1/2
Dried Fruits—	
Apples, evap., 50-lb. boxes, lb.	0 13 1/2
Apples, 25-lb. boxes	0 14 1/2
Apples, 3-lb. cartons, each	0 52
Pears, choice, 10-lb. boxes, faced	0 16 1/2
Apricots—	
New, choice, 25's	0 25
New, choice, 10's	0 26
Peaches—	
Choice, 25-lb. boxes	0 13
Choice, 10-lb. boxes	0 14
Currants—	
Fresh cleaned, bulk, lb., Australian	0 19 1/2 0 21
Dates—	
Hallowee, 68-lb. boxes	0 18
Fards, box, 12 lbs.	2 05
Raisins, California—	
16 oz. fancy, seeded	0 12 1/2
16 oz. choice, seeded	0 11 1/2
12 oz. fancy, seeded	0 10
12 oz. choice, seeded	0 09 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 11 1/2
3 crown, loose, 50's	0 10 1/2
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes	0 10 1/2
3 crown, loose, 10-lb. boxes	0 11
Figs—	
Mediterranean, 33-lb. mats	0 07 1/2
Peel—	
Candied lemon, boxes, lb.	0 22
Candied orange, boxes, lb.	0 25
Candied citron, boxes, lb.	0 29 1/2
Cut mixed, 7-lb. boxes	0 28 1/2

Advances On Rice Amount To 1 1/2c Lb.

Winnipeg.
RICE.—Tapioca is being offered by brokers at a price exactly double what it was this time last year. It is almost out of reach, and jobbers are refusing to buy at these figures. Sago is not costing as much, being about 3c lower than tapioca in the primary market. Locally, tapioca is bringing extremely high prices, most of the jobbers asking 14c, and a cent less for sago. There has been a big advance in the price of rice since our reports last week. There is a difference in the quotations below, roughly speaking, of 1 1/2c per lb. on all lines. Price on rice took a jump about six months ago in the primary market, and this advance is only now being felt by the retailer.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08 1/2
Choice Japan, 100-lb. bags	0 07 1/2
Siam, 100-lb. bags	0 07
Siam, 50-lb. bags	0 07 1/2
Tapioca, lb.	0 14
Sago, lb.	0 13

Roasted Peanuts Advance 2c Per Lb.

Winnipeg.
NUTS.—New prices were announced this week on Tarragona almonds. The price is considerably higher than it was last year. Locally, new quotations have gone into effect on roasted peanuts, due to high price of peanuts in Virginia. Choice roasted have gone up more than 2c, and are now bringing 16 1/2c. Fancy roasted are now quoted at 17 1/4c. Jumbo at 18 1/2c. Salted peanuts, 5c packages, are bringing 75c per carton, 20 in a carton.

NUTS—IN SHELLS.		
Almonds, Tarragona (soft shell), lb.	0 20	0 21 1/2
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.	0 18 1/2	
Peanuts, Virginia—		
Choice roasted, fresh, lb.	0 16 1/2	
Fancy roasted, fresh, lb.	0 17 1/4	
Jumbo, roasted, fresh, lb.	0 18 1/2	
Salted peanuts, 5c pkts., 20 in carton, per carton	0 75	
Walnuts, French Marbots, lb.	0 14 1/2	0 15
Walnuts, Manchurian (Jap.), lb.	0 13 1/2	0 15
NUTS—SHELLED.		
Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 41	
Less quantities, lb.	0 41 1/2	
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.	0 58	
Less quantities, lb.	0 58 1/2	
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.	0 14 1/2	

Trade Afraid To Buy Beans Just Now

Winnipeg.
DRIED VEGETABLES.—Up to the time of writing, there has been no indication of a falling off in the price of beans. Attempts have been made to dispose of Japanese and Burma beans in this market at rather high figures. The demand for these was practically nil, the reason for this being that the trade are afraid to buy, not knowing what is liable to happen any day.

Barley, pot, 98's	5 20
Barley, pot, 49's	2 62 1/2
Barley, pearl, 98's	7 15
Barley, pearl, 49's	8 60

Still Cutting The Price Of Coffee

Winnipeg.
COFFEE.—The Brazilian Government continues to buy coffee in very large quantities. It is stated they have \$3,750,000 with which to buy coffee, and they are buying at the rate of 20,000 boxes a day. They are doing this to help out the farmers, and will no doubt hold their coffee at an advance, as at present it is being sold at below cost of production. Brokers were selling coffee in Winnipeg last week at about 1/4c lower than previous week.

GREEN COFFEES.		
Rio New York grading, standard, No. 5, bulk, lb.	0 16	
Rio New York grading, standard, No. 7, bulk, lb.	0 15 1/2	
Santos, lb.	0 18 1/2	
Bourbon, lb.	0 20 1/2	
Maracaibo, lb.	0 21 1/2	
Mexican, lb.	0 22 1/2	
Bogota, A, lb.	0 24 1/2	
Bogota, B, lb.	0 23 1/2	
Costa Rica, lb.	0 28 1/2	
Java, lb.	0 29 1/2	

*Some Spices
Continue Very Scarce*

Winnipeg.
SPICES.—Zanzibar cloves are practically off the market, and poppy seed and hemp seed are practically unobtainable.

*Another Package Tea
Gone Up In Price*

Winnipeg.
TEA.—The market continues very firm, and it was noticed this week that one of the local wholesalers advanced the price of their own brand of package teas, bringing their price to the level reached of other brands some months ago.

*No Further News Re
Second Run Of Salmon*

Winnipeg.
CANNED SALMON.—Mention was made last week of the fact that a second run of sockeyes and cohoes had been reported, but that the local trade did not attach much importance to the report. They were right in this, because nothing since has come through regarding this unusual run of salmon, and it is expected that opening prices will continue to prevail.

*Feeling That Vegetable
Pack Will Be Small*

Winnipeg.
CANNED VEGETABLES.—The newspapers carried despatches last week to the effect that Mr. Hanna had lifted the embargo on canned goods for Provinces of Manitoba, Saskatchewan and Alberta. The demand continues good, but it has been good ever since the embargo was placed. The trade seem to realize that there is liable to be a short pack of practically all vegetables. Latest information regarding wax and refugee beans is that the canners are only able to make a delivery of 12 per cent. This is very small. Last year the delivery was small, and, therefore, there were no wax beans left over.

*Lake Trout Up 1c;
Halibut Will Be Scarce*

Winnipeg.
FISH AND POULTRY.—Salmon has been more plentiful during the past week, but the price does not get any lower—it is bringing 20c fresh. Halibut is liable to be very scarce, and for that reason it continues high—19c. There has been an advance of a cent during the past week in the price of lake trout, which is now quoted at 16c.

Whitefish, lb.	0 12
Salmon, frozen	0 16
Salmon, fresh	0 20
Halibut, fresh	0 19
Cod	0 12
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 16
Mackerel, 20-lb. kits	3 25
Finnan haddie, lb.	0 13½

Salt herrings, new, ¼ bbl.	7 25
Salt herrings, 20-lb. pails	1 85
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07½
Poultry—	
Broilers, lb.	0 30
Fowl, lb.	0 18

*Italian Prunes Up;
Now Selling At \$1.35*

Winnipeg.
FRUIT AND VEGETABLES.—Corn is being quoted at \$1.50 per bushel, and, while a good supply is expected from now on, it is not expected that the price will be any lower than that. There has been a slight advance in Italian prunes, which are now being offered at \$1.35, whereas they were selling at \$1.25 a week ago. It is not expected that Italian prunes will be cheap this year. A decided drop has taken place in the price of Tokay grapes, which are selling at \$2.75. Washington peaches are a little cheaper, bringing \$1.40 per crate. Hislop crab apples are now on the market at \$2.25 box. Egg plants have declined to \$2.75 per bushel.

Corn, imported, bush.	1 50
Egg plant, bushel	2 75
Potatoes, new, B.C.	0 75
Carrots, new, bag	3 50
Turnips, new, bag	2 75
Lettuce, leaf, doz.	0 15
Parsley, home grown	0 40
Fruits—	
Apples, crab, Hislop, box	2 25
Oranges, Valencias	5 00
Lemons	8 00
Bananas, lb.	0 06½
Cantaloupes, flats	2 50
Cantaloupes, standard, 45 to case	5 00
Pears, Washington Bartlets, crate	2 75
Plums, Tragedy, crate 4-basket	2 00
Plums, Washington	2 00
Italian prunes, 18-lb. box	1 35
Apples, Southern, bbl.	7 00
Apples, Cal. Gravenstein, box	3 00
Apples, Wash., assorted varieties, box	2 25
Grapes, Malaga, crate	2 50
Grapes, Tokay	2 75
Peaches, Washington, crate	1 40

**CANNING EMBARGO WITHDRAWN
IN WEST**

Western Merchants Can Now Sell Any Kind of Canned Goods—Annoying Restriction a Thing of the Past

As was suggested as probable last week, it is now definitely stated the embargo on canned goods that was to have been operative over the whole of the country for some time to come, has been abrogated in the three prairie provinces. It was found that just as was suggested at the meeting of the grocery interests that met in Toronto some weeks ago to protest against the imposition of this embargo, which meeting was fully reported in these columns, that the embargo worked an outstanding hardship on these Western sections, where market gardens are not prevalent, and where fresh vegetables are not to be had. Fortunately for the Western provinces Mr. Hanna recently made a trip through the West, and what he saw for himself convinced him of the hardship that the measure entailed, something that the most cogent reasoning of western merchants had failed to do. In any event, the embargo is not now operative in Manitoba, Saskatchewan and Alberta. In response

to an inquiry as to whether the embargo had been removed, CANADIAN GROCER received the following reply:

"I beg to acknowledge receipt of your letter of September 25th, and beg to inform you that an Order has been issued exempting the three Prairie Provinces from the operation of the Order-in-Council prohibiting the sale of canned vegetables.

"Yours faithfully,
F. W. FRENCH,
Assistant Chief of Staff."

Western merchants are thus freed from an annoying restriction to their business, and can go ahead and sell goods that are demanded as in the days before the embargo was imposed.

COLD STORAGE FOOD IN CANADA

According to a report prepared by the Canadian Government the quantities of food, including chilled meats, dairy produce, and fish, held in storage by 96 per cent. of the cold-storage companies in the Dominion in August were: Eggs, 13,001,751 dozen; butter, 12,250,124 pounds; cheese, 19,919,693 pounds; pork, 13,367,331 pounds; bacon, 6,069,963 pounds; beans, 2,301,799 pounds; smoked meats, 218,963 pounds; beef, 6,015,772 pounds; mutton and lamb, 604,101 pounds, pickled beef, 1,896,913 pounds; pickled pork, 19,549,538 pounds; fowl of all kinds, 3,468,854 pounds; fish of all kinds, 13,992,170 pounds.

About five and a half million pounds of butter are held in Quebec Province and four millions in Ontario. Fifteen million pounds of cheese are warehoused in Quebec and three million pounds in Ontario. Six million pounds of pork are stored in Manitoba and four millions in Alberta. In Ontario about three million pounds of bacon are held and a like quantity in Quebec. Beef is distributed as follows: Two million pounds in Ontario, one million in Quebec, one and a half millions in Manitoba, and one million in Alberta. Of pickled pork six million pounds are held in Alberta, eleven millions in Ontario, one million in Manitoba, and one and a half million pounds in British Columbia and the Yukon.

The Canadian Cost of Living Commissioner finds evidence of accumulation of butter, eggs, cheese, and beef. There was 40 per cent. more butter, 31 per cent. more eggs, 29 per cent. more cheese, and 50 per cent. more beef in storage on August 1 last than was reported for the corresponding date in 1916. It was stated that the accumulation was for the purpose of meeting orders for export trade. The quantity of pork held was normal as compared with August 1, 1916, while there was a decrease of 40 per cent in the holdings of bacon.

SALMON PACK LOST

Ketchikan, Alaska, Sept. 14.—The canner pack of the Sunny Point Packing Company, at Sunny Point, was totally destroyed by fire early this morning. The loss is estimated at \$300,000, partly covered by insurance.

SALESMANSHIP—THE PERSONAL EYEMENT

(Continued from page 30.)

steps in a sale. They are: Securing the attention, getting confidence, and creating a desire.

If you have taken the first step successfully, how are you going to create a desire in the man's mind? First of all, you have got to get favorable attention. Your personality is going to have something to do with it. Some man said, "That's all right, but what is the first thing a salesman can do?" The first thing is to find a customer, then show your line. Let us see how it works. This man said to me, "I haven't any trouble at all in attracting favorable attention. I know I can, and in doing so I arouse an interest in the man's mind." "All right, in what then?" "Can you get his confidence?" "Certainly, no trouble." "Can you create a desire?" "Yes." "Did you close the deal?" "Why no, I didn't." "Then you didn't get the sale?" "No." "Why?" "I don't know. He is a splendid fellow, treated me nicely, fell in love with my line." "But didn't get the order?" "No." "Why?" "I don't know why."

He had not been a student of the fundamental principle of sales. He was not able to determine the condition of that man's mind. He just thought he knew him, because the man treated him nicely; but somehow or other he was unable to land the business. All right. Let us go a little farther. This is what happens. He makes a call, and he is wondering in his mind if he is going to sell; he is inviting defeat. Nothing will defeat the man who wills to do. Of course, he will not create a desire, nor will he get the confidence of his listener. All he is able to do is to attract favorable attention. The real salesman attracts favorable attention, and then rouses an interest in the man's mind concerning his goods, step by step, until he has worked that up, and then he inspires a confidence in himself and in his line; and then he creates a desire by his ability to reason and analyze his line. He gets the customer's signature on the lower line and, in doing so, he takes a pencil and hands the gentleman the blank order and says, "Lower line, please." The sale is made and he knows it.

Essential Qualifications

You must have persistence. You cannot divide your energies and thoughts; you must have thorough concentration in everything you do if you want success.

You should have well anchored persistence, because you are striving for the goal of success and you cannot reach it without persistence.

Then you must have a faith compelling will. That is the thing that you and I and every other man likes. The fact that we have accomplished the thing we want to do gives us faith, and it is the qualified man who can do things.

You must have courage, in order to stick to the plans that you want to carry through.

You should be cheerful; you should

arise in the morning in the proper spirit and go out to your work with a word of cheer to all the people you meet.

Be attractive. Why not have an influence that is magnetic, that is attractive? That will draw people to you.

Have an alert will. That is, have your attention always at hand.

Have a tactful will. It is a wonderful asset. Know its real value, and it will pull more business across the carpet than any other thing I know of in salesmanship—that little word, "Tact."

Develop an appropriate conduct. Your conduct in your business has an influence upon the house. Don't forget that.

Then you have an inspirational will. Control the situation. First you inspire him, then you control him. What is inspiration? It is thought on fire, on flame. It is the force that is ready for action.

Have an adjustable will; the ability to adapt yourself to the problem of rightfully using your customers. In selling a man the first thing to do is to discover his desire. Have a diplomatic will, in order to know what to do. Have a rounded will; that is, finish whatever you start. The man who succeeds is the man who says, "I will—I know I can."

NO SUGAR SHORTAGE

A note just issued by the U. S. Food Administration says that a review of the sugar situation shows that it is not actually a lack of sugar that emphasizes the need for its conservation in the United States so much as inability to get the sugar to the places where it is needed. The world's shortage is comparatively small and confined to Europe. With the stocks on hand the United States and Cuba and those now coming from Hawaii it would appear that with proper management, and with speculation and hoarding eliminated, there need be no scarcity, even in the immediate future while awaiting the new crop.

The world's supply of sugar for the present year is estimated at 18,659,792 tons as against an average production of 18,712,997 tons for a pre-war period of five years.

While stocks of raw sugar are at present being rapidly depleted by the assistance required by the Allied Nations, that is but the usual condition for this time of year. There has been an increased domestic demand which would seemingly indicate the storing of domestic supplies by householders, possibly through fear of a scarcity at this season. In 1916 the amount taken for consumption in the United States from Jan. 1 to June 30 was 2,394,261 tons, while in the same period of 1917 the amount so absorbed was 2,650,527 tons, an increase of 256,266 tons, or 10.7 per cent. over 1916. If this increase is due to advanced buying it will afford a degree of relief to present demands.

GREATER RICE CONSUMPTION

The increasingly important part rice is playing in feeding the people of the United States is shown in figures just

compiled by the United States Food Administration.

The production for 1914-15 amounted to 1,064,205,000 pounds, with a per capita consumption of 11.34 pounds. This was increased in the 1916-17 crop to 1,831,590,000 pounds, with a per capita consumption of 17.33 pounds.

The large increase in consumption during the past year undoubtedly has direct relation to the high price of potatoes and wheat.

The rice crop of India for the past year showed an increase of 1,255,000 tons.

DELIVERY STAMP ON GROCERIES

At a meeting of the Retail Grocers' Association in Vancouver the novel suggestion was put forward that stamps should be used on all delivered groceries, a scheme by which customers would be encouraged to carry their own parcels. The stamps would be purchased from the Government in the same way as postage stamps and power would be given to the police to examine any grocer's delivery vehicle and report cases of non-stamping. A stiff penalty would be enforced against any infringements. Under the present system there is no inducement for purchasers to carry home their own groceries, but it was urged there would be some advantage in doing so under the plan suggested.

B. C. FRUIT SUPPLY UNEQUAL TO DEMAND

All lines of B.C. fruit have been selling so well that there is really a shortage of supply. Either B.C. will need to produce more, or organize its shipping better, that the supply may be transferred from that province, it is stated. Peaches, plums, prunes, pears, blueberries, etc., are all on the market and are selling fast.

Pickling cucumbers and cauliflower are scarce just now. Dealers are finding that beets, cabbages, carrots, etc., are not selling well this year, and this is attributed to the rivalry of the vacant lot garden. People are either growing their own produce, or are able to secure it from neighbors, so that the stores have the smallest trade in these products which they have ever experienced.

CUT GERMANY'S CHOCOLATE SUPPLY

New export regulations for Switzerland have been decided on after conferences between representatives of Switzerland, France, Italy, England, Russia and the United States. Under these Switzerland in the future will not be permitted to send more than 24,000 hundredweight of chocolate annually to countries at war with the entente, instead of 46,000 hundredweight, as has been the case. The excess chocolate production of Switzerland will be absorbed by the entente allies.

FLOUR AND CEREALS

Flour Steady and Feeds in Demand

Montreal.

FLOUR AND FEEDS.—Unchanged in price, flour remains this week in good demand, and with outlook to steadiness unless there is some new Governmental intervention. It was indeed suspected that some steps were afoot to fix flour prices this week as a conference of the representatives of large milling concerns was being held in Ottawa, but another account of the purpose of the meeting there was that it had to do with the Allied orders for flour and the shipment of the product this fall. That the fixing of flour prices may take the form of a fixing of the millers' margin of profit rather than of the price of the bag of flour is a view held in some quarters. Meanwhile demand for flour is good. Feeds continue in very strong demand as before, and at prices unaltered from the quotations of last week.

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

Oat Crops In West Not Satisfactory

Montreal.

CEREALS.—Interest in the cereal market is most active in relation to oats. The news from the oat fields of the North West is anything but encouraging just at present. A shorter crop than had been anticipated is expected. This may affect to firmness the price of rolled oats which are in good demand now at the prices previously quoted or under them for larger orders. Package oats are also asked for in increasing quantity, owing to the trend of the season, all package cereals beginning now to move more busily. The \$5.55 price for Graham and whole wheat flour is for car load orders, the higher price applies to smaller bookings.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot. 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25

Rolled oats, 90-lb. bags	4 45	4 65
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

Flour Unchanged; Business Is Brisk

Toronto.

FLOUR.—Owing to the setting of the price of wheat, the price of flour from week to week offers little excitement. Prices remain steady in both Western and Ontario flour, though the business in both lines is picking up, now that a more stable basis of business has been arrived at and the turnover during the week has been large. This is mainly due to the fact that buyers who had been uncertain as to Government action, and consequently showed a tendency to hold back, are again in the market.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	10.85-11.00	11.05-11.20
Second patents	10.65	10.85

Cereals In Demand; No Changes Noted

Toronto.

CEREALS.—With the coming of the fall weather there has been quite a notable increase in the demand for cereals of all descriptions and business during the week in all lines has been very fair. Cornmeal, oatmeal and rolled oats are all strong in price, though there have been no advances since the past week.

	Less than	car lots
Barley, pearl, 98 lbs.	7 75	8 00
Barley, pot. 98 lbs.	6 25	6 50
Cornmeal, yellow, 98 lbs.	6 25	7 00
Corn flour, 98 lbs.	5 90	6 25
Farina, 98 lbs.	6 10	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy, grits, 98 lbs.	6 25	6 35
Hominy, pearl, 98 lbs.	6 25	6 35
Oatmeal, 98 lbs.	4 75	5 50
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	6 10	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

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

Mill Feeds Unchanged; Feed Flour Easier

Toronto.

MILL FEEDS.—There has been a very fair demand for mill feeds of late, though naturally not as brisk as a few months ago. The demand is sufficient, however, to take care of all the goods available. The only place where any tendency to change was noted during the week was in feed flour.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$35-...	\$37-...
Shorts	49-41	42-43
Special middlings	50-...	52-...
Feed flour, per bag		3.05-3.40

Flour Prices Fixed By The Millers

Winnipeg.

FLOUR AND FEEDS.—Last week the millers got together, and fixed prices on flour. These were sent to Ottawa, but have not yet been officially recognized. At the same time these are the fixed prices of the millers, and when they were made the millers felt that the Food Controller would consider them fair. The millers state that they have figured the lowest net cash price at which they will be able to sell at a profit; in other words, they have figured on the American price as set by the Government—that is, the millers' profit not to exceed 25c per bbl. on flour and 50c per ton on feeds. Prices are on a somewhat different basis now, various zones having been made in which there is a specific price. These are as follows:—Ontario west of, and including Fort William and Port Arthur, The Pas, Winnipeg, and all Manitoba east of, and including Portage La Prairie, Delta and Gretna, \$11; Manitoba west of Portage La Prairie, Delta and Gretna, \$10.90; Saskatchewan, \$10.80. Alberta East, and including Macleod, Calgary, Red Deer, Edmonton, \$10.70; Alberta, west of McLeod, Calgary, Red Deer and Edmonton, also B. C., east of, and including Golden, Cranbrook, also Kootenay Central Railway, \$10.80; Revelstoke, Nelson and Common Points, \$10.90; B. C. coast, Okanagan Valley, Kettle Valley, Grand Forks, Midway, Phoenix, Greenwood, \$11; Vancouver Island, \$11.05. These prices are per carload lot, effective Sept. 14-17, and basis per bbl. of 196 lbs., cottons or jutes. Terms, cash or sight draft. Rolled Oats—Price of bulk oats is \$3.75. Buying has been fair, and prices are firm. There is a scarcity of milling oats, and millers have had difficulty securing sufficient for their requirements. Cornmeal—Price of cornmeal is high, \$6.15 per 98's, and will remain high until the new crop arrives in November. However, the market for corn is easy, but spot supplies are not available. Feeds—Prices for bran and shorts, delivered country points, is still \$35 and \$39 respectively.

Flour—	
Best patents	11 00
Bakers	10 50
Cleers	9 90
XXXX	8 90
Cereals—	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	6 15
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	35 00
Shorts, per ton	39 00
Mixed chop, ton	54 00

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Sept. 25.—The decrease in the price of flour has added two ounces to the 10c loaf of bread. The potato market is still unsteady. Evaporators are still in the market for both potatoes and onions, but producers are still holding. Throughout the province, while tops were magnificent, potatoes are turning out small and few to the hill. There is no demand for sugar. Tomatoes are overly plentiful, but there is practically no demand for peppers and other spices, which shows that there is no home catsup or chili sauce being made. Eggs are firm. Fresh eggs are scarce, and storage stocks are being used. Butter is very firm. Small fruits for preserving are stagnant, and peaches are a drug on the market.

VANCOUVER, B.C.—	
Sugar, pure cane, gran., 100 lbs.	8 90
Flour, first patents, Manitoba, per per bbl., in car lots	12 00
Salmon, Sockeye, 1-lb. tall, per case 4 doz.
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 14
Beans, B.C., white	0 16
Potatoes, per ton	20 00 22 00
Lard, pure, in 400-lb. tierces, lb.	0 25½
Butter, fresh made creamery, lb.	0 47
Eggs, new-laid, in cartons, doz.	0 53
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Sept. 25. — There are no changes of outstanding importance this week. Crisco advanced twenty-five cents a case. Soaps are expected to advance any day. Number 1 Japan rice is \$9.50. Dried green peas are \$13.50. Shelled almonds are forty-eight cents. Barley shows a slight decline. Coconut is two cents a pound higher. Keen's mustard and Blue Ribbon tea, twos and halves, are also higher. A new shipment of honey has arrived and prices are considerably higher than last year's. Number one dairy butter is forty cents per pound. Raspberries and strawberries, twos, are \$6.20 to \$6.75.

CALGARY:	
Beans, small white, Japan, lb.	0 11¼ 0 13
Flour, No. 1 patents, 98s, per bbl.	11 10
Molasses, extra fancy, gal.	0 82 0 90
Rolled oats, 80s	8 60
Rice, Siam, cwt.	6 75 7 00
Tapioca, lb.	0 13
Sago, lb.	0 13
Sugar, pure cane, granulated, cwt.	10 50

Cheese, No. 1 Ontario, large.	0 25½
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case.	16 50
Eggs, new laid, dozen.	0 50
Eggs, No. 1 storage, case.	12 70
Tomatoes, 2¼s, standard case.	4 60 4 80
Corn, 3s, standard case	3 90 4 00
Peas, 2s, standard case.	3 75
Apples, gals., Ontario, case.	2 65 2 85
Strawberries, 2s, Ontario, case.	5 50 5 85
Raspberries, 2s, Ontario, case.	5 40 5 85
Peaches, evaporated, lb.	0 14 0 15
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 00
Salmon, pink, tall, case.	8 50
Salmon, Sockeye, tall, case.	12 75

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sept. 25.—The market situation is quiet this week. Japan beans are quoted slightly lower at \$7 per bushel. Sago is up 3c, and is quoted at 16c to 14c per pound. Creamery butter is 43c, and fresh eggs are 48c per dozen. An advance of 25c in Crisco, following last week's advance, brings the price up to \$9.50.

REGINA—	
Beans, small white Japan, bu.	7 00
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00 11 70
Molasses, extra fancy, gal.	0 59
Rolled oats, bails	4 35
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 14 0 16
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	10 12
Cheese, No. 1 Ontario, large.	0 24½
Butter, creamery, lb.	0 43
Lard, pure, 3s, per case.	16 30
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 48
Pineapples, case	4 75 5 35
Tomatoes, 3s, standard case.	4 60
Corn, 2s, standard, case	4 00
Peas, 2s, standard, case	3 45
Apples, gals., Ontario	2 45
Strawberries, 2s, Ont., case.	6 30
Raspberries, 2s, Ont., case.	6 30
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case.	14 50
Salmon, pink, tall, case	8 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Sept. 25.—Maritime wholesalers, in anticipation of freight congestion as experienced last winter, are already beginning to stock up with surplus to meet the winter conditions. Sales are reported good. The market shows few changes during the week. Ordinary cornmeal advanced to \$4.75. Molasses continues upward, and is now 78c to 80c

per gallon. Beans show a reduction; white are \$9 to \$9.10, and yellow-eyed \$8.25 to \$8.30 per bushel. Canned goods have a firmer tendency. Tomatoes are \$5, corn \$4.50, apples \$4. Jobbers are now quoting in anticipation of arrivals of new pack salmon; pinks are quoted at \$10.25; Cohoes, \$12.25, and red spring half-pound flats, \$15.50; but higher prices are expected. Potatoes are still scarce, as regular shipments have not commenced. American onions, 100 lbs., \$5; Canadian, 75 lbs., \$2.75 to \$3.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.	13 50
Cornmeal, ordinary, bags.	4 75
Molasses, extra fancy, gal.	0 78 0 80
Rolled oats, bbl.	10 25
Beans, white, bush.	9 00 9 10
Beans, yellow-eyed	8 25 8 30
Rice, Siam, cwt.	8 00 8 25
Sago and tapioca, lb.	0 17 0 18
Sugar—	
Standard granulated	9 25 9 30
No. 1 yellow	8 75 8 80
Paris lumps	10 50 10 75
Cheese, N.B., twins	0 24 0 25
Eggs, new-laid	0 47 0 50
Eggs, case	0 41 0 42
Breakfast bacon	0 34 0 38
Butter, creamery, per lb.	0 48 0 50
Butter, dairy, per lb.	0 45 0 48
Butter, tub	0 40 0 44
Lard, pure, lb.	0 27½ 0 28
Lard, compound	0 21¼ 0 22
American clear pork	54 00 57 00
Beef, corned, ls	4 25
Tomatoes, 3s, standard, case.	5 00
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case.	4 30
Corn, 2s, standard case.	4 50
Peas, 2s, standard case	3 80
Apples, gals., N.B., doz.	4 00
Strawberries, 2s, Ont., case.	5 00 5 25
Pork and beans, case	4 00 5 50
Salmon, Chums	7 50 8 00
Sardines, domestic, case	6 00
Cream tartar	0 60 0 62
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12¼
Raisins, fancy, lb.	0 12¼
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14 0 14½
Candied peel, citron	0 35 0 37
Candied peel, orange and lemon.	0 28 0 30
Evaporated apples, lb.	0 13 0 13½
Evaporated apricots, lb.	0 21
Apples, American, bbl.
Apples, N.S., bbl.	3 00 3 50
Potatoes—	
New, native, barrel	3 50 4 00
Tomatoes, Ont., basket	1 00
Onions, American, 100 lbs.	5 00
Do., Canadian, 75 lbs.	2 75 3 00

AN INDICATION ON HONEY POSSIBILITIES

A beekeeper of Oronto, Ontario, was selling his honey at 15 cents a pound and supplying the pails. One day a produce dealer from a nearby town dropped in and took over his whole supply paying him 17 cents the pound and supplying the pails. What does this indicate. Either that the Bee Keeper was content with too little, or that the produce man scented better profits at a later date, or that it was desirable to get the small competitor off the market.

PRODUCE AND PROVISIONS

Hogs And Their Products Firming

Montreal.

PROVISIONS.—While prices for the principal products amongst the meats have not advanced at all this week as compared with conditions last week, there are tendencies towards higher priced hogs, and this will probably come to mean higher prices for pork products later on. Live hogs were selling at from \$17.75 to \$18.75 per hundred pounds this week, and dressed at from \$25 to \$25.50 per hundred. The supply offering was reported fairly good, but quality was still unsatisfactory. One wholesale house reported 44 cents a pound for boiled hams this week, though plenty of this product was available at 43 cents in slightly different grade. Lard and shortening prices remain unaltered.

Hams—		
Medium, per lb.	0 31	0 22
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 37	0 40
Boneless, per lb.	0 39	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots....	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	0 46	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26½	0 26½
Tubs, 60 lbs.	0 26½	0 26½
Pails	0 27	0 27
Bricks, 1 lb., per lb.	0 27½	0 27½
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20½
Tubs, 50 lbs.	0 20½	0 21
Pails, 20 lbs., per lb.	0 21	0 21½
Bricks, 1 lb., per lb.	0 23	0 23

Poultry Deliveries Are Reported Better

Montreal.

POULTRY.—Poultry prices and conditions are much the same this week as last week. The feature of the market is not alteration in prices so much as improvement in supply. Larger shipments of poultry have been coming in. It is still necessary to impress on the farmers to fatten their poultry up well before marketing the birds, as the scraggy variety get such poor reception from the buyers. With a shortage of poultry feed wheat looming in the distance, it is anticipated that properly fed and fattened birds will command still higher prices as the fall proceeds. Preparation of poultry against Thanksgiving Day is proceeding apace, and big deliveries are expected in time for that festivity.

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

Eggs Indicate A Firmer Tendency

Montreal.

EGGS.—The story of the egg market in Montreal for the past week since last reporting is one of small deliveries and firm to firmer prices. An advance to 54 cents per dozen for special new laids is recorded, but No. 1's, No. 2's and selects are not advanced as yet. There is no getting away from the tendency to further advances for eggs, however, in opinion of wholesale houses doing considerable egg business. Export trade in eggs has been unimportant for the past ten days or so, but some space has been available and has been utilized recently, and considerable export may be in progress before close of navigation. Receipts of eggs in Montreal for week ending September 22 were 5,740 cases, as compared with 6,226 cases for the previous week, and 17,262 for the corresponding week last year.

Eggs—	
New laid, specials	0 54
Selects	0 48
No. 1's	0 44
No. 2's	0 40

Cheese Makes No Special Changes

Montreal.

CHEESE.—No change of importance is recorded this week in the cheese market. The Commission prices remain unaltered. Prices to retail trade as quoted by wholesalers are also unchanged. Production of Canadian Cheese is ahead of the figures of last year beyond doubt, there being less importation from the United States, but local demand is not increased in any way. Receipts of cheese for the week ending September 22nd were 65,250 boxes as compared with 72,594 boxes for the previous week, and 74,797 boxes for the corresponding week last year. The outlook in cheese is towards steadiness.

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

Butter Behaves In Sensational Manner

Montreal.

BUTTER.—Sensational things have

been happening to butter. Saturday's prices at St. Hyacinthe went to 3 cents per pound more than was realized a week ago. The figure was 43 cents for finest creamery, 11 cents higher than the lowest figure of the season so far. At Waterloo prices went two cents higher than the previous week, to 43½ cents. Some points in the country recorded prices as low as 41 cents for butter, and even in the city small occasional lots might be had here and there under the country price, but on Monday finest creamery butter sold in Montreal at the exceptionally high figure of 44½ cents per pound to the jobber, or within a quarter of a cent of the highest price quoted to the retail trade. Butter receipts for the week ending Sept. 22 were 11,428 pkgs., 1,848 pkgs. better than the previous week, but no less than 10,474 pkgs. under the figures for the corresponding week last year. The apparent shortage is causing anxiety for winter supplies.

Butter—		
Creamery prints (fresh made)....	0 45	0 45½
Creamery solids (fresh made)....	0 44½	0 45
Dairy prints, choice, lb.	0 42	0 43½
Dairy, in tubs (choice).....	0 39	0 40
Bakers	0 38	0 39

Honey And Maple Market Very Firm

Montreal.

HONEY AND MAPLE.—The market for honey keeps very firm, and supplies from the country come in slowly. Dealers mention that the outlook seems to be towards a scarcity of honey, which had not been anticipated earlier in the season, but which may be accountable by the wet weather in early summer when blossoms were coming out. Prices are well maintained, but not altered this week. The condition as to maple syrup and sugar is one of increasing firmness, the shortage being certainly as considerable as had been previously expected. Prices hold firm, and should encourage more production next season should the conditions prove favorable.

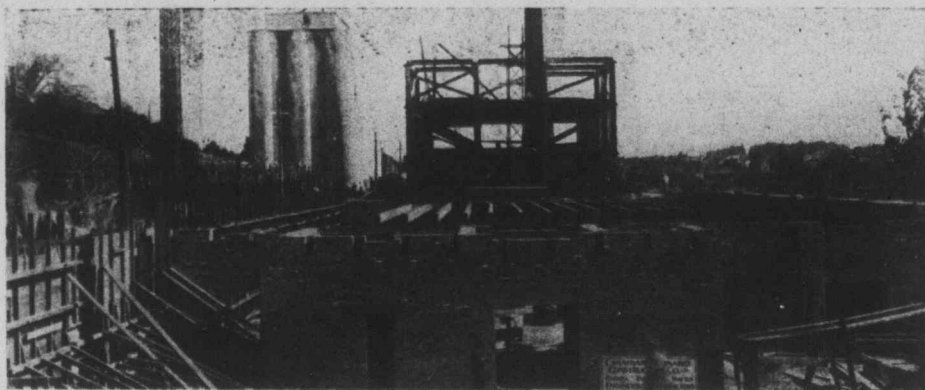
Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13½	0 13
Buckwheat, 60-lb. tins, lb.	0 13	0 13
Clover, 5-10 lb. tins, per lb.	0 14½	0 14
Clover, 60-lb. tins	0 14	0 14
Comb, per section	0 15	0 16
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal. 1 60	1 75	1 75
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0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

Hogs And Lard Up; Bacon Steady

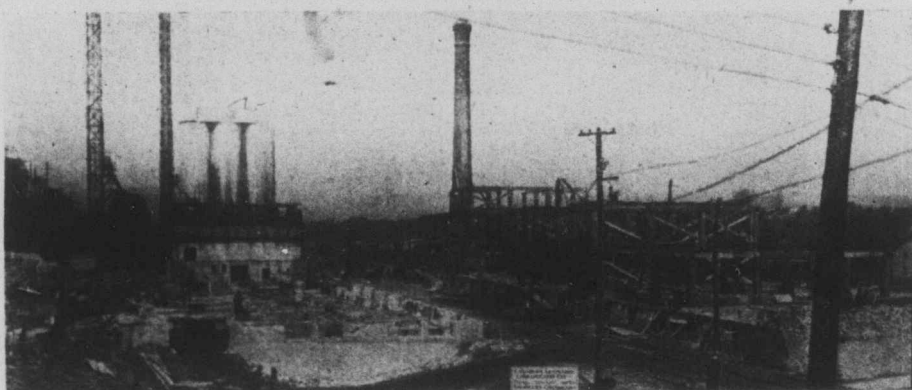
Toronto.

PROVISION.—No change has as yet been noted in bacon prices. The general uncertainty of conditions preventing

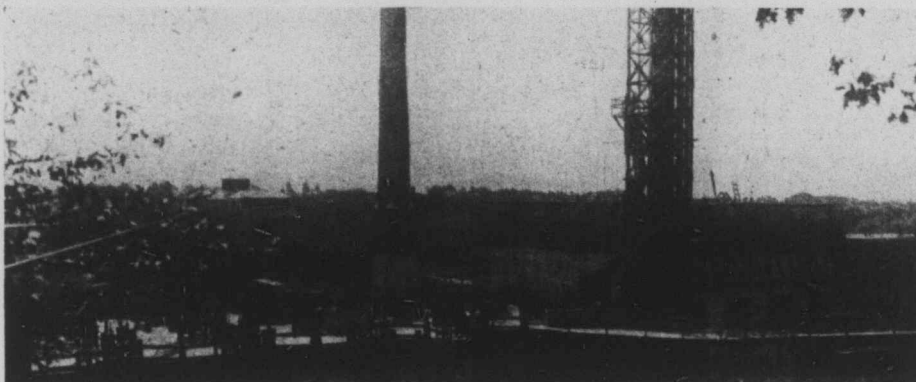
Day and Night Building Progress



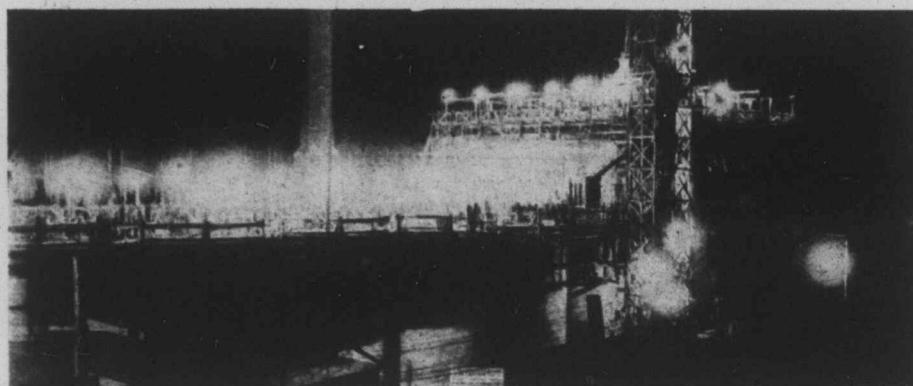
August 18, 1917



September 1, 1917



September 8, 1917



The Quaker Oats Company, Peterborough, Canada

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

any spirited buying, while supplies remain relatively short.

Live hogs showed a tendency toward firmer prices going up another 2 cents in price with the indications pointing to the possibility of still stronger figures.

Lard too developed some strength advancing another cent.

Hams—		
Medium, per lb.	0 31	0 33
Large, per lb.	0 26	0 29
Bacon—		
Plain	0 35	0 43
Boneless, per lb.	0 41	0 43
Bacon—		
Breakfast, per lb.	0 35	0 42
Roll, per lb.	0 29	0 30
Wiltshirt (smoked), per lb.	0 32	0 32½
Dry Salt Meats—		
Long clear bacon	0 27	0 28
Fat backs, lb.		0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 43
Hams, roast, per lb.	0 44	0 48
Shoulders, roast, per lb.	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.	49 50	50 00
Short cut backs, bbl., 200 lbs.	51 00	53 00
Pickled rolls, bbl. 200 lbs.	47 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26	0 26½
Compound tierces, 400 lbs., lb.	0 21½	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		
Hogs—		
Dressed, abattoir killed	22 00	26 00
Live, off cars	18 50	18 75
Live, fed and watered.	18 25	18 50
Live, f.o.b.	17 35	17 50

**Poultry Market
Unchanged; Good Supply**

Toronto. POULTRY.—There was no change in the poultry market during the week. Stocks are only a little more plentiful than last week. The farmers are evidently devoting their time to other matters and are leaving the poultry to look after itself. The indications are however that there is plenty of stock in the country, and that once it begins to arrive in quantities, lower prices are to be expected.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 17	0 20
Geese, live, lb.		0 12
Turkeys, old, lb.		0 18
Roosters, live, per lb.	0 14	0 16
Hens, live, per lb.	0 18	0 22
Hens, fresh, dressed, per lb.	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.		0 22
Do., dressed, 2 lbs. and over.	0 25	0 28
Squabs, dozen		4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 27
Ducks, dressed	0 22	0 25
Chickens, live	0 24	0 27
Do., dressed	0 30	0 32

**Eggs Plentiful;
Prices Remain Easy**

Toronto. EGGS.—There was a fair supply of eggs offering this week, but the feeling seemed to be rather toward an easier feeling. This is the time of year when some sharp advances are usually to be noted in eggs, and the quietness of the market is consequently the more surprising. Export business is light, and the supply is good which probably accounts for this circumstance. The probabilities however, are that there must come an advance before long.

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

**Butter Market Active;
General Advance Of 1c**

Toronto. BUTTER.—Butter showed a surprising activity and strength this week. The activity came as a general surprise, as there seems to be no particular reason for the change. What export shipments there are, must of necessity be of a very limited description, and so would hardly seem to justify the much stronger feeling evidenced by the market. Dairy butter remains somewhat scarce, but other than that there seems to be a fair supply. The increase during the week amounted to an advance of about one cent on all grades.

Creamery prints, fresh made.	0 45	0 46
Creamery solids	0 44	0 45
Dairy prints, choice, lb.	0 41	0 43
Dairy prints, lb.	0 38	0 42

**Cheese Remains
Stationary; Fair Demand**

Toronto. CHEESE.—There has been no indication of any change in the probable price of cheese this week. The standard price remains in force with little probability of any change, though some of the cheese makers are urging that it is too low.

Cheese—		
New, large	0 22½	0 23½
Stilton (new)	0 24	0 25

**Honey Stronger;
Available Supply Limited**

Toronto. HONEY.—There is a surprisingly strong feeling in honey, and supply is barely sufficient to meet the demand. The offering this year is unusually light because of the scarcity of fruit. Because of this many farmers have been buying from neighboring bee keepers, and as a result much of this supply that would normally appear on the market, has been withdrawn. American honey is high in price and it is doubtful if it could be imported to sell on this market.

Honey—		
Clover, 5 and 10-lb. tins.	0 16	0 18
60-lb. tins	0 15½	0 16
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.		2 50
Do., No. 3, doz.		2 25
Jars, 7 oz., doz.		1 50
Do., 12 oz., doz.		2 10
Do., 16 oz., doz.		2 50

Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

**Egg Demand Small;
Butter Firming Up**

Winnipeg. PRODUCE AND PROVISIONS.—With the light run of hogs last week, the market remained steady. There is very little to talk about as regards the hog market,

except that the runs are rather light. Provision prices continue firm, with a fairly good demand. Eggs—There is very little new here, the demand being only fair, and this is being looked after by current receipts. New-laid eggs are bringing 39c. Creamery Butter—The market has been more active this week, and jobbing prices have been higher. Dairy butter in sympathy with creamery has firmed up considerably, wholesalers paying to the country 33c to 35c. Cheese—Prices are unchanged in this market.

Hams—		
Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 34	0 35
Breakfast, select, lb.		0 37
Backs, regular		0 36
Dry Salt Meats—		
Long clear bacon, light	0 26	
Backs	0 30	
Barrelled Pork—		
Mess pork, bbl.		45 00
Lard, Pure—		
Tierces		0 26
20s		5 50
Cases, 5s		16 12
Cases, 3s		16 20
Lard, Compound—		
Tierces		0 20½
Tubs, 50s, net		10 50
Pails, 20s, net		4 45
Fresh Eggs—		
New laids		0 39
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh		0 23
Butter—		
Fresh made creamery, No. 1 cartons		0 43
Fresh made creamery, No. 2.		0 42

EVEN THE PRUNES WON'T STAND IT

For many years past there have been large quantities of delicious plums coming from California and Colorado that bore on the box the name of German Prunes. All this is changed, the Growers Ltd., had consideration for the feelings of the Prune, and on the end of the box will now be seen the name—"American Blue Prune."

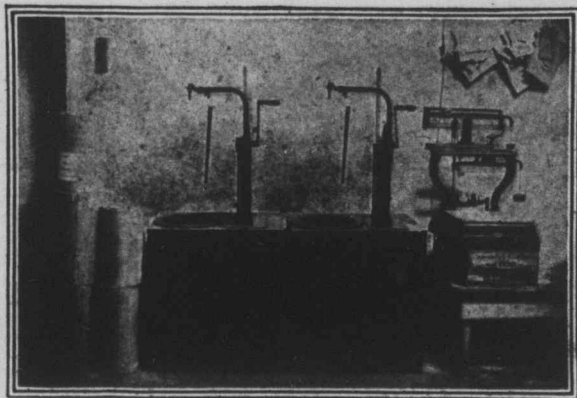
NEW BRUNSWICK LIVE STOCK RETURNS DISQUIETING

The Canadian Department of Agriculture report of live stock returns for the Province of New Brunswick has shown a very marked decline since 1912. On June 30, 1917, the herds and flocks in the Province numbered: Horses, 65,169; milch cows, 100,221; other cattle, 89,456; sheep, 103,877; swine, 69,269. Five years ago the respective totals were 65,582, 110,507, 113,136, 148,723 and 85,905.

WHERE THE BROOMS ARE BORN

Oklahoma is the broom corn state of the American Union, raising more than all the rest of the country put together. A short time ago Oklahoma farmers were highly pleased to get \$100 a ton for their broom corn. Recently the price touched \$300. A farmer living near Oklahoma City has a big crop of the brush and he expects to hold the crop for a price of \$400.

Clean Oil *and* A Clean Store



The

BOWSER
ESTABLISHED 1895

Oil Storage System

Will bring about these conditions and make them permanent. You handle your oil stock with cleanliness, speed and safety. No more oil-soaked floors and damage to food supplies due to oil fumes permeating the store. Oil is protected from dust, shrinkage, deterioration and careless handling. You and your customers have the assurance that all oil purchased and sold is measured correctly. You'll do a better and more satisfactory business with the Bowser Oil Storage System.

Write to-day.

S. F. Bowser & Co., Inc.
TORONTO, ONT.

Sales Offices
in All Centers.

Representatives
Everywhere.



California's finest
canned fruits and
vegetables are pack-
ed under the DEL
MONTE brand.

Handled everywhere
by leading grocers
who cater to the taste
of people who want
the best.

Wholesale
Distributors
Everywhere.

CALIFORNIA PACKING
CORPORATION
SAN FRANCISCO, CALIFORNIA



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

¶ When General Haig plans an offensive, he doesn't leave much to chance and doesn't overlook the smallest detail—his plans are all perfected ahead so as to make sure of his objective.

¶ The objective of the retail grocers of Canada is a record Fall and Winter selling for 1917 business.

¶ In the Fall and Winter Number we will help the merchant in his plans by practical ideas and suggestions that have proved successful.

¶ In the advertising pages the manufacturer will tell his story so the merchant and clerk will by intelligent selling of his goods increase the sales of his particular product. You cannot tell these salesmen behind the counter too much about your goods; they look to you to supply the selling arguments that get the goods off the shelves.

¶ What answer is the merchant going to give to his customer who asks if he can recommend your goods?

¶ Have you given him all the help required? Does he know all he should know about your service, your goods, your brand, your guarantee that stands back of the goods?

¶ *We would urge early reservation of space in the Fall and Winter Number which closes October 23.*

Just a Word With You, Mr. Grocer

THERE is going to be a host of advertising from manufacturers and wholesalers in the Annual Fall and Winter Number of CANADIAN GROCER.

These advertisers want your business. They believe in giving you all possible information about their goods to help you increase sales.

These are the manufacturers who believe your customers will buy what you recommend.

They know you have influence in your community, so they appeal to you. They are not the manufacturers who believe they can force you to handle their goods.

They want your co-operation and you will find they have the facilities, and are ready to back up their words with quality goods and satisfactory service.

Patronize these manufacturers. If it were not for their support in the advertising pages you could not get such a useful and practical paper as "CANADIAN GROCER" for ten times the subscription price.

This number will be mailed to you October 26.

Furnivall's

FINE
FRUIT
PURE JAM

Furnivall's Fine Fruit Pure Jam

has merited the unstinted approval of the housewife because of its absolute purity and delicious fine fruit flavor. There's a good profit on Furnivall Jam sales. Stock now.

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

FURNIVALL-NEW, Limited
Hamilton, Canada

MELROSE'S TEAS

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

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

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

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

Hop Malt Beer Extract

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

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

STOP! THE WASTE



Baling Press

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

Climax Baler Co.
Hamilton, Ont.

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

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

Tell It To Your Customers

The food value of Shredded Wheat to your customers is not measured by the small price for which it retails. For food value a breakfast of

Shredded Wheat

with milk and fruit is equal to a meal of meat or eggs costing several times as much. Tell this to your customers who complain of the high cost of living. Nearly all foods have advanced in price except Shredded Wheat. It represents highest food value at lowest cost.



The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"MADE IN CANADA"

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, .. Ont.
Toronto Office:
49 Wellington Street East

CHAMBERLAIN'S REMEDIES

A line peculiarly suited to the needs of the grocer who handles standard family remedies. Having an enviable reputation for reliability, and backed up by nation-wide newspaper advertising.

Sold at prices to net the dealer a good profit, no advance having been made in prices. Write to-day for price list and full particulars.

Chamberlain Medicine Co., Ltd.
TORONTO, ONT.

G. Washington's Refined Coffee FOR THE SOLDIER

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

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

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

No Coffee Pot
Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE

Twines
and
Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

*Quality Goods
may always
be had by order-
ing our brands.*

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware
Willow Ware
Brushes

The best way to sell fish



The muss and fuss of cleaning and preparing it for table has decided many a housewife against including fish in the menu. But even the most fastidious will cheerfully serve

BRUNSWICK BRAND

The Perfect Sea Food.

Cleaned, cooked, ready to serve—nothing to do but open and eat—this is the way most people like their fish. It is clean, convenient, appetizing and economical. There is no muss and no waste, and in Brunswick Brand is the assurance that only the choicest fish is being served.

Brunswick Brand brings to you the opportunity of selling the best of many kinds of fish in the most convenient, clean and profitable form.

All these are Brunswick Brand:

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

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

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

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

DOMINION CANNERS, LTD.

JAMS

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

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

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1.85
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

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

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 90
14's Tin or Wood, 4 pails in crate, per lb.	14 1/2
30's Tin or Wood, one pail crate, per lb.	14 1/2

BLUE

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

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, 1/2-lb. tins, doz.	2.45
Perfection, 1/4-lb. tins, doz.	1.85
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box.	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections Per doz.	
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

"It's all Right"



Comfort Lye

The public want Comfort Lye Now

Nothing stronger or purer.

Powdered and perfumed.



- Single case lots, \$4.35 per case.
- Three case lots, \$4.30 per case, freight prepaid.
- Five case lots, \$4.25 per case, freight prepaid.
- Ten case lots, \$4.20 per case, freight prepaid.

Comfort Lye sells readily and affords the Dealer a good profit. See that your stock is full. Send us your order.

Like our other Products, Comfort Lye carries a premium coupon for the customer.

Purchase through your jobber or direct from us.

Pugsley, Dingman & Co., Limited
TORONTO



We keep Canada clean

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

Create new profits by selling Marsh's Grape Juice

Here's a quick-selling, friend-making line that will sell and repeat. And your profit will be big enough to make displays worthwhile.

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

The Marsh Grape Juice Company

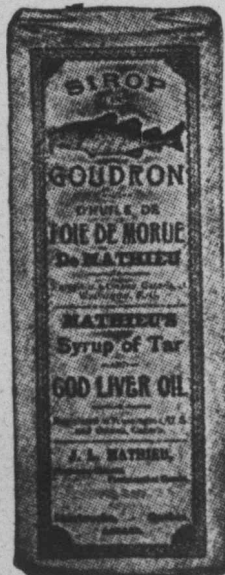
Niagara Falls Ontario

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

Rose & Laflamme, Ltd.
Montreal, Que.



Lots of Your Customers Require Mathieu's Nervine Powders



and will appreciate your suggesting this effective cure for headaches, neuralgia, etc.

Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

J. L. Mathieu Co.

PROPRIETORS

SHERBROOKE - QUEBEC



Mathieu's Syrup of Tar and Cod Liver Oil—a splendid body builder.

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

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

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

YUBA BRAND

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

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

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

EVAPORATED MILK

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

CONDENSED COFFEE

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

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. 1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 35

W. CLARK, LIMITED MONTREAL

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

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

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

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

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

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

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

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

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

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

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

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

Clark's Tomato Ketchup, 16 oz.

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

Individuals, 85c doz.

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

Individuals, 95c doz.

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

Individuals, 95c.

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

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

Clark's Chateau Chicken Soup.

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

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

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

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

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

MUSTARD

COLMAN'S OR KEEN'S

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

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

JELL-O

GENESEE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS

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



GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY

LIMITED
MONTREAL

“Let the GOLD DUST TWINS do your work.”

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

THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.



STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick-Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for Bulletin No. 103A.

The W. A. FREEMAN CO., Limited
Hamilton, Canada

CHEAPER BACON

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

F. W. FEARMAN CO.
LIMITED
HAMILTON

KLIM

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

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

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

Culinary Starch

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

BRANTFORD STARCH

Ontario and Quebec

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

SYRUP

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

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

2-lb. tins, 2 doz. in case.... 5.15
5-lb. tins, 1 doz. in case.... 5.50
10-lb. tins, ½ doz. in case. 5.25
20-lb. tins, ¼ doz. in case.. 5.20
(Prices in Maritime Provinces 10c per case higher).

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

LILY WHITE CORN SYRUP

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

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup
2-lb. tins, 2 doz. in case... \$5 50
Barrels, per 100 lbs. 6 50
½ barrels, per 100 lbs..... 7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley— Doz.
1 lb. \$4 00
½ lb. 2 00
Robinson's Patent Groats—
1 lb. 4 00
½ lb. 2 00

NUGGET POLISHES

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

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 3½s, 14 lb. cads. per lb... \$ 0 65
Bobs, 7s and 14s..... 0 55
Currency, 7s; Navy, 14s, 8 lb. cads.; bars, per lb..... 0 54
Stag Bars, 6½s; boxes, 5½ lbs. 0 48
Pay Roll, thick bars, 9s, 5½ lb. boxes 0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies 0 70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.. 0 57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes 0 72
Forest and Stream, tins, 11s, 2 lb. cartons 0 89
Forest and Stream, ¼s, ½s and 1-lb. tins 0 85
Forest and Stream, 1-lb. glass humidors 1 00
Master Workman, 10s, 2 lb. cartons 0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes 0 74
Derby 8s, ½ butts, 8 lb. boxes 0 65
Golden Rod, 8s 0 64
Ivy, 8s, ½ butts, 8 lb. boxes 0 64
Old Virginia, 10s 0 87
Empire, Navy (bars), 9s.... 0 70
Fig Leaf, 8s 0 64
Old Kentucky (bars), 6s.... 0 72
Queen's Navy (bars), 7½s. ½ butts, 8½ lb. boxes.... 0 58
Walnut, 9s 0 70

PEACHES

The good kind canning peaches coming now. There is not going to be too many; best get in early and get the *Best*. Prices will not be lower.

PLUMS

Short crop, buy when you can get supplies. Buy now, will not be cheap this season.

Let us have your orders for anything you require in Foreign or Domestic fruits. Will invoice at lowest possible price.

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

SWEET POTATOES

California Tokay Grapes

British Columbia
Boxed Apples

Now on the Market

Also

Heavy Arrivals Local Peaches

WHITE & CO., LTD.
TORONTO

New Crop

“St. Nicholas”
“Queen City”
“Kicking”

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

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

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale
Fruit and
Produce
Merchants

Established
1876

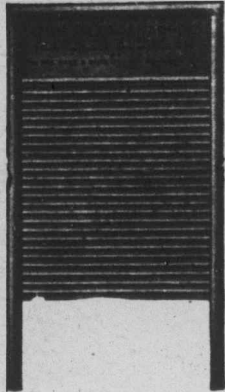
McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD



means to you
 The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.
 The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.
 Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
 NEWMARKET, ONTARIO

Imperial Rice Milling Co., Ltd.
 VANCOUVER, B.C.



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

INDEX TO ADVERTISERS

A	M
Ackerman, H. W. 10	Mathieu, J. L., Co. 56
B	McCabe, J. J. 61
Bain, Donald H., Co. 9	McCaskey's Systems, Ltd. 11
Benedict, F. L. 64	McWilliam & Everist 61
Betts & Co. Inside front cover	MacLure & Langley, Ltd. 10
Bodley, C. J. 17	Magor, Son & Co., Ltd. 20
Borden Milk Co. 1	Malcolm Condensing Co.
Bowes Co. 16	Inside back cover
Bowser, S. F., Co. 49	Mann, C. A., & Co. 64
C	Manufacturers Window Dressing Service 10
California Packing Corp. 49	Marsh's Grape Juice 56
Canadian Milk Products, Ltd. 64	Marshall, H. D., & Co. 11
Canadian Shredded Wheat Co. 53	Melrose, Andrew 52
Cane, Wm., & Sons 62	Millman, W. H., & Sons. 10
Chamberlain Med. Co. 53	N
Channell Chemical Co.	Nagle Mercantile Agency 64
Inside front cover	National Licorice Co.
Chisholm Milling Co. 17	Inside back cover
Clark, W., Ltd. 3	Niagara Wine Co. 20
Climax Baler Co. 52	O
Cockburn, F. D. 8	Oakeys 64
Connecticut Oyster Co. Back cover	Oury, Millar & Co. 4
Connors Bros. 54	P
Cowan Co. 2	Patrick, W. G., & Co. 10
D	Pennock, H. P., & Co. 8
Davis, E., & Sons. 57	Perry, H. L., & Co. 8
Denault Grain & Prov. Co. 11	Pullan, E. 88
Dominion Cannery, Ltd. 5	Q
Dominion Salt Co. 16	Quaker Oats Co. 47
E	R
Eckardt, H. P., & Co. 59	Red Rose Tea Co. 19
Edwards, W. C., & Co., Ltd. 52	Rock City Tobacco Co. Front cover
Edwards, C. M., & Co. 64	Rose & Lafamme, Ltd. 11
Elliot, W. F. 10	S
El Roi-Tan, Ltd. 8	Sarnia Barrel Works 64
Escott, W. H., Co. 9	Scott-Bathgate Co., Ltd. 8
F	Shaw & Ellis 2
Fairbanks, N. K., Co., Ltd. 57	Smith, E. D., & Son 7
Fearman, F. W., Co. 58	Smith & Proctor 52
Freeman, The W. A., Co. 58	Specialty Paper Bag Co. 14
French Soap Co. 14	Spielman Agencies 64
Furnivall-New, Ltd. 52	Spratts Inside back cover
G	Star Egg Carrier & Tray Mfg. Co. 16
Gillespie, Robert, & Co. 9	Stevens-Hepner Co., Ltd. 16
Gipe-Hazard 63	T
Grant, C. H. 9	Taylor & Pringle 15
Griffiths, Geo. W., & Co., Ltd. 9	Thompson, E. B. 64
Griffin & Skelley 12	Thompson, G. B., & Co. 9
H	Toronto Pottery Co. 18
Hamblin-Breton Co., Ltd. 10	Toronto Salt Works 64
Hargreaves, Canada, Ltd. 18	Trent Mfg. Co. 64
Harper Presnail Cigar Co., Ltd. 14	Turton, J. E. 11
Hart, C. B. 11	Turgeon, E. 11
Hop Malt Co. 52	W
I	Walker, Hugh, & Son 61
Imperial Rice Milling Co. 62	Walsh, Martin M. 10
J	Washington, G., Coffee 53
Japan Tea Co. 13	Watford Mfg. Co. 15
Jarvis, F. S., & Co. 2	Watson & Truesdale 9
L	Wetheys, J. H., Ltd. 4
Lalonde, A. 10	White & Co. 61
Lambe, W. G. A., & Co. 10	White Swan Co. 6
Lemon Bros. 61	Whittemore Bros. Corp. 15
Lever Bros. 55	Williamson Mfg. Co. 15
	Woods, Walter, Co. 53

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESSES FOR SALE

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

TO RENT

TO RENT—THE BEST GROCERY, FLOUR and feed store in district of Muskoka; on centre of main street in town of Bracebridge. Apply Henry J. Bird, Bracebridge.

AGENTS WANTED

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

MISCELLANEOUS

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

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

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

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

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

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

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

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

POSITION WANTED

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

SALESMEN WANTED

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

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

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

GOODS FOR SALE

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

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

DON'T STOP ADVERTISING.

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

Buyers' Guide

Good Fresh Poultry

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

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

BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM

READ IT BACKWARD

PURE SEPARATED MILK IN POWDER FORM. FOR ALL COOKING WHERE MILK IS NEEDED.

CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET TORONTO



WHEN IN NEED Write Us
J. F. & J. N. SOMERVILLE, 362 Sunnyside Avenue,
TORONTO, CANADA

OAKLEY'S KNIFE POLISH

20-102-1118

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

AGENTS:

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

LARGEST CANADIAN DEALER

WASTE PAPER
E. PULLAN TORONTO

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

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.
Agents Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

COCOANUT Standard Cocoanut Mills

E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS' Worcestershire Sauce

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



Cash for Your Accounts

*Will Come Quickly
if You Use Our Service*

We collect on percentage in any part of Canada and the United States. We have no membership or attorney fees, and make

ABSOLUTELY NO CHARGE

if we don't collect.

Give us a trial on some of your accounts — you'll be pleased with the results.

Prompt and persistent attention given. Prompt remittance. Write us NOW for Rates, Testimonials, etc.

The Nagle Mercantile Agency
Westmount (Montreal) Que.

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

PAPER Baler

Strongest, simplest, most efficient and easiest to operate — Full particulars from SPIELMANN AGENCIES LTD., 45 St. Alexander St., Montreal

WRITE TO-DAY

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

Kindly
Mention
This Paper
When
Writing
Advertisers

LIVELY SELLERS

The pure Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee.

Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's only Condensed Milk Products.

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

**The
MALCOLM CONDENSING CO., LTD.**
St. George, Ontario



The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S DOG CAKES

*Poultry Foods, Canary
and Parrot Mixtures*

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

Y & S STICK LICORICE

48 5c. Packages to Box



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

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

NATIONAL LICORICE COMPANY
MONTREAL

“Meatless Days are Oyster Days”

You are facing a situation entirely different this season from anything that you have previously experienced in the oyster business. The situation should be viewed in the light of conditions that apply to food products as a whole.

The cost of producing oysters is about 90% labor. Oysters come from the Atlantic Coast, and the Atlantic Coast is one great munition centre. Common labor around oyster houses that received \$2.50 a day last spring, on the 1st of August was receiving \$5.25 a day, and they have since struck for more money. This is the commonest kind of common labor.

The openers will receive 30c a gallon instead of 20c. Soft coal for boats that did cost \$3.15 is now considerably above \$8.00. An oyster boat that was pulled in for overhauling at an estimated expense of not exceeding \$2,500, which estimate made allowance for increases as compared with other years, would not be touched by the shipbuilders at any definite price and they suggested that the expense would be \$6,000. If you didn't like that situation they would very kindly put your boat overboard, and you could take it elsewhere, but there was no relief. Tin cans have more than doubled, freight rates are higher, ice on the Atlantic Coast is nearly double, so that it is unreasonable to presume that oysters can get by without a substantial increase.

Your price will have to be advanced, but with the high cost of other food products, oysters are still an economy when served fried, scalloped or stewed. We suggest that the Ontario retailer sell his oysters dry measure and get 60c a pint.

Six fried oysters for each member of the family is considerably less than half their meat expense, at least as satisfying, and much more appetizing. “Meatless Days” should be “Oyster Days,” both as a matter of convenience and economy.

With the higher prices prevailing, the consumer will be more skeptical, and quality will be absolutely necessary. Some of the trade bought a little cheap stuff last season, but believe they suffered sufficiently for their sins. To sacrifice quality and condition in a perishable product is an extravagance. You could more profitably cut out the handling of the product. Your favors will receive dependable service.

CONNECTICUT OYSTER COMPANY, LIMITED

“Canada's Exclusive Oyster House”

50 JARVIS ST., TORONTO, CANADA